

CALDWELL-CLEMENTS'

# TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing

Including

TV-Electronic

## TECHNICIAN

October • 1952

IN TWO SECTIONS • SECTION ONE

*Large*  
**Christmas Gift**  
Selection **NOW**

**OPEN**  
**EVERY EVENING**  
Until 10

**ARRANGE NOW**  
FOR  
**XMAS EVE DELIVERY**

**We're Ready**  
for  
Xmas Business

*Buy Your GIFTS*  
on our **TIME-PAY PLAN**

*Extra SALESPEOPLE*  
**NO WAITING**

See Our  
**XMAS DISPLAYS**  
Inside

**AVOID** the  
*Last-Minute Rush*

*Gift-Wrapping*

**ORDER YOUR TV SET**  
*Early*  
For **Pre-Xmas Installation**

**SALES & SERVICE**  
TELEVISION - RADIO  
PHONO RECORDS - RECORDERS  
- ELECTRICAL APPLIANCES -



Read "This Christmas—  
They'll Buy the  
Big-Ticket Items Early"  
(In this issue)



JACK BENNY  
CBS-TV's Sunday Star

Jack - it took  
CBS to do it!

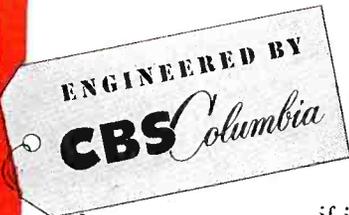


ARTHUR  
GODFREY  
CBS-TV Star

Right, Arthur -  
CBS-COLUMBIA  
has a Great Selling Plan!

## Here's What The CBS-COLUMBIA Franchise Means To You!

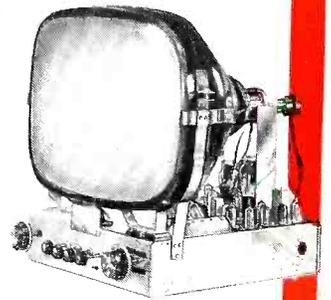
### 1 PRESTIGE



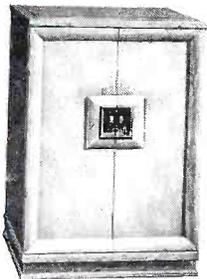
CBS is the greatest name in broadcast . . . research . . . and recordings. There is no bigger . . . no more important trade name in all television than CBS-Columbia! Remember, if it bears the tag "Engineered by CBS-Columbia," you know it's engineered for years ahead.

### 2 PERFORMANCE

CBS-Columbia's *Power-Tron Chassis* outperforms them all. Test after test under every conceivable reception condition has proved the *Power-Tron Chassis* to be the finest performing, most trouble-free power plant in all TV. Only the best bears the name CBS.



### 3 PROFIT



A brand-new line of the most advanced, most exciting television receivers in America! A combination of performance, beauty and price that will signify VALUE to all of your customers. Featuring low-priced LEADER models for store traffic plus STEP-UP models for easy selling-up and greater profits for you.

### 4 PROMOTION

An intensive advertising plan pre-selling CBS-Columbia TV sets to your customers, with strong national and local advertising *plus* a complete merchandising plan. Add to this 102 billion CBS messages a year on TV and Radio Stations all over America, and you have the pre-sell and the promotion to move merchandise *now*.



**CONTACT YOUR CBS-COLUMBIA DISTRIBUTOR—TODAY!**  
**CBS-COLUMBIA INC.**

*A Subsidiary of the Columbia Broadcasting System*



# TELEVISION RETAILING

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OCTOBER, 1952

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\*Trade-Mark Reg. U. S. Pat. Off.  
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# hottest Christmas gift item this year!

here are the facts:

- fact: 9 out of 10 of your customers still need clock-radios.
- fact: Clock-radios are in bigger demand this year than ever before.
- fact: This powerful TELECHRON<sup>®</sup> timer ad (shown on opposite page) will hit the Christmas gift market at its ripest.
- fact: 25 leading brands of clock-radios are equipped with TELECHRON clock-timers . . . to help your sales. Your customers know and appreciate the quality of Telechron products . . . are constantly reminded of it through strong, consistent consumer advertising.

Look, five gifts in one!

a clock-radio with a Telechron® clock-timer

spells year-round Christmas joy for every member of the family



**1 WAKES YOU TO MUSIC**

Radio goes on automatically—stirs you gently, with your favorite morning program. For extra wake-up insurance, there's a persistent signal alarm about ten minutes later, if you wish.

**2 STARTS YOUR COFFEE**

Saves precious time in the morning. Telechron timer turns on electric kettles or other appliances—automatically, at the time you set.

**3 TELLS TIME**

All day long, the Telechron clock is a silent helper in planning your day's schedule. Accurate, electric Telechron movement never needs winding, oiling, regulating.

**4 KEEPS YOU ENTERTAINED**

Brings to you music for dancing, exciting drama, news, weather reports, sports. And you can pre-set the Telechron timer to turn on wanted programs—automatically—any time.

**5 LULLS YOU TO SLEEP**

Just set the handy "sleep switch" at bedtime. Radio plays for the time you select—up to an hour. Brings on an easy, relaxing sleep—turn whole hour off automatically.

TELECHRON IS A TRADEMARK FOR PRODUCTS OF TELECHRON DEPT., GENERAL ELECTRIC CO., ASHLAND, MASS.



25 LEADING CLOCK-RADIOS—many with all five features—use Telechron timers. When you buy, look for the Telechron Seal of Accuracy or the Telechron trademark on the dial. It's your guide to quality—your assurance of accuracy, dependability, and long life.

This full-color,  
two-page center-spread ad will appear in  
THE SATURDAY EVENING POST, Nov. 22.

**moral:**

Prepare now for Christmas profits with a big display of clock-radios equipped with TELECHRON clock-timers.

Yes, 25 leading brands with Telechron timers! Admiral, Airline, Arvin, Automatic Radio, Capehart, Crosley, DeWald, Emerson, Firestone, Hallicrafters, Jewel, Mitchell, Motorola, Packard-Bell, Philco, Raytheon, RCA-Victor, Sentinel, Silvertone, Stewart-Warner, Stromberg-Carlson, Trav-ler, Truetone, Westinghouse, Zenith.

Telechron®

MARK OF TIMING LEADERSHIP

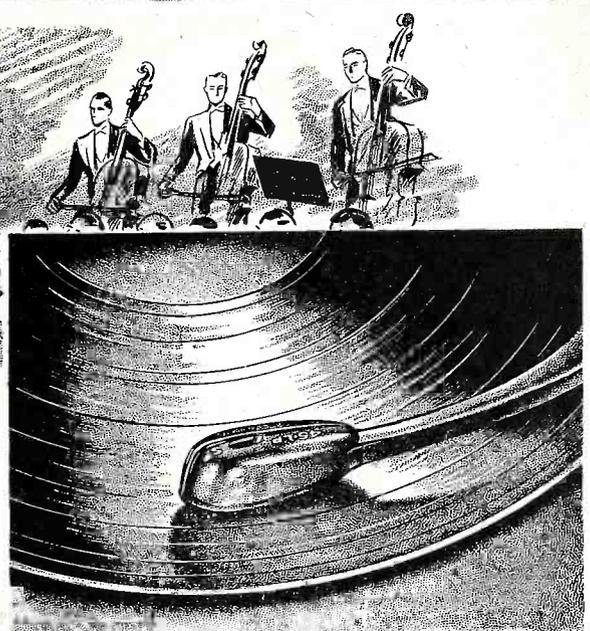
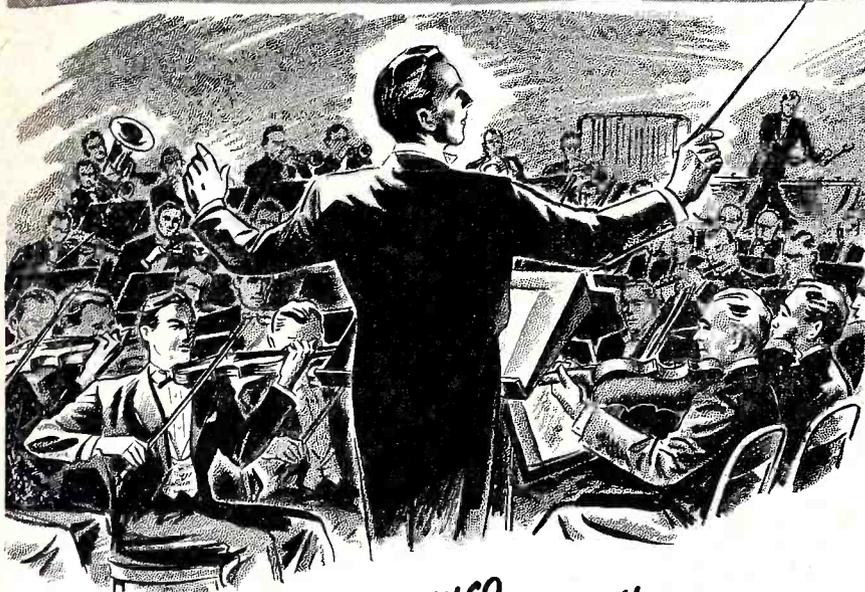
HIS CHOICE IS *Regency*

LARGEST SELLING VHF BOOSTER...  
AT ANY PRICE!

VICTOR MUCHER, PRESIDENT  
CLAROSTAT MFG. CO., INC.  
PHOTOGRAPHED IN HIS DOVER,  
NEW HAMPSHIRE HOME



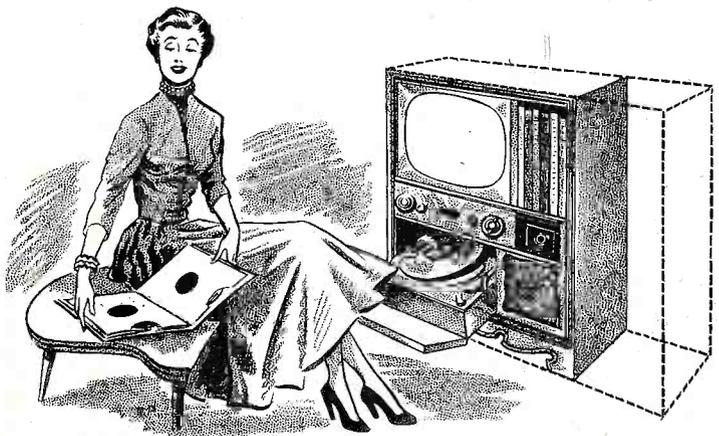
# QUALITY FIRST... A PHILCO POLICY



NEW FOR 1953... THE PHILCO  
3-SPEED RECORD CHANGER WITH  
**TRUE-HARMONIC  
REPRODUCER...**

THE FIRST PHONOGRAPH TONE  
ARM TO FAITHFULLY REPRODUCE THE  
**FULL RANGE OF HARMONICS...** TO BRING  
OUT THE TRUE CHARACTER OF  
EVERY INSTRUMENT... EVERY VOICE  
**ONLY PHILCO HAS IT!**

THE MOST LUXURIOUS WAY TO  
ENJOY TELEVISION EVER INVENTED  
**PHILCO REMOTE CONTROL**  
HERE FOR 1953 IN A WIDE SELECTION  
OF MODELS AT **NEW LOW PRICES!**



**NOW...TV COMBINATIONS THAT  
OCCUPY 1/3 LESS FLOOR SPACE**

NEW FOR 1953, AGAIN REFLECTING PHILCO  
LEADERSHIP IN CABINET DESIGN! WIDE CHOICE  
OF MODELS IN SPACE-SAVING CABINETS



**PHILCO** FAMOUS FOR QUALITY THE WORLD OVER

**FREE**  
 Your vacation may come  
 in this WALSCO  
 carton...



Travel FREE via  
 luxurious TWA  
 Constellation to any  
 vacation spot in America...  
 all expenses paid!

The next quality antenna you buy, be sure to ask for WALSCO. You may be purchasing the lucky 1½ millionth antenna to be produced by WALSCO. Attached to it, you will find the winning certificate. Mail the certificate to WALSCO and you receive 2 tickets and all expenses to any vacation spot in America. Everything will be FREE. You will travel via luxurious TWA Constellation. WALSCO will arrange a thrilling vacation for you and your companion for one full week.

This is not a contest... nothing extra to buy. Just watch for the 1,500,000th WALSCO antenna. Your jobber may have the lucky antenna right now. It will come in a regular carton, with no special markings.

Ask your jobber for WALSCO... it's America's quality antenna. And you may win a fabulous FREE vacation for two.

**WALSCO**

**Walter L. Schott Co.**

3225 Exposition Place  
 Los Angeles 18, California

Overseas Representative  
 Ad Auriema, Inc.  
 89 Broad St. New York 4

## Only from Hallicrafters

A WORLD-WIDE PORTABLE  
SO SUPERIOR  
SIMPLE COMPARISON SELLS IT!

Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries. There is nothing like it!

# The whole world knows Hallicrafters Quality

... easier to sell because it's easier to prove!

## Hallicrafters Television

SO SUPERIOR, SO DEPENDABLE  
IT'S GUARANTEED FOR ONE FULL YEAR!

Here's language your customers understand! Hallicrafters guarantees every television set they manufacture for one full year—in writing. And Hallicrafters stands back of it. You're protected!

Another thing your customers can understand is a clearer, finer detailed picture. Here, in streamlined modern mahogany plastic is the finest TV picture in the world. Comparison right on the floor proves it! This model 1052 has 17" tube with non-glare tilted glass front. Simple tuning. Provision for UHF. Console type base at slight extra cost has rich appearance, cloth grille. A leader!

Complete Line of 17", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

Prices subject to change without notice

# hallicrafters

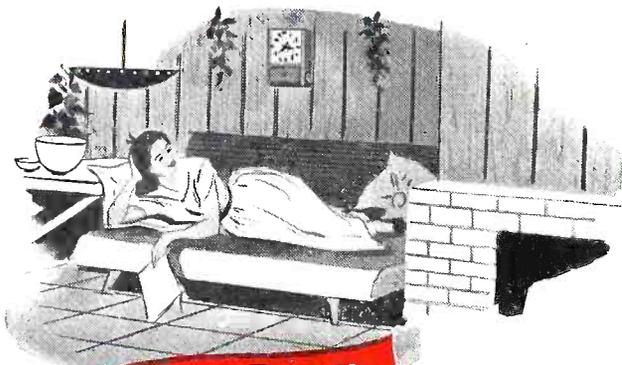


For '53 Better See Motorola Radios

# Now—Motorola moves your biggest



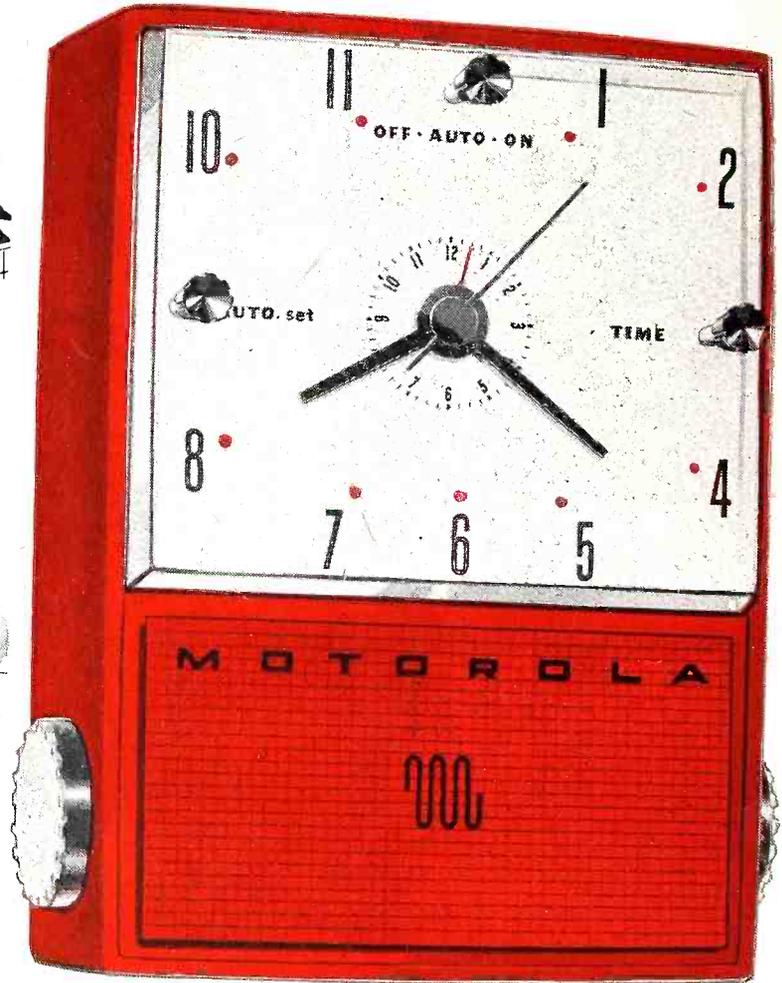
Kitchen...



Bed Room...



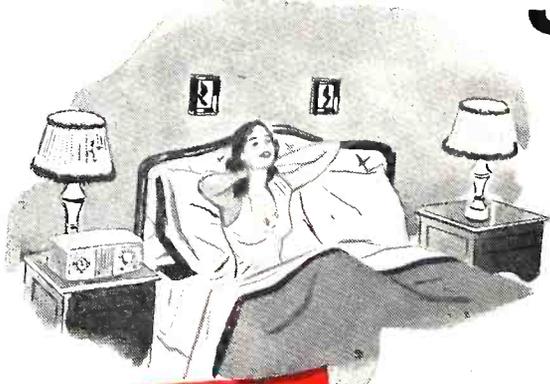
Living Room...



**NEW**

New Pin-Up Clock Radio in Four Decorator Colors—citron, off-white, cherry, green, in bakelite that wipes clean in a split second. Timer automatically turns on radio programs.

**\$3995\***



Bed Room...

seller into every room in the house

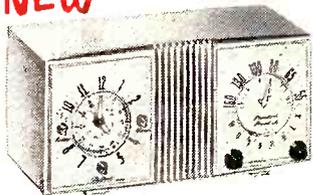
# Motorola Clock Radios

Top Line for Christmas Gift Sales

Multiply your clock radio sales! Now Motorola moves your best Christmas item out of just one room into every room in the house! Here is the new Pin-up Clock Radio, in four decorator colors, with a clock face you can see clear across the room and designed so that it takes up no shelf space. Look at the new 52C and 62C—precision timepieces and *Golden Voice* radio combined. Notice the beautiful functional styling. All are headed for big sales and volume!

The new Motorola line is priced and styled to bring you a fast turnover and bigger profits! See the new Motorola table, portable and clock radios now—at your distributor's!

**NEW**



Model 52C—walnut, ivory, green, clock, radio, timer, alarm. From

**\$3495\***

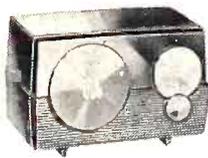
**NEW**



Model 62C—walnut, ivory, green, with convenient appliance outlet. From

**\$4495\***

## Table Models & Portables



52R—six decorator colors. From **\$1795\***



52H—modern styling. From **\$2495\***



62X—powerful and handsome. From **\$3695\***



52X—power and sales appeal built in. From **\$2995\***



42B—Compact and Powerful. From **\$2495\***



52L—with new "long-life" batteries. From **\$3495\***

\*Prices slightly higher South and West.

\*Prices subject to change without notice.

# DOLLAR FOR DOLLAR Olympic IS YOUR BEST BUY!

# 1

**OLYMPIC FOR '53 MERCHANDIZED TO  
GIVE YOU GREATEST DOLLAR PROFIT!**

Model for model Olympic's planned merchandizing  
assures a fast-moving, profit-selling line!



**SENSATIONAL TeleTimer BUILDS TRAFFIC,  
CLINCHES SALES, INCREASES PROFITS!**

Built right in, turns set ON and OFF automatically . . . and  
Only Olympic has it!

# 2

# 3

**FASTEST SELLING LINE OF TV COMBINATIONS  
IN THE INDUSTRY!**

Five terrific Combination models are out-pulling,  
out-selling all competition!



**LOW OLYMPIC PRICES DRAW MORE  
CUSTOMERS, CLOSE MORE SALES!**

Olympic offers a smooth step-up line of 17, 20 and  
21-inch receivers starting at \$159.95\*. Combinations  
as low as \$299.95\*.

# 4

See your Olympic  
Distributor today!  
Prove to yourself  
that—"Dollar for  
Dollar Olympic is  
your Best Buy!"

**Olympic**  
*America's Favorite*  
TELEVISION

*Including Warranty, Tax extra. \*Slightly higher South and West.*

**OLYMPIC RADIO & TELEVISION, LONG ISLAND CITY 1, N. Y.**

**THIS FALL ALONE,**  
Olympic National Advertising reaches  
over 104,000,000 readers of LIFE,  
SATURDAY EVENING POST, TIME,  
NEWSWEEK, NEW YORKER.

# HERE'S PROOF!



**Glass used  
in second hand  
tubes is  
20% DIMMER  
than NEW  
GLASS used in**



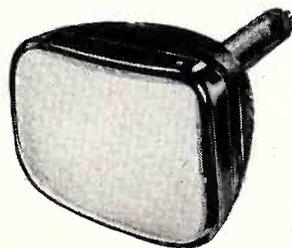
## PICTURE TUBES

**T**HE unretouched picture above demonstrates why you risk your reputation as a competent service dealer every time you sell your customers a second hand tube.

A standard Raytheon Tube was put on life test equipment and adjusted so that the raster did not cover the entire face of the tube. The tube was given the equivalent of 1000 hours of operation in a consumer set. The tube neck was then cut, the gun removed, the tube renecked and the screen washed out. The bulb was re-washed and rescreened and as you can see, the portion of the bulb that was scanned is about 20% darker than the unscanned area. In short,

scanning darkens glass and any used bulb that is rescreened will be 20% darker than a new bulb. The only way you can get new tube-brightness out of a second hand tube, is to increase the beam current. And since beam current comes from the cathode, increasing the beam current shortens tube life. For this reason, when you replace with second hand tubes your customer loses, and in the long run so do you!

It's good business to always replace with *new* tubes. And, of course, if you want the finest new tubes that money can buy...



... use **RAYTHEON TELEVISION PICTURE TUBES**  
They're Right for Sight... and Right for You... and Always New!

### RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

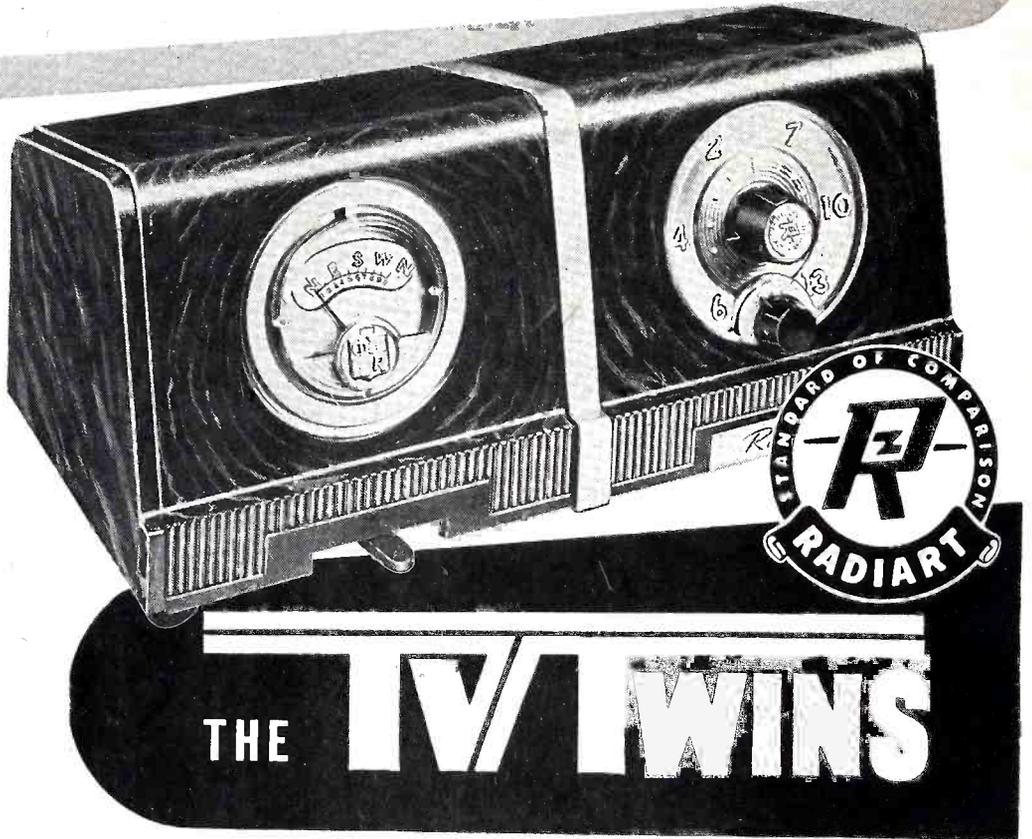
Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

RAYTHEON MAKES ALL THESE:

RECEIVING AND PICTURE TUBES • RELIABLE SUBMINIATURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • NUCLEONIC TUBES • MICROWAVE TUBES

*Excellence in Electronics*

# The Winning *COMBINATION* for a perfect *TV* picture!



Here's What You Get — ALL YOU NEED  
TO GET THE MOST OUT OF ANY TV SET!

- ★ CDR Rotor, Model TR-11 . . . . . \$44.95
- ★ Thrust Bearing, Model TA-6 . . . . . 4.95
- ★ Radiart Booster, Model TVB-1 . . . . . 29.95
- ★ Connecting Kit, Model TA-7 . . . . . 1.00

If Bought Separately . . . \$80.85

**SPECIAL RETAIL  
COMBINATION PRICE...**

Model RAC-4497...

**\$ 74<sup>95</sup>**

Regular Trade  
Discount Applies

Here's a rare opportunity to really get the most out of any TV set—putting it to work at peak possible performance... and at a real savings! We have combined these 4 Radiart units into one package and at real savings! The quality can't be beat... and the two cabinets form a handsome piece of furniture for any home. Will handle any antenna array... meter dial on remote control cabinet... and the booster improves picture quality beyond compare! **ACT NOW!**



**THE RADIART CORPORATION CLEVELAND 13, OHIO**

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

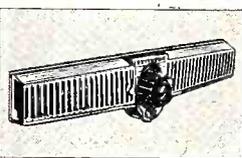
# Raytheon's

Exclusive **VU-matic**  
VHF-UHF Reception  
Gives You

## TWO TV SETS IN ONE!

Plus Full-Range AM Radio

# Greatest line-up of features in TV!



**1 Vu-Matic reception**—exclusive with Raytheon, built-in all-channel tuning of any VHF or UHF channel, no strips, no converters, no bulky gadgets!

**2 One-knob control**—one master switch controls VHF, UHF, radio and phono switch. Easy, accurate, complete.

**3 "Channelite tuning"**—high visibility "slide rule" tuning window shows you VHF, UHF, radio positions.

**4 Finest fringe reception**—because Raytheon's "Whisper Sensitive" tuner and circuitry boosts TV signals about 2½ million times.

**5 "Exclus-o-tone"**—earphone adapter available for individual listening.

**6 Full range AM radio**—with Raytheon's famous built-in antenna.

**7 Tilted picture tube**—eliminates reflection, is removable for easy cleaning.

**8 Superb cabinetry**—craftsman styled, beautifully built.

**9 Big picture tube**—distortion free, clear, pre-focused.

**10 Easy-roll casters**—are convenient, make moving simple.

**11 Phono jack**—included in all 1953 Continental models.

**12 Full-year warranty**—covers all parts, including picture tube.

All the features shown above, plus many more, are in the 1953 Raytheon "Continental" line.



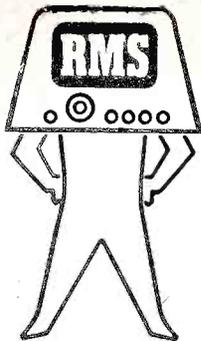
There's a Raytheon TV in both "Continental" and "Suburban" models... to fit your customers every home style and interior... to retail from \$199.95 to \$750. Federal Excise Tax and One-Year Warranty Included.

Ask your Distributor about Raytheon's Assured Profit Plan!

# Raytheon



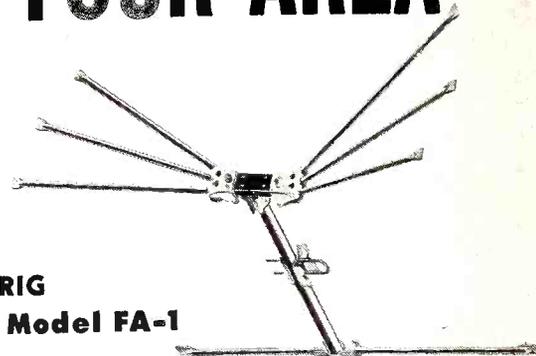
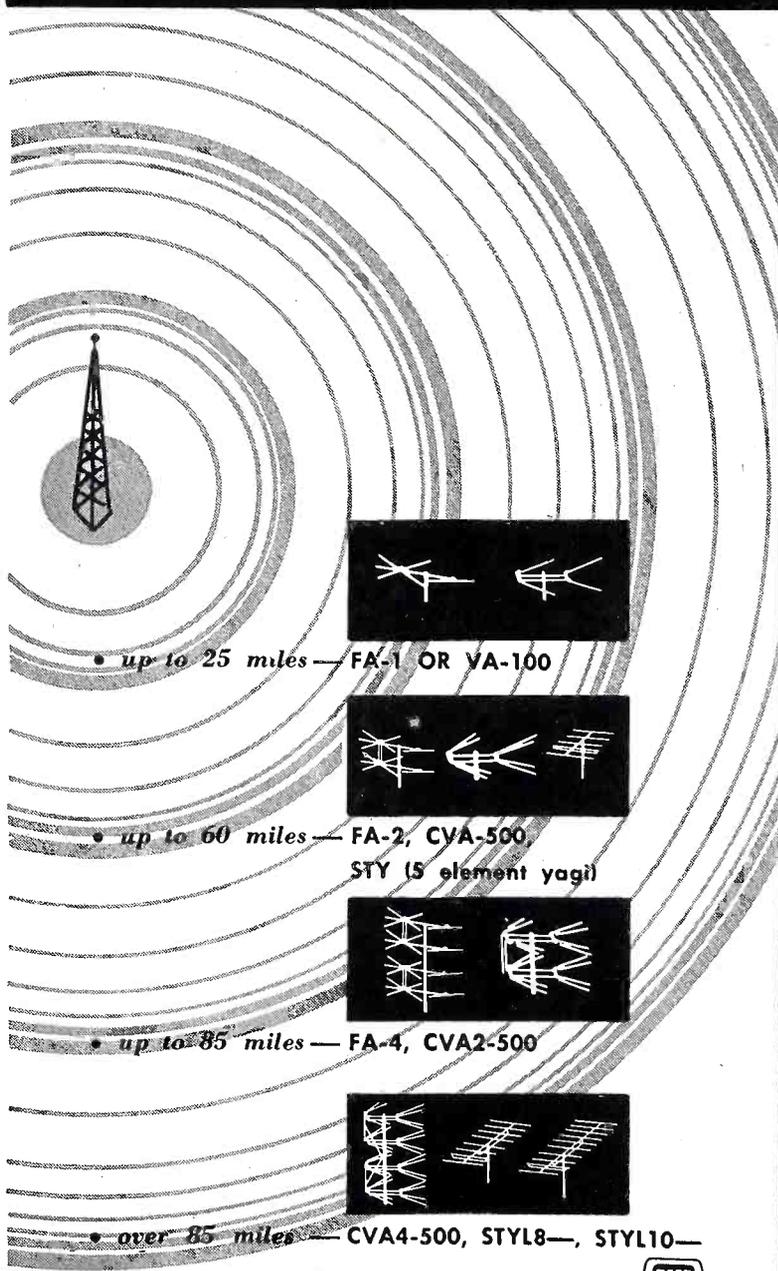
RAYTHEON TELEVISION  
AND RADIO CORPORATION  
5921 W. Dickens Ave.  
Chicago 39, Ill.



A properly selected **RMS** antenna helps you do...

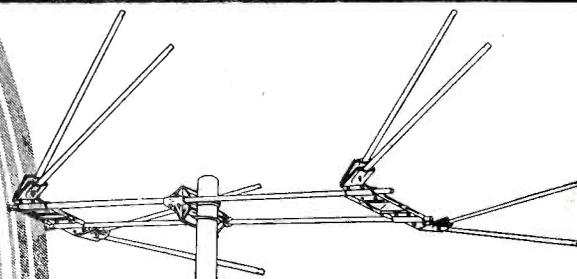
# THE BEST JOB IN YOUR AREA

## HOW TO SELECT THE PROPER RMS ANTENNA FOR YOUR PARTICULAR INSTALLATION



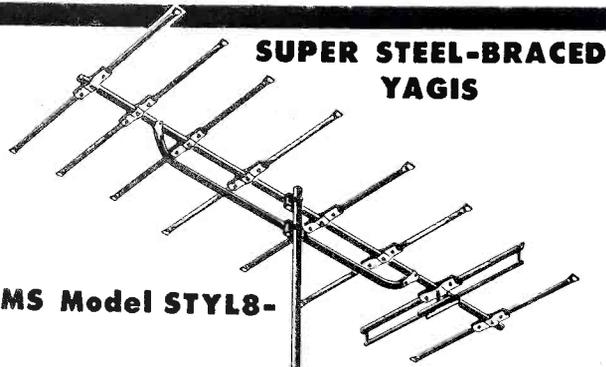
### REDI-RIG RMS Model FA-1

- Completely preassembled — no loose parts or hardware.
- Exceptionally flat response across entire tv band.
- 3/8" dowel-reinforced aluminum elements.
- Plus six other distinctive mechanical and structural advantages!



### FRINGELEADER END-FIRED ARRAY RMS Model CVA-500

- Completely preassembled.
- High gain on all channels.
- 3/8" dowel-reinforced aluminum elements with unique double U-bolt attachment to the mast.



### RMS Model STYL8-

- Cut for specific channel — one of the highest gain antennas in use today.
- Steel brace assures permanent orientation.
- Deluxe construction and engineering features — the fastest installing long boom yagi on the market!

SEE YOUR  
RMS JOBBER

# RMS



2016 BRONXDALE AVENUE • NEW YORK 60, N. Y.



**only from Admiral!**

# 21" TV

**at price of other 17's**



**43% bigger picture for the same money!**

Bigger—yes—but that's not all! You get an amazingly *better* picture, too. Because it's powered by Admiral's extraordinary new "DX-53" chassis... five years in the making... that delivers strikingly superior pictures in *any* location. Yours, too, is the proved advantage of *guaranteed* UHF reception, provided by Admiral's famous Cascade Turret Tuner. See this terrific value, and its companion models at your Admiral Distributor's now. It's the most exciting new line in television.

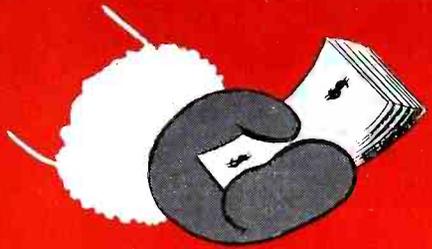


**\$199<sup>95</sup>**

Model 121DX11—Admiral 21" TV with new "DX-53" chassis in smart, stain-resistant cabinet. Price subject to change without notice. Fed. Tax and warranties included.

**NO FINER PICTURE AT ANY PRICE!**

**Admiral . . . WORLD'S LARGEST TELEVISION MANUFACTURER**



GET SET  
FOR A  
PROFITABLE

*Very Merry*  
**V-M**  
Christmas!

ORDER

**V-M tri-o-matic**  
phonographs  
and  
record changers

**NOW!**



**V-M CORPORATION**

BENTON HARBOR, MICHIGAN

**Get these Business-Building Benefits:**

**More Phono Customers Demand V-M!**

That means MORE profitable sales for you, if you stock the V-M line now! Last Christmas buyers crowded into the stores demanding V-M by name. This season consumer demand will be bigger than ever before because V-M's advertising program has been doubled—WILL REACH HUNDREDS MORE OF YOUR PROSPECTS THAN EVER BEFORE!



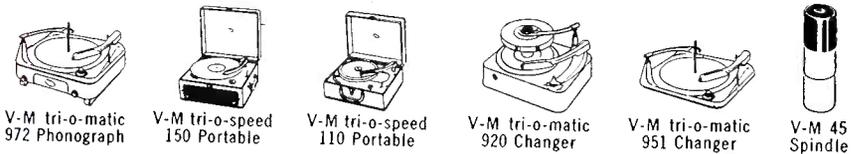
**V-M Features Help Close Sales!**

V-M's beautiful new luxury styling—exclusive Siesta Switch that turns off EVERYTHING (including amplifier) after last record—patented tri-o-matic spindle for positive record protection—COMPLETELY jamproof operation—automatic playing of all speed, all size records—and many more features plus lowest price range for a quality phono line—all help you close sales faster, easier . . . help less experienced salesman make MORE sales!

V-M tri-o-matic 985 Portable



**ACT NOW—ORDER V-M NOW!**



V-M tri-o-matic 972 Phonograph

V-M tri-o-speed 150 Portable

V-M tri-o-speed 110 Portable

V-M tri-o-matic 920 Changer

V-M tri-o-matic 951 Changer

V-M 45 Spindle

**MODELS FROM \$29.50 UP**

Twice As Much  
V-M  
Advertising!

V-M advertising will bring YOU extra hundreds of pre-sold prospects!

Just LOOK at this schedule—YOUR CUSTOMERS will see this advertising! Now, tie-in to get your share of the business. Order V-M today . . . ask for the Christmas newspaper mats and motion displays, V-M banners and sales folders.

MAGAZINE	NOV.	DEC.	READER IMPRESSIONS
American Weekly		1/2 p. Full color	33,522,352
Collier's	1/4 p. B & W	1/4 p. B & W	21,903,546
Better Homes & Gardens	1/4 p. 2-color		12,555,851
Seventeen		1/2 p. 2-color	3,996,279
Esquire		1/4 p. 2-color	2,868,877
Sunset	1/2 p. B & W	1/2 p. B & W	3,578,988
<b>PROSPECT TOTAL</b>			<b>78,425,893</b>



**"ON THE BEAM" WITH CROSLEY TV**

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

AMERICAN KITCHENS  
BENDIX  
CROSLEY  
CROSLEY BROADCASTING  
CORPORATION  
HORN  
LYCOMING  
NEW IDEA  
SPENCER HEATER

## What happened when Denver got TV? CROSLEY RUSHED IN CARLOADS OF SETS: RAN STRONG LOCAL ADS TO BACK UP ITS DENVER DEALERS

Denver, Colorado When television came to Denver the last week in July, TV-hungry Denverites rushed to embrace it. They crowded into department and appliance stores to look at sets and compare them.

And right there confusion began. Customers were bewildered by the pseudo-technical claims of many TV makers.

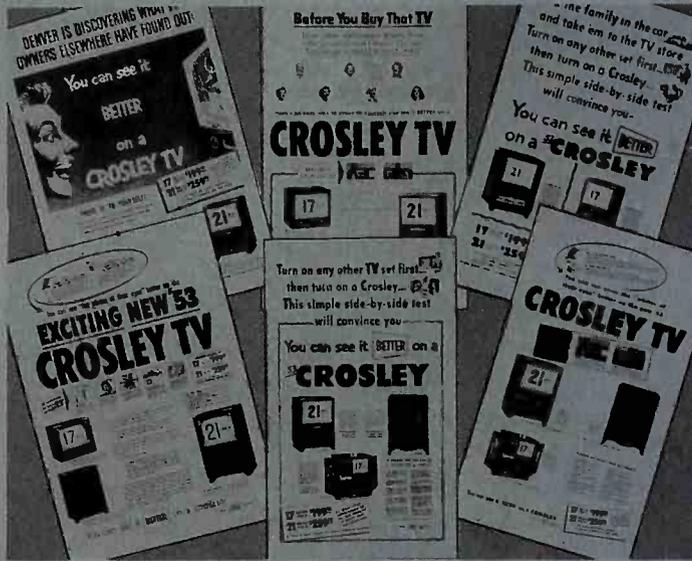
Then along came Crosley with a simple, clear, understandable advertising campaign. Here's what Crosley told the TV shoppers of Denver.

Crosley invited shoppers to make a simple *side-by-side TV test*. Shoppers were told, *first*, to turn on any other set in the store, to take time to adjust it carefully; *then*, to turn on a Crosley... to notice the clear, steady picture they got immediately over the entire screen of the Crosley set.

Crosley's simple side-by-side test convinced shopper after shopper that he *could* see it better on a Crosley.

### Crosley's Training Program Prepared Trade for Consumer Questions

Crosley prepared for the Denver TV campaign with the following 4-point merchandising program: (1) Careful selection of Crosley dealers to assure customer satisfaction. (2) Well-organized sales training program for dealers and salesmen. (3) Convincing advertising campaign in Denver newspapers, radio and TV. (4) Quick shipments to Crosley dealers.



These hard-selling Crosley ads were specially prepared for the Denver market

Even before the first Crosley TV sets arrived, Crosley started its Denver advertising campaign. Radio spot commercials peppered the air waves 57 times a week with Crosley messages. Then, large-space Crosley ads appeared in all Denver newspapers (see cut), followed up by television commercials over Station KFEL, Channel 2.

Meanwhile, carloads of current-model Crosley television sets were rushed in from Cincinnati

to support dealers and fill orders. Production of more Crosley sets is now being speeded for Denver's needs.

This is what happened when Denver got TV. Whenever and wherever new TV areas open up, Crosley plans to have organized training programs, consistent and convincing advertising (*locally directed*), and early shipments of sets. What Crosley dealers *anywhere* may need, Crosley will be ready to supply.

**W.A. Blees**  
says



"We are in a big, but highly competitive market. Dealers should carefully consider the smartest way to sell in the next five or ten years. Conditions are changing and we must change with them.

"Dealers should consider reducing their lines. It will not pay them to carry competing merchandise in the future. They should concentrate and learn a line well and sell 'hard' on that line.

"Careful consideration should be given to their location and the time they keep their stores open so that they can better serve their customers. Good service is most important. Dealers should also be sure that they have a well-planned and continuous advertising and promotion program.

"Crosley stands ready to help dealers do all these things and make this a better business for all of us!"

Send this coupon to Crosley (you'll be glad you did!)

Send in  
for full  
infor-  
mation  
on 1953  
CROSLEY  
TV!

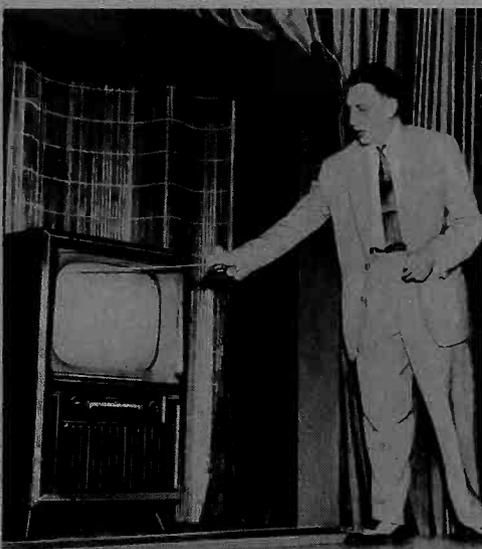
Mr. E. W. Gaughan  
General Sales Mgr. for Electronics  
Crosley Div. AVCO Mfg. Corp.  
Cincinnati 25, Ohio

Please send me a full-line folder  
showing the new Crosley '53 line

Name \_\_\_\_\_

Address \_\_\_\_\_

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



Mr. J. T. Caviezel, Crosley's Kansas City Zone Manager for TV Sales, flew to Denver to help Crosley dealers capture a large share of the mushrooming TV market.

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

## What do they say about Crosley in Denver, the newest TV market?

READ THESE ENTHUSIASTIC LETTERS FROM PROUD CROSLLEY TV OWNERS

Robert C. Starke,  
3020 Gray Street, Denver, Colo.



"When we watch TV at other people's houses, they always seem to be adjusting the dials. They never get a chance to sit still and watch the show. I think the best thing about our Crosley is that once you tune it, it stays tuned."

Mrs. Pauline Evans,  
1512 Steele Street, Denver, Colo.



"We are surrounded by business buildings and apartment houses. We thought we'd need an aerial a mile high to get anything, but one home demonstration with an inside antenna on a Crosley showed us we were wrong. We and our friends marvel at the clear, lifelike picture."

Mrs. Paul C. Conrad,  
1361 Jackson St., Denver, Colo.



"We just couldn't wait for TV to come to Denver since my husband and I visited my brother in Los Angeles. We took his advice and looked around until we found the best possible picture. That's why we chose a Crosley. We're certainly glad we did when I compare the picture we get on our Crosley with others I've seen around Denver."

Mrs. Walter Mayer,  
Route 2, Platteville, Colo.



"I didn't know a thing about electronics, but I do know furniture. When I saw Crosley's lovely wood cabinet, it just seemed the set must be a good one. My husband and I looked at a lot of sets before we picked Crosley."

### WIN \$500

With Your Best Sales Story

"Because I've found the best way to build sales is to build confidence and good will, I follow up every TV sale with personal phone calls. Three or four times during the first year I call to ask how the set is doing. My customers like to know I'm still interested, and they often give me leads which result in more sales! And I keep a record of every phone call, so my mailing list is up to date."

Jerry Stagman, 548 S. 52nd Street, Phila. 43, Penna.

### Crosley's UHF Ultratuner best for consumers

More economical, more sensitive Ultratuner can be easily installed by owner

The numerous advantages of Crosley's Ultratuner became even more apparent when a manufacturer of UHF strip tuners recently announced his retail list price.

UHF strips will cost \$13.95 each for every new UHF channel. That means buyers of strip UHF tuners may have to pay as much as \$55.80—plus installation—to receive just 4 new UHF channels!

Crosley's Ultratuner is listed for only \$39.95—and it receives all new UHF channels!

## WHO'S THE BEST CROSLLEY TV SALESMAN

### WINCHELL or MAHONEY?

Jerry Mahoney "I AM"

Paul Winchell "I AM"



Jerry: Now wait a minute! Who tells our television audience about Crosley's SHARPER, CLEARER PICTURES? I do.

Paul: Hold it, boy! Remember, I tell the folks Crosley sets VIRTUALLY ELIMINATE INTERFERENCE from electric appliances, passing autos.

Jerry: Let's face it, Paul—people want to hear me tell them how Crosley TV sets are AUTOMATICALLY IN FOCUS ALL THE TIME.

Paul: But you always forget to tell them that all Crosley sets HAVE PROVISION FOR UHF BUILT RIGHT IN! And you don't stress that Crosley's low prices include a FULL-YEAR WARRANTY ON BOTH CHASSIS PARTS AND PICTURE TUBE and FEDERAL EXCISE TAX. And you never tell them about the beautiful, RICH WOOD CABINETS. Are you afraid that Crosley feature might give you a complex?

Jerry: Very funny, very funny. But at least we don't quarrel over one point, Paul. We both tell folks the most important feature, "YOU CAN SEE IT BETTER ON A CROSLLEY TV."

Other Crosley Ultratuner advantages include: It's 5 times more sensitive in reception than most strip tuners • It sacrifices none of the regular VHF channels • Owner can install it himself with a simple screwdriver—no soldering connections needed • No realignment of set is necessary with Crosley's Ultratuner • Automatic antenna switching

from VHF to UHF channels—this is an exclusive feature with Crosley • Tunes just like a radio for fine tuning.

It stands to reason that Crosley's Ultratuner will receive clearer, sharper UHF pictures because it is not just a one-strip, one-channel gadget—it has its own tubes and circuitry—precision-engineered by Crosley!

Fill out this coupon and mail it to Crosley today!

You can sell them

BETTER on a CROSLLEY

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

Please send me a full-line folder showing the new Crosley '53 line

Name \_\_\_\_\_

Address \_\_\_\_\_

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

TUNING IN THE DEALERS



Mr. Ralph Durrant, Home Equipment,  
2511 East 34th Street, Denver, Colorado

"Crosley's advertising campaign is bringing people into my store eager to buy Crosley TV sets. And Crosley's training sessions provided me with ammunition to convince customers that they can see it better on a Crosley."

Mr. Charley Ortiz, Skyway Radio & TV,  
711 East 6th Avenue, Denver, Colorado

"Everything Crosley's Distributor, the Graybar Electric Company, told us about the Crosley training program and its big advertising campaign sure was true. The topflight training program proved invaluable to me in selling Crosley TV. And Crosley's hard-selling advertising campaign has already increased business."



# REVOLUTIONARY



**NEW!**

## Extra long-playing "Personal" type RCA radio batteries

These RCA long-life batteries have completely revolutionized the design and performance of "personal" type portable radios. They've opened up a brand-new replacement market for you that *never before existed*.

Think of it . . . the revolutionary, new RCA VS216, 67½-volt "B" Battery plays newly designed "personal" type portable radios *twice* as long as ordinary 67½-volt batteries. The new, companion RCA VS236 1½-volt "A" Battery (size G) provides up to *five times* the life of ordinary "A" batteries (size D).

New "personal" type portable radios designed to use one VS216 and two VS236 batteries can play up to *10 times longer without a battery change* than previous models using one 67½-volt "B" battery and one 1½-volt "A" bat-

tery of the ordinary type. This new battery complement offers savings in battery operating cost of as much as 25%!

Secret of the longer useful life of the new RCA VS216 "B" Battery is its use of "crown-type," alkaline dry cells. These cells use their active ingredients more effectively than do ordinary cells—resulting in greatly increased playing time.

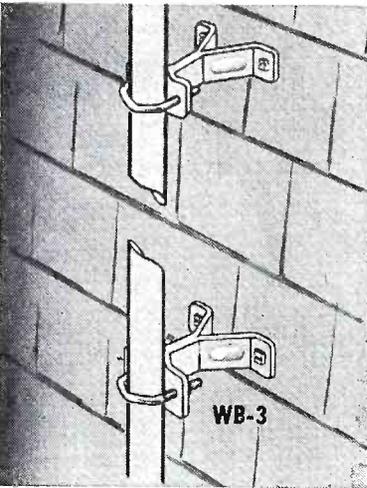
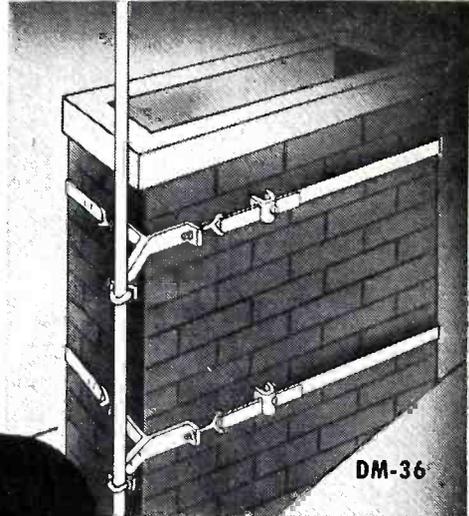
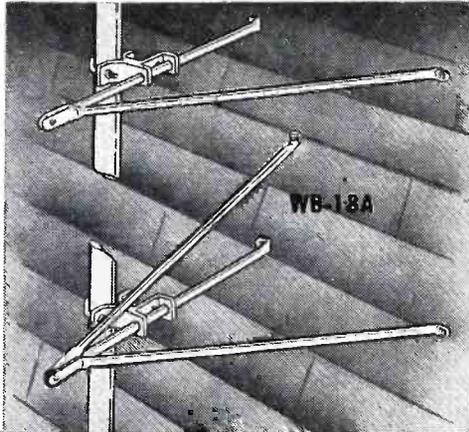
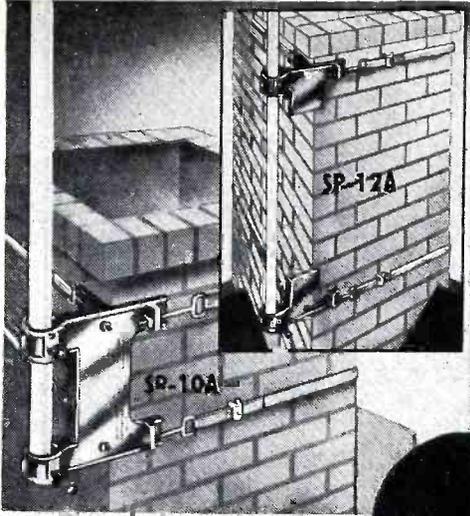
The new RCA Victor Super "Personal" radio, model 2B400 series, has been designed to use the new RCA "balanced-life" battery complement. Tens of thousands of these as well as other makes of new "personal" type portables have been sold all over the country, creating a *ready-made* battery replacement business for you. It's alive, real and profitable today . . . ACT NOW. TMK ®



**RADIO CORPORATION of AMERICA**

**RADIO BATTERIES**

**HARRISON, N. J.**



**Only**  
*South River*  
**GIVES YOU SUCH A COMPLETE QUALITY LINE OF Antenna Mounting Accessories**

South River also makes:

- Universal Roof Mounts
- Swivel Flat Roof Mounts
- Chimney Mount Extensions (for extra large crown chimneys)
- Eave Mounts
- Large Mast Adapters
- Screw Eyes
- Mast Stand-offs, Snap-ons
- Guy Clamps—Guy Rings
- Banding
- Electronic Hardware

The following are illustrated:

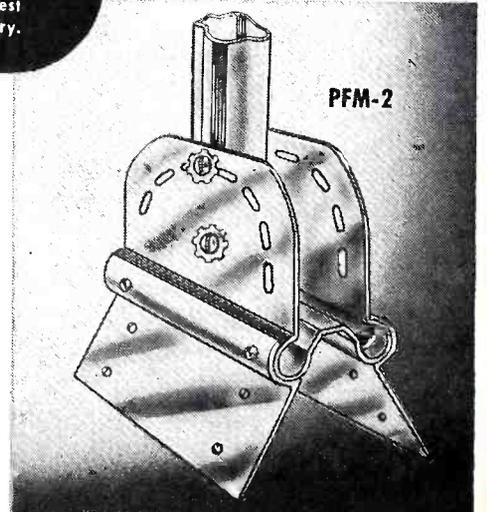
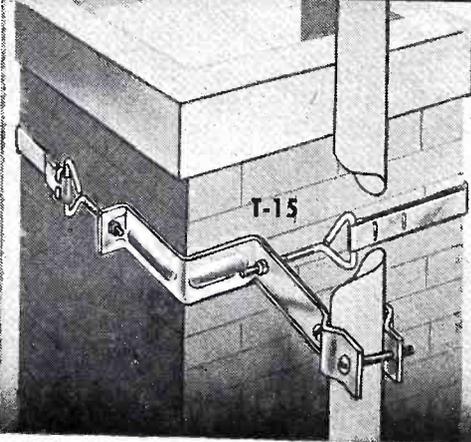
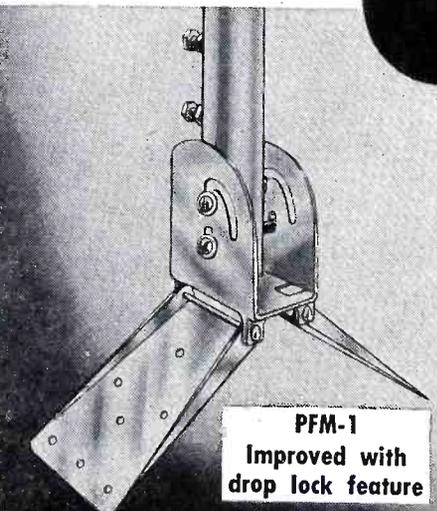
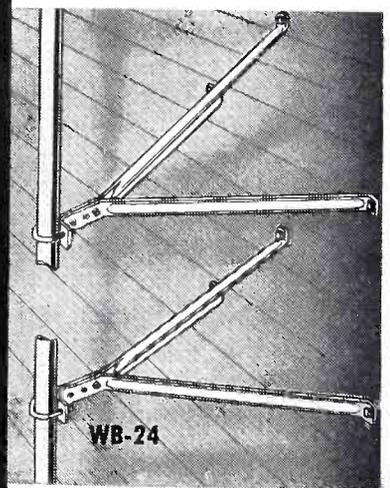
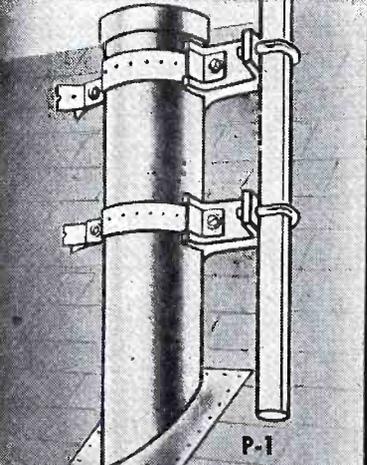
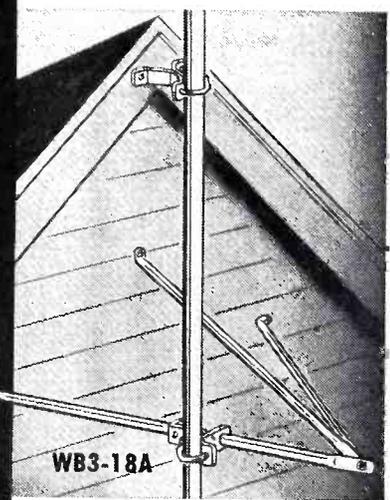
SR-10A—Chimney Mount Antenna Base*	T-15—Thrill Mount*
SP-12A—Two-Piece Chimney Mount*	DM-36—Duo-Mount Antenna Base*
WB-3—3" Wall Bracket	WB-24—24" Wall Bracket (Also in these sizes: 6"—12"—15"—18")
P-1—Duo Pipe Mount	PFM-1—Peak and Flat Roof Mount
WB-18A—Adjustable Wall Bracket	PFM-2—Peak and Flat Roof Mount
WB3-18A—Combination Adjustable Wall Bracket	

\*U. S. Pat. 2482575

**FREE!** Write for your copy of South River's new 1953 catalog, just off the press. Illustrated is the most complete line of the most ingenious and the easiest to install antenna mounts in the industry.

**SOUTH RIVER METAL PRODUCTS CO., Inc.**  
South River, New Jersey

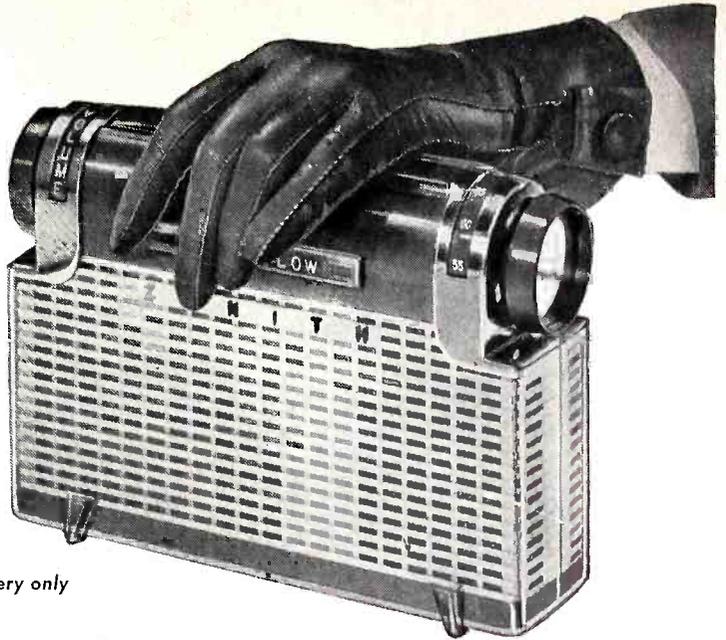
Pioneer manufacturer and outstanding producer of the finest line of antenna mounting accessories in the television industry.



**ZENITH'S  
NEW "PERSONAL PORTABLE"**

The new "mighty mite" of the Zenith Portable line. Compact, trim, and power-packed—with loads of new features you can talk up and promote:

New "Range Finder" Switch—increases battery life up to ten times that of ordinary personal portables. Handy "Carry-About" Handle and Easy-Grip "End Tuning" Knobs.



Model K401 — Battery only



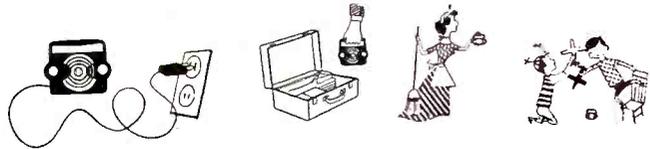
Model K412 — AC-DC

**THE NEW ZENITH "CREST"**

**Packs in a suitcase — plugs in anywhere.** A new concept in portable radios, designed for the traveling man or the woman working all over the house. Less than 5 inches high, this new "CREST" is the most powerful radio—inch for inch—you have ever heard.

Plenty of new features to promote and sell:

New "Hand-Tenna"—with powerful loop antenna built into the handle. Detachable cord—for easy packing. Comes in Ebony, Maroon, Grey or Ivory case, with Carrying Bag.

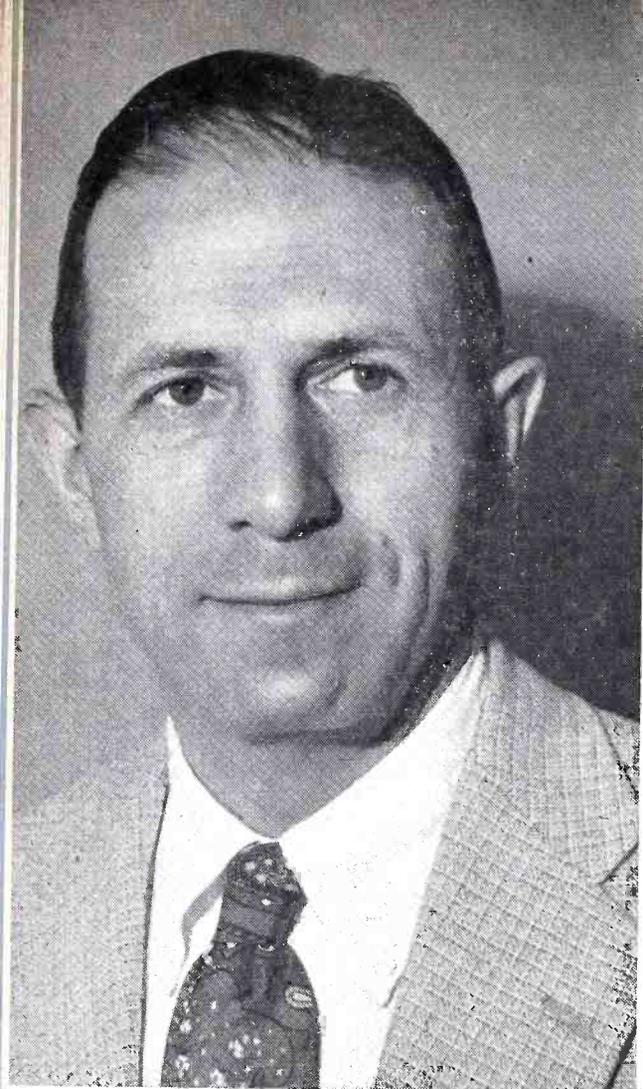


# New Zenith handfuls of radio give you fists full of profits

They're the Zeniths your customers  
have begged for - they're the hand-sized  
Zeniths that will complete your line



ZENITH RADIO CORPORATION, Chicago 39, Illinois



### COMMERCIAL CREDIT RESPONSIBLE FOR DEALERS' SUCCESS

—Mr. Stanley Glaser, President of Sea Coast Appliance Distributors, Inc., Miami, Florida, says, "We feel that COMMERCIAL CREDIT services have been responsible to a great extent for our dealers' success. This plan helps dealers stock, display and merchandise many products without need for tying up their own working capital." Mr. Glaser especially likes the personal service his dealers get . . . also the aid COMMERCIAL CREDIT offers in special sales campaigns.



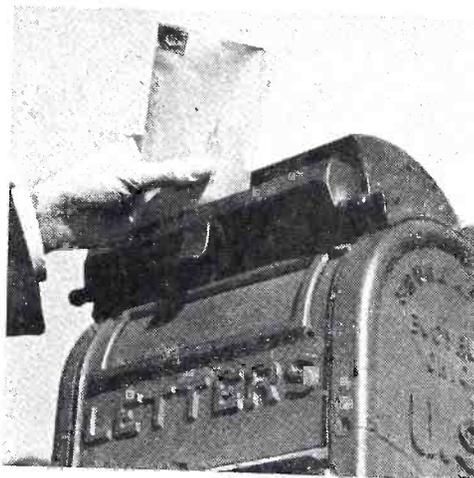
**ADEQUATE FLOOR STOCK NECESSARY FOR SPECIAL PROMOTIONS** — The COMMERCIAL CREDIT PLAN gives you everything you need in the way of financing . . . from wholesale financing of floor and warehouse stocks down to the last detail of retail financing, credit investigation, collection and prospect follow-up. It's the modern, easy way to do a volume business without tying up needed capital.

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



### COMMERCIAL CREDIT DOES ITS LEVEL BEST TO HELP DEALERS

—The many advantages of the COMMERCIAL CREDIT PLAN are praised by dealers as being the key to more profitable operation. COMMERCIAL CREDIT is always ready to help you in any way it can . . . from aiding in special promotions . . . to holding meetings with your sales force. Customers, too, prefer COMMERCIAL CREDIT financing . . . because of its nationwide service, fast credit approval and insurance protection.



### INFORMATIVE LEAFLET WILL BE SENT YOU

—There is no obligation. Simply ask your distributor for a copy of "Buy and Sell with Sound Financing," or contact your nearest COMMERCIAL CREDIT office. Do it now . . . to get all the details on how this plan can help your business grow.



**COMMERCIAL  
CREDIT  
CORPORATION**

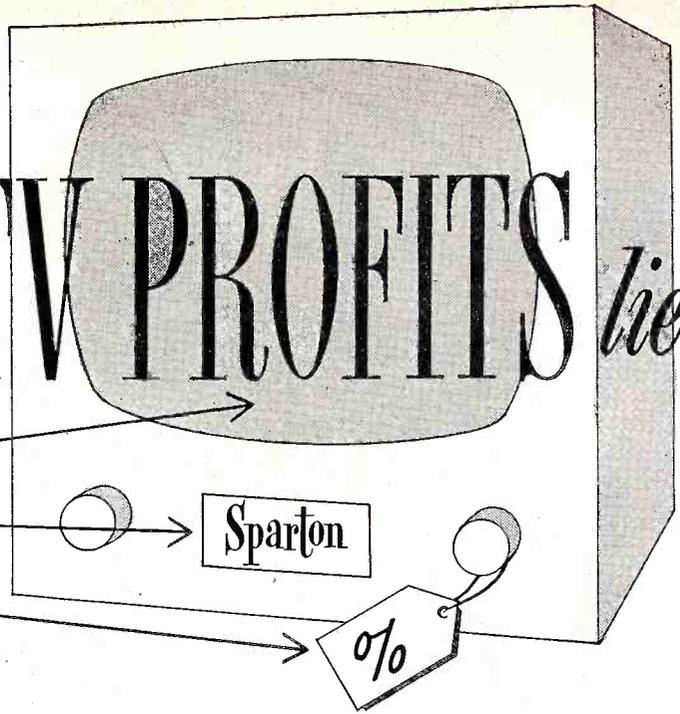
A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.

# Where do the real TV PROFITS lie?

In lowering your service costs? •

In a franchise that stands up? •

Are they in higher discounts? •



Any dealer who watches his total *net* knows it takes all three. And Sparton dealers get all three!

Across the board, Sparton dealers receive probably the longest discounts in TV today *plus* up to 3% retroactive discount. But that's not all. Sparton dealers know 70% of vital functioning parts in every set they receive are manufactured by Sparton to *Sparton* standards; many extra assembly steps are performed by hand to insure trouble-free operation. The result: Sparton dealers *keep* their profits, don't pass them out for service repairs.

Sparton dealers are protected by a controlled franchise,

too. It guarantees exclusive selling rights in a shopping area, eliminates dumping and price slashing. Sparton dealers buy direct from the factory. They don't split profits with a middleman; they are never forced to handle other lines just because the middleman has them to sell.

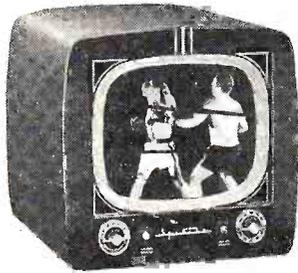
If you're not already a Sparton dealer, why not investigate? Get full details from your Sparton District Merchandiser or write direct. *Sparton Radio-Television, Jackson, Michigan.*



Model 5382—  
The 21" Carrington

List: \$379<sup>95</sup>

(Federal excise tax and warranty included)



Model 5301—  
The 17" Danbury

List: \$199<sup>95</sup>

(Federal excise tax and warranty included)



Model 5386—  
The 21" Courtney

List: \$459<sup>95</sup>

(Federal excise tax and warranty included)



Model 5340—  
The 21" Glenhurst

List: \$279<sup>95</sup>

(Federal excise tax and warranty included)

Sparton ads in *Post*, *Collier's*, *Holiday* and *Time* sell these Cosmic Eye stars right on the magazine page!



THE SUPERB

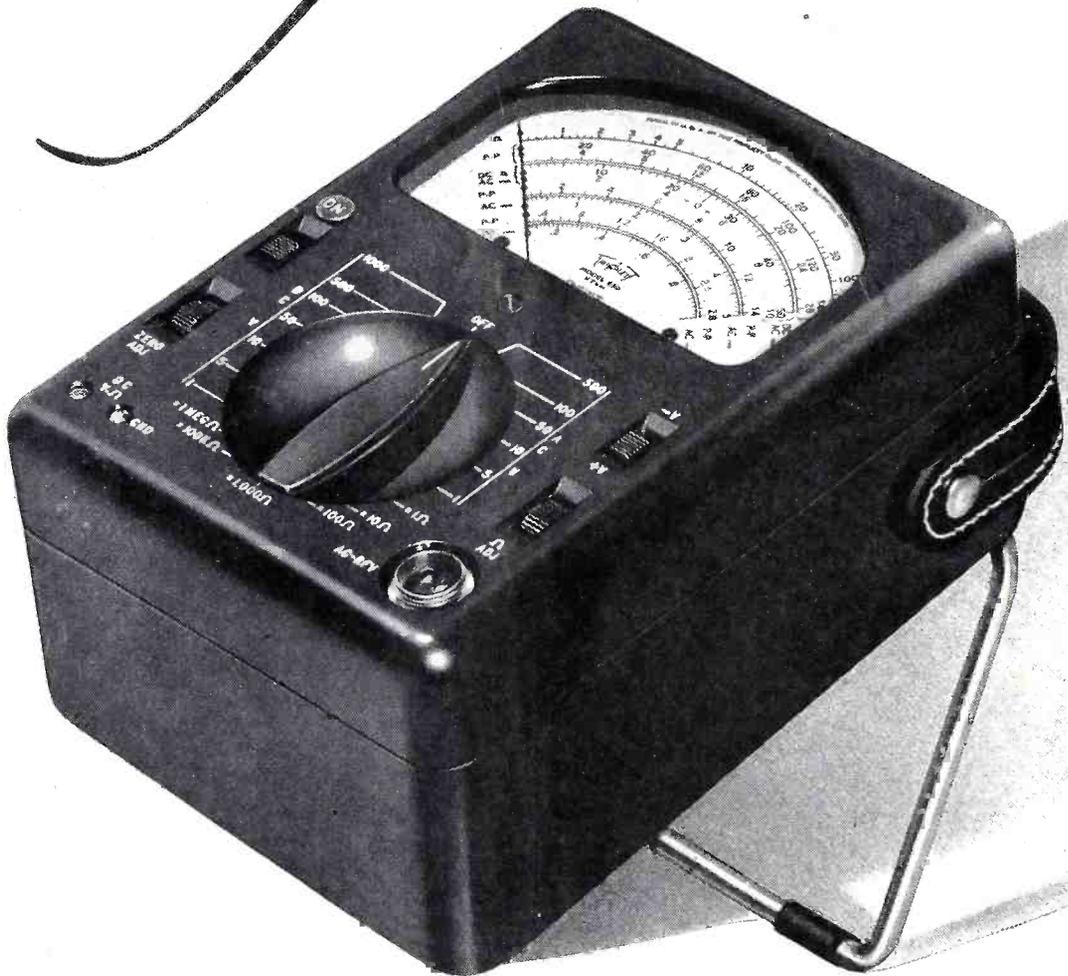
# Sparton

THE SET THAT STAYS SOLD

**TRIPLETT**  
**650 VTVM**

There's Nothing finer for

*Television*

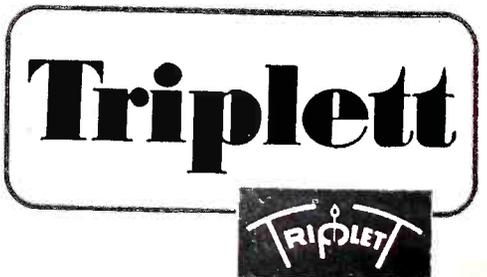


**This combination of features explains why**

- Complete frequency coverage with one probe, 20 cps to over 110-mc. Insulated and shielded RF tube probe, found usually only with laboratory instruments, is included.
- Peak to Peak ACV and RF with one probe.
- One volt full scale reading on AC & DC.
- One main selector switch, all ranges.
- ACrms—Peak to Peak
- 32 Ranges
- Zero center mark for FM discriminator alignment plus any other galvanometer measurements.
- High input impedance 11 megohms on DC.

*Suggested U.S.A. Dealer Net \$6950 • Prices subject to change without notice.*

TRIPLETT ELECTRICAL INSTRUMENT CO., BLUFFTON, OHIO



*The sets that set the pace  
for the industry...*



# Arvin

## All-Channel Super 28



### FIRST...with built-in all-channel tuning!

12 VHF channels—70 UHF channels  
at the turn of a single knob!

Your customers will not be happy with anything less than Arvin All-Channel Super 28—key to the whole UHF-VHF future.

- First TV engineered and produced to give one-knob control of all 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 eliminates picture roll, bounce and jitter.
- Picture Power Amplifier triples picture contrast, puts new life in movies, new thrills in live shows.
- Dual Power and Cascade Booster Tuner build up weak signals, prevent over-loading 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.

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

A few selected distributor franchises are still available. Write R. P. Spellman, Sales Manager.

Radio & Television Division  
**ARVIN INDUSTRIES, INC.**  
Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

**Shoreham**, 21-inch modern console with attractive recessed grille. In limed oak, \$469.95.

**The Shelburne**, in mahogany, \$449.95. Same models, VHF only, \$419.95 and \$399.95



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



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

## Arvin Dual Power Jet 22

quality champion in the low price field



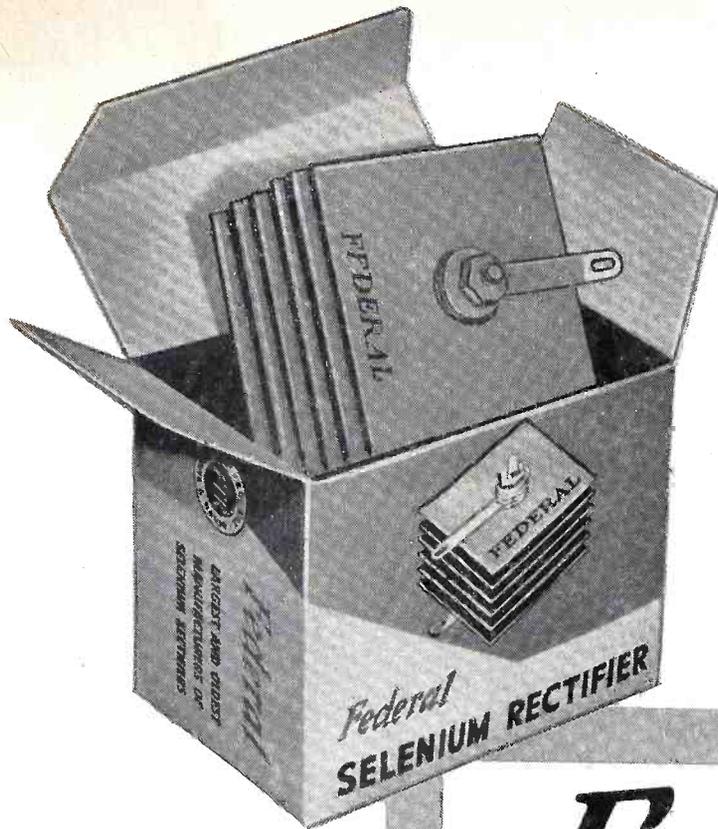
**Campaigner**, 17-inch table model, mahogany finish, \$199.95. Matching console table base, only \$19.95.



(Above, right) **Del Mar**, 21-inch console with glare-proof removable safety glass; easy-roll casters. In blonde, \$319.95. **Coronado**, in mahogany, \$299.95.

22 tubes including rectifiers and picture tube  
• Dual power Jet Chassis has 4 picture IF stages  
• New Cascade Booster Tuner • Internal Blanking  
• Arvin Velvet Voice tone with Magna-Bass amplifier • Secondary controls in front behind center panel • Matching console table on easy rolling casters for all table models • 17-inch and 21-inch table models and 21-inch consoles.

**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.



# There's PROFIT in Every Package...!

That's why, Mr. SERVICEMAN,  
it pays to make radio-TV  
replacements with—

## Federal MINIATURE SELENIUM RECTIFIERS

**Federal QUALITY assures set owners the dependable, long-life performance that keeps your job profits INTACT!**

QUALITY that *clicks*...profit that *sticks*! No wonder servicemen everywhere rely on Federal—the *original* miniature—for *money-making* replacements!

Every step of the way—from raw materials to finished, packaged unit—Federal selenium rectifier production is under *rigid quality control*. According to tests by receiver manufacturers, Federal miniatures show a life expectancy of well over RTMA guarantee. Hundreds of thousands of factory tests prove superior immunity to shelf-aging.

Be sure of your replacement profits, Mr. Serviceman. Depend on Federal...backed by a record of over 35,000,000 units in the field. Remember: "*It pays to replace with the BEST!*"



Save Time—Serve Yourself  
From Federal's new

**RECTIFIER DISPENSER**

Look for it on your distributor's counter

America's oldest and largest manufacturer of selenium rectifiers

# Federal Telephone and Radio Corporation

SELENIUM-INTELIN DIVISION

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.  
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



The  
Biggest  
Traffic Builder  
in TV  
History!



FREE  
to every Kid who brings  
MOM or DAD  
to see  
SYLVANIA TV

21 PIECE OFFICIAL SYLVANIA  
**Buck Rogers SPACE RANGER Kit**

COMPLIMENTS OF YOUR SYLVANIA TV DEALER



For  
Full Details  
Contact Your  
**SYLVANIA TV**  
DISTRIBUTOR  
NOW!

Today's kids are "space conscious!" That's why they're flocking to Sylvania Dealers—to get their free Sylvania Buck Rogers Space Kit. And every kid brings Mom or Dad to see a demonstration of the new 1953 Sylvania TV. It's the biggest, hottest store-traffic builder in TV history—and it's zooming sales for Sylvania Dealers everywhere!

**30,000,000 KID SALESMEN!** Buck Rogers has a tremendous following among boys and girls all over the land. Here's a chance to make every kid in your neighborhood a salesman for you. They'll keep your sales floor jammed with prospects for the powerful, beautiful, value-packed 1953 line of Sylvania TV.

The big Sylvania Buck Rogers Promotion is in full swing right now. So tie in with it—and cash in on the biggest customer parade your salesroom ever saw!

Backed by  
POWERFUL  
NATIONAL ADVERTISING  
FREE DEALER DISPLAY  
and PROMOTIONAL  
MATERIAL

**SYLVANIA TV**  
with better-  
than-ever **HALOLIGHT\***

The Original Frame of Light That's Kinder to Your Eyes!

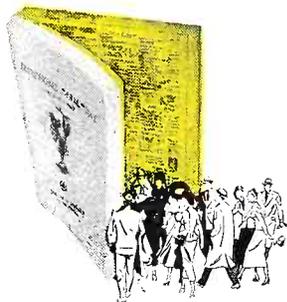
\*Sylvania Trademark

# Everybody knows where the "Golden Gate" can be found . . . but

does everybody in your community know what products and services you sell . . . where you are located? Make sure new customers do by listing your name and the merchandise you feature in the 'yellow pages' of the telephone directory.

The 'yellow pages' are at hand in homes and business organizations all over your town. And when your name and featured products appear in the 'yellow pages' you help new prospects find you quickly and easily . . . and constantly remind your old customers of your business.

'Yellow pages' advertising is a proved selling service being used by many retail stores in your own community. Why not let it start helping you sell?



AMERICA'S  
BUYING  
GUIDE  
FOR OVER  
60 YEARS



For further information call your local telephone business office

## Outside Selling of Converters

UHF converters will shortly be a staple article of TV demand. To get them sold rapidly to present TV-set owners in UHF areas, Burton Browne, Chicago advertising agency executive, suggests that outside salesmen be engaged to make calls on present TV owners. Of course an antenna on a house would be the tip-off for a prospect. The salesman would have to know how to connect up his converter, leave it for a night's demonstration during UHF hours, and come back next day to collect his money.

## NARTB Urges Media-Retailer Cooperation to Stress Values

A closer liaison between broadcasters and local retail merchants was recently called for by Harold E. Fellows, president of the National Association of Radio and Television Broadcasters. In an address before a luncheon at the Statler Hotel, Fellows stressed that "we must redirect the attention of the American buying public to the value of good merchandise backed by a good name. Retailers and media alike, he said must devote their attention to "renewing the confidence of American people in established, recognized retail outlets. The most aggressive way to do this job is through sound advertising on the one hand, and personal service on the other."

## Audio Fair to Run Extra Day

The Audio Fair, slated to open October 29 at the Hotel New Yorker, N.Y.C., will run for four days instead of three as in previous years, closing November 1, and will represent "the greatest number of manufacturers of high-fidelity sound equipment ever to participate in a single exhibit," according to announcement of Harry N. Reizes, Fair manager. Decision to extend the Fair's length in this and succeeding years was due to the fact that last years attendance taxed the New Yorker's facilities to capacity and the belief that this year's attendance will be considerably greater. Held annually in conjunction with the yearly Convention of the Audio Engineering Society, the Audio Fair is open to the public and admission is free. Displays include working demonstrations of the latest speakers, amplifiers and record-playing equipment, as well as the other components that go to make up sound reproducing systems. The theme of the Fair will be *Audio Today and Tomorrow*—and already exhibitors are competing behind the scenes in the planning of displays based on this idea. In addition to American and Canadian manufacturers, participants in the 1952 Fair will include a sizeable group from European countries.

## Westinghouse Names Schlig

Joseph Schlig has been named advertising and sales promotion manager for the Electronic Tube Division, Westinghouse Electric Corporation. An announcement of the appointment was made by H. G. Cheney, sales manager.



### NEDA Battery Index Ready

To eliminate confusion in the handling of dry batteries, and as an aid to increasing sales, the Battery Committee of the National Electronic Distributors Association has issued the NEDA "Sales Booster" in the form of a battery index, which serves two main purposes: (1) It is a practical, complete cross reference which should result in time saved and increased sales at both wholesaler and dealer level. (2) Properly used over a period of time, it will eliminate confusion in the numbering system that prevails today which has been seriously hampering the handling and sale of dry batteries. Copies are available in moderate quantities

without charge by contacting NEDA at 221 N. LaSalle St., Chicago.

### E-V Cartridge Promotion Plan

Electro-Voice, Inc., Buchanan, Mich., has launched a new promotion plan for phono cartridges. Based on the theme, "\$4.00 Opens Up A New Business For You," the E-V promotion includes a new sales aid kit, manufacturer's set model replacement guide, dramatic direct-mail campaign including post-cards and stuffers, sales handbook on cartridge sales and service, professional phono service sign, window and wall streamers, service tags, etc. The plan is based on 6 preferred type cartridges.

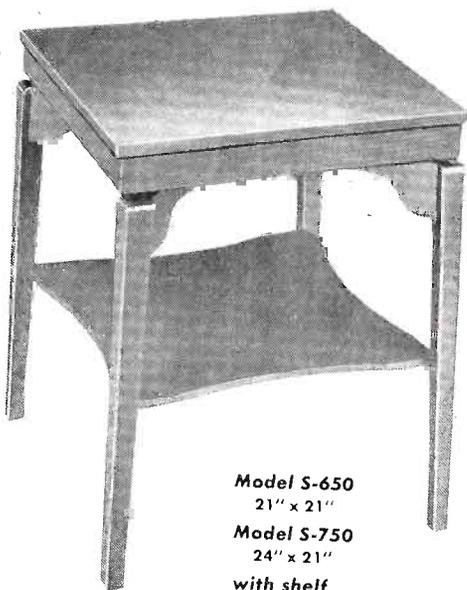
### Seek "Brand Name Retailer"

The search is on for the TV, appliance, music stores which have most effectively presented the story of the pride, value and responsibility back of manufacturers' advertised brands in its advertising and promotion during 1952. Such stores will be honored as "Brand Name Retailer-of-the-Year" in the various fields and will receive Brand Names Foundation's coveted "Retailer-of-the-Year" plaques before 2,000 leading business executives on Brand Names Day—1953, at the Waldorf-Astoria. Additional awards will be made to five top firms in the field. Any firm in 22 classifications of retailing can file for an award. The only exceptions are firms which received the top award during the past three years. Stores can be entered by an executive of a store or outlet, trade association, chamber of commerce or advertising club; an executive of a manufacturer, wholesaler or jobber; or a representative of a newspaper, trade magazine, radio or television station. No entry or registration fee is required. Entry forms and additional information can be obtained from the Foundation's offices at 37 W. 57 St., New York 19, N.Y.

## A Consistent Seller

### "The" TELEVISION TABLE with "the" Shelf!

Our complete line of quality television tables are proven sellers, but this table with the shelf is one of the most consistent sales-producers in the line. Available in mahogany, limed oak and blonde . . . a finish to appeal to any and every customer.



Model S-650  
21" x 21"

Model S-750  
24" x 21"  
with shelf

Entire upper portion of all tables (top and rails) completely rotates with our nationally famous ball bearing center unit: eliminates warping or binding under any weight.



Protected by U.S. Patent

Write for our multi-colored, completely illustrated literature illustrating our extensive line of television tables and our new ADJUSTA-BASE.

Sold through recognized distributors only.

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



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

### Bright Star Introduces New No-Leak Battery

Bright Star Battery Co., Clifton, N. J., introduces the no. 10M No-Leak flashlight battery. It comes in a modern plastic jacket of ethyl cellulose with the guarantee printed on the jacket itself. Ethyl cellulose is a non-conductor of electricity and minimizes short-circuiting in metal flashlights. It is important also as a readily-accessible material which will not be affected by possible war shortages.

### Hi-Fi Conference and Audio Show

The Second Annual High Fidelity Conference and Audio Show, co-sponsored by Almo Radio Co., Albert D. Steinberg & Co. and Radio Electric Service Co., will be held in Philadelphia on Oct. 8 and 9 in the Crystal Rooms of the Broadwood Hotel, Broad and Wood Sts. More than 75 of the country's leading manufacturers are expected to show the public their newest high fidelity and sound equipment. Factory representatives and technical experts will be on hand to present demonstrations, answer questions and convey information about the latest advances in the field. Exhibition Hall in the Crystal Rooms will be open from 1:00 P.M. to 11:00 P.M. each day. Free admission tickets may be obtained at the main stores and all branch outlets of the sponsors.

### New Steelman Distributor

Mountain States Distributors, Inc., of 622 S. State St., Salt Lake City, Utah, have been appointed distributors for the Steelman Phonograph line in the Salt Lake City area, according to an announcement by James N. Ryan, Jr., Steelman's general sales manager.

The King of Television  
*Introduces*  
 The Prince of Radios



(illustrated)  
 MODEL RK 41  
 Gleaming Black Plastic

Another Prince MODEL RK 51  
 (not illustrated)  
 in Walnut, Ivory, Maroon  
 and selected decorator colors

# Tele King

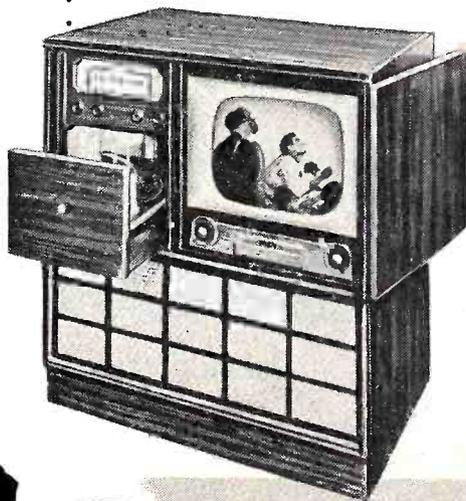
## "STAR PERFORMER" LINE

It's TELE KING's new radio line in smart, enduring, handsomely designed plastic! Priced right and made right, this quality radio, reflecting TELE KING's famed individual styling, and featuring light, bright, cheerful decorator colors, is engineered with the skilled hand of the craftsman and fulfills the American family's ever-growing demand for a better, more economical radio in the kitchen, bedroom, playroom and den.

More important to *you*, these star performers are now available in every area. In non-TV localities, the line serves as an excellent salesman, introducing the world-famous TELE KING name and opening the door to the TELE KING TV sets which will soon spread to these markets with the opening of new tele-stations.

Dealers who know TELE KING's TV sales policy — offering the highest mark-up in the industry — know the great profit potential of this new line. *Get to know it, too.*

(KD 11X)  
 21" TV, Phono, Radio  
 Combination. The complete home entertainment unit. Also in limed oak.



# Tele King

CORPORATION

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

# PROVED PERFORMERS WESTINGHOUSE TELEVISION

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

The new Westinghouse TV line is moving way ahead. Comparative figures show dealers everywhere support the Westinghouse standards which combine uncompromised performance with sure-selling prices in a single line. The only television Westinghouse makes is a deluxe line at prices that compare with so-called promotional lines. This guarantees lasting customer satisfaction, increased sales and greater profits for you.

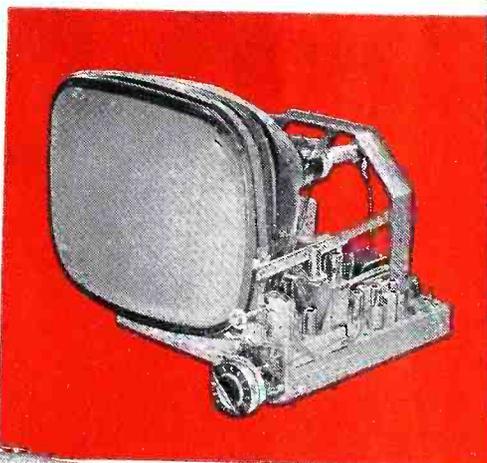
### See for Yourself!

Compare the performance and the prices of high quality Westinghouse television receivers with other deluxe lines. You'll find Westinghouse is promotionally priced by comparison. Prices of the one-quality, deluxe line begin at \$199.95 including federal excise tax and warranty.

### This Basic Westinghouse Chassis

has proved uniform performance perfection. Used in every set in the Westinghouse television line, it combines outstanding features such as automatic local-distance reception keying the famous Single Dial with new twin lock controls and others.

See the exclusive Westinghouse plug-in UHF receptor and continuous UHF tuner provision.



▶ **The Welburn, Model 714K21:** a fast mover...and in the high profit bracket, too. Full 21" cylindrical tube.

◀ **The Dover, Model 681T17:** One of the most profitable models you can use as your sales and promotion base. Has all famous Westinghouse features, 17" tube, listing at \$199.95 including tax and warranty.

Other models include 5-way combinations and 24" picture tubes.

*See and Hear Westinghouse TV-Radio on STUDIO ONE over CBS Television*

#### PICK THE WINNER

Complete coverage of the political campaign over CBS TV and Radio.

YOU CAN BE SURE...IF IT'S

# Westinghouse

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

# AMPRO

## WORLD'S LOWEST PRICED TAPE RECORDER



\$ **119**<sup>75</sup>  
complete

**BIG BIG PROFITS**

New re-styled unit in attractive burgundy and gold

ADVERTISED IN  
**LIFE**

**Records anything . . .  
plays back instantly!**

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

Here's the big brand name to feature for fast, fast tape recorder sales! Display the Ampro Model 731-R so that your customers can actually try it. Let them see how easy it is to operate. Let them know for themselves how much fun they can have! All you need to do is suggest the many uses for the Ampro Tape Recorder, and you've clicked-off a sale. Yes, you can sell the world's lowest priced Tape Recorder with the big brand name . . . AMPRO!

**AMPRO CORPORATION**  
(A General Precision Equipment Corporation Subsidiary)



AMPRO CORPORATION  
2835 N. Western Avenue, Chicago 18, Illinois TR-10-52

Gentlemen:  
Send me complete information about a franchise for the Ampro Tape Recorder. I am a  Dealer  Distributor.

Name.....

Firm Name.....

Address.....

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

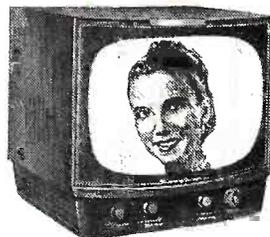
4  
reasons why

Exclusive 21"  
**PANORAMIC VISION\***  
by  
**STROMBERG-CARLSON**

1. **ONE LINE A YEAR**—No carry-overs, no "dead ducks." Stromberg-Carlson was first with this realistic program you've been asking for!
2. **SIMPLIFIED LINE**—with one *de luxe* chassis—to give you at a minimum investment a complete range of models for every locality, taste and budget!
3. **LONGER, LONGER DISCOUNTS**—up to 5% more than standard discounts on top models—something else you've needed and deserved!
4. **EXCLUSIVE SELLING FEATURE**—Panoramic Vision for more picture visibility, wider viewing angle than any other 21" TV!

Call your distributor, write or wire us for full details on this really *hot* line if you're not already on the bandwagon!

gives you  
**TV'S BRIGHTEST  
PROFIT PICTURE!**



**PANASCOPE—421TQ.** Value leader in today's 21" TV market. Compact table model in Plexitone.



**CLASSIC 21—421C5D.** Ultimate in fine TV cabinetry—hand decorated with Chinese story design on red, ivory or ebony lacquer.

**"There is nothing finer than a**

\* Patent applied for

**STROMBERG-CARLSON®**

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

# TELEVISION RETAILING

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

D. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

*Will They Put the*

## **BUTCHER, BAKER & CANDLESTICK MAKER in the TV-APPLIANCE BUSINESS?**

Just about everybody in the industry will agree that there are too many outlets in the TV-appliance field at this time. In spite of this situation, however, some manufacturers and distributors see greener grass in other pastures. Many are dreaming of big deals with realtors, food markets, builders and what-have-you. Some are already playing footsie with such outlets.

It would be easy to suggest that the manufacturers and wholesalers who are eyeing out-of-the-field folk as prime prospects turn instead to a program of working closer with the radio-electrical retailer in helping him to do a better job.

### **Why Not Give More Help To Existing Outlets?**

It would be easy to suggest also that air-tight, protective franchising for thousands of established radio-electrical dealers with service departments would increase sales, stimulate merchants to protect and respect brands, and result in better relationships with users.

But such utopian ideas can only be viewed upon academic bases at this time. It's a free country, and the makers and suppliers of products can sell to whom they please.

Maybe the whole idea of seeking outlets out of our own field won't pan out. Maybe the trend will prove to be more mental than physical. However, a great many of our dealers are genuinely worried over the signs they see even in the incipient stage of the situation.

### **Gird for Survival-of-the-Fittest Fight**

Established radio-TV-electrical retailers need to strengthen their organizations right now to meet any real threats of "outside" competition.

There are numbers of things they can do, such as improving their service departments, building better sales techniques, and switching to manufacturers and distributors offering them the greatest cooperation and the best possible franchise agreements.

They can plan to set up outside selling activities as the Number One weapon with which to fight the "outsider."

If there's a widescale movement toward setting up outlets for our products in out-of-the-field stores, then it will become a fight to the finish, with no holds barred. The established radio-TV-electrical merchant who keeps his business in a healthy condition, both sales and service-wise, will survive and prosper—in spite of inroads made by newcomers.

# What's Ahead! — in Radio,

**BUSINESS LOOKING UP EVERYWHERE;** booming in certain localities, particularly in the new TV areas. Recovery, however, is slow in some of the big price-cutting centers with "educated" customers still shopping around for the lowest bid. Recent price increases in TV sets expected to have a good psychological effect on the market as it will cause numbers of "waiters" to make buying decisions now rather than put off purchasing in anticipation of reduced list prices.

**REMOVAL OF ALL CONTROLS** from TV, radios, phonos, home recorders, etc., will eliminate a lot of book-keeping at various levels of the industry, but will have no effect price-wise in this highly competitive business.

**AS PREDICTED HERE, STEEL STRIKE** had no appreciable effect on radio-TV manufacture. Some appliance makers have been hampered by shortages. Meanwhile, reliable sources say that there's no longer a gray market in steel.

**PHONO RECORD MANUFACTURERS ARE BURNING** the midnight oil studying all the angles of Fair Trade these days (and nights), with plenty of pressure pro and con being brought on them by retailers.

**WITH "QUANTITY DISCOUNTS" NO LONGER LEGAL** unless documented savings can be produced as evidence that savings were effected in a transaction, most suppliers are paying strict attention to bookkeeping details these days.

**GRIST FROM THE RUMOR MILL.** Instrument-record company, reported here some time ago as planning to bring out a home recorder, may announce such unit shortly after the first of the year. . . . Some of the real biggies in the small appliance field likely to bring out rotary grills. . . . With ambitious production plans under way, there'll be no shortage of room air conditioners next Summer. . . . One large manufacturer believes conventional type electric fans are on the way out. . . . Could-be's on the drawing board: Improved pushbutton-controlled TV sets; a three-way portable clock-radio with a combination manual-wind, AC current clock; a combination washer-dryer. . . . Manpower shortages playing hob with a Midwestern TV manufacturer.

**"A FEW MANUFACTURERS ARE AUTHORIZING** the most unlikely of retail establishments to handle their lines of television receivers in the Denver Market. Paint shops, drug stores, antique shops and others, many of which are buying only samples and practically none of which are properly equipped to inspect, install or service the sets, are selling television. There are more than 500 dealers in Denver today, approximately one for every 650 population."—Mort Farr, president of the National Appliance & Radio-TV Dealers Assn.

**DUE TO THE EASING UP OF THE HOUSING SITUATION,** refrigerator replacement business in apartment houses is on the upswing in many of our big cities. Because of competition, landlords can no longer palm off broken-down, costly-to-run units on tenants.

**WIDESPREAD FRANCHISING OF OUT-OF-THE-FIELD,** non-servicing outlets to sell TV sets and appliances would run the manufacturers ragged with complaints from consumers. Even under present conditions, makers spend plenty of money and time handling complaints which come to them directly from product users.

**TRENDS IN TV.** Apartment house dwellers going in heavily for the 17-inchers. . . . Recent flood of publicity on color-TV had little or no effect on sales. . . . Since, in good signal areas, folk are taking good pictures for granted, they're becoming more and more interested in good sound. . . . Reconditioned, small-screen receivers going well in most markets as second sets. . . . Dealers still complaining about the amount of work they have to do on too many new sets to get them in shape to sell. . . . For a time manufacturers couldn't decide whether the eventual TV receiver would be a super, super unit with just about everything in it as the family center of entertainment. Nowadays, most makers believe that TV will follow the lines of radio—one fine unit in the living room, and extra sets in other rooms in the home.

**REASONS FOR TELLING THE CONSUMER** the basic things about products: A woman in a department store told a salesman that she wouldn't buy a clock-radio because she saw no real need for a clock that "ran only when the radio was playing." Told how much a reel of tape sold for, a prospect for a recorder said it would cost a lot of money to operate. He bought when advised that the tape could be used over and over again. A would-be purchaser told a salesman that he didn't feel justified in spending so much for the TV set (with AM and FM) the salesman was showing him because he also needed to buy a radio to replace a defective one. The salesman forgot to even mention the two-way radio reception the video set featured as a plus!

**PROBLEM OF GETTING SALESMEN TO WORK** in stores during evenings a very real one with owners of small and medium-size stores. In localities where members of merchants' associations have gotten together and agreed to close certain nights, some non-members have capitalized on such movements to grab extra sales. Since, in most towns and cities, a large proportion of all sales are made evenings, many dealers are letting salesmen come in noons on days when the store is open nights.

**LEWYT'S WALT DAILY** hit the nail on the head when he said that people buy in a rising market, not in a falling one.

For latest telephoned reports  
from all sections of USA on the

## STATE OF THE MARKET

See right-hand page next preceding  
Index to Advertisers at rear of this issue

# Appliances, Records and Television

**LOOK FOR SALES TO PICK UP SPEED** from here on right into 1953. All signs point toward a much firmer market with the outcome of the election seen having little or no effect on conditions. People seem more willing right now to spend some of their fabulously high savings for things they want than at any time during the past months of 1952. A forthright return to genuine salesmanship at the retail level could capitalize no end on this widespread willingness on the part of the public to loosen up on the family pursestrings, at long last.

**COMES NEXT SUMMER, PLENTY OF DEALERS** are going to be much more careful in selling room air conditioners to avoid headaches associated with overloaded electric circuits, and units too small to handle certain size rooms.

**VAC CLEANER MAKER MAKING TESTS** on a new model with some revolutionary operating features. May be ready to market in '53.

**HOW TO PLAN AND BUDGET RETAIL ADVERTISING** to take maximum advantage of selling opportunities is detailed in "The Retail Advertising Budget," published for retailers' use by the Bureau of Advertising, American Newspaper Publishers Assn., 570 Lexington Avenue, New York 22, N. Y. A revised edition has been mailed by the Bureau to its 1,000 member newspapers throughout the nation. Copies of the book will be distributed to retailers through the ad departments of these newspapers.

**TOO MANY STORES WITH BEAUTIFUL** fronts and attractively decorated interiors are cluttered up with poorly arranged and dirty merchandise these days. Such neglect and lack of planning antagonizes customers. Dealers should realize that good housekeeping is as important in the store as in the home.

**REMEMBER 'WAY BACK WHEN** some manufacturers used dummy tubes in circuits (exposed in this magazine)? . . . When a big-name 6-lb. washer sold for \$49.95 . . . When rubber-bladed and cloth ribbon-bladed electric fans hit the market? . . . When Newburgh, New York, became TV's "guinea pig" city, before World War 2, with hundreds of sets, employing "pitchfork" antennas, sold at special prices to consumers? . . . When the new phono record speeds were supposed to spell doom for the record business? . . . When a very large percentage of applicants for time-payment purchasing were turned down as poor credit risks? . . . And remember, too, the land-office biz in converting radio sets to AC, with such job running about \$50? . . . The controversy raging over built-in versus separate radio speakers?

**MARYLAND HAS THE RIGHT TO REQUIRE** out-of-state merchants to collect the 2 per cent state use tax on sales to Maryland residents when delivery is made in Maryland by the merchants' trucks or common carrier, according to a ruling handed down in Baltimore by Superior Court Judge S. Ralph Warnken.

**TELEVISION SETS IN USE** in the U.S. as of October 1 reached 19,250,000. Talk about the "saturation" bogey died down to a whisper last month, even in the big cities, as customers came out in droves to lay it on the line. Portland (Ore.) bids fair to have the first UHF station on the air, and will be a bustling testing-ground for strips, converters, UHF antennas, etc. A T & T expects to have two new northbound network channels from Dallas and New Orleans completed by January 1, in time for the Bowl games. Now that commercial UHF can be a reality, NBC has closed down its experimental station in Bridgeport, Conn., where most of the "pre-thaw" UHF testing took place.



**"TELEVISION IS PROBABLY THE NEAREST** thing to a miracle that most of us will see in our lifetime. It can bring drama to thrill us, music to sooth us, sports and variety shows to entertain us, education to enlighten us and current events to inform us—all in the comfort of our own homes."—From a consumer booklet issued by RTMA and the Assn. of Better Business Bureaus.

**"A LITTLE NONSENSE NOW AND THEN"**—A salesman finally found out that the customer who wanted a TV set with "oof" meant "UHF." . . . Super salesmen who've saturated the Eskimo territories with refrigerators are now selling dehumidifiers in Death Valley. . . . And then there's that technician's dumb girl friend who thinks they use short-circuits to save space in midget sets; that a high-velocity mike is an Irish jet pilot, and she's just certain that one could use Scotch tape to mend a torn TV picture. . . . Big-shot buyer to salesman offering some TV models: "Never mind the AM and the FM—what's the PM?"

## Future Events of Interest to Readers

- 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. 20-25: Summer Furniture Market, Merchandise Mart, Chicago.
- Oct. 20-22: RTMA-IRE Fall Meeting, Syracuse, N. Y.
- Oct. 29: 2nd National Home Vacuum Cleaning Conference, Hotel Commodore, N. Y. C.
- Oct. 29-Nov. 1: The Audio Fair, Hotel New Yorker, N. Y. C.
- Oct. 30-31: Sixth National Home Laundry Conference, Hotel Commodore, N. Y., N. Y.
- Nov. 9-15: National Television Week.
- Jan. 5-16: The International Home Furnishings Market, Merchandise Mart, Chicago.
- Jan. 26-30: Eleventh International Heating and Ventilating Exposition, International Amphitheatre, Chicago, Ill.
- Feb. 2-6: Western Winter Market, Western Merchandise Mart, San Francisco, Calif.

# Here's America's FASTEST

# RCA



## HERE'S WHY:



### RCA Victor Shelley (Model 17T200)

The sensational price leader in this new low-priced line! Full RCA Victor 17-inch *quality* television. Modern cabinet in lustrous ebony finish. Matching stand extra.

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

Including Federal Excise Tax and full-year warranty on picture tube.



**RCA Victor Lambert (Model 21T208).** Cabinet finished in walnut, mahogany or blond (slightly higher). **\$279.95.** With matching console base (Model 21T208EN). **\$299.95**

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

1. Survey after survey has shown that more people *have* owned, *now* own and *want to* own RCA Victor than any other make of television.

2. The most powerful advertising campaign in the history of the industry (launched in July) saturated every market with the terrific sales story on the great new RCA Victor lines.

3. RCA Victor sets are triple-tested—not only *factory-tested* and *field-tested*—but *family-tested*, using information from RCA Service Company records, the most extensive performance records in the history of the electronic industry!



*...acts like an engineer inside your set*

**What it is:** TV studio engineers constantly "monitor" each program to transmit the very best image over the air. In all new RCA Victor television instruments, the "Magic Monitor" does the same job *automatically* inside your set!

**What it does:**

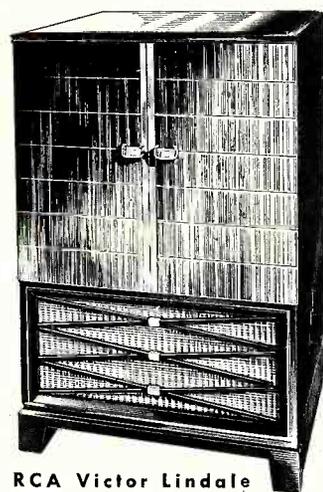
- 1 Screens out static . . . **AUTOMATICALLY.** Double-shielded tuner and completely shielded chassis filter out interference caused by airplanes, cars, appliances.
- 2 Steps up power...**AUTOMATICALLY.** Amplifies weak signals...holds picture constant.
- 3 Adjusts set for clearest picture—the best sound is obtained . . . **AUTOMATICALLY.**

# MOVING Television Line

# VICTOR



**RCA Victor Brookfield (Model 21T217).** New furniture—front cabinet. "Golden Throat" tone system. Mahogany, walnut finish, blond slightly extra. **\$339.50**



**RCA Victor Lindale (Model 21T227).** A new style-leader in 21-inch television. Mahogany or walnut finishes. Also blond, slightly extra . . . **\$389.50**

4. Cabinet styles of *proven* popularity to fit any home, any décor, any budget! And on all wood cabinets there's no extra charge for the favorite finish—mahogany!

5. At your service—the vast facilities of the RCA Service Company—the most successful TV servicing plan in America!

So—check your RCA Victor distributor on delivery dates NOW . . . stock up with the sets our customers want—the sets they're *pre-sold* on—for faster, more profitable TV sales!

For the ultimate in television today

## RCA VICTOR Television Deluxe

- Filling out the top end of the greatest RCA Victor television line-up in history, these sets are the ultimate in the electronic industry today.

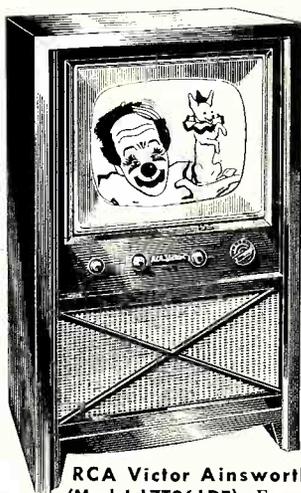
- They are designed, assembled and finished with the finest material and craftsmanship available in America today.

- They have extra tubes and extra components for all-round extra performance.

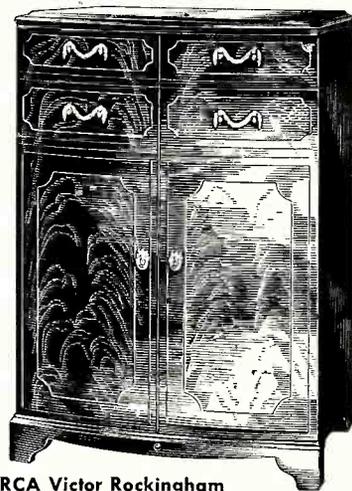
- They are specially engineered for areas with high interference and tough "fringe" reception.

- The fine cabinetry is designed for the most discriminating tastes.

At your service—the vast facilities of the RCA Service Company.



**RCA Victor Ainsworth (Model 17T261DE).** For clearer pictures in those tough reception areas. Finished in mahogany and walnut. (Blond extra.) **\$339.50**



**RCA Victor Rockingham (Model 21T178DE).** Clearer, steadier pictures with television's first double-shielded tuner! Has 12-inch speaker. Cabinet finished in walnut or mahogany. **\$495.00**

Every year more people buy

# RCA VICTOR

than any other television



# Dealers, Distributors Attack

Protest Against Price-Cutting Orgy, Seen Squeezing Out the

• In spite of the fact that business is much better, price-cutting and other selling evils still plague the industry. A recent editorial in this magazine, "Who's to Blame for This Wave of Madhouse Merchandising," as well as other feature articles on dealer discounts and attacks on preferential treatment of "pet accounts" by some suppliers, aroused widespread interest among retailers, distributors and manufacturers. Following are excerpts from some of the letters received. The editors invite all interested readers to express their views and will print as many as space permits.

## "Merchants in the Dumps"

"I enjoy reading your publication and receive a great deal of value from it. Have just been reading the article, 'Price-Cutting Puts Squeeze on Profits' and will give my ideas on the subject.

"Four years ago we were losing money on television sales and blaming everything and everybody (but ourselves) for the sorry state of affairs. We were selling practically every brand known to mankind and trying to never lose a sale. We finally decided we had to get smart or go on relief so we sat down and did some thinking. This is what we did and it has proven successful.

"First, we chose a good brand with a nicely rounded line of merchandise in the medium-priced field with a distributor in our area who had always treated us fairly. We went to that distributor and gave it to him straight. We would sell the one brand exclusively provided we got real cooperation on service, advertising, etc. He agreed. Next, we reluctantly decided that real salesmanship would have to replace price in our operation. It sounds easy but it isn't. We knew how to sell because we had done it before the war, but it still was hard to get back to work.

"Well, anyway, here's what happened. In the old days, we sold about 20% in the upper half of our price brackets. Within six months we were selling almost 70% in the same bracket and at the same time, of course, increasing our average mark-up from 26% to 30%. Our distributor was naturally better able to give us special services of salesmen and service experts; we were able

to increase our service department efficiency through better knowledge of sets, more controlled parts inventory, etc., and, believe it or not, we were even making money! Sure we lost sales to people who wouldn't accept our particular brand, but we lost them before to any dealer who would undersell us.

"Television selling is not in the dumps. It's the merchants who are in the dumps. There's nothing wrong that real salesmanship can't cure. Instead of complaining we should re-examine our operations, get up from our easy chairs and go out and sell this greatest buy (at any price!) that's ever come to the fields of edu-



Dealer Clifton Richards—"There's nothing wrong that real salesmanship can't cure!"

cation and entertainment." **Clifton A. Richards, owner, Owego Radio, Owego, N. Y.** (Firm is seven years old, and does about \$100,000 per year as follows: 70 per cent TV sales; 10 per cent radio and appliances; 20 per cent, service.)

## Increased Discounts Won't Help

"The following is my reply to your request for comment on your recent article, 'Do Dealers Want Longer Discounts on Television?' Please note that this is the opinion of a small retailer, whose struggle for existence rests mainly in meeting the competitive prices of the carload-lot buyer, chain store, department store and other 'collective-buying' groups. This is especially so when they operate as 'discount houses.'

"It is with this thought in mind, particularly since the 'discount operation' has recently become, what appears to be, the predominant method of retailing in the larger cities, fair-trade notwithstanding,

that I ask the question, 'Is ours really a problem of determining the amount of discount required by the dealer or does it go deeper than that?' I am of the latter opinion.

"My limited experience as a television and appliance dealer may not qualify me as an authority but it certainly has given me an insight into the operations in this field. While studying for my degree in Business Administration wherein I specialized in retailing, I learned various theories about % of mark-up (% mu), maintained mark-up (mmu), mark-down (md), open-to-buy (otb), turnover (to), etc. I know that these theories are being followed, and rather successfully, in the 'soft-goods' field. But what has happened to these basically sound theories in our business, the so-called 'hard-goods' field? From what I have seen, they have gone 'kaput.'

"Today, it has become a question of how much do I have to underquote my competitor in order to 'steal' the sale, and I use that term advisedly.

"It is based on this conception that I say that a bigger discount to the dealer would not result in greater profits to him but would only tempt him into passing along this savings to the consumer. It might be argued that by passing along this savings, he, the dealer, will increase his volume (turnover) because the price to the consumer will be less and, therefore, the consumer will be more apt to buy and at more frequent intervals.

"My contention is, however, that this is pure and simple rationalization. Fundamentally, the theory is unsound. Would it not be wiser to retain the present rate of discount to the dealer but to lower the manufacturer's list price? Would that not encourage more consumer sales especially by those dealers who conduct a legitimate rather than a discount operation? Would that not benefit both the dealer and the manufacturer or distributor in the long run, to say nothing about the consumer?

"I know that the argument will arise that mathematically speaking and percentage-wise an affirmative answer to the question of reducing the list price of the item is not the final solution. But let us face facts.

# Madhouse Merchandising

## Small Merchant. Views Vary on Present Discount Rates

"As I stated a few paragraphs back, gone are the days of good sound retailing theory. Today's theory is, as I see it, 'Can I make \$20 or \$25 on this sale or can I realize a \$5 bill on this trans-shipment?' The volume is supposed to make up for the profit that should really be made on the sale. Based on this line of reasoning, I contend that an increased discount to the dealer will not alter the situation.

"The dealer will still go along on the theory that as long as he can make a fast turnover and realize X number of dollars, he is in a good position. Were he at least to vary this X number of dollars in proportion to his costs I could be in accord. But this X number of dollars has become so standard, seldom varying from the \$20 or \$25 level, that it is little wonder we read about so many failures occurring daily.

"Unfortunately, the dealer has resigned himself to making X number of dollars (an arbitrary amount) above his cost rather than determining his cost of operation, percentage-wise, and from that arriving at a per cent of mark-up which will assure him of a successful operation. Unless and until such action is taken, a change in discount to the dealer will have little effect on his profit and loss statement.

"Again, I should like to point out that the foregoing is merely an expression of opinion and is not to be construed to be a lesson in retailing methods or economics."—**Robert Erman, Big "3" Appliance Center, Inc., 1741 B'way, New York, N. Y.**

### "Against 'Deals & Dickering' "

"Congratulations on your editorial, Who's To Blame for This Wave of Madhouse Merchandising."

"We are a small distributor serving two hundred radio-TV dealers in southern Minnesota, and agree whole-heartedly with your article. The deals & dickering have reached fantastic proportions the past few weeks in our territory. Something must be done. Life is too short for this kind of cold-blooded merchandising. May we pledge our support to any action you may wish to initiate?

"If at all possible, we would greatly appreciate buying 200 copies of your editorial for distribution to

our dealers, along with a letter restating the policies upon which we have operated the past three years. In turn, we will advise our suppliers, some one hundred fifty of them, of our desire to help the industry return to more ethical business practices in the area in which we have some small influence. This is the first and only letter of this sort the writer has sent to any publication during over twenty-five years in the radio business."—**V. E. Hanson, partner, Elliott & Hanson Radio-TV Supply Co., (distributors), Rochester, Minn.**

### "Goes to Bat for the Dealer"



**Barney Miller**—"I have personally received many favorable comments from other dealers."

"I am pleased to advise that I have read the article, "Price-Cutting Puts Squeeze on Profits," in which you quote from my letter. I am very pleased with the whole article and appreciate the opportunity that you have given to me as well as other dealers throughout the country to express themselves and voice their objections to the general conduct of the radio and television business. I have personally received many favorable comments from other dealers in this vicinity. Your own editorial on "Madhouse Merchandising" was excellent and goes to bat for the dealer who has been patient and long-suffering. I congratulate you on this forward step and your powerful exposé."—**Barney Miller, Lexington, Kentucky.**

### Suggests Fair-Trading

"We read with interest your article, 'Do Dealers Want Longer Discounts on Television?' TV margins should be at least 40%, but the list price should also be fair-traded in

order to protect the legitimate dealers from price-cutting advertisers. Any dealer who actively promotes TV at the present discount is only kidding himself."—**Joseph Fondrk, manager, Fondrk's, Leechburg, Pa.**

### Need Big Discounts for Trade-Ins

"In response to your request for dealers' opinions on TV discounts, we most certainly go along with the majority, that dealers should have a 40 per cent discount due to added selling cost, and trade-ins. It is practically impossible for one to trade with the short discounts of today as the majority of the people who have small sets and want to trade have such a large investment in their smaller sets they simply will not trade unless one practically gives away all of his profit not only on the new set but what he can realize out of the trade-in also.

"We therefore have been forced to pass up most of the trade-ins from our old customers whereas if we had a larger discount one could trade profitably. We have also noted that most of these that are giving the big discounts or trade-in allowances are either the special-purchase groups or new dealers who are inexperienced.

"We also feel that the distributors should not set up just anyone as a dealer. I know in this area that there are franchised dealers who have no place of business other than their residence, who carry no stock, but go out and sell sets where in numerous occasions they will not make over \$10 on a receiver, and naturally that is just that much gravy for them as they have no expense whatsoever, no service problem, or overhead of any kind.

"And the strange part of the whole mess is that when the people who bought from them have trouble with the set, and if you happen to handle the same brand they somehow are sold on the opinion that you as a dealer should service free, etc.

"Not only do we need to get the discount up to 40 per cent, but such practices as outlined should be stopped by distributors. In this regard, we also wish to congratulate you on your very good editorial on 'Let's Clean House, Before It's Too Late!'"—**H. C. Scheppel, partner, Carlyle Electric Store, Carlyle, Ill.**

# This Christmas—They'll Buy

The Dealer Who Is Ready Well in Advance Can Make Important



## Do YOUR Xmas Buying Early, Because . . . .

- You'll have more time for careful selection; get early deliveries
- You'll have more time to arrange storage space efficiently for extra stock. (Orderly arrangement will speed up sales.)
- You'll have an adequate supply of merchandise for early show-window displays, showing the latest products on the market

• The earlier the dealer starts promoting Christmas business the more big-ticket sales he'll ring up for the Yuletide season. While it's true that a great many wild-eyed shoppers rush out the last minute to make purchases, most of such transactions are comparatively small ones.

When it comes to the purchase of a TV set or a major appliance, the customer usually plans well in advance of Christmas—plans to buy, that is, and the dealer who starts "suggestive" selling right after Thanksgiving can get a lot of such important sales.

Take TV for instance. It's likely that a great majority of sales of receivers as Christmas gifts will be the result of decisions made quite far ahead of Christmas itself. Though there will be some "surprise" gift purchases of TV sets just before the holiday, most will be bought early, and bought as a result of family discussions and *pre-purchasing shopping tours* in the neighborhood.

Plenty of people will be out "looking" this year, and the store singing Christmas early, through displays and advertising will be doing a favor to itself and to its customers. For

### To Increase Sales Volume, Plan to—

- Open Longer Hours
- Hire Extra Sales Help
- Set Up Early Displays
- Offer Gift-Wrapping
- Offer Trade-In Plans
- Suggest Time Payments
- Urge Early Shopping

example, such early promotions will help customers make up their minds, and will suggest things to them, and give them ideas about prices, cabinets, etc. So far as the store is concerned, it will benefit too by being able to: (A) Make more larger-unit sales, as pointed out previously, and (B) save money and eliminate headaches in dealing with last-minute delivery and installation problems.

Following are three important things to do right after Thanksgiving Day:

1. Set up show-window and in-store holiday displays, using plenty of signs urging early shopping.
2. Put the Christmas flavor in advertising.
3. Arrange new store hours and make sure public knows about them by using signs, prominently displayed, worded such as "Open Every Evening Until 9," etc.

### Signs Will Help Stimulate The Early-Bird Customers

It will pay any dealer to have some special signs made up carrying "shop early" messages. Copy should be brief, and to the point. For instance, "Don't Be Disappointed This Xmas. Place Your Order for That TV Set NOW. Avoid the Rush, and Get Better Selection."

Some other suggested signs:

"Order that TV Set NOW FOR CHRISTMAS. Get Better Selection—and Installation When You Want It. Avoid Last-Minute Disappointment." "A Small Payment NOW Will Hold Any TV Set for Delivery as a Christmas Gift. Come In Now While There's a Big Selection." "Give Your Family the BEST PRESENT THIS XMAS—a Television Set. Come in Now While There's Plenty of Time to Choose, and Insure Pre-Xmas Installation. If You Have a Small-Screen Set Ask About Our Liberal Trade-In Plan." "Buy Your TV Set as a Christmas Gift NOW. Have It Installed and Working Perfectly on Xmas Day."

Similar signs can be used to plug early purchases of radios, stressing of course, the portables and clock-radios, both naturals as gifts.

Dealers who handle recorders

# The Big-Ticket Items Early

## Sales and Larger Profits

should feature these units as the *unusual gift*. Use signs to make a strong appeal to the passerby, with messages such as, "Record the Baby's First Words"; "Have You a Young Musician or Singer in the House?—If So, the XYZ Recorder is the Ideal and Unusual Gift. Come in Now for a Demonstration." It will pay any merchant to start pushing recorder sales early because this product is quite new and unfamiliar to many, and, therefore, *it must be sold*. Not many folk will rush in and buy one on Christmas Eve.

### Few Buy Refrigerators, Other Big Appliances on Xmas Eve

Early promotion of products as gifts performs a very important function in *helping people sell themselves up*, and this is particularly true of the male sex.

Many a man *right now is thinking* about buying a new refrigerator to replace the old piece of junk in his wife's kitchen. He's going to surprise his better half on Christmas Eve when the delivery men will bring in that big, shiny unit. One of these days he's going to call on a dealer and get an idea of how much the merchant will allow for the old refrigerator. *But*, it often happens that Mr. Jones will put off action until



the last minute, and then he'll be likely to drop the project for another year because it's too late to get trade-in figures, and too late to spend so much money so quickly. So he'll settle for some item costing, say, around ten bucks.

The dealer who sows the seed of desire early, can often nudge the procrastinator into some real early action, making everybody happy.

Merchants who start the Christmas selling ball rolling early will be cashing in on a consumer trend which has been particularly noticeable during the past two Yuletide seasons. This trend has seen customers buying heavily well in advance of Christmas, and the result has been that numbers of merchants who weren't set up to attract the early business complained that Christmas sales were slow. What

actually happened was that the stores geared up to the early buying pace through display and advertising got the lion's share of the big-ticket sales. The dealers who went in late to promote holiday business, banking on a lot of last-minute sales, found that a great deal of such business had been siphoned off earlier by competitors and that the bulk of the customers were "saturated."

### More Volume for the Dealer Who S-T-R-E-T-C-H-E-S Season

Certainly if the consumers want to buy well ahead of Christmas in order to avoid crowds, have more time to consider purchases, and get better selection, dealers should be willing to capitalize on this trend, and they can do just that by making their stores headquarters for Christmas shoppers—right after Thanksgiving.

In addition to grabbing as many of those early big-ticket sales as he possibly can, the aggressive dealer is also going to be right on the job right up until Christmas. He is going to make it as easy for the early bird to shop and easy for the late-comer, too. In this way he will stretch out the Christmas buying activity in his store . . . for a long time, rather than trying to crowd it into one hectic week where customers and salespeople will run themselves ragged. This year, let's do our Christmas selling early!

On these pages dealers will find some "planning panels" to help them get an early start in making the most of the 1952 Christmas season which holds forth bright prospects for sales volumes well over those of last year.

### Set Up a Display for the Young Fry

A "non-commercial" Christmas scene will build good-will; attract youngsters and will interest the grown-ups as well

Animation of some sort will help stop traffic in front of your establishment. Motion in show-windows draws lookers

One good bet: An electric train, operated by a pushbutton outside the store



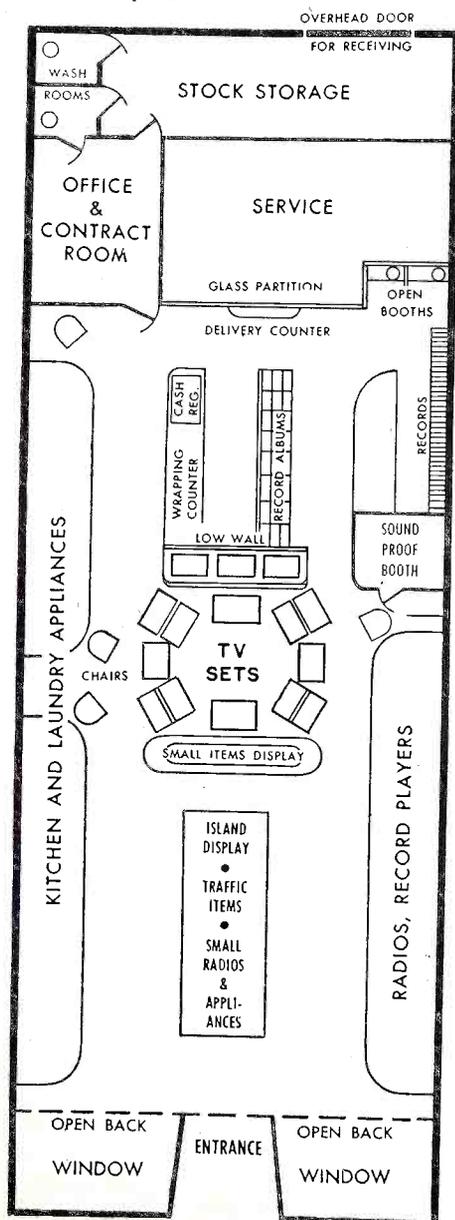
# How to Improve Store

## Modern Set-Ups and Principles of

Once a customer crosses your threshold, the layout of your store takes over the task of guiding his footsteps. Good layout will lead customers past your merchandise in such a way as to expose them to the maximum possible amount of sales influence through store display.

Your best strategy in arranging your store is to place small demand items such as lamp bulbs, electrical parts, etc., as far back as you can

This is a basic diagram of a possible lay-out for an "average" TV-radio and electrical appliance store. It is meant only to illustrate the general principles of free traffic flow and high visibility. Conditions in your store may require a different plan.



without creating unnecessary antagonism. Place in the rear of your store your wrapping counter, cash register, and also your cashier's desk. Most customers, visiting a store, turn to the right as they enter. They then proceed to the demand area and having achieved their mission, leave by the shortest path.

For this reason it is a good plan to have the demand area on the left side at least two-thirds of the way to the rear of the store. If you place this demand area on the right instead of the left, your customers will tend to go back the same aisle they entered on, making the left side of your store a "dead" area.

When they must cross over from the right to the left in order to reach this demand area, they will tend to leave the store by the left aisle, thus being exposed to the merchandise displayed there. This plan also brings them in contact with the merchandise displayed in the cross aisles through which they must travel in going from the right to the left of the store.

There should be no barrier before the customer's footsteps. You do not want people to become discouraged or tired in the course of reaching and satisfying their demands in your store. This is not likely to happen if you provide good straight wide aisles so that they can reach the demand area easily.

If any of the sales zones on the way to the demand area are congested provide greater width so that your customer's progress is not impeded. Do not allow packing boxes or merchandise to clutter the aisles.

Your aisle on the other side which customers will tend to take on the way out, should be equally wide and straight.

When you have arranged your store in this manner, you will be in a position to feature displays at many points along your customers' path to and from their demand mission. You thus make it possible for them to become interested in a variety of the high-profit products which you most desire to sell.

The question of traffic, of course, affects your salespeople as well as

your customers. The goal here is minimum steps. To attain this you may need extra wrapping desks or cash registers, particularly on busy days.

Sometimes a department receives a particular location in a store because at the time the line is added this location is available and the proprietor places it there, following the line of least resistance. Even if you are fairly well satisfied with the location of each department in your store, go over this subject carefully in the light of the customer traffic which you wish to create as a means of attaining maximum sales volume.

### Planned Arrangement

One of the best locations for your electric housewares and other high-profit impulse items is in the center of the store between your major appliances and your console receivers. When placed here they are doubly exposed to the customer's view.

This means that the small appliance department is in the area that has the most store traffic. It is also close enough to the wrapping desk and cashier's desk so that your salespeople can handle the many transactions that this department brings with greatest possible dispatch.

Your layout must make arrangements for delivering, handling and storing merchandise as well as for disposing of empty cartons. In the rear of your store you should plan for an office where you can close important sales, obtain credit information and transact other business in complete privacy. Whatever demonstration rooms you find are necessary should also be placed at the rear of the store.

You may have available much more floor space than is indicated in any typical plan. If you do, major changes in basic layout should be made.

Perhaps you have expanded into an adjoining store on either side, thus occupying a store that is two typical store widths rather than one. If your store is very wide this means that you can have several

# Lay-Out and Displays

## Grouping Can Increase Sales Volume

sets of islands in your store rather than one in the center.

You may still keep your console receivers on the right as you enter the store and your major appliances on the left. You will have, however, ample room to put perhaps two rows of tables of small appliances and other traffic items in the center of your store instead of having only one row of tables. This means you will have three aisles running the length of your store instead of only two.

The same principles of traffic apply. Customers will continue to go down the right aisle although some will, of course, go down the center aisle as well. Only a few will turn to the left. Similarly, on their return trip out of your store they will

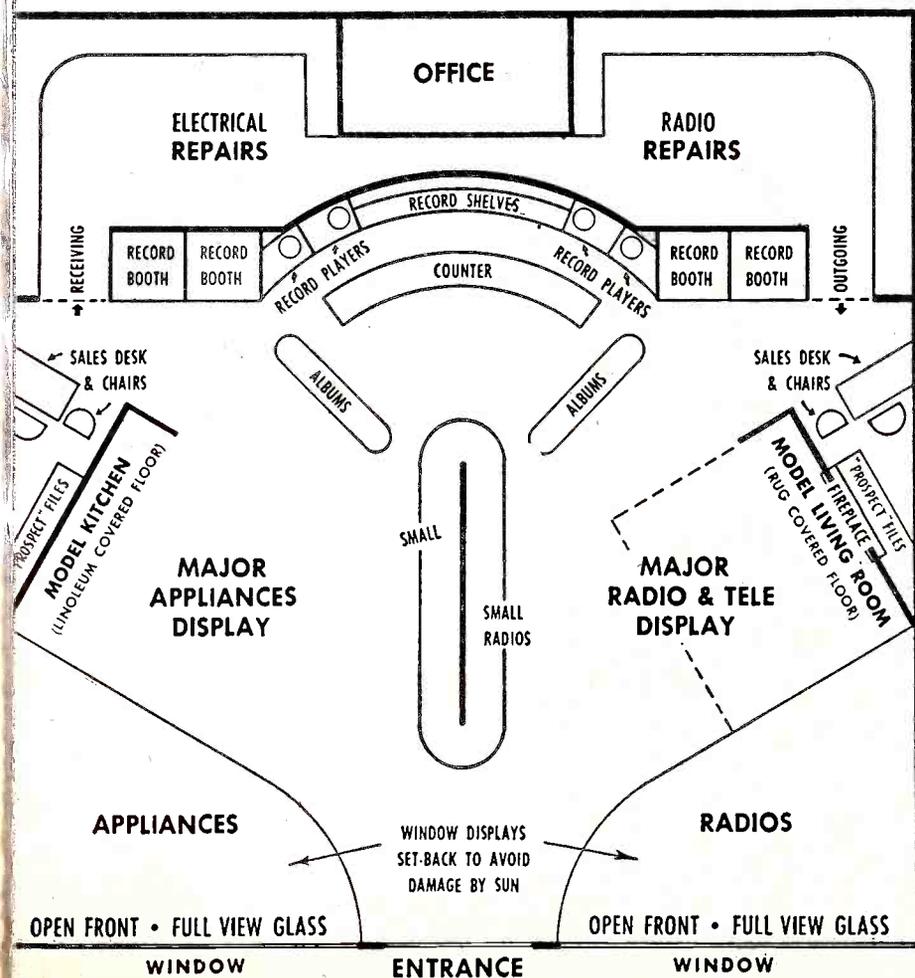
walk down the aisles which then appear to them to be closest to the exit.

Greater width will probably enable you to place a certain number of major appliances in the center of your store instead of confining them to the space along the walls. When you begin to get into this size of store, remember there is one basic rule to follow in laying out your selling departments. Arrange them in a series of rectangular patterns so that your customers are not forced to walk through a maze in going from one place to another.

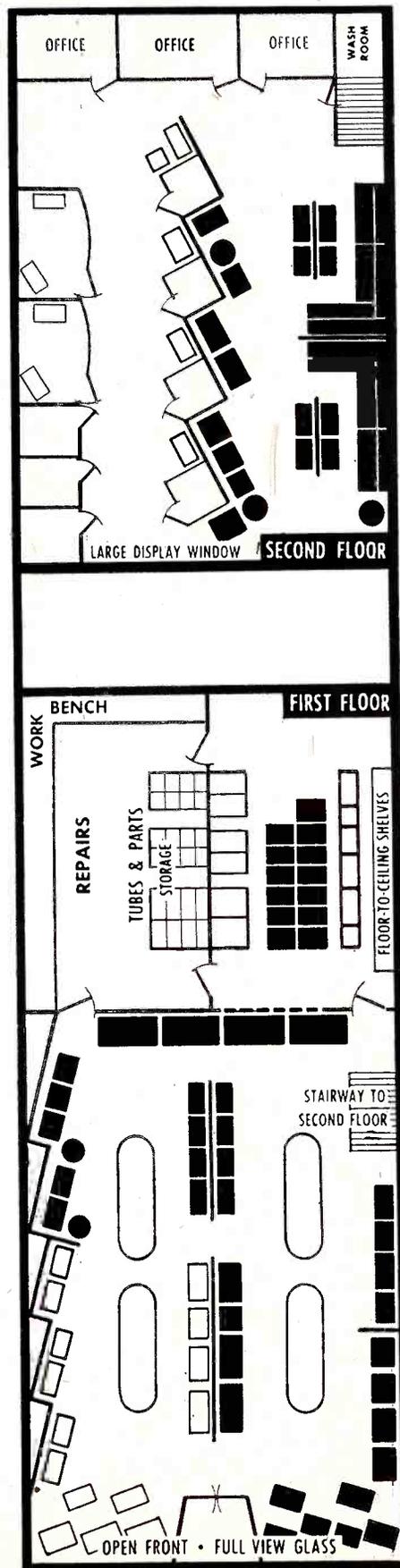
If you are crowded for space and have not been able to expand by renting another store on either side perhaps you will find it necessary

(Continued on page 54)

If your store is as wide as it is deep, you may be able to use the display-in-depth idea shown here. This great width permits both a model living room area and a model kitchen area.



This is a lay-out diagram of a store which is operating on two floors. The main floor is wide enough to permit display of major appliances both in center and at the sides. Demonstration rooms and booths are on the second floor.



# Success via Outside Selling,

20 Trained Salesmen in Field, 2 in Store Ring Up Lots  
Heavy Emphasis on Good Service Attracts Customers.



Salesman Johnny Matthews demonstrates a television set to two customers.

• House-to-house salesmanship and a policy of remaining open for night business are two factors which have helped make Wards Television Center, 1806 West Broad, Richmond, Va., one of the larger television-appliance dealers in the Atlantic Seacoast areas.

A six-point program for rigid training of all outside salesmen also

has paid off for this rapidly growing dealer, located in a metropolitan area of over 326,000.

The success of the firm has been rapid. Wards was established in 1949. At that time, there was a small service department and a staff of seven active salesmen. The firm was located in a small, confined building.

Today, Wards has a sales crew of

20 persons who work Richmond and the surrounding vicinity in house-to-house selling of television, a practice which Wards has found reaps dividends. It is now located in a spacious, two-story building and has a separate advertising department across the street. The service department, Wards declares, is one of the largest in the region.

The reasons for Wards' success probably is summed up best by the wording on a card bearing the firm's motto on the wall of the first floor. The slogan is:

"No employe of this company is allowed the privilege of arguing any point with a customer."

S. S. Wurtzel, the store's president, and A. L. Hecht, its treasurer, point with pride to the company's quick rise to prominence among business establishments of its kind.

"Our reputation has been built on hard work and the efficiency of our employes," Hecht explained. "A television set, we have found, is only as good as the firm behind it."

Hecht said the Wards concern's "Leads for sales are developed by canvassing house to house."

"We carry such a large stock that we can give delivery within an hour most of the time and always the same day," he added. "We often find a customer who wants a television set within an hour or a free demonstration quickly."

Two salesmen are employed to handle in-store business.

Wards has an extensive training program for its salesmen. Wurtzel handles the training program for all salesmen personally.

"First, we take only married men who are natives of Richmond, men who are stable and permanent residents," Wurtzel said. "Our procedure of training has six major points."

The six points include:

1. Men are first given a history of the company and explained company policies with introductions to the staff and personnel.

2. The training department builds in the salesman a sense of pride in the profession by pointing out the future in the field and showing the opportunities for advancement.

Left to right: Joe Jackson, Andy Ottiano, Algy Miller and B. H. Brodecki, part of Ward's service crew.



# Staying Open Nights

**Wards Sales for Wards in Richmond.  
90% of All Sales Involve Trade-ins**

3. The salesman is trained in the utilization of time. He is shown how to locate prospects and canvass. Wards radius of work includes a 10-mile circle around Richmond).

4. The salesman is taught proper conduct in the home. He is trained to be courteous, and how to maintain a helpful attitude toward the customer.

5. The salesman is taught how to handle demonstration units. This includes how to get one, how to return it and how to have it checked.

6. The salesman is taught how to present the qualities of the various brands—their advantages, etc. Also how to explain payment plans, how to write a contract, how to secure a credit application, how to close a sale and how to ask for the order.

Then, Wurtzel said, the new salesman goes out with one of the four division managers to the area to which he has been assigned. How soon he is able to work on his own depends entirely upon how well and how rapidly he absorbs what he is taught and how soon he can handle himself in his new position.

"We have meetings three times a week of all of the salesmen and division managers," Wurtzel said. "A few information on lines is explained. This meeting plan creates a new enthusiasm and helps to settle the problems of the salesmen."

"There is no turnover in salesmen," Wurtzel said.

"We still have all of the ones we started with except for the men who have been called into the military service," Wurtzel stated. "We attribute this to the friendly attitude of the staff and officials toward the salesmen and the security offered with the position plus the chances for advancement."

The service department consists of 10 well-trained repair men with John Payne as its supervisor. The service department has a bookkeeper of its own who maintains a complete record of each job performed by the company. This policy, Wurtzel explained, saves time as well as money and when the department receives a repeat call for service, it has a pretty good idea of what the trouble might be with the cus-

tomers' television set or radio.

The slogan of the maintenance department is "Wardservice." The main purpose of the department is to give the firm's customers specialized service to their complete satisfaction.

"We do not repair television sets except those sold by Wards," Wurtzel pointed out, "and we do not consider it a profit-making department."

"We operate it in order to create friends and good customers. Ninety-five per cent of all repairs are performed in the homes of our customers."

"Our service men are all on salary. We do not want our repair men to run up large repair bills for our customers in order to make extra income, and thereby create dissatisfied customers."

Wards handles television sets priced from \$129.95 to \$1,795. Among the popular brands carried are Philco, RCA Victor, Arvin, Olympic, Traveler, Jackson, Meck, Emerson and Magnavox.

Besides television sets and radios, Wards carries Thor laundry equipment, Bendix washers and ironers and popular brands of freezers, ranges and refrigerators.

"About 40 per cent of our business is done with trade-ins," Wurtzel said. "This is due to the heavy saturation we have here."

Wurtzel figures the company has built up considerable business through the firm's policy of remaining open until 9 o'clock every night from Monday through Saturday. This policy, he said, makes it possible for working people to have an opportunity to shop around and see the large first-floor displays of most of the popular, nationally-known brands stocked by Wards.

Wards does a tremendous amount of newspaper, radio and television advertising and has the following to say about it.

"We have found that advertising is successful only by constant repetition, so that is our policy here at Wards," Hecht said. "Success in a business of this kind is just a matter of constant plugging."

In its advertising, Wards says: "Big or small—See them ALL at Wards. Select your TV from the vast stock of Nationally Advertised Brands at Wards. Save Time! Save Money! Save Effort! See ALL the leading sets on one floor! And remember . . . Only Wards customers get Wardservice!"

Salesmen (left to right) Floyd Hudgins, Robert Webb, Lowell Smith and Don Byerly get food freezer selling features from Sheldon Shapiro before Wards opens for day's business.



# New Disc Stars



A distinctive new recording personality is Columbia's versatile piano stylist, Art Lowry. His arranging ability and technique are evidenced as he leads his orchestra in new discs "Hold Me In Your Heart" and "Down By The O-Hi-O."



Dorothy Collins is known to millions from her television appearances. She employs no vocal crutch in her recordings—just sings straight from the heart. Her first Decca release was "So Madly In Love" and "From The Time You Say Goodbye."



Capitol's current "dough"-re-mi boy is Al Martino. Scoring a smash hit with his first recording, "Here In My Heart", Al's rising fast and attaining top popularity among the ranks of the male vocalists. He also has waxings of "Take My Heart" and "I Cried Myself To Sleep."



RCA Victor has high hopes for Sunny Gale. The original "Wheel of Fortune" gal really sings a fine song. Sunny has a voice that fits right in with blues. She's currently chanting "You Could Make Me Smile Again", while "Laughed At Love" is headed for hitdom.



Buddy De Franco has one of the most original-sounding bands in the business. The MGM artist has worked a long time at building his organization, and now it looks like the De Franco band will be one of the tops of tomorrow. He's currently rating raves for "Get Happy."

# Spark Sales for Dealers



Bibi Johns is RCA Victor's Swedish import. With "Someone To Kiss Your Tears Away" and "The Night Is Filled With Echoes" an impressive debut, she's now boosting her popularity, via personal appearances, TV shows.



Champ Butler's doing nice work for Columbia Records. Big voice and lots of romantic appeal. His recent duets with songstress Toni Arden ("Remembering" and "One Love Too Many") make for mighty good listening.



Capitol songstress making a bid for fame is lovely Georgia Carr. Georgia, whose initial release is "Softly" backed by "I'm Not Gonna Let You In", has been dubbed "the female Nat Cole."

MGM's Barbara Ruick has one of the cutest vocal styles around. Personality in her waxings helps make Ruick recordings enjoyable. "Couldn't Be Cuter", "How About You", and "Serenade to a Lemonade" are some of her best.



Judy Lynn, recently signed to Coral label, currently has two good sides working for her—"I Cried For You" and "I've Been Kissed Before."



Twenty-eight year old arm amputee Sandy Solo is Abbey Records' big bet for stardom. Sandy has a very unusual voice quality. His quiet, unadorned delivery and sincere interpretation have rated lots of plays for his "I'm Through With Love".



# News of the Record Industry

**COLUMBIA** stars Lee Wiley in a twin-album release of songs by Irving Berlin and Vincent Youmans. Accompanying Miss Wiley are Stan Freeman and Cy Walter, famous both as a piano team and as soloists. For her Berlin anthology, Lee sings such tunes as *How Deep Is The Ocean*, *Heat Wave*, and *How Many Times*. From the works of Vincent Youmans she renders *Tea For Two*, *Sometimes I'm Happy*, *Why, Oh, Why?* and *Time On My Hands*.

A recent detective play in London written by Peter Cheyney introduced a theme song used to identify each appearance on stage of the chief character, "Slim" Callaghan. The title is *Meet Mr. Callaghan*, and it's causing quite a stir in this country as played by Columbia's



Mitch Miller (above) and his orchestra. Flip is instrumental *How Strange*, penned by Victor Young and Peggy Lee.

**RCA Victor's** current pop releases . . . *Moonlight On The Ganges*-April In Paris (Sauter-Finegan); *Mighty Lonesome Feelin'*-Taboo (June Valli); *Tossin' And Turnin'*-You Could Make Me Smile Again (Sunny Gale); *If Your Heart Is Breaking*-How Come You Do Me Like You Do (Lisa Kirk); *Meet Mr. Callaghan*-La Rosita (Melachrino Strings); *Sweethearts Holiday*-My Love And Devotion (Perry Como). Red Seal: *Because You're Mine*-The Song The Angels Sing (Mario Lanza).

Lots of new RCA Victor albums making appearances. Frankie Carle's latest is entitled *For Me And My Gal*. Al Goodman and his orchestra, featuring Earl Wrightson with The Guild Choristers and Elaine Malbin play selections from *Rio Rita* and *A Connecticut Yankee*. *Vaughn Monroe's Caravan* features Vaughn, The Moon Maids and Men, Sons of the Pioneers and the Norton Sisters in some of Vaughn's greatest hits. Fine collection for Monroe fans. Spike Jones and his City Slickers have an album called *Bottoms Up* which features polkas from all over the world (France, America, Sweden, Ireland,

## WATCH THESE . . . .

**Kay Starr (Capitol)**  
*Comes A-Long A-Love*

**Sunny Gale (RCA Victor)**  
*You Could Make Me Smile Again*

**Patti Page (Mercury)**  
*I Went To Your Wedding*

**Nat Cole (Capitol)**  
*I'm Never Satisfied*

**Harry Grove Trio (London)**  
*Meet Mr. Callaghan*

etc.) Eddie Fisher sings a splendid array of numbers in his album entitled *I'm In The Mood For Love*.

**DECCA** star Dolores Gray sings *Say You'll Wait For Me* backed by *Crazy He Calls Me* on her latest release. "B" side is a very good number. An old song, Dolores sings it in the traditional manner, yet manages to make it sound fresh. Also from the Decca roster comes musical comedy star John Raitt singing *Because You're Mine* and *The Song The Angels Sing*. The very fine Raitt voice gives both sides sensitive interpretation and feeling. "A" side is getting a lot of plays in conjunction with the new movie of the same name.

Russ Morgan and his orchestra have a big record in their current *Walkin' To Missouri* on the Decca label. A very cute, catchy tune, it blends right in

with "Music in the Morgan Manner." Flipside is a revival of *Absence Makes The Heart Grow Fonder*.

It looks like **CAPITOL's** Kay Starr has another smash hit on her hands



with her waxing of *Comes A-Long A-Love*. A good song in itself, Kay's vocal makes it one of the most infectious tunes of the season. Plattermate, composed exclusively for Kay by Harold Stanley and Billy Rose is *Three Letters*, which revives her *Wheel of Fortune* mood. Both sides are good, but topside should really soar in sales and profits.

You can always count on Nat Cole for a fine record, and his latest on the Capitol label is no exception. A slight departure from his standard renditions  
(Continued on page 51)

## Horowitz Makes New U. S. Recording of Emperor Concerto



Playing Beethoven's Emperor Concerto with an American orchestra for the first time since 1936, pianist Vladimir Horowitz is shown at the recording session in New York's Carnegie Hall with conductor Fritz Reiner who leads the RCA Victor Symphony Orchestra in this Red Seal release. Utilizing RCA Victor's "New Orthophonic" sound, the recording brings concert-hall reality into the home.

# Phono Record News

(Continued from page 50)

... the rhythm tune *I'm Never Satisfied*. Backing is title tune from movie *Because You're Mine*. Two good sides by the "King."

Now available on Decca 45's is versatile Danny Kaye's recording of novelties *I've Got A Lovely Bunch of Coconuts* backed by *Peony Bush*. Good to hear the Kaye vocal gymnastics again.

MGM's George Shearing Quintet has added something new to their latest release... vocals. Good vocals, too, as they feature the voice of talented Teddi King blending neatly with the style and ideas of the group. The two sides are *Love* and *It's Easy To Remember*. Shearing fans will be interested in this.

Billy Eckstine's latest for MGM is the timely *Early Autumn*. This was originally recorded by Woody Herman and recently given lyrics by Johnny Mercer. Flipside is the title song from film musical *Because You're Mine*. This is another from the pens of Brodsky and Cahn, who wrote *Be My Love*.

My, but MERCURY's Patti Page leads a sad life. After losing her sweetheart to the tune of the *Tennessee Waltz*, she's now crying as she watches him wed another. A tearful but terrific tune, it's called *I Went To Your Wedding*. Who said "... cry, and you cry alone?" Patti seems to be disproving this statement in view of her sales record.

In another new Mercury disc Patti teams up with Rusty Draper. The two are singing well together on *Release Me*. Coupling is *Wedding Bells*. The duo joins the ranks of other top stars now pairing off in recordings.

## Miller Needle Sales Aid

The M. A. Miller Manufacturing Company announces a new sales aid for quick selection of the proper phonograph needles by counter sales personnel. The new front end labels for the Miller Counter Dispenser have a large illustration of leading needle designs and are arranged according to cartridge manufacturers.

## New Record Company Formed

A new entry in the popular recording field was organized in Philadelphia with the establishment of Devon Records, Inc. The new company was formed by Melvin R. Korn, Larry Pleet, "Moose" Charlamp and Robert Ira Goldy. Devon records will be issued at 45 RPM, with other speeds to be adopted later. The initial releases are being recorded in New York City and will be issued upon the completion of negotiations with record distributors across the country who will be franchised to handle the Devon line.

## At Arvin Line Presentation



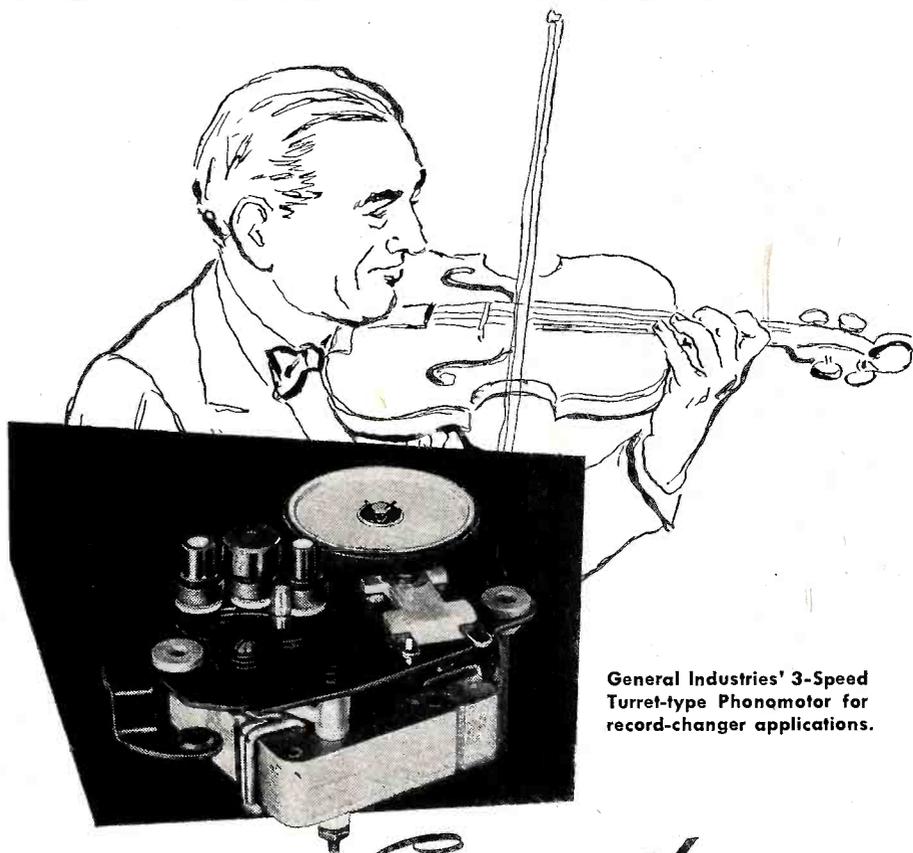
Arvin presented its 1953 radio and television lines at a series of three distributor conferences in Indianapolis and Columbus, Ind., Arvin's headquarters, with distributor principals and sales staffs in attendance. Photographed in a festive mood during one of the convention dinners were this group of salesmen from Arvin Distributors, Inc., Chicago. At the head of the table is William E. Skinner, manager of Arvin's branch operations in Chicago and New York.

## Miller Has Larger Factory In Libertyville, Ill.

The M. A. Miller Manufacturing Co., manufacturers of long-life playback and recording needles, has announced the completion of their new and larger factory. It is located at 4th and Church Streets, Libertyville, Ill.

## New Walco Reps Named for Southern and Western States

Electrovox Co., Inc., of E. Orange, N. J., makers of Walco phonograph needles, announces the following rep appointments: Harry A. Lasure of Los Angeles will cover California, Arizona and Nevada; Dave and Jim Packard will represent Electrovox in Texas, Arkansas, Oklahoma and Louisiana.



General Industries' 3-Speed Turret-type Phonomotor for record-changer applications.

# Smoothness...

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

Complementing the rich, unwavering tones of a recorded masterpiece, is the uniformly smooth, quiet operation of the General Industries *Smooth Power* Phonomotor. Unique drive mechanism assures accurate turntable speed at 33 $\frac{1}{3}$ , 45 and 78 R.P.M.

Write *today* for detailed information about General Industries' *complete* line of phonomotors for every phonograph application.

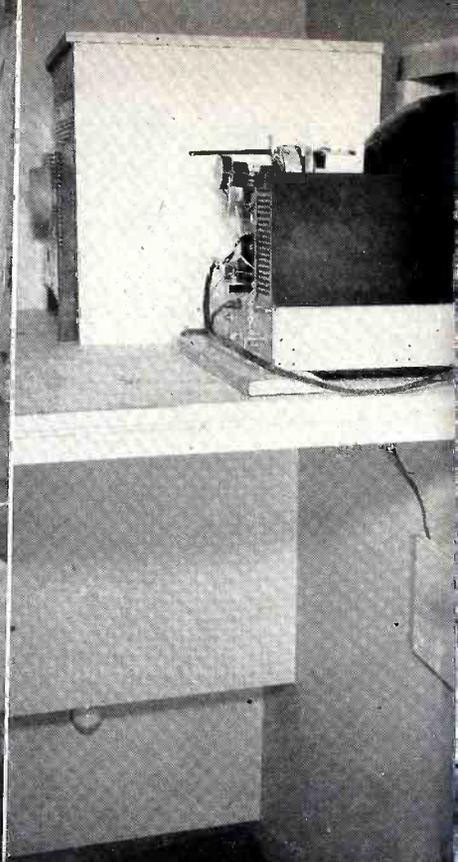
**THE GENERAL INDUSTRIES CO.**

Department MD • Elyria, Ohio





Custom installation of TV in this home utilized the chassis from customer's existing TV set. Accepting work of this nature is part of House of Music's policy of rendering a complete service to their customers. In addition, it paves the way for future sale of custom equipment and installation.



Rear view of the built-in TV set shown at left. Behind living room wall is staircase to cellar, where shelf for TV chassis was built.



## Dealer Sells Up to

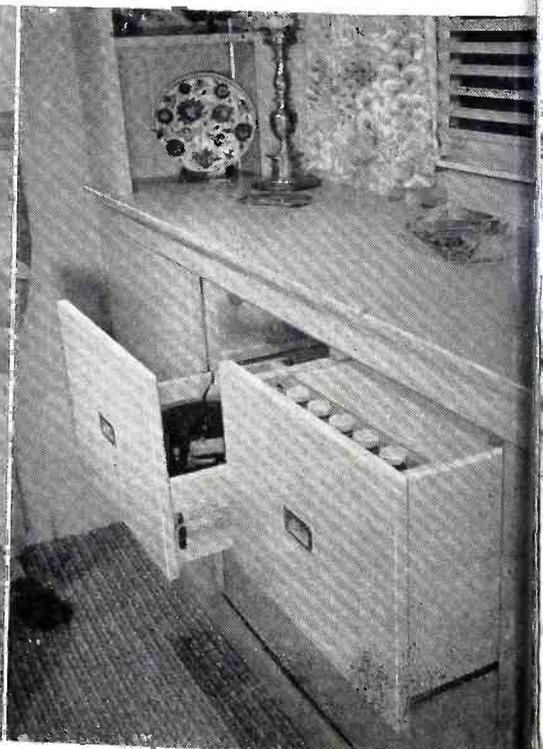
Specialized TV and Hi-Fi Jobs a "Natural" for

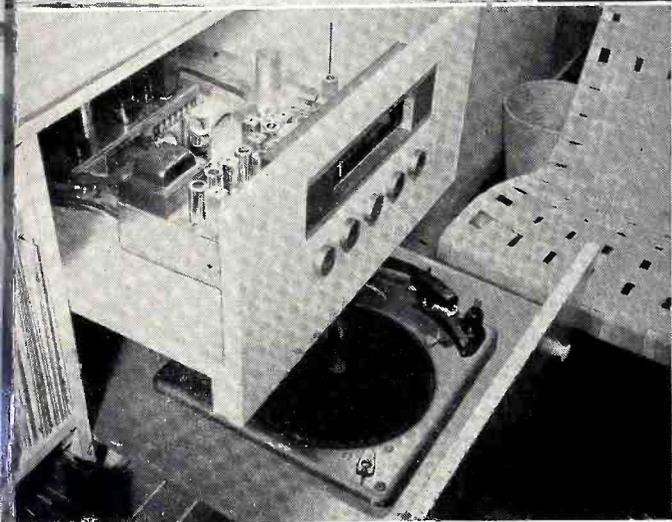
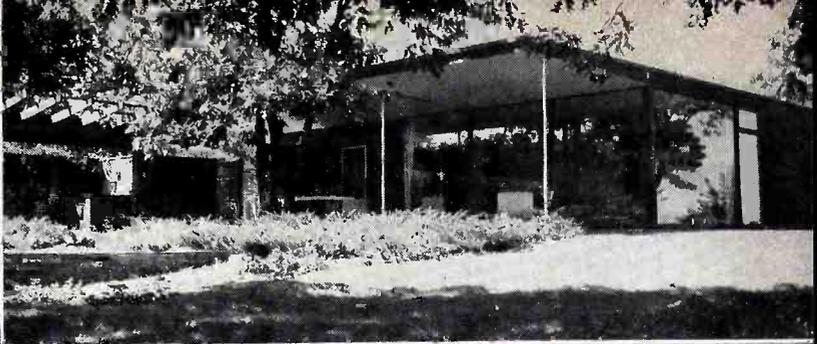
• This year custom installations have really begun to mean something to us, dollar-wise, says Clay McDaniel of the House of Music in Southampton, Long Island, N.Y.

McDaniel feels that retail stores such as his, which sell, install and service radio and TV sets and phonographs and also handle phonograph records and musical in-

Dealer McDaniel shows customer features of custom-installed music system, which utilizes Bogen PX-15 Hi-Fi amplifier, 3-speed Webster changer with diamond stylus. Jensen H510 speaker (arrow) is mounted in wall. McDaniel has counteracted decline in sale of radio combos by upswing in custom sales.

Close-up of installation, showing slide-drawer arrangement built by local cabinet-maker. Sliding panels below conceal record storage.





Custom installation in attractive modern Long Island home consists of Craftsmen FM-AM tuner and amplifier, Webster changer. Jensen speaker (arrow) is mounted in ceiling.

# Profitable "Custom" Installations

**Radio-TV-Music Retailer, Bringing Extra Sales and Profits**

struments, are a natural haven for the Hi-Fi customer and the person seeking something special in the way of custom installations.

Furthermore, there are a number of ways that such prospects can be developed in the normal course of business.

For instance, suppose a customer returns records with the complaint that they sound defective. The salesperson can suggest that perhaps there is something defective with the customer's phono needle, or playback system. By way of eliminating this possibility, the records are played on a Hi-Fi system which House of Music has permanently installed on the sales floor. Not infrequently the fault is with the customer's equipment and a new needle is sold, or perhaps a service call arranged.

But more important, the customer is usually impressed by the sound of the equipment and is interested enough to ask about it.

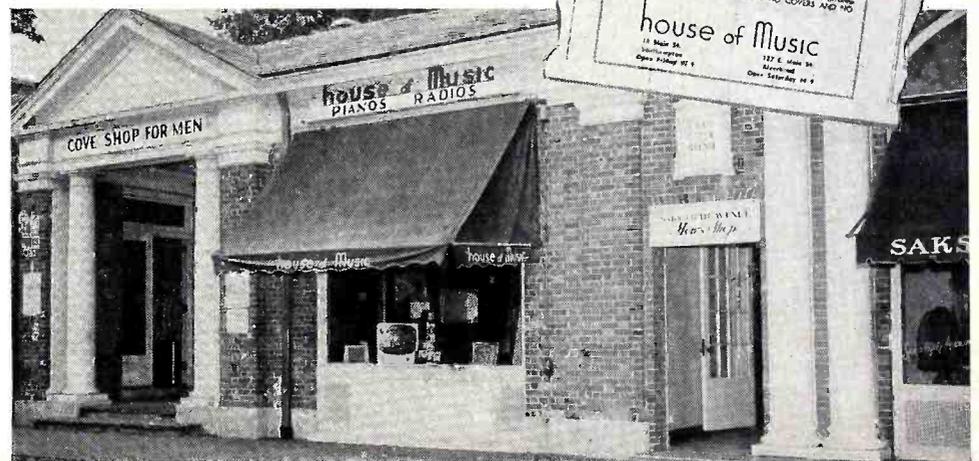
McDaniel emphasizes that a low-pressure technique is used at this point, to avoid scaring the customer away with a high price. The nature of the equipment is briefly explained, and also its flexibility. That is, it is possible to get a little at a time, or to buy relatively inexpensive components at the start, etc.

Two or three "packages" are outlined to feel the customer out on price. Emphasis is laid on the fact that the appearance of the installation can be custom-tailored to the customer's decorating scheme, a feature which is important in this community of very attractive private homes.

It sometimes might take a year or two to bring a customer from a table radio up to a high quality custom unit, McDaniel points out, but once initiated into Hi-Fi they

*(Continued on page 116)*

Below, House of Music Southampton store, located in fashionable shopping block, is narrow but deep. Store's custom installation work includes commercial PA jobs, as shown by advertisement at right, which points up "House of Music Custom Sound Systems."



**House of Music**  
**SALUTES**  
DISTINGUISHED RESTAURANTS, CLUBS  
AND DINERS OF THE HAMPTONS

Equipped with House of Music Custom Sound Systems

**BOWDEN SQUARE**  
FEATURING BUCCA PASTORI'S PROGRESSIVE WITH PIANO MUSIC BY THE CALLIGRUE.

With special remodeling and expansion of the Calligra Lounge, a new state-of-the-art sound system has been installed to provide perfect clarity and definition of extended notes. The music and the Calligra's sophisticated dining atmosphere and tropical bar service are available to all who lounge.

**TUCKERMILL INN**  
Music through the ether, the soft, low-key music of the Hammond Organ, from Leonard Maltin's "The Music of the Hammond Organ" is available to all who lounge.

**SCOTCH MIST INN**  
FEATURING THE TOP AT THE HAMMOND ORGAN AND PIANO FOR DINNER.

In the atmosphere and character of the Scotch Mist Inn, the music of the Hammond Organ and Piano for Dinner is available to all who lounge.

**CRUISER CLUB**  
FEATURING ALL HITS AT THE PIANO. Music through the ether, the soft, low-key music of the Hammond Organ, from Leonard Maltin's "The Music of the Hammond Organ" is available to all who lounge.

**HILL RESTAURANT**  
FEATURING "AT THE PIANO" RECORDING. Recordings of the Hammond Organ and Piano for Dinner are available to all who lounge.

TAKE A PARTY OUT THIS WEEK END FOR AN EVENING OF DINING AND DANCING AND ENTERTAINMENT. NO COVER AND NO RESERVATIONS.

**house of Music**

117 E. Main St.  
Southampton  
Open Friday 10-6  
Open Saturday 10-6

# How to Improve Store Lay-out and Display

(Continued from page 45)

to build or have built an addition to your store on the rear. If the value of the land is low you will be likely to extend your store over more ground space in this way. Your basic layout will be elongated but not very much changed in nature.

If, however, the value of the land on which your store is situated is high or there is no ground space available in the rear you may either build a second floor or arrange to remodel your basement.

Dealers have found that people will go upstairs or downstairs for major appliances and TV sets. There customers can consider purchasing and perhaps listen to or watch a demonstration without being disturbed. Second floor or basement locations have also been used successfully for classical records, listening booths, recording studios and service departments.

Sometimes the entire upper or lower floor is utilized for one purpose. For example the space may be such that a complete demonstration kitchen is installed. Some dealers have utilized this space for a television theater.

## Let Them See Everything

The best possible layout is that which enables your customer to gain an instant comprehensive knowledge of all the various kinds of merchandise you carry in your store. This gives the customer an overall impression that your store is large and your stock varied.

Many stores have unnecessary partitions that separate part of the store from the main portion. If your store is segmentized in this way see if you cannot have the partitions removed. If you rent the store go to your landlord and try to convince him that his property will be more valuable as a selling tool if it is not cluttered up with unnecessary rooms.

If your store is definitely and permanently divided into two or more rooms through your landlord's inflexibility or through structural causes, at least try to make the entrances from one room to another as wide as possible so that your store presents a unified appearance to your customers.

Many dealers are now faced with

the dilemma of installing demonstration rooms or trying to do without them. You can decide this matter for your store by reference to the principle of mass display.

A number of dealers have installed complete home laundries and complete model kitchens where all products are plumbed in, wired and appear just as they would in the home. These model rooms frequently include the smaller appliances in their places as they will ultimately appear in use in the home.

Advocates of such rooms claim that a woman can visualize the use of both large and small appliances in her own home better than she can if these appliances are stocked in departments. They say it is easier to sell each appliance when it is placed with other merchandise as it will be used in the home. They point out also that these rooms insure privacy.

## Display Room Pros and Cons

Most leading dealers are agreed that their actual effect is to make the typical store and stock appear to be smaller than they really are. Thus as a rule they do more harm than good.

If you have an average sized store these demonstration rooms have two disadvantages. They take up considerable room which is subtracted directly from your store layout. They also close off the view of your customers so that you do not get full advantage of the merchandise that is being displayed in these model rooms.

It is probably best to confine the use of model kitchens or laundries to those stores where they can be used as an additional or supplemental display feature and where the dealer can afford to stock them with complete duplicate stock.

The same principles apply to separate demonstration rooms for television receivers. They can be used to best advantage in larger stores where there is ample room and stock of merchandise.

You may have one or more record listening booths on your main floor. Perhaps at least one of these private booths is an absolute necessity.

## Group Products Together

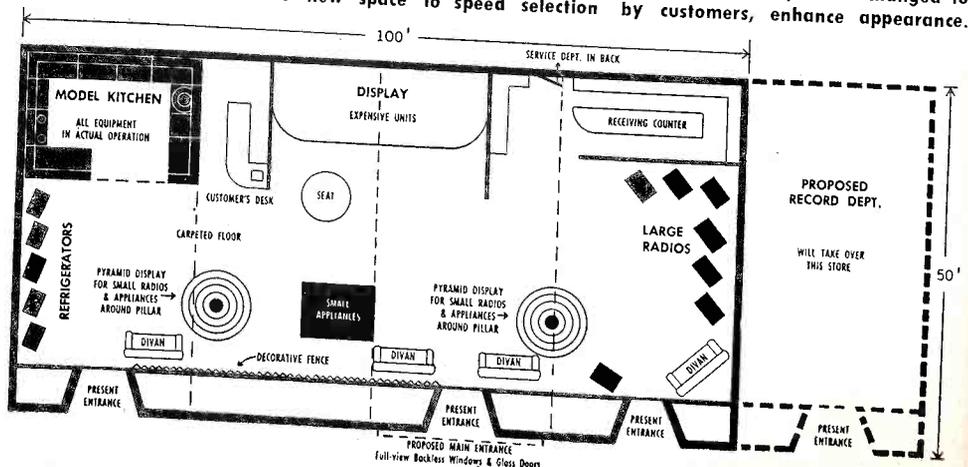
It is true that these booths subtract little from your floor space. But you might consider tearing out partitions and substituting open listening booths that are like the open telephone booths you find in larger cities. If you decide on open booths, use sound-proofing material generously in your TV, radio and music areas to deaden sound.

When you have removed as many obstructions as possible to the view of your customers, you have utilized the principle of mass display in your layout. There is another way in which you can increase the effect of mass display in your store. This by arranging your layout so as to group similar products together.

This grouping creates the same effect as mass display of a single item. For example, if you have toasters in one part of your store, mixers in another and coffee makers in a third, you will, of course, sell a certain volume of each item. But if you will place these all together in a single area your customers will add the stock of one to that of the other unconsciously and will

(Continued on page 92)

When your store begins to "bulge" with increased business, you may be able to expand by renting adjacent stores. This store expanded three times and now proposes a fourth. Lay-out is changed to make the best use of the new space to speed selection by customers, enhance appearance.



# Another case history of the Profitable Magnavox Franchise



*Clyde O. Wallich*

President



## "Four reasons for the big Magnavox volume at Music City." Sunset and Vine, Hollywood, California

**"ONE.** Price and dealer protection is the number one reason for my big Magnavox volume. Of all Magnavox features, this is positively the greatest. No footbaling, no matching marginal dealers' price slashing! Magnavox gives its dealers a chance to build a solid repeat business.

**"TWO.** Magnavox prices are competitive. No salesman has to alibi his way through out-of-line prices. *And*, long discounts give me a chance to come out at the end of the year

with a profit . . . not easy to do in these days of high overhead and operating costs.

**"THREE.** Magnavox's reputation and acceptance, due in part to good national and local advertising, pre-sells for us.

**"FOUR.** Quality and style of Magnavox sell the instrument once the customer is in the store. We also find that tone quality has often been a deciding factor in selling Magnavox."

### 7 REASONS WHY

*Magnavox is the best franchise for building a sound, profitable business—*

- 1** Protected Markets. **2** Direct Dealings. **3** Longest Discounts. **4** Reliable Prices.  
**5** More Advertising Dollars Per Dealer. **6** Sound Merchandising Help. **7** Staunchest Owner Loyalty.

*the magnificent*

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

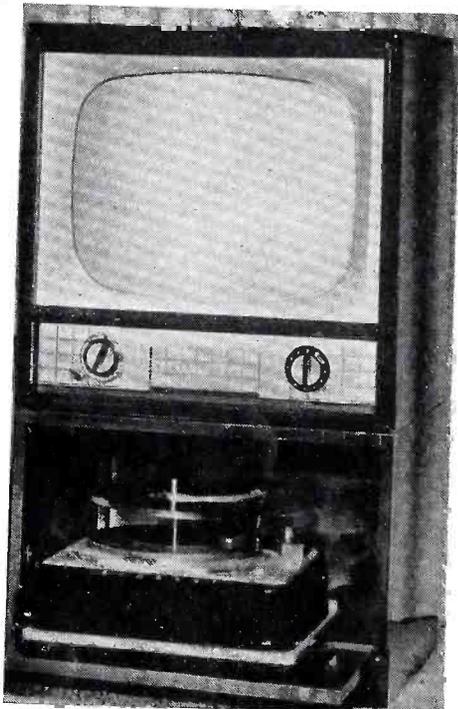
*television - radio - phonograph*

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

# New Consoles & Combos

## Admiral

Model 321DX26 is a compact 21-inch TV-radio-phono combination. Set contains built-in radio and newly-developed 3-speed automatic record changer. Features variable tone control, DX-53



chassis, range finder, built-in aerial and turret tuner in which snap-in UHF tuning strips are easily inserted. Admiral Corporation, 3800 Cortland St., Chicago 47, Ill.—TELEVISION RETAILING.

## Arvin

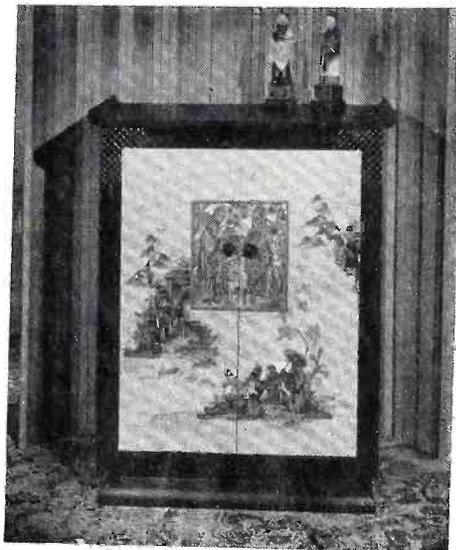
The new Ambassador is a 27" TV set housed in a classic-styled hand-rubbed cabinet. Set has "Super Custom" chassis with 28 tubes. All-channel tuner permits viewer to tune in existing 12 VHF channels as well as all 70 proposed new UHF channels on a single dial. 42¼"



high, 31½" wide and 23½" deep. Available in mahogany, \$695.95, and blond, \$729.95, with full doors. Arvin Industries, Inc., Columbus, Ind.—TELEVISION RETAILING.

## Stromberg-Carlson

The Classic 21 is the most recent of the Chinese Classic series, which feature Panoramic Vision with 21" tube. Change-over from VHF to UHF may be made without removing chassis from cabinet. Blanking circuits to eliminate retrace lines, higher tube voltage, automatic electrostatic focusing and a new



high-gain tuner are featured. The hand-decorated cabinets are available with ivory, red or ebony backgrounds. Also available in blond oak and African ribbon-striped mahogany. 39" high, 29⅝" wide, 20⅛" deep. Eastern prices, tax included are: decorated models \$545; oak, \$495; mahogany, \$485 plus warranty in all cases. Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y.—TELEVISION RETAILING.

## Sentinel

Model 460 CM is a 21-inch open console available in mahogany only. List price is \$379.95, federal excise tax and



warranty included. "Power Factor" chassis, locality adjuster, and easy adaptability to UHF are some of the features. Sentinel Radio Corp., Evanston, Ill.—TELEVISION RETAILING.

## Hallicrafters

Deluxe, low-head chassis is featured in model 1056 table model TV set. In addition to regular controls, vertical and horizontal hold adjustments can be



made from the front of the set, which rests on a new telecart designed to fit all Hallicrafters table models. Available in blond or mahogany, the 21" set sells at \$289.95; telecart at \$49.95. The Hallicrafters Co., 4401 W. 5th Ave., Chicago, Ill.—TELEVISION RETAILING.

## Stewart-Warner

TV model 27C-9212A, a 27" console, has exclusive Stewart-Warner "Syncro-Brain" circuit; channel-eye tuning; power booster control, which turns on a reserve of extra power for long range

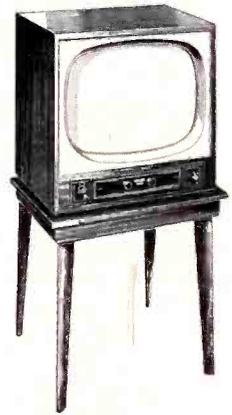
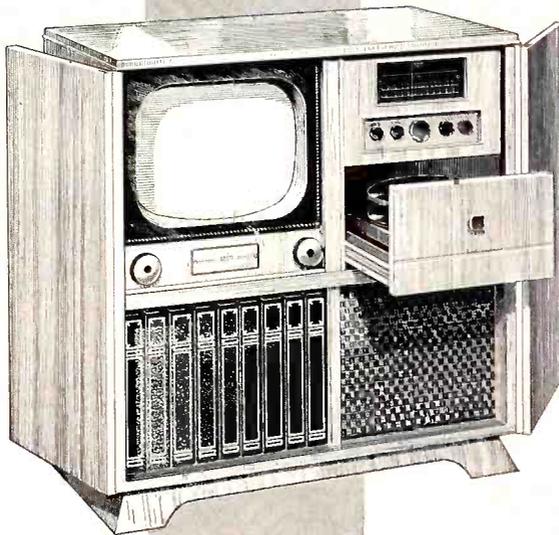


reception; concert grand FM sound; slanted safety "picture window," and built-in provision for UHF. Available in mahogany, it is priced at \$499.95. Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.—TELEVISION RETAILING.

TELEVISION'S

1st FAMILY

*First in Value in Every Price Field!*



*Meck*

MECK offers a complete line of high quality television receivers built for the great American market and priced for the greatest possible profit to distributors and dealers. Featuring fine cabinetry and the exclusive Meck "Red-Head" chassis, Meck assures the customer satisfaction which builds profitable sales volume for you.

*SCOTT*

SCOTT, the standard of quality for over a quarter of a century, brings spectacular styling, superb engineering and outstanding craftsmanship to those who demand the very finest in radio, television, and phonograph instruments. Scott's distinguished dealers have the advantage of a top-quality, big-name line with margins to permit powerful merchandising.

**MIRROR-TONE**

MIRROR-TONE—planned to give leading television merchandisers dominant position in the most competitive markets. Sound basic engineering has given the Mirror-Tone product a record of sales success . . . plus envied freedom from service worries. This is your *safe* promotional television line. Selling prices start at \$99.90.

*Designed and engineered by the craftsmen who have built over one and a half million sets, Scott, Meck and Mirror-Tone provide the utmost in styling and performance in every price field. It will pay you to get better acquainted*

*with Scott, Meck and Mirror-Tone—truly television's first family. Dealers interested in the Scott and Mirror-Tone television lines and distributors who wish information on the Meck television series, write directly to:*

**SCOTT RADIO LABORATORIES, INC.**

1020 N. Rush Street

Chicago 11, Illinois

# For Big-Ticket TV Sales

## Capehart

A 21" three-way combination is the "Saratoga," model 11W212M, which employs the Capehart CX-36 chassis. "Area Control" cancels noise and assures maximum performance in both



fringe and local areas; automatic gain control circuit stabilizes the picture and generally eliminates airplane 'flutter.' Set is ready to receive UHF. Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana.—TELEVISION RETAILING.

## Tele King

Model KD11X is a 21" combination with 3/4 doors, AM radio and a 3-speed



record changer. It is available in mahogany; also limed oak as model KD11XB. Priced at \$439.95. Tele King Corp., 601 W. 26 St., New York 1, N. Y.—TELEVISION RETAILING.

## Sparton

Model 5390 is a full door console combination with 21-inch TV, AM radio and 3-speed record changer. List



in mahogany is \$589.95, including tax and warranty. Sparton Radio-TV Div., Sparks-Withington Co., Jackson, Mich.—TELEVISION RETAILING.

## Sylvania

Model 172M 21" corner console with doors, known as the Kensington, features HaloLight and the Stratopower



"508" chassis. Available with UHF reception. Corner cases optional. French provincial styling in mahogany, #172M, and maple, #172K. Sylvania Electric Products Inc., Buffalo, N. Y.—TELEVISION RETAILING.

## Motorola

Model 27K1 27" console features newly-designed circuits plus high-fidelity sound system to insure studio quality reproduction. Mahogany cabinet is



designed with full length doors and custom hardware trim. Priced at \$695, mahogany only. Motorola, Inc. 4545 Augusta Blvd., Chicago, Ill.—TELEVISION RETAILING.

## Zenith

Model 227OR, the "Selkirk," is a 21-inch full door console with Zenith's "Blaxide" black tube and the K-53 chassis, said to be very efficient in fringe areas. Built-in provision for UHF, built-in "Picture Magnet" antenna, 10-inch loudspeaker, tone control and one-knob tuning are other features. Retail for \$459.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—TELEVISION RETAILING.

## Emerson

Six way combination housed in cabinet only 37" high and 20" wide, model 731 includes a 17-inch TV receiver, 3-speed phonograph, radio and clock



Controls are located on the side of the cabinet. Side controls are also incorporated in model 721 17" table model. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—TELEVISION RETAILING.

## Du Mont

The Somerset is a 21" console of 18th Century design in mahogany or blond all wood veneers. One-knob tuner with



built-in UHF provision. Drawer for record player permits full choice of record changer installation with phono jack for connection into Hi-Fi sound system and front-panel phono switch. Contains 21 tubes, 4 rectifiers. Dimensions: 37 1/2" high, 32 1/2" wide, 22 3/8" deep. Allen B. DuMont Laboratories, Inc., Television Receiver Div., E. Paterson, N. J.—TELEVISION RETAILING.

# The SELECTIVE

# DuMont Dealer Franchise

*is More Valuable Than Ever Today!*

Veteran DuMont dealers who have made substantial profits for years now enjoy another great opportunity. See all these benefits of the DuMont Franchise!

**New "Step-up" Pricing** for 16 great models, from \$199.95 to \$1,795.00!

**Extra-Quality Features at Every Price!** Only DuMont offers such a great combination of features — which makes every model an outstanding value.

**DuMont Introduces "PROOF YOU CAN SEE!"** Powerful advertising continues to build widespread acceptance for DuMont.

**Better Discounts, Better Profits!** DuMont discounts are for the first time competitive with all leading makes!

**Selective Dealerships!** The DuMont Franchise protects your business future!

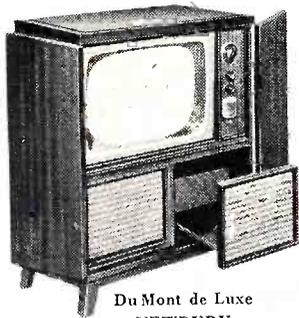
**Customer Satisfaction!** DuMont quality results in minimum servicing. Your sales *stay* sold!

**DuMont Prestige** identifies you as a leader in the television industry. People are proud to own famous DuMont!

**DuMont Engineering Leadership!** DuMont . . . pioneer for 21 years . . . now brings you the trade's outstanding value at attractive prices.

Ask your DuMont distributor for full details or write:

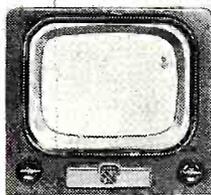
Teleset Division, Allen B. DuMont Laboratories, Inc., East Paterson, New Jersey



DuMont de Luxe  
NEWBURY



DuMont de Luxe  
SOMERSET



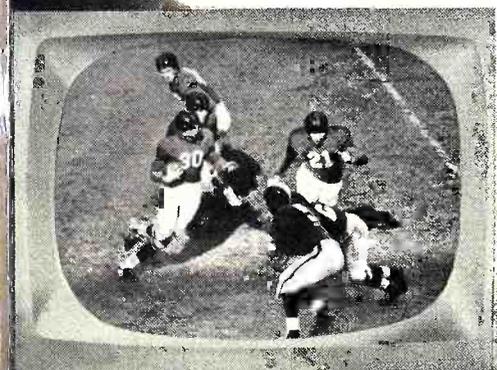
DuMont CLINTON



DuMont MILFORD

SEE MAJOR LEAGUE FOOTBALL AT THE STADIUM. IF YOU CAN'T, THEN SEE IT ON DUMONT TELEVISION!

IN ACTION!—THE NEW YORK FOOTBALL GIANTS!



**PROOF YOU CAN SEE  
IS PROOF YOU CAN SELL!**

*Better pictures . . . finer cabinets . . . a great price range! Made by specialists in television!*

# DU MONT

*First with the Finest in Television*

**NOW SELL**

**16 GREAT NEW DUMONTS  
PRICED FROM  
\$199.95 to \$1,795.00\***

**DuMont CLINTON**

17". All-wood cabinet. Plexstone finish in bracken brown or blond. Built-in antenna. **\$199.95**

**DuMont MILFORD**

21". Mahogany or limed oak veneers. Built-in antenna. **\$279.95**

**DuMont de Luxe DEVON**

17". Plug-in for record player. Mahogany or limed oak veneers. **\$279.95**

**DuMont BEVERLY**

21". Fine mahogany or limed oak veneers. Built-in antenna. **\$349.95**

**DuMont RIDGEWOOD**

21". Fine mahogany or limed oak veneers. Built-in antenna. **\$375.00**

**DuMont WAKEFIELD**

21". Fine mahogany or limed oak veneers. Built-in antenna. **\$389.95**

**DuMont SHELBURNE**

21". Period cabinet of fine mahogany veneers. Built-in antenna. **\$399.95**

**DuMont de Luxe WICKFORD**

21". Plug-in for record player. Cabinet of fine mahogany veneers. **\$439.95**

**DuMont de Luxe BANBURY**

21". Plug-in for record player. Fine mahogany or limed oak veneers. Also limed oak with raffia panels. **\$439.95**

**DuMont de Luxe SOMERSET**

21". Drawer for optional record player. Fine veneers in mahogany or blond. **\$449.95**

**DuMont de Luxe NEWBURY**

21". Drawer for optional record player. Fine mahogany or limed oak veneers. **\$459.95**

**DuMont de Luxe WIMBLEDON**

21". Plug-in for record player. Fine mahogany veneers. **\$479.95**

**DuMont de Luxe WHITEHALL,**

Series II

21". Plug-in for record player. Fine mahogany veneers. **\$499.95**

**DuMont de Luxe DYNASTY**

21". Chinese Chippendale cabinet of fine mahogany veneers. Drawer for optional record player. **\$499.95**

**DuMont de Luxe FLANDERS**

21". Plug-in for record player. French Provincial cabinet of fine fruitwood finish. **\$549.95**

**DuMont de Luxe ROYAL SOVEREIGN**

30-inch direct-view DuMont tube . . . world's largest. Built-in FM radio. Plug-in for record player. Hand-rubbed mahogany finish. **\$1,795.00**

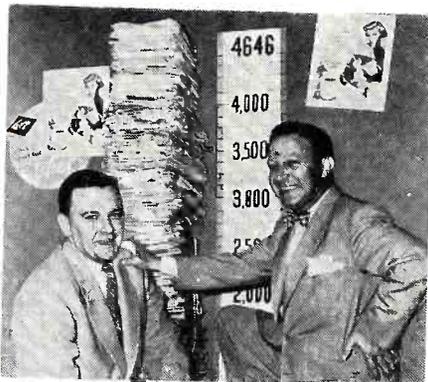
*\*All prices are suggested retail, subject to change. No extra charge for Warranty and Federal Excise Tax. Prices slightly higher in the West and South. Limed oak or blond model prices slightly higher than shown.*

# Electrical Appliance

## Glass Door on Dishwasher

New dishwasher door with glass window developed by Hotpoint as a demonstration device for use in dealer stores removes the mystery of automatic dishwashing by letting prospective customers see wash, rinse and dry cycles as machine operates. No special timers are needed to make demonstration dishwasher operate continuously through automatic cycles. Standard Hotpoint cycle pattern is followed. Demonstration kit for dealers includes the glass front door and an extension cord set providing interior lighting during operation. Hotpoint recommends that dealers give each new purchaser a home demonstration "party" after installation. The factory suggests that the dealer install the glass door and provide free refreshments.

## Successful Thor Promotion



Thor Corp. announced the total cost for the company's "Week-End Kit" promotion recently concluded. M. R. Wilson, general sales manager, said the price tag on the 60-day promotion ran some \$500,000, not including costs of incentives. The premiums used were a \$2.24 Lilt home permanent wave kit to every woman witnessing a 10-minute demonstration on a Thor washer and a \$39.50 "Week-End" cosmetic kit to purchasers of any new Thor washer. In the photo Mr. Wilson (right) congratulates Bob Runge. Almost 5,000 dealer tie-in ads are piled high behind them, more than 1 1/2 million lines of copy.

## Deepfreeze Zone Managers

David H. Kollock and Joseph M. Boyce, Jr., have been appointed zone managers for Deepfreeze in the eastern United States, announced Ben G. Sanderson, general sales manager, Deepfreeze Appliance Division, Motor Products Corp., North Chicago, Ill., Kollock will headquarter in Philadelphia, Pa., while Albany, New York will be headquarters for Boyce.

**BE SURE TO READ—  
Dishwashers—for Clean  
Selling, Full Profits—  
In This Issue**

## Westinghouse Fall Sales Drive

An intensive sales drive to promote electric housewares, fans, vacuum cleaners and electric bed coverings tied to the company's "Pick the Winner" political debate series over CBS radio and television network is underway for appliance specialties by the Westinghouse Electric Appliance Division. The drive will continue up to and including election night returns over the same networks. Appliance specialty factory representatives are now conducting meetings with distributors to plan in detail each distributor's participation in the Pick the Winner program. At the same time, they are cooperating with distributors in holding hotel showings for dealers and in planning dealer programs for advertising, demonstration, display and selling. This promotion is tied to a weekly program of political debates on controversial campaign issues. Thirteen debates, one every Thursday night at 9:00 can be seen on CBS TV network and a series of 13 debates heard over CBS radio each Sunday at 4:30. Supplementary efforts are magazine and local newspaper ads plus product demonstrations by Betty Furness on Westinghouse Studio One.

## Smart Is Regional Sales Manager at Coolerator

F. C. Margolf, sales manager of the Coolerator Company, has announced the appointment of Wayne Smart as Coolerator regional sales manager in the Birmingham, Alabama territory. Smart replaces W. F. Van Gorder who becomes regional sales manager for Coolerator in the Minneapolis territory, including Minnesota, N. Dakota, S. Dakota, Wisconsin, Iowa and part of Nebraska.

## Easy Promotes Two

John T. Bunch has been named assistant to the general sales manager of the Easy Washing Machine Corporation. He was formerly cooperative advertising manager at Easy. Robert S. Houghton takes over the post of cooperative advertising manager. His previous post was assistant to the cooperative advertising manager.

## Youngstown Electric Clock



Youngstown Kitchens dealers now have a promotional electric clock made of plexiglass, and having easily-read cut-out numerals. A ring is inserted behind the numerals and four different rings accompany each clock so the homemaker can match the clock with her kitchen color scheme. Attractively packaged in a special counter display box, the clock can be used as a give-away to customers or as a prize for group demonstration meetings.

## Fleming in Westinghouse Post

P. Bernard Fleming has been appointed public relations manager of the Westinghouse Electric Appliance Division, Mansfield, Ohio.

## Plan Universal Jet 99 Nation-wide Retail Meetings



Universal home cleaning equipment district managers and salesmen line up with company executives at the New Britain, Connecticut, plant just before taking off on the gigantic 301 Jet 99 retail meetings from Coast-to-Coast. Left to right: (1st row) W. W. Howe, B. J. Rubery, W. A. Ramos, R. Roderick, Vincent Corbett, Lee Moss, sales manager home cleaning equipment division, P. B. Parker, A. E. Jernberg, Robert Berg, I. J. Feher. (2nd row) B. B. Luce, P. A. Fitts, R. E. Morrill, F. P. Hogan, F. P. Nester, H. M. Conlin, J. H. Elkins, W. J. Borke, E. M. O'Connor, Jr., F. T. Barmore. (3rd row) P. J. Richter, J. V. Begley, H. H. Howe, R. C. Neilson, R. J. Strom, L. E. Starker.

# News and New Products

## THE PORTABLE MIXER

A new portable electric mixer weighing only three pounds has a keyhole slot in the bottom for easy storage hanging. It can be used with one or two beaters, and adjusted to high or low speed by finger-tip control. Designed with a special heel rest, the mixer can stand by itself in the manner of an electric iron, allowing drippings to fall back into the bowl. Fair Trade price is \$19.95. General Electric Company, 1285 Boston Ave., Bridgeport, Conn.—TELEVISION RETAILING.

## Freez-In PORTABLE REFRIGERATOR

This new portable electric refrigerator is a completely automatic, quiet, double-free hermetically sealed unit. UL approved, it is compact as a suitcase and can be carried with one hand. Ample space for perishable foods for 2 people for 6 days. Makes 6 trays of ice in one to two hours. Unit is easily serviced and so designed that the cycle may be removed without losing the Freon-12 refrigerant charge. Retail price, including Federal tax and 5-year warranty, is \$139.59. Freez-In Engineering Co., 1017 Franklin St., Detroit Mich.—TELEVISION RETAILING.

## Full-Width Freezer Chest in Westinghouse REFRIGERATOR

Model DD-9 refrigerator features a full-width freeze chest that freezes and stores 46 lbs. of food and has a storage tray that holds over 100 ice cubes. The sliding drawer Meat Keeper provides for storage of 16 lbs. of fresh meat in proper cold. Two anodized aluminum Humidrawers keep ½ bushel of vegetables and fruit fresh and crisp in moist cold. Convenient door shelves provide storage of small packages and beverage bottles. Top shelf has a special guard for tall bottles. An egg shelf, removable for easy cleaning, provides storage on the door for eggs for daily use. Suggested retail price is \$299.95. Westinghouse Electric Corp., Appliance Division, Mansfield, Ohio.—TELEVISION RETAILING.

## Markel HEETAIRE

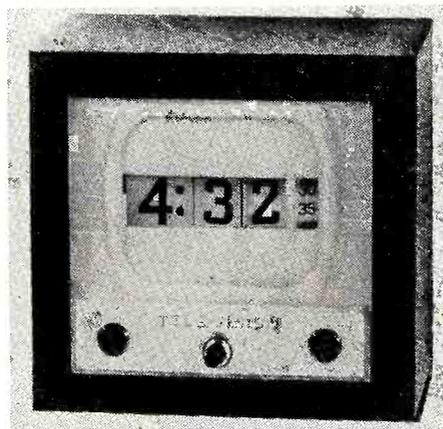
Automatic thermostatic control has been added to the 1000-1500 watt 240 series of wall-insert Heetaires. The control dial is set at temperature wanted. Heetaire automatically produces and maintains any desired temperature between 40° and 85° F. Built-in thermostat has automatic on-off control. All 240 series Heetaires, with either manual or automatic control, have chromium plated reflectors and are available in Nuchrome, ivory enamel or brown enamel finish. Markel Electric Products, Inc., or La Salle Products, Inc., Buffalo, N. Y.—TELEVISION RETAILING.

## Westinghouse ELECTRIC RANGE

Model CC-774 double-oven electric range, called the President, features the Super Corox surface unit that gets red hot in 30 seconds for fast start cooking operations. A Miracle Oven with a Fiberglas heat guard seal permits baking on any rack position. The second (slightly smaller) oven also has heat guard seal. Independent operation permits use of both ovens at different temperatures simultaneously. Simplified cooking controls feature single dial oven controls and Tel-A-Glance surface controls. Two utensil storage drawers mounted on nylon rollers, and a broiler pan, with aluminum grid are additional features. Suggested list price is \$329.95. Westinghouse Electric Corporation, Appliance Division, Mansfield, Ohio.—TELEVISION RETAILING.

## Tele-Vision CLOCK-LAMP

Model 700 TV clock and lamp is designed to be used as room lighting while viewing TV. Serves as a bedroom night light and clock. Height 5", width 5½", depth 3½", weight, 2½ lbs. Plastic

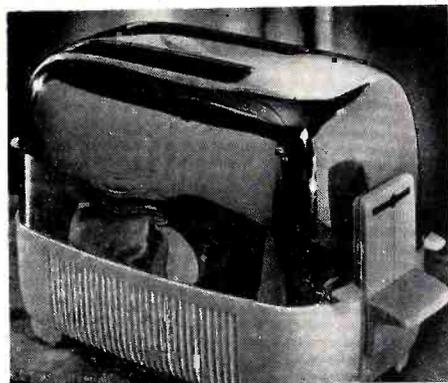


case available in royal chartreuse, Nile green, torch blue, queen copper, African gold, walnut and ivory. List price is \$10.95. Pennwood Numechron Co., 7249-51 Frankstown Ave., Pittsburgh 8, Pa.—TELEVISION RETAILING.

## Royal CHRISTMAS LIGHTS

Called "Royalites" is the new line of decorative Christmas lighting. The "Dandy-Cane," is molded of rigid styrene plastic. Two feet long, with inside illumination, it is trimmed with a hand-tied plastic bow and can be used either indoors or outdoors. Lists for \$3.90. The "Starlite" tree-top combines white and crystal-clear plastic for unique effect. The bulb inside the white star illuminates the entire halo. Lists for \$1.32. New versions of the 3, 5, and 8-lite all-plastic candle sets list for \$3.10. Royal Electric Co., Inc., Pawtucket, R. I.—TELEVISION RETAILING.

## GE DE LUXE TOASTER



The deluxe model General Electric toaster features a base, as well as trim sections, molded of Plaskon. The attractive ivory Plaskon base serves as a finish protector, and is resistant to scratching, burning and chipping.

## Deepfreeze ELECTRIC RANGES

Two new deluxe, 40" models launch the 1953 Deepfreeze electric range line. They are the RE-4 and the RD-4. RE-4, shown, has a divided cooking top with center service area, four fast-heating monotube units, deep-well cooker, double-oven, electric-timed appliance outlet, electric clock and oven timer. It is priced at \$399.95. RD-4 is similar in style and size to RE-4, but differs in equipment. It has divided cooking



top, modern control panel, illumination for cooking area and banquet-size oven broiler. Additional features include a warmer drawer and deep-well cooker of 6-qt. capacity which can be automatically lifted and used as additional surface cooking unit. RD-4 sells for \$349.95. Both models are insulated with extra-thick, non-sagging, lifetime fiberglas on all six sides of the oven. Deepfreeze Appliance Division of Motor Products Corp., N. Chicago, Ill.—TELEVISION RETAILING.

**More Appliance New  
Products and News  
Elsewhere in This Issue**

# Dishwashers - - for Clean Selling, Full Profits

Every Householder WANTS This Product, and

Alert Dealers Make Money Merchandising It



Satisfied dishwasher users will give the salesman plenty of live leads. Every friend, neighbor and relative who drops in will be given a "demonstration" by the housewife who owns this modern appliance.

- Imagine stocking a product that just about every modern-minded householder in your territory *already wants!*

Think too about an appliance where no trade-ins are involved; where there's a minimum of competition, and very little price-cutting. Consider as well a product having such a low saturation that almost every up-to-date home in your community is a prospect!

Roll all the before-mentioned features into one package of profit possibilities and you come up with the modern dishwasher!

Here's an appliance already enjoying *made-to-order desire-to-own*, and one you can sell in volume without heavy investment, since you do not have to stock more than one make nor do you have to carry a large inventory.

No question about it, the dish-

washer looks like a good deal for any dealer, and many merchants are making real money today pushing this appliance.

In spite of the great appeal of the dishwasher, however, specialized effort must be used in order to do a good job selling these units.

To begin with, a live demonstrator is a must. The appliance must be kept in perfect working order, and real dishes, pans, etc., should be employed as props. It goes without saying that the demonstrator should be placed in an area of heavy traffic in the store, and that all customers should be invited to see it operate.

### How to Clinch Sales

Sales features being stressed in the successful merchandising of dishwashers include such angles as sanitation (dishwater temperatures the hands can tolerate "nurture" certain germs), elimination of "dishpan hands," labor-saving, long life of equipment, low cost of operation, reduction in breakage of dishes, glassware, etc.

Since, as before stated, dishwashing is one of the most disagreeable tasks in the home, any woman will agree with the salesman who tells her that *no modern kitchen is complete unless it is equipped with a dishwashing machine.*

An important point to remember in selling dishwashers is that the servant-staffed home, in this tight labor market, can often use the lure of a dishwasher to attract and hold suitable help.

### Now "Mentally Accepted"

And there's plenty of sales ammunition to use in interesting the woman who does her own work. For instance, the dishwasher is the great emancipator of the kitchen because it drives away the bugaboo associated with thoughts of the big stack of dirty dishes and pans waiting in the kitchen to spoil all the fun in having dinner parties.

Salesmen who use all of the very

real reasons why the modern home should be dishwasher-equipped will be able to bat out a high average of sales. The dishwasher is already "mentally accepted" by modern housewives, and this factor is certainly a jump over one big sales hurdle.

### Demonstrations Important

But because this "old" appliance, on the market for many years, is considered by many to be new, and because the saturation is low, dishwashers are not accepted as necessities as readily as refrigerators, for instance. However, salesmen who work hard to close sales will be rewarded by knowledge of the fact that each sale, if properly followed up, will result in others. Satisfied customers will provide leads, and will, in almost all cases, be willing to let the salesman demonstrate the dishwasher in the home to prospects.

One merchant reports that he invited each store visitor during a sales drive to see a demonstration of a dishwasher, and that in each instance the invitation was readily accepted, and that furthermore, *every woman questioned admitted that she did want to own the appliance.*

### Everybody Wants One!

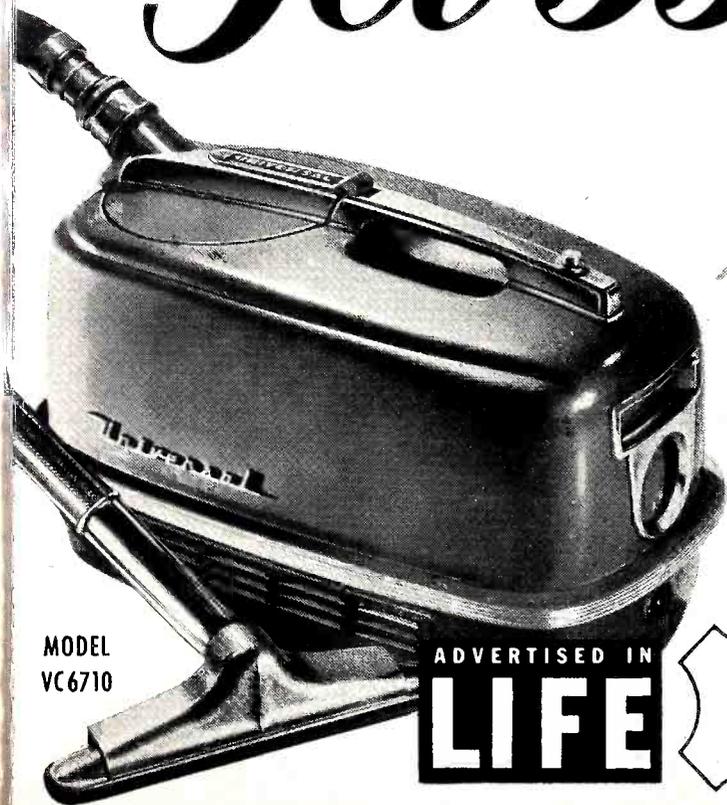
As pointed out before, dishwashers require plenty of selling effort, but there's real money to be made by the dealer who is willing to do a first-rate sales and demonstration job in selling these great naturals for the modern home. Additionally, the sales will be clean, profitable, and productive of repeat business both from the satisfied user as well as from the new owner's friends and relatives.

The demand for dishwashers so far as *want* is concerned is phenomenally large, and it will pay the dealer to devote the extra time and extra effort needed to cash in on the terrific interest in this product, which within the new few years will be as common in the modern kitchen as the refrigerator.

# DEALERS Coast to Coast

use these 5 exclusive  
selling features  
to skyrocket sales  
of the new UNIVERSAL

## Jet 99



MODEL  
VC6710

ADVERTISED IN

**LIFE**



### 1. Empties in 2 seconds!

Here's the "hottest" selling sentence in the cleaner industry. Dealers all agree, no other cleaner empties so fast, so easily . . . no other feature "closes" so many sales so quickly. "Press the button and throw away the paper bag" is the most dramatic demonstration ever created to sell cleaners in volume! And remember—*Naturally no dust bag to empty!*

### 2. Jet Power Gets More Dirt!

You can prove this statement anywhere, anytime. With half-a-million cubic inches of air suction to back it up, the Jet 99 proves its dirt-getting power in store or home demonstrations. You can actually show your prospects the difference by the dirt in the bag!

### 3. Easier to Use All Around the House!

Let the distinctive Jet 99 design work for you in demonstrating "room-easy" cleaning. Stand it on stairs, glide it around the room, show how it pivots as you turn. Lift it with one finger. Carry it like a suitcase!

### 4. No Dusty Air Blasts!

No other cleaner gives you four air filters to talk about to keep return air pure and dust-free. No other cleaner has the exclusive Jet 99 "whisper" air dispersal system to eliminate air blasts that stir up dust and dirt!

### 5. New Serva-Tools With 99 Uses!

Demonstrate the Serva-Tools to dramatize Jet 99 complete home cleaning. In just five minutes you can show how they save hours of time and work on 99 cleaning tasks!

**IT'S AMERICA'S NO. 1 CLEANER!**

\$1,000,000 ON THE LINE BEHIND THE JET 99

AMERICA'S MOST COMPLETE LINE OF HOME CLEANING EQUIPMENT

**UNIVERSAL**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

# Push Electric Housewares For **Extra Xmas Profits**

**Small Appliances Can Be Sold in Great Numbers by  
the Dealer Who Puts Some Extra Push Behind Them**

• Never before in the history of merchandising in this country has there been such a wide acceptance of electric housewares as all year round gifts. This Christmas will break all sales records, and aggressive merchants will see to it that they get their share of this highly profitable business.

Electric housewares lend themselves well to window displays since they just sing suggestions to the passerby, and a great many impulse sales can be made by showing off the small appliances to the people in the street as well as by setting up attractive in-store displays.

Most dealers are in favor of mass displays of small appliances in show-windows because such set-ups give the window "reader" many gift ideas. The majority of successful retailers of electric housewares also believe that items on display should be conspicuously priced.

"Ensemble selling" of small appliances has been used successfully by numbers of stores. Here, the dealer groups a number of related products, featuring a price for the lot. Such ensembles could be, for instance, a coffee-maker, a toaster and a sandwich grill. Or a modern handiron and an ironing board, or perhaps three electric clocks, one for the kitchen, one for the bedroom and one for the living room. Many who've done well with "ensemble" selling use some non-electrical products, such as a serving tray to go along with a group of small appliances. Such merchants also point out that since the sale of an "ensemble" is a fairly large transaction, it is good business to feature time-payment offers in the display.

Electric housewares, like their "cousins," small radios, appeal to all classes of folk, and all age brackets when it comes to choosing these products as gifts, and this is a very important factor for the dealer to consider. When it comes to the purchase of some "heavy" equipment for the home, such as a refrigerator or a washing machine, the whole family is usually tied in on the deal,

but it's not so with electric housewares. The spinster aunt who lives alone will buy a rotary grill for a relative; the bachelor uncle will buy a steam iron as a gift, and of course, the small fry are big buyers of electric housewares as gifts for parents.

Of course, the married folk who head families purchase heavily, too. And they buy small appliances over a long pre-Christmas period. Many buy early in the game, but there's also a last-minute flood of folk in stores throughout the land.

If ever there was a natural for Christmas selling it is the small appliance, and in order to do a good job, the dealer must have a large selection on hand. When it comes to buying electric housewares as gifts, shoppers want variety—variety of

models and makes, and a variety of prices. No dealer can do a good volume of Christmas business without an adequate stock both for display and selection. An appealing factor in handling electric housewares as Christmas gifts is their slow rate of obsolescence, and their year-round sales appeal.

In order to speed up buying in the store, the suggestion is made that the merchandise be grouped according to product, all irons together, all toasters together, and so forth. In this way, the customer can make a quicker buying decision, and will not be confused by seeing such products scattered throughout the store.

A good idea to use in displaying small appliances is to suggest the  
(Continued on page 74)

## Sell More Small Appliances This Christmas By—

- "Ensemble" offers in special displays in show-windows and in store
- Stressing time-payment plans for "ensemble" gift-buyers
- Stepping up delivery and gift-wrapping facilities for customers
- Appealing to all classes of folk—and all age-brackets in your area
- Having an adequate stock so that shoppers will have a big selection
- Grouping related merchandise in display to speed buying decisions



*Here's  
your big TV  
sales punch  
with parents of  
growing children*



# It's Bendix "Solo-Ear"

**Bendix "Solo-Ear"  
has wide appeal**



**FOR "STAY-UP-LATES"**

Permits enjoying late shows without disturbing the rest of the family or the neighbors.

**FOR THE HARD-OF-HEARING**

Brings complete TV pleasure while set stays at normal volume.

**IN HOSPITALS, SICK ROOMS**

Cheers the convalescent without disturbing anyone else in the slightest.

*Read how "SOLO-EAR" can  
mean extra profits for you*

At the flip of a switch, Bendix "Solo-Ear" permits any Bendix\* TV receiver's sound to be diverted from the regular speaker into one or more special feather-weight headphones. Or, if desired, the headphones can be used right along with the regular speaker.

What an interest-getter... and sales-helper... Bendix "Solo-Ear" can be with parents of growing children! In fact, it's a uniquely inviting promotion item that lets you "go to town" with *many* different prospects. Best of all, it's simply-installed and trouble-free in operation.

Check into the added profit possibilities that Bendix "Solo-Ear" . . . in conjunction with the great new Bendix line . . . offers you. Do it today. \*REG. U.S. PAT. OFF.

One more way that  helps you sell more and profit more!

AVIATION CORPORATION — THE NAME MILLIONS TRUST

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION

BALTIMORE 4, MARYLAND

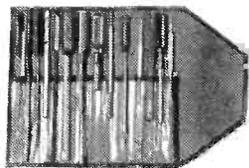
# Do You Know?

# G-C MAKES 3,521 SERVICE NEEDS

## FOR RADIO TV SERVICING

### RADIO - TV CHEMICALS

In the G-C chemical line alone, there are more than 85 different products. Every one's designed to help the serviceman do a better job faster, easier, more profitably.



### ALIGNMENT TOOLS AND EQUIPMENT

Virtually every type of servicing tool for the bench or on the job is available at G-C, both separately and in kits. "Whatever you need, G-C makes" might well be the G-C motto!

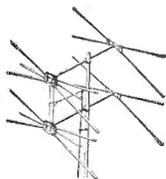


### ACCESSORIES AND SERVICE AIDS

There are literally hundreds and hundreds of in-demand items in this G-C category. Switches, terminal strips, knobs, belts, dial drives, cables, recording wire and tape are included.

### RADIO HARDWARE

Nuts, bolts, set screws and all the rest of these indispensable items are conveniently packaged by G-C in jars, boxes, envelopes, displays and racks. And the line is both big and complete.



### TV ANTENNAS AND HARDWARE

The G-C Master-Line Antenna line-up is America's finest. In addition, there's a matching line of accessories — stand-offs, chimney and wall mounts, connectors, and the rest — to guarantee the success of every installation.

**G-C MEANS QUALITY!** Though our line is a big one, we've never forgotten that Quality is the first essential of any merchandise. That's why . . . no matter what you need . . . it will pay you to insist on G-C products every time you buy!



**GENERAL CEMENT MANUFACTURING COMPANY**

907 Taylor Avenue

Rockford, Illinois

See Us — Booth 419 — Parts Show!

**FREE!** 80-PAGE G-C CATALOG shows every G-C product. Fully illustrated. Write for your copy today!

### Plans Readied for '53 Parts Show

The 1953 Electronic Parts Show will be held at the Conrad Hilton Hotel in Chicago, May 18-21, Samuel L. Baraf, newly elected president of the Show Corporation recently announced. In addition to Baraf, the directors elected as the 1953 officers Arthur Stalman, of Ithaca, N.Y., vice-president; Matthew Little of Chicago, secretary, and Jack A. Berman, of Chicago, treasurer. The 1953 Parts Show will run from Monday through Thursday from 10 A.M. to 6 P.M., with a supplementary program of seminars patterned after those at the 1952 Show. Both the Exhibition Hall and fifth and sixth floors of the Conrad Hilton will be utilized again in 1953, and in addition a new section will be added to the Exhibition Hall area to accommodate an estimated 40 more booths next year, according to Kenneth C. Prince, Show manager.

### NEMA Issues Sales Planner

The Fall-Christmas phase of the Electric Housewares Industry Gift Campaign will begin early this month with the distribution of an industry prepared retail tie-in kit consisting of a 6-page promotional sales planner illustrating specific suggestions for dealer tie-ins; two attractive 3-color 6" x 22" streamers and a three color 16" x 22" poster reflecting the basic year 'round theme, "Give Electric Housewares—First Choice For Every Gift Occasion." Distribution will be made through local area committees and electric leagues who in turn will channel the kits through distributors to dealers.

### NEDA Chapter Elections

Election of officers was held when the Carolina Chapter of the National Electronic Distributors Assn. convened recently in the Hotel Selwyn, Asheville, N.C. Newly elected officers include T. T. Freck, Freck Radio & Supply Co., Asheville, chapter director; A. W. Greensboro, Jr., Johannesen Elec. Co., Inc., Greensboro, N.C., president, and Kenneth Stoner, Florence Radio Supply, Inc., Florence, S.C., secretary-treasurer. H. B. Grice, Electronic Distributors, Inc., Charlotte, N.C., was unanimously reelected vice-president.

### Pentron Appoints New Rep

Pentron Corporation 221 E. Cullerton St., Chicago, has appointed E. L. Berman Company, 758 Natoma St., San Francisco, Calif., as representative to cover the northern part of California (north from Fresno) and also the city of Reno, Nevada.

### Connor Co. Opens Washington Office

The Dan J. Connor Company, manufacturers' representatives of Philadelphia, Pa., has opened a branch office in the Medical Science Building, 1029 Vermont Ave., N. W., Washington, D.C. Everett M. Gordon, previously with the firm's home office, will be in charge.

# Andrea *presents for* 1953

A superb new line of 21" television receivers featuring:

*"FRINGEMASTER TUNER" ... Complete UHF coverage ... AM Radio*

**Every receiver with these features . . .**

**Every feature to help you sell:**

- 1. The "FRINGEMASTER TUNER"**—An Andrea engineering masterpiece . . . permits superlative performance in local or fringe areas.
- 2. UHF** — Complete coverage of ultra-high frequency band, UHF tuner factory installed . . . or VHF only with provision for adding strips or complete UHF tuner later.
- 3. AM Radio** — Standard broadcast band — 540-1600 KC. Full audio frequency response for replica tone.
- 4. Exquisite cabinets** — Decorator-designed hand rubbed mahogany and walnut veneers.

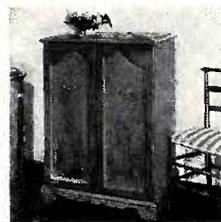
## **the Andrea Franchise— your guarantee of profits**

- 1. NO SERVICE "RED INK"** . . . Independent surveys prove Andrea television receivers average less than one service call per year. It's the *stability* set of the industry.
- 2. LONG DISCOUNTS** . . . One Andrea sale is worth two ordinary sales — more margin — extra profit for you.
- 3. FAST-MOVING INVENTORY** . . . Just 5 basic models, geared to 1953 popular demand. No white elephant on your hands.
- 4. RESTRICTED DISTRIBUTION** . . . No "next door" competition — more prospects for you — room for real sales.
- 5. QUALITY LEADERSHIP** . . . Frank A. D. Andrea's 33 years' experience in radio and television make this 1953 product the stability line for '53.

*Consider what this combination of selling and franchise features can mean to you — Assured Profits in TV with ANDREA.*

For full particulars write — Andrea Radio Corp.,  
27-01 Bridge Plaza North, Long Island City, N. Y.

The Andrea Brittany  
21" French Provincial  
Console.



The Andrea Drake 21"  
Contemporary Console.

The Andrea Claremont  
21" Open Console.



The Andrea Carlton 21"  
Table Model.

The Andrea Victoria  
21" Combination Con-  
sole.



### Lucas to Distribute Motorola

The firm of D. M. Lucas, Inc., of 1022 Farnam Ave., Omaha, Neb., has been appointed distributor for Motorola, Inc., it has been announced by William A. Kelly, vice-president in charge of sales of the Chicago television-radio-electronics company. The firm will serve principally the Nebraska territory.

### Olympic Promotes Kabat

Herbert Kabat, formerly assistant general sales manager, has been promoted to general sales manager of Olympic Radio & Television, Inc., it was recently announced by Albert Friedman, vice-president in charge of sales. Kabat, who joined Olympic in 1949, was previously associated with RCA.

### RCA to Enter Range Field

The RCA Victor Division of RCA plans to enter the gas and electric range business and the gas and oil heater field by arranging to acquire The Estate Stove Co., division of Noma Electric Corp. The sale is expected to be finalized at a meeting of Noma stockholders, Nov. 5.

### Hallicrafters Officials Discuss Line With N. J. Distributor



John S. Mahoney (left) advertising manager of the Hallicrafters Co., Irving Russell, vice-president and Sidney Koenig, president of All State Distributors, Newark, N.J., talk over the company's new line of shortwave radios at a sales meeting in Chicago, which Hallicrafters held to acquaint its Eastern distributors with the company's new line of merchandise.

### Lead CBS-Columbia Promotion and Sales Drive



Directing the promotional drive by CBS-Columbia, Inc., to establish itself in the forefront among television receiver manufacturers are (left to right): David H. Cogan, president of CBS-Columbia and a veteran of more than 20 years in the radio industry; Gerald Light, director of advertising and public relations of the company, and John M. Lyden, partner of Ted Bates & Co., the CBS-Columbia advertising agency.

### Sylvania Announces "Buck Rogers Space Ranger" Promotion



The radio and television division of Sylvania Electric Products Inc. has announced an extensive nation-wide promotion featuring one million free "Buck Rogers Space Rangers" kits of paper toys for children who visit Sylvania dealers with their parents to view the new 1953 line of Sylvania TV receivers. Each kit contains 21 toys with moving parts, such as a flying saucer pistol and a "Chronoscopic Space Compass." Sylvania estimates 17 million kids will see the promotion through TV ads in *Life*, *Boy's Life* and comic books.

### 450 New Employes for IRC

International Resistance Company Philadelphia, has added 450 new employes to its manufacturing staff. IRC supplies resistors to the television set industry, and this increase in production personnel is made in anticipation of an upsurge in television set production. The expansion is timed to also coincide with the accelerated requirements for electronic components traditionally experienced during the last half of the year.

### G-C Packaged Hardware

General Cement Manufacturing Company has packaged 240 different hardware items in hinged plastic boxes on quickly accessible self-service racks. The new line, called the 'G-C 50 (Hinged Cover) Line' makes hardware items available in a handy, 'ready-to-go' container at the uniform flat price of 50 cents, list. The line can be found at jobbers on either a rotary, counter or floor type display.

### Coolerator Has New Products

G. L. Rees, president of the Coolerator Co., recently announced that Coolerator will officially enter the upright freezer and room conditioner business on October 9 at the annual Coolerator convention in Duluth, Minn. More than 300 distributor principals and sales executives will be on hand for the two-day convention. Duluth, home of Coolerator, was selected as the convention site to enable distributors to become better acquainted with Coolerator personnel and to inspect new and modern manufacturing facilities installed under the expansion program which followed Coolerator's association with IT&T.

### Backer Co. Expands

Jas. J. Backer Company, factory representatives covering the Pacific Northwest territory, celebrated its 25th year in the jobbing and industrial trade by opening a new branch office in Portland, Oregon. Ed Johnson is in charge of the new office. Warehouse stocks are carried in some lines to aid jobber sales. The office and warehouse is located in downtown Seattle in the heart of Film Row. Further expansion is contemplated as conditions and deliveries permit.

### Snyder Appoints Mayer

Snyder Manufacturing Company, Philadelphia television, radio and automotive accessories firm, has announced the appointment of Art Mayer as salesman for the Midwest territory. He will headquarter at 617 Cornelia Avenue, Chicago, Ill.

# MORE TUBES! MORE POWER!

THAN ANY OTHER LEADING 17-INCH TV SELLING AS HIGH AS \$299.95

## **BLACK-DAYLITE**



Fred Waring, director of the "Fred Waring Show"

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

## NEW 17-INCH TABLE MODEL

Beautiful mahogany finished cabinet  
G-E Glarejector  
Adaptable for UHF

\*Includes Federal Excise Tax and one year Factory warranty on picture tube and 90 days on parts. Price subject to change without notice.

### TODAY'S GREATEST 17-INCH VALUE!

Count the tubes (many are dual purpose)—count the rectifiers and circuit elements in this brand new G-E Black-Daylite TV table model! Then compare with any other leading make. There can be only one answer! Model 17T10 offers your customers more tubes, more power,

better performance than many 17-inch sets selling up to \$100 more! No wonder. It has the famous, fully-tubed, powerful chassis—tried, tested and proved in thousands of G-E receivers in TV's toughest reception areas. Call your G-E television distributor today.

General Electric Company, Receiver Department, Syracuse, New York

**G. E.**  
**PRE-SELLS**  
**YOUR MARKET**

*with biggest spot radio campaign*

- ★ 64 MARKETS
- ★ 191 STATIONS
- ★ 120 SPOTS PER WEEK

**SELLING THE REVOLUTIONARY  
NEW G-E ULTRA-VISION**

*You can put your confidence in—*

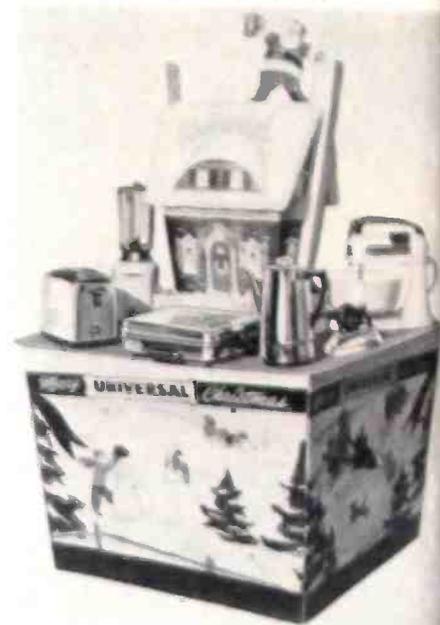
# GENERAL ELECTRIC

### Industry Rallies for UJA

The annual dinner for the United Jewish Appeal recently held at the Astor, N. Y., saw over 300 manufacturers and representatives dine together and pledge over \$150,000 to UJA's 1952 campaign. William S. Hegyi, of Olympic Radio & Television Co., who presided as chairman of this year's drive, introduced the guests on the dais, lauded them for the good work they had done on the drive, and especially praised Honorary Chairman Harvey Tullo of Emerson Radio & Phonograph Co., "who for the past eight years has been chairman, guiding spirit and leading worker in our industry's drives for UJA." Those on the dais included

Mario Gardner and George Paley, CBS Columbia; George Fine, DeWald Radio Mfg. Co.; Nathan Gorlick, Dynamic Electronics; Max Markowitz and Harvey Tullo, Emerson Radio; Julius Zamore, Espey Mfg. Co.; A. R. Lieberman, Esquire Radio Corp.; Robert Smith, Fada Radio & Electric Co.; A. J. Frankel, Link Radio Corp.; Wm. S. Hegyi and Abe Schneiderman, Olympic Radio & Television Co.; Milton Landau, Philharmonic Radio Corp.; Elliot Schwartzman, Regal Electronics Corp.; David Parker, of Harold Shevers, Inc.; Philip Optner, Mark Simpson Mfg. Co.; Sam Oser, Tech-Master Corp.; Sol Prediger and A. Loew, Tele King TV Corp.; and Abe Weissman, Utility Electronics Co.

### Universal Xmas Display



Universal's beautiful, multi-color, life-sized, walk-around "Gift House" Christmas display is 57" high and has a 32 x 16" table top. Dealers will receive the display free with every \$175 merchandise purchase. In sparkling holiday colors, the table top holds the full line of Universal products.

## ISN'T THIS THE ANTENNA LINE

YOU'VE ALWAYS HOPED FOR?

- Better reception, indoor or outdoor.
- Models for all channels and conditions.
- Special adaptability to problem areas.
- Greater speed and ease of installation.
- Line not engulfed in price competition.
- Your profit protected by good results.

It comes to you from

# CASS

NOTED FOR FINE MACHINE PRODUCTS FOR 15 YEARS

The CASS ANTENNA LINE is a rugged, efficient product, easy to erect once and for all, with highly satisfied customers and few, if any, callbacks—all due to thorough engineering, technically and mechanically.

CASS antennas are available in Regular or Thrift lines and are priced to net you real profits because you fix your own markup. Here is a line that is not price-hawked to the consumer.

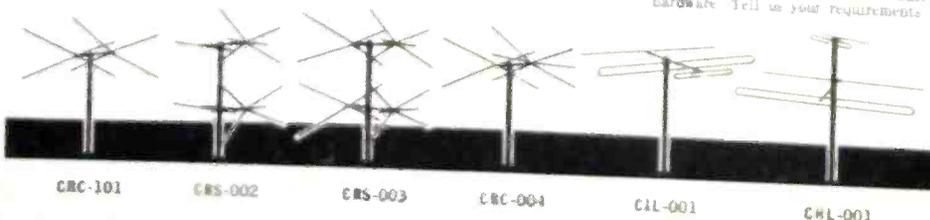
Write for complete details  
Choice territories open for distributors

## CASS MACHINE COMPANY

Electronics Division

691 Antoinette Detroit 2, Michigan

- CIA-001 Indoor type, pictured above
- CBC-001 Conical with interchangeable elements 2 or 3 element dipole with conical or horizontal reflector
- CRS-002 Stacked conical with high frequency element.
- CRS-003 All wave, high gain stacked conical with conical reflector. High signal-to-noise ratio.
- CRC-004 Single 3 element dipole with conical reflector
- CIL-001 Inline, Quick Rig, folded dipole for all channels. Maximum signal strength.
- CHL-001 Hi low, Quick Rig, folded dipole for all channels. Maximum signal strength.



### CASS TV-FM INDOOR

Model CIA-001 for use with all modern TV receivers giving good reception in most cases where outdoor antennas cannot be used.

And

CONICALS WITH INTERCHANGEABLE ELEMENTS

•  
INLINE ANTENNAS

•  
HI-LOW ANTENNAS

Also

Manufacturers of roof and side mounts, and various types of radio hardware. Tell us your requirements.

## Ask the Man who Knows

JOHN MILLER

- Q. Why should I stock Miller Antennas?
- A. No service problems or complaints with Miller Antennas. You sell at a competitive price—make a fair profit.
- Q. How can I be sure?
- A. Miller Antennas are 100% guaranteed!

Solve your antenna problems—ask the man who knows. John Miller, pioneer producer of nationally advertised quality antennas. Miller Antennas are designed to provide good reception in any area under all conditions. Write for Miller's Catalog R-10.



Miller TELEVISION CO.  
2840 NAOMI • BURBANK, CALIF.

# FOLLOW THE LEADER TO BIGGER PROFITS

THE INCOMPARABLE NEW

# Capehart

RSVP\*

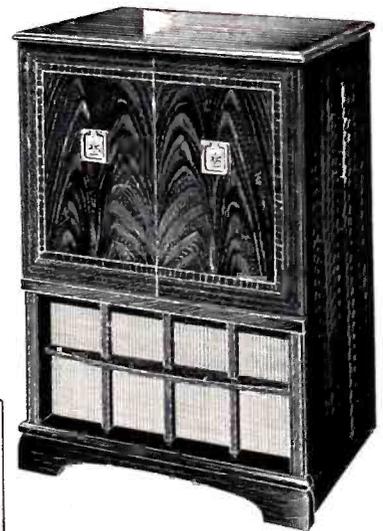


The CAPEHART "Monticello." Magnificent smartly-styled Capehart—with lifelike 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone System and new Extra Power Margin **\$349<sup>95</sup>\*\*** chassis. Only . . . . .

Your prospects know what it takes to make a leader. In television it's a brilliant Crystal-Clear picture . . . a miracle chassis with \*Reserve Supply Video Power that captures images from near and far with amazing perfection of clarity and detail . . . cabinetry that is authentic in styling and superb in workmanship.

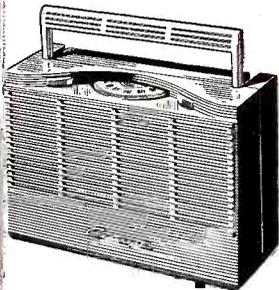
These are the qualities that are the key to Capehart's *prestige* leadership. These are the reasons why, when your prospects want the finest, they say, "I want a Capehart!"

You, too, can't go wrong following Capehart *prestige* leadership to more business and bigger *profits*. A valuable Capehart franchise may be available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

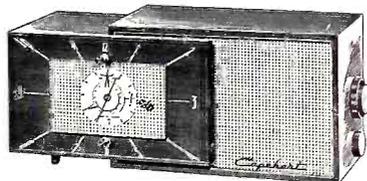


The CAPEHART "Charlestown." For those who must economize in space, but demand finest quality. Brilliant 21-inch Crystal-Clear Picture. Unequaled Symphonic-Tone System. Exclusive Reserve Supply Video Power for clearer picture. Authentic styling in mahogany. Only **\$399<sup>95</sup>\*\***

Capehart AN IT&T ASSOCIATE



The CAPEHART 5-Way Radio (Model 15). A portable and a table radio in one attractive package. Operates on battery or AC or DC current. Perfect choice for extra radio for everyone's needs. A real money-maker for radio sales. **\$39<sup>95</sup>\*\*** Only . . . . .



The CAPEHART Clock Radio (Model TC-20). The fastest selling clock radio on the market—the most wanted, the smartest styled. Plastic cabinet in choice colors. **\$49<sup>95</sup>\*\*** Only . . . . .



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

An Associate of International Telephone and Telegraph Corporation

\*\*Zone 1 price.

### New Sylvania Distributor

Federal Distributing Company of Des Moines, Iowa, has been appointed as distributor in that area for Sylvania Electric Products Inc., according to an announcement by John K. McDonough, Sylvania general sales manager, radio and television division.

### Standard Coil Expansion

Standard Coil Products Co., Inc. recently purchased approximately four acres of plant development ground in the Melrose Park district of Chicago. The additional acreage adjoins present plant facilities and represents a planned 70,000 foot addition to the present building.

### Stromberg Appoints Farrow

James W. Farrow has been appointed merchandise manager of the Stromberg-Carlson sound equipment division, according to A. G. Schifino, general manager of that division. His appointment is a transfer of his responsibilities from the television and radio division where he was Eastern zone sales manager since 1950.

### Wilson Leaves Thor

Thor Corporation's president, John R. Hurley, recently announced the resignation of M. R. Wilson, general sales manager. A successor has not as yet been named.

### Waters Promotes Rissman



Gerald H. Rissman (above) has been appointed vice-president of Waters Conley Co., it was announced by Glen M. Waters, president. Mr. Rissman will continue as director of sales of the phonograph division of the firm, with headquarters in Chicago.

### GE Flies Big Order of Tubes

The first major shipment of receiving tubes ever made by plane recently arrived at Boston's Logan Field, enroute from General Electric's Clifton, N. J. tube warehouse to the Louis M. Herman Company, Boston distributor. Herman said the shipment represented the largest single tube order his firm has placed in 21 years of operation, and that the air delivery pointed up the expected boom in New England replacement tube sales.

### New Westinghouse Booklet

"63 Brilliant Ideas for Christmas Lighting" is the title of the new 20-page booklet recently published by the Westinghouse Lamp Division. Keyed to the slogan "There's a Westinghouse bulb for every lighting purpose," the booklet describes showcase lamps, spot and floodlamps for indoor and outdoor use, Christmas tree lamps and a variety of other lighting equipment designed for large-scale decorative display. It is illustrated with line drawings.

### Electronic Wholesalers' Posts



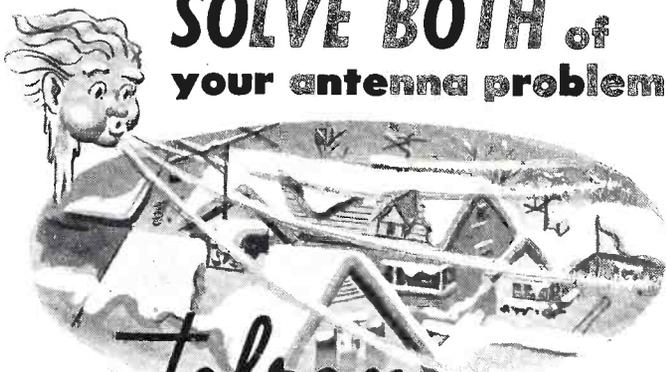
Directing the advertising and sales promotion activities for Electronic Wholesalers, Inc., 2345 Sherman Ave., N.W., Washington, D.C., is A. A. Menegus, (above) former advertising manager of Link Radio Corp., N.Y.C. Tom J. Cunningham was appointed manager of the new sound sales division of the firm.



# "CONICAL-V-BEAMS"

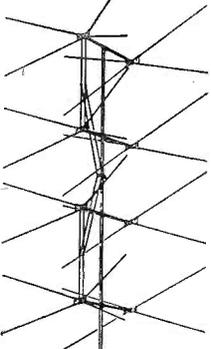
\*REGISTERED TRADE MARK

## SOLVE BOTH of your antenna problems



with *Telrex*

### -FOR TV, FM AND UHF!



THERE'S A **TELREX** FOR EVERY PURPOSE AND EVERY TYPE RECEPTION AREA - WRITE TODAY FOR NEW LITERATURE

**1. PERFORMANCE AT EXTREME RANGE**

Only Telrex offers the long distance, all-station champion. The Telrex 8X-TV, illustrated, will outperform any antenna or combination of cut-to-frequency antennas. It is unequalled for long distance reception up to 200 miles. If the 8X-TV does not provide a useable signal, TV reception is impossible or impractical.

**2. WEATHER-DURABLE CONSTRUCTION**

Install the all-weather, ruggedized antennas that withstand extremes of climate. Telrex production engineers have combined sterling-quality lightweight materials, superb engineering and metal working craftsmanship to produce antennas that you can install and forget! Factory ratings on all models are conservative.

**ALSO! EXCLUSIVE MANUFACTURERS OF THE "FISHBONE" SERIES SINGLE CHANNEL 10 ELEMENT ARRAYS**

Originators and Manufacturers of "CONICAL-V-BEAMS" -INSIST on the original!

*Telrex* INC.

CONICAL-V-BEAMS

AMERICA'S OUTSTANDING TELEVISION BEAM

ASBURY PARK 2, N. J.

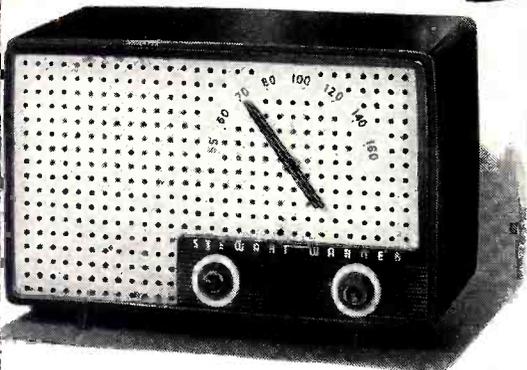
# Time is short...

ORDER YOUR

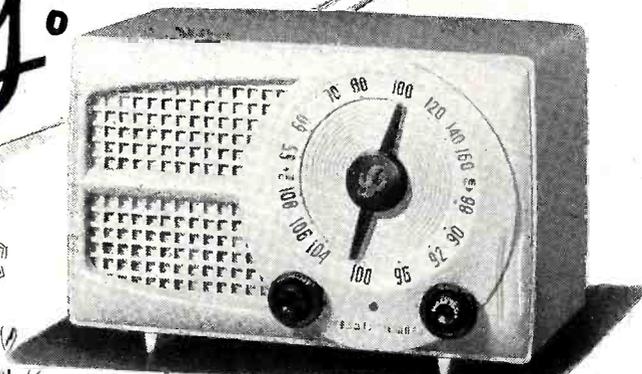
# STEWART-WARNER RADIOS

# Today!

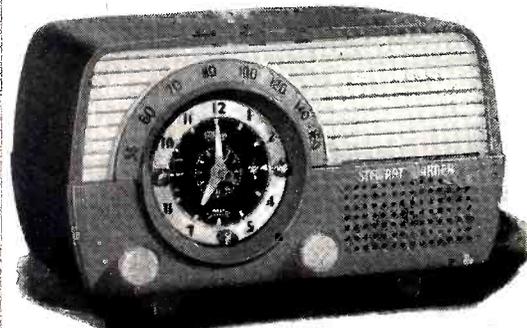
•18 MODELS...•18 COLORS...  
LONGER DISCOUNTS



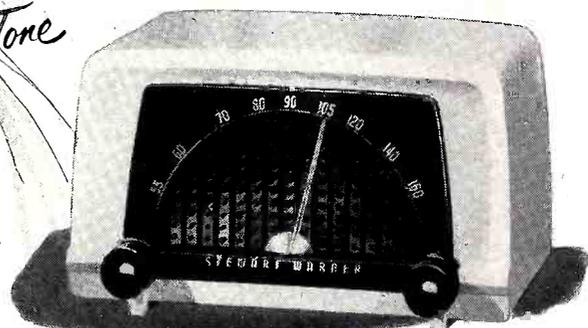
**Deluxe Radios in 2 Color-Combinations—AM Models 9165-A, B.** Big, powerful AM radio—5 tubes plus 1 rectifier, gang tuned RF stage; heavy-duty PM speaker. Continuously variable tone control and famous Concert Grand<sup>®</sup> Tone. In Ebony and Yellow or Santa Fe Red and Mexican Tan.



**Long-Distance FM-AM Radio—Model 9166-A.** Supersensitive radio with power-packed circuit—7 tubes plus 1 rectifier, big 6" Alnico PM speaker, electronic FM drift suppressor, phono jack, and Concert Grand<sup>®</sup> Tone. In Arctic Gray plastic.



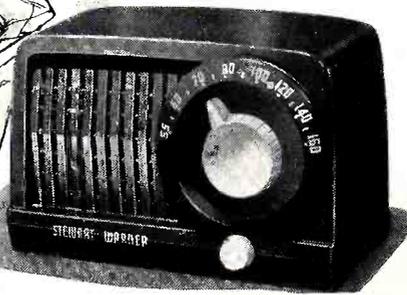
**Advanced New Clock Radios—Models 9162-C, D, E.** Automatically turn radio or appliance on and off. Alarm Buzzer. 4 tubes plus 1 rectifier. Gleaming plastic in Ivory, Cocoa Brown and Tan, Mist Green and Yellow. Also 9164-C in Mahogany, same but without appliance outlet and automatic shut-off.



**New "Sweep-Station" Dial Radios—AM Models 9161-C, D, E.** Wider station separation, greater selectivity! 4 tubes plus 1 rectifier. Heavy-duty PM speaker Improved iron core I.F. transformers. In Yellow and Ebony, Porcelain White and Royal Red, or Mahogany plastic.

*Concert Grand Tone*

**STEWART  
SW  
WARNER**



**Price Leaders—in 6 Colors! AM Models 9160-A, F, G, H, J, K.** Sell big set performance in these compact new radios. Concert Grand<sup>®</sup> Tone. 4 tubes plus 1 rectifier. Alnico 5 PM speaker. Mahogany, Porcelain White, Arctic Gray, Forest Green, Aquamarine, or Russet Red.



STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp. • 1300 N. Kostner Ave. • Chicago 51, Illinois  
Foremost manufacturer of Radar, Communications, and other Precision Electronic Equipment for the U. S. Government

### Westinghouse Appoints Sandefur

Joseph F. Walsh, sales manager for the television-radio division, Westinghouse Electric Corp., recently announced the appointment of Richard L. Sandefur as district manager for the northwestern district. This district includes Illinois, Iowa, Nebraska, North and South Dakota, Minnesota, Wisconsin and northern Michigan.

### New Raytheon Distributor

William J. Helt, general sales manager of Raytheon Television and Radio Corp., recently announced the appointment of the Kaufman-Washington Company, Washington, D.C., as the Raytheon television and radio distributor in that territory.

### Majestic Appoints Johnson

Frank A. Johnson has been appointed district sales manager in the New York State trading area by Majestic Radio & Television, Div. of the Wilcox-Gay Corp., according to an announcement from Sydney M. Jurin, sales manager. Johnson's territory will include the entire state with the exception of the Metropolitan area and Westchester county.

### Hamilton in Sylvania Post

John K. McDonough, general sales manager of the radio and television division of Sylvania Electric Products, Inc., has announced the appointment of Robert G. Hamilton as manager of that division.

### Washington, D.C., Audio Room



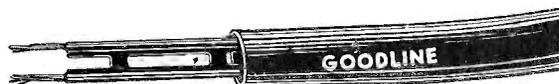
Final inspection of the Electronic Wholesalers, Inc., new air-conditioned high-fidelity sound room at 2345 Sherman Ave., N.W., in Washington, D.C., shows Dick Ashwood, audio engineer, kneeling, pointing to a unit, while Harry A. Wise, an official of Electronic Wholesalers, Inc., and Tom J. Cunningham (center), new manager of the sound sales division, look on.



### FOR FINEST TV RECEPTION

FOR USE WHEREVER TOUGH WEATHER CONDITIONS PREVAIL  
TESTED AND RECOMMENDED FOR FINEST UHF-VHF RECEPTION

**GOODLINE SHEATH-LEED**—a NEW DON GOOD PRODUCT—is our fine Standard \***GOODLINE AIRLEAD** encased in a tubing of pure polyethylene of finest quality to protect it under all-weather and all-climatic conditions. It is especially recommended for use in coastal areas where salt spray encrusts the regular leadline, in hot humid areas, where much alternate rainfall and strong sunlight prevails and where leadlines are subjected to frost, snow and icy conditions.



Exhaustive tests made after two years have shown that the average flat or round 300 ohm leadline installed within two blocks from the ocean will give but 2 to 4 weeks of satisfactory operation due to salt spray deposits encrusting the leadline. With **GOODLINE SHEATH-LEED** protection, the product gives highly satisfactory service for a year and more.

For finest trouble-free reception—even in areas where more favorable weather Prevails—INSIST UPON HAVING **GOODLINE SHEATH-LEED** INSTALLED FOR YOUR LEADLINE.

**NO. 803-GS SHEATH-LEED:** STANDARD BROWN **GOODLINE AIRLEAD**. Sheathed in pure Polyethylene Standard Brown **LEED-SHEATH** (another new Don Good product). For 300 ohm use. 1,000 foot reels—standard length... Shorter lengths available.

**NO. 823-GS SHEATH-LEED:** Color—Golden-Clear Goodline Air Lead. Sheathed in Silver-Gray Pure Polyethylene **LEED-SHEATH** (another new Don Good Product). **GOLDEN-CLEAR GOODLINE AIRLEAD** is electronic polyethylene in its purest form, and when shielded from ultra-violet light with Silver-Gray **LEED-SHEATH**, the installation will give years of trouble-free service. For 300 ohm use. 1,000 foot reels—standard length... Shorter lengths available.

**NO. 733-GA:** \***GOODLINE AIRLEAD**. THE BASIS OF FINEST TV RECEPTION. FEATURES: 1—Sharp, clean, "snow-free" pictures—with 80% of loss producing dielectric web removed. 2—Correct impedance for "ghost-free" reception. Nominal 300 ohms. 3—Lower in cost than other leadlines purported to accomplish same results. 4—Correct spacing for minimum radiation loss. Less than 1% of operating wave length. 5—Fully insulated—approved by safety experts. 6—Pure, electronic polyethylene insulation—specially treated by our chemists for extreme weather. 7—Highly efficient conductors: Flexible, stranded—to insure long life. 8—Easily installed with standard insulators. 9—Packaged: 100'—250'—500'—1,000'—2,500'. Colors: Standard Brown, Golden-Clear and Silver-Gray.

IF YOUR JOBBER or TV DEALER CANNOT SUPPLY, WRITE FOR SAMPLES AND NEW LITERATURE

\*Patent Pending. \*Trade Mark. U.S. and Foreign Patents Pending

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OUTSTANDING GOODLINE PRODUCTS:

DON GOOD, INC. Manufacturers: Sheath-Leed & Leed-Sheath Protection. Goodline Airlead.

### E-V Phono Cartridge Package

Phono-cartridge packaging that merchandises and sells has been developed for the E-V cartridge replacement line by Electro-Voice, Inc., Buchanan, Michigan. Each cartridge is set like a jewel in a yellow plastic box and is readily visible through the transparent top, yet fully protected. Positive model identification is provided on the front of each box, and hardware is neatly held in an individual compartment. On the bottom of each package is an interchangeability chart for that particular cartridge.

### Gifts of El Housewares

(Continued from page 64)

various items for certain persons in the household, such as "Dad," "Mother," etc. Also, in selling small appliances, feature *gift-wrapping*. It's more important than many a dealer is willing to believe. The smaller stores must emphasize that they gift-wrap because a great many customers will go to the larger organizations because they don't believe that such modern service is available in the smaller places.

It is also important to set up delivery facilities for customers, though an effort should be made to bypass as much of this service as is possible because of its costly aspect.

Finally, as before-stated, electric housewares will be high up on the gift-lists this Christmas, and they will move rapidly out of the stores where modern merchandising methods and sparkling displays are employed in promoting them.

# ZENITH is bringing you just what you want for CHRISTMAS



**A big "Christmas Window" display package that will pull more of those holiday shoppers into your store!**

**Your Zenith Christmas Package Features:** All-new 1953 Zenith Radio and TV, the sets with the quality that *sells*.

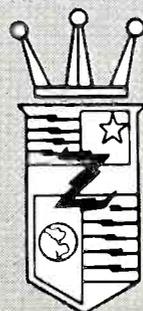
**Your Package Includes:** Everything you need to turn window shoppers into Zenith customers.

- 8-foot cardboard Christmas tree and background
- Individual product displays
- Product story imprints
- Plenty of Red and Green crepe paper ribbon
- Decorative Box Wraps
- Icicle trim
- Red satin ribbon
- Christmas Bells
- Metallic snowflakes.

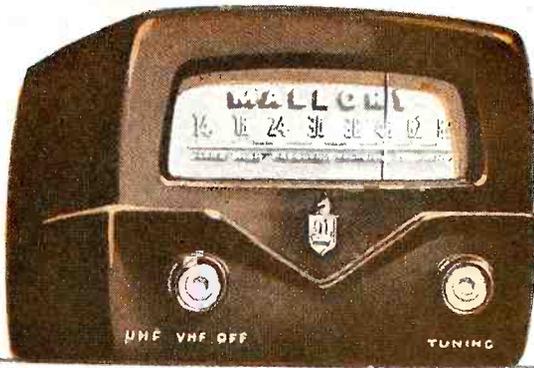
**Your Total Investment Is:** One window. Your Zenith distributor salesman will show you how you can adapt all the materials in the package to fit your particular window.

**It's truer than ever at holiday time . . .**

**FOR SELLING QUALITY, FEATURE ZENITH**



*Ready  
Now—*



# MALLORY UHF CONVERTER



to make profits for you when UHF comes to town

Take a look—and you'll agree—that the Mallory UHF Converter really has what it takes to please your customers . . . make sales for you when UHF broadcasts start in your area. It's . . .

**Designed** to give reception of *all* UHF channels to *any* TV set without sacrifice of VHF channels.

**Built** to Mallory precision-standards to insure high quality reception . . . easy to use . . . easy to install.\*

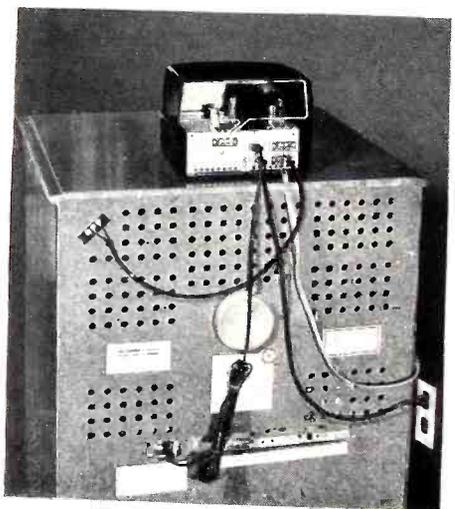
**Styled** in mahogany-finished plastic . . . only 9 inches wide, seven inches high.

**Tested and Proved** in laboratory and field.

**AND THAT'S NOT ALL!** The Mallory UHF Converter has a built-in UHF antenna which gives satisfactory reception within reasonable distance of the transmitter.

**ASK YOUR MALLORY DISTRIBUTOR TODAY** for complete details about the easy-to-sell Mallory UHF Converter. And find out about the advertising and sales promotion campaign that will help you sell more Mallory Converters.

\*It IS easy to install



Installation involves just two easy steps in connecting antenna leads and power lines . . . right in your customer's home. No special tools . . . no soldering . . . no long interruption of set use.

*Make Sure...  
Make it Mallory*

P. R. MALLORY & CO. Inc.  
**MALLORY**  
CAPACITORS . . . CONTROLS . . . VIBRATORS . . .  
SWITCHES . . . RESISTORS . . . RECTIFIERS . . .  
VIBRAPACK® POWER SUPPLIES . . . FILTERS  
Reg. U. S. Pat. Off.  
**APPROVED PRECISION PRODUCTS**

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

# TECHNICIAN

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

## Control Stock the Easy Way

Perpetual Inventory Plan Simplifies Re-Ordering, Reduces Pilferage

One of the most troublesome problems faced by a small-to-medium TV-radio service department is that of the parts inventory. Large departments have a bookkeeping set-up for adequate recording of parts coming and going out. Smaller departments, however, have to work out their own systems. Very often, they operate with no system at all.

A tight control of parts is an important factor in running a service business successfully. The service dealer who has an accurate perpetual parts inventory knows, at a glance, when certain components are running low and require re-stocking. Time is saved when such components are reordered at once. When no system, or an inadequate system, is employed, the service dealer may wait until he is out

An interesting aspect of both cases was that the dealer in the one instance, and the executives in the second, didn't know what was going on for many months. An accurate perpetual parts inventory might have kept them both "hep" and solvent.

We have worked out some chart ideas to help the service dealer make up inventory data sheets. Our basic premise is that the charts used by the dealer must be simple, since his stock of time and patience is perpetually low.

The chart shown below is, we feel, simple yet adequate. Its heading is *Condensers*. Other sheets may be made up for tubes, resistors, and transformers and coils. A *Miscellaneous* sheet would serve for component types requiring less numerous entries.

Four unit types have been entered on this sample sheet of condensers, for illustrative purposes. The dealer will, of course, list all the unit types he has in stock.

The chart shown has room for one week's entries. Four such charts, set up side by side, on the same page, will provide an inventory record for one month. The chart for the last week of the month can list ten days, instead of six, to provide for the additional work-

ing days the month has in excess of twenty-four.

Other component charts may be similarly made up. When the dealer has tried out his sample charts for one month, and feels that they are satisfactory, he can get them mimeographed or multigraphed to save the time of making up new chart forms every month.

As a supplementary part of the system, service employees can be required to make daily entries on a very simple chart at left. Components used in repairs, as well as the customer billing number, are entered by each serviceman on his chart.

Employees may, possibly, be required to put defective parts into a wrapper on which the billing number of the customer is written. A double purpose is served by this procedure: 1—The customer can be shown his old parts, if he is the suspicious type and requests such a demonstration. 2—A check can be made on the employee when it seems desirable, to see whether he has really replaced a part, or has made a false entry.

The dealer can transfer the servicemen's data to his own inventory sheets at the close of each business day.

Serviceman: <u>J. Adams</u>	
Date: <u>9/22/52</u>	
PART	CUSTOMER BILL #
.01, 600V	3396
6V6	3394
20-20-450	3397
AC-DC Choke	3395
6AV5	3398
.005, 2000V	3399

stock on some unit—say a tube—perhaps necessitating the sending out of one of his men to obtain the part. The cost of the man's time must be added to that of the component.

A second reason for keeping a tight control of parts is to find out whether some employee's light fingers require taping by a heavy hand. We remember reading about an appliance dealer whose employees stole enough merchandise to open a store of their own. In another case, a large service business was forced to close its doors due to extensive pilfering of parts (\$250,000 worth).

XYZ RADIO-TV SALES & SERVICE															
PARTS INVENTORY															
Component Classification: <u>Condensers</u>															
Week ending <u>9/22/52</u>															
OPENING		OUT										IN	CLOSING		
Number of units on hand at beginning of week		Units Used By:										Number of units purchased	Number of units in stock at end of week		
		JWS			EAC			SH							
TYPE	NO. UNITS	M	T	W	T	F	S	M	T	W	T	F	S		
.01-600	52	6	1	1	2	1	0	5	2	0	3	1	0	10	30
.001 series	60	2	1	3	1	0	0	0	0	0	2	0	0	0	46
20-20-150	100	3	0	0	3	0	0	2	1	0	0	1	0	0	85
10-10-450	50	0	0	0	1	0	0	0	1	1	0	0	0	0	45

# Keyed AGC Circuits

## Part 1: Shortcomings of Simple and Delayed AGC Systems; Need

By Solomon Heller  
Technical Editor  
Television Retailing

• To better understand keyed AGC, we should consider why such a system is needed—or what defects in simple and delayed AGC systems made a different form of AGC desirable.

Both simple and delayed AGC systems have relatively slow rates of response. That is, the time constant of the AGC condenser and resistor is relatively long. This is an undesirable, but unavoidable feature of these systems, as we shall soon see. Let us first review briefly why the time constant is long. Then we can consider the undesirable effects that can be attributed to this characteristic.

The AGC condenser, in simple and delayed systems, is charged by the horizontal sync pulses to approximately the peak level of these pulses. An AGC voltage is consequently produced that remains unchanged as long as the video carrier and horizontal sync pulse levels remain constant. When the carrier tends to change in amplitude, the horizontal sync pulse levels change correspondingly, causing the AGC condenser's charge to rise or fall. The resultant change in the AGC voltage bucks the carrier's tendency to alter in amplitude, keeping it substantially at its former level.

### RC Time of AGC Condenser

The discharge time of the AGC condenser and resistor is relatively long with respect to the interval between horizontal sync pulses. If the time constant is made *too long*, the AGC system will not respond quickly enough to momentary changes in carrier amplitude brought about by fading, or slow changes in supply voltages, and these changes will therefore affect reception. If the time constant is *too short*, the AGC voltage will be affected by low-frequency video signals, chiefly the long-duration, low-frequency vertical sync pulses. When such signals are coming in, the AGC system will feed a small portion of them back to the controlled stages, causing the amplitude of these signals to be improperly reproduced with respect to the rest of the composite video signal. Unstable vertical synchronization, improper background shading and other troubles tend to result.

Now, although the discharge time of the AGC condenser is relatively long, its charging time is much shorter.

Short-duration incoming noise pulses are therefore enabled to charge up the fast-charging AGC condenser. These noise pulses take a much longer time to leak off (since the resistance in the discharge path of the AGC condenser is much greater than the resistance in its charge path). The charge on the AGC condenser produced by the noise pulse therefore remains for some time, and the increased AGC bias that results reduces the video detector's video and sync signal output.

The sync signals, which must be of the proper amplitude to produce good holding action even with noise absent, will be reduced in strength at a time when it is especially desirable that they be strong—i.e., in the presence of noise. An impairment of synchronization will therefore tend to occur.

The reader may inquire, why not increase the charging time of the AGC condenser and resistor and get rid of this trouble? The answer is, the charge time must not be increased very much—if it is, the AGC condenser will not charge to the peak of the sync pulse in the time allotted to it, and an accurate AGC response to changes in the strength of the incoming composite video signal will not be possible.

A *small* increase in charge time may be made. In some circuits, such an increase is obtained by the insertion of a

resistor in series with the cathode of the AGC rectifier (see fig. 1A). In another method used to minimize noise, a filter is inserted into the AGC network, as shown in fig. 1B.

A basic defect of simple and delayed AGC systems, then, is their susceptibility to noise. A second basic defect of these systems lies in their inability to counteract rapid changes in carrier amplitude, such as those caused by low-flying airplanes.

When an airplane cuts in between a TV transmitter and a receiver (see

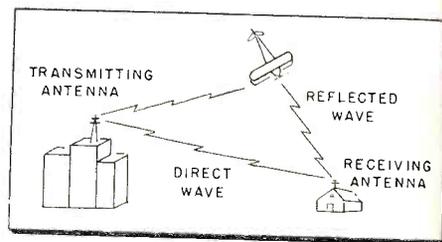


Fig. 2—Reflection of a transmitted signal from an airplane in motion may cause two signals varying in phase to be received at receiving antenna.

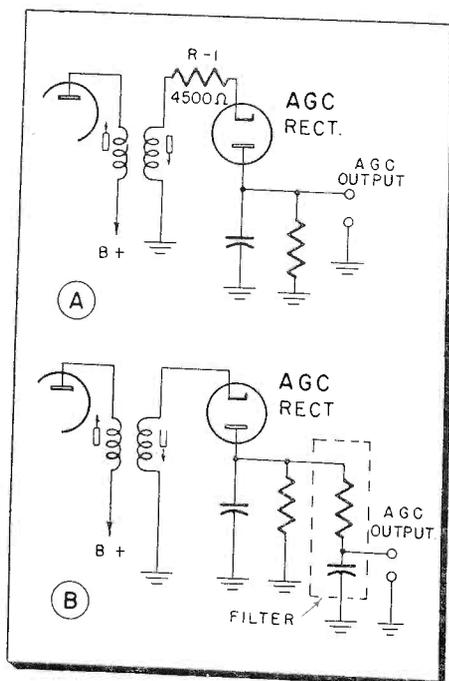
fig. 2), signal reflections from the airplane merge with the direct-transmitted signal. Since the airplane is in constant motion, the phase of the reflected signal is constantly changing with respect to the unreflected one. The two signals will, in consequence, sometimes aid, and at other times buck each other, in varying degrees, causing the net amplitude of the merging signals at the receiver antenna to vary from instant to instant. This flutter is too rapid in frequency to be counteracted by a slow-acting simple or delayed AGC system, and undesired symptoms, such as fluctuations in picture contrast and impairment of synchronization, therefore result.

### Action of AGC Keying Tube

An AGC circuit is evidently needed that can respond to fast changes in the amplitude of the carrier, and is not very susceptible to noise. Such characteristics are present in a keyed AGC circuit (see fig. 3).

V-305, the AGC keying tube, is cut off except when horizontal sync pulses are present at its input. Such a condition is attained by placing its plate at DC ground potential, and tying the cathode to a point about 150 V positive towards ground, making the plate negative to cathode. Horizontal flyback pulses tapped off across the width control are fed through C-428 to the plate

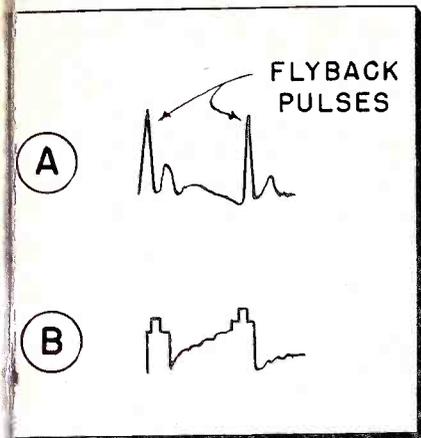
Fig. 1—A) Reducing noise response of AGC rectifier by inserting resistor (R-1) in charging path of AGC condenser. B) Noise reduction by means of filter.



# in TV Receivers

TV-Electronic  
TECHNICIAN  
Section

## Keyed AGC; How Keyed AGC Works; Analysis of Typical Circuits



4—A) Positive-going flyback pulses at plate AGC tube. B) Positive-going composite video signal at grid of AGC tube.

V-305. These pulses, which are generated by the horizontal amplifier during retrace time, are sufficiently positive to cause the instantaneous voltage present at the plate of V-305 to exceed the cathode voltage, and thus permit conduction. Conduction takes place, then, when positive-going flyback pulses are present at the plate of V-305, and positive-going horizontal sync pulses are at its grid (see fig. 4).

The control grid of V-305 is biased to reduce the flow of plate current from the video amplifier—V-306—through R-318. The bias of V-305 is close to cut-off except when the horizontal sync pulse is present. The positive-going horizontal sync pulse developed in the plate circuit of the video amplifier, and the positive-going flyback pulse at the plate of V-305, decreases the bias of V-305 very considerably, assisting in the conduction that the flyback pulse is promoting at the plate. During the rest of the horizontal cycle (between horizontal sync pulses), a large negative grid-bias is present that helps keep V-305 cut off. At the control grid, or input to V-305, the composite video signal is present. Part of this signal is, however, permitted to pass through the tube and produce an AGC voltage except the horizontal sync pulse. The advantage of this arrangement lies in its exclusion of the noise associated with video signals from the AGC line.

The AGC voltage is developed by the flow of current through R-437, R-436, R-435 and R-434. Since AGC current flows only during horizontal sync pulse time, or for about 5% of the time of one horizontal cycle, the noise associated with the remaining 95% of the cycle is eliminated. The AGC system's suscepti-

bility to noise is therefore very radically reduced.

Another of the advantages of this circuit lies in its fast response. The time constant of the AGC condenser and resistor is very small—about two-thousandths of a second—which makes it possible for the AGC system to buck fast changes in carrier amplitude, such as those produced by airplane reflections.

The reason that the time constant can be made so low lies in the fact that the AGC rectifier no longer has to filter out video signals and vertical sync pulses—the rectifier does not conduct when these signals are present at its input. In simple and delayed AGC systems, on the other hand, these signals are present at the output of the rectifier, and have to be filtered out by using a sufficiently large AGC condenser, which means a long AGC time constant, and a slow-acting circuit.

### Filtering the AGC Voltage

The keyed AGC circuit has to filter out only the horizontal sync pulses. For this purpose, the fast time constant present is quite suitable. The reason that the horizontal sync pulses must be filtered out (in all AGC systems) is that the AGC voltage is based on a relatively large number of horizontal sync pulses, not individual pulses themselves. If the AGC time constant was so short that individual horizontal sync pulses were able to change the AGC voltage, the latter would not be a pure DC voltage, but would contain

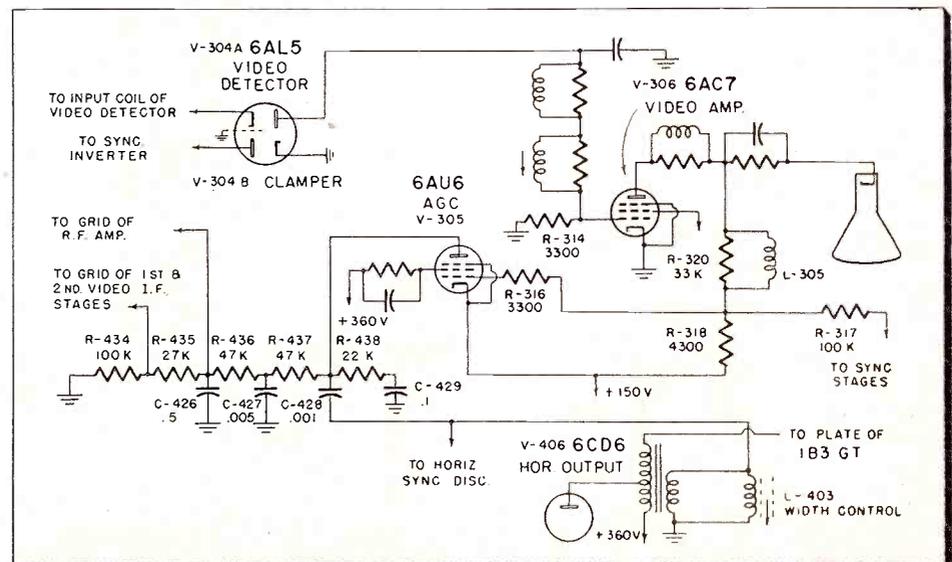
a horizontal sync pulse ripple. The feedback of such an improperly-filtered AGC voltage to the controlled stages would tend to impair horizontal synchronization, and introduce other troubles as well.

The use of a string of resistors, instead of one resistor, in the plate circuit of V-305 is for the sake of supplying an AGC voltage to the RF amplifier different from that applied to the controlled video IF amplifiers. Some of the resistors, in conjunction with their associated condensers, are employed to filter the flyback pulses out of the AGC line.

The composite video signal applied at the grid of the keyed AGC tube is not only positive-going—its DC level has been restored as well. All the sync pulses therefore line up at the same level, and as long as the video carrier remains constant, the AGC voltage produced by V-305 will remain the same. When the amplitude of the video carrier tends to change, the sync pulse level of the composite video signal will change with it, affecting the bias and conduction of the AGC rectifier proportionately, and causing the AGC output voltage to buck the change.

Let us say, for example, that the video carrier tends to increase. The grid signal input to V-305 will increase, the horizontal sync pulse level will rise, and V-305 will conduct more. The AGC output voltage will therefore increase, and the gain of the controlled stages will drop, tending to maintain the video carrier at its former level. (To be continued next month)

Fig. 3—Representative keyed AGC circuit, used in Admiral 24D1, 24E1, 24F1, 24G1, and 24H1



# Cascode Amplifiers

Development of the Low-Noise, High-Gain Circuit. Triodes vs Pentodes in

• The cascode amplifier is becoming a standard feature of VHF and UHF television tuners. This circuit is a series-arrangement of two triodes, the first of which is operated as a grounded-cathode RF amplifier, the second as a grounded-grid RF amplifier. Readers who do not "dig" these terms will be supplied with an electronic pick and shovel later on in this article. An understanding of the operation of cascode tuners is essential to the technician, since he may have to service them. Your editor has not yet seen a clear and thorough analysis, from the serviceman's point of view, of how a cascode amplifier works. This article will provide, or attempt to provide, such an analysis.

Before we wade into the swamps of cascode theory, we should inspect our maps—i.e., review some preliminary considerations. One of the basic demands made of children and RF amplifiers is that they introduce as little noise as possible. The reason for this (in the case of RF amplifiers) is that the signal/noise ratio of the TV receiver is established primarily in the first tube. The minimum signal that the TV receiver can do business with depends on the amount of noise introduced in this stage. The larger the noise level here, the greater must be the signal amplitude to override it. Improving the signal/noise ratio—i.e., minimizing the noise introduced in the first tube—is therefore as advantageous

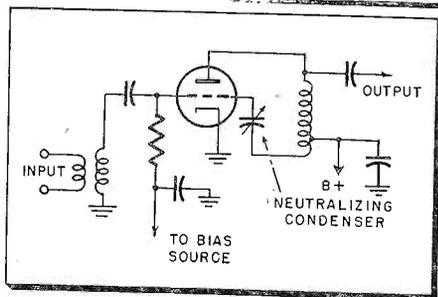


Fig. 1—Grounded-cathode RF amplifier. In some cases, a cathode bias resistor and bypass condenser are also present.

as increasing the power output of the TV transmitter, and far less expensive—at least to the transmitter people.

From the standpoint of minimizing noise, use of a triode as an RF amplifier would seem preferable to the employment of a pentode. This is true because the random division of cathode current in a pentode between plate and screen produces a shot-noise effect about three to five times greater than it would be if the screen were attached to the plate, and the tube functioned as a triode. This undesired noise is called *partition noise*.

Now triodes, although they have the virtues of introducing little noise compared to pentodes, tend to be unstable when used as high-frequency amplifiers. This is due to the large amount of feedback between plate and grid in these tubes. Some form of neutralization is therefore required when a triode is used in a conventional circuit as an RF amplifier, to prevent oscillation. Even with neutralization, how-

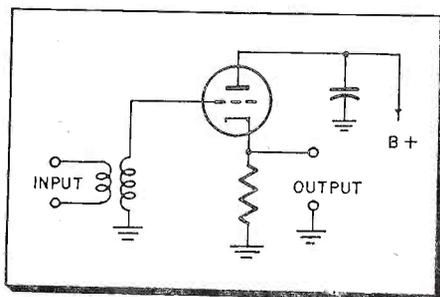


Fig. 2—Grounded-plate, or cathode-follower circuit. Gain of the stage is close to 1, except where the cathode or load resistor is very low (considerably less than 4000 ohms), in which case the gain drops substantially below 1.

ever, triodes tend to be unstable, and this fact limited their use in TV tuners (prior to the introduction of the cascode amplifier). Pentodes were most often used instead, because they were more stable, particularly in tuned input circuits, and did not require neutralization (the shielding effect of the screen grid in a pentode reduces the plate-to-grid capacitance very greatly).

Midnight oil—or the daytime equivalent thereof—continued to be expended by engineers on the problem of getting a triode to behave better. To more readily understand how the triode was finally made acceptable to the polite society of the TV front end, we should review the different ways in which a triode can be used for RF amplification.

A triode can be employed in one of the following 3 ways as an RF amplifier: 1—grounded-cathode amplifier. 2—grounded-plate stage. 3—grounded-grid amplifier. For any given tube, approximately the same noise factor will be introduced in all three set-ups.

The grounded-cathode circuit (fig. 1) derives its name from the fact that cathode of the tube is at AC ground potential (by connection direct to chassis, or through a cathode bypass condenser to chassis). This circuit can brag of high gain. When it is used as the second of two RF amplifiers, it doesn't load the first one down, (except under special circumstances) because its input impedance is high. However, its requirement of a neutralization ad-

justment which generally turns out to be critical and unstable in conventional high-frequency circuits has kept it sitting on the bench.

The grounded-plate amplifier (fig. 2) is a cathode-follower circuit. Its maximum gain is 1, so it has about as much right to be called an amplifier as a janitor has to be called an engineer. Since this circuit usually introduces a loss, rather than a gain, it is only useful in special applications where gain is not vital. It can be included out, as the saying goes, as far as RF amplification is concerned.

In the grounded-grid amplifier (fig. 3) the grounded grid shields the plate from the cathode in just the same fashion that the screen grid of a pentode shields the plate from the control grid. A triode set up in this way will operate without going into oscillation, since the input and output circuits are effectively isolated from each other. A disadvantage of the grounded-grid system, if it is used by itself for RF amplification, lies in the fact that the AC plate current of the tube flows through the source of the input signal, loading down the source and reducing

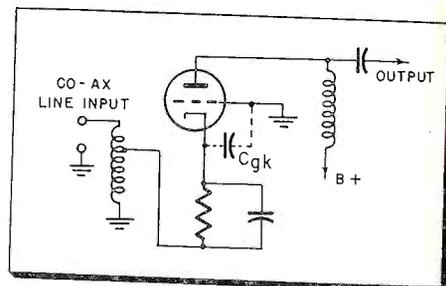


Fig. 3—Grounded-grid amplifier. The cathode-to-grid capacitance ( $C_{gk}$ ) shunts the input circuit. The input impedance (across the input terminals) is very low in this circuit.

the gain. Another disadvantage is that the very low input impedance varies inversely as the transconductance of the tube. When the transconductance changes—due, say, to a variation in the AGC bias applied to the RF amplifier—the input impedance changes with it; the matching of this impedance to the transmission line and antenna is therefore upset, tending to cause reflections and loss of signal.

Now that the subject of triode amplifier set-ups has been reviewed, we can go on to the cascode amplifier. The cascode amplifier (fig. 4) consists of two triodes which, in combination, provide the amplification of a single pentode; the stability of a pentode; and the low noise factor of the first triode. Quite a package, especially as the two triodes may be provided by a single dual-triode tube. Reception in fringe

## Stages. Grounded-Cathode, Grounded-Grid and Grounded-Plate Circuits

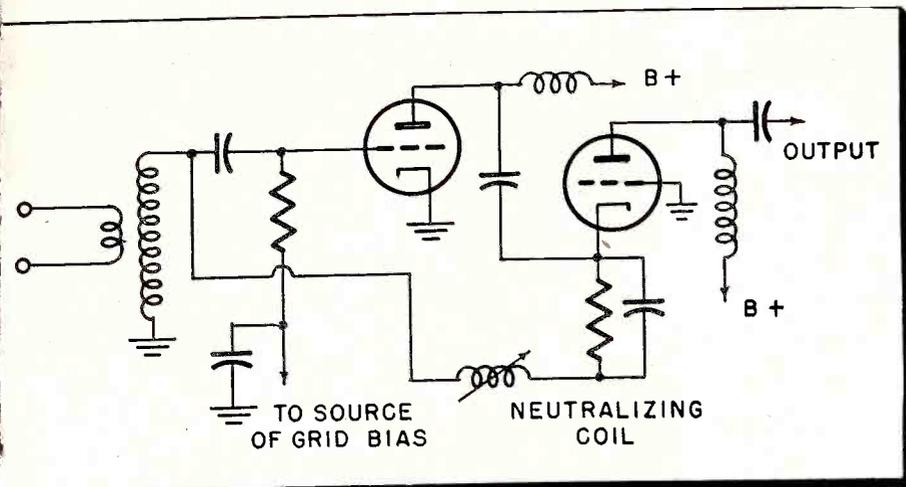


Fig. 4—An early non-commercial cascode amplifier (used in an experimental tuner).

as can be considerably improved by the use of a cascode RF amplifier.

The second stage of the cascode amplifier is a triode like the first, because the signal/noise ratio is, to an appreciable extent, affected by the noise generated in the second stage of the receiver; it is therefore desirable to make the noise level in this stage as low as possible.

Two triodes can be connected in cascade in any of nine possible ways. The set-up shown in fig. 4 was chosen, because it provided optimum noise factor, stability and gain. The reader will probably recognize that the system comprises a grounded-cathode triode followed by a grounded-grid triode.

Neutralization of the first triode is effected by feeding an out-of-phase signal from the cathode circuit of the second tube to the grid of the first tube, through a neutralizing coil. The grounded-grid second triode requires no neutralization.

The heavy loading of the first triode by the second one (due to the connection of the first triode's plate circuit across the second triode's low-impedance cathode circuit) reduces the first tube's gain to a point where feedback engers are reduced; use of a neutralizing coil further helps to eliminate the possibility of feedback. Thus a grounded-cathode triode with a fairly good gain can be used for RF amplification—something which couldn't be done when the grounded-cathode triode performed in a solo role. The second triode not only keeps the first one behaving like a lady—it also contributes to the gain of the system.

The circuit shown is an early one, and could not be used in commercial TV tuners, because it would have required the switching in of a different neutralizing coil for each channel (due to the frequency-sensitive characteristic of this coil). A later version of the

cascode tuner is the *direct-coupled driven grounded-grid circuit*, illustrated in fig. 5. This cascode amplifier circuit is used in the front ends of "21" series Admiral receivers and other late model sets.

This circuit provides a number of advantages. First, the direct-coupling (signal current of the first tube flows through the second tube as well) permits several coupling network components to be eliminated. The distributed capacitance to ground at the output of the first triode, and the input to the second one is thus reduced, increasing the gain of the system at the lower channels. (The circuit capacitance can be tuned by means of a series coil to increase the gain on the higher channels.) Second, direct-coupling, by extending the cut-off of the character-

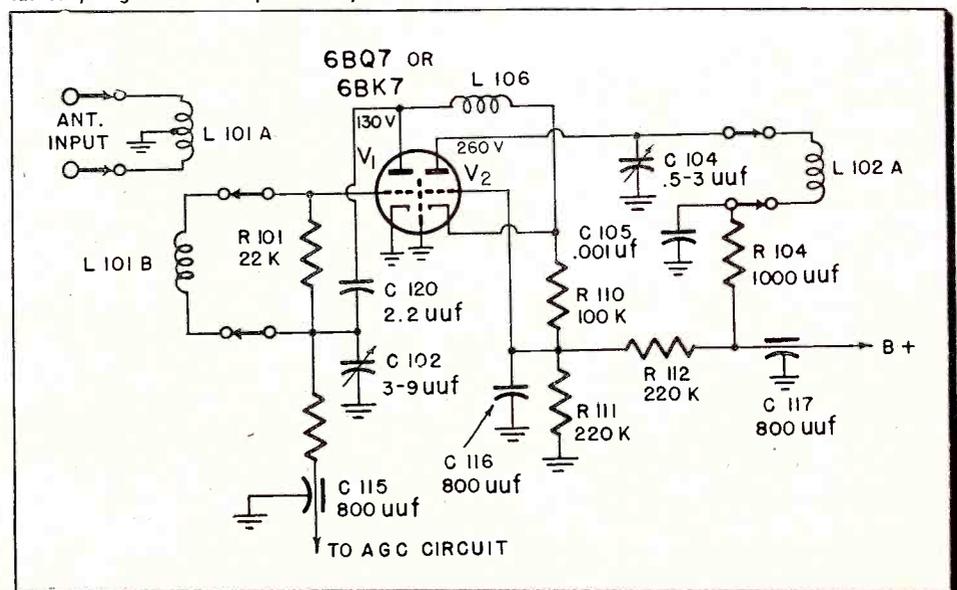
istic curve, reduces the danger of cross-modulation by around 800%. AGC bias is applied to the first triode to also help avoid cross-modulation. This fuss over cross-modulation is made because a sharp cut-off tube, instead of a remote cut-off one is used, and such a tube is apt to be as chummy with cross-modulation as a chassis is with its cabinet. (A remote cut-off tube isn't employed to avoid the problem because the signal/noise ratio obtained with it would be lower than with a sharp cut-off tube.)

The double-triode used in the cascode amplifier circuit is generally a 6BQ7 or 6BK7. This new tube type has a very high transconductance, which provides a good signal/noise ratio. Its input capacitance—which depends primarily on its input capacitance—is very low, resulting in a relatively small shunting of the antenna. A good voltage gain in the antenna input circuit is thus obtained.

The damping resistor in shunt with the grid coil of the first triode prevents excessive changes in bandwidth and input impedance that would tend to result from variations in AGC bias. The resistor also keeps the termination of the transmission line fairly constant from channel to channel, preventing the setting up of standing waves in the line. L101B, the antenna coil secondary, resonates with the inter-electrode and stray capacitance of the first triode's input circuit, in series with C102, a variable trimmer. AGC bias is applied through a resistor which, in conjunction with C115, acts as a

(Continued on page 117)

Fig. 5—Cascode tuner used in Admiral 21W1 and 21Y1 chassis. A shield is present between the two sections of the tube. Voltages indicated are measured with the 6BK7-Q7 tube removed from its socket. In the most recent version of this circuit, the bias network ratio of the grounded-grid stage has been changed to further remote the tube cutoff, and the grounded-grid (as well as the grounded-cathode) stage has been capacitatively neutralized.



ACTUAL SIZE

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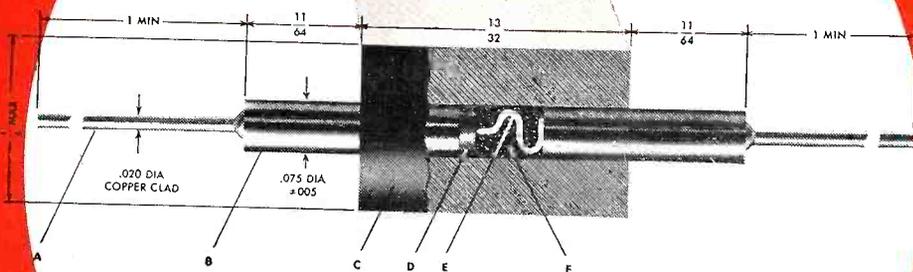
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- 1N51
- 1N52
- 1N63
- 1N64
- 1N65
- 1N69\*
- 1N70\*
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- 1N81\*

\*JAN TYPES



### Mechanical Specifications

- A. .020" copper-clad wire
- B. Nickel-silver "clip-in" pin
- C. Glass-filled plastic case
- D. Germanium crystal soldered directly to base
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3. **SUBMINIATURIZED** . . . only 1/2 inch long, 1/4 inch in diameter
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Vital germanium wafer in a CBS-Hytron diode is *guaranteed moisture-proof*. Sealed against deadly moisture . . . fumes . . . and contamination, a CBS-Hytron diode keeps moisture where it belongs . . . out! First, by a chemically and electrically inert impregnating wax. Second, by a glass-filled phenolic case. With *moisture-proof* CBS-Hytron germanium diodes, you can be sure of maximum trouble-free life.

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Ad No. 8100 HC132 — Electrical Merchandising, Oct. 1952; Electronics, Nov. 1952; Jobber News, Oct. 1952; PF Index, Nov. 1952; Proceedings of the I.R.E., Nov. 1952; Radio-Electronics, Oct. 1952; Radio & Television Journal, Nov. 1952; Radio & Television News, Oct. 1952; Radio & Television Retailing, Oct. 1952; Radio-TV Service Dealer, Sept. 1952; Radio & Television Weekly, Sept. 13, 1952; Service, Sept. 1952; Successful Servicing, Sept. 1952; Tele-Tech, Nov. 1952. From Bennett, Walther & Menadier, Inc., Boston, Mass.

# Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

## OZ4 Trouble

The complaint on this auto set was interference or noise. Sounds similar to the noise of spark plugs firing were heard when it was tested on the bench. The customer said the set had been checked for hours at two other shops, but the trouble could not be located. I tested all the tubes. They checked normal. Reception was normal, outside of the interference. Accidental contact of my hand with the OZ4 rectifier indicated the latter was excessively hot. I replaced the tube and presto, the noise was eliminated. Perhaps internal arcing in the OZ4 was responsible for the interference; or possibly some more obscure defect was the source of the trouble. In any case, servicemen who read this note may be saved some time, if they encounter similar symptoms on an auto set.—*Willis H. Thomas, Thomas Radio Supply, 205 E. Main Street, Urbana, Ill.*

## Signal Generator Accuracy

Accurate alignment of a radio receiver depends on the accuracy of the signal generator employed. To check the generator at the intermediate frequency, set it to 465 KC (if this is the IF of the set to be aligned) and drape the "hot" generator lead near the antenna of another receiver in perfect working order. Now tune this receiver to a point where an incoming RF station signal will beat with the generator output to produce an audible beat-note. Since no broadcast-band RF signal is present at 465 KC, tune the receiver to the second harmonic of 465 or 930 KC. If a station signal is coming in at this frequency, it will beat with the second harmonic of the generator signal to produce an audible beat-note. This beat-note will be heard as a whistle as the receiver dial setting approaches 930 KC. The whistle will disappear when the station and the generator signals coincide (zero beat setting), and will reappear when the receiver dial is advanced slightly beyond this point. If zero beat occurs at exactly 930 KC, the generator is accurate at 465 KC.

If no station is transmitting at 930 KC, choose another one with a nearby frequency assignment, set the receiver to this frequency and the generator to  $\frac{1}{2}$  of this frequency, then continue with the procedure as outlined.

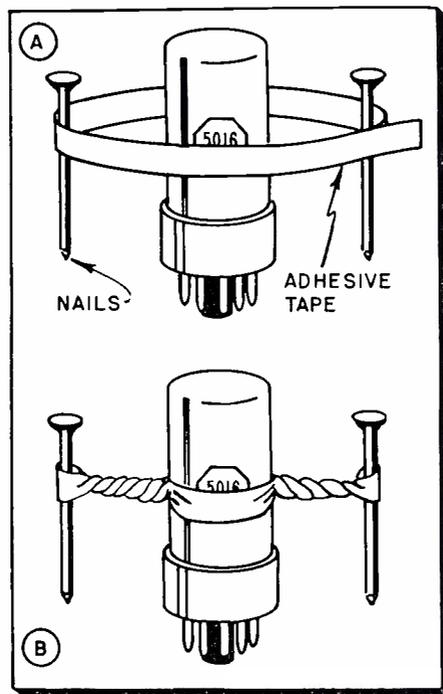
To test the accuracy of the generator at a radio-frequency—say 1400 KC—tune the receiver and generator to a station frequency closest to 1400 KC and check for zero beat once more, using the same procedure as in the previous case. The only difference present is, that the generator fundamental, not a harmonic, is now being used.

## 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."

## Removing "Frozen" Tubes

Tubes will often freeze in their sockets in hard-to-get-at places, such as on chassis of midget receivers. It may not be possible to use conventional tube-lifters to dislodge them, because of lack of room for insertion. In such cases, wind several layers of adhesive surgical tape loosely around the tube as shown in sketch A. Press layers so that they stick tightly, and insert nails as indicated. Twist the nails tightly as shown



in diagram B. A tremendous pull can now be exerted, often with only the fingers used. This method has obviated the need of removing many a chassis to test the tubes, and has proved a real time-saver. It is especially invaluable on the many midget receivers (Philcos, for example) that have a loop aerial cemented on the inside of the cabinet. The loop aerial leads in these sets are cemented to parts on the chassis. When the chassis is removed, these leads must be cut and then resoldered.—*Joseph Amorose, Route 4, Box 409, Richmond, Va.*

## Front-End Trouble

In a recent Admiral model—a 30D1 chassis—only channels 4 and 9 were received. These stations came in perfectly. The others did not come through at all. An inspection revealed that the slugs in the tuned coils of all the other channel settings had been pushed in all the way—no doubt by a previous serviceman, who was attempting to align the Standard Coil tuner present. I cleaned the tuner and got the slugs back into the correct position by pushing them forward with a stiff fine wire. The other channels still remained absent. I now removed the entire turret, and found that wax from one of the condensers had dripped onto the fourth spring contact, freezing it into a position where it worked solely on Channels 4 and 9. I removed the wax and left a side cover on the tuner off, to permit better ventilation of the unit, and prevent a recurrence of the trouble. After realignment, all channels came through perfectly. The original trouble did not reappear.—*Peter W. Orne, 58-40 150th Street, Flushing, N. Y.*

## Record-Changer Service

When a record-changer is serviced outside the receiver cabinet, and the female motor plug connector to the line is not available, try the cheater cord of a TV receiver on for size. It often fits. The male end of the cheater goes, of course, to the AC power outlet.—*Sol Sukenick, 5160 Arbor Street, Phila. 20, Pa.*

## Test Baffles

When testing a radio chassis outside its cabinet for residual hum, it may be difficult to get an idea of how noticeable the hum will be when the chassis is back in the cabinet. To solve this problem, I use a cheap but effective baffle in place of the cabinet. To make the baffle, I cut a  $4\frac{1}{2}$ " hole in the back of a cigar box. For my cutting tool, I use an old  $9\frac{1}{2}$ " carpenter divider. I grind one leg of the divider to needle-point, and put a flat, sharp cutting edge on the other leg. Then, imbedding the needle-point leg into the cigar box and keeping it stationary, I move the divider cutting edge in an arc, making the desired circular hole. 5 to 7" speakers can be tested for hum level by laying the speaker over the hole in the cigar box, which acts as a baffle. For sets in which the speaker is mounted on the chassis, I cut a 4" hole in the cigar box lid to fit against the speaker. Holes can readily be reamed out in the box to permit control shafts to go through. If a professional appearance is desired on a cigar box, a walnut stain may be applied to it.—*Beryl Bass, Lamoni, Iowa.*

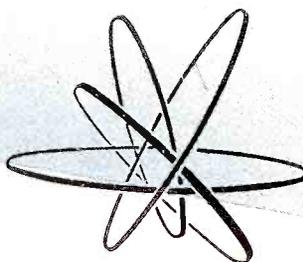
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that combines:**

-  **Broad Band coverage** *with the*
-  **high gain and directivity of the Yagi**

Spectacular high gain! Razor-sharp directivity! In fact, all the brilliant performance that only a Yagi can deliver, is now yours with the FUTURAMIC — not on just one channel, but CLEAR ACROSS THE BAND!

For the first time in television history, here is an antenna that not only solves today's installation problems — but also provides for the new VHF channels of the future. This is the antenna you have been waiting for — the 10 Element FUTURAMIC is a true Broad Band Yagi!

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✧ Solves **today's** reception problems

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### 1. Areas in which the FCC has ordered VHF stations to change channels (on the same band).

When a channel-shift takes place, the thousands of single-channel Yagis in use will become obsolete overnight. The set owner will face a dilemma: If he changes his antenna *before* the channel-shift, he will be without reception until the shift occurs. If he waits until the station changes channels, he will be without reception until his new antenna is installed. You can install the Futuramic now — before the rush starts! It will provide *better* reception than conventional Yagis on the *present* channels—and when the shift occurs, this superior reception will continue on the new channel without interruption!

### 2. Areas in which a new VHF station is being added to the present one.

The hundreds of thousands of single-channel Yagis now in use will not bring in the new channel. This means that an additional Yagi will have to be installed and tied into the present installation with a separate lead, through an annoying switching system. However, one Futuramic will do the job of both antennas — at lower cost — with better results on both channels. Install the Futuramic now to improve your present picture. And at the same time be ready for future channels on the same band.

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In such areas, the installation man must choose between conventional broad band antennas and separate Yagis for each channel. Each approach has important advantages. Only the Futuramic will give you the advantages of BOTH, combining highest gain, and sharpest directivity on each channel with simple, economical installation.

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1124	2, 3, and 4	<b>\$40<sup>97</sup></b>
1125	2, 3, 4, and 5	
1136	3, 4, 5, and 6	
1146	4, 5, and 6	

Write for complete technical literature.

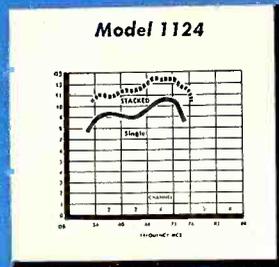


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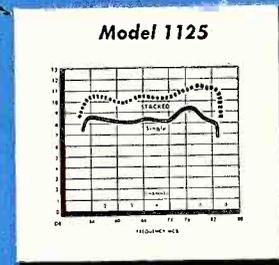
MEMBER



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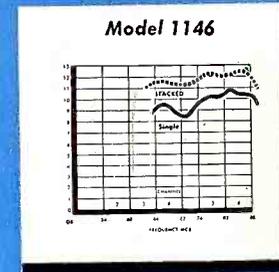
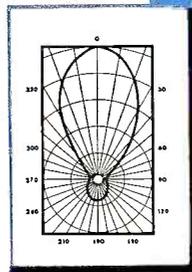
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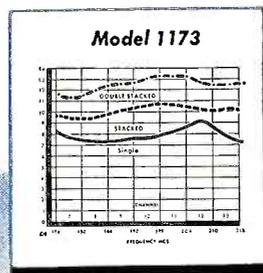
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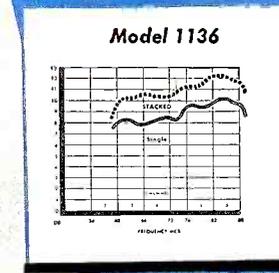
#### Horizontal Polar Pattern



Covers Ch. 4, 5, 6



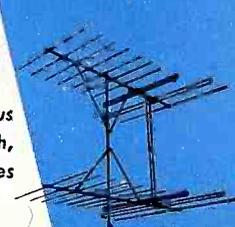
Covers Ch. 7, 8, 9, 10, 11, 12, 13



Covers Ch. 3, 4, 5, 6

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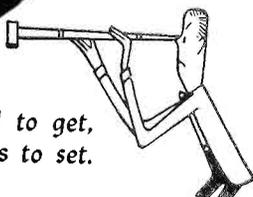
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FULLY AUTOMATIC BOOSTER WITH  
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MODEL HA-3 **Fully Automatic**

DESIGNED FOR **BETTER TELEVISION**



What John wanted most and found hard to get,  
Was a booster what boosted, with no knobs to set.



"Knobs," he complained, "makes tuning more tough,"  
And, "Lord knows", he cried, "My set has enough."

"And who needs more boxes to clutter the house?  
There's enough work around for me and my spouse."



"You'd laugh if I cranked my car like we useter,  
So why have old-fashioned knobs on a booster?"

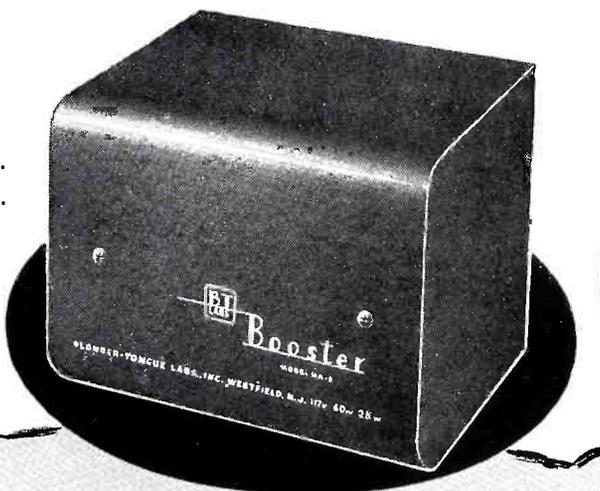
But, John had a Tech-man who knew his TV  
Who showed John the booster made by B-T.



At last, John is happy, and more so to learn  
That the booster is hidden and no knobs to turn.

**NO knobs to set.  
NO channel tuning.  
NO band-switching.**

Lower noise factor.  
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A \$1,000 award, climaxing a national RCA Victor sales campaign, was presented to Ralph M. Lane, manager of television and radio sales for Southern Wholesalers, Inc., RCA distributor in the Washington, D.C., area. The award, presented by Martin J. Polikoff, district manager, Home Instrument Dept., RCA Victor Div., is for best percentage of attendance by dealer salesmen at a series of three recent sales clinics, and was won by Lane in competition with other eastern region distributors including those in the New York, Philadelphia and Baltimore markets.

**Tricraft INDOOR ANTENNA**

New, improved "Tenna-Boat" indoor TV antenna now has indirect lighting from the cockpit, completely illuminating the interior of the boat. Included are a 7½ watt bulb, switch and 6-ft. cord and plug. Retail for \$14.95. Tricraft Products Co., 1535 N. Ashland Ave., Chicago, Ill.—TELEVISION RETAILING.

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"Fold-Over" tower makes use of standard Rohn tower sections and a "fold-over" kit. Kit consists of a short base section, hinge section, boom and reel and cable mechanism. The Fold-Over Tower hinges near the midsection and can be easily raised and lowered by merely turning the crank on the reel. When the tower is lowered, antenna servicing can be accomplished on the ground. Rohn Mfg. Co., 2108 Main St., Peoria, Ill.—TELEVISION RETAILING.

**Regency VOLTAGE REGULATOR**

To solve the problem of fluctuations in TV picture size due to drops in line voltage, this new voltage booster is designed to maintain 117 volts regardless of line variations from 90-130 volts. The new booster, called the Regency VB-1, can also be used to get peak performance from any electrical device drawing 350 watts or less. Since the VB-1 is an auto-transformer unit with tapped primary, it can be used with equal efficiency in high voltage areas to decrease line voltage. It will list for \$19.95. I.D.E.A., Inc., Regency Div., 7900 Pendleton Pike, Indianapolis 26, Ind.—TELEVISION RETAILING.

**Galvanic SELENIUM TESTER**

The "Seletester," model 100A, is said to be the first instrument specifically designed for testing selenium rectifiers. It will test for forward resistance, reverse leakage current, opens and shorts for all stacks rated from 10 to 1000 ma. In most cases, tests can be conducted without disconnecting rectifier leads. A 4½ inch meter makes for easy reading. Specially designed protective circuits guarantee that the meter cannot be harmed if it is incorrectly connected. Another feature is the application of the instrument as an electro-forming circuit for badly shelf-aged rectifiers. Price is \$39.95 net. Galvanic Products Corp., 110 E. Hawthorne Ave., Valley Stream, N. Y.—TELEVISION RETAILING.

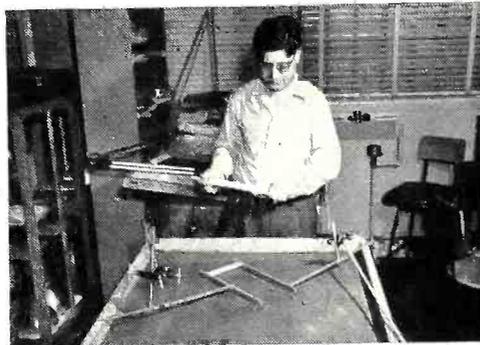
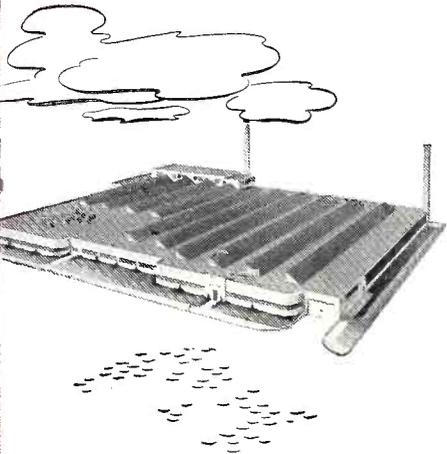
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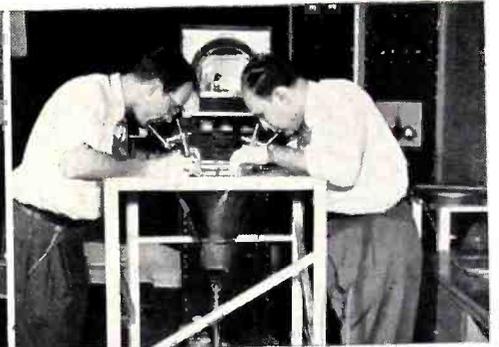
The result of this painstaking research has been to give you many more picture tube advancements since the war than has any other manufacturer . . .

more dependability and faster installation in the field for service dealers and service men . . . and greater assurance of customer satisfaction when you install Rauland replacement tubes.

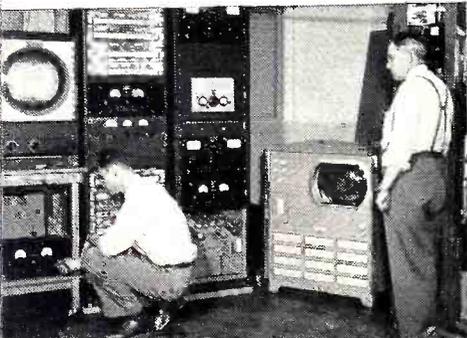
That's why more and more jobbers, dealers and service men are standardizing on Rauland replacement tubes.



Rubber model for studying electron optical designing—basis for Rauland's exclusive Indicator Ion Trap.



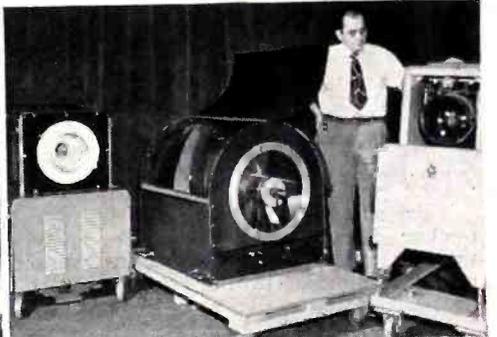
Alignment of the screen and parallax mask of tri-color tube containing approximately a million fluorescent dots.



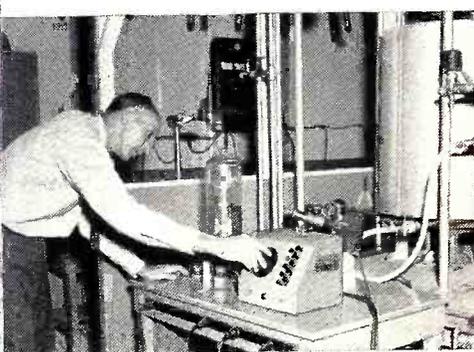
All-electronic tri-color tube in electronic receiver system (left) in comparison with mechanical system (right).



Inspection and checking of perforations .0075" in diameter in masks of tri-color picture tubes.



Rauland large-screen projectors using three different optical systems, all of which give theater-size pictures.



Careful study of the formation of thin metallic films in a vacuum . . . basis for the aluminizing of tubes.



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*Perfection Through Research*

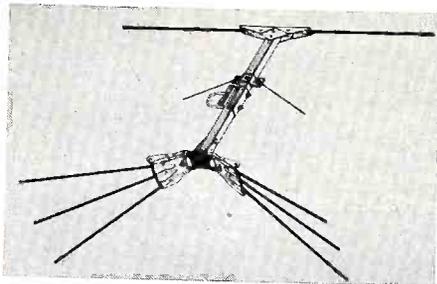
4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



# TV Antennas & Accessories

## Telrex TV ANTENNA

The "Meteor" has been added to the E-Z Rig series of conical V-beams. Featuring speedy installation plus long life, the dimensions and angles of the Meteor have been adjusted for peak



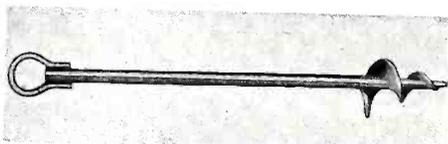
low-channel response. The "Hi-V" reflector is designed to step up high channel performance. Available in single, 2-bay and 4-bay units. Telrex, Inc., Asbury Park, N. J.—TELEVISION RETAILING.

## South River GROUND ROD

A new ground rod is supplied with a specially extruded aluminum wire clamp which will accommodate all ground lead wire from #3 to #20 gauge. The screw and fastening feature forces the wire to nest in the specially grooved slot in the clamp and permits no possible slipping. The ground wire is available either copper-plated or hot-dip galvanized. South River Metal Products Co., Inc., South River, N. J.—TELEVISION RETAILING.

## ABC POST ANCHOR

This screw-type guy wire ground anchor provides temporary or permanent anchorage for TV towers and masts. A simple turning motion, under foot pressure, easily sets it into any



soil and provides optionally positioned anchorage that can be depended on to hold. The accessory is of tough steel construction and the screw tip is a heavy duty casting. The American Baler Co., Bellevue, O.—TELEVISION RETAILING.

## RMS STAND-OFF

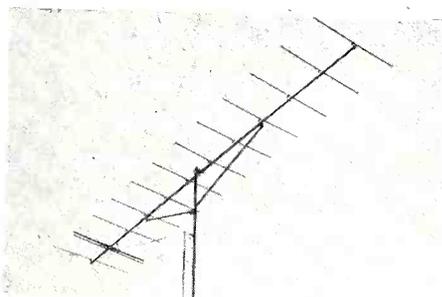
A mast stand-off insulator of stainless steel strapping is now available. It is felt that the lasting resistance of stainless steel to corrosive elements should make the new insulator more acceptable than conventional units utilizing galvanized steel strapping. The strapping is joined to the buckle with a stainless steel rivet. Models MC-3S and MC-7S are 3½" and 7" respectively. Models DMC-3S and DMC-7S are dual type mast stand-off insulators, also stainless steel. Radio Merchandise Sales, Inc., 2016 Bronxdale Ave., New York 60, N. Y.—TELEVISION RETAILING.

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## Vee-D-X YAGI

A new "Long Long John" 12-element single-channel Yagi is the successor to the 8-element Long John. Both high and low channel models feature V-shaped boom braces, pre-assembled construction, 6 MC bandwidth and high



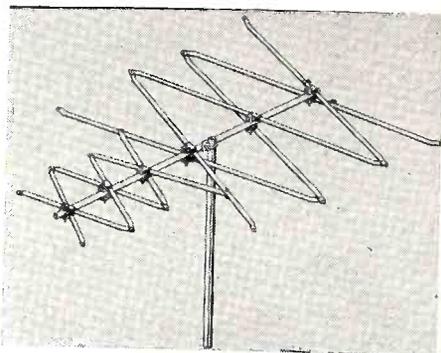
front-to-back ratio. The new antennas can be stacked with the regular Long John phasing harness. Low band models range from \$31.95 (channel 6) to \$41.95 (channel 2). All high band models list for \$18.50. La Pointe-Plascomold Corp., Rockville, Conn.—TELEVISION RETAILING.

## Easy-Up TOWER

Model 600 is an economy-priced tower for the residential market. Similar to other models in the Easy-Up line, it is of steel tube and rod construction, electrically welded, dip-galvanized 10-ft. sections. A new feature is the placement of heavy cross-braces along one side of the tower to serve as ladder steps. The "Rota-Tower" feature is retained in this model, permitting orientation of the antenna after the tower is installed and guy-wires secured. The hinge-action base mounts at roof peak, on side slope or vertical wall or flat roof. Easy-Up Tower Co., Racine, Wis.—TELEVISION RETAILING.

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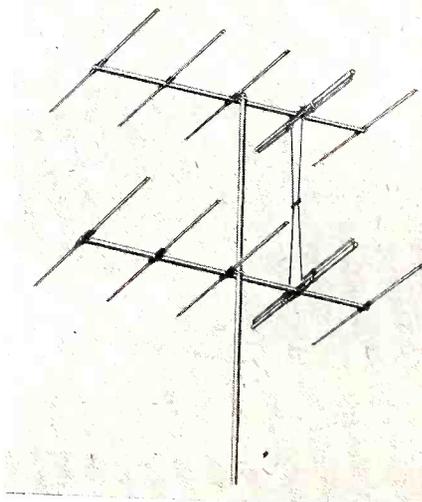
in high gain, high front-to-back ratio and sharp directivity, the maker states. Eight models are designed to cover all requirements for ultra-fringe, near-fringe, suburban and metropolitan areas. Trio Mfg. Co., Griggsville, Ill.—TELEVISION RETAILING.

## K-G INDOOR ANTENNA

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## JFD 5-ELEMENT YAGI

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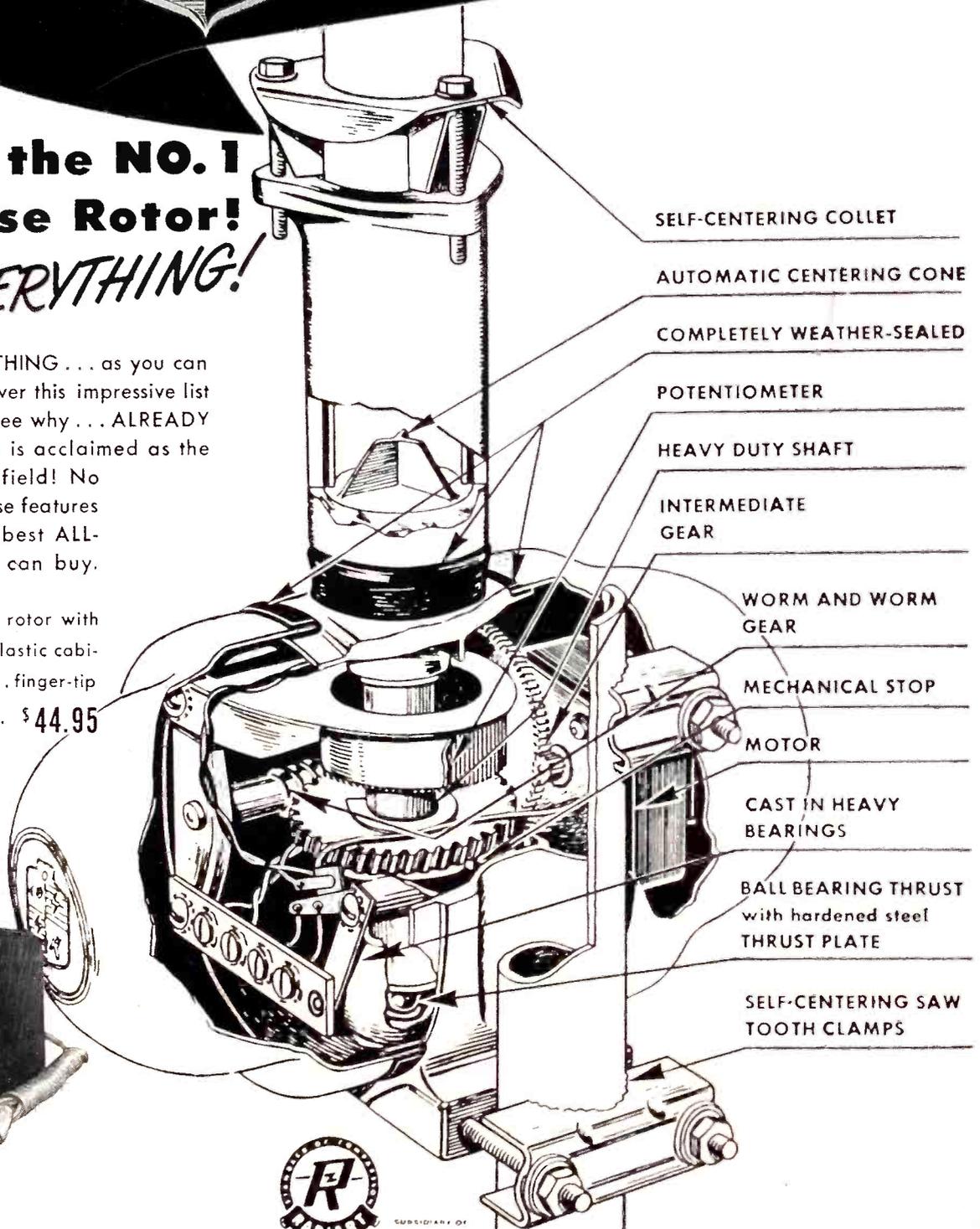
# Here's Why - the CDR Rotor

...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



SUBSIDIARY OF



THE **RADIART** CORPORATION

CLEVELAND 13, OHIO

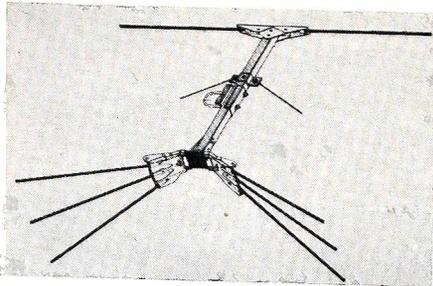
**CORNELL-DUBILIER**

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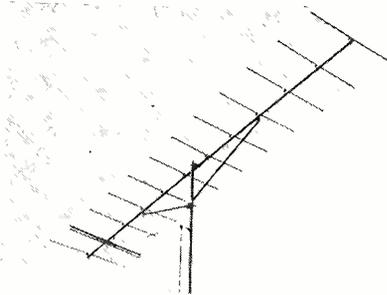
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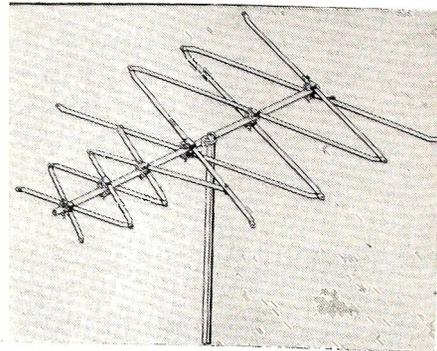
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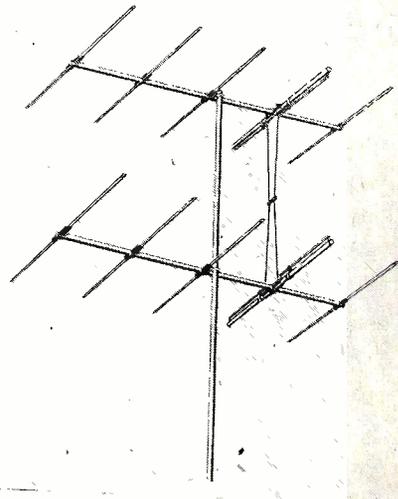
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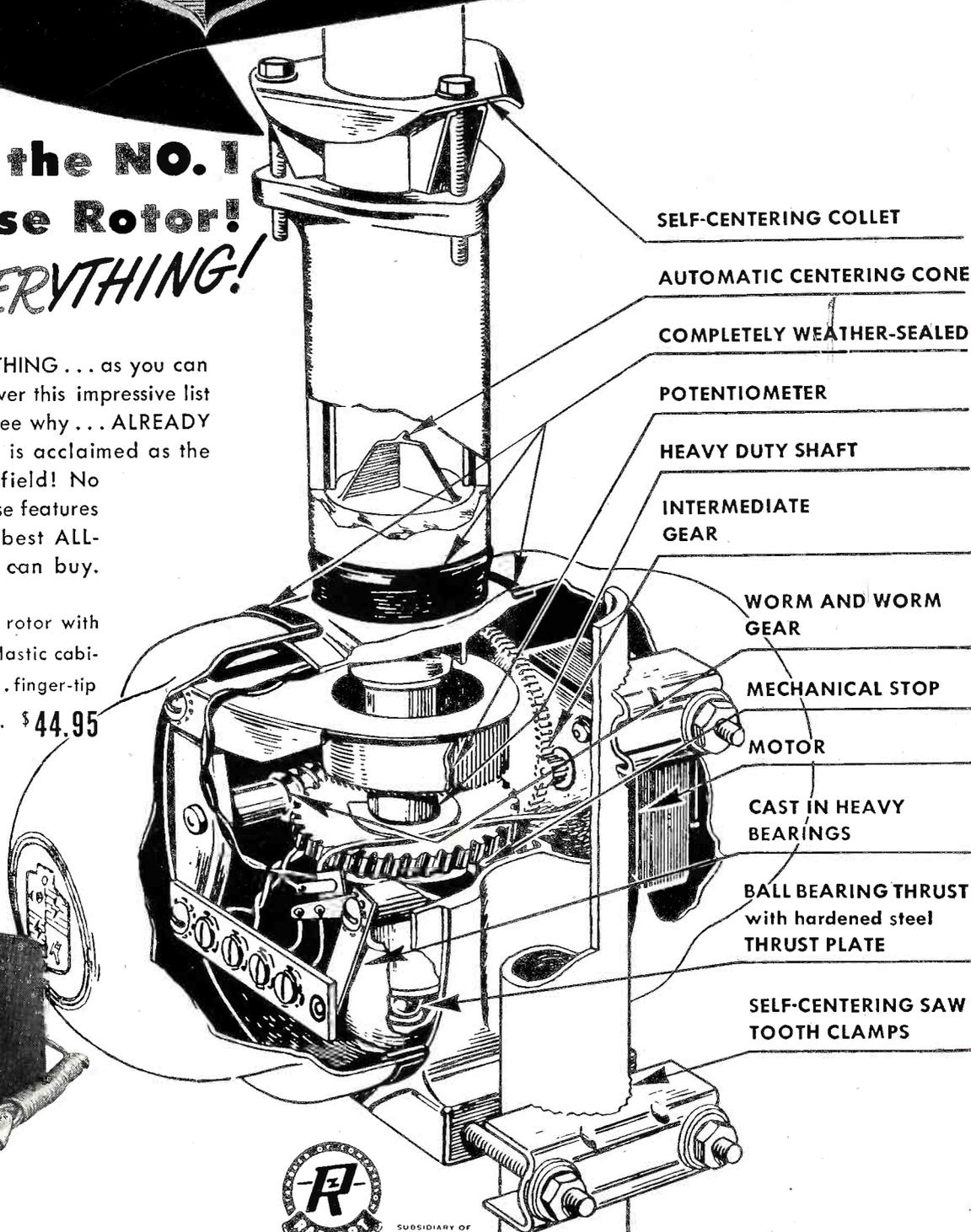
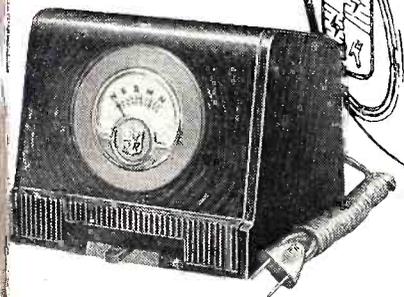
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**MODEL TR-11** Complete rotor with handsome modern design plastic cabinet and meter control dial... finger-tip lever — using 4 WIRE CABLE.. \$44.95



SUBSIDIARY OF



THE **RADIART** CORPORATION  
CLEVELAND 13, OHIO

**CORNELL-DUBILIER**  
SOUTH PLAINFIELD, NEW JERSEY

# TRIO ANNOUNCES SENSATIONAL NEW **ZIG-ZAG** ANTENNA

Patent Pending

★ **Higher Gain than any Yagi!**

Plus

★ **All-Channel VHF Performance!**

Here's the greatest advance in TV antennas since TRIO'S introduction of the dual channel yagi! The sensational new TRIO ZIG-ZAG antenna is basically a multiple element yagi type antenna on each channel, yet one 2-bay antenna — and in some models a single bay antenna — covers all VHF channels!

This sensational antenna has sharper directivity and higher front-to-back ratio. It provides snow-free pictures, and fade-free sound even in the most remote fringe areas.

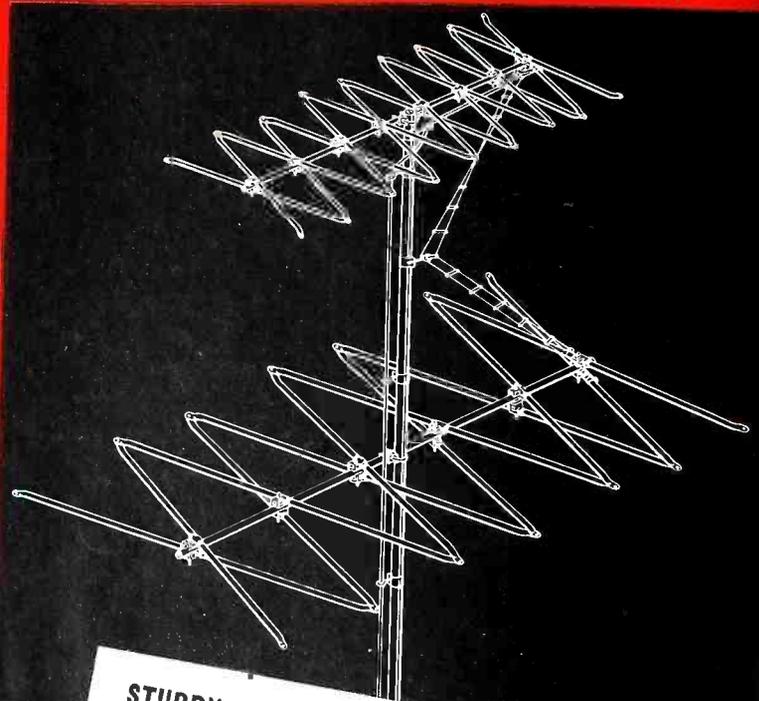
Tremendous forward gain is accomplished without long, bulky, arrays that operate on only one channel. With the new fringe area model ZIG-ZAG antenna, one bay provides tremendous gain on all low channels, 2 thru 6, and the other bay provides similar high gain on channels 7 thru 13.

### HOW THIS AMAZING ANTENNA WORKS

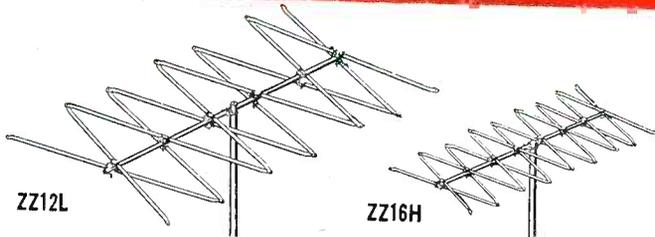
Trio ZIG-ZAG antennas utilize a new principle whereby an array is composed of a series of elements, one or more of which is resonant on any one channel while the remaining elements, which are non-resonant on that channel, provide parasitic voltages having the proper phase relative to the direct voltage. These act as very efficient directors and reflectors. All elements are directly connected to the feed-line.

The various models, listed below, are designed to provide a simple installation for all areas, from metropolitan to extreme fringe. Two bay models, like the single bay models, are operated with a single 300 ohm lead-in to the set, with less than a 3:1 standing wave ratio.

### 8 MODELS FROM WHICH TO CHOOSE:



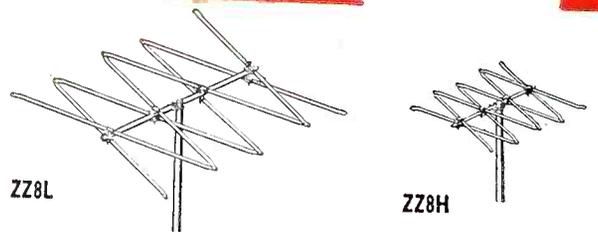
**STURDY, VIBRATION-PROOF CONSTRUCTION**  
Rugged strength is designed into all models. Antenna is shipped with all hardware mounted on the boom with the exception of the mast clamp. Complete assembly consists only of matching color-coded elements to the color-coded boom and tightening nuts which furnish clamping action. Complete assembly is accomplished in minutes.



ZZ12L

ZZ16H

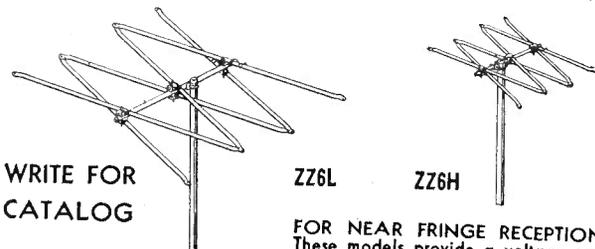
**FOR EXTREME FRINGE RECEPTION** — ZZ16H provides over 14 DB voltage gain as compared with a resonant reference dipole on Channels 7 thru 13; and ZZ12L provides gain of 12 to 14 DB on Channels 2 thru 6. Gain of the ZZ12L is 12 DB on Channels 2 and 3 and is 14 on Channels 4, 5 and 6. These models have narrowest forward lobe and highest front-to-back ratio and should be used in areas where co-channel interference is a problem.



ZZ8L

ZZ8H

**FOR NORMAL FRINGE RECEPTION** — Where maximum gain is not necessary, these models are ideal. The ZZ8H for Channels 7 thru 13 and the ZZ8L for Channels 2 thru 6. Voltage gain is 9 DB on Channels 2 and 3 and 11 DB on Channels 4 thru 13. These models have patterns comparable to a well designed multi-element single channel yagi.

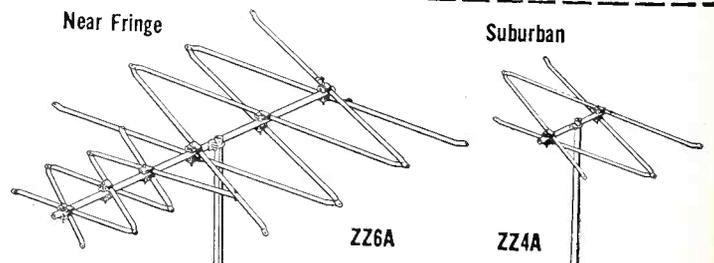


WRITE FOR CATALOG

ZZ6L

ZZ6H

**FOR NEAR FRINGE RECEPTION** — These models provide a voltage gain of 8 to 9 DB on Channels 2 thru 13. These models have pattern and gain comparable to a cut-to-channel yagi. ZZ6L covers Channels 2 thru 6. ZZ6H covers Channels 7 thru 13.



Near Fringe

Suburban

ZZ6A

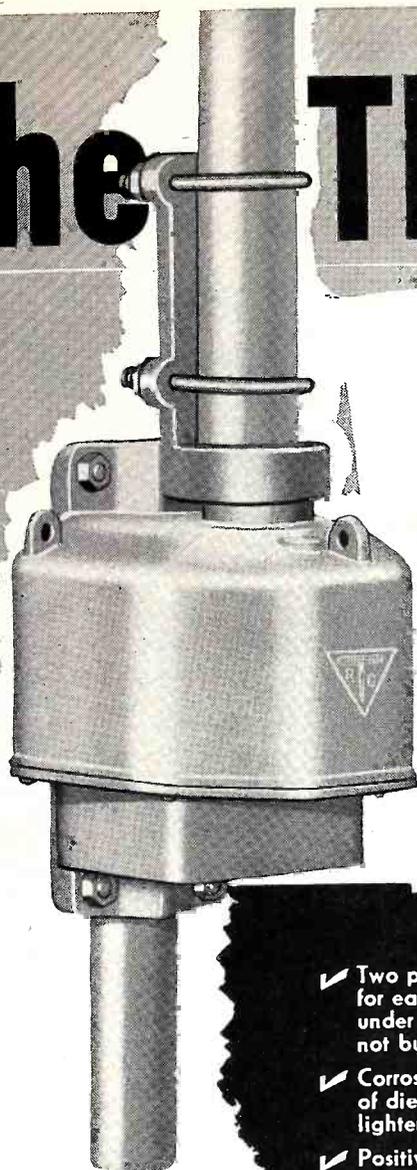
ZZ4A

**SINGLE BAY ALL-CHANNEL RECEPTION** — Model ZZ4A is a single bay antenna providing adequate gain and directivity on all channels, 2 thru 13, in suburban areas. Model ZZ6A is also an all-channel single bay antenna providing greater gain for near fringe use.



**TRIO MANUFACTURING COMPANY • GRIGGSVILLE, ILLINOIS**

# The TRIRO ROTATOR



## STRONGEST EVER BUILT

The TRIRO ROTATOR passes strength and endurance tests that impose weight loads 5 times greater than a Channel 4 yagi installation—endures without failure operation equalling 15 years normal use.

## BACKED BY \$50,000 OF RESEARCH

To produce the best rotator made, TRIRO spent \$50,000 in exhaustive testing, research and engineering. Exhaustive tests on all makes of rotators were independently conducted by one of the nation's largest manufacturer of TV sets. The TRIRO ROTATOR was the only one that passed these grueling tests!

- ✓ Two powerful 24 volt motors used — one for each direction of rotation. Each motor under load only fraction of time — will not burn out!
- ✓ Corrosion resisting, weatherproof housing of die-cast aluminum for greater strength, lighter weight, perfect alignment of parts!
- ✓ Positive electrical stops at ends of 360° rotation prevent damaging or twisting of leads!
- ✓ Will support heavy TV arrays — even in 80 MPH winds!
- ✓ Permanently lubricated with special grease that functions perfectly in high and low temperature extremes!
- ✓ Ball-bearing end thrusts on all shafts, including motor! Main shaft vertical load carried on large oversized "Oilite" self-lubricating bearing!
- ✓ All motors, shafts and gears mounted on a rugged, one-piece casting for true alignment and longer life!
- ✓ 1 1/16" diameter tool steel main shaft and mast holder will withstand 4500 inch pounds bending moment!
- ✓ Rotator and mast holder fits any pipe size up to 2" OD!
- ✓ Precision built to extremely close tolerances!



*Smartly Styled*

## DIRECTION INDICATOR

The handsome TRIRO ROTATOR is easy to operate. There's no need to hold control for continuous operation! A light touch of the "finger tip" control starts rotation in either direction. Another touch stops antenna at desired position! Gracefully styled, the smart TRIRO ROTATOR is a handsome accessory—not just another "box."



**FULLY TESTED—  
FULLY GUARANTEED**

Every TRIRO ROTATOR and DIRECTION INDICATOR is guaranteed against defective parts and workmanship for two years. Each TRIRO ROTATOR is thoroughly factory tested to the equivalent of 3 months of constant operation. This, plus an additional torque test, guarantees each unit to be perfect in every detail of assembly!

  
**TRIRO** *Manufacturing Company*  
 GRIGGSVILLE, ILLINOIS

## Store Layout

(Continued from page 54)

think "here is a large assortment of small kitchen appliances."

Some dealers have felt that by displaying electric light bulbs or hand irons in several places in their stores they could be more likely to attract customers to these products. The reverse is true.

Customers tend to consider each small stock separately and to feel that that is all that is carried of that

item anywhere in the store. Thus if they do not see the particular model of the product they want they pass by without looking for it elsewhere.

This "buckshot" method of displaying your goods is a waste of sales ammunition. Such splitting of stocks can be positively misleading. For example, if things like fans, lighting fixtures or lamps are placed on counters or hung from the ceiling in various parts of the store, people may believe these products are part of the store fixtures.

Think of your store as a department store no matter how small it is. Group the items in each depart-

ment not according to their type of construction, but from the point of view of the customer.

One way a woman thinks of your products is on the basis of their use in her home. She has five major locations in which she may use them. These are the kitchen, the laundry, the living room, the bathroom and the bedroom or bedrooms.

Arrange your departments according to these zones of interest. For example, your major kitchen and laundry appliances may very well be placed as close as is convenient to your small kitchen appliances. Your general traffic items are akin to your health and cosmetic appliances because they are used in the bedrooms, bathrooms and living rooms. Your TV-radio line is closely akin to your records, since both are used for entertainment or education. The demand items and miscellaneous electrical items are also similar to each other in nature.

These similarities of use help to create zones of interest in the minds of the customers. In this way one similar product will help to sell its counterpart.

In spite of this psychological fact, most dealers seem to feel that it is unwise to carry this thought to an extreme by including small appliances. For example, it is generally felt that toasters should be placed in with other small appliances rather than being displayed with electric ranges even though both are used to cook food. Similarly, it is felt that hand irons should be placed on a table with other small items instead of being included in a laundry zone.

This is because most women think of them primarily as small appliances rather than considering their exact use.

There are practical limitations to this theory of grouping products. It is not convenient to place related departments close together.

This becomes more common when your store is larger. For example, if you operate on more than one floor you may find it necessary to have your range department in the basement or upstairs. The related items, toasters, roasters and waffle irons, are in your traffic department on another floor.

Should you place one or two of these small appliances in the range department your customers will think that this is all the stock you have of these items. But if you fail to stock these items in your major ap-

(Continued on page 101)

THEY'RE  
ASKING  
FOR  
IT!



BEST REASON YOU SHOULD STOCK



THE  
TURNER  
BOOSTER

- New and beautiful!
- Cascode circuit!
- Continuous tuning!
- Brighter, sharper picture!
- Minimizes noise and snow!
- Simple to install!
- List price \$57.50.

Proof of the Turner Booster's popular appeal to TV set owners piles up every day from dealers all over the country. "They're asking for it!" say the dealers, "Double our order for the Model TV-2." Get your share of the profitable Turner Booster sales that are pyramiding from coast to coast. Order this finest of all TV boosters now!



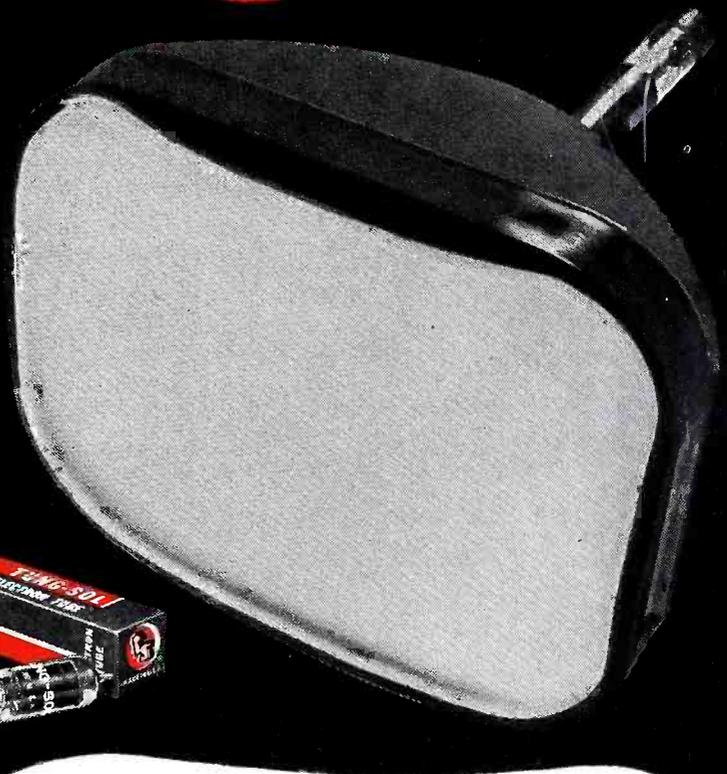
**THE TURNER COMPANY,** Cedar Rapids, Iowa  
 EXPORT: Ad. Auriema, Inc.  
 89 Broad Street,  
 New York 4, N. Y.

IN CANADA: Canadian  
 Marconi Co., Toronto, Ont.,  
 and Branches.

# USE TUNG-SOL TUBES FOR TROUBLE-FREE SERVICE!

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.

TUNG-SOL ELECTRIC INC., Newark 4, N. J.  
Sales Offices: Atlanta • Chicago • Culver City • Dallas  
Denver • Detroit • Newark



*No Call-Backs for me, pal*

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.

TUNG-SOL MAKES ALL-GLASS SEALED BEAM LAMPS, MINIATURE LAMPS, SIGNAL FLASHERS, PICTURE TUBES, RADIO, TV AND SPECIAL PURPOSE ELECTRON TUBES

## REPRESENTATIVES - -

# PIONEER Times and Today

### Made Radios in 1921!



Photograph shows David F. Tobias and his wife during honeymoon days. Mr. Tobias heads his own long-established Rep firm located at 30 Church Street, New York. In 1921, he made one and three-tube sets, and has been in the distribution end of the industry.

### In Radio Business a Long Time

Jim Backer, head of the James J. Backer Co., Seattle, Washington, founded his firm in 1926. He is a graduate electrical engineer of the University of Washington, and worked as an engineer for the Seattle City Light Company until 1925. After that he became sales manager, service manager and expert radio technician for one of the local radio and automotive distributing companies. In other words, to quote from a Centralab house organ, "Jim Backer was the radio department!"

### Taylor Co. Adds To Staff

The Morris F. Taylor Company, of Silver Spring, Maryland, manufacturers' representatives, announce that Merrill B. Lamont has been appointed sales engineer to cover the Philadelphia-Baltimore area, and Frank Van Gilder has been appointed district manager for the eastern Pennsylvania territory.

### Anderson's Company's Big Staff Covers Large Territory



Photograph shows personnel of the George E. Anderson Company, Southwestern sales agent firm covering Texas, Oklahoma, Arkansas, Louisiana, Mississippi and the City of Memphis, Tenn. Standing in second row, fifth from left is George E. Anderson who has been a sales representative in the radio field since 1920—that's 32 years!

### Eighteen New Members for REPS

Seven new senior and eleven new associate members have been elected to "The Representatives" of Radio Parts Manufacturers, according to Royal J. Higgins, newly elected national treasurer. They are as follows. Seniors: F. A. Daugherty, Bedford, O., and N. K. Hoskins, Chagrin Falls, O., Buckeye Chapter; H. J. Odom of Stanley K. Wallace Assoc. Atlanta, Dixie Chapter; Jack Brown, Tuckahoe, N. Y., B. W. Gelb, Bronx, N. Y. and F. C. Spellman, Brooklyn, N. Y., New York Chapter; and Wedge Weber, Los Angeles, Calif., Los Angeles Chapter. Associates: J. D. Toohig, of F. A. Daugherty Co., Bedford,

O., Wm. Potapchuk, of Edwards-Lohse & Co., Cleveland O., and H. J. Schroeder, of A-N-B Specialties Co., W. Richfield, O., Buckeye Chapter; A. S. Engleman of Murphy & Cota, Atlanta, Dixie Chapter; Gerald M. Moch of Wally Shulan Co., New York, N. Y., New York Chapter; A. C. Olsson, Dearborn, Mich., W. L. Kelley, Detroit 4, Mich. and W. G. Henschen of H. E. Walton Co., Grosse Pointe Farms, Mich., Wolverine Chapter; C. Wm. Frederick, Jr., of Technical Representation, Philadelphia, Pa., Mid-Lantic Chapter; E. P. Smyth of Edward F. Aymond Co., Dallas, Texas, Southwestern Chapter; and Milton E. Gamble of Robert O. Whitesell & Associates, Indianapolis, Ind., Hoosier Chapter.

### New Reps for NEPCO

Frank P. Yarussi, TV department sales manager of National Electric Products Corp., has announced the following manufacturers representatives for the firm's television and radio department: Cobb Sales Co., 1629 Portland Ave., Louisville, Ky., to cover Indiana, Kentucky, Tennessee and Illinois, south of Bloomington; Clyde H. Schryver Sales Co., 4550 Main St., Kansas City, Mo., covering Missouri, Kansas, Iowa and Nebraska; L. A. Nott & Co., 1601 Howard St., San Francisco, to cover northern California and northern Nevada, and R. A. Stang Sales Co., 509 Fifth Ave., New York, N. Y. to cover metropolitan New York, and New Jersey north of Trenton.

### Utah Radio Appoints New Rep

JKM, Inc., 510 N. Dearborn Street, Chicago, has been appointed sales representative in the Chicago area for Utah Radio Products Co., Inc., Huntington, Indiana. Bob Karet will service industrial accounts, and C. J. Tresslar will contact jobbers. The area serviced will include Wisconsin east of and including Madison, and Illinois north of Springfield.

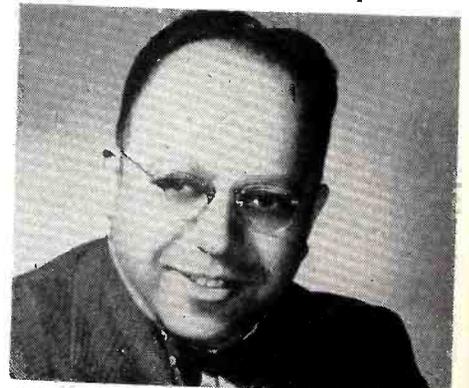
### New Rep for Cornish Wire

The M. B. Squires Company of 1202 Grant Building, Pittsburgh, Pa., has been appointed sales representative for the Cornish Wire Company on their full line of products, in the Pittsburgh territory, encompassing western Pennsylvania, southeastern Ohio and northern West Virginia. In announcing this appointment, J. B. Baxter, sales manager of Cornish, stated that a complete sales engineering and catalog service will be available through the Pittsburgh office on custom cord sets, special wiring and special cables.

### New Steelman Distributors

James N. Ryan, sales manager of Steelman Phonograph and Radio Corp., recently announced the appointment of Acme Distributors, 1103 Columbus Ave., Boston, Mass., as exclusive distributors for Steelman products in the Boston area, and Alexander Distributors, 353 Crown St., New Haven, Conn., exclusive Steelman distributors in the Connecticut area.

### Joins News York Chapter



Benjamin W. Gelb, recently elected a senior member of the New York Chapter of the Representatives.

Service  
Dealers

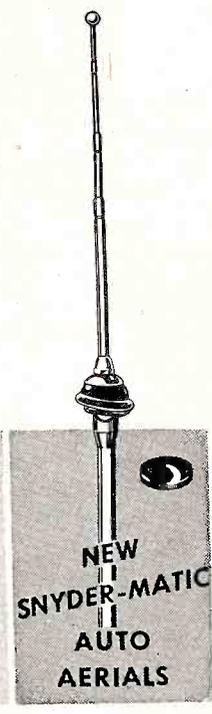
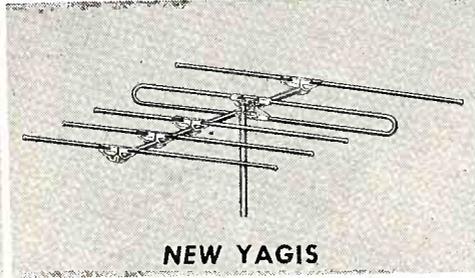
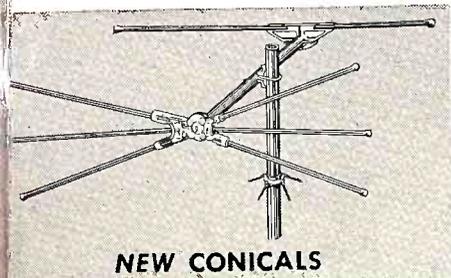
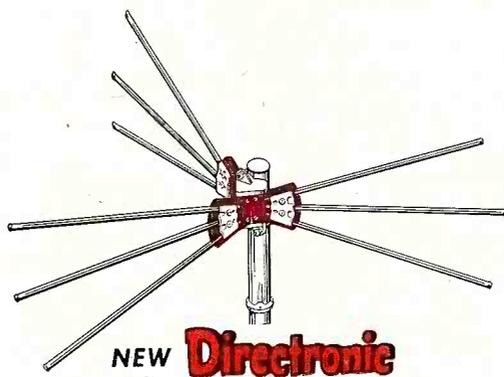


Switch to

**Snyder**  
PHILADELPHIA

aerials

...engineered for  
profits!



**SNYDER MFG. CO.** ANTENNA ENGINEERS  
PHILADELPHIA 40, PA.

WORLD EXPORT: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.  
CANADIAN DISTRIBUTOR: VAN DER HOUT ASSOCIATES, TORONTO



## REPRESENTATIVES —

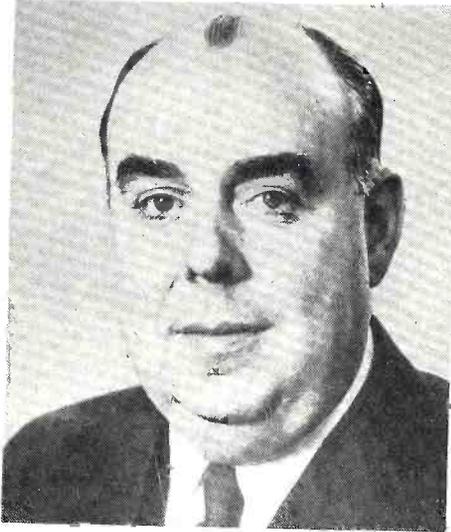
# VETERANS in Radio Field

### How to Stay Young— Become a Representative!



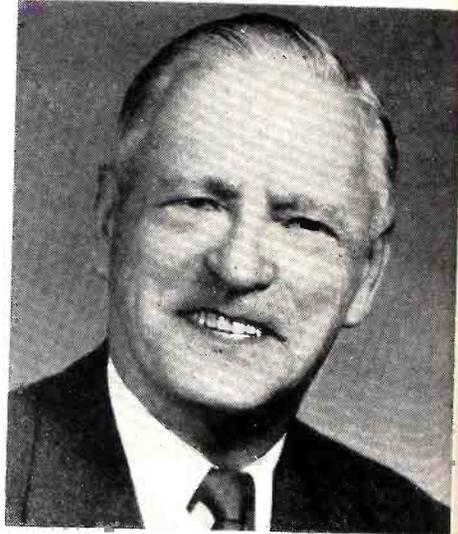
Left is a snapshot of David N. Marshank, re-aging. (Yes, we guess Reps do that now and then!) Photo was taken in 1922. At right is a current picture of Mr. Marshank, of Marshank Sales Co., 672 So. La Fayette Park Pl., Los Angeles. The firm has been operating in this territory for 32 years.

### Ken Burcaw Forms Own Firm



Well known as a salesmanager in the electronic components field, Ken Burcaw, above, has announced the formation of his own sales organization, K. C. Burcaw & Company, 246 Madison Ave., Detroit, Michigan, and 116 Wood St., East Palestine, Ohio.

### A Pioneer Representative



Howard M. Saul, of Howard M. Saul and Associates, 5720 Wilshire Boulevard, Los Angeles, has been a representative for more than 28 years. He says: "Back in the twenties and thirties, most of us were one-man organizations busily trying to make a dollar or two."

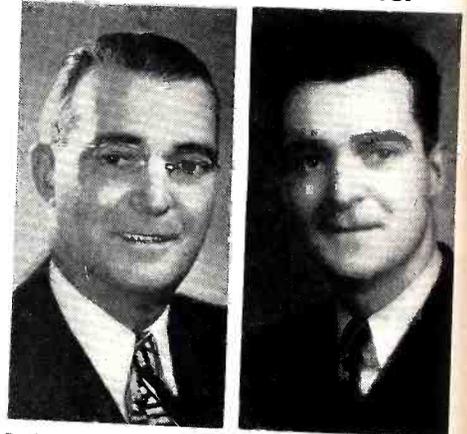
### New Building for Lasure Firm in California

Due to the large increase in their sales volume, the Harry A. Lasure Company, electronic manufacturers' representatives, has announced the purchase of a large new building to house the company's operations. The new headquarters, containing attractive offices and more than 6,000 sq. ft. of warehouse space, are located at 9041 W. Pico Blvd. Los Angeles.

### Standard Wood Appoints Reps

George Entin, jobber sales manager of Standard Wood Products Corp., 43-02 38th St., Long Island City 1, N. Y., has announced the appointment of two new manufacturers representatives. They are Berthold Sales Co., 4411 Maple Ave., Dallas, Texas to cover Texas and Oklahoma; and Mel Pearson & Co., 1011 S. Josephine St., Denver 9, Colo., to cover Colorado, Wyoming, and New Mexico.

### Pioneer in the Northwest



Both portraits of Frank Wedel show him as a young man, so we'll tell you that the picture on the left is a current one, while photo at right was taken in 1930. Mr. Wedel entered the radio business as a stock and shipping clerk in his father's firm in 1924. In '28 he took over the radio service department in a department store. In '30, he became vice-president of the Wedel Co. He served in the U.S. Signal Corps as administrative officer in World War 2. His firm is the Frank Wedel Company, 3215 Western Ave., Seattle, Wash.

### New York Rep Interested in Radio Since 1912



Leon Adelman, (shown in inset) head of Leon Adelman Co., 25 Chittenden Ave., New York City, became a radio fan in 1912, and since 1921 has engaged in every phase of the industry. He has been a lab technician, one of the first "servicemen," an editor, retail and wholesale salesman, sales manager and manufacturer. Mr. Adelman is third from right in the old photograph. At this time he was radio editor of "Science & Invention." The photo shows J. W. Marshall demonstrating his new amplifier before newspaper men.

In This Issue  
1953  
Directory of  
Representatives

*Plan Your Advertising Now in the . . .*

1953

# DISTRIBUTOR DIRECTORY

to be published as a  
bound-in section of

**TELEVISION  
RETAILING**

TELEVISION  
RADIO  
PARTS  
SOUND  
APPLIANCES  
RECORDS & ACCESSORIES

32,000 CIRCULATION

dealers, distributors and service dealers.

EXTRA REPRINTS

factory sales managers or wholesale executives.

UNUSUAL  
ADVERTISING  
OPPORTUNITY

Manufacturers and distributors may use any standard unit of display space, from inserts to sectional advertisements.

Manufacturers may also use phototypes spotted through the geographical listings to identify their distributors or to back them up.

Dealers may use any standard unit of display space to get new names or make known their facilities, territory or specialization.

CHOICE POSITIONS

On a first-come, first-served basis, advertisements may be positioned alongside, facing or adjacent to editorial listings but cannot be guaranteed in all cases.

- The most complete nationwide directory of radio-television-appliance distributors; parts, sound and electronic distributors.
- Distributors are listed alphabetically under states and cities.
- Names of owners or buyers, with phone numbers, are given.
- Listings show product categories handled by each distributor.
- New distributor names, new features, new usefulness.
- All data compiled from original sources, and copyrighted.

The 1953 Distributors Directory, like the previous edition, will be indispensable to manufacturers who are planning, extending, rearranging or upgrading their distribution. Valuable also as a medium for distributors seeking new lines or additional customers. Equally important as a Where-to-Buy for dealers and servicemen. Outstanding in its immediate value and day-to-day usefulness throughout the year.

Write today for advertising rates,  
dimensions, closing dates, etc.

**CALDWELL-CLEMENTS, INC.**

480 Lexington Ave., New York 17

Plaza 9-7880

CHICAGO—201 N. Wells St., Chicago 6

RAndolph 6-9225

CALIFORNIA—Chris Dunkle & Assoc., 2506 W. 8th St., Los Angeles 5, • DUnkirk 7-6149

Publishers also of  
**TELE-TECH**

*Get Year-round Results from* **YOUR ADVERTISEMENT**  
**IN THIS UNRIVALED MARKETING GUIDE**

# YESTERDAY and Today

## Baier a Veteran Rep

Arthur H. Baier, 2138 Lee Road, Cleveland, Ohio, started the Cedar-Lee Radio Company in 1924 and developed it into greater Cleveland's second largest retail radio, appliance and record outlet. The firm had a crew of 14 servicers, most of them engineers. At the same time Public-AD, Inc., was organized and became Western Electric agents with sale and rental of PA systems to schools, civic organizations and throughout the major race track chain from Saratoga Springs to New Orleans. In 1930, Public-AD designed and made specialized speech input amplifiers,

hearing-aid equipment, etc. For the past 20 years, Mr. Baier has been a manufacturers' representative.

## Handling Radio Parts Since 1927

R. M. Campion, Sr., of Campion Sales Co., Dallas, Texas, has been in radio exclusively since 1927. In an interesting letter to the editors, he says, "In those early days there were no jobbers, and manufacturers that did have parts looked with askance upon a set-up as a jobber. Those days were tough going. We had to sell someone on the idea of becoming a jobber. In those days a hamburger was a banquet."

## Started as a Ham in 1909!



Bruce O. Burlingame, of Burlingame Associates, 103 Lafayette St., New York City, was an amateur radio operator in 1909. His firm is well-known in the electronic instruments field.

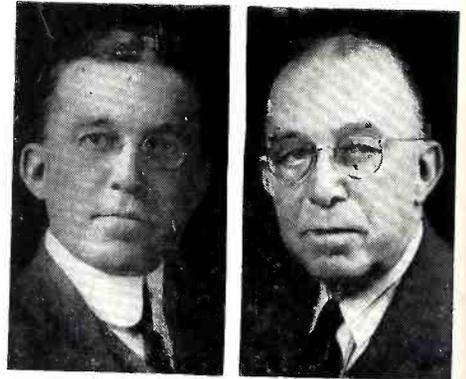
## Interesting Items From Radio's Infancy



Above, an exhibit at the radio show in Los Angeles in 1924. The large speaker was the Amplion. Below, a scene at the Los Angeles show in '27 or '28. The metal enclosed set is a Neutrowound, the table and consolettes were Federal Ortho-Sonic receivers. The glass-enclosed sets were superheterodynes which were made especially for Al J. Rissi, who sent the pictures to us. Mr. Rissi, who has offices at 1169 So. Broadway, Los Angeles, has been in radio about thirty years. He was clerk, salesman, buyer and finally manager of Yale Radio. He was a manufacturer, and a distributor before becoming a representative.



## 28 Years Ago—and Today!



Left to right, Oren H. Smith, well-known Rep, with offices at 221 W. Huron St., Chicago, Ill. Mr. Smith is shown at left when he entered the radio business about 28 years ago. At right, you see him as he is today, still a young old-timer. Prior to going into the radio business he was in communications for many years.

## From Spark Transmitters To Marvels of Today's Age

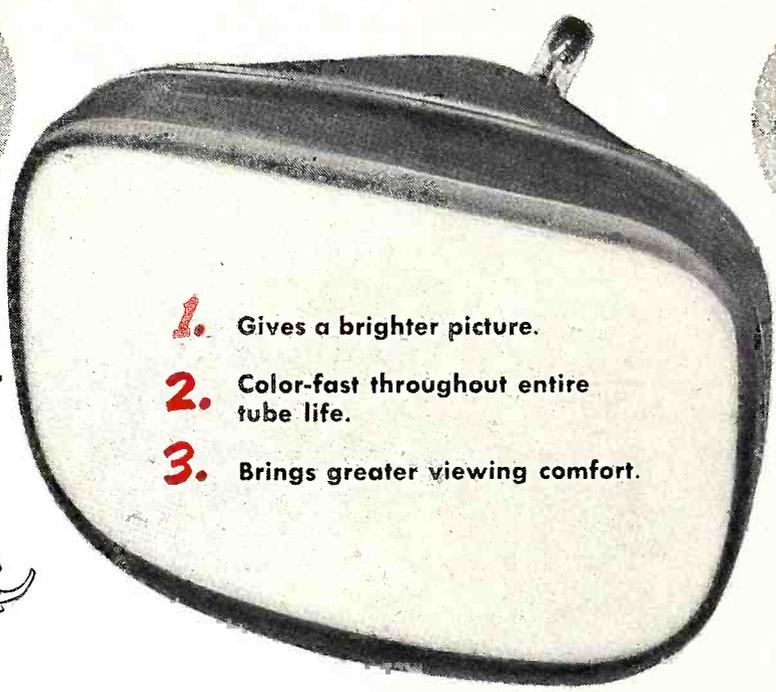


Photograph at left shows Floyd Fausett in 1952. At right he's seen operating a spark transmitter in the U.S. Navy in 1919. His firm is Floyd Fausett & Son, 777 Pinehurst Terrace, S.W., Atlanta, Georgia.

# 3 REASONS WHY

## Sylvania Picture Tubes keep customers happy!

GOOD NEWS FOR  
YOUR CUSTOMERS...  
GOOD BUSINESS  
FOR YOU.



1. Gives a brighter picture.
2. Color-fast throughout entire tube life.
3. Brings greater viewing comfort.

THE SCREEN'S  
BETTER  
3 WAYS.



Sylvania's years of research in fluorescent phosphors and lighting techniques have resulted in a vastly improved *picture-tube screen*.

This screen gives an increased light output over former screens . . . particularly when the tubes are operated at voltages below 14 kilocycles.

The face of this Sylvania screen is a restful blue-gray color for maximum viewing comfort. And, it is absolutely free from any discoloration . . . throughout the entire life of the tube.

So remember, you'll win more satisfied customers . . . good business and good will . . . when you install picture tubes trademarked *Sylvania*. For prices and complete information mail the coupon NOW!

### FULL YEAR GUARANTEE ON ALL SYLVANIA PICTURE TUBES

Sylvania now guarantees all its Picture Tubes for one entire year from date of installation. This is your positive assurance of trouble-free performance.

Sylvania Electric Products Inc.  
Dept. R-2710, 1100 Main Street  
Buffalo 9, N. Y.

Please send me full information about the improved screen on Sylvania Picture Tubes.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# SYLVANIA

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

**REPRESENTATIVES —**

# "GOOD OLD DAYS" of RADIO

**Three Officials of Well-Known Boston Firm**



Shown are executives of the Anderson Sales Company, 172 State St., Boston, Mass: Left to right: Robert B. Anderson, president; Richard W. Anderson, jobber sales, and Donald B. Anderson, industrial sales.

**30 Years in the Radio Field**



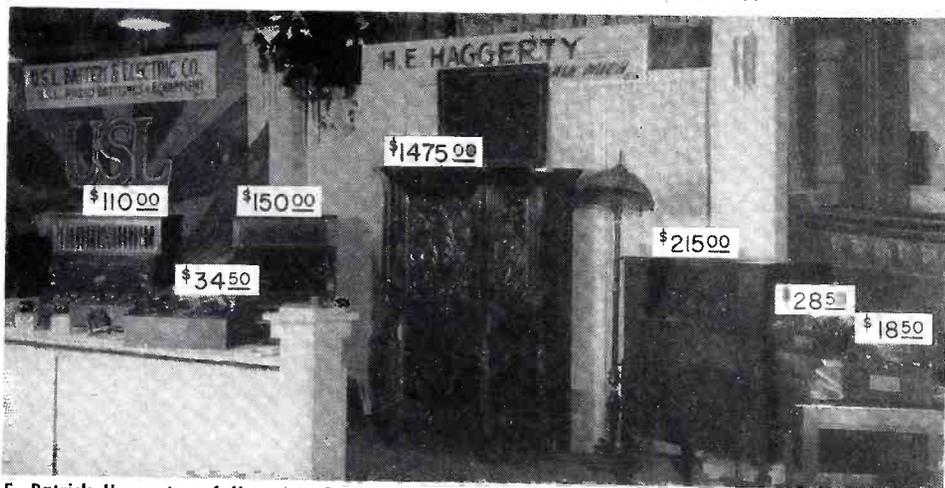
Dan R. Bittan, D. R. Bittan Co., 53 Park Pl., New York City, started as a representative in the radio parts business in 1922. He also operates a firm known as Bittan-Boenecke Co., 210 No. 6 St., Camden, N. J.

**This Young Looking Rep Is—**



Jules J. Bressler, radio veteran who heads his own firm at 1780 B'way, New York, N.Y. Bressler entered the radio field when he was 16. He has been an editor and writer on early radio magazines, a retail salesman, and was at one time in charge of the audio section of WNYC in New York. He was audio consultant for the Dept. of Parks during the World's Fair, and designed and installed the audio system at the Fair, a set-up using 600 watts power.

**Just Look at the Prices on These Old Sets!**



E. Patrick Haggerty, of Haggerty Sales Co., 1507 W. Saratoga Ave., Ferndale, Michigan, established in 1922, sent us the interesting picture of one of his radio exhibits in 1926. The show was run under the sponsorship of Mr. Haggerty, who was president of the Radio Trade Association of Michigan. The hand-carved job shown in the photo sold at \$1,475. Mr. Haggerty points out that the sets had two dials instead of three, with one of the dials containing a two-gang condenser. It was just about this time, he points out, "that we began to run into real microphonics, because we had built-in speakers."

**Prominent New Jersey Rep**



Art Cerf, who has been in radio for 20 years, operates the firm, Art Cerf & Co., with headquarters at 744 Broad St., Newark, N.Y., and also maintains offices in Boston, Syracuse, N.Y., Buffalo, Philadelphia and Washington.

**Veteran in the Radio Field**



Albert M. Baehr, 11621 Detroit Ave., Cleveland, has been a representative handling radio parts and electronic and electrical components for the past 27 years. Prior to that he was in the manufacturing business for 5 years.

**Latest Model Winton Roadster—in 1916!**



Photo at left shows Leroy Eschner, who heads The Eschner Company, 9 So. Clinton St., Chicago, as he looks today. At the right he's shown in 1916 when he was branch manager for the Winton Motor Car Co., St. Paul, Minn.

## Store Layout

(Continued from page 92)

pliance department you lose the possibility of making these related sales to your customers.

To solve this problem many dealers now place one hand iron in the major laundry department with a sign saying "A large stock is in the small kitchen appliance department on the main floor." Or in the major kitchen appliance section they place a toaster with a sign reading "A varied stock of toasters are in the department in the front of the store."

Some dealers even carry this one step further. They place cards in their minor appliance department to invite customers to the major appliance showroom downstairs or upstairs. These cards help to create store traffic between the departments which must be separated.

No two stores are ever alike in size, shape or stock of goods carried. This is why some dealers have found it difficult to apply typical store fronts or layouts to their own store.

No matter what kind of store you have, you can solve your problems of store design by considering them in terms of the store traffic you wish to create. Before they can buy, customers must see and get around to all parts of your store.

### In New Westinghouse Posts

Two men have been named to new posts at the Westinghouse Electric Corporation's Electronics Division, announces K. F. Carlon, manager of manufacturing. Henry C. Sarau, Jr., has been appointed supervisor of industrial engineering, and Ernest Hardy, supervisor of tool design and manufacturing.

### Thibadeau Back at Starrett

Jack Krieger, executive vice-president of Starrett Television Corp., 601 W. 26 St., New York, has announced that William L. Thibadeau, who previously served Starrett as sales manager of distributor sales, returns to Starrett as general sales manager after an absence of two years. In his new post, Thibadeau will have complete charge of sales policy and merchandising, with distributing outlets and key accounts.

### Masco Reduces Prices

The economy line of Masco sound equipment has been reduced an average of 11% in price. This is the second price reduction within six months, made possible by operating efficiencies due to increased production.



it takes  
half the time

and

half the manpower



to install

**Alprodco**

AIRCRAFT  
ALUMINUM TOWERS



TO YOU, THAT MEANS...

MORE PROFIT PER INSTALLATION!

**Alprodco, Inc.**

Dept. A

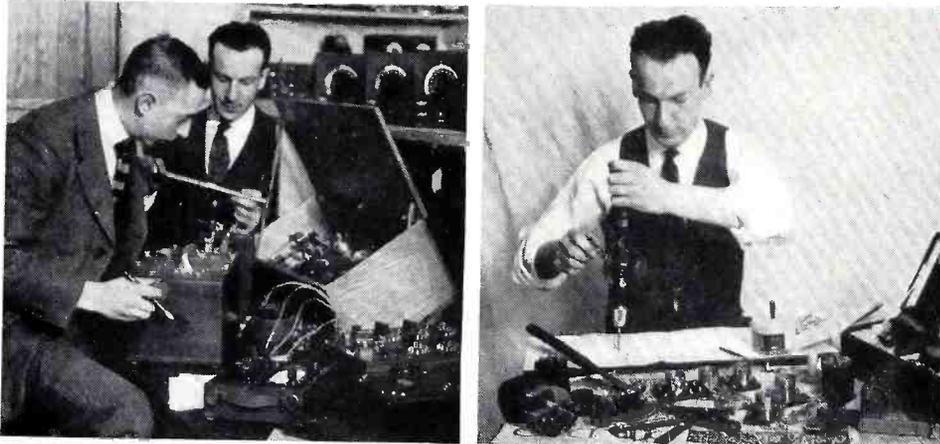
KEMPTON, INDIANA  
MINERAL WELLS, TEXAS • DUBLIN, GEORGIA



REPRESENTATIVES —

# PIONEERS & Pioneering Days

**Early Equipment in Hands of an Expert Radio Technician**



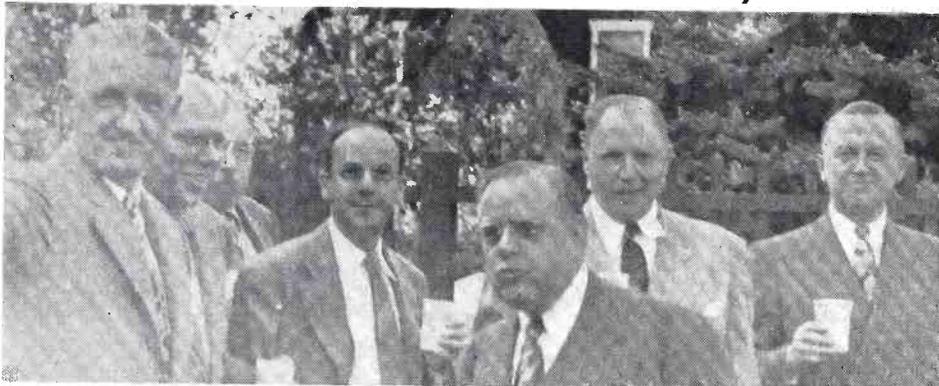
Left to right: Kimball Houtan Stark, and David Sonkin (head of firm of same name, located at 10 Fiske Pl., Mt. Vernon, N. Y.). Says Mr. Sonkin of this picture taken in 1924: "Equipment in the open box is the first oscillator ever used in testing receivers." Sonkin designed and built the equipment. At right, also taken in '24, the well-known pioneer and Rep, is shown in an illustration used in Fada Radio's "How to Build It" neotrodyne receiver.

**A Representative for 28 Years**



Here's another one of those young-looking Reps — Perry Saffler, whose offices are at 53 Park Place, New York City. Perry's firm is one of the five oldest in the country. Energetic and efficient Mr. Saffler has been running the Radio Industries Special train to the Chicago Parts Show for the past 19 years.

**Some Well-Known Figures in the Industry**



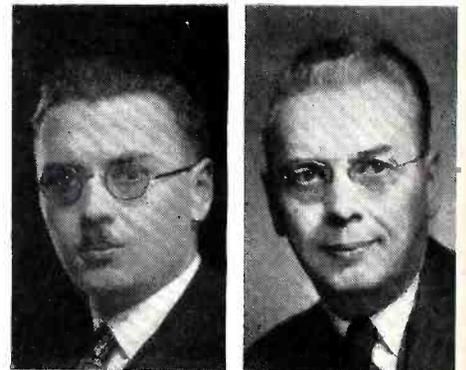
L to r: Jack Simberkoff, Jim Kay, George Willison, David Sonkin, Sam Cole, Jules Beneke and Lee Rocke.

**Many Radio Old-Timers in This Picture Taken in 1937**



Left to right, in foreground: Julius Finkel, Paul S. Weil, Phil Dubilier, Sam Spector, Norman Simon, B. Greenberg, Allen Strauss, Dan Bittan, Abe Bernadik, Fred Neuberth, Perry Saffler (who sent us this picture), Bill Filler, Aaron Lippman, John Rider, Jerry Gross. Left to right, in background: Hartman, Leon Adelman; next two not identified; Ben Singer; not identified; Dave Ormont; not identified; Herman Smith; not identified; Sanford Cahn; not identified; Bob Howard, Maurice Despres, Bob Almy and Ed Tyler.

**Zell Myers—Then and Now**

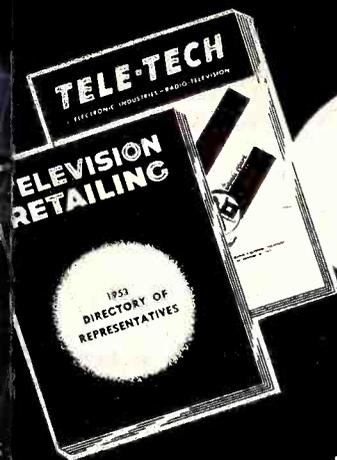


Left, is Zell S. Myers, of Young & Myers Co., Kansas City, Mo., taken in 1928. At right, a current photo. He has been a manufacturer in radio and electrical field, and became a manufacturers' representative in 1941.

**Rose Is a Veteran in Radio**



Shown above is J. K. Rose, of the J. K. Rose Company, 2323 W. Devon Avenue, Chicago, taken when he was service manager of the Wells-Gardner Co.



# 1953 DIRECTORY of REPRESENTATIVES

Serving TV-Radio and Electronic  
Manufacturing

Published annually as a free service by Caldwell-Clements  
for the purposes of:

Facilitating general and local distribution by manufacturers  
Finding new or additional lines by Representatives  
Expediting intra-industry buying and selling  
Promoting sales contacts in all TV-electronic markets

- TV-RADIO ELECTRONIC DISTRIBUTION
- BROADCASTING AND COMMUNICATIONS
- ARMED FORCES PROCUREMENT
- INDUSTRIAL ELECTRONIC USES

Copyright 1953  
Caldwell-Clements, Inc.  
480 Lexington Avenue  
New York 17, N. Y.

Immediate nationwide circulation, 50,000 copies, not dependent upon per-copy orders and not for sale as a separate publication.

Representatives listed below are independent "Reps", handling two or more lines; not including factory staff salesmen sometimes referred to as representatives.

### SYMBOLS USED

- \*—Member, The Representatives.
- a—Specialize in distributor sales.
- b—Specialize in industrial sales.

## REPRESENTATIVES ARE LISTED ALPHABETICALLY UNDER STATES AND CITIES

(Representatives located outside large cities but within metropolitan areas, are listed under those areas.)

### ARIZONA

#### Phoenix

Moore Sales Co Harry A Box 7245 5-4662 a,b  
Sheffer Co H George Box 1587 8-7893 a,b

### CALIFORNIA

#### Los Angeles Area

Appleton Co Harry 136 San Fernando CA 1-2171, a,b  
Barstow & Doran 1406 S Grand Ave RI 6191, a,b  
Baughman Co E J 350 S Central Ave MA 9-1403 b  
Becker Co Herb 1140 Crenshaw Blvd WE 1-1257 a,b  
John S H 1769 S Holt Ave TE 0-4398 a,b  
Cochrane Co Irv M 408 S Alvarado DU 5-1715 b  
Craig Ralph P 719 N Harper Ave WE 0468 b  
Davis Sales Co George 5259 E Beverly Blvd UN 03594 a  
Detsch Bruce 601 S Vermont Ave  
Dunkle B 2508 W 8 St  
Ealy Co M D 633 S La Brea WE 7353 a  
Feidman Co Henry 400 W Pico Blvd PR 8803 a,b  
Fox Associates 2519 W 7 St DU 3-2148 a,b  
Hardie Co R M 134 N Edgemont DU 3-6851 a,b  
Harmon Co W S 1638 S LaCienega Blvd BR 2-3321 b  
Hill Sales Co J T 800 W 11 St RI 7-5384 a,b  
Hitt Co W C 1169 S Broadway PR 2105 a,b  
Kittleson Co 7614 Melrose Ave WH 1167 b  
Knight Co W Bert 10373 W Pico Blvd BR 2-5647 a,b  
LaMore G D 1325 San Julian RI 6378 b  
Lasure Co Harry A 9041 W Pico Blvd CR 6-4185 a,b  
Loukota Co Douglas H 1052 W 6 St MA 6-4505  
Lynch & Son C R 210 W 7 St VA 3805 a,b  
Lynn & Brooks 3055 Wilshire Blvd DU 2-2255 a  
Marsh Co J W 4216 W Jefferson RE 2-1697 a,b  
Marshall Co G S 40 S Los Robles (Pasadena)  
RY 1-8345 a,b  
Marshank Sales 672 S Lafayette Pk DU 7-8235 a,b  
Maynard Sales Co 6214 W Manchester OR 8-3150 a,b  
Miller Co Gerald B 1550 N Highland (Hollywood)  
HO 0-6305 b  
Mitchell Co C H 1221 W 11 St RI 7-7624 a,b  
Neely Enterprises 7422 Melrose Ave WE 3-9201 a,b  
Nander & Co Roland 7225 Beverly Blvd WY 0028 a,b  
Osborne R E 1044 S Park View DU 8-1039 a  
Owens Co Lee H 2331 W Washington RE 0230 a,b  
Perlmuth-Colman & Assoc 1335 S Flower RI 7-5524 a,b  
Power Ralph L 767 Castelar St MU 5277  
Reid Co Ralph K 1911 W 9 St DU 8-1143 a,b  
Renz Roy E 207 S Orange St (Glendale) CI 4-3214 b  
Rissi Al J 1169 S Broadway PR 2105 a,b  
Roberts & Assoc 5068 W Washington WE 3-5731 a,b  
Rupp Co V T 2230 W 11 St DU 3-4197 a,b  
Saul & Assoc Howard M 5720 Wilshire Blvd  
WE 1-8901 a,b  
Siegel Co Samuel 1145 S LaCienega Blvd CR 5-8391 b  
Siewers Edward S 5171 Hollywood Blvd NO 2-1105 b  
Medley A B Box 67-C (Pasadena) SY 8-1174  
Tarr Edwin E 4101 Rhodes Ave (N Hollywood)  
SU 2-2885 b  
Stone Assoc Carl A 1102 S Western Ave RE 2-8103 a,b  
Strassner Co Conrad R 1865 N Western Ave  
GR 3052 a,b  
Ivy George S 1148 S Grand Ave RI 7-7553 a,b  
Tubergen Co John B 2232 W 11 St DU 9-3173 a,b  
Wicke E H 4938 Neola Pl  
San Groos J C 1436 N Serrano Ave (Hollywood)  
BU 2-7209 b  
Wallace D C & W H 1206 Maple Ave RI 7-0401 a,b  
Weber Co Wedge 1206-Long Beach Aye VA 2009 a

Western Electronic Enterprises 3348 W Compton (Gardena)  
\*Wiley Paul F 1406 S Grand Ave RI 6191 b  
Wood Co A M Box 150 (Elmonte) CU 3-1201 b

#### Sacramento

\*Neely Enterprises 309 Oschner Blvd GI 3-7461

#### San Francisco Area

\*Appleton Co Harry 1133 Polk St PR 5-8040 a,b  
Ault Assoc C E 625 Laurel Ave (Menlo Park)  
DA 5-4983 b  
\*Barstow & Doran 248 9 St UN 3-2079 a,b

\*Belchamber P A 212 9 St (Oakland) GL 1-4460 a,b  
\*Berman Co E L 758 Natoma St UN 3-0317 a,b  
Brainard W V 721 Clementina St UN 1-2569 a,b  
Brainard W V 132 El Camino Real (San Carlos)  
Detsch & Co 341 10 St MA 1-2788  
Eichorn & Melchior 501 Indiana St UN 1-8309 a,b  
Frazier & Hansen Ltd 301 Clay St EX 2-5112 a  
\*French S P 721 Garland Dr (Palo Alto) DA 3-0597 a  
Held Herman E 120 Main St GA 1-6130 a,b  
\*Hermans Co James P 1234 Folsom St MA 1-4166 a,b  
\*Hitt Co W C 1355 Market St KL 2-2311

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- \*Lewis Assoc Dean 248 9th St UN 3-1414 a
- \*Logan Sales Co 530 Gough St HE 1-5127 a,b
- Lynn & Brooks 2048 Market St a
- Marshall Harry E 104 Olive St OR 3-2173 a
- \*Meyer & Ross 1355 Market St at
- \*Miller Co Gerald B 1355 Market St KL 2-2311 b
- \*Mouthrop & Hunter 228 9 St HE 1-2625 a,b
- Moxon Sales G E 417 Santa Clara (San Mateo) FI 5-2866 a,b
- \*Neely Enterprises 2830 Geary Blvd WA 1-3960
- \*Newman Harold L 420 Market St YU 6-3897 a,b
- \*Nickerson & Rudat 381 Brannan St YU 2-2982 a
- \*Nott & Co L A 1061 Howard St HE 1-4738 a,b
- \*Purdy Co W J 79 9 St UN 3-4321
- \*Ross Co David H 1355 Market St KL 2-2311 a,b
- \*Sinal Arnold A 65 9 St UN 1-6259 a
- \*Stone Assoc Carl A 239 Hamilton Ave (Palo Alto) DA 5-3551 a,b
- \*Vermilya Robert H 1355 Market St KL 2-2311

## COLORADO

### Denver

- \*Bowen Co Ronald G 852 Broadway AC 5211 a,b
- Bower Co C R 2759 W 33 Ave GR 7292 a
- \*Clark Ben T 5028 W 34 Ave GR 4270 a
- \*Cluph & Assoc Stan 930 17 St a,b
- \*Connors Co W H 1590 Eudora St FR 0566 a
- Halliday Gail 2576 S Milwaukee St PE 2650 a
- Hyde Co Dick 3879 Tennyson St GR 1768 a
- Lynn & Brooks 905 Gas & Elec Bldg a
- \*McLoud & Co W Cliff 5528 E Colfax FR 3067 a,b
- \*Mueller Mark G 1644 Blake St AC 3515 b
- \*Nelson Co A J Box 2244 KE 6751
- O'Brien Sales A J Box 1681 BE 3-4845 a
- \*Pearson & Co Mel 1011 S Josephine St SP 7878 a
- \*Williams Co Allen I 1009 17 St MA 0343 a,b

### Greeley

- \*Moss Gordon G 1530 13 Ave 770 a,b

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- \*Seyd Ernest K Long Hill Rd a,b

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- Steel Assoc Joseph R 41 W Main St a

### Bridgeport

- Reynolds Co Harrison 211 State St BR 5-9634 a,b

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- \*Holliday-Hathaway Co Box 797 CA 8-7215 b

### East Haven

- Steele Assoc Joseph R 22 Green Garden HO 7-5864 a

### Hartford

- \*Gibson Engineering Co 119 Ann St b
- Hatton & Co Arthur T 955 Asylum Ave 5-2159
- \*Kahn & Co 541 Windsor St 46-7431 b

### Manchester

- \*Gates Alexander W 46 1/2 Summer St 3761 a

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- \*Lavin Assoc Henry Box 196 7-4555 a,b

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- Gerber Sales Co 42 Church St

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- \*Hustis Assoc Walter C Box 52 6-7477 a

### West Hartford

- Pettigrew & Co R S 62 LaSalle Rd HA 3-5804 b

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- \*Burlingame Assoc 2017 S St NW DE 8000
- Jodon Francis R 1124 Warner Bldg RE 7-1635 b
- Lee Assoc S S 832 Southern Bldg
- \*Lienau & Co Chas W 509 Investment Bldg ST 2460
- \*MacDonald S K 217 Riggs Bank Bldg CO 3938 a,b
- Maelen Corp 9 & Kearny Sts NE LA 6-4445 b
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- \*Butwell Co Henry W 1133 Ponce de Leon Ave NE EL 7517 a,b
- \*Cartwright & Son J M 4030 Club Dr NE CH 2483
- \*Duckett Sales Co Grady 1145 Peachtree St NE AT 6916 a,b
- \*Fausett & Son F 777 Pinehurst Ter SW RA 3104 a,b
- Glenn & Larson 172 Simpson St NW WA 4906
- \*Hollingsworth & Still 407 Whitehead Bldg MA 5878 a,b
- Lewis Co Carl A 627 Peachtree St NE VE 1457 a
- \*Miller Assoc James 1036 Peachtree NE EL 0919 a,b
- \*Murphy & Cota 1409 Peachtree St NE EL 3020 a,b
- \*Rogers & Assoc C B 1000 Peachtree St NE EL 1733 a,b
- \*Smith Co Maitland K 317 Forrest Ave NE WA 6094 a
- Thornwell E A 217 Whitehall St SW WA 3548 b
- \*Wallace Assoc Stanley K 2151 Beecher Rd SW RA 8463

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- \*Beebe Jack 5707 W Lake St Co 1-5778
- \*Beier Co Leroy W 6518 W North Ave BE 7-2420 a,b
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 Cole Co G McL 4753 N Broadway LO 1-7611  
 Cozzens Warren B 220 Kedzie St (Evanston) DA 8-4800 b  
 \*Crossley & Assoc 4501 N Ravenswood UP 8-1141 b  
 \*Cumming & Assoc Bruce 228 N LaSalle AN 3-5837 a,b  
 Cushing Co L G 605 N Michigan Ave DE 7-6456 b  
 Darmstadter S B 520 N Michigan Ave SU 7-3925 b  
 \*Dietbert Co Russ 2323 W Devon Ave AM 2-4068  
 \*Dolin Sales D 1200 N Ashland Ave BR 8-1515 b  
 \*Ellinger Sales Co 6540 Northwest Hwy RO 3-1570 a,b  
 Ellis Co Arthur J 1607 Howard St AM 2-2708 b  
 \*Engle Co Karl D 4724 N Sheridan Rd UP 8-6363 b  
 Eschner Co 9 S Clinton St CE 6-1533 b  
 Everett Associates 6744 N California AM 2-3702 b  
 \*Felleisen & Assoc 612 N Michigan WH 4-4822  
 Fistell Harry 1838 S Halsted St SE 3-3076 a  
 Gaskins T 1005 S Aurora Ave (Wheaton)  
 \*Gassner & Clark Co 6349 N Clark St b  
 \*Gebhardt Co Harry W 5129 W Devon Ave RO 3-3636 b  
 \*Gianaras Sales Co 2345 Devon Ave AM 2-2100 b  
 \*Goltin Co Jerry 2750 W North EV 4-5959 b  
 Grant Gary 330 S Franklin St WE 9-4595 a  
 \*Green & Assoc Loren F 4949 W Diversey Ave NA 2-2370 a,b  
 Haines E Ralph 949 Lake St (Oak Park) EU 6-4476 a  
 \*Halinton Co Harry 5500 W Devon Ave RO 3-2132 a,b  
 Heffer & Assoc E G 612 N Michigan DE 7-1160 a,b  
 \*Higgins Co Royal J 7345 Cottage Grove HU 3-7630  
 \*Hill R M & Gray G E 4524 W Madison ES 8-7050 a,b  
 Horlacher William A 7070 N Clark St RO 4-9487 a,b  
 Hower & Pretat 4 N Cicero Ave CO 1-3146 b  
 \*JKM Inc 510 N Dearborn WH 4-6345 a,b  
 \*Jones Mel 2800 Milwaukee Ave EV 4-2646 b  
 KaDell Sales Assoc 2406 W Bryn Mawr LO 1-3042  
 \*Kahan I J 333 N Michigan Ave FR 2-1478 a,b  
 Kelburn Eng'g Co 600 W Jackson Blvd DE 2-2828 b  
 \*Kleker Co Jerome H 177 Sunset Ave (Glen Ellyn) GH 2297 a,b  
 Langhaus Co Marvin 333 S Clinton St WA 2-4595 a  
 Linz Co W M 1335 1/2 Touhy Ave RO 4-5118 a  
 \*Lund-Hansen Co 1900 Montrose Ave LO 1-2551 a,b  
 McBride Sales Co J J 14107 Merchandise Mart DE 7-3575 a,b  
 \*McCarthy Co L C 9 S Clinton St AN 3-2104  
 Magnuson Edward G 4258 W Irving Park Rd KI 5-4426  
 \*Magnuson R J 4258 W Irving Park Rd PA 5-1170 a,b  
 Memac Sales Co 9 S Clinton AN 3-5728 b  
 Miles Paul H 333 N Michigan Ave FR 2-7100 a  
 Monson Sales Corp 919 N Michigan Ave WH 4-0393 a  
 \*Newman-Krause Co 3352 N Central Ave PE 6-6776 a,b  
 \*Petitt Co G 549 W Washington St RA 6-0582

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Quackenbush Al 2629 N 77 Ct GL 3-3446 a  
\*Ridley Assoc 1551 N Austin Blvd TU 9-2940 b  
\*Ritter Sales Co 612 N Michigan Ave SU 7-7759 a,b  
\*Rose & Co J K 2323 W Devon Ave AM 2-5584 a,b  
Ryan Co Gerald G 549 Washington Blvd ST 2-7665 a,b  
\*Saffro Co 800 N Clark DE 7-5092 a,b  
\*Sarkis & Co Henry 6560 Sheridan Rd HO 5-1481 b  
\*Smith Co Oren H 221 W Huron St SU 7-7919 a,b  
\*Stemm R Edward 5707 W Lake St CO 1-1566 a,b  
\*Stemm Royal A 21 E Van Buren St WE 9-4840 a,b  
Stone C H 205 W Wacker Dr RA 6-7725  
\*Strauss Mae 425 Surf St  
\*Sullivan Ralph T 542 S Dearborn  
\*Tatro & Assoc Frank B 6022 N Rogers Ave JU 8-0333 b  
\*Taylor Co R F 308 W Washington St AN 3-1805 a,b  
Victoria Sales Co 7522 Sheridan Rd RO 4-5400 a  
\*Warner Co Dayton L 7345 Cottage Grove AB 4-0262 a  
\*West Jack 6747 N Octavia Ave RO 3-1393 a  
\*Wilson Wesley L 2750 W North Ave CA 7-7600  
Withers & Ropak 2400 W Madison MO 6-3498 b

### Springfield

Kloppenborg H M 1316 S College St 4323 b

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\*Clancy & Co Joe Wilder Rd 8063-X a,b  
Law Instrument Co 519 W Gilmore St 217 b

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\*Bieberich Walter W 2817 Plaza Dr K-2928 a,b  
\*Central Sales Co Central Bldg EA-6251 a,b  
\*Fisch Bud 419 W Sherwood Terr HA 1089 a,b  
\*Hoemig Sales Co 1730 Clover Lane AN 2083 a,b  
\*Maenabb Vernon C Box 326 EA 4945  
\*MacPherson Co B L 601 Ft Wayne Bank Bldg AN 9460 a,b  
\*Southern Sales Co 1605 Lincoln Tower AN 5278 a,b  
\*Valentine Forrest C 912 Wayne Bk Bldg AN 9122 a,b

### Indianapolis

Blind & Co Harrison J 1616 Cord St BE 0191 a,b  
Chatfield C E 503 Illinois Bldg PL 1838 a,b  
\*Crandall & Assoc R M E 56 St CH 8373 a,b  
\*Cunningham & Mitchell Co 6101 College Ave GL 3222 a,b  
\*DeVoe Co Leslie M 4010 Washington Blvd HU 1395 a,b  
\*Nulsen Marvin E 5376 E Washington St IR 7664 a,b  
\*Pheasant Charles E 18 N Bolton Ave BL 6176 a  
\*Schulz Co Edwin A 721 Sherwood Dr BR 1993 a,b  
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Kelly & Co W T 90 Lothrop St 65 b

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\*Akeroyd A E 2311 John Hancock Bldg HA 6-2433 a,b  
\*Anderson Sales Co 172 State St CA 7-4832 a,b  
\*Burlingame Assoc 270 Commonwealth KE 6-8100  
\*Chamberlin Harold A 31 Milk St HU 2-7022 a  
\*Coakley Sales 11 Beacon St CA 7-0050  
Electrical Apparatus Co 1200 Soldiers Field Rd ST 2-7440 a,b  
Garner Frank W 110 Arlington St LI 2-7428 a,b  
\*Gerber Sales Co 739 Boylston St CO 7-0061  
\*Gibson Eng'g Co 1018 Commonwealth AS 7-5074 a,b  
\*Goss Co J 1430 Mass Ave (Cambridge) EL 4-7799 a,b  
\*Greene Dan 2311 John Hancock Bldg HA 6-1432 a,b  
\*Hannigan Co Walter T 43 Leon St GA 7-2650 a,b  
\*Hannigan Co Walter T 120 Dedham St (Newton Highlands) BI 4-4196 a,b  
\*Harris Co Stanley A 318 Harvard St (Brookline) LO 6-6400 a,b  
Hart Co F H 68 Market St (Lynn) NA 1-0381 a,b  
Herman Norman 55 Lawrence Ave (Roxbury) GA 7-2198 a,b  
\*Holiday-Hathaway Co 238 Main St (Cambridge) EL 4-1751 b  
\*Hooker Samuel C 397 Highland Ave (Winchester) WI 6-2745 b  
How Inc J D Statler Office Bldg HU 2-4638 a,b  
\*Lavin Assoc Henry 82 Curve St (Needham) NE 3-3446 a,b  
\*MacInnis Norman R 1430 Mass Ave (Cambridge) EL 4-5573 a  
Moshier Co R D 49 Colby St (Needham) NE 3-0793W a  
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Nowlin William G 459 Statler Bldg LI 2-9690 b  
Parker Blair H 610 Atlantic Ave LI 2-9214 a  
\*Perron & Co Ray 131 Clarendon St KE 6-1370 a,b  
\*Pray Sales W. B 18 Brewster Rd (Wellesley Hills) WE 5-3199M  
Scott Co Michael 90 Edmunds Rd (Wellesley Hills) WE 5-0102 a,b  
\*Reynolds Co Harrison 313 Washington St (Newton) DE 2-4620 a,b  
\*Segel Co Henry P 143 Newbury St KE 6-3012 a,b  
\*Sturgeon P R 25 Huntington Ave KE 6-5580  
Thacher Bros 458 Statler Bldg LI 2-3769 a  
\*Waters Inc R A 4 Gordon St (Waltham) WA 5-6900 b  
\*White Sales Co 1116 Great Plain Ave (Needham) NE 3-3676 b

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Ad'ms Co R A 17636 Edinborough Rd KE 1-7000 a  
Armstrong-Beitel-Merkle Co 15850 Third (Highland Park) TO 8-0044 a,b  
Burcaw & Co KC 246 Madison Ave  
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Eynon-Dakin Co 9900 Freeland Ave TE 4-7700  
\*Fitzner Co B J 8803 Michigan Ave LU 4-0180  
\*Hagerty-Scott Co 2737 W Grand Blvd TR 3-7430 a,b  
Haggerty Sales Co 1507 W Saratoga Ave (Ferndale) LI 2-0811 a,b  
Hill Co Buryl R 19481 James Couzens Highway VE 8-3460 a  
Koehler-Pasmora Co 11833 Hamilton TO 8-3322 a,b  
\*Lee W S 13715 Gratiot St  
\*Liddle Edwin F 18925 Grand River VE 7-5310 b  
McCaffery Co J A 13104 W Lincoln (Huntington Woods) LI 4-1380  
\*Merchant R C 4829 Woodward Ave TE 1-1677 a,b  
\*Milsk Co Robert 19367 James Couzens Hwy BR 3-2930 a,b  
Moore Sales Co 418 Savannah W TU 3-0218 a  
\*Nordstrom & Co R L Davis Bldg (Birmingham) JO 4-6129 a,b  
Satullo Co 7635 E Jefferson LO S-1508 b  
\*Scott T T 2737 W Grand Blvd  
\*Shaffer Co G 16267 James Couzens Hwy UN 3-1227 a,b  
Sterling Co S 15310 W McNichols Rd BR 3-2900 b  
Stevens Fred J 15324 Mack Ave TU 1-2277 b  
\*Thorpe Jack M 4390 Haverhill TU 5-4438 a,b  
\*Walton Co H E 76 Kercheval TU 1-5858 a,b  
\*Zaffina Co L F 14611 Alma Ave WA 1-4442 a,b

### Jackson

\*Brotherson R 744 Audubon 2-9654  
Jordan E H 218 N Wisner St 2-0694 b  
\*Wilson Sales Gerald 403 2 St 4-3692 a,b

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Bartleson Bill 4605 Blaisdell Ave LO 7628 a,b  
Eiler Equipment Co 637 Sexton Bldg MA 8881  
Elliott Equipment Co 712 Portland Ave GE 1805  
Foster Mel 1036 Lumber Exchange Bldg GE 5622 a,b  
Franklin Co Merrill 338 E Franklin Ave GE 1805 a,b  
Heimann Co 1215 Harmon Pl MA 5457  
Hill Co Fred B 256 First Ave N MA 8353 a,b  
Kirkeby Marvin H 437 Oliver Ave S GE 4945 a,b  
Oszman E W 2445 Nicollet Ave PI 5579 a,b  
Pinkney & Hine 552 Plymouth Bldg LI 0523 b  
Richardson & Co H M 9 E 22 St GE 4078 b  
Warner Co A J 5022 29 Ave S DR 1895 a,b

### St. Paul

\*Aaron & Assoc I I 1951 University Ave MI 0027  
Benson Co E R 2651 University Ave MI 5197  
\*Laub-Dale Co 1951 University Ave NE 7911

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\*Maynard Co L W 139 N Central DE 3723 a

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\*Paden Co Ward Box 569 5-1023 a

### Kansas City

\*Bettis Co Maury E 406 W 34 St LO 0772  
Everett Assoc 1629 E 31 St AR 9539 b  
\*Farris Co R W 406 W 34 St LO 7495 a,b  
\*Fry & Co W E 406 W 34 St JE 5236 a,b  
\*Kay Sales Co 3760 Broadway LO 7640 a,b  
\*Larrabee Co Fred H 6033 Main St DE 2804 a  
\*McGary Co Wm T 313 Reliance Bldg VI 5252  
\*McGrade Co E W 5326 W 71 St HE 2606 a,b  
Melton Co E L 2901 E Meyer Blvd JA 0467 a,b  
Pommerenk Co H C 4700 Roanoke Parkway LO 2296 a,b  
\*Roes & Co H A 2601 Cherry St HA 2036 a,b  
\*Schmitz Co J O 917 Porter Bldg LO 9824 a  
\*Scholz Co Paul G 210 W 8 St HA 7111 a  
\*Schryver Sales Co Clyde H 4550 Main St WE 4660  
\*Somers & Co F C Grand Ave Bank Bldg GR 1355 a,b  
\*Terwilliger P D 9304 High Drive TR 3230  
\*Thibau Co A R 402 Mfrs Exchange Bldg VI 7057  
\*Young & Myers Co 8147 Delmar Blvd a,b

### Kirkwood

Winslow Design & Sales Co 20 Hillcrest Pl 1289 b

### Overland

\*Scholz Co P G 2455 Ashland Ave WI 2773 a

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\*Borghoff Co 4018 Greer Ave FR 0482 a,b  
Bullivant F J 1913 Washington Ave CH 6510  
Harris-Hanson Co 5506 S Kings Hwy SW 5584 b  
\*Kathrinus & Co 1218 Olive St CE 6300 a,b  
Levin Mtg Agency Sidney M Box 405 WI 2869 a  
\*Lowell Theodore B Box 21 MU 7803 a,b  
\*Mayerson-Follman Co 2342 Olive St MA 5839 a  
\*McGary Co William T 6635 Delmar Blvd DE 6430 a,b  
\*Rose Equipment Co W L 317 N 11 St CH 7247 a,b  
\*Wellman Co W N 4114 Sarpy Ave LU 3734 b  
Wells-White Co 6625 Delmar Blvd PA 7622 b  
\*Young & Myers Co 8147 Delmar Blvd a,b

### University City

Jaques L E 8112 Tulane Ave CA 5349 a,b

## NEW JERSEY

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 \*Brennan F X 38 Lackawanna Plaza (Montclair) 3-2461  
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 Detwiler L K 443 Broad St (Newark) HU 5-9000 b  
 Engel G. Curtis Box 569 (Ridgewood) 6-7878 b  
 \*Finlay Robt 104 Brookside (Ridgewood) RI 6-7218 a,b  
 Gawler-Knoop Co 178 Eagle Rock Ave (Roseland)  
 CA 6-4545  
 Lawton Co 12 Foster Rd (Tenafly) EN 3-3979 b  
 Lerman Leonard S 1093 Salem Rd (Union) UN 2-9406 a  
 Miller Harry 1180 Raymond Blvd (Newark) MA 4-0788  
 a,b  
 RSA Co 68 Hudson St (Hoboken) HO 2-5281 a,b  
 \*Ryan Assoc John L 263 Edgemont Pl (Teaneck)  
 TE 6-1075 a,b  
 Sanford L C 202 Woodland (Rutherford) 2-0979 b  
 \*Schenk LeRoy 31 Clinton St (Newark) MI 2-7613  
 \*Schwartz Adolph One Exchange Pl (Jersey City)  
 DE 3-2424  
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 HO 2-5211 a,b  
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 Braaddock Edward Browning Lane (Haddonfield) HA  
 9-0087 a,b  
 \*Foley Andrew A 640 Federal St (Camden) WO 3-2698 b  
 Gatty Sidney H 11 N Clermont Ave (Margate) 2-1361 a  
 \*Keefe Electronic Sales Co 201 N 6 St (Camden)  
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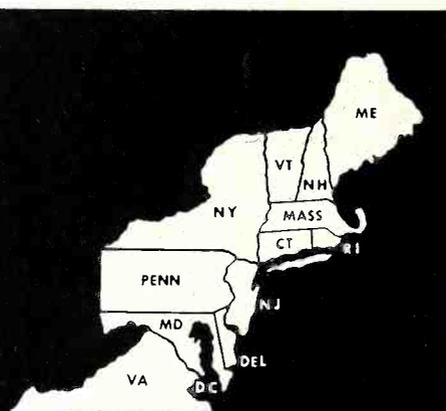
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- \*Burlingame Assoc 103 Lafayette St DI 9-1240 a,b
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- \*Carduner Sales Corp 164 Duane WA 5-0900 a,b
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\*Furman Nat 395 Broadway WO 4-7324 a  
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\*Hess Assoc Art 15 Park Row DI 9-2074  
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\*Ross Milton 550 5 Ave GR 6-0653 b  
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Scheffler & Yurman 391 Fulton (Brooklyn) UL 5-2896 a  
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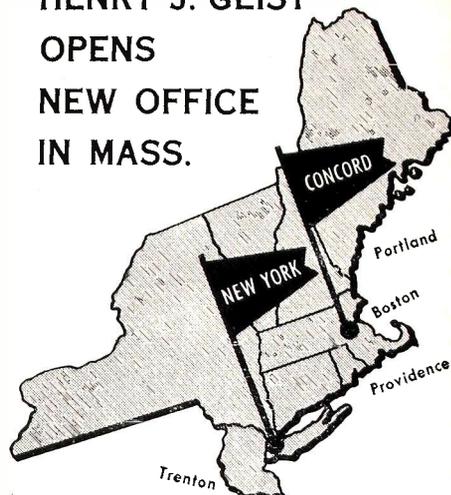
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- \*Stang Robert A 79 Storer Ave (Pelham) PE 8-0120 a
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- \*Baier & Co Arthur H 2138 Lee Rd FA 1-5644 a,b
- Brandes C O 4900 Euclid Ave HE 1-0414
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- \*Olson Co John O 16201 Shaker Blvd WY 1-2624 a,b
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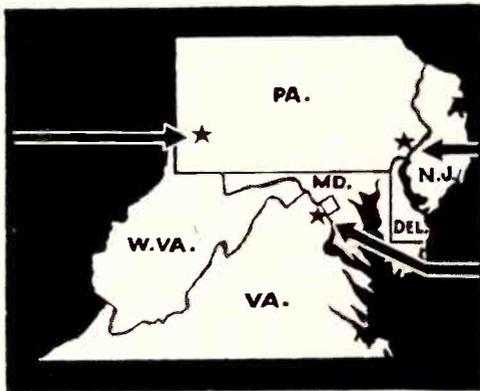
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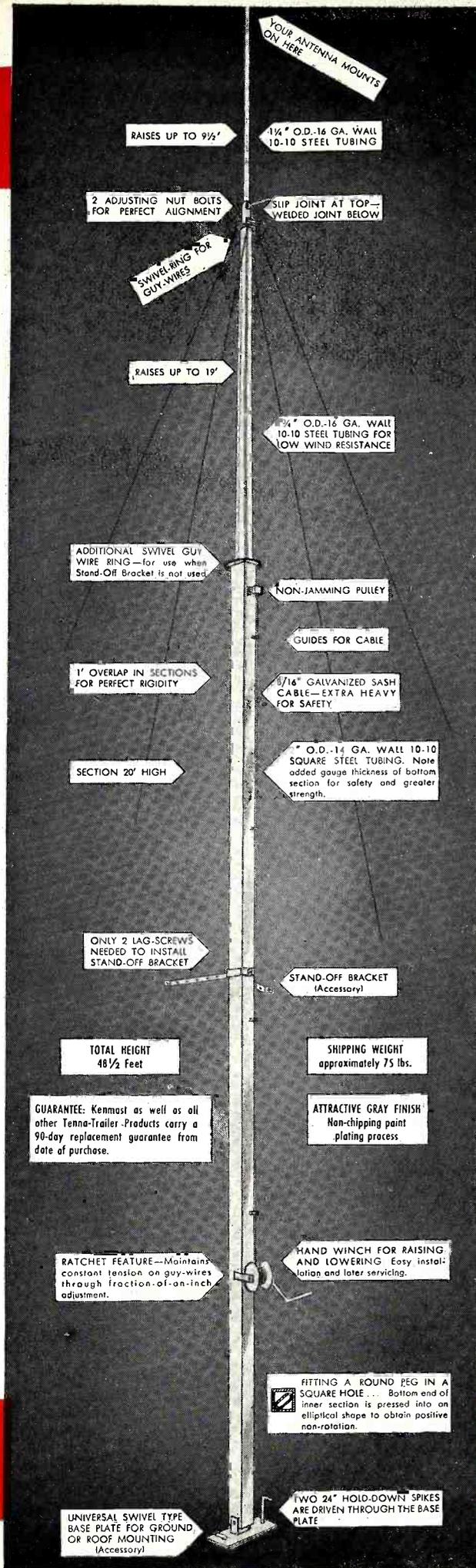


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## Custom Building

(Continued from page 53)

usually keep coming back. He also underscored the point that Hi-Fi customers usually become better and better phono record customers.

Not infrequently, the "initiation" process starts out with a custom installation of the components from existing radio-phono combination, with perhaps the addition of one or two better elements, such as record changer or loudspeaker. This relatively "painless" beginning invariably

ably leads to the continued replacement of components until the ultimate (in the customer's estimation) is reached. The demonstration unit in the store facilitates this growth process.

This area is "fringe," not only for TV but also for AM and FM, and consequently sensitive chassis and good installations are mandatory. This is an additional reason why custom work is a "natural." Since in a fringe area, AM radio suffers from natural and man-made static as well as inter-station interference, FM can show a startling improvement to the discriminating listener,

provided a good outdoor antenna is installed. TV (New York stations being 90 miles and more distant) also requires special handling, and especially since salt-air at this seaside town causes relatively rapid deterioration to ordinary equipment.

House of Music has its cabinet work done by an outside shop. McDaniel feels it would be even better if a store could do its own work because, as it is, the work is often subject to delays over which the dealer has no control.

Custom components are purchased from their regular parts jobbers. McDaniel points out that, now that "Hi-Fi" is catching on, the jobbers keep a well-rounded stock on hand and give good deliveries. At least two New York distributors will accept returns on Hi-Fi equipment if the customer is not satisfied, a feature which enables House of Music to get along without a top-heavy inventory of this type merchandise.

TV is still a main source of income at this store, but custom work is becoming an important secondary line, with slow but steady growth. McDaniel points out that now that TV is well-established, the sale of radio-phono consoles has fallen off to a shadow of what it was four or five years ago. Although customers for this type of equipment (both replacement and new) no longer seem to think in terms of a separate and expensive console combination, they can be "recovered" through custom installations.

Direct sale of custom equipment to consumers by city jobber-retailers is not a problem, McDaniel feels, since these customers are the relatively few hobbyists who would know how to install their own equipment. The general public would be dependent on the dealer's know-how, his facilities for making a custom installation, and his availability for service. Parts jobbers, incidentally, are giving retailers a better markup than that reflected in the so-called "net price" shown in mail-order catalogs.

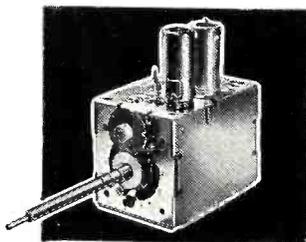
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## Cascade Circuits

(Continued from page 81)

decoupling network. C120 is a small neutralizing condenser.

Interestingly enough, feedback in this stage is employed, not to prevent regeneration, but to boost the gain. The plate impedance of the first tube is essentially capacitive, causing feedback to be *degenerative* in nature (compared with the *regenerative* feedback that would tend to occur in such a tube if a tuned plate circuit were present). If this degenerative plate-to-grid feedback were not counteracted, reduced gain would result, lowering the signal/noise ratio.

C116 puts the grid of the second triode at RF ground potential—a necessary condition for grounded-grid

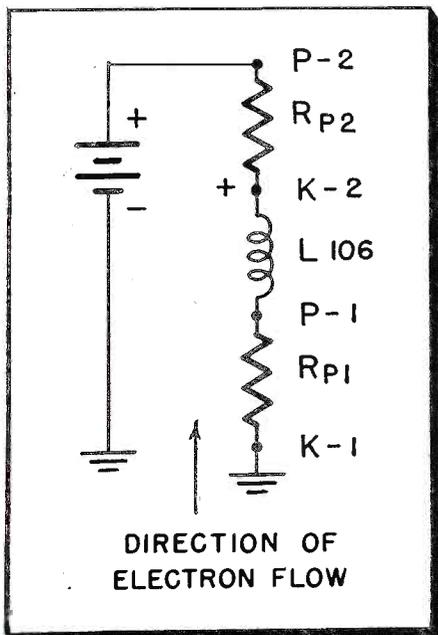
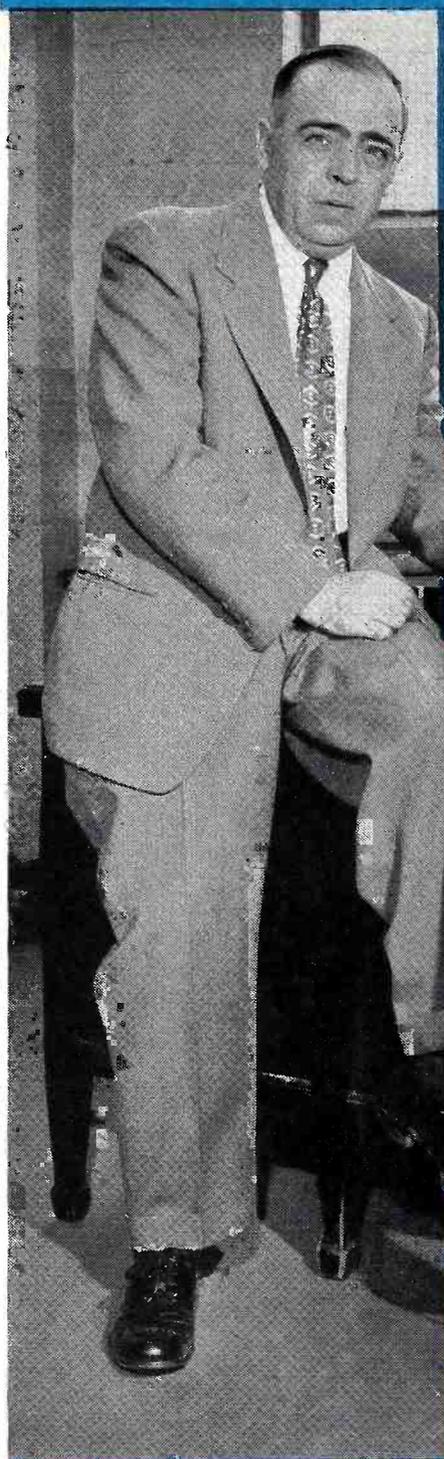


Fig. 6—Simplified, equivalent circuit of the two triodes shown in fig. 5. K-1,  $R_{p1}$  and P-1 are, respectively, the cathode, plate resistance and plate of the first triode; K-2,  $R_{p2}$  and P-2 are the cathode, plate resistance and plate, respectively, of the second triode. Note that the cathode of the second triode is positive to ground.

operation. Since the two triodes are in series across the B supply (see fig. 6), the cathode of the second triode (V-2) is positive to ground—125V positive, to be more specific. The grid of V-2 must similarly be positive, although less positive than the cathode, for proper biasing. Voltage-dividing components R111 and R112 cause a positive voltage to be established for V-2's grid that makes it negative to its cathode by the necessary voltage.

An AGC voltage is applied not only to V-1, but to V-2 as well. If the AGC voltage of V-1 tends to go up, the plate current of both tubes tends to go down (since the same plate current flows through both). The plate resistance of both is thus effectively greater. A larger plate-to-cathode voltage is now



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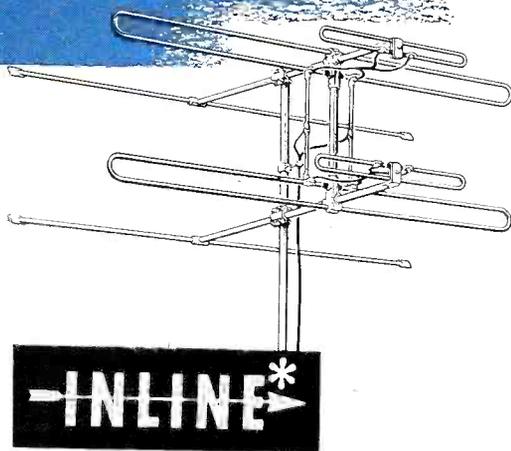
BURTON BROWNE ADVERTISING

developed across the larger plate resistance of V-2. Since V-2's grid voltage is fixed by the ratio of R111 and R112, the increase in cathode voltage increases its grid-to-cathode voltage, increasing the bias. Thus, AGC is effective at V-2 as well as V-1, preventing overloading when strong signals are coming in.

R110 is inserted between cathode and grid of V-2 to reduce the effect of—i.e., “delay”—the AGC applied to V-2 at low signal levels. It is desirable to keep the AGC voltage minimum when

the signal input is low, to avoid a reduction of the signal-noise ratio. When the AGC voltage tends to boost the bias of V-2 by increasing V-2's cathode voltage, current flows between V-2's grid (less positive or more negative point) to V-1's cathode (more positive point). This current flows through R111, causing the grid (to ground) voltage of V-2 to go *more positive*. The tendency of the AGC voltage to make the grid go *more negative* is thus partially counteracted. R110 has little effect at high signal levels.

whatever  
your  
viewpoint...



dealer,  
installer or  
set owner...

The Amphenol Inline is the antenna for you! Stocking problems are minimized because the one antenna gives superb performance on *all* channels. Saves duplicate inventory of accessories too, because the Amphenol Inline is packaged for a quick, easy installation including twin-lead, mounting clamps, mast and stand-off insulators.

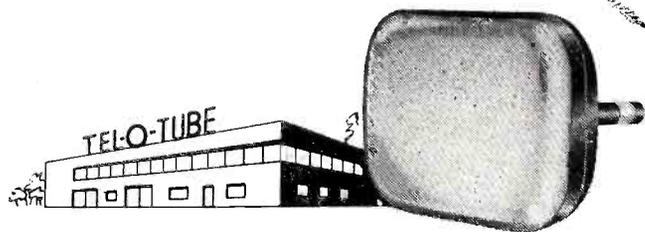
The aerodynamically clean design of the Inline preserves the neat appearance of the home and most important of all, regardless of viewpoint, is the fact that no broadband antenna now in existence can match the quality of the picture made possible by the Amphenol Inline Antenna.

See your Authorized Amphenol Distributor for your free copy of this 20-page booklet containing all the factors which determine Better TV Picture Quality.



AMERICAN PHENOLIC CORPORATION  
1430 South 34th Avenue • Chicago 50, Illinois

**AMPHENOL**



**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.

**GLAMORIZE YOUR DELIVERIES**

It shows what you think of your merchandise



**What it means to YOU**

- Customers say, "How nice you handle your television sets" . . .
- Customer does not look for scratches on these kind of deliveries . . .
- Clean the sets in your store and set them in your customer's house spotless . . .

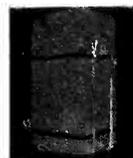
**IT PAYS BIG DIVIDENDS**  
**Order Today**



#222 x #60LD



#250



#200 x #100

Enclose check for items marked below. Immediate delivery C.O.D.'s. Guaranteed to be as represented.

- No. 350 17" Table Model Cover for TV \$9.50
- No. 351 21" Table Model Cover for TV 12.50
- No. 300 30" Wraparound Console Cover 16.50
- No. 301 36" Wraparound Console Cover 18.95
- No. 222 42" Hooded Type COMB. TV or Range Cover 19.95
- No. 200 4'-12" Refrigerator Wraparound Cover 22.95
- No. 90LD E-ZEE-LIFT Kit—300 pound capacity 12.95
- No. 100HD E-ZEE-LIFT Kit 1200 Pound capacity 19.95
- No. 400 Top-O-Tv Pads for Showroom. Kit contains 12 Pieces, all sizes. (Wool) 11.50

Circular on request

NEAL PRODUCTS CO.  
MARLBORO 33, MASSACHUSETTS

### RCA Victor CLOCK-RADIO

Table model 2C521 marks RCA Victor's entry into the clock-radio field. The new instrument is designed with a round clock dial on the left and a round radio dial on the right, both with two-tone gold trim. Clock has a Telechron movement, with buzzer alarm for optional use and "sleep control" switch to shut off or turn on radio at designated time. An outlet is provided at the rear of the instrument for attachment of appliances. Suggested retail price: \$39.95 in mahogany; \$42.50 in ivory or white. RCA Victor Div. Radio Corp. of America, Camden 2, N. J.—TELEVISION RETAILING.

### Zenith RADIOS

New line of 21 radios include the "Crest," a miniature AC-DC radio measuring 4x6x4 inches, priced from \$34.95 to \$36.95; a new portable, the "Personal," a midget straight battery set in plastic retailing from \$29.95 to \$31.95, the "Malabar," a table radio-phonograph combination in plastic with 7½-inch speaker, listing at \$99.95, and the "Bridgeport," an FM-AM radio-phonograph console with full doors, listing at \$329.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—TELEVISION RETAILING.

### Kaye-Halbert TV Set

The Hideaway Tambour is a TV set which has a 21" screen with retractable tambour doors and is available in several finishes including a new nutmeg finish that can be used either with provincial or early American furniture. The new set is being shown by Kaye-Halbert distributors in Los Angeles, San Francisco, San Diego, San Jose, Salt Lake City and Denver. The new Kaye-Halbert motion picture film, "The Miracle of Television", was presented at the showings.

### Waters Conley PHONOGRAPH

The new Phonola TK-139T, price leader of the Phonola line, is a 3-speed player with 2-tube amplifier, Alnico V loudspeaker, tone and volume controls and wood-case construction, with linen leatherette of green and tan with white piping. Waters Conley Co., Rochester, Minn.—TELEVISION RETAILING.

### Jackson 1953 LINE

Included in the new line is the Presidential Series comprising a 17" and 21" table model, a 17" and 21" open face console, a 27" ¾ door console and a 21" ¾ door combination including 3-speed, all-size record player. In addition to the Presidential line, Trans-Vue and Jackson will also have a line of leatherette and mahogany table models and consoles in 17", 20" and 21" screens. Features combined in the new line include AGC, 20-tube chassis, compensated focus, long distance circuit with Cascode tuner and smart decorator-styled mahogany cabinets. Jackson Industries, 58 E. Cullerton St., Chicago 16, Ill.—TELEVISION RETAILING.

### Magnavox TV CONSOLE

The "Playhouse 21" 21" open face TV console lists at \$359.50 in white oak finish and \$339.50 in mahogany. It stands 23½ inches wide, 39½ inches high and 22 inches deep. Magnavox Co., Fort Wayne 4, Ind.—TELEVISION RETAILING.

### New Raytheon Office

The Raytheon Manufacturing Company of Waltham, Mass., has officially opened its new office building in Cleveland. Located at 3076 W. 117th St., the new building was especially constructed for Raytheon and provides ample space for offices and display rooms with facilities for the demonstration and storage of Raytheon products.

### Big Arvin Pre-Christmas Ad Campaign Is Under Way

Arvin Industries has planned for the pre-Christmas period the most far-reaching advertising campaign in its 34-year history. Arvin field personnel, distributors and dealers recently received a 24-page "Fall and Winter Merchandiser" pointing up the fact that a total of 65 Arvin consumer ads will appear in 16 magazines during the period from September to December. The merchandiser points out that these publications make a total of 300 million "sales calls" during the period. The radio-television division has been assigned 23 ads, with 12 allocated to TV and the remaining 11 to radio.

spectacular  
new POWER

the NEW super-powered

530 DX CHASSIS

IN SHERATON'S 1953 LOW PRICE LINE

### HIGHEST SENSITIVITY OF ANY TV RECEIVER KNOWN TODAY!

Sheraton Television will out-perform, out-pull, outdistance ANY television set at ANY price . . .

Sell the Sheraton Line Exclusively in Your Area — Direct Factory Relationship

FULL 40% DISCOUNT  
ACROSS THE BOARD!

Sell Sheraton—The Quality Name in Television  
and sell at a profit.

# Sheraton

Write for Free Copy of Sheraton's  
"BLUEPRINT FOR PROFITS"

Television Corp. • Red Bank, N. J.  
Affiliate of Video Products Corp.

Nat'l Sales Office, 370 Seventh Ave., Penn Terminal Bldg., N.Y.C.

# Now! CUSTOM BUILT TELEVISION at Volume Prices!



The illustrated 21" open-face console is typical of our quality merchandise. No finer TV sets produced anywhere.

A few choice territories available for experienced representatives with dealer following.

## Stratford TELEVISION

Our assembly lines are rolling . . . producing in quantity the famous custom built sets which have made Stratford a "name" in the industry. Priced so low that your volume sales are assured . . . let's hear from you today!

- Your choice of 17", 20", 21"
- Table models and consoles
- Finished in mahogany or limed oak
- Standard RTMA requirements
- Include ALL the exclusive features you find in most expensive sets
- Write for YOUR DEAL today . . . from factory to you!

We manufacture sets for private labels . . . large merchandisers are invited to write for particulars.

# Stratford

TELEVISION CO.

Write for free illustrated literature, no obligation.

2555 West 21st Street  
Chicago 8, Illinois  
CUSTOM BUILT TELEVISION

MY-900

Clearbeam's  
Greatest  
Antenna Yet!

**CLEARBEAM**  
BURBANK CALIFORNIA

## Distributors In the News

The Farrar Brown Company, 49 Dartmouth St., Portland, Me., has been named the distributor for Perfection Stove Company products in the state of Maine and in Coos, Carroll, Grafton, Belknap and Strafford Counties in New Hampshire.

The Graybar Electric Company, Inc., has been appointed by the radio and television division of Sylvania Electric Products Inc. as exclusive distributor in the Buffalo and Rochester, New York, area. The Buffalo distributorship includes 8 counties in New York and 3 in Pennsylvania. The Rochester operation includes 8 New York counties in that area.

The newly-formed Allen TV & Appliances, Inc., 1703 N. Harrison Street, has been named Capehart television and radio distributor for the Capehart-Farnsworth Corporation's headquarters city, Fort Wayne, Indiana, and the surrounding northeastern Indiana and northwestern Ohio region.

Conrad Ahrens, head of Wholesale Appliance Co., 201 Rock St., Little Rock, Arkansas, has been appointed distributor in that region for Hoffman Radio Corp., Los Angeles, according to Russ Dietrich, Hoffman southwest district manager.

Graybar Electric Co., 336 N. Third, W., Salt Lake City, will now distribute for the Hoffman Radio Corp., Los Angeles, in the state of Utah, according to Walter Stickel, Hoffman's national sales manager. The Graybar organization already distributes Hoffman TV out of Chicago for that city, Hammond, Ind., and Milwaukee, Wis.

M. D. Schuster, director of sales for the Hoffman Radio Corp., Los Angeles, has announced that Marmaduke & Wilson, operating as the West Texas Radio Supply Co., 1026 W. 6th Ave., Amarillo, will be Hoffman TV distributor in the sales territory out of Amarillo. Hoffman distribution in Kansas City will be handled by the Hoffman Sales Corp., 1104 Union Ave., Kansas City 7, Mo. The company will be headed by Lester McRoberts, formerly Hoffman factory district manager in Kansas City.

The Hallicrafters Company recently announced the appointment of Joyce Appliances, Inc., 146 McLean Place, Indianapolis, as distributor of their products in 43 central and southern Indiana counties.

Appointment of Savage & Son, Inc., 203 Wazee Market, Denver, Colorado, as exclusive Deepfreeze distributors for the entire state of Colorado and for  
(Continued on page 121)

## Distributors In the News

(Continued from page 120)

southern Wyoming and northern New Mexico has been announced by Ben G. Sanderson, Deepfreeze general sales manager.

Radio Electric Service Co. announces its appointment as exclusive distributor for the complete Fada line of radio and television receivers. The area covered by RESCO includes eastern Pennsylvania, south Jersey, Delaware, and eastern Maryland.

David H. Cogan, president of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System, has announced the appointment of Marcus Brothers, Inc., of 2101 15th Street, Denver, as distributors for the firm's line of television receivers. Marcus Brothers will cover most of Colorado plus part of Wyoming and Nebraska.

The new 1953 CBS-Columbia television receiver recently made its initial appearance in the West in the showrooms of the Pacific Northern Appliances, Inc., northern California distributor, 1337 Mission St., San Francisco. The newly-organized wholesale distributing organization, announced Samuel H. McConnell, president, is taking over the franchises formerly held by Pacific Telecoin Corporation. Aside from the newly-added CBS line, the firm will now handle northern California distribution of Quicfrez and Columbia freezers, Bendix commercial laundry equipment, Elna sewing machines and various smaller appliances.

The twenty-fourth annual Boston Conference on Distribution will be held this month, October 20 and 21, 1952, at the Hotel Statler in Boston. Topics of major importance to business executives will be spoken on by leaders in many

### Lewyt Awards Plaque to Gross



Alex M. Lewyt (left), president Lewyt Corp., presents gold plaque to Benjamin Gross, Gross Distributors, New York City as the top Lewyt vacuum cleaner distributor during 1951. The plaque inscription is: "Lewyt Accomplishment Award, 1951, conferred on Gross Distributors, Inc., for the best sales record on Lewyt vacuum cleaners against potential throughout United States and in recognition of their outstanding sales ability and aggressive spirit."

fields. The subject of the conference will be "Distribution in a Free World."

The appointment of Aufford-Kelley Co., Inc., of 5080 Biscayne Blvd., Miami, as distributor for CBS-Columbia television receivers was recently announced by David H. Cogan, president of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System. The newly-appointed distributors will cover southern Florida.

G. L. Rees, president of the Coolerator Company, Duluth, Minn., has announced the organization of the IT&T

Distributing Corporation as factory distributors for Coolerator and Capehart products in the greater New York City area.

Vern Ostendorf has been appointed to the sales staff of the Philco Division at The Roycraft Company, wholesale appliance distributor, and Sherman Kleckner has rejoined The Roycraft Company, after three years with a leading department store, as territory representative in northern Minnesota for the general appliance division of Roycraft.

## single test — double check



new

Simpson

MODEL 485

## synchronized crosshatch pattern generator

You control your own broadcast test pattern for initial installations and linearity adjustment calls with the Simpson Model 485. Newly developed Model 485 provides a synchronized signal, modulated on the carrier frequencies of channels 2 through 6, which can be tuned and sent through the receiver under test — anywhere, at any time! The vertical and horizontal sync pulses provide means by which the pattern is locked in on the TV receiver. Since this is a transmitted TV signal, it is not necessary to check against a broadcast pattern. Linearity is double checked with a single test — no call back to cut service profits.

Dealer's net price, including special output cable for 75 and 300 ohm terminations, only \$147.50. Ask your jobber for full information or write —

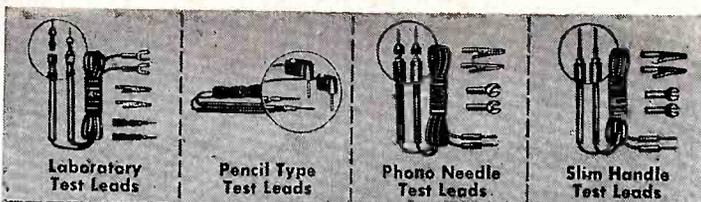
**SIMPSON ELECTRIC COMPANY**

5200 West Kinzie Street, Chicago 44, Illinois

CO 1-1221

BURTON BROWNE ADVERTISING

Another reason why Simpson is world's largest manufacturer of test equipment



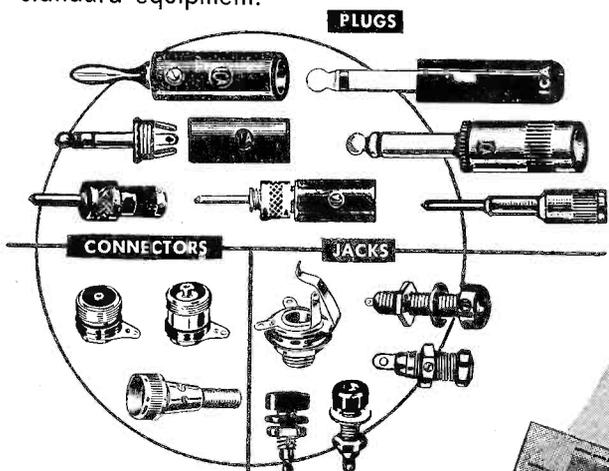
**insuline**

*...world's  
largest  
producer  
of TEST  
LEADS  
and  
PROBES*



Multiple Probe

• INSULINE has been the leading maker of test leads and probes (standard and special types) for 32 years. Over 2000 items . . . including tools, hardware, components, metal goods, antennas, accessories . . . for every electronic requirement. INSULINE jacks, plugs and connectors are used by practically every major manufacturer as standard equipment.



Write Dept. TR-10 for latest catalog illustrating and describing complete line.



**insuline**

**CORPORATION OF AMERICA**

INSULINE BUILDING • 36-02 35th Ave. • Long Island City, N. Y.

West Coast Branch and Warehouse:  
1335 South Flower Street, Los Angeles, Calif.  
Exclusive Canadian Sales Agents:  
CANADIAN MARCONI COMPANY, Toronto



**Distributors  
In the News**

George J. Schultz, Inc., Norfolk, Virginia, has been appointed distributor for Capehart television and radios for southeastern Virginia and northeastern North Carolina, Louis J. Collins, director of sales of the Capehart-Farnsworth Corp., recently announced.

The Hallicrafters Company has appointed Horn & Cox, Los Angeles, as distributors in that area for their line of precision radios and television, according to a recent announcement by William J. Halligan, president.

The Zenith Radio Corporation, through L. C. Truesdell, vice-president of radio and television, has announced the appointment of the Harry Knodel Distributing Company of Cincinnati as Zenith radio-TV distributor in twenty-three counties in Ohio, Kentucky and Indiana.

Marshall C. Wells has been appointed general sales manager of Golden State Appliance Distributing Corporation, newly-organized Admiral distributor in Los Angeles, according to an announcement by Arthur J. McGettrick, vice-president and general manager.

Over 250 service dealers in the Boston area recently attended the distributor-sponsored Raytheon "How to Interpret What You See" meeting at the Hotel Kenmore in Boston. The principal speaker was Kenneth Kleidon of the Belmont service department assisted by George St. Andre, New England service manager for the Belmont Radio Company. The meeting sponsors were three of the leading Boston parts distributors—DeMambro Radio Supply Company, Electrical Supply Corporation and Lincoln Electronic Supply Corporation.

Quality Television Corporation, 1235 E. Olympic Blvd., Los Angeles, distributor for Du Mont television receivers in southern California, has announced new appointments among its executive personnel. Jack N. Smith and Jerome B. Higgins, both of whom have been with Quality since its organization in 1949, are president and vice-president, respectively. Frederic A. Lyman, formerly national sales and merchandise manager of the Du Mont receiver division, is Quality's new sales manager and secretary-treasurer.

**Du Mont Plans One Line for '53**

The receiver division of Allen B. Du Mont Labs., Inc. plans to introduce one line of television receivers a year, starting in 1953, according to announcement by D. D. Halpin, general sales manager. This plan was prompted largely by requests from individual dealers and dealer groups.

# LEAGUE LEADERS in SALES

FOR **3** GOOD REASONS!

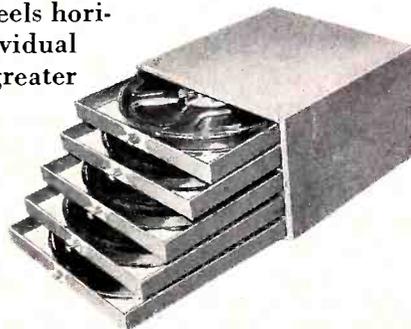
## 1. SOUNDCRAFT MAGNETIC RECORDING TAPE

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



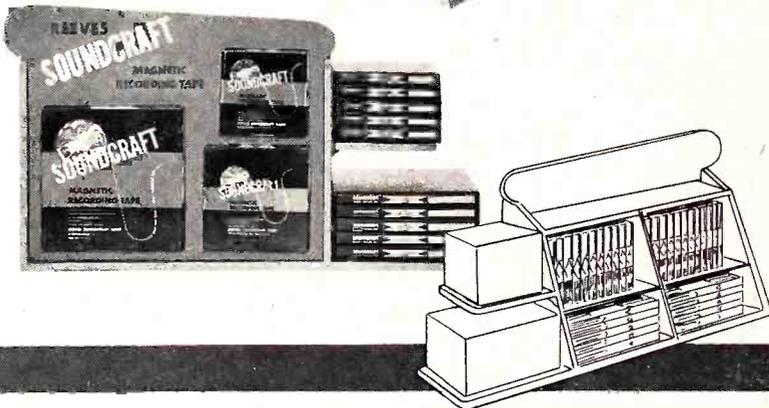
## 2. SOUNDCRAFT 5 DRAWER TAPE-CHEST\*

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



## 3. SOUNDCRAFT COUNTER DISPLAY

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



REEVES

**SOUNDCRAFT** CORP.

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

THE ONLY RECORDING MATERIALS PERFECTED AND MANUFACTURED BY RECORDING SPECIALISTS

Please write for additional information.

\* Pat. applied for.

# SERVICEMEN!

## Have You Entered THE BIG

# Jensen \$5,000.00

## Cash Prize Contest?

SEE YOUR *Jensen* NEEDLE DISTRIBUTOR  
TODAY FOR DETAILS AND ENTRY BLANKS.

### Admiral Promotes Mintz

Seymour Mintz, advertising director of Admiral Corporation, has been elected vice-president in charge of advertising, Ross D. Siragusa, president, recently announced. Mintz started his career as a reporter and editor of three Long Island N.Y. weeklies, then joined Montgomery Ward. He became advertising director of Admiral in 1944 and has since directed the expenditure of over \$50,000,000 for advertising the company's TV and radio receivers; refrigerators, ranges and radio-phonographs in national magazines, newspapers, and over television and radio.

### Rider Readies TV 10

Television Manual 10, scheduled for distribution next month, will start the firm's replacement parts listing program. This latest volume of more than 2000 pages covers data for receivers manufactured from March through September, 1952. TV-10 is priced at \$24. Index will cover all 10 Rider TV manuals. The firm also announces the publication of a new book "High Fidelity Simplified," written for the every day high fidelity fan and audio hobbyist. The book contains approximately 160 5½x8½" pages. John F. Rider, Publisher, Inc., 480 Canal St., New York 13, N. Y.

### Andrea New TV Line Comprises Five Basic Models

Outstanding features of the new line of Andrea TV sets, consisting of five basic models available in different cabinet finishes, include a new "Fringemaster Tuner," complete coverage of UHF with factory installed continuous tuner or VHF only with provision for adding strips; all models have AM radio, 21" rectangular tubes and hand-rubbed mahogany or walnut veneer cabinets. Prices range from the Carlton, 21" table model at \$379.95, to the Victoria, 21" full-door 3-way combination at \$625.

### Emerson Spotlights Dealers in New Ad Campaign

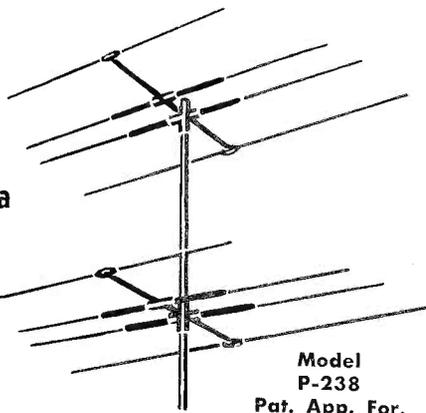
The Emerson Radio & Phonograph Corporation recently launched a comprehensive advertising campaign keyed by a "spotlight-the-dealer" theme. The program, which is scheduled to run through December, and which combines national newspaper advertising with billboard, national magazine and cooperative advertising, is designed to emphasize retail outlets and features listings of Emerson dealers throughout the country. Emerson is distributing a wide assortment of full-color point-of-sale promotional material, including display pieces designed to call attention to the new side-control TV and long-life portables. Also available to dealers are window and counter merchandise displays for Emerson's clock radio and small replicas of the Emerson billboard ad in full color.

Best  
**Outdoor  
ANTENNA**

Double Stacked - Fringe Area  
All Wave  
**YAGI TYPE ANTENNA!**

Completely reengineered for better performance and many mechanical improvements.

- Peak reception on all channels
- Single and stacked arrays engineered to perfect impedance match to 300 ohm
- Designed for maximum strength—sturdy construction—completely pre-assembled
- 23 degree beam width rejects ghosts, interference and noise
- Two and four stacked arrays giving phenomenal fringe-area results all over the country.



Model P-38—single unit

Model P-238—Two stacked with stacking bars

Model P-438—Four stacked with stacking bars

SOLD THROUGH JOBBERS ONLY!



**Tricraft Products Co.**

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

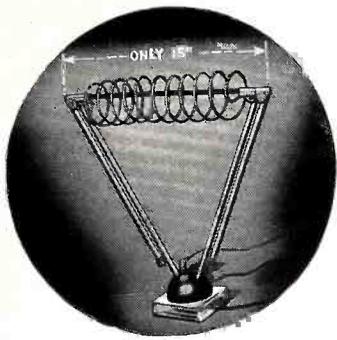
# NEW HELIX DELTA BEAM

MOST POWERFUL  
ALL-CHANNEL

## INDOOR TV ANTENNA

- The Helix Coil
- The Folded Dipole
- The Straight Dipole
- The Delta Match Transformer

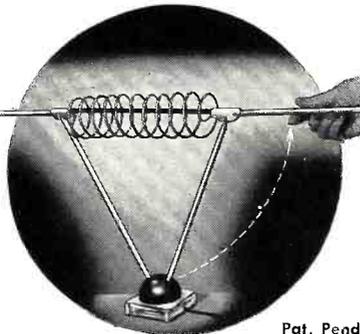
Finger-Tip Control. Antenna orients to any position by turning halfball. Base remains stationary. A flick of the wrist snaps dipole into horizontal position for difficult locations and fringe areas.



Combines beauty with a signal gain never before achieved in an indoor antenna. In average locations, the dipoles remain folded. In poor signal areas the dipoles can be snapped instantaneously into a horizontal position, increasing the antenna's pulling power by over 50%.

List Price..... \$9.95

- Tuned to High and Low Channels
- High Gain
- Completely Factory Assembled
- Anodized in Beautiful Rose Gold
- Clear Crystal Base



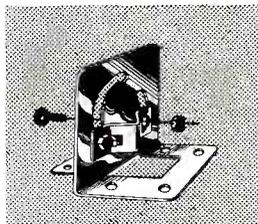
Pat. Pend.

Send for  
FREE BULLETIN

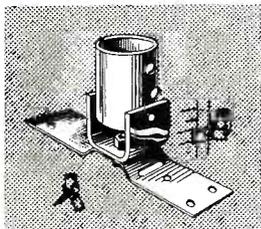
**K-G ELECTRONICS CORPORATION**  
510 N. Dearborn, Chicago 10

# CAN'T BE BEAT!

IT'S IE'S NEW SAF-T-HI TELESCOPING TV TOWER; READY NOW!  
The last word in SAF-T-HI telescoping TV towers. New "hand-freeing" SAF-T-LOK construction eliminates loose, lost parts in erection, prevents pull-out and collapse. This new QUIK-N-EASY IE telescoping TV tower is so new, all specifications can not be included in this issue, but your IE rep will have all details when you read this. Ask about anchored guy rings, integral bolts, gauge of tubing etc. Ask him now! It can't be beat!



**IE UNIVERSAL RIDGE MOUNT**  
Now, a new mast base for large masts and telescoping towers. IE's base allows you to "walk up" large masts and towers up to 2 3/4" diameter with ease and safety. New safety-sure construction with non-twisting mast clamp and carriage bolts for "one hand" installation. Adjustable for installation on angle or flat surface.



**IE SWIVEL MAST BASE**  
The new QUIK-N-EASY swivel mast base mounts on roof ridge or flat surface with new IE-engineered base. Makes installation quick and easy—just swivel mast to greatest signal strength and lock in any position. Takes masts and telescoping towers up to 2 1/4" diameter.

Are you on our mailing list?  
Send your name and address today!



325 NORTH HOYNE AVENUE, CHICAGO 12, ILLINOIS

Manufacturers of Industrial Electronics

# IT'S HERE!

\$79.50 ITEM THAT SELLS ITSELF . . .

# VOCATRON

U. S. & Foreign Patents Pending

The Portable, "Wire-less" Intercom  
for Offices, Homes, Hotels, Farms, Institutions

## ONE OF THE GREATEST NEW SOURCES OF DEALER PROFITS SINCE TELEVISION!

VOCATRON's unique advantages give it a sales appeal and market far beyond most inter-communication systems—reflected by literally thousands of inquiries and actual sales from such diverse groups as home owners, business offices, industrial plants, doctors, dentists, schools, hospitals, warehouses, farmers, garages, restaurants, governmental departments, and many, many others.

These customers and prospects find in VOCATRON a versatile, economical, and convenient inter-com system...one that requires no special wiring, no installation, and which may be used for a wide variety of practical purposes. That's why it's a natural, virtually automatic seller—why you, too, should "plug in VOCATRON" for increased sales in the year ahead.

### BACKED BY HEAVY AD AND MERCHANDISING CAMPAIGN

Backed by the enthusiastic response of both consumers and dealers, Vocaline Company has launched a national advertising, publicity and merchandising campaign to create further interest in VOCATRON and help dealers on the local level: Lead-getting ads in BUSINESS WEEK, NATION'S BUSINESS, MANAGEMENT METHODS, FORTUNE, NEWSWEEK; WINDOW DISPLAYS ... COUNTER CARDS...MAILING STUFFERS...SPECIAL BROCHURES... DEALER CATALOG:

Get all the facts about VOCATRON. Return the coupon below for complete information. Do it...today!

Standard Model CC-2 talk-listen units retail at \$79.50 a Pair—extra units \$39.75 each. Extra durable gray plastic. Both Models slightly higher in the Far West.



Special Model CC-25 talk-listen units (for longer-range operation, greater sensitivity) retail at \$97.50 a Pair—extra units \$48.75 each. Extra durable mahogany plastic with handle and De Luxe knobs.

Liberal dealer discounts, based on quantities purchased. Ask your wholesaler for facts about VOCATRON, or send coupon below.

## Vocaline Company of America, Inc.

57-Vocaline Building, Old Saybrook, Conn.

Please send, without obligation, additional information about VOCATRON.

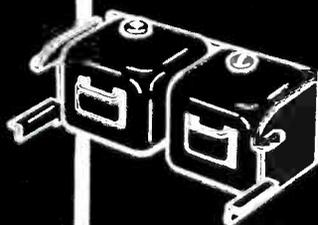
NAME.....  
COMPANY.....  
STREET.....  
CITY.....ZONE.....STATE.....

# ONLY PENTRON OFFERS Interchangeable Heads

with

## REMOVABLE POLE PIECES

Uses separate record-erase heads . . . standard dual track or full width (single track professional type). Removable pole pieces save 80% in replacement costs, eliminate need of buying entire heads.



As Easy to  
Change as a  
Phono Needle

## 4 HOURS Recording or Playback with Reel Adapter

Converts Pentron Recorders and Players for NAB hub 10 1/2" broadcast reels. Attaches in 2 minutes. Uses all sizes without detaching.

See . . . Hear at Your Distributor or  
Audio Fair • Room 548,  
Hotel New Yorker.



Model 9T-3C  
27 lbs.  
complete  
\$179.50 list  
Adapter  
\$30.00 list

MULTI-SPEED  
**PENTRON**  
TAPE RECORDER

## THE PENTRON CORP.

221-RH EAST CULLERTON STREET, CHICAGO 16, ILLINOIS  
CANADA: ATLAS RADIO CORP. LTD., TORONTO, ONTARIO

# First Choice of the Young Set!

YOUR BIGGEST SALES MARKET!



IF IT PLAYS  
RECORDS  
SYMPHONIC  
BUILDS IT!



### 3-SPEED CO-ED MODEL 729 One of the Great New Models in the Symphonic '53 Line!

Revolutionary in design, years ahead in performance, priced for immediate sales appeal! New luggage type ladies' train case that is distinctively different, heavy duty 3-speed motor, full range tone control, switch and volume control. Gabardine blue pin-seal grain pyroxilyn covering, lined with Irish linen pattern leatherette, two luggage locks.



Also available in basket weave beige and Nile green coverings with smart contrasting trims and bindings.

## The New Crosley "Oscar"



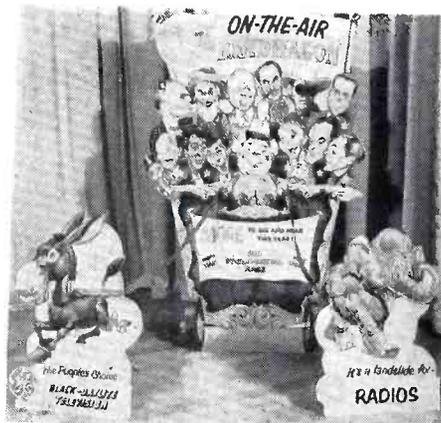
Crosley Distributing Corp., subsidiary of Avco Manufacturing Corp., has developed its own Oscar-type award, called the "Brama," for its branch managers who lead in sales each month. W. C. Conley, Jr., (left) vice-president in charge of branches, presented the first award at Cincinnati to J. D. Crawford, branch manager in Atlanta. Each month's winner's name will be engraved on the gold plate base of the "Brama", and permanent possession may be gained by winning a given number of months.

## Appointed by Emerson



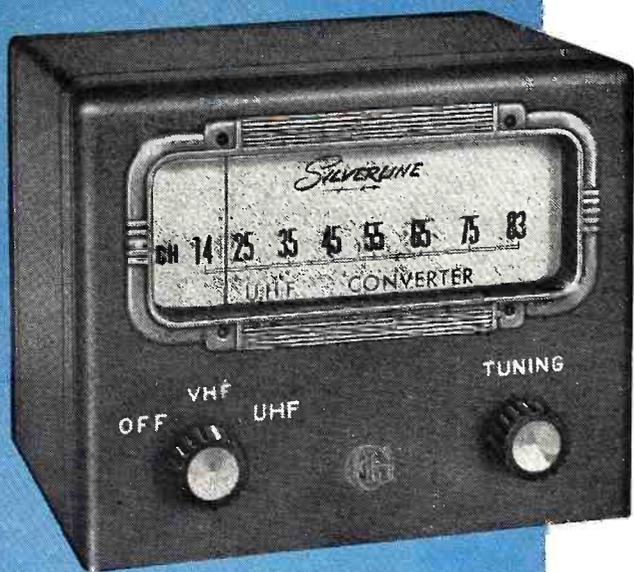
Appointment of three regional sales managers has been announced by David J. Hopkins, director of sales and advertising of the Emerson Radio & Phonograph Corp. Murray Gennis (left) has been appointed to the post of Midwest sales manager; William H. Cormier, Western sales manager; and Roger G. Brown, Southern sales manager.

## GE Fall Receiver Promotion



General Electric's "On-the-Air Bandwagon," the receiver Fall sales promotion, will feature 20 top radio and TV personalities, it was announced by S. M. Fassler, manager of advertising and sales promotion for the GE receiver department. The promotion is tied directly to the presidential election. Radio and TV stars are represented in wall cards, counter and window displays: Bob Hope, (NBC) Jack Benny (CBS), Dick Powell (ABC), and many others. Shown in the photo is the full counter display depicting the Republican elephant and Democrat donkey drawing a gilded bandwagon in which 13 of the participating personalities are riding.

GENERAL INSTRUMENT CORPORATION



Model 63 *SILVERLINE*  
UHF Converter

Completely self-contained unit with power supply and built-in UHF antenna. Features straight-line frequency dial calibration... completely eliminates channel "bunching" and difficult tuning. Incorporates latest micro-wave and radar techniques. Simple installation. Merely plug converter into wall - plug TV set into converter. Decorator cabinet blends well with either modern - or traditional - styled TV sets.



**ANNOUNCES**  
**the**  
*SILVERLINE*  
→→→

## UHF converter

- Outperforms all other UHF converters.
- Gives full UHF channel coverage.
- Built-in Cascode low noise I.F. amplifier.
- Extremely low loss, double tuned Pre-selector to reduce interference from all other stations.

Here is the UHF converter you can recommend to your customers with complete confidence. The *SILVERLINE* converter is the product of 2 years research by General Instrument Corporation... and has undergone actual field tests by leading TV set manufacturers: Their reports prove the *SILVERLINE* converter is the finest on the market.

Performance... Styling... Simplicity... These are the features you'll find in the *SILVERLINE* UHF converter: *Selling* features that mean volume sales and customer satisfaction. So be sure you get the UHF converter that's been proved best... insist on the *SILVERLINE*. A product of General Instrument Corporation, one of the country's largest television component manufacturers. Pioneers in Variable Capacitors, Automatic Record Changers, TV Tuners and UHF Converters. Manufacturers and Distributors write for details. General Instrument Corporation, 829 Newark Avenue, Elizabeth 3, New Jersey. Branch office: Chicago, Illinois.

**General Instrument Corporation**

# Trav-Electric

**\$15<sup>95</sup>**  
LIST

Model 6-1160

## MIGHTY MIDGET CONVERTER

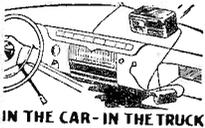
*Just plug into Cigar Lighter on Dash*

Converts 6 volts D.C. to 110 volts A.C. 60 cycles 40 watts.



PORTABLE PHONOGRAPH

Ideal for phonographs and turntables at beach, or picnic.



IN THE CAR - IN THE TRUCK

Radios, short wave or broadcast bands in car, truck and cabin, etc.



DICTATING MACHINE

Small dictating machines . . . ideal for salesmen, business or professional men.



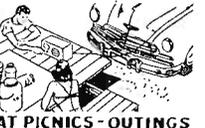
ELECTRIC SHAVEN

Electric shaver works beautifully when it is plugged into Trav-Electric. A great time saver.



IN BOATS

Boats—the 110 volts A.C. operates radios, lights, etc.



AT PICNICS - OUTINGS

Ideal for outdoor musical entertainment from table radio to phonographs, including most wire and disc recorders.

**Fully Guaranteed THOUSANDS IN USE FULL DEALER AND JOBBER DISCOUNTS.**



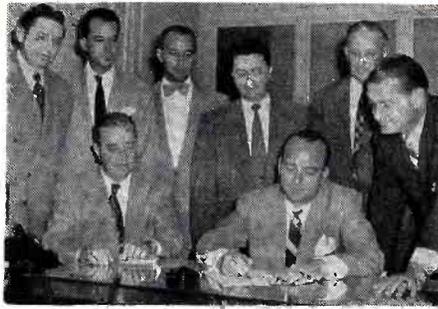
Model 6-1160

Size 2 1/2" x 2 1/2" x 3 1/2"

## TERADO Company

Mrs. of Precision Equipment  
1068 Raymond Ave., St. Paul 14, Minn.

### New Hallicrafters Outlet



Ray B. Cox, president of Horn & Cox, Inc., Los Angeles, signs on the dotted line as his firm becomes the distributor for Hallicrafters precision radio and television in that area. Seated with Cox is William J. Halligan, Hallicrafters' president while others standing from left to right are Michael Kelly, television sales manager; John Paley, advertising manager, Horn & Cox; William J. Halligan Jr., radio sales manager; John S. Mahoney, advertising manager; Jack Frohlich, Western regional sales manager and Rollie Sherwood, vice-president in charge of sales.

### I.T.&T. Dist. Appoints Scher

According to a recent announcement by F. D. Wilson, President of I.T.&T. Distributing Corp., Martin L. Scher is the newly-appointed vice-president and general manager of the company, which is the New York distributor for the Capehart-Farnsworth Corp., Fort Wayne, Ind., and the Coolerator Co., Duluth, Minn. I.T.&T. Distributing Corp. is located at 527 W. 34 St. in New York.

### Hickok Promotes Three

Hickok Electrical Instrument Company, Cleveland, O., recently promoted three executives to vice-presidencies. They are Herb Johnson, sales manager; George Greer, works manager; and Frank Sawonik, director of purchases. All three have been with the company for many years.

### Blonder-Tongue Moves

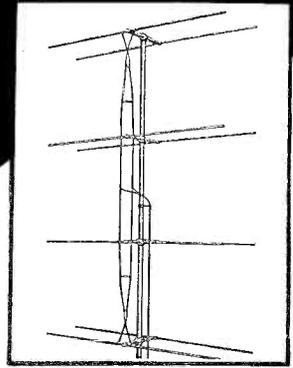
Blonder-Tongue Laboratories, Inc., formerly of Mt. Vernon, N. Y., have moved to a new home located at 526-536 North Avenue, Westfield, New Jersey.

### Herbst Joins Hoffman



John F. Herbst (above) has been appointed sales manager of the Hoffman Sales Corp., it was announced by H. Leslie Hoffman, president of the Hoffman Radio Corp. Mr. Herbst, formerly with Du Mont, will be in charge of the greater Los Angeles area.

## BRING ON YOUR TOUGH AREA JOBS!



The new four-stack full-wave length, all band

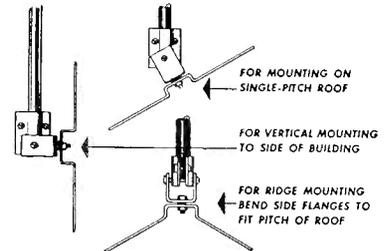
**WAMCO DX-7 TV ANTENNA**  
is your guarantee of good reception.

See the world of difference. You'll be particularly amazed by the results on Channels 4 and 5 and you'll believe in miracles when you see the terrific performance on Channels 7 and 9, with a gain of 15 DB.

**SIGNAL STRENGTH IS IMPROVED UP TO 30% IN CRITICAL AREAS!**

Highly directional. Increases contrast. Eliminates shadows. Durably constructed of light weight aluminum seamless tubing. Easy to assemble. Individually boxed. Shipping weight 10 lbs. List price, \$35.00. Dealer net, \$21.00.

For ANY and EVERY Installation



**WAMCO NO. 177 UNI-BASE UNIVERSAL ANTENNA MOUNT**

It's a joy to work with. Easy one-man mounting on single pitch roof, gable, any pitch ridge, or flat surface as the side of a building. Adjustable to accommodate all masts 3/4" to 2". 360° rotation. Full hinge action for raising mast and guying. Only three parts and four bolts.

Really rugged. Rust-resistant. Individually packaged. List price, \$3.25. Dealer net, \$1.95.

Let's get together and give them perfect pictures.

**WALNUT MACHINE COMPANY, INC.**  
1525 South Walnut St., South Bend 14, Indiana  
Please ship . . . . . WAMCO Antennas @ \$21.00 each.  
. . . . . WAMCO Uni-Bases @ \$ 1.95 each.

NAME . . . . .  
STREET . . . . .  
CITY, ZONE, STATE . . . . .  
MY DISTRIBUTOR IS . . . . .

**Emerson Promotes Cooper**



Seymour J. Cooper has been elected president of Emerson West Coast Corp., San Francisco, Calif., distributor of Emerson television and radio receivers for northern California, it was announced by the board of directors of the firm. Mr. Cooper was formerly vice-president and general manager.

**Arvin**

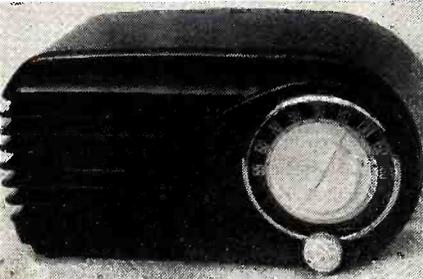
Model 655 SWT table model combination short wave and standard broadcast radio is a refinement of the AC-DC, 5-tube superheterodyne chassis. A pre-assembled band switch unit and the Arvin "velvet-voice" amplifier



circuit are featured. The set is molded from phenolformaldehyde plastic finished in metallic gray. Dial is edge-lighted lucite. Dimensions: 13 7/8" long, 7 1/4" high and 7 7/8" deep. Receives standard broadcast wave bands from 540-1600 KC and short wave from 6-18 MC. Retail price is \$39.95. Arvin Industries, Inc., Columbus, Ind.—TELEVISION RETAILING.

**Philtain**

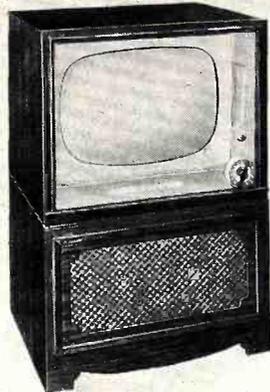
A trim modern table radio with large, illuminated tuning dial for quick, easy station selection is Philtain's Model 500. Chassis is 5-tube with built-in antenna.



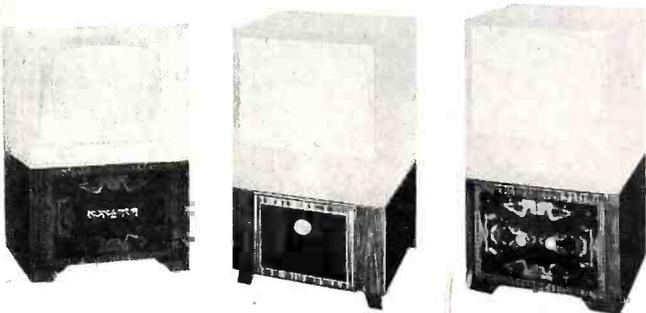
Available in ebony or walnut (\$19.95 list); ivory or maroon (\$21.95 list). Philtain Electric Division, O.K. Stamping Corp., Ft. Wayne, Ind.—TELEVISION RETAILING.

The Line that is Featured by Leading TV Manufacturers, TV Dealers and Department Stores Because They Are the Leaders in Styling, Quality, Value!

**RIDGEWAY**  
Adjustable  
**TV BASES**



Dealers Everywhere Are Discovering that Ridgeway TV Bases Offer an Unlimited Opportunity for Plus Profits Because They Win Immediate Consumer Acceptance!



Four "Best-Seller" Ridgeway TV Bases adjustable to fit and match all TV table models

See Your Local Distributor or write for complete line information on Ridgeway TV Bases and Tables.

New York Sales Office, TV Furniture

**LOUIS R. GOLDMAN & CO.**

251 West 42nd St., New York 36, N.Y.

The New Model 670-A

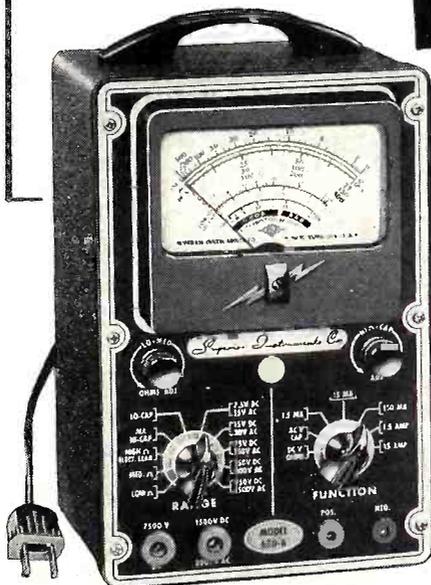
**SUPER-METER**

a combination

**VOLT-OHM MILLIAMMETER plus CAPACITY REACTANCE, INDUCTANCE and DECIBEL MEASUREMENTS**

**SPECIFICATIONS:**

- D.C. VOLTS: 0 to 7.5/15/75/150/750/1,500/7,500 Volts
- A.C. VOLTS: 0 to 15/30/150/300/1,500/3,000 Volts
- OUTPUT VOLTS: 0 to 15/30/150/300/1,500/3,000 Volts
- D.C. CURRENT: 0 to 1.5/15/150 Ma. 0 to 1.5/15 Amperes
- RESISTANCE: 0 to 1,000/100,000 Ohms 0 to 10 Megohms
- CAPACITY: .001 to 1 Mfd. 1 to 50 Mfd. (Quality test for electrolytics)
- REACTANCE: 50 to 2,500 Ohms 2,500 Ohms to 2.5 Megohms
- INDUCTANCE: .15 to 7 Henrys 7 to 7,000 Henrys
- DECIBELS: -6 to +18 +14 to +38 +34 to +58



The Model 670-A comes housed in a rugged crackle-finished steel cabinet complete with test leads and operating instructions. Size 6 1/4" x 9 1/2" x 4 1/2".

**\$28.40 NET**

Write Dept. RR-10 for complete catalog.

**ADDED FEATURE**

The Model 670-A includes a special GOOD-BAD scale for checking the quality of electrolytic condensers at a test potential of 150 Volts.

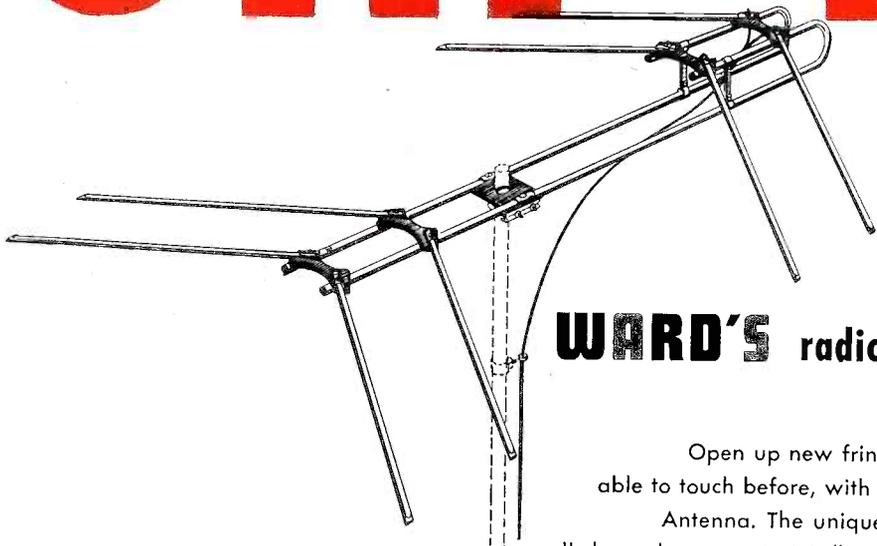
**AT YOUR RADIO PARTS JOBBER**

Manufactured and Guaranteed by

**SUPERIOR INSTRUMENTS CO.**  
227 Fulton Street • New York 7, N. Y.

# UHF-VHF

*you're prepared for everything with* **Trombone**



## **WARD'S** radically new all-channel antenna!

Open up new fringe areas! — Bring in markets you've never been able to touch before, with WARD'S radically new, all-channel "TROMBONE" Antenna. The unique three-bay "TROMBONE" delivers high gain on all channels . . . up to 16 db . . . on 2 to 83. Best of all, "TROMBONE" protects your customers against channel changes and new stations. It's the "plus feature" antenna you can sell with confidence . . . the antenna that gets the best in VHF today and the best in UHF tomorrow.

All-aluminum construction . . . completely pre-assembled . . . streamlined vibration-proof design . . . are added features of this outstanding antenna.

Cash in on WARD'S big promotion plan. Sell the complete WARD line for sales, profits and customer protection. See the TROMBONE and other Signaline Antennas at your distributor today.

The "TROMBONE" is but one of the excitingly new WARD\* Signaline Antennas; here are four more of them:



## **THE WARD PRODUCTS CORP.**

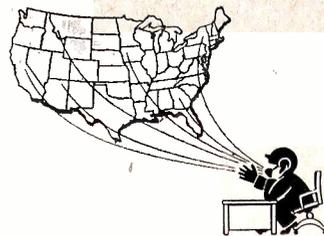
DIVISION OF THE GABRIEL COMPANY

1523 EAST 45 STREET • CLEVELAND 3, OHIO

IN CANADA: ATLAS RADIO CORP., TORONTO, CANADA

Telephoned Reports from All Sections Reveal

# STATE of the MARKET



NEW YORK CITY SALES IMPROVING slowly, with business spotty, and price-cutting on TV sets still going on...Dealer inventories on TV low; fairly high in distributors' warehouses because merchants buy in small quantities...Unsatisfactory TV activity blamed on flood of cut-price ads which cause customers to wait for still lower slashes, and on exceptionally hot weather...However, sales are expected to rise sharply within next few weeks as folk return to in-home living.

Some brand-switching in wealthy Westchester County as dealers seek exclusive franchises on sets not usually handled by big chains...White goods moving fairly well...Phono record sales reported good to excellent by leading merchants...The dealer credit picture is improving...On the service front, the dollar-a-call boys are still extremely active, and leaving plenty of sore spots, but ethical dealers are doing a satisfactory volume of service work.

CHICAGO SALES HAVE BEEN IMPROVING steadily since July with a marked upswing in TV...Most dealers paying bills promptly...Servicing revenue holding up well with a decline in activity on part of sharpshooting outfits...Phono record sales satisfactory, and as for phonographs, one large dealer reports that sales "are surprisingly good" . . . Laundry equipment going well, but refrigerator sales lagging in some sections of the city, though in a few spots dealers are short-stocked.

METROPOLITAN NEW JERSEY sales good, and improving, due in some localities to activities of Greater N.J. Appl. Dealers Assn., whose members have agreed to quit price-cut ads and displays, and they're really doing just that.

MIAMI SALES HAVE BEEN SLOW, but right now dealers are buying quite heavily, and are looking forward to doing a brisk business because of World Series and football...In spite of sales slow-down there hasn't been too much price-cutting . . . Although there were fairly large inventories of major appliances just a few weeks ago, white goods are in short supply now with most distributors and dealers back-ordered . . . Dealer credit is generally good in this area.

DENVER FEELING THE EFFECTS OF THE TV buying spree where just about everybody got into the selling act...A leading merchant

says the sales slow-down is temporary; that things will perk up when dealers return to hard selling... Other factors bound to improve sales here include the World Series, and cold weather. (First snow often arrives Oct. 1.)...Inventories of TV high, but there's been a shortage of blond sets which are in good demand...Washers are moving well, and there's a shortage of refrigerators and freezers...Since Jan. 1, dealers received shipments of 24,821 TV sets.

SALT LAKE CITY SALES OF TV SETS picking up due in no small measure to the fact that two transmitters will be operating from mountain top location of between 9- and 10,000 feet, providing reception for northern Utah, and parts of Idaho, Nevada and Wyoming...Phono records moving fast, and major appliance sales are satisfactory, with food freezers in short supply, heavy demand.

NEW ORLEANS AND VICINITY seeing plenty of activity in TV sets due to fact that stations in Baton Rouge, and Mobile, Alabama, will be coming in before the end of the year...TV inventories low at dealer level because of hand-to-mouth buying...At least one distributor allocating TV sets, refrigerators, freezers . . . Dealer credit fair, and is improving.

MINNEAPOLIS TV SALES described by one distributor as "above normal," with prices holding up well, and dealer credit improving...Considerable activity in records...Dealers buying in small quantities, but distributors have large stocks.

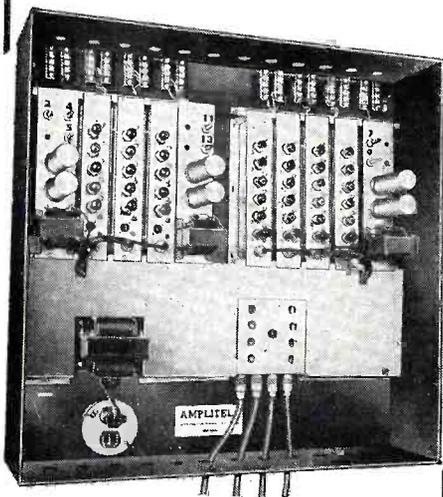
BOSTON TV SET SALES climbing, with September business very good, and inventories which were quite high in August now in a healthy condition...White goods, heavily inventoried a couple of months ago, are now moving well, with some distributors short on refrigerators . . . Laundry equipment selling well, with freezers an outstanding demand item . . . Price-cutting still going on in the metropolitan area...small appliances brisk, as are records.

PHILADELPHIA TV PICTURE GOOD right now with outlook even better...Some shortages of white goods now where inventories a couple of months ago were heavy...Some automatic washers heavily back-ordered...

(Continued on page 134)

# AMPLITEL

offers lucrative  
**EXCLUSIVE  
 FRANCHISES**  
 for  
**MASTER  
 AMPLIFIED  
 TV ANTENNA  
 SYSTEMS**



Designed in the laboratories  
 of TRANSVISION, INC.—  
 exclusively for AMPLITEL

AMPLITEL, the No. 1 Master Amplified TV Antenna System in New York, is now available for all other TV areas on an Exclusive Franchise basis.

AMPLITEL has been chosen by over 250 outstanding Apartment Bldgs., Hotels, Hospitals, Schools, and communities in the New York City area alone. Why? Because it's the finest, most efficient system. Gives perfect reception on all channels (TV, FM, and AM). It's adaptable to any installation requirement, easy to install, maintain—and economical.

We are now "going national" and invite inquiries from TV Service Companies, P.A. Men, Dealers, or qualified individuals. Write for details now, attention of Mr. H. M. Ardston.

# AMPLITEL INC.

362 West 57th Street, New York 19, N. Y.  
 Judson 6-1444

## Philco Establishes Radio Division

Philco Corporation is establishing a separate radio division so that even greater emphasis can be put on all phases of the Company's activities in the home and auto radio field, it was recently announced by William Balderston, president. William H. Chaffee has been appointed vice-president of this newly-formed radio division, announced Larry F. Hardy, Division president, who also stated that the television division, which now receives separate divisional status, will continue under the direction of Frederick D. Ogilby.

## GE Plans Outdoor Ads for Dealers

The General Electric Tube Department recently announced that it is making cooperative billboard advertising available to television service dealers through GE tube distributors. The billboard designs are aimed at the consumer, urging set owners to contact the particular service dealer involved for television service and repairs. Primary emphasis is placed on the service available from the service dealer and relatively little on the company products. Billboard advertising will provide service dealers (especially those with inconspicuous locations) with an identification medium for his local area which will be relatively inexpensive.

## Magnavox Discontinues 17" TV

Frank Freimann, Magnavox president, recently announced that the Magnavox Company will discontinue making 17-inch television receivers. He said the small cost differential between 17-inch and 20-inch sets of comparable performance makes 17-inch models relatively unattractive. "We are also unwilling to bring out a stripped down television chassis for a very low-priced 17-inch set," Freimann said. "This would certainly cause deterioration in both performance and dependability. Before long, 17-inch sets will be relegated to the position of 12-inch sets of a year ago."

## Fada NEW TV LINES

New 1953 TV sets are offered in two lines: a low-end line of six models and a deluxe line of fourteen models. Both lines incorporate a Cascode type turret tuner, and all cabinets are either mahogany or blonde mahogany. Deluxe "Imperial" sets incorporate a "power plus" control for better fringe reception, as well as a continuously variable tone control. All prices include federal excise tax and one year warranty on all parts and tubes including CRT. Suggested list prices start at \$199.95 for a 17-inch table model and go to \$469.95 for a blonde 24-inch set. Fada Radio & Electric Co., Inc., Belleville, N.J.—TELEVISION RETAILING.

*it all  
 happened  
 in Room 925...*



Room 925 was occupied by the Rek-O-Kut Company, during the entire week of the N.A.M.M. Convention at the Hotel New Yorker. It didn't take long for word to get around that Room 925 was housing an exhibit of the two famous REK-O-KUT phonographs—The RECITALIST and The RHYTHMASTER...

## Then It Happened!

Every leading record manufacturer interested in showing off the high fidelity qualities of his platters, practically dragged his prospects to Room 925, just so he could hear what these records really sound like! There was Capitol, Urania, Westminster, London, and Lord knows who else!

**THE REK-O-KUT PHONOGRAPHS WERE NO LONGER PLUGGING REK-O-KUT...**

**THEY WERE SELLING RECORDS!!!**

and that, brother, is what they will do for you... **SELL RECORDS!**

And it naturally follows, that when your customer realizes that the good sound quality of the recording was made possible by the superb Recitalist or the Rhythmaster, you will have earned yourself the prospect of a really worthwhile and highly profitable sale, the sale of a REK-O-KUT phonograph!

Illustrated above, The Recitalist, 3-speed, portable phonograph plays records from 6" to 16" ..... **\$229.95**  
 Write for literature and price schedules

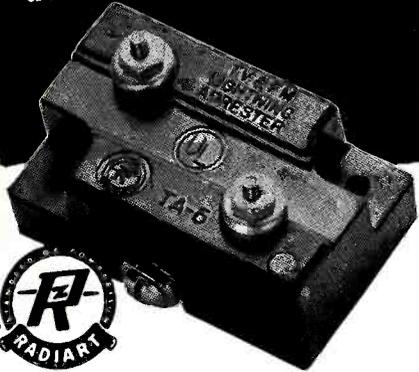
## REK-O-KUT CO.

38-09 Queens Blvd., Long Island City, N. Y.

EXPORT DIVISION 458 Broadway, New York City, U. S. A.  
 CANADA ATLAS RADIO CORP. LTD. 560 King St. W. Toronto 28 Ont. M5J

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A Full Size  
**LIGHTNING ARRESTER**  
at the Price of a Midget



**LIGHTNING ARRESTER**

**MODEL T A5** 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



**Where You Need it!**  
**When You Need It!**

NOW—no more halted work, no more writing to the factory for missing instruction sheets. Tough identifying labels giving complete application and hook-up data are affixed to all Halldorson components. This provides maximum convenience in original installations or reuse at some later date. The same data appears on each box for instant identification.

This is only one of Halldorson's many aids designed to save your valuable time. Look to Halldorson for the biggest variety of transformer components, plus the newest for TV. Ask your distributor for your copy of Halldorson's great new catalog and TV Replacement Guide... today. The Halldorson Transformer Co., 4500 N. Ravenswood Ave., Chicago 40, Ill. Dept. RR10



**HALLDORSON**  
QUALITY Transformers SINCE 1913

EXPORT: Intex Co., Inc., 136 Liberty St. New York 36, N.Y. Cable Address: Intexcom, N.Y.



**AUTO RADIO VIBRATORS**

have Ceramic Stack Spacers



**A COMPLETE LINE OF VIBRATORS...**

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life. Backed by more than 20 years of experience in Vibrator Design, Development, and Manufacturing.

**ATR** ✓ NEW MODELS  
✓ NEW DESIGNS  
✓ NEW LITERATURE

"A" Battery Eliminators, DC-AC Inverters, Auto Radio Vibrators

See your jobber or write factory

**AMERICAN TELEVISION & RADIO Co.**  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA-U. S. A.

# STATE of the MARKET

(Continued from page 131)

Dealer credit is in good condition generally...Phono records selling very well in Philadelphia and vicinity.

DALLAS, TEXAS, SALES SUFFERING from effect of drought and extreme heat, but sales have picked up some, and seem certain to increase rapidly from here on . . . Inventories fairly large, but merchandise is all new, and leading distributors and dealers are optimistic...Dealer credit situation described as "good."

LOS ANGELES TV SALES UP after lull following the July Conventions...Inventories in healthy condition, and while business in TV is greatly improved, the Fall rush hasn't started yet, probably due to the extreme hot weather . . . White goods moving well . . . Phono record sales very good here ...Dealer credit reported to be good.

SEATTLE SEEING A REAL BOOM IN TV with no sign of slowing down, and little or no price-cutting...TV inventories low...Automatic washers selling at fast rate; so are food freezers, with both products in short

supply...Refrigerator sales a bit slow... Records going well, but slightly under last year.

PORTLAND, OREGON, "GOING WILD ON TV" according to one prominent distributor... The new UHF station has been beaming test patterns, etc.; will operate full-scale Oct. 1. Spokane expects a new station soon, too, and a great many sets are being sold to dealers in this area.

SUMMING UP, THE MARKET IS STRONG ALL OVER THE COUNTRY, but '52 thus far has been a hectic proposition, with almost every seasonal pattern of the past reversing itself. Manufacturers, distributors, and dealers all over the country optimistically expect the present activity to continue at its lively rate, but no one is willing to go out on a limb and venture an opinion as to why the slump snuffed itself out almost overnight. Regardless of reasons for upswing, dealers are buying cautiously, but with confidence, and are paying bills more promptly than at any other period during the year. Most dealers report consumer credit in excellent state.

## New-

### RADIO & TV DEALERS' FLOATER POLICY

*A new answer to a new industry's need*

**Covers:**

- Your radios, TV sets and household appliances while out on demonstration, trial, loan or rental.
- Your customers' radios, TV sets and household appliances while in your custody for adjustment or repair.
- Both your own and your customers' radios, TV sets and household appliances while in transit on your delivery vehicles.

Mail the coupon below. Our agent in your city will call and tell you all about this new policy. No obligation, of course.

THE AUTOMOBILE INSURANCE COMPANY  
THE STANDARD FIRE INSURANCE COMPANY  
HARTFORD 15, CONNECTICUT

Please have your agent tell us about your new Radio-TV Dealers' Floater Policy.

Name.....

Address.....

Do you carry  
**Westinghouse**  
or **SYLVANIA**  
TV SETS?

Handle them with safety, speed and greater economy. Use Webb Wrapabouts. Thickly quilted, water-repellent canvas pads with flaps, can be adjusted to cover front, sides and top of set.

**4 WRAPABOUT MODELS accommodate every style, shape or brand cabinet.**

Padded to withstand jolts; soft, scratchless white flannel lining safeguards mirror finishes.

Wrapabouts slip on quickly. Can be used repeatedly. Repay first cost many times over. Let us know which brands you carry.

Send for Wrapabout information and prices today.



**WEBB MANUFACTURING CO.**  
1920 N. 4th Street • Philadelphia 33, Pa.

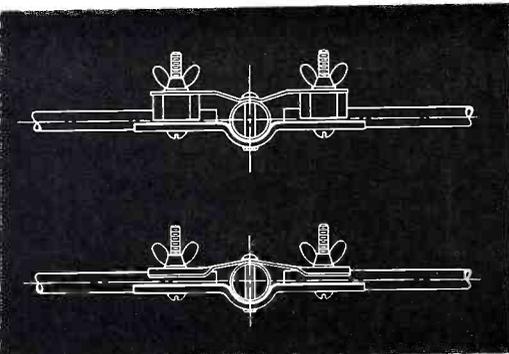


Why TV dealers everywhere  
are standardizing on the

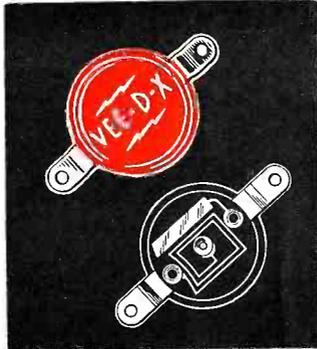
**VEE-D-X Q-TEE**

with RUGGEDIZED CONSTRUCTION

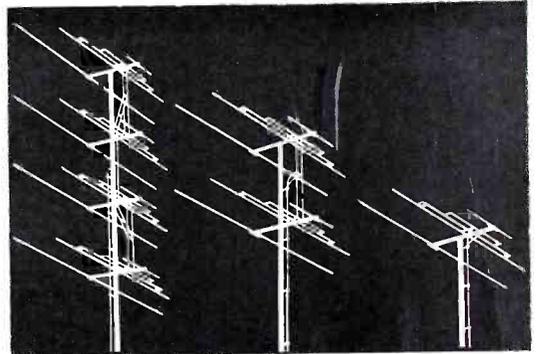
## REVOLUTIONARY ALL-CHANNEL ANTENNA



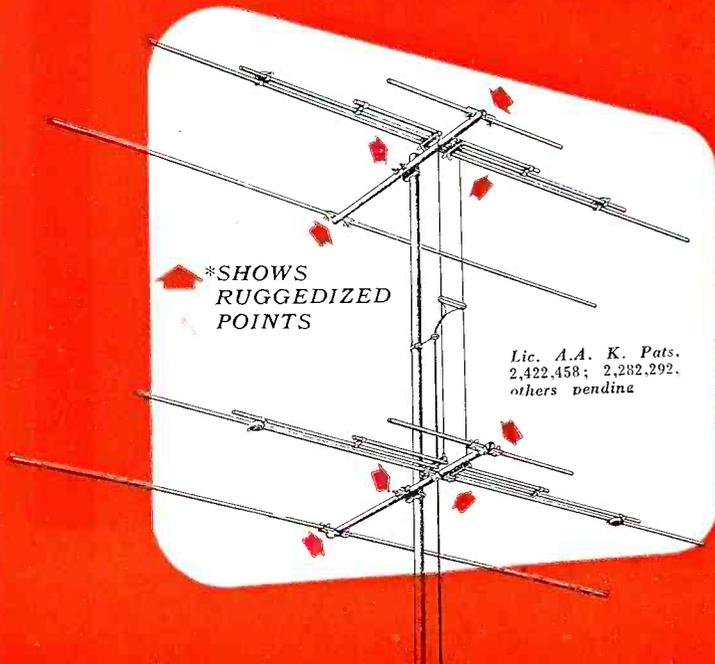
**NEW RUGGEDIZED CONSTRUCTION** — For positive element support under the most severe conditions, the Q-Tee is now supplied at no extra cost with special reinforcing brackets, making the Q-Tee the strongest antenna for its weight ever made. (See below)



**PRINTED CIRCUIT FILTERS** — These bright red band reject filters\* use newly developed printed circuits for the first time in any TV antenna, making possible the Q-Tee's simple, pleasing design as well as brilliant all-channel performance.



**EASY STACKING** — Makes the Q-Tee a pleasure to install—thanks to its pre-assembled construction and light weight. Three series: Q-Tee Single Bay for primary areas; Q-Tee Double (2-bay) for near fringe areas; Q-Tee Quad (4-bay) for fringe areas.



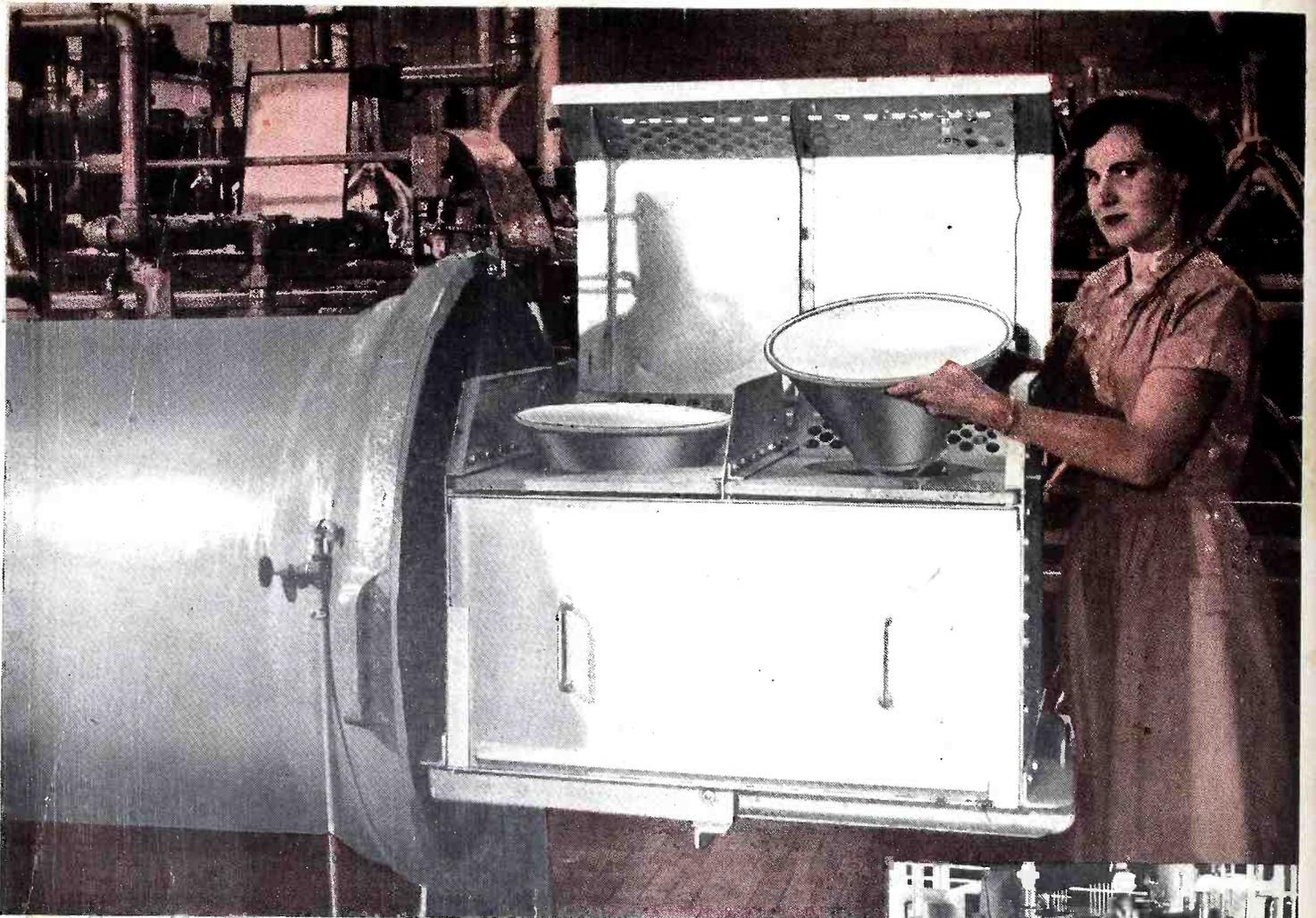
- Brilliant all-channel performance
- Ideal for all multi-channel areas — primary, near fringe and fringe
- Higher average gain than other broad band antennas
- Higher uniform gain over all channels
- Better front-to-back ratio
- Perfect 300 ohm match
- Lowest standing wave ratio
- Easily installed and serviced
- Better rooftop appearance
- Smaller, lighter, yet SO STRONG with RUGGEDIZED CONSTRUCTION

Write for complete Q-Tee literature!

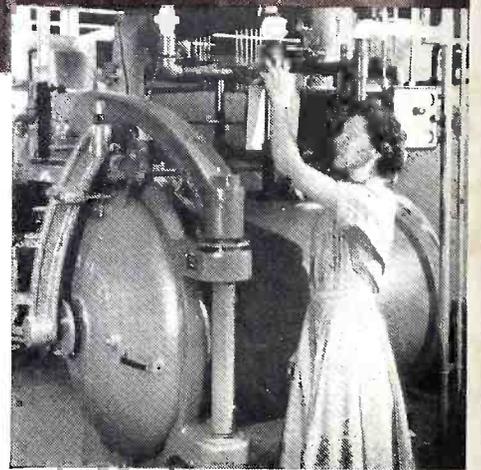
Single Bay only \$925 list

Q-Tee Double Shown — 19.55

**THE LAPOINTE-PLASCOMOLD CORPORATION — ROCKVILLE, CONNECTICUT**



**Top:** Picture tubes being placed into carriage before being rolled into chamber. **Right:** Operator admitting compressed air into chamber.



# The **Torture Chamber** that tests the strength of RCA Picture Tubes

How *strong* is a picture tube? Well, certainly no stronger than its envelope. And that means that poor sealing of glass-to-glass or glass-to-metal, improper annealing of the glass—and even thermal or physical shock during manufacture—can contribute to structural weakness.

How *strong* should a picture tube be? Obviously, it must at least have adequate strength to be handled, transported, and installed safely. To insure safety, RCA has established a rigid standard of strength based on

air-pressure tests evolved through unequaled years of experience.

Throughout the day, glass and metal picture tubes of each size are picked at random from the production lines, and placed in an air-compression chamber where they are subjected to "torturing" pressure for several minutes. Any tubes failing this test are examined by RCA production inspectors who can trace the fault and correct it on the production line almost as soon as it appears. Result . . . *structurally weak tubes never reach your shop.*

RCA's constant vigilance at *all* stages of manufacture is your assurance that only top-quality RCA picture tubes leave the factory. In this way, RCA closely guards its own reputation . . . *and yours as well.*

With RCA Receiving Tubes, as well as RCA Kinescopes, **TOP-QUALITY CONTROL** makes the difference.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES

HARRISON, N. J.

TMK. ®