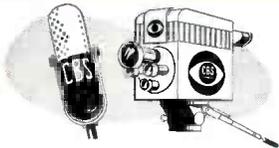


Why "Reach For the Stars"
 ... We Give them
 To You!



Only CBS-COLUMBIA Offers You These Exclusive Selling Tools!

You lose money when you don't take advantage of them. So . . . why "reach for the stars"?
 We give you the greatest stars in TV. . . business-getters you need for year-round profit!



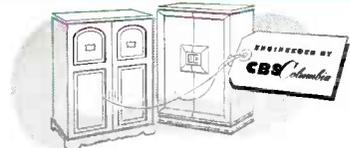
**The Prestige of CBS . . .
 Greatest Name in Television**

A NAME SEEN AND HEARD on TV and Radio every hour of every day. 102,000,000,000—yes, *one hundred and two BILLION* free sales boosts a year for CBS-Columbia dealers from coast to coast!



**The Greatest Names
 in Show Business**

CBS-TV STARS Jack Benny, Arthur Godfrey, Burns & Allen, Marie Wilson and many others . . . recommend CBS-COLUMBIA TV SETS in your Newspaper Ads! On your Radio Spots! In your Store Displays!



**America's Newest and Most
 Advanced TV Set**

"ENGINEERED BY CBS-COLUMBIA" is your guarantee of trouble-free performance in a TV set of beauty—at a price that spells *value!* Priced low for store traffic—with step-up models for greater profit.



Powerful National Advertising

LIFE, LOOK, SATURDAY EVENING POST, BETTER HOMES & GARDENS—double spreads and full pages in color. *Plus*—Saturation Spot Radio in every TV market. *Plus*—Newspaper Ads that sell your customers on CBS-Columbia Television Sets.



Powerful Dealer Advertising

CBS-COLUMBIA gives you Newspaper Ads with retail copy that sells merchandise. *Plus*—Radio Transcriptions featuring the CBS-TV Stars, with room for your sales message. *Plus*—Store and Window Displays that are the talk of the trade!



Tested Sales Builders

CBS-COLUMBIA gives you exciting promotions to help you move merchandise *now!* Sales Kits, Direct Mail Devices, Traffic Promotions, Premiums, Store Events. Now is the time to see your CBS-Columbia Distributor for full details.

CONTACT YOUR CBS-COLUMBIA DISTRIBUTOR NOW!

Get Full Details on the Most Profitable Franchise in the Industry!

CBS *Columbia*

CBS-COLUMBIA INC.

A Subsidiary of the Columbia Broadcasting System

ENGINEERED BY
CBS *Columbia*



TELEVISION RETAILING

A Caldwell-Clements Publication

APRIL 1953

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Specifications:

Television Receivers	This Issue, the MART
Radios, Clock	This Issue, the MART
Phono Records	This Issue, the MART
Clothes Dryers	This Issue, the MART
Electric Ranges	This Issue, the MART
Food Freezers	This Issue, the MART
Ironers	This Issue, the MART
Refrigerators	This Issue, the MART
Room Air Conditioners ..	This Issue, the MART

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Directories:

Mfrs. of Radio, TV, Records, Components	May, '52, p. 101
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TELEVISION RETAILING, April 1953, Vol. 57, No. 4. 35 cents a copy. Published monthly by Caldwell-Clements, Inc. Publication Office, Emmett St., Bristol, Conn. Editorial, Advertising and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Entered as second class matter at the post office at Bristol, Conn., July 17, 1952, under the Act of March 3, 1879. M. Clements, President; Orestes H. Caldwell, Treasurer. Subscription rates United States and U. S. Possessions \$4.00 for three years. Canada \$5.00 for three years. Pan American Countries \$10.00 for three years. All other countries \$10.00 for three years. Printed in U.S.A.

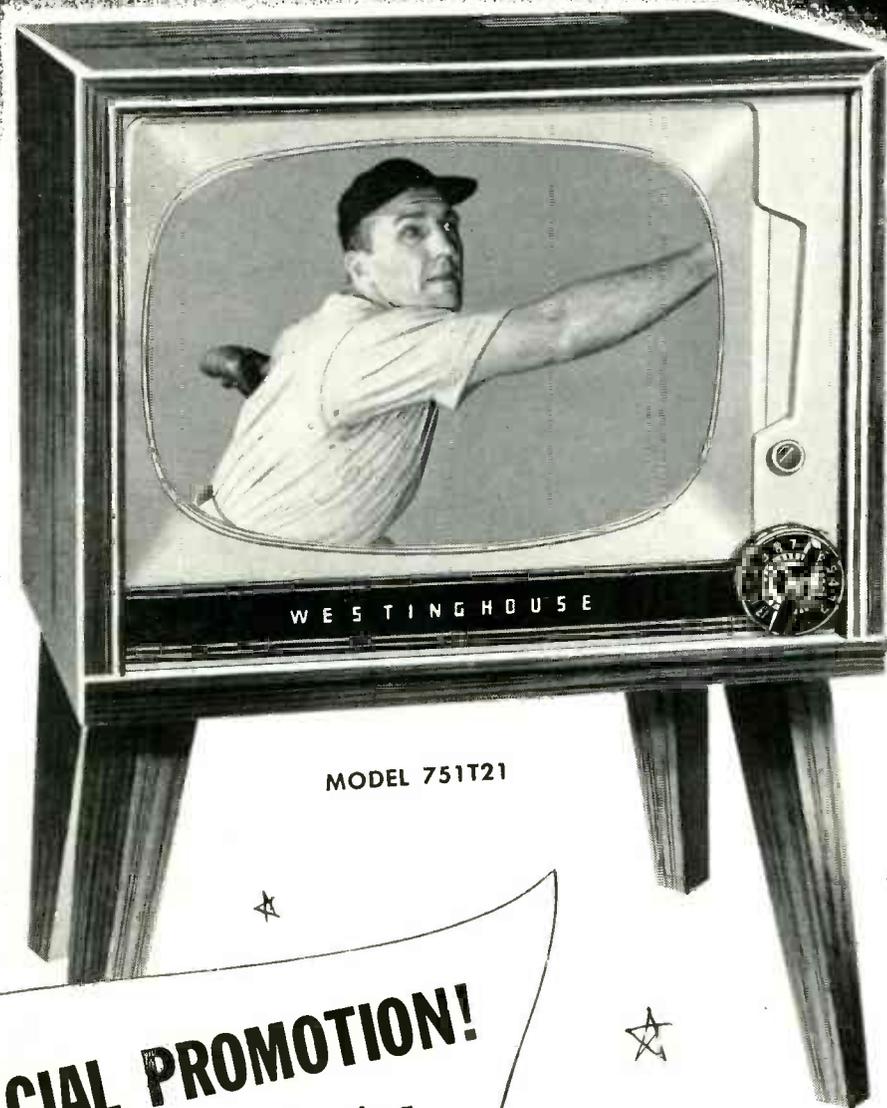
CALDWELL-CLEMENTS, Inc.

Publication Office, Bristol, Conn. Editorial/Business Offices 480 Lexington Ave., New York 17, N. Y., Tel. Plaza 9-7880
Publishers also of TELE-TECH

TELEVISION RETAILING'S GUARANTEED CIRCULATION, 32,000

Because of the lag in auditing, never catching up with current circulation in an expanding industry, an audit for the calendar year 1953 will not be made until the summer of 1954. Meanwhile, sworn statements and post office receipts will be furnished covering the guaranteed 32,000 circulation.

Best "Pitch" of the Season



SPECIAL PROMOTION!

Consolette Special spearheads a whole new spring promotion. Ads! Merchandisers! Spring Baseball Kit!

3-way UHF

1. Factory Built-in UHF all-channel Tuner. 2. Plug-in receptors with two switch positions. 3. All-channel tuner for simple field installation.

WESTINGHOUSE Spring Special!



Opens Up a Great New Sales
Opportunity for Dealers

in new markets • old markets • fringe markets

21-INCH WESTINGHOUSE CONSOLETTTE

with Plus Features ...

**TUNES ALL UHF-VHF
CHANNELS ON SINGLE DIAL**

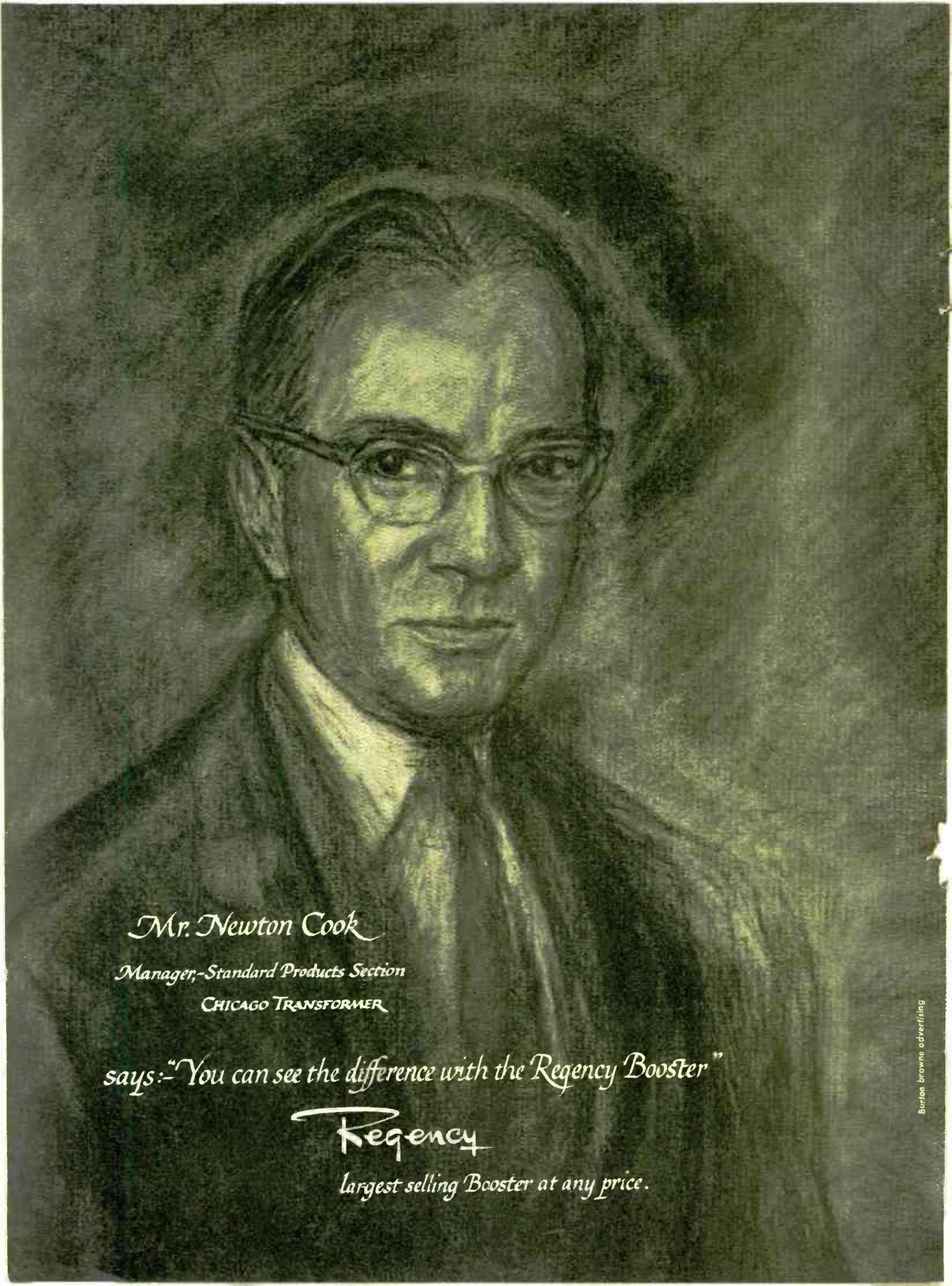
- ★ 100-mile-plus super Cascode Tuner
- ★ Automatic Area Selector
- ★ 3-way Glare Control
- ★ Permanent Focus Electrostatic Tube
- ★ Select mahogany veneer; also in blond, Model 752T21,
with matching legs.



**IT'S A GOOD DEAL TO CALL
YOUR WESTINGHOUSE DISTRIBUTOR NOW!**

WESTINGHOUSE ELECTRIC CORPORATION • TV-RADIO DIVISION • P. O. BOX 31, METUCHEN, N. J.

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



Mr. Newton Cook

Manager, Standard Products Section

CHICAGO TRANSFORMER

says: "You can see the difference with the Regency Booster"

Regency

largest selling Booster at any price.

2. Price advantage! Your customer pays only for UHF he wants. \$30 to \$40 makes a big difference to a lot of people. When you sell Zenith the customer pays only the modest cost of the UHF channel strip installation he needs *now*. If other stations go on the air, strips can be added for a small amount.

3. One knob tuning VHF and UHF. On a Zenith a child can change stations—tune both picture and sound perfectly with one knob. Zenith's exclusive Automatic UHF-VHF Station Selector does the actual tuning. No further adjustment needed.

4. Zenith pioneered UHF for 7 years—beginning with an experimental UHF transmitter June 6, 1946. Since then hundreds of homes in Bridgeport, Conn. have enjoyed the superior reception of Zenith UHF strips. Today, thousands of Zenith owners in new UHF areas can testify to the quality of performance offered by the new Zenith K-53 chassis.

1. Proved unexcelled UHF Reception by Zenith!—Already proved in thousands of homes, in all new UHF markets. Example: Portland, Oregon—where 98½% of all new Zeniths installed are giving remarkable performance up to 70 miles from the station. (Zenith is a top seller in the market.)

5 customer - convincing reasons why your best answer to UHF television is

**Zenith
UHF**

5. UHF Guaranteed!
Every Zenith ever sold is UHF guaranteed. Your prospect has the assurance that any Zenith he buys, (as well as every one ever built and sold to the public), can receive Ultra High Frequency channels—*without a converter!*

**FOR SELLING QUALITY—
on VHF or UHF—feature Zenith**

ZENITH



The royalty of radio and TELEVISION®

ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1953

NOW *Electro-Voice*

... AND ADDS THE



MODEL 3002-A

NEW *improved* VHF BOOSTERS

New Multi-Power Tune-O-Matic

Now provides *extra* gain on all VHF channels, through *Multi-Power* 3-tube low-noise broadband circuit. Automatic—no separate manual booster tuning. Turns "on" or "off" with TV receiver switch. No signal drift—no limiting peaks. Properly balances picture and sound. Hi-Lo Gain Switch permits reducing gain, if desired. Designed for all-band or separate high and low band antennas. Quality-built by the *originators* of broadband automatic boosters.

Model 3002-A 3-tube VHF Booster. List, \$39.50

Set-mounted automatic booster for extreme fringe areas where absolute maximum gain is required.

Model 3000 4-tube VHF Booster. List, \$57.50

New Multi-Power Tenna-Top

Mounts at the antenna ahead of the lead-in—boosts TV signals, not local lead-in noise. New *Multi-Power* 3-tube low-noise broadband circuit gives *more all-channel gain*. This provides even higher signal-to-overall-noise ratio. Gets amazing results in tough fringe areas or any noisy location. Fully automatic on all VHF channels—no separate booster tuning. Turned "on" or "off" by TV receiver switch. Built-in tapped transformer permits operation up to 3000 feet with high quality lead-in. Junction Control Box placed at TV set has Hi-Lo Gain Switch. Can be used with all-band or separate high and low band antennas—also with antenna rotator. Installation is simple and economical. Single Twin-Lead line carries power up and signal down. Extra-rugged—insures trouble-free service.

Model 3012-A 3-tube VHF Booster. List, \$59.50

Antenna-mounted automatic booster where absolute maximum gain is required.

Model 3010 4-tube VHF Booster. List, \$88.00



MODEL 3012-A

E-V Pat. Pend.

ELECTRO-VOICE, INC., 422 CARROLL ST. • BUCHANAN, MICHIGAN

Export: 13 East 40th Street, New York 16, U.S.A. Cables: Arlab

GIVES YOU BOTH!

MAGIC TOUCH TO YOUR TV SELLING



NEW all-channel UHF CONVERTER



MODEL 3300 UHF CONVERTER
Looks Handsome on Any TV Set



Your Future in TV is Linked with E-V

The forward-looking program of research and development at *Electro-Voice* is an index of "new things to come." It is reflected in the major contributions E-V has made to the audio and video fields—and in the wide use of E-V quality products in both Tele-casting and TV reception, in Broadcasting, Communications, High Fidelity Sound Reproduction, and related fields.

ADDS ALL UHF CHANNELS TO VHF SETS

E-V Magic-Touch Tuning Assures Picture Precision

You're all set for UHF with the new electronic E-V Converter. Research-engineered by *Electro-Voice*, and field-proved. Installation is quick and easy—connects to antenna input of VHF TV set and just plugs in. *Non-slip micrometer type tuning mechanism* provides smooth, continuous tuning of all UHF channels 14-83. No band switches, strips or coils. Operates with either separate UHF and VHF antennas or on all-channel (2-83) antenna. *One control* turns Converter "on" or "off," and switches to correct antenna. Utilizes channels 5 or 6 of VHF TV set as IF. Does not affect VHF reception. Housed in smart dark brown cabinet. Size 7 3/4" wide, 5 1/4" high, 6 1/4" deep.

Model 3300 UHF Converter. Complete, ready for installation.
List Price, \$49.50



Send now for
New Bulletin No. 182

Electro-Voice INC.

Free!
to servicemen

Reduces
service time
•
Eliminates
"call-backs"

New Phonograph
Pickup Cartridge

Replacement Manual

and Magnetic Recording Head Listing



LISTS OVER 1,900 PHONOGRAPHS

and phonograph combinations which are equipped with, or which can effectively use Shure Crystal and Ceramic Pickup Cartridges. Shure Cartridges are superior or equivalent to the units they replace. This Replacement Manual covers the period from 1938 through 1952—and lists models by over 125

Manufacturers. The Magnetic Tape and Wire Recording Head listing indicates the Shure Tape Heads used in original equipment. It also illustrates Tape and Wire Recording Heads—and shows typical operating data for the Tape Recording Heads.

Ask your
SHURE
DISTRIBUTOR
for Manual
No. 66A

SHURE

SHURE BROTHERS, Inc., Dept. R ★

225 WEST HURON STREET, CHICAGO 10, ILLINOIS

Manufacturers of Microphones
and Acoustic Devices

Cable Address: SHUREMICRO

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TELEVISION RETAILING is the only publication rendering an editorial service of great intrinsic value in meeting the complete needs of retailers in the sale and maintenance of TV, appliances and radio. Each monthly issue has two supplements—separate sections containing much-needed data for guidance in sales, management and servicing, as follows:

MART—giving latest list prices on TV, clock radios, records and appliances.

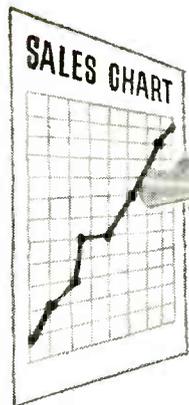
TECHNICIAN—Containing technical digests and schematics of a large group of models currently reaching retailers.

TELEVISION RETAILING

Trade-Mark Reg. U. S. Pat. Off.
Copyright 1953 by Caldwell-Clements, Inc.

DuMont Television

just what the doctor ordered,
because . . .



- Now everyone knows they can afford a Du Mont!
- Du Mont Dealer Discounts are more competitive than ever!
- Du Mont has the fastest moving line on the market!

ROBERT ROSENBERG OF
UNION RADIO AND TELEVISION CO.
SAYS:

"As a Du Mont franchised dealer of many years, I can truthfully say that it has always been a very valuable franchise to me. It has helped me to make and keep a great number of satisfied customers."

Robert Rosenberg
Union Radio & Television Co.
63-65 Third Street
Elizabeth, New Jersey

"ROCKY KING, DETECTIVE" AS SEEN ON
THE DU MONT TELEVISION NETWORK



Du Mont MILFORD

21-inch model at lowest price ever!
Features optional matching base at
slight added cost. **\$279⁹⁵**

"THE PAUL DIXON SHOW" AS SEEN ON
THE DU MONT TELEVISION NETWORK



Du Mont BEVERLY

21-inch model with exclusive DU-
MONITOR* for automatic tuning —
a feature of every Du Mont Teleset*. **\$349⁹⁵**

A Selective DuMONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER!

WRITE, WIRE OR PHONE YOUR DU MONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J.
Canadian Affiliate: Canadian Aviation Electronics, Ltd., Montreal, Canada

Now your customers can afford **DU MONT** ... from **\$199⁹⁵**
QUALITY TELEVISION

First with the Finest in Television.

**Prices include full-year picture tube warranty, Federal Excise Tax.
Prices slightly higher in South and West, subject to change.

*Trade Mark

GRANCO

COAXIAL TUNED

UHF CONVERTER

Completely Automatic

No Electrical Installation
Adjustments Required

Simple to install
Easy to tune



SUPERIOR TO ANY UHF CONVERTER YET PRODUCED.

A New Television Era Required A New Engineering Approach . . .

Coaxial resonant cavity tuning has been proven the most satisfactory method of receiving signals in the microwave and UHF spectrum. The Granco Model CTU, based upon coaxial tuned circuitry has proven superior to existing units in side by side laboratory and field tests.

GRANCO Model CTU

- Better — Because It's Proven Best
- Continuously variable 465 to 900 Mc.
 - No wiping electrical contacts
 - Extremely low noise figure
 - Excellent Frequency Stability
 - Broad Bandwidth Combined with high selectivity
 - Three Point Tracking
 - High conversion sensitivity
 - Cascode i-f amplifier
 - Completely shielded construction
 - Two stage preselector utilizing Hi-Q coaxial tuned elements

Granco Products, Inc. was formed to provide the answer to the problem of UHF conversion . . . to develop and manufacture a converter which would effectively convert the millions of VHF sets to receive UHF telecasts.

The answer was to be found only through Engineering Specialists. Granco has been fortunate in assembling an organization with years of accumulated experience in the ultra high frequency communications and military electronics field. For some time now the efforts of this skilled group have been devoted solely to the problems of ultra high frequency television reception. As a direct result of these efforts, advanced features, found only in the most costly military radar and communications equipment, have been successfully adapted to economical mass production techniques, and are now incorporated in the Granco UHF Television Converter.

Write for free descriptive catalog sheet

GRANCO
COAXIAL TUNED

36-17 20th AVENUE • LONG ISLAND CITY • N. Y.

Great new promotion for Sparton dealers started now in

LIFE

SPARTON COSMIC EYE TELEVISION

Recommended by America's fine stores



for its Vivid Realism

The Higbee Company, Cleveland, Ohio, interprets Sparton TV realism in special display, above, in their store this week. Model shown is the beautiful 21" Sparton Carrington.

for its Quality



More television performance created to the highest engineering standards... Sparton Cosmic Eye Television. Sparton owners get recreation so steady, clear and true it's like having an eye on the sky.

Sparton makes over 200% of its own vital operating parts, performs many extra assembly steps by hand. Result: a visually custom-built instrument that is famous for smooth, trouble-free, service-free operation.

Spartons are sold in the better stores that have a reputation for fine products and fine services. You'll find the address of your nearest Sparton dealer in the Yellow Pages of your telephone book.

Sparton

cosmic eye television

SOLD IN SUCH FINE STORES AS:
John Warshawsky... New York, New York
The Dayton Company... Minneapolis, Minnesota
Meyer & Frank Company, Inc... Portland, Oregon
Joplin... Denver, Colorado
And other quality stores across the nation



There never was
a better time to be
a Sparton dealer



The 21" Courtland
\$349.95



The 21" Clifton
\$459.95



The 17" Danbury
\$209.95



The 21" Glenhurst
\$289.95



The 27" Continental
\$675.00

With all channel tuner \$725.00

Here it is!

The second ad in Sparton's sensational new campaign, one of the biggest ever to run in LIFE... 13 color pages a year to LIFE'S 24,000,000 readers, thousands of them in your own area.

Note the theme: "Recommended by America's finest stores." That means power behind you, the only Sparton dealer in your community or shopping area. And all the LIFE local impact feeds right to you.

Back that up with Cosmic Eye, the most dynamic name in TV today, and the Sparton franchise, and you've got real merchandising power!

If you are a Sparton dealer, check your District Merchandiser for details.

If you are not a Sparton dealer, there may be a Sparton franchise open in your community. Write B. G. Hickman, Sales Manager, today.

THESE FRANCHISE BENEFITS HELP SPARTON DEALERS GET THE MOST OUT OF LIFE

A protected market: You are guaranteed exclusive selling rights in your community or shopping area. The full power of LIFE in your section funnels to you.

Liberal discounts: Sparton dealers get probably the longest discounts in TV... plus up to 3% retro-active discount.

Direct-to-dealer selling: Sparton sells direct to you. There's no middleman.

Low customer-service costs: Sparton's trouble-free performance means complaints and nuisance calls are practically nil.

A quality brand: Sparton has been manufacturing quality products since 1900. The Sparton you sell today is the result of over fifty years of research and pioneering in engineering and electronics.

Sparton

cosmic eye
television

SPARTON RADIO-TELEVISION • JACKSON, MICHIGAN



The Picture Tells the Story

TV Antennas exist for one reason — to provide a clear, strong, sharp picture!

TRIO ZIG-ZAG* TV Antennas perform so well in this all important respect that they are America's most wanted.

Yes, a picture — the TV picture — tells the TRIO story more eloquently than anything else! Where all other antenna designs fail, high gain TRIO ZIG-ZAG TV Antennas consistently lock in sharp, clear pictures — from Maine to Texas, in city or country!

TRIO TV antennas look different, work different — provide a magnificent DIFFERENCE in picture quality!

*Patent Pending



Also in the Picture

The TRIO Rotator and Direction Indicator are the most dependable ever built. Developed after \$50,000 research. Fully guaranteed for a FULL two years!

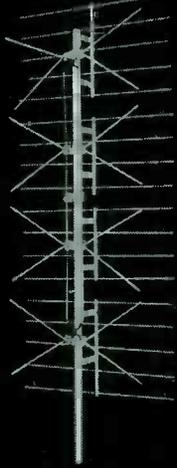
*New insulating sleeve, with longer leakage path and elimination of silt, does away with assembly errors — elements cannot short out. For maximum strength, new steel, electro-plated element clamps have been introduced.

Best Buy in UHF Antennas LOW IN COST — HIGH IN PERFORMANCE

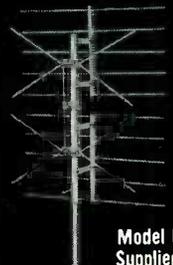
NEW TRIO UHF BOW-TIE with reflector

Sturdy, broadband antennas of uniformly high gain that have been thoroughly field tested. Phasing strips installed, pre-assembled — a jiffy to attach reflector screen. Available in one, two and four bay models. Usual high-quality TRIO construction.

Model UBT-4
Supplied With
4 Foot Mast

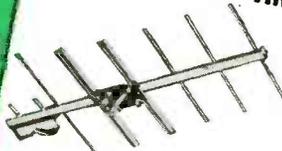


Model UBT-1
Supplied With
2 Foot Mast



Model UBT-2
Supplied With
3 Foot Mast

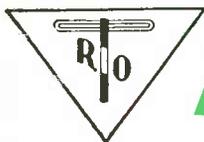
NEW TRIO UHF MULTI-CHANNEL YAGI ANTENNAS



Broadband yagis developed by TRIO now successfully applied to UHF. Four models more than two needed for any one area.

- Model 6-UBY 14-26 for Channels 14-26
- Model 6-UBY 27-42 for Channels 27-42
- Model 6-UBY 43-60 for Channels 43-60
- Model 6-UBY 61-83 for Channels 61-83

These high gain six element yagis have sharper directivity, thereby eliminating ghosts. Thoroughly field tested. Entire antenna mounted in front field of reflectors or antenna elements. Mast clamp supplied. Completely assembled.



TRIO MANUFACTURING CO.

GRIGGSVILLE, ILLINOIS

Admiral

Launches a Multi-Million Dollar

"Bring 'Em into the Store"

Promotion



FEATURING Walt Disney's PETER PAN



A Fabulous **50 PIECE** Admiral TV STUDIO given FREE to any child who brings Mom or Dad to your store!



Here's the greatest traffic-building promotion ever to hit the appliance industry! A big, 50-piece TV Studio—everything needed to put on four great TV shows, including Walt Disney's smash hit, Peter Pan . . . given FREE to any child who brings Mom or Dad to your store to see the brilliant new line of Admiral appliances and TV sets.

This red-hot promotion is backed by powerful Admiral advertising in leading magazines, newspapers, network radio and TV. And it gives you the chance to cash in on the millions Walt Disney has spent to produce and promote his sensational, full-length, full-color Peter Pan movie!

Your Admiral distributor has complete Peter Pan promotion kits—everything you need to get every last profit dollar from the most powerful promotion in appliance history!

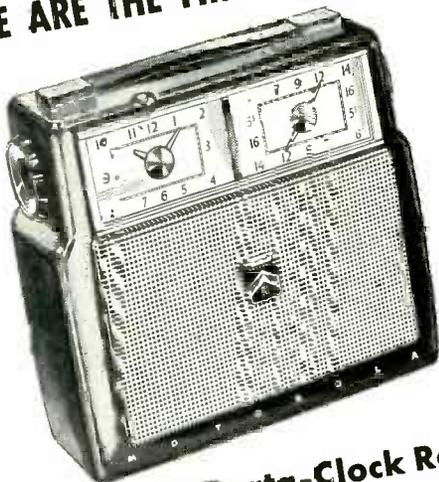
Call Your Admiral Distributor Today

© Walt Disney Productions

Now! from Motorola



HERE ARE THE FIRST SETS introducing these revolutionary features!



Motorola Porta-Clock Radio

Completely new! Never before could you offer a "most-wanted" radio like this! A rugged, accurate clock is built right into this lightweight portable! The Porta-Clock is perfect for travelling, fishing, for the beach or picnics... wherever you want to know the time! *Giant 5" x 7" speaker... largest ever used in a set of this size. Rugged, sub-miniature tubes and IF coil.* Low battery drain. Durable, high-impact bakelite case. **Model 53LC, AC-DC-Batteries... \$44.95, less batteries.**



Motorola Portable

6-tube Performance!

Here's a light, compact "powerhouse" with the new, *giant 6" x 9" speaker... the largest ever used in a set this size!* 3-gang fully tuned condenser for super sensitivity and selectivity. Ferrite loop antenna. Long-life A and B battery pack. **Model 63L, AC-DC-Batteries... \$49.95, less batteries.**

Same as above plus a complete, true short-wave band. Self-contained antenna. Long range, world-wide reception. **Model 63LS, AC-DC-Batteries... \$59.95, less batteries.**

STOCK UP NOW ON THESE PORTABLES—THE BIGGEST NEWS IN PORTABLE HISTORY

BIGGEST SPEAKER

in any portable!

Motorola solved radio's "space" problem to give you rich console tone in small portables!

—SEE WHY MOTOROLA ENGINEERS

TURNED A SPEAKER INSIDE OUT!

1 *Exclusive* GIANT SPEAKER



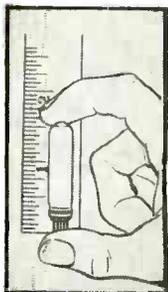
Old Speaker—protruding magnetic core forces speaker to remain small.



New Giant Speaker—inverted core makes speaker flatter, greatly expanded in area.

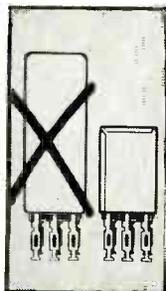


Now offer portables with the biggest speakers in the industry! Motorola engineers have discovered how to give even the smallest sets giant-sized speakers for richer, finer tone. They took the bulky magnetic core from behind the speaker cone and put it within the cone itself! Result: The speaker was flatter, the cone area was expanded... the tone became resonant and full. Portables could be made smaller and lighter—or—the same size sets could become console in tone quality!



2 *Exclusive* SUB-MINIATURE TUBES

Motorola engineers have helped develop a new sub-miniature tube that takes up a minimum of space, yet greatly outlasts normal tubes. This new tube is rugged, sturdy, and highly sensitive, yet drains little more current from the batteries than they would lose in normal shelf storage!



3 *Exclusive* SUB-MINIATURE I F COILS

Another Motorola exclusive that leads the industry! Motorola engineers reduced the I F Coils to sub-miniature size, yet at the same time made them more rugged, durable, with high gain and finer sensitivity.

Better See Motorola for the complete portable line!

Dramatic Additions

to the FADA UHF-VHF

TV Line

Full built-in, all 82 channels with the Fada UHF-VHF exclusive "SILVERDYNE" tuner . . . built-in "FADASCOPE" UHF and separate VHF Antennas.

with the FADA
exclusive "Silverdyne"
CASCODE TUNER



Fada Table Model
UHF-VHF U2100T
In Mahogany Veneer
and Blonde
Mahogany



Fada
Console Model
UHF-VHF U1700CD
and Model
U1770CD



Fada Console Model
UHF-VHF U2100C
and Model U2150C



Fada Table
Model UHF-VHF
UDL 2100T
In Mahogany
Veneer and Blonde
Mahogany



The remarkable
Exclusive Fada 'Sil-
verdyne' built-in all
82 channel tuner.



No more tuner strips! No more Converters! Gone are the days when it is necessary to sell "WARMED OVER VHF" to UHF prospects! Now Fada adds to its superb UHF line the new models that bring you full built-in all channel tuning, UHF and VHF as desired. The Fada exclusive UHF and VHF "Silverdyne" all channel tuner has no sliding contacts . . . a noiseless long life efficient unit. All models embody the famous "POWER-PLUS" engineering features that have made the name Fada eminent in TV.

**FADA
RADIO & ELECTRIC CO.
INC.**

Belleville . . . New Jersey

How to Write

Ads to Get Sales Action

• Copy refers to all reading matter of an advertisement. Its purpose is to stimulate sales by attracting the reader's attention and maintaining his interest in the advertised product. An effective piece of copy will sell merchandise. There is no other measurement.

Many TV-appliance-record dealers insist upon writing their own copy for newspaper advertisements and direct-mail pieces. Even when advertising departments are maintained, supervision may be desirable or necessary. Consequently, a few of the more important rules of effective copy writing will not be amiss here.

Important Rules

1. *Address your copy to the readers.* The ultimate consumer is the most important critic of the advertisement. If he reads the copy, he may or may not act upon its suggestions. Remember that he is human. He possesses emotions, feelings and preferences. Adjust your copy appeal to his wants and desires. Talk in terms of what you believe your potential customer wants to get out of the product. Instead of saying, "We have the lowest prices in town," do say, "Here's a store that's easy on your pocketbook." Tell the reader how he will benefit from the purchase, how his child will enjoy this new radio, etc. Don't talk about *your needs* because the reader is interested *only in satisfying his own*.

Simple Messages

2. *Know the claims and advantages of your competitors' products.* Always watch your competitors' advertisements and window displays. Listen to his radio announcements. If you feel that he is outselling you, change your copy accordingly. Always compare and improve your own copy content and ideas.

3. *Make your copy clear, simple and specific.* Modern readers are always in a hurry. The reading life of an average newspaper is about 15 minutes. People will not waste time reading unnecessary material. They

prefer, instead, to get the message quickly and clearly. A good copy writer gives a reader what he wants.

Clever phrases and catchwords are all right, if they do not detract from the thought. This does not mean that you should write "down" to what you believe to be the level of public intelligence. Never assume that the reader is stupid. It does mean, however, that you should write simply, with simple words and simple thoughts . . . in well constructed sentences that convey a message quickly.

Types of Copy

Institutional Copy. Institutional copy is designed to create good-will for the retailer. It usually describes the store's policies, ideals, payment plans, etc. in order to build prestige. It is not aimed at immediate sales but instead at long range attitudes. Because of this, it is used infrequently, usually on holidays such as Easter, Thanksgiving or New Year's Day.

Promotional Copy. This type of copy is aimed at immediate sales; in this case, an advertiser will attempt to bring a customer into his store to make a purchase. This type of copy of course makes up the bulk of current retail advertising in this field.

It is also called "selling copy" and it may talk about the advantages of the television sets, appliances, prices, benefits derived from their use, etc. Copy in a promotional ad

can either make or break a sale. Either it will create the desire to buy or will be a dud. Consequently, great care must be taken and ability displayed in the writing of promotional copy.

You do not have to be a great writer to turn out effective copy. If you follow a few basic rules and write, as you would make a *sales talk*, you can bring customers into your store with magic of words. Here are the rules:

Choose simple words which are pleasant to read. Do not waste the reader's time or patience. Tell what your products are, what they will do, how they will benefit the reader. Don't try to be too clever with words or trick phrases, with plays on words, etc. Remember that the most effective advertising copy written is clear, down to earth language.

Make your copy as short as possible. Always remember that a reader is instinctively in a hurry. Save him time by writing your message in the fewest possible words. This will also make the theme easier to understand.

Write in terms of the reader's needs. Remember that an advertisement is often forced upon a reader's attention. Therefore, you must portray in your copy an understanding of the readers' needs and desires. Suggest that the person buy the merchandise, not because your store is selling it, but because it will benefit the user.

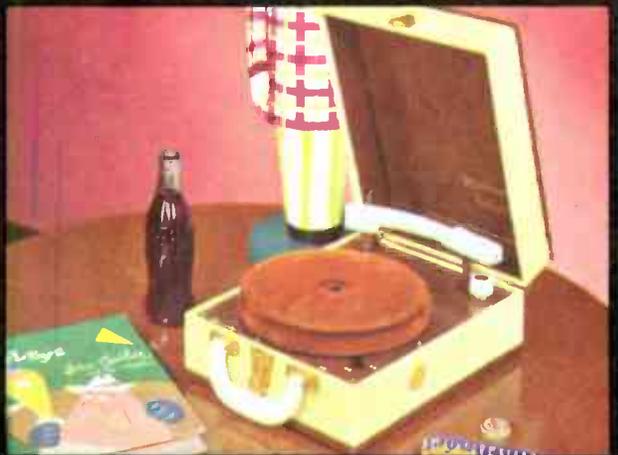
Effective copy will make people want to come to your store





WEBCOR "HOLIDAY" Model 124

Webcor "Holiday" model 124 . . . an automatic 3-speed portable fonograf. Plays 7, 10, 12-inch records with high fidelity. Beautiful scuff-proof leatherette type case of forest green or burgundy. UL approved. \$87.50



WEBCOR "MIDGE" Model 136

Webcor "Midge" model 136 is a low-cost manual, 3-speed portable fonograf in light-weight, compact carrying case. Sturdy construction. Only 8½ lbs. In forest green-cream or tan-cream. UL approved. \$29.95.



WEBCOR "MAESTRO" Model 134

Webcor "Maestro" model 134 manual 3-speed portable fonograf in attractive, sturdy base reflex case. Available in two-tone green-gray or two-tone burgundy-gray. UL approved. \$54.50



WEBCOR "AUTHENTIC" Model 129

Webcor "Authentic" model 129 is an automatic 3-speed "push-off" fonograf for high-fidelity music in the home. Beautiful furniture piece. Available in Kiyaya Mahogany \$168.50, or antique fruitwood \$178.50. UL approved.



WEBCOR "LARK" Model 135

Webcor "Lark" model 135 . . . a manual 3-speed portable fonograf at moderate cost. Housed in compact carrying case. Light. Sturdy. Available in forest green or burgundy. UL approved. \$39.95



WEBCOR "JUBILEE" Model 123

Webcor "Jubilee" model 123 is an automatic 3-speed fonograf for any room. Fine amplifier and 5-inch pm speaker. Plays up to four hours without stopping. Available in forest green or burgundy. UL approved. \$63.50



WEBCOR "210" TAPE RECORDER

Webcor "210" Tape Recorder records up to two hours on one reel without reel turnover. Offers two speeds in both directions. Automatic stops. Burgundy luggage type case. UL approved. \$197.50



WEBCOR "288" WIRE RECORDER

Webcor "288" Wire Recorder has a high-fidelity recording head. Console response. Automatic stops. Includes removable take-up drum that allows over one hour of recording. Burgundy leatherette case. \$157.50

only the Webcor[®] new

line gives you new color new styling and new products

that's why Webcor means more than ever before!



WEBCOR "181" WIRE RECORDER

Webcor "181" Wire Recorder includes a high-fidelity recording head. Offers console response and automatic stops. Semiportable. Ideal for studio, in-plant and classroom use. Attractive case. UL approved. \$104.50



WEBCOR "228" BUSINESS MACHINE

Webcor "228" Business Machine takes dictation and transcribes. Easy to operate. Automatic stops, speaker and push-button controls. \$140.00. Stop-start microphone, foot control and full line of accessories, extra.



WEBCOR "121"

Webcor "121" automatic 3-speed diskchanger for modernizing out-dated combinations. Includes new Balanced Tone Arm and electrostatically flocked turntable. Available in forest green-gray or burgundy. \$49.50



WEBCOR "DECORATOR" Model 122

Webcor "Decorator" model 122 is an automatic 3-speed plug-in fonograf. Light and sturdy. Plugs into radio, television or amplifier. Available in forest green and gray or all burgundy. UL approved. \$53.75



WEBCOR "CATALINA" Model 127

Webcor "Catalina" model 127... a high-fidelity automatic 3-speed plug-in fonograf. Has the new, gentle push-off changing mechanism. Plugs into radio, television or amplifier. Russet and cream or burgundy. \$61.50



WEBCOR "CATALINA" Models 127-27 and 127-270 HF

Webcor "Catalina" Plug-in Fonograf... for high-fidelity installations. Model 127-27 equipped for plug-in of magnetic cartridges—\$56.75. Model 127-270 equipped with G. E. cartridge—\$62.50



WEBCOR "126 HF"

Webcor "126" High Fidelity Diskchanger is automatic. Has 3 speeds. For replacement or high-fidelity installations. \$55.50. Model 126-27 is equipped for plug-in of magnetic cartridge. In russet-cream or burgundy. \$50.50

and now, a **\$1,000,000**
worth of national

advertising and promotion
behind

Webcor®

America's Hottest Line!

• **SAT. EVE. POST**
• **COLLIERS**
• **ATLANTIC MONTHLY**
• **CORONET**
• **EBONY**
• **ESQUIRE**
• **HOLIDAY**
• **HOLLAND'S**
• **HOUSE & GARDEN**
• **NEW YORKER**
• **SEVENTEEN**
• **SUNSET**

Nothing can beat the combination of the best quality product and sound, consistent national promotion. That's what Webcor offers in 1953.

Product-wise, the new styling and color combinations give Webcor eye-appeal that not only creates store traffic but sales as well. Engineering-wise, Webcor fonographs, diskchangers and tape and wire recorders put Webcor years ahead in performance.

Now add to this a completely integrated national advertising and sales promotion program costing \$1,000,000 and you have a story that can't be beat.

Full color ads in Saturday Evening Post and Colliers, *every month*, supported by a series of black and white ads in Atlantic Monthly, Coronet, Ebony, Esquire, Holiday, Holland's, House and Garden, New Yorker, Seventeen and Sunset.

This means more than 175,000,000 impressions to prospects in every hamlet, town and city in the United States!

To make this tremendous promotion pay off for you, Webcor has prepared a complete series of full color displays, an entirely new series of effective newspaper ad mats, full-color product literature, full-color dealer direct mail campaigns—all designed to sell more Webcor products.

Call or write your nearest Webcor distributor today. He can tell you how easy it is to make more money with less inventory investment with the complete new Webcor line.

JOIN THE THOUSANDS AND THOUSANDS OF WEBCOR DEALERS WHO KNOW THAT

Webcor means more than ever before

Webcor products by Webster-Chicago, Chicago 39, Illinois

© W.C. 1953 A-4172

For Salesmen — Incentive Pay Pays Off

Midwestern Firm Gets Top Effort Through Practical Compensation Plan

• A successful two-store operation in the Midwest advises other dealers to use incentive pay systems that pay off for salesman and store.

In the particular firm in question every salesman gets a separate deal after his ability has been evaluated. The store starts every salesman at a basic rate of 7½ per cent commission, which amounts to about \$200 a month if the man is doing fair to average beginning work.

"We can usually tell in about three weeks what a man is worth," the manager states. "We give him six months' leeway if he's new to the business or new to the selling game but in that time you can be absolutely certain what pay arrangement should be worked out for him."

A Graded Basic Salary

When a man has been with the firm for a few weeks or months—the time varies because management wants to give him a chance to demonstrate his ability in both the slack and good seasons—the co-owners sit down and evaluate what the man has done. If performance merits it, they give him a basic salary—\$50 to \$100 depending upon how the factors add up—in addition to his 7½ per cent. The top basic salary they pay is \$300 a month. Which means that the average man is earning a combination of salary and commission that amounts to between \$400 and \$450 a month. Top salesmen can count on a total of \$500 or \$600 a month.

"We believe in watching each man's performance closely," the manager says. "That way we can be sure that payment is in accord with the man's ability and also with the assistance he may be giving the store in the way of cooperation, customer-pleasing personality, and the like.

"This quality of personality is hard to measure, but when you have the habit of watching your personnel and constantly evaluating them in terms of new developments and new determinations on their part, it becomes a little easier.

"To explain what I mean, I might add that we make note of whatever



a man does that's a little above and beyond the call of duty. Take a salesman who makes a special effort to keep his department attractive—even cleans it occasionally, himself—and tries to think of more pleasing ways of displaying the merchandise. That all counts up when it comes to realigning his pay.

Evaluation Is Stimulating

"It's the same thing with your outside men. It doesn't take long for customer reports to drift back. A customer will comment appreciatively on a salesman's willingness to come back a second or third time to demonstrate an appliance or his frankness in pointing out the facts about a prospective purchase."

Salesmen do not resent this continual appraisal, according to the manager. On the contrary, they appreciate the opportunity to be re-evaluated according to improved ideas, methods, and attitudes they may adopt. "They never feel the dissatisfaction and resentment that sometimes develops in a staff that is kept in certain pay slots year after year," says one of the owners. "Their work shows that they are constantly trying, not only to complete more sales, but to do the im-

portant preliminary work that back-grounds a successful selling operation and insures the return of customers to that salesman and his store."

Salesmen are individually appraised, with the co-managers discussing the man's performance, on the basis of sales records and personal observations they have jotted down on his employment sheet. Sometimes his pay is increased only a few dollars, sometimes the increase amounts to a substantial \$50 a month. The work of upgrading is necessarily a system that will vary from store to store and area to area. What might be worth an additional \$10 in the pay envelope to one store, may constitute a handsome \$75 to another store, the manager emphasizes.

Bonuses Vary with Ability

In addition to salary and percentage arrangements, the store gives bonuses. At the end of the year, the owners check over every man's performance sales-wise and in terms of the observations they have made on a sometimes more personal basis. On this "day of reckoning" they try to reward, as accurately as possible, the part each man has played in the store's success during the year.

The man who's done a lot of additional work gets a large bonus—so does the man who's sold the most merchandise. Others are scaled down, according to merit.

Bonuses are in the form of money or merchandise, or both and range from an approximate value of \$25 up to several hundred dollars worth. Like most stores, this firm gives special bonuses during the year for the sale of slow-moving items. These range from about \$10 to \$20, depending, of course, upon the price of the item and the length of time it has occupied floor space.

"The smart salesman keeps management informed of slow-moving items or ones he thinks, on the basis of customer opinion, are going to be cluttering up the floor for a long time," says the manager. "Customer-demand is sometimes hard to predict but thanks to our men, we find out."

TELEVISION RETAILING

April, 1953

Arvin presents a new FM/AM chassis

with vastly
greater
sensitivity!



Receives strong FM signals from 30 to 40 miles!

Arvin engineers present their finest achievement in FM/AM reception—the new Arvin 581TFM. Its FM sensitivity is tripled—AM sensitivity doubled—tone quality greatly improved. Eight tubes including rectifier; Arvin Velvet Voice audio system; 4-gang variable condenser; Alnico permanent magnet speaker. Long, low, plastic cabinet, sleekly styled in four decorator colors. All these and many other improved features at no increase in price. **\$59⁹⁵**

Model 581TFM. Ivory, Sandalwood, Rosewood, Willow Green

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

Three fast
profit-builders
to spur
Spring sales



Today's lowest-priced AC/DC superhet
ARVIN FAVORITE

Compact, shatterproof cabinet with ivory finish set off by ebony knobs! Four tubes including rectifier, genuine Alnico speaker, amazing range, Arvin Velvet Voice tone. Perfect for bedroom, playroom, kitchen, or travel. Feature it as a price leader and watch it build your store traffic! Model 542T—only **\$12.95**



Six decorator colors—new low price
ARVIN RAINBOW

Smart, sleek, shatterproof! The same famous Arvin AC/DC masterpiece which originally sold at \$18.95! Choice of Flame, Cherry, Avocado, Citron, Pebble, Ivory—a natural for mass display! Four tubes including rectifier; Alnico speaker. Terrific value! Model 540T—only **\$14.95**



Most beautiful of all clock-radios
ARVIN SLEEPYTIMER

An outstanding success from coast to coast! Famous Telechron clock and timer; Arvin Velvet Voice Radio; 1100-watt appliance outlet, follow-up buzzer alarm. Five tubes including rectifier; 5-inch speaker. In California Tan, Ebony, Willow Green or Ivory. Model 657T—only **\$39.95**



May and June are

Here's V-M's gift to

PRE-SOLD

for



V-M National Advertising REACHES YOUR PROSPECTS Through These Leading Magazines!

Seventeen, in May, carries a 2-color 1/2-page V-M ad to its teenage girl readers. Girls with their own money to spend plus strong influence on family spending! How many readers?..... 1,082,307

Living for Young Homemakers, in May, will run a 2-color half-page. It reaches the active, free-spending young married folks who are eager to buy! How many?..... 416,323

Household readers live in non-TV areas, in smaller cities, where home entertainment is important! How many will see V-M's ad in the May issue?..... 2,201,100

Coronet, entertains the big, important young family market. V-M is pre-selling them with a 2-color full-page in May and another full-page in June! How many?..... 2,775,317

Sunset. V-M's ad in the June issue of Sunset will have influence on active, growing, prosperous west coast customers! How many readers?..... 537,777

Parade with a 1/5-page ad May 10 and American Weekly with two 1/5-page V-M ads (May 10 and June 7) go all-out to help you sell V-M in the huge mass markets of the nation! Combined readership..... 14,836,333

Add it up for yourself . . . That's why we say YOUR PROSPECTS will see V-M's hard-hitting advertising. Order V-M from your distributor now! Be set to sell!

V-M tri-o-matic 985 portable phonograph



V-M tri-o-matic 972 amplified table model phonograph



V-M tri-o-matic 920 record changer attachment



V-M tri-o-matic 956 changer attachment

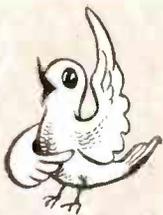


the
Voice of
Music

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST
MANUFACTURER OF
RECORD CHANGERS
EXCLUSIVELY

"Gift Giving" months 
YOU, Mr. Merchant

PROSPECTS

tri-o-matic® Phonographs and Record Changers

Stock these advertised V-M models 
 for these profitable gift markets 
 Stress these popular V-M features 

in your ads and store promotion for May and June. Tell your prospects where they can buy the V-M phonos they saw in the magazines! Order V-M from your distributor now. Have V-M on hand to meet the demand!

V-M PRICES START AT \$29.50



V-M tri-o-matic 951 replacement changer

V-M 45 spindle accessory

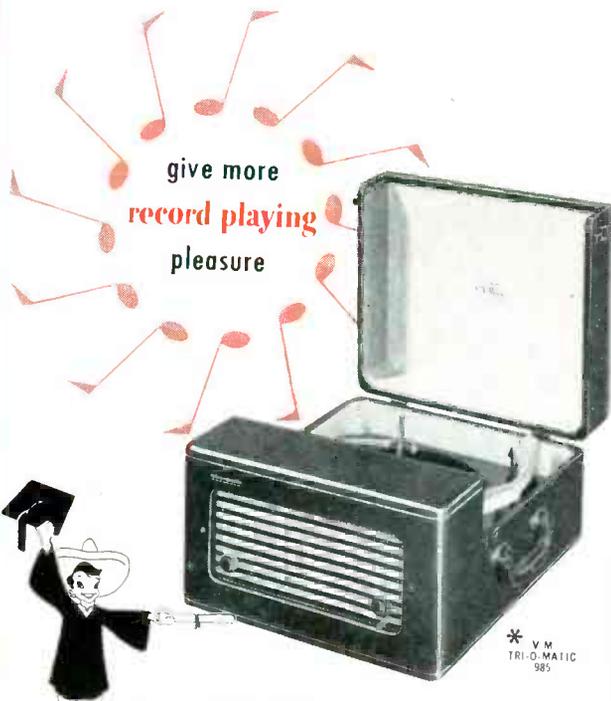


the
 Voice of
 Music

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST
 MANUFACTURER OF
 RECORD CHANGERS
 EXCLUSIVELY



give more
 record playing
 pleasure

give V-M tri-o-matic®
 phonographs and
 record changers

for Graduation , Weddings , Birthdays 
 or any gift occasion V-M tri-o-matics have more pleasure-giving features. Exclusive Siesta Switch provides carefree record playing convenience. It shuts off everything (even the amplifier!) after last record plays so that you may fall asleep to music, if you wish. Patented tri-o-matic spindle *lowers* records gently to spindle shelf, eliminates chipping and center-hole wear. With V-M's centralized control it's easy to play records of all three sizes and speeds automatically:
 1. Select turntable speed. 2. Turn the two-needle cartridge to match. V-M's handsome luxury styling fits beautifully in any setting.



* Portable phonograph has Siesta Switch plus Lazy-Life that lets you reject records with lid closed. Top quality speaker..... \$79.95**



V-M TRI-O-MATIC 972 table model phonograph has its own superb speaker, Siesta Switch and plug-in for lamp plus luxury styling..... \$59.95**

V-M TRI-O-MATIC 920 record changer attachment plays through any standard radio or TV. Mahogany wood grain plastic base, Siesta Switch, lamp plug-in... \$39.95**



**Slightly higher in West.

SEE FOR YOURSELF WHY V-M MODELS ARE SO POPULAR. PRICES START AT \$29.50. MANUFACTURED BY V-M CORPORATION, BENTON HARBOR, MICHIGAN.

FOR GIFTS THAT GIVE MORE PLEASURE
 SEE YOUR V-M DEALER SOON



**THERE'S
NO LINE
LIKE**

THE INCOMPARABLE
Capehart **RSVP***

FOR YOUR CUSTOMERS

Performance like this . . . a newly designed chassis, with *Reserve Supply Video Power, for clear, brilliant, stable pictures anywhere—engineered in advance for UHF and VHF reception in primary and fringe areas.

Quality like this . . . exclusive Symphonic-Tone and cabinetry that sets the standard in the industry for distinctive beauty and skilled workmanship.

Range like this . . . a choice of television table console or television-radio-phonograph console for complete home entertainment, traditional or modern in design, and for as little as \$229.95** up.

FOR YOU

Manufacturing know how . . . behind the incomparable Capehart stand the two outstanding names in electronics—Farnsworth, the inventor of television, and Capehart, the perfecter of television.

Selling know how . . . a sound, consistent, nationwide advertising, merchandising and promotion campaign that means powerful sales-help for you NOW, a long-range sales program you can count on for FUTURE profits.

CAPEHART-FARNSWORTH CORPORATION
Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation
A valuable franchise may still be available . . . see your Capehart distributor, or write Fort Wayne.



The Capehart "TRENTON." Handsomely styled, brilliantly engineered, an outstanding value. 17-inch Crystal-Clear Picture, exclusive Symphonic-Tone, famous Capehart quality in chassis and cabinetry. **\$229.95****

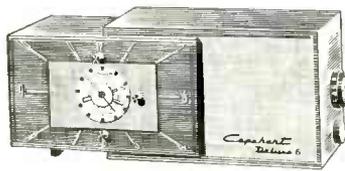


The Capehart "CORONATION"
The CROWNING achievement in electronics, a thrilling experience in television. 27-inch Crystal-Clear Picture, world-famous Symphonic-Tone. New chassis meets all requirements for UHF and VHF in primary and fringe reception areas. **\$699.95****

**Prices slightly higher in the South and West.



The CAPEHART Table Radio (T-522). As distinctive in styling as it is in performance. Automatic volume control, tone compensation, vernier tuning. Plastic cabinet in choice of decorator colors. **\$299.95****

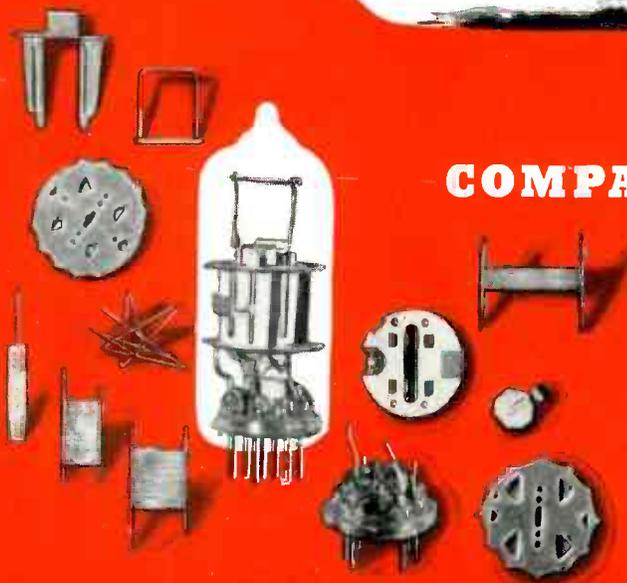
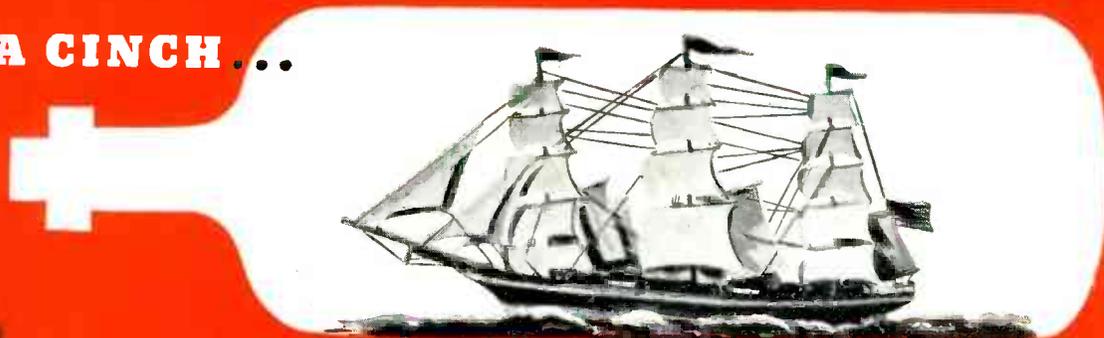


The CAPEHART "Deluxe 6" Clock Radio (Model TC-62). The world's most beautiful Clock Radio. An accurate timepiece, a superb radio, turns on appliances automatically. Plastic cabinet in choice of five decorator colors. **\$499.95****

BUILDING BOATS

IN BOTTLES

IS A CINCH...



COMPARED TO

ASSEMBLING

RECEIVING

TUBES

Assembling the components of Raytheon Electron Tubes is a thousand times more exacting than building boats in bottles, yet Raytheon has hundreds of skilled technicians who (we think) assemble tubes better than anyone else in the world.

They do it better because Raytheon has specialized in the design, development and *manufacture* of highest quality Electron Tubes for *thirty years*. The skill, experience and "know-how" gained through dealing with every phase of quality tube production have been passed on to make these highly trained technicians the best in the business.

This precision assembly is a mighty important reason why Raytheon Radio and Television Tubes are Right for Sound and Sight!



RIGHT... FOR SOUND AND SIGHT



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

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

RAYTHEON MAKES ALL THESE:

Excellence in Electronics

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

You can count on Motorola for . . .

ALL CHANNEL RECEPTION

*and
then some!*

Naturally, the world's largest exclusive electronics manufacturer has the most complete selling story on UHF.

The Motorola All-Channel UHF *Strata-Tuner* may be installed by you, built-in at the factory, or attached as a beautiful top-of-set cabinet.

Your customers will prefer Motorola *Strata-Tuners*. Their extra stage of Cascode amplification means a stronger UHF signal. Complete. No VHF limitations. One installation. Lowest over-all cost.

But Motorola TV dealers have even *more* to offer. They can sell Motorola *leadership*.

Reports from dealers in the first commercial UHF test market (Portland) prove this. They agree Motorola All-Channel *Strata-Tuners* give far superior performance, with a saleable picture over 70* miles from station.

Since then, results in Mobile, York, South Bend, Youngstown, Wilkes-Barre and Atlantic City prove beyond question Motorola leads in UHF.

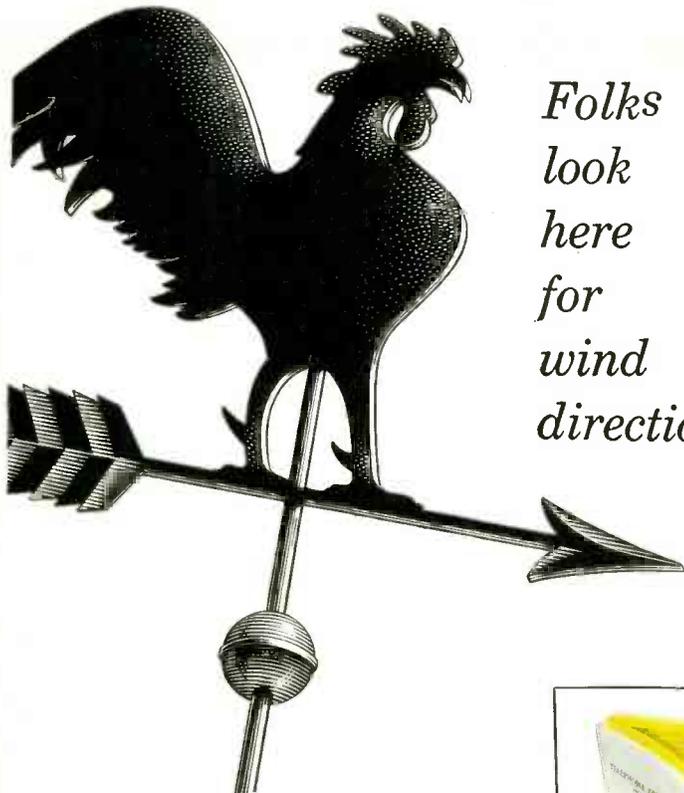
That's why you can count on Motorola for all-channel reception,

—and then some!

Sell

*Letters from dealers available for inspection.

Better ~~See~~ Motorola TV



*Folks
look
here
for
wind
direction...*

**Folks look here
for dealer selection!**



Looking in the 'yellow pages' of the telephone directory just "comes naturally" to 9 out of 10 shoppers. It's a national habit that's been building up for more than 60 years.

That's why it makes sound selling sense to advertise the products and services you sell in the 'yellow pages'. They reach new prospects and old customers...work for you 24 hours a day in stores, homes and offices all over town.

The 'yellow pages' will prove a real business builder for you. Let the Directory representative show you how to use them effectively. Call him at your local telephone company.

Electronic Parts Show Seen a Huge Success This Year

With sales of all display room and Exhibition Hall space assured, plans for the 1953 Electronic Parts Show, to be held May 18-21 at the Conrad Hilton Hotel, Chicago, are being completed, Kenneth C. Prince, Show manager, says. This year's edition will have 203 booths in Exhibition Hall, as compared to 164 last year, and a capacity of 177 display rooms as compared with 165 in 1952. Advance registrations for hotel accommodations are now more than 22% greater than those of last year, it was reported. Plans for the event include one morning of seminar sessions, one each for management and sales personnel.

NARDA Sets Education Group

Five TV-appliance retailers have been chosen to serve on the Educational Television Committee of the National Appliance & Radio-TV Dealers Association, committee chairman Don Gabbert, of Gabbert's, Minneapolis, announced. Selected were Mort Farr, Upper Darby, Pa.; Evan Moon, San Antonio, Tex.; Bob O'Callaghan, Des Moines; Harold Sampson, Milwaukee; and William Warsaw, Washington, D.C. NARDA also made known the appointment of Harold Chase, Chase Television Service, Detroit, as chairman of the association's Television Service Committee.

Anticipate Big Space Demand for Music Show

William R. Gard, NAMM executive secretary expects a heavy, early return of space applications for the 1953 Music Industry Trade Show at the Palmer House, Chicago, July 13-16. He urged prospective exhibitors to complete and send in their application forms before April 1 to expedite space allocations and avoid disappointment. He stated that the NAMM Trade Show Committee has set May 1 as the date for completing space assignments. Gard urged applicants to submit four choices. The committee will make assignments to conform as closely as possible with preferences. The exhibit hall will be held for high-fidelity, records and accessories, portable and table model radios, television, phonographs, musical merchandise, wire and tape recorders, sound equipment, novelties, sheet music, and toys. Exhibit space on other floors has already been classified.

NATESA Convention Is Set

The national Spring convention of the National Alliance of Television & Electronic Service Associations is scheduled to be held at the Continental Hotel, Kansas City, Mo., April 10-12, with the Television Service Engineers of Greater Kansas City as hosts. Attendance was expected to reach 500, NATESA executives said.



RAYTHEON TV PROVES THE POINT IN PORTLAND!



In these pictures you see a lot of happy people. Picture No. 1: eight happy men, the one in the center Jim Sprague, Sales Manager, State-Wide Television Sales & Service, Portland; the other seven, his Raytheon salesmen.

And in picture No. 2 you see what Jim Sprague calls "normal evening store traffic." Now look at picture No. 3 and you'll see the reason for the eight happy men and that store traffic—the exclusive Raytheon TV built-in continuous all-channel VHF-UHF tuner. Why all the happiness? As you know, Portland was a testing ground for UHF and natu-

rally there was confusion between methods of receiving UHF. Into this came Raytheon TV. Result?

Raytheon stole the show! When the first sets arrived, they were just unpacked, plugged in, performed beautifully. Says Jim Sprague, "We are certainly pleased with the operation of these Raytheon sets. This Raytheon continuous tuner method of receiving UHF is without a doubt the answer to the problem." If you, too, would like the answer to UHF—in a TV set that brings in all channels beautifully—get in touch with your Raytheon distributor! And do it now—time (and money) is a-wastin'!



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

the answer to UHF is

Raytheon tv



World's Largest Producers of UHF Television Receivers

Raytheon Television & Radio Corp., 5921 W. Dickens Ave., Chicago 39, Ill.

*There's
none better..*

THE
C·D·R Rotor



THE **RADIART** CORPORATION
CLEVELAND 13, OHIO



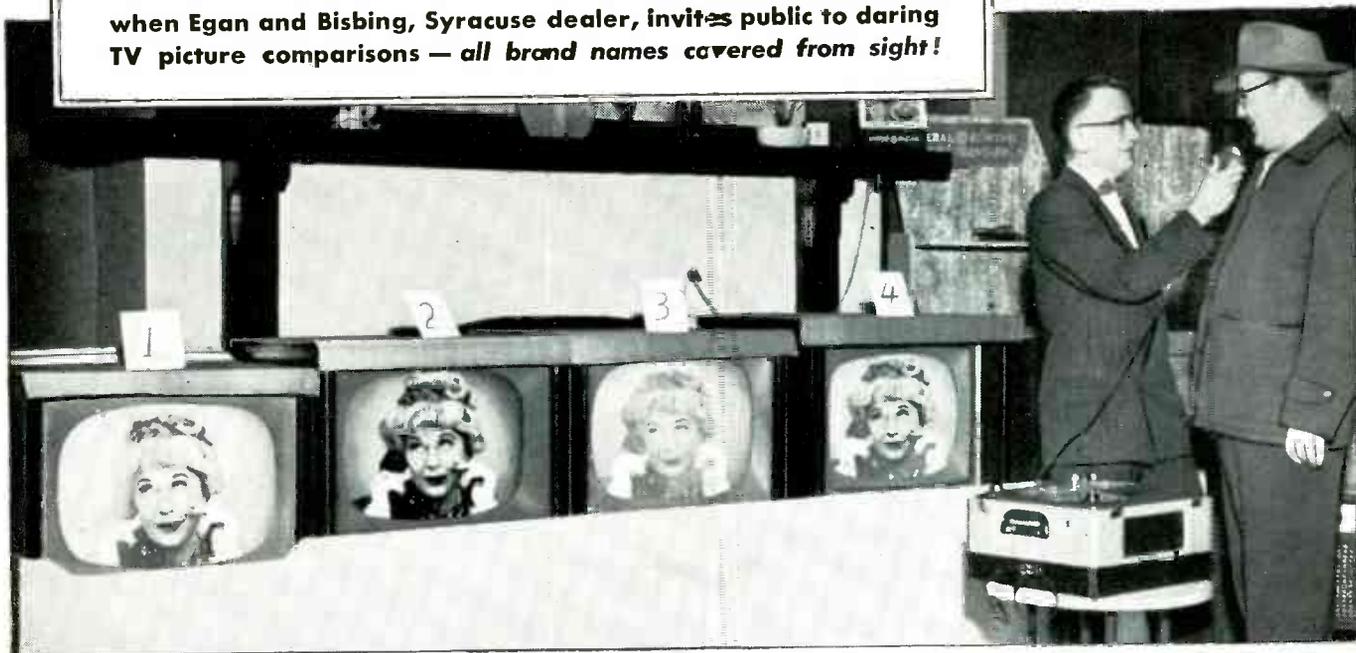
SUBSIDIARY OF



CORNELL-DUBILIER
SOUTH PLAINFIELD, NEW JERSEY

Traffic Soars--Sales jump 80%

when Egan and Bisbing, Syracuse dealer, invites public to daring TV picture comparisons — all brand names covered from sight!



Proof-minded shoppers welcome opportunity to compare leading TV sets—without knowing which brand is which—250 out of 265 viewers pick G-E Ultra-Vision.

FACTORY DESIGNED FOR UHF-VHF
BLACK-DAYLITE TV
 WITH ULTRA-VISION

Delighted customers jumped at the chance to find out, once and for all, which TV offers the best picture. They jammed Egan and Bisbing to judge the top TV sets in action, with brand names covered from sight. Out of 265 viewers who compared pictures in Egan and Bisbing, 250 picked G-E Ultra-Vision—over 15 to 1! During January—the month Egan and Bisbing ran the showdown comparisons—traffic doubled, sales skyrocketed 80% over the previous January—even surpassed December's "Christmas rush" sales figures. This dramatic showdown proves that G-E Ultra-Vision—of all leading makes—sells itself on sight.

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

You can put your confidence in—

GENERAL  ELECTRIC



Joan Davis, G-E star of "I Married Joan" on NBC-TV.

▲ Model 21C214. Genuine mahogany veneered console with easy turning swivel casters. Big 21-inch picture.

★ ★ ★

◀ Model 21C206. Genuine cherry veneered console with easy turning swivel casters. Big 21-inch picture.



**G-E TV PRICES
 START AT \$199.95***

*Incl. Fed. Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Prices subject to change without notice.



for that **NEW-SET** performance
INSIST ON GENUINE

DUMONT

*Original Television Parts and Teletrons**

Use the components designed, specified and insisted upon by Du Mont receiver engineers. They account for that universally acknowledged Du Mont quality. Now these same Du Mont Original Television Parts and Teletron picture tubes are made available through selected distributors for top-quality TV servicing.

Replacement Sales Cathode-Ray Tube Division
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey

*Trade Mark

4 Big Reasons

Why it pays you to handle Hallicrafters

THE NAME

Hallicrafters is known to millions as the manufacturer developing and producing more military-type communications equipment than all other manufacturers combined. Here is a backlog of experience in producing equipment so dependable that it is first choice where life and death are at stake. Here is equipment sold in 89 countries—the choice of 33 governments—around the world.



THE MERCHANDISING POLICIES

This is precision TV at its finest, yet Hallicrafters TV is priced to **HELP** you sell, and *sell at a profit!* With Hallicrafters merchandising policies you can bid good-bye forever to ruinous "loss-leader" prices—every set is a *value leader*, priced to sell, and sell profitably. In every price class there is a Hallicrafters set that is *top selling value*. This spells the end of heavy, profitless inventories that fail to move!



THE PRODUCT

Here is television so superior that it sells on sight—your customers can actually see the difference—and they'll *buy* the difference. Here are exclusive Hallicrafters features—the *Streamlined Chassis*, 20% more efficient, the *Three Stage Range Control*, the unique, gentle heat *Voltage Shock Absorber* to protect circuits and tubes, every set carries the *Underwriters' Laboratory Seal*, proof positive of safe operation, and every set is **FULLY GUARANTEED FOR ONE FULL YEAR IN WRITING BY HALLICRAFTERS!**



WORLD-WORLD RECOGNITION

Now, today, Hallicrafters is known to more people than ever before—and this is only the beginning, for national advertising is appearing regularly in magazines such as *LIFE*, *SATURDAY EVENING POST*, *HOLIDAY*, *SPORTS AFIELD*, *OUTDOOR LIFE*, *FIELD AND STREAM*, and others. Further, this advertising is backed by an aggressive dealer program—your local distributor has the complete package for you to tie in with the trend—and—



21" PICTURE—non-glare tilted glass front, Hallicrafters Smokey Black Control Panel with gold trim. In hand-rubbed mahogany finish—smart contemporary styling—just look! Model 1085.



The trend is to Hallicrafters!

THE SUPERIOR LINE AT SENSIBLE PRICES

21" PICTURE—In gleaming mahogany toned plastic. Modern design at modest price! Here is the finest picture in television! Has famous 3-Stage Range Control. Model 1075.



8-BAND Portable—Another leader! No other portable has so many bands—so much power—the ease of tuning—or the unbeatable record of achievement in short-wave as the Hallicrafters World-Wide!

World's Leading, Exclusive Manufacturer of Communications Equipment, High-Fidelity, Radio and Television

hallicrafters

You'll reap a harvest of sales...

with these RCA Radio Battery Sales Aids

RCA Radio Battery Tester and Tester Display Unit

With this RCA Battery Tester displayed on your sales counter, you'll cultivate and close *more* sales of RCA Batteries. You can demonstrate, on a plainly marked scale, the actual playing condition of popular types of radio batteries.

The specially designed Battery Tester WV-37A comes straight from the famous line of RCA Test Equipment.

Ask your local RCA Radio Battery Distributor how you can obtain the Radio Battery Tester and Counter Display Unit at an amazingly low cost, with your RCA Battery purchases.



Counter Merchandiser (3F439)

You'll see plenty of sales action with this RCA Radio Battery point-of-purchase merchandiser on your counter. Three-tier, step-back shelves for battery stock and forceful sales messages remind portable-radio owners to buy batteries—now. Sturdily constructed of steel wire reinforced to support more than 50 pounds of batteries.



Floor Stand (3F438)

Put this self-selling and supermarket-type floor stand to work on your sales floor and watch RCA Radio Battery sales zoom. It's a self-contained sales department that occupies only 18 inches x 18 inches of floor space, stands 44 inches high. Three-tier, step-back shelves and two lower shelves display batteries and suggest impulse purchases to prospective customers. Constructed of sturdy steel wire reinforced for extra strength.



Window Display (3F443)

This modern window display unit with hanging sign will tell sidewalk traffic your store is the headquarters for RCA Radio Batteries. Display it in your window and watch radio battery and portable radio sales grow. Size 15 inches wide x 10 inches deep.



Repeat-Business Stamp and Pad (3F413)

Stamp your name and address on all radio batteries you sell. It will remind customers to come to your store again for radio battery replacements and service. Three-line stamp.



See your local RCA Battery Distributor for the battery line and the battery sales aids that are geared to radio trade distribution



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

Another case history of the **Profitable Magnavox Franchise**

**"Magnavox is that unique product that satisfies
the one demand for excellence,
the other demand for price!"**



Earl Campbell
President
Campbell Music Company
Washington, D. C.

- "The Campbell Music Company considers Magnavox the really basic radio-phonograph and TV instrument that has contributed to our success as a class music store with, nonetheless, a mass appeal," says President Earl Campbell of Washington, D.C., long-time Magnavox dealer.
- "I've read with much interest what many Magnavox dealers have had to say about their franchise," Mr. Campbell adds, "and the advantages they point out are certainly true in my case.
- "In this connection, I would like to explain that much has been said in praise of the theory that an instrument is only as good as the dealer. However, it is our philosophy that the antithesis should also be stressed—*no dealer can be better than the instrument he sells!* By supporting this philosophy of ours, Magnavox has made more than its share of contribution to our success."

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.**

..... STROMBERG-CARLSON STEPS UP

PRODUCTION TO MEET DEMAND OF

QUALITY TELEVISION MARKET.....

First quarter sales for 1953 have proved this beyond our own forecasts: YOU HAVE WHAT THE PUBLIC WANTS IN THE NEW 521 LINE OF STROMBERG-CARLSON PANORAMIC VISION* TV

Now we're going to give you more to meet this demand

- with a well-rounded line to meet every taste and budget
- with a line that holds down your inventory investment

- with a discount structure that gives you the profit you deserve
- with an exclusive selling feature in Panoramic Vision that offers more picture-visibility, wider viewing-angle than any other 21" TV!

*Patent applied for

**Zone 1 - includes excise tax. Warranty and installation extra.



Keep your eyes on the news from Stromberg-Carlson!

NEW!



*Panavue 521-TQ—An outstanding value leader! 21" cylindrical picture tube. Compact cabinet in mahogany hue Plex-tone \$289.95***



Invader II 521-CM—A fine profit maker! 21" cylindrical picture tube. Handsome cabinet in mahogany finish Perma-Veneer.



Classic 521-C5M—Tops in fine furniture styling. 21" cylindrical picture tube. Hand-rubbed cabinet of African mahogany veneer.

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

Stromberg-Carlson Company, Rochester, N. Y.

TELEVISION RETAILING

Also "RADIO & TELEVISION,"
"RADIO & TELEVISION TODAY,"
"TV TECHNICIAN" and
"APPLIANCE RETAILING"

Including **MART** and **TECHNICIAN**

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Cracking Down on Chicanery!

There's a big drive on against a growing merchandising evil, and it's aimed at certain transshippers and others who remove, alter or deface serial numbers of products.

Manufacturers are employing numerous and diverse unique methods designed to thwart the efforts of those who would tamper with such numbers in order to hide sources of supply.

New and tighter bills to make tampering with serial numbers illegal are before some state legislatures, and it looks as though numbers of others will follow suit.

Action Welcomed by All Segments of Trade

Ethical distributors all over the country have been waging war on this evil practice, and have spent large sums of money urging consumers to buy from authorized outlets only, and to refuse to accept any product not carrying a serial number, and warranty.

Dealers in a great many areas, who have been deeply concerned with the situation, are welcoming the industry drive against tampering with serial numbers.

Such merchants have been subjected to unfair price competition by the transshippers, even in cases where serial numbers have not been tampered with, and they feel that with the spotlight on full-blast, it will become increasingly difficult for unauthorized outlets to receive merchandise, with or without identifying numbers.

Drive Aimed to Protect Dealer and Consumer

The concerted action by industry and legislatures will protect consumers, many of whom have already been rooked by sharp operators. Further, such effort to stamp out this evil will help maintain the good-will of brand-names, and will be reflected by increased confidence on the part of the customer, and dealer, with the latter being willing to spend more money and time promoting the makes he carries.

There seems to be no ethical justification for the removal of serial numbers, but it isn't difficult to think of plenty of sinister reasons for so doing.

The movement afoot to clamp down on those who perform chicanery with serial numbers is a worthy one and merits the support of all segments of the trade.

What's Ahead! — in Radio,

A GREAT MANY CONSUMERS BELIEVE PRICES will continue to rise on just about everything because a few items were jacked up in price immediately following the lifting of controls. Some dealers in the consumer durable goods field are using the "buy-now" angle again for the first time since the days of threatened shortages. Over the whole picture, however, customer-buying is steady with no signs that large numbers of folk will be stampeded into panic-purchasing in spite of what they may believe about price increases. Such attitude is due in no small measure to the nation-wide reluctance to part with money these days.

THE GENERAL FEELING IN THE TRADE IS that there will be some slight increases in list prices in some lines of TV sets and appliances, but that the highly competitive nature of this business will keep the price structure realistically in line.

AND HERE'S A REMARKABLE FACT. During the first three months of 1953, in spite of rising costs of manufacturing, and of doing business at all levels of the trade, **MORE PRICES WERE LOWERED ON TV SETS AND ELECTRICAL APPLIANCES THAN WERE RAISED!**

ELECTRONIC PARTS SHOW! Chicago, at the Conrad Hilton, May 18-21st! A complete sellout of the display rooms already. Special editorial feature material will appear in the May issue of this magazine.

HUGE POTENTIAL IN RECORDS AND RECORD PLAYERS. And one only has to look at the record to prove it! Out of the 25 million phonographs owned today by consumers, almost half are 78-RPM-only players; and about 7 million units are not in use because of obsolescence or inoperative condition.

PRICE-CUTTING, SHARPLY REDUCING PROFITS, plus heavy overhead responsible for financial difficulties some big New York dealerships are in. One merchant admitted that he tried to match prices with some of the bigger operators in the city, and found himself in hot water before he realized it.



SOME 1953 PROBLEMS FACING DEALERS:

1. Price-cutting competition.
2. Low discounts.
3. How to stock large enough inventories to offer customers adequate selection.
4. Difficulty in getting suitable salesmen and mechanics.
5. Handling expensive free service while products are under guarantee.
6. Lack of parking facilities, making it difficult for customers to spend adequate time in store.

BIGGER PICTURES desired by the public, are now evidenced by the fact that 80% of the picture tubes today being produced are 21 inches and larger. In fact, 21-inch tubes are by far the dominant size, representing 70% of the total output. An additional 8% of production is assigned to 24-inch tubes and about 2% to 27-inch tubes. To the surprise of the industry, the 17-inch size is still holding its own at 20% of the total unit output. Some industry leaders feel that this 17-inch percentage may even grow larger if the farm drop continues, and the buying public, watching its pennies gets to counting the \$20 to \$70 saved by buying 17-in. as against 21-inch sets.

CAPT. VIDEO vs. MICKEY MANTLE—yes, that seems to be the line-up in TV ownership. The kids and the adults have very strong ideas on "who watches what" on the family TV set. So much so, in fact, according to Du Mont's Dan Halpin, that 2-3 million TV owners already have second sets in their homes. The Du Mont sales chief also reports that only about 2% of families buying new receivers are turning in their old sets.

BUILT-IN RANGES are due for an upward turn. More manufacturers will announce 'em soon. Building codes and remodelling costs seem to be the only barriers—for most women seem to like the built-in jobs. . . . Thor has recently announced a new built-in range to be produced in its newly-acquired plant. The company promises a real major improvement in the new product.

"DON'T TRY TO 'CLASSIFY' YOUR PHONO RECORD CUSTOMERS," is the advice of one of the most progressive and successful dealers in the East. "Just because a person asks for a certain type of record, be it a pop or a classical, it doesn't mean that such customer has a one-track taste in music. Merchants should try to combine sales of long-hair and pop discs to the same people," he says.

A LITTLE NONSENSE NOW AND THEN. Two antenna makers met on the street. Said the first competitor, "That new secret-design aerial you have on your drawing board is a honey. What do you think of the one we're working on?" . . . Sweet young chiseler to dealer: "What, only 20 off? Why I can get it cheaper wholesale!" . . . The super salesmen who've saturated the arctic regions with refrigerators are now busy selling Eskimos room coolers.

BETTER COVERAGE OF A SMALLER AREA seems to be the order of the day in appliance distribution. Some manufacturers show a definite tendency to break off chunks of large distributorships. Smaller areas are being set up, with relatively smaller distributor operations on a highly intensive coverage program. It will mean better control of distribution—but not necessarily more outlets. This trend should be especially interesting in view of so many full-line manufacturers created by recent line expansions.

Appliances, Records and Television

LET'S NOT "BEEF" ABOUT IT! Recent influxes of New Zealand beef at prices that let us all relish the taste of meat again! The newspaper stories created some speculation among biggies in the freezer business. General consensus: it made many a housewife more eager than ever for a freezer—take advantage of good prices on both the imported meats (if near enough for her to buy) and, also, the price breaks on domestic beef. Further consensus: If foods, generally, hit lower levels the freezer dealers can expect a real landslide of business within the next few months.

REMEMBER 'WAY BACK WHEN loudspeakers featured some rather bizarre designs, among them a guitar-shaped floor-lamp and a reproducer-table-lamp having a silk shade, announced in 1925? . . . And in the same year, recall the "No-Dial" 5-tube radio, selling at \$98? . . . When Fairbanks-Morse "Conservador" refrigerators were being marketed? . . . And those days in '35 when many folk put off buying radio because they were "waiting for TV?" . . . The Hi-Fi activity in '37? . . . And the few room air conditioners (compressor-type) sold that year also?

GRIST FROM THE RUMOR MILL. Look for a super-midget radio to hit the market soon, and something new on projection-TV before the year ends. . . . Some important brand-switching by biggie distributors on the way. . . . Three large manufacturers will have deep-fryers on market this year, and a big white goods maker is likely to bring out a line of electric ranges. . . . Several unique TV antenna designs under wraps will be unveiled at Chicago Parts Show. . . . Some merchandising experts racking their brains in an effort to come up with a "substitute" for list prices. . . . Rumors of a revival of Regulation W scoffed at as a possibility under present conditions by many important people in this field.

M A R T Spells

M-erchandising **A**-ppliances, **R**-adio & **T**-elevisiion
Records & T-elevisiion

The MART is Section 2 of this issue, bringing latest list prices & brief selling features on products in this field. Bigger and better than ever before, **TELEVISION RETAILING** is the complete magazine—for the diversified dealer in **SELLING AND SERVICING**. (State of Market, See Sec. 1.)

APPLIANCE MAKERS WHO ARE WOOING BIG HOME BUILDERS ought to make an effort to sell the latter the idea that those midget-size kitchens just can't accommodate enough of the king-size appliances the manufacturers are turning out—especially, if the truly modern kitchen is a goal worth shooting at.

EVERYTHING'S UP IN THE AIR—even radios and radio parts are getting air-minded (not just air-wave-minded). According to United Air Lines, these items are among the top ten types of air freight, by total weights, that were flown as air cargo last year by that company.

ELECTRONIC PARTS SHOW! Chicago, at the Conrad Hilton, May 18-21st! A complete sellout of the display rooms already.



SMART DEALER WE KNOW gets fair share of appliance business in new homes and developments in his area by going to owners-to-be (whose names he gets from syndicated report service) and selling them on merits of his products as against sizes and makes "selected" by builder or contractor. "You wouldn't let your builder choose your rugs and furniture, would you?" is the approach he uses.

NOTHING LIKE A SURVEY . . . MAYBE!???
. . . In metropolitan New York, according to a recent TV audience survey reported by Hilton & Rigio, New York ad agency, "several hundred women" responded on daytime viewing habits. There were 21.97% who used their sets between 9-10:30AM; 34.3% between 10:30-12-noon; 35.16% between 12-noon-1PM; 62.63% between 1-3PM; and 50.18% between 3-5PM. (And women say they have a tough life.)

Future Events of Interest to Readers

- Apr. 10-12: National Association of Television & Electronic Service Associations Annual Convention, Continental Hotel, Kansas City, Mo.
- May 3-10: National Music Week.
- May 10: Mother's Day.
- May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.
- May 24-28: National Association of Electrical Distributors, 45th Annual Convention, Conrad Hilton Hotel, Chicago, Ill.
- June 8-10: National Association of Electrical Distributors, Huntington Hotel, Pasadena, Calif.
- June 9-12: Fourth National Store Modernization, Building and Maintenance Show, Madison Square Garden, New York, N. Y.
- June 21: Father's Day.
- June 22-July 2: International Home Furnishings Market, Merchandise Mart, Chicago, Ill.
- June 22-July 3: Summer Market, American Furniture Mart, Chicago.
- July 13-16: National Association of Music Merchants 1953 Convention and Trade Show, Palmer House, Chicago, Ill.
- July 13-17: National Housewares & Home Appliance Manufacturers Exhibits, Auditorium, Atlantic City, N. J.
- July 20-24: Western Summer Radio-Television & Appliance Market, Western Merchandise Mart, San Francisco, Calif.
- Aug. 19-21: 1953 Western Electronic Show & Convention, Civic Auditorium, San Francisco, California.
- Sept. 14-17: National Electronic Distributors Assoc. Fourth Annual Convention and Manufacturers' Conference, Chase Hotel, St. Louis, Mo.

portables for "up at camp"
dancing . . .



You'll sell portables for the beach . . .



it's Great Going



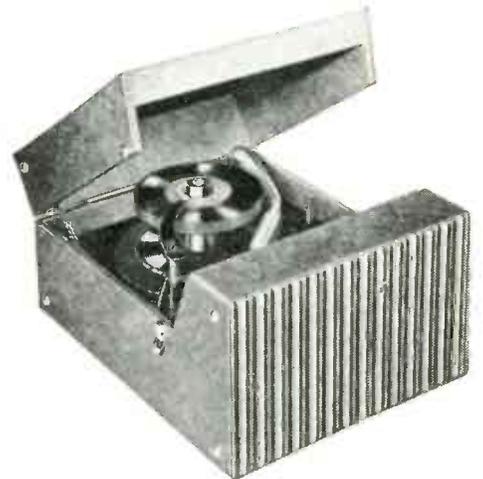
The Yachtsman
Fine Standard Band reception on AC, DC or batteries. Order model 3BX51 series. \$34.95 (less batteries)



The Super "Personal"
Just six inches high! Comes in any of six bright colors. Model 2B400 series. \$29.95 (less batteries)



"Victrola" 45 automatic phonograph—plays almost 2 hours of the new "45" EP (Extended Play) records! Model 45EY2. \$34.95; carrying case, \$7.95



"Victrola" 3-speed automatic portable phonograph—plays *all* records automatically—78, 33 $\frac{1}{3}$ and 45—wherever there's an AC outlet. "Slip-on" center spindle for "45". Smart, luggage-type case. Model 2ES38. \$99.95



The "Globe Trotter"
Our finest 3-way portable! On AC, DC, or batteries it gives extraordinary Standard Band reception. Model 2BX63. \$49.95 (less batteries)

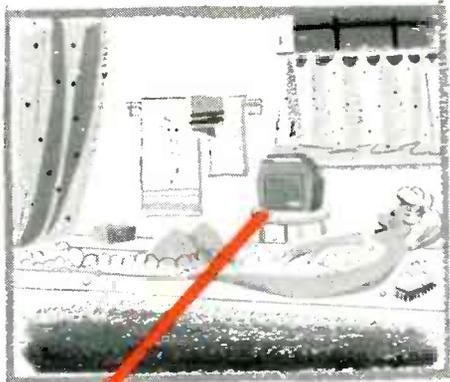
Prices shown are suggested list prices, subject to change without notice. Slightly higher in the far West and South.

Sell RCA Batteries—radio engineered for extra listening hours. They're the perfect "performance" teammate for RCA Victor portable radios.



RCA VICTOR
Tmks. ®
Division of Radio Corporation of America

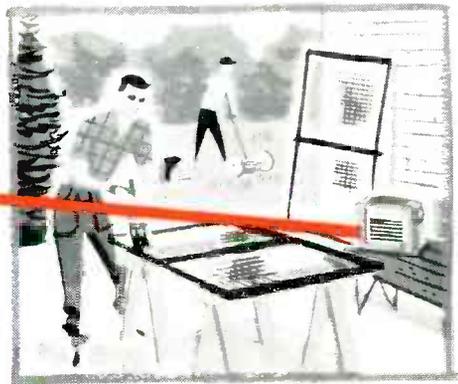
portables for inside the home . . .



portables for the ball games . . .



portables for hayride fun . . .



portables for outside the home . . .

When you sell RCA VICTOR

They're "The Pick of the Portables!"

Stock the *full* RCA VICTOR portable line and you'll close every portable sale—because there's an RCA VICTOR portable to meet every customer's needs and budget. And because all these portables feature famous RCA VICTOR

quality and styling, you'll find they almost sell themselves. Just let your customers *see* these portables to *sell* them! Remember, RCA VICTOR's full line of portables makes it easy for you to "step up" your customers for extra profits.



portables for "visiting" . . .

And they're being backed by the biggest portable campaign in RCA VICTOR history . . .

This spring alone we're selling these portables with a page in *Life* and *Look*, followed by 6 half pages in *Look*, 2 full pages in *Coronet* . . . and other nationally run advertisements *your* customers will read. It'll really pay you to order RCA VICTOR portables, "talk them up" to your cus-

tomers, and support them with advertising of your own!

Your RCA VICTOR Distributor has all kinds of point-of-sale material . . . newspaper mats . . . TV slides . . . spot films . . . radio transcriptions . . . and other ideas to help you help yourself to the big profits of fast-moving RCA VICTOR portables.

See the Dennis Day Show over NBC television, Friday, 8 P.M., EST.

Call your RCA VICTOR Distributor

"Personality" Selling



The Human Touch Inspires Confidence in Store and Salesman

• The personal sales factors are the vehicle by which a retailer and his salesmen transmit impersonal sales information to the customer. They open up the latter's mind and make it willing to receive the sales message they are trying to convey.

In many instances of retailing, we find one man is both the firm and the salesman. Particularly is this true of the insurance business and in the sparsely populated areas where one-man businesses are not uncommon. Also, a salesman very often finds that, in creating a good impression of himself, he creates confidence in the firm at the same time. For these reasons alone, the personality of the salesman must be recognized as an important factor in selling.

From the standpoint of the individual salesman more sales can be lost because of poor personality than any other reason after the desire has been aroused. The individual's production of sales volume is directly proportioned to the relative standing of his personality index at any given period of time.

It is very easy for a salesman with an outstanding personality to drift into the habit of selling on the merits of his own likeable qualities alone. He discovers that he can get a good

percentage of the "floating" orders with a minimum of work, and loses his ambition to go after the "hard to get" ones. He depends on the firm's advertising and the work of competitive salesmen to bring the customer to the "buying urge." His friends usually keep him supplied with names of people who are planning to buy soon, from which he reaps a satisfactory harvest.

This is not a totally bad selling method but it is not a highly constructive one. However, a little time spent in studying the "personality salesman" will serve to show the importance of the personality factor as a part of good sales strategy.

Personality Requisites

There are a number of very definite requisites to a good sales personality. It should always be remembered that the salesman is asking the customer to invest an amount of money, an action requiring a measure of confidence on the part of the buyer for the negotiator. This gives us an accurate guide to the designing of a good sales personality.

The following are some of the most important elements to be included

in your design. Not only are they excellent material for building personality, but among them you find many effective, powerful weapons for breaking down sales resistance.

The finest foundation on which to base a career is, for any man, character. Good character radiates from the eyes, mannerisms and speech of a person and builds confidence like nothing else. A good character is the self-acting governor of good judgment which gives stability and balance. If the salesman's personality evidences good character, the customer believes in his other qualities.

A fact which should be noted here, in connection with good character, is that few professions offer the onslaughts of temptation as are found in the everyday life of a salesman. It should be made a part of his second nature to guard against these constant buffetings to character. Cultivating associates of good character is not namby-pamby but is the mark of sound judgment and a won-

derful buttress for the human frailties.

The next ranking element of a good sales personality is systematized knowledge.

The customer either feels he knows enough about the commodity to judge a brand for himself, or else he is the type who seeks to know more about it. In either case, a part of your personality must be a thorough knowledge of (1) the customer's need for the commodity, (2) brand of commodity you represent, (3) all other brands which are available to the customer, and (4) all phases of the sale including financing, delivery, service and operating costs of the product. When the customer asks questions which the salesman cannot answer correctly, both lose confidence. When confidence is lost, the sale is lost.

The manufacturer, the firm and the individual salesman should conduct intensive research to furnish material for systematized knowledge. The results should be collated and made available for both metal and mental filing cabinets.

In one respect, too much knowledge can hinder the salesman. That is why we say develop systematized knowledge. If the salesman tries to

Clinches More Sales

be an expert on politics, sports, religious doctrines, international problems or what have you, he is too easily side-tracked from the business at hand. A good store of knowledge concerning the customer's needs for the product furnishes abundant material for leading questions, to direct any wandering interest or attempts at conversational digressions.

For the salesman's own protection against the type of customer who thinks he knows it all, an absolutely complete education in the four divisions of systematized knowledge is necessary. He must be able to present at least a few facts and features which the customer had not previously thought of, before complete confidence can be established.

Both of the foregoing elements find their effects nullified almost completely when they are not accompanied by a good development of the third element—manner.

Manner is that characteristic brought about through observation of the laws of good taste and etiquette, plus self-confidence, and minus any semblance of conceit or egotism.

Common sense and alertness insure the good taste and etiquette. Experience, training and study beget self-confidence.

Egotism is a problem which varies with the individual and must always be guarded against. Although the customer may be made to feel that the salesman has something to be egotistical about, he still would usually prefer to deal with another man of less irritating nature.

Avoid Servility and Anxiety

The overly-gracious manner can also be irritating. No customer likes to deal with a man who adopts a servile attitude. Servility is unnatural in man's fundamental character, and unnaturalness is not to be trusted. Feminine buyers appreciate the deference due their sex but males feel easier in a man-to-man atmosphere. Both sexes appreciate cordiality and respect and have a reciprocal feeling for a truly friendly attitude.

Anxiety concerning the outcome of the sale should never be outwardly evinced beyond maintaining the normally-expected interest in the buyer as a personalized customer. Any suggestion that the immediate sale is relatively unimportant is dis-

astrous, but equally so is any expression denoting a fear of losing the sale.

A wholesome, confident and pleasant manner is conducive to speedy sales and repeat customers.

The weapon of the salesman's per-

part of his program a library of product literature designed for practice in reading aloud. There is no better training for voice diction and enunciation. By using product material for a text, the salesman kills two birds with one stone.

Ways To Establish "Firm" Acceptance

Give a good appearance to the place of business

Back up merchandise after it is sold

Employ personnel of high character

Handle only merchandise worth the price

Use organized and dignified advertising

Enter into civic progress of the community

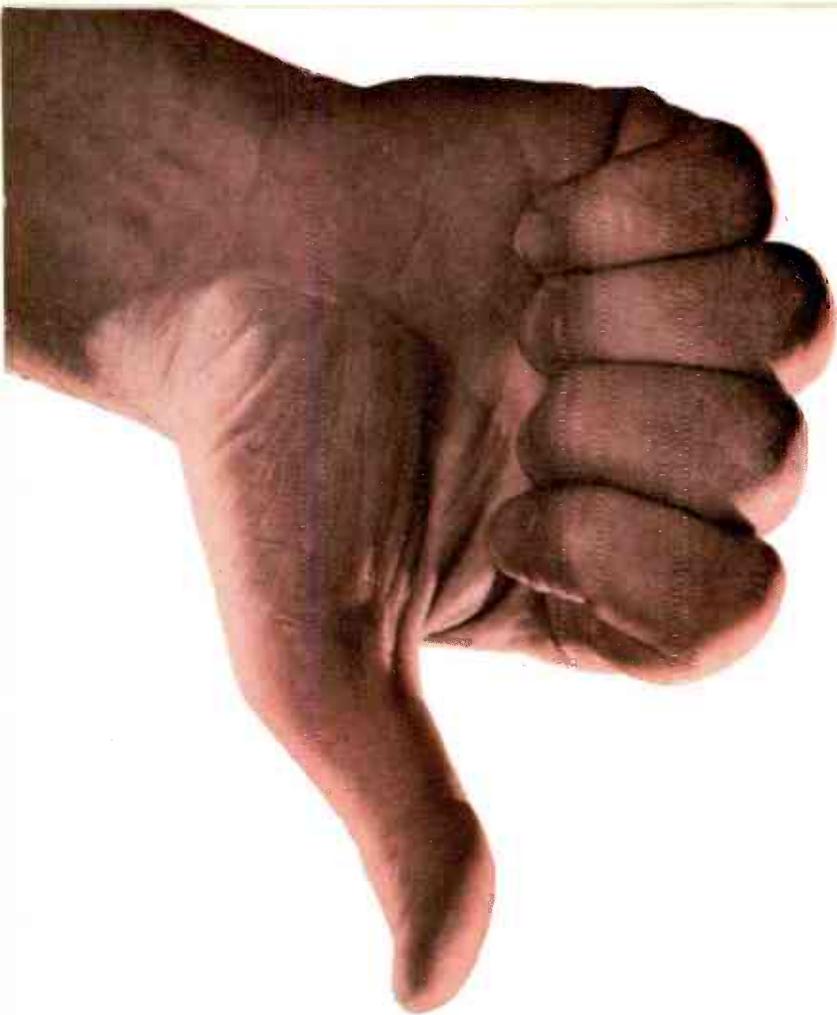
sonality with which he most readily demolishes sales resistance is his speech. There we have the fourth element of a sales personality, and the one requiring more long hours of practice for development than any other.

Every dealer responsible for increasing the efficiency of a sales organization will do well to include as

Many sales managers instruct their men not to memorize "canned sales talks." This is a mistake. Every salesman should commit to memory as many reams of systematized product knowledge as he can retain. In this manner only can he devote the necessary concentration on the customer's reactions, and at the same

(Continued on page 64)





As an example, let us say that a well-meaning customer holds up payment for an entire year. Let us say that he owes you \$100 and that money is worth 6 per cent to you. Obviously, had he paid you cash you could have made \$6 on that \$100 during the year and you would then have \$106 instead of the \$100 finally received. In addition you probably paid a bookkeeper to keep books and send occasional statements—a further expense that we will not consider here. We will discuss only the “money value” of money.

Receiving \$100 from your customer at the end of a year instead of \$106 is the equivalent of a price-cut of nearly 6 per cent, and a price-cut of 6 per cent can prove to be surprisingly expensive. Thus for example this writer has shown that a price-cut of only 5 per cent means that you will have to increase your volume 25 per cent on the basis of a 33½ per cent profit above your cost of operation. You will have to do this in order to make as much money as would be made without any price-cuts whatever.

Again, if it is your practice to permit charge accounts, the chances are that a number of the accounts will

Thumbs Down on Too Much

Even the Slow-but-Sure Payers Cut Into Your Profits When You Lend Them Money Without Interest. Many Dealers Turn Heavily to Financing as They Become Aware of Risks in Charge-Account Business

• With the costs of doing business at an all-time high, many retailers are taking a new look at their customer-financing set-ups.

And the phase of customer-financing causing the most concern is the charge-account problem, with more and more dealers realizing that in extending open-credit to purchasers, the business is actually *lending money* to customers, *with* the attendant risks, and *without* the interest the money would earn if otherwise invested.

All smart merchants strive, of course, to make as many cash sales as they can, but they do realize that the majority of big-ticket transactions must be financed in some manner. The safest and best method is, obviously, through a finance com-

pany or bank. Under this plan the dealer gets his money immediately, with the purchaser paying the interest.

However desirable and profitable financing through a lending institution is, *no dealer, regardless of size, can avoid extending some open-credit to some of his customers.*

Because indiscriminate extension of credit to customers is a risky business, we have prepared some figures which go to prove that open-charge account selling is often the equivalent to cutting prices.

We all are more or less aware of the high cost of cutting prices, but it is not so well known that permitting time payment puts one on a par with those who indulge in expensive price cutting.

prove to be uncollectible. You will never get your money. And in that event results may be even worse than a loss of 5 or 6 per cent. If it is a “bad year” the loss may be as high as 10 per cent. Ten per cent, by the way, means that you will have to increase your volume 67 per cent if you hope to make the usual normal profit during the year of 33½ per cent above operating cost.

If you cut your price 12½ per cent you will have to increase your volume 100 per cent. If you cut your price 15 per cent you will have to increase your volume 150 per cent. True, those figures are in the higher brackets, but even in the lower brackets the losses are bad enough. Let us say that the cost of extending open-credit amounts in the end to a cut of only one per cent. In that event you will find that the one per cent cut will require an increase in volume of more than 4 per cent.

A 2 per cent cut, or 2 per cent money loss, will require an increase in volume of more than 9 per cent.

A 3 per cent money loss due to open-credit will require an increase

in volume of more than 14 per cent.
A 4 per cent money loss will require an increase in volume of more than 19 per cent.

And as already stated, a 5 per cent money loss due to open-credit will require an increase in volume of 25 per cent.

All of which assists in explaining why firms financing through lending institutions, or selling for cash, are more likely to succeed than are those who go all-out in permitting customers to charge merchandise.

Maybe you would like to know how to figure this out for yourself, using your own profits and other figures. It is easily done by following the step-by-step method outlined in the panel accompanying this article. To make the method perfectly clear a problem is worked out in which your present or normal profit is assumed to be $33\frac{1}{3}$ per cent, as above, and we will assume that you figure your average money loss is equivalent to a cut in prices of 6 per cent.

That's the answer. The result, H, being $0.33\frac{1}{3}$ means that an increase in volume of $33\frac{1}{3}$ per cent will be required in order to offset the 6 per cent cash loss due to carrying on a charge-account business.

THE METHOD	WORKED OUT
A—What is your present "normal" profit based on your costs? If it is $33\frac{1}{3}$ per cent write it down as $0.33\frac{1}{3}$	$0.33\frac{1}{3}$
B—What do you consider your average money loss to be, due to permitting charge accounts? If you figure it to be 6% put it down as	0.06
C—Add one to A. (See how it is done at the right) .	$1 + .33\frac{1}{3} = 1.33\frac{1}{3}$
D—Subtract B from one	$1 - .06 = 0.94$
E—Multiply C by D	$1.33\frac{1}{3} \times 0.94 = 1.25$
F—Subtract one from E	$1.25 - 1 = 0.25$
G—Divide A by F	$.33\frac{1}{3} \div .25 = 1.33\frac{1}{3}$
H—Subtract one from G	$1.33\frac{1}{3} - 1 = .33\frac{1}{3}$

doesn't collect it then and there, the customer may use it for some other purpose.

Watch your open-credit these days. Try to get the big-ticket pur-

Today's customer is used to doing business with finance firms, and the dealer doesn't have to do any missionary work in selling a time contract. Too, the dealer is in a good

"Open-Account" Selling

Now insert your own figures. Figure out your own open-credit difficulties. This writer is inclined to believe that after working it out you will be more cautious about making collections in the future.

As pointed out earlier in this article, almost all dealers are obliged to extend credit now and then to certain customers. To speed payment and cut down losses, try this advice given by experts in the field.

1. Mail bills promptly, and follow them up with a polite collection letter if no response is received within ten days after mailing.

2. Make certain that your book-keepers or others who handle accounts answer "how-much-do-I-owe-you?" questions promptly.

In too many cases, customers who visit the store or call on the phone, are put off when they request a statement. Under such conditions one cannot blame the customer for not worrying about his bill.

It's important to remember that when someone voluntarily comes in to settle up, the money to pay is at hand *at that time*, and if the dealer

chasers to go into a finance plan, and be prompt in collecting those smaller bills which, in the aggregate, often represent a very large sum.

position to make larger sales to each customer, and get new purchasers as finance company or bank-made contracts expire.



Do the Customers in Your Community Owe You Money? A Little or a Lot? However Much, It's Time to Take a New Look at Your Financing Picture

Don't Use High-Pressure

Tactics —

• Henry Feldman, president of Burk's television and appliance stores, knows just about as well as anybody that his Long Beach store now has a formidable competitor on the other side of town. But he isn't worried because his new "competitor" happens to be another addition to his own rapidly-growing chain of California stores.

Less than five years old, the Burk enterprise now has ten stores in operation, including two in the prosperous oil-and-ocean city of Long Beach. What is the story behind this company that can afford to operate two stores in the same medium-sized city? Lloyd H. Cabot, manager of the new Fourth St. unit sums it up in these five points:

1. Proven merchandise.
2. No high-pressure selling.
3. Heavy advertising.
4. Low-cost operations.
5. Community-mindedness.

"We never purchase distressed merchandise," declares Cabot, who points out that a firm's reputation is dependent upon the consistent quality of its goods. Emphasizing this motto, the manager reveals that although substantial trade-in allowances are made, the used TV sets are generally sold to out-of-state buyers, rather than directly to the public. The east Los Angeles links in the chain, however, do have special departments offering trade-in goods. Generally, though, Burk salesmen advise a customer to keep his old,

small-screen set as a second receiver, rather than trade it in.

Price, types of merchandise, and other factors are held equal throughout the stores. Branches in downtown Los Angeles, Santa Ana, Glendale, Norwalk, Westchester, east Los Angeles, Huntington Park, and north Long Beach all sell the same goods at the same prices.

When recently the chain offered TV consoles for \$199, the time and terms of the sale were alike in each store. On this promotion more than 800 sets were sold within a short period, the sale finally ending only when the supply was exhausted. This and similar promotions in which the stores are able to offer quality products at special prices is attributed by Cabot to the close year-round cooperation between the stores and their distributors.

Knowing that you have top merchandise at reasonable prices makes high-pressure selling needless as well as repugnant, Cabot feels. "A Burk customer," he says, "never is put in the position where he feels he must buy 'something' before leaving to shop around elsewhere." In short, no one ever gets the brush-off.

To add to the feeling of informality and leisure in the stores, off-the-floor offices for closing deals have been eliminated. "As a customer as well as a salesman and manager," says Cabot, "I have discovered that people would rather complete their purchase in an open area instead

of being all cooped up in a small room." Consequently, several tables and chairs have been placed about the 53 by 63-foot showroom. Cabot also mentions that this idea has saved on construction costs.

Before making a purchase, each Burk customer is given a complete run-down on the features and relative merits of the various TV models, all of which are connected for immediate demonstration. Cabot's store at first handled only TV and kitchen appliances but has since added radios, phonographs and small combination sets.

Salesmen Must Be Right

Even when the merchandise and the price are right, Cabot observes, the salesman must also be "right" to insure a sale. Burk's employes are carefully selected for skill, personality and their ability to work with others. The chain's success in obtaining employes who meet these requirements is reflected in the small turnover, believed to be one of the lowest in the field. Salesmen are encouraged by bonus and commission arrangements in addition to their salaries. At regular monthly meetings salesmen, managers and other executives are afforded the opportunity of contributing fresh ideas, and discussing and solving their mutual problems.

Having the goods and the people to sell them are, of course, vital factors, but equally important is the necessity of bringing potential customers into the store. Cabot's branch is in an area of more than a half-million possible purchasers, but seven competitors within five blocks present formidable competition.

To offset this, a vigorous advertising program (in addition to an attractive store) was instituted. Cabot's store now claims to be the biggest advertiser among TV-appliance dealers in the local daily paper.

There are no doubts in the manager's mind that advertising pays its way—and then some. He cites as an example the promotion which surrounded the formal opening of the branch. "It would have been a triple-plated wonder if anybody in



Lloyd H. Cabot, manager of Burk's latest Long Beach store, gets a record department report.

How Can a Company Afford to Operate Two Stores in the Same Medium-Sized City? Burk's Gives a 5-Point Answer

Try Reputation!

Long Beach wasn't aware of the time and place the doors were first flung open for business," he said. "And, to make it even more than a moral success, we sold something like 125 major appliances and TV sets during the opening weekend."

Working with the idea that "promotions, grand openings and advertising build customer enthusiasm, a valuable asset to any store," Burk's Long Beach unit has featured personal appearances in its record department of name attractions like Frankie Laine and Kay Starr.

A Store of Windows

This store is something of a departure in the organization. It is practically all windows, while the other stores are equipped with conventional window space. Situated on a corner location, Cabot's showroom can be seen from any angle. On one side there are five 12-foot windows permitting a clear view of the showroom, while on the other side, a pair of 20-foot display windows is supplemented by a glass-surrounded entrance way and a smaller window.

Currently, the white goods are shown in the five-window bank. As seasons and market conditions change, these major appliances are shifted to the smaller windows, be-

ing replaced by TV, radio, and phonographs. If this window experiment makes good—as it is now doing—the window construction will become standard in future Burk stores.

To hold down operating costs, the chain maintains comparatively small truck fleets, and hires its service men on a contractual basis. Manpower needs thus carefully computed allow for exactly the right number of men needed to perform all work.

Costs are also minimized by the elimination of wall shelves and floor cases. Small radios, for instance, are placed atop TV sets, thereby conserving valuable space. Merchandise doesn't have time to gather dust, either, as there is a rapid turnover every month. A typical stock is valued from \$75,000 to \$100,000 in the Long Beach branch.

Community-mindedness does not imply a completely altruistic attitude in the Burk operation. Rather, it has been found to be a good example of bread returning upon the waters.

The first opportunity to cement relations with the people of Long Beach came, happily enough, on opening day. Dozens of baskets of flowers arrived at the store, along with congratulatory messages from



Another sale is made in attractive showroom. Wide aisles prevent even peak-hour congestion.

friends and associates. The store in turn, donated more than fifty baskets to the local hospital, winning a host of friends in the process.

The completion of the store's neon sign—said to be the biggest in the city's history—afforded another opportunity for a community celebration. The mayor of the city pulled the switch that lit the 15-foot-high sign. Cabot admits that \$17,000 is quite a price to pay for one sign, but he considers the money well spent.

A spectacular display is the only kind that would receive any attention in the neon-illuminated business district, he reasons. Too, the new store is situated on the second busiest corner in the city, with nearly 100,000 people passing by daily. Because of this, Burk's, it was felt, had a responsibility to make the location as attractive as possible.

And it is doing just that, while handling a volume of business that convinces Henry Feldman he was justified in going into competition with himself in Long Beach, the birth place of his successful operation.



At Burk's Fourth St. store, radios and phonographs are effectively displayed atop larger pieces, thus eliminating shelves, saving floor space.

Sells Phono Records to the

Complete Stock and Inventory Control Accounts

• You don't need a magic formula or a box of good-luck charms to sell phonograph records successfully. At least that is the opinion of Ralph Collucci who owns The Record Shop

with a city-wide reputation for having almost everything that's on a platter. Few people have been known to walk out of the store after being told, "We don't have that one." This

ness." Without knowledge of stock on hand a dealer can buy himself into a financial grave even though he may be selling records at a happy rate.



in Hartford, Conn.

After 20 years in the business, Ralph speaks from experience, not expectations. Last year, for example, he rang up disc sales of about \$180,000, and also sold \$120,000 worth of needles, phonographs, radios, television and tape recorders. Successful selling begins, Ralph believes, long before you open your door Monday morning, long before you approach your first coy, sales-resistant customer. There are two major factors—complete stock and inventory control.

Let's take a look at Ralph's set-up, "exhibit A," as we examine the charges of two distributor salesmen who accused him of being an exceptionally good businessman. (Representatives of RCA Victor and Decca Records made the charges, without Ralph's knowledge, the day a TELEVISION RETAILING editor visited his store.)

The Record Shop compensates for being a bit off the beaten track, as the owner describes his location,

indicates point number one in Ralph's operation.

With an inventory of about \$200,000, the store carries just about every record made by the major companies. "In a city like Hartford," the veteran dealer says, "having a complete line is essential if you want customer repeats. And in this city it's the repeats that pay the rent."

But this dealer doesn't stop there. It isn't enough to tell a distributor, "Okay, give me five of these and ten of those." At that rate there soon wouldn't be any room for salesmen, let alone customers. And that leads us to important point number two.

Ralph and his salesmen know every single record or album lining the valuable shelf space. If the information isn't exactly at their fingertips it's but a few feet away to the index file, the pulse of the business.

"Inventory control," he maintains, "is a vital factor in the record busi-



Inventory Control

This is how Ralph runs his inventory control program:

Before a new record or album is put on the shelves, three or four index cards, depending on the music classification, are made out and filed according to title of song (one for each side), name of artist and the music classification. If the recording is of a popular song no index card is made out. If there are two well known recording artists, say, for instance, the vocalist and band leader are equally popular, separate cards under each name are filed.

In addition, stock jacket labels also are prepared. These are pasted on the stock jackets and list name of the record company, record serial number, date record was stocked, amount, name of artist and the song titles.

Thus, at a glance, Ralph knows how many records of one title he has and how long it took to move them. Often a title will sell—eventually. But if it takes too long it may not warrant a re-order.

That is another reason Ralph keeps close tabs on the stock jacket labels. When a particular title is sold out, the stock jacket is set aside. When it comes time, Ralph can quickly determine if he wants to re-order and how many. It all depends on the title's previous selling rate.



Guesswork Removed

This obviously removes the guesswork from buying. In fact, as Ralph indicated, "I'm not a record expert. It's the sales that talk for me and no one can tell me otherwise."

The index files, kept on the sales counter, also help sell records, Ralph says. If a person asks for a certain song by a specific artist the salesman goes to the file to see if it's in stock. While going through the file the

Tune of \$180,000 a Year!

for Heavy Volume in Hartford, Connecticut Store

salesman may suggest other titles made by the artist. Many extra sales have resulted.



Index a Time-Saver

As a time-saver the index is invaluable. A look at the files takes a few seconds to determine if a certain title is available. If a particular title is sold out the index cards are removed. This also aids in breaking in new salesmen. Stock is arranged by company name and serial number, in chronological order. New salesmen are first assigned to placing records in stock to familiarize them with the stock arrangement.

Stock is laid out on shelves along two walls, on racks running through the center of the store, and on shelves on the reverse side of the wall racks near the counter. A full basement also contains a large stock of records.

Six booths offer sound privacy for customers. A switch arrangement prevents the phonograph from operating unless the door is closed. This eliminates disturbing "competition" among different booths and also assures that the turntable will stop when a customer leaves the booth.



Employs Large Staff

The Record Shop has nine full-time and four part-time employees, including two girls capable of handling the office. The time of one girl is taken up keeping the file system. While this expense may discourage some dealers from having an up-to-date file system, Ralph believes this control program more than pays for itself.

As a customer enters The Record Shop he passes through the department handling needles, phonographs, radios, television and tape recorders. This department is not slighted by Ralph since it accounts for almost half of his sales volume. In many respects he considers this department the backbone of the store.

For one thing, he believes record sales can't be considered separately

from phonograph sales, the obvious reason being that the more phonographs sold the greater the demand for records. In newspaper and radio advertising the importance of phonographs and their relative low cost are stressed. Last November and December the store moved \$8,000 worth of phonographs, most of them in the \$26 to \$35 range. Through his distributing company he has sold 3,000 to dealers in the three months ending in January.

of the radio time is spotted on disc jockey programs. Association of The Record Shop and the record programs is considered essential.

Ralph also maintains cordial relations with the disc jockeys in Hartford, whom he finds cooperative. At times, if a particular record is selling exceptionally well and the announcers apparently are unaware of its popularity, Ralph makes it a point of informing them.

This is all based on Ralph's atti-



The Record Shop, owned by Ralph Collucci, used this traffic-stopping display to promote Hartford's recent "Record Festival" which stimulated musical interests there.

Phonograph record needles are not ignored by The Record Shop, which carries a complete line. The store sold about \$15,000 worth of needles last year. Considering the fact that little space is required, this is a worthwhile department to have, Ralph claims.

The service department is a vital part of his organization and Ralph thinks it can make or lose a lot of good-will. For that reason his servicemen are especially careful of their workmanship.

The Record Shop has an advertising budget of about \$10,000. Three-fourths goes for radio time and the remainder for newspaper ads. Most

tude that the public has to hear a record before it will buy. For this reason he thinks television has helped boost phonograph record sales.

Recalling the Hartford Record Festival, Ralph said it created considerable interest in music in the area, both for immediate and long term interest. He didn't have any difficulty in filling the extra demand for records of the artists who participated in the festival. But then, Mr. Collucci of The Record Shop will always have records his customers want. After all, he knows you can't sell a record if you don't have it in stock.

Makes Recorders



A Wack salesman measures a 7" recorder tape against 50 phonograph records—the number that can be "compressed" into a single tape recording. Music students and album collectors provide a fertile sales field for recording machines. The firm does big business in records, too.

Advertising, Demonstration, Display and Selection Pay Off for This Alert Merchant

Television caught another big moment in current history last January, as millions saw and heard a Presidential inauguration. In Milwaukee, one man saw an opportunity.

Waldemar (Wally) Waech, junior partner in the Wack Sales Co., caught the speech on a dozen tape recorders. He played it back, in demonstrating his machines to customers, and rang up the first of several sales before the inauguration ceremony was complete.

The incident was one example of the sales promotion that makes this firm a leading retail outlet for recorders in Milwaukee. It was evidence also that the recording business goes hand-in-glove with TV. As everyone knows, television has

created a giant new industry in home entertainment and instruction. As dealers like Wack Sales have demonstrated, the alert merchant can still capitalize on that fact after the television sale has been made.

Wack recorder volume is a well-kept firm secret, but wholesalers vouch for the fact that the volume is well above the average in this area. Another index of this brisk business is the fact that the store displays 15 recorder models in five brand names. Adolph Waech, Wally's father and founder of the firm, says that they regularly stock about three recorders in each make shown.

The inventory runs to about \$10,000 at retail prices, and they credit it for a good measure of their success. "When a man wants a recorder," Wally says, "he wants it to fill a special purpose. If he can't find it here, he can't find it anywhere."

The list of special purpose customers is long. One Wack client, a doctor, attended and recorded a series of highly technical lectures by a famous medical expert. Another, a student, rigged his recorder to a time-clock device in the belief that he could "absorb" his lessons by playing them over and over while he slept. The Waechs do not endorse that theory. They just sold the recorder.

Music students are among the principal customers. Young businessmen, just achieving prominence in club work and civic life, find recorders a valuable shortcut to the neglected art of effective public speech. Ministers use it to test the sound effect of next Sunday's sermon. Business associations find that a recorder can just about pay for itself in stenographic savings in three or four conventions. Busy executives use it for the same reason. Theater groups find it a handy tool and even libraries are beginning to list it as standard equipment. Children's books, in particular, are now being "printed" in sound.

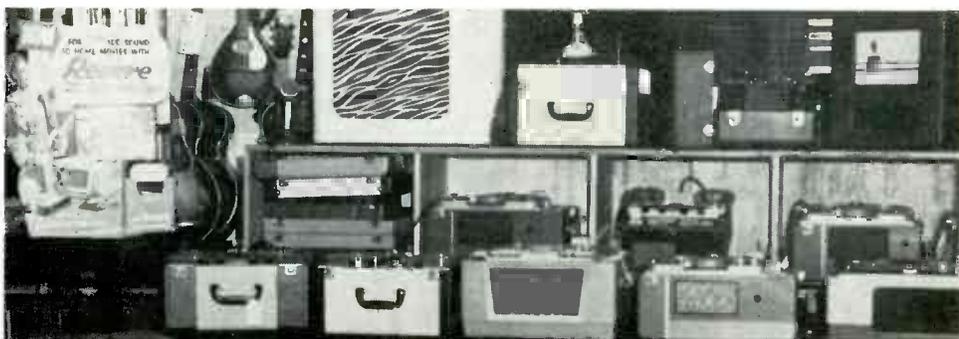
More Recorder Uses

Other Wack customers use the recorder to "collect" jazz records, dub in sound on home movies, record parties, and to tape important or just well-loved programs on radio and TV. They use it also as a camera in sound. "If you can tape the first words spoken by a child," Wally says, "the parent is not hard to sell." The firm has sold numbers of parents on the idea that they can make their own "Hear It Now" record of the family growing up.

In short, like TV, the tape recorder offers the combined values of entertainment and instruction. The Wack line runs from a light portable



Waech finds that the customer pretty frequently is sold by the sound of his own voice.



This display of recorders is the first thing to meet a customer's eye as he enters the Wack Sales Co. door. The firm stocks 15 models, 5 makes, with about \$10,000 inventory.

Famous in Milwaukee!

all-purpose recorder, at \$119.50, to an instrument selling at \$385.

Most of the units are sold on time payment—\$19.50 down in the case of low-priced models, and \$2.33 a week. Sometimes the firm will advertise used, demonstration-model recorders at a low price, to bring in the curious, but more than 90% of sales are in new machines. All sales carry a 90-day guarantee, and repair problems occur in fewer than 10% of the sales made.

Tape vs. Records

Usually, the managers suggest to a customer that he fit his machine with a seven-inch reversible tape, at 3¾ speed. That yields two hours of recorded sound—the equivalent of 50 phonograph records—at a tape cost of \$3.50. The tape can be “erased” and used over when desired, the customer is advised.

The big business occurs in Fall and Winter, probably because these are seasons of least distraction in outdoor interests. To bring in business, the firm carries a classified ad every Sunday in the city's principal newspaper—at about \$6 an ad—and occasionally invests up to \$100 in a series of small display advertisements on the daily amusements page of the same paper. Total advertising bill is approximately \$600 a year.

Adequate Display Space is Essential

The Wack store is small but a good share of the space available is reserved for recorder display. Three or four are usually shown in the window, and the customer sees a dozen more as he steps through the door. He is encouraged to try them out. The sound of his own voice has persuaded more than one buyer. If he is young and single, the sound of his girl friend's voice is the best of all built-in sales attractions.

In addition, of course, the managers look for business where it is. A new name appears four or five times in the one or two paragraph newspaper announcements about the speaker at Rotary Club or Kiwanis.

The speaker might be flattered to get a call. He might be a customer. The newspaper also can be mined for announcements of business conventions, church bazaars, music contests—any likely event at which a tape recorder might meet the need.

Accessories Add \$\$

Accessory sales help the business along. A good microphone can be bought for \$7.95, but it goes on up from there to \$200. There are other extras and add-on features—push-button control, better amplifiers, footage indicators, treble-tone controls—which push the price up. The Waechs find that a tape recorder enthusiast reacts pretty much like any other man with a special interest. He buys his recorder, and then he starts adding the things that will make his equipment the best.



Waidemar (Wally) Waech, junior partner in the Wack Sales Co., demonstrates the machine here to a young man and his girl friend.

AMPRO TAPE RECORDER
Records Anything! Plays Back Instantly!
\$119.10
19.50 Down, 2.33 Weekly

Revere RECORDER RADIO COMBINATION
Make your own tape recordings of Christmas music, voices of the children, friends and relatives. Also record lectures, radio or records.
\$250 TERMS

The Webcor® Magnetic Recorder
Up to 3 hours recording on reel! Two recording heads make it possible to play both sides of tape without rethreading or stop. Single control for easy operation. Microphone, reel of tape and carrying case, and tax included.
\$197.50 \$57.50 DOWN ... EASY PAYMENTS

WACK SALES CO.
A. E. WAECH
Corner 32nd and W. North Ave.
Hilltop 2-9808 Open Every Evening

Typical ads run in local newspaper by Milwaukee merchant in on the ground floor in pioneering tape recorders.

This Dealer Finds Hi-Fi a Natural for the Home

Broadening Musical Tastes Assure Its Future, Says Ohio Retailer

• Returns per dollar invested in the Hi-Fi business are definitely good, according to Henry H. Torrence, owner-manager of Torrence Radio, Toledo, Ohio. Profits run about 30 to 35%, he says.

Torrence, who has one of the leading radio-TV stores in Toledo, begins beaming a bit when he peers into the future of high fidelity merchandising. He's as enthused about it as a "child with a new train."

Whereas only "long-hairs" used to be interested in classical music and the quality of its sound to the ear, a large segment of the population now enjoys it, Torrence asserts. Schools, he thinks, have been partly responsible for developing discerning musical tastes. In Toledo, considerable credit must also go to the Museum of Art, which has received national attention for its highly popular program in music appreciation and art.

Although TV certainly is here to stay, the fact that its novelty has worn off a bit gives Hi-Fi a better chance to progress, Torrence feels. He reasons too, that more people in these hurried times are becoming aware of the soothing effects of music, especially in their homes.

Studio Makes a Hit

A few Toledoans used to purchase Hi-Fi equipment by ordering through catalogs, sight unseen. Since last Fall, however, customers have had a chance to see, hear and compare this equipment in Torrence's attractive high fidelity studio, the only set-up of its kind in the city.

The 12 by 25-foot carpeted room, in the planning stage a full year, was built to simulate a modern living room. It has grooved board walls, oil paintings (with musical themes) chairs, a couch, and, of course, a variety of Hi-Fi cabinets. A large curtained window enhances one wall.

Although equipped with an acoustical ceiling, the room is not otherwise too different from one you might see in your neighbor's home. "If it was," Torrence observes wisely, "a customer might dash back complaining that the equipment didn't sound as good as it did in the store!"

When potential customers come to

the studio, located at the rear of the main display room, Torrence first inquires why they are interested in Hi-Fi and then determines whether they want complete factory-built sets or wish to buy and assemble the components themselves. He finds that most purchasers fall into two categories: music-lovers and hobbyists—or both.

The store has on call a cabinet-maker who installs the units wherever the purchaser desires. Sometimes installations feature remote control, the amplifier, record player or tape recorder being in one room, the speaker in another. In several cases multiple speakers have been installed in one house.

The visitor in Torrence's studio gets a good comparative idea of cabinet possibilities by inspecting several on display there. Supplementing



Owner Torrence, shown as he adjusts pre-amplifier, says Hi-Fi produces 30 to 35% profits.

these models, Torrence has prepared a large notebook of photographs.

Besides a variety of styles to choose from, a sizable price range for the various components is offered. For instance, the customer's choice might range from an 8-inch speaker in an unfinished cabinet at \$43.70 to a speaker and cabinet at \$690. Or, he might select a 10-watt amplifier at \$79.95 or a 50-watt unit at \$300.

Even better than just seeing the equipment is "hearing it perform." To give the prospect the kind of music he wants, Torrence asks him to make his own selection from a varied collection of records. Next, the store

owner determines the degree of volume at which the customer wants to hear the music.

Then comes the actual demonstration, *the critical point at which Hi-Fi is sold.*

Torrence has devised a unit which can accommodate several music units (record player, tape recorder or radio). He can feed the sound to as many as four different amplifiers and then into eight speaker systems, if he chooses. By playing duplicate records simultaneously, and switching back and forth from one amplifier and speaker to another, the prospect gets an equitable comparison of the equipment.

Home Trials Omitted

Because of this near home-like demonstration, Torrence finds it unnecessary to offer actual home trials. Thus, he saves time, trouble and money. He does, of course, sell equipment which can be subject to return.

Many people have learned about Toledo's Hi-Fi studio through newspaper and radio publicity, and through ads Torrence places regularly. When the studio was opened, personalized invitations were mailed to 1,000 music lovers, such as members of the Friends of Music club.

One of the best ways to advertise, however, Torrence claims, is by interesting the person who comes into the store to see TV sets and appliances. Those people always hear this line: "Before you leave, we want you to see our high fidelity studio." Many sales have been consummated by this friendly suggestion, the owner says.

Several people building new homes have come in for advice on providing for Hi-Fi equipment—and they get it. Torrence also lists their names, addresses, telephone number and the probable date on which construction will start. Follow-ups are made by 'phone or by personal contact.

High fidelity equipment now is serviced in the store's regular TV-radio department. Later, there will be a special staff to handle this end of Torrence's business, a plan which bears out the owner's strong belief in the bright future of this thing called Hi-Fi.

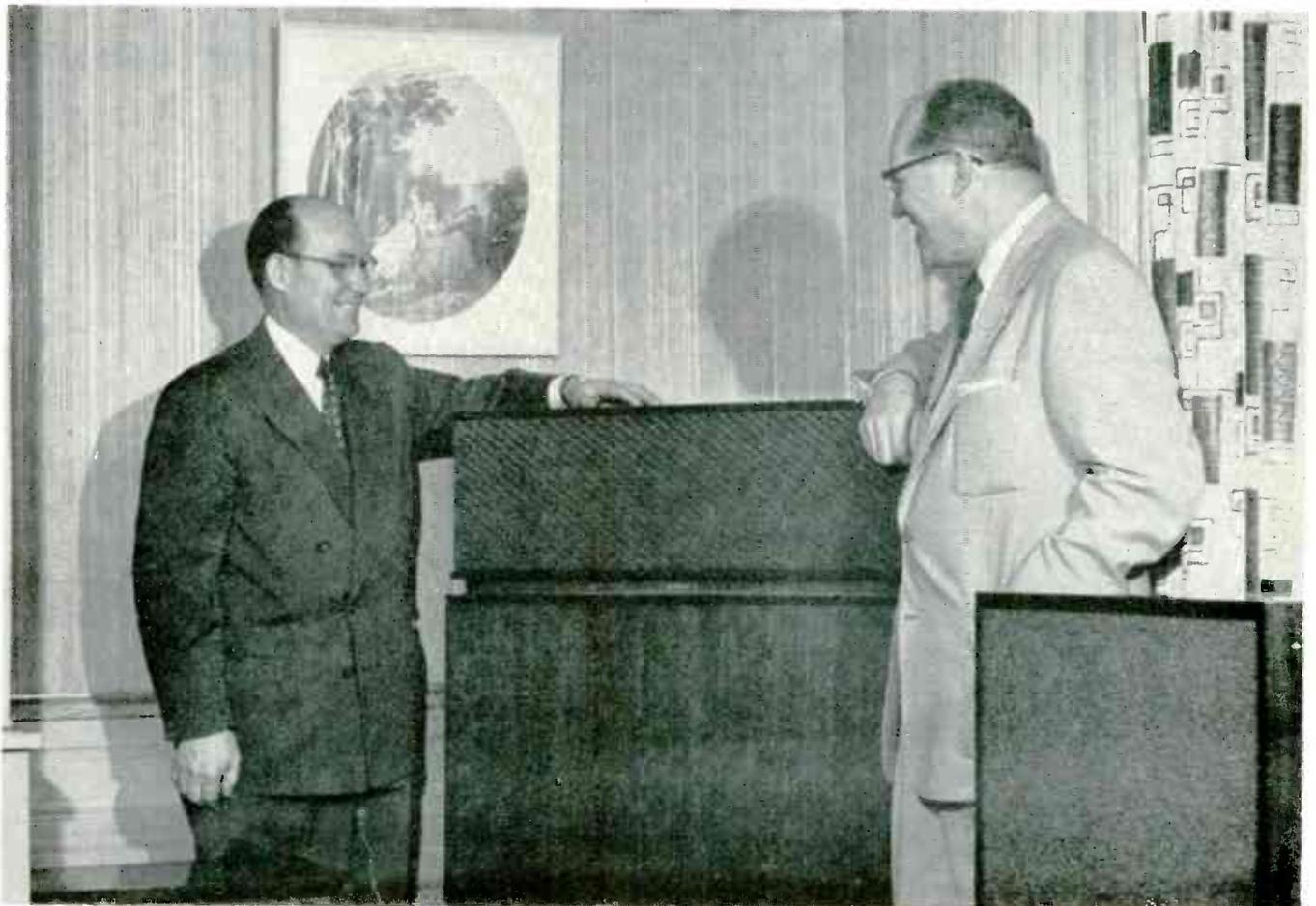


Built to simulate home atmosphere, the Torrence studio even has musical paintings. Here a customer selects records he wishes played.



Sofas and chairs are standard equipment in the Hi-Fi studio. Like all customers, this lady relaxes as she "hears" demonstration.

Henry Torrence (left) owner of Torrence Radio, Toledo, Ohio, discusses a big-ticket Hi-Fi unit with prospect. He stocks models in a wide range.





Pictured above is the new NEMA Electric Housewares seal, designed as a permanent decal for store and window fronts.

Electric Housewares

Big NEMA Drive on Small Appliances an Opportunity

• Electric housewares—except those specifically for hot or cold weather use—have a very consistent month-by-month sales chart. The seasonal fluctuations are not especially pronounced—except for the tremendous pre-Christmas sales upturn.

There is a general feeling this year, however, that the Spring and early Summer months can put a substantial bulge upward into the electric housewares business. This belief is founded on some pretty good reasons, too.

One good reason for an expected upward surge is the effort of the Electric Housewares Section of NEMA. As many dealers know, the promotional programs of this group are a comparatively recent development. But the growth has been healthy, indeed. The chairman for the sales promotion committee, G. W. Orr, recently pointed out these figures: In 1950, only 5,000 dealers participated in the Electric Housewares Section campaign; by 1952 there were 35,000 dealers participating—and in 1953 over 50,000 dealers are expected to collaborate in the campaign.

The choice of the selected season for this campaign is most certainly no "out-of-the-hat" idea—for it reflects the experience and planning of the best brains in the electric housewares business. It's the time for Mother's Day gifts, graduation gifts, wedding gifts—and various other reasons why folk should have some new electric housewares item.

Some dealers contend—rightly, perhaps—that the new families of recent years have not gone in for heavy buying of electric housewares for simple economic reasons. With the purchase of a new home the family has been concerned chiefly with basic major appliances. Replacement, of course, has always been good on certain electric housewares.

The distribution situation has improved in recent years in this field. There will always be the gyp pro-

motional products—the junk you can find in many out-of-the-field outlets for such products. But, by and large, the sheep and the goats are now separated. The distribution channels that supply the legitimate dealer have been pretty well cleared of junk merchandise and fly-by-night producers, though the discount-house continues to plague the industry with price-cutting in many areas.

As the electric housewares business has stabilized itself there has been some improvement in margins, too. One dealer recently pointed out his low sales costs, low investment in inventory, quick turnover and low-cost servicing. These factors, the dealer explained, make his profit factor very satisfactory, indeed.

"Ticket" is Growing

And, incidentally, the average unit selling price on electric housewares has been lifted considerably by relatively new products which are enjoying good consumer response, such as rotisseries, deep fryers, electric fans of varying new design. You can't exactly call electric housewares "big ticket" merchandise—but the ticket is a lot bigger than it's been in recent years.

Organized industry promotional efforts appear to be vague and visionary sometimes. Frequently we get a feeling that there is no tangible "sell" in such efforts. But let's not be fooled! Within our own appliance industry we've profited tremendously by such industry-wide promotions. They take time. They take cooperation and enthusiasm. Then the snowball really rolls. That's why we get a good feeling of pride over Mr. Orr's prediction that over 50,000 dealers are expected to collaborate in the 1953 Spring Sales Campaign.

The Electric Housewares Section of the National Electrical Manufacturers Association recently announced their plans for this Spring campaign in detail.

Here are some highlights on the announced plans for this year:

Approximately \$5,000,000 will be spent in advertising in 1953 by members of the Electric Housewares Section of NEMA, with copy promoting the gift campaign and using the new gift theme "seal" or logotype . . . the advertising program will reach more than 60,000,000 consumers . . . dealers will be provided with a 3-color window decal designed to identify themselves as gift headquarters for electric housewares . . . window streamers will be provided . . . newspaper ad mat services are to be available through local newspapers . . . there will be a display contest for electric housewares dealers . . . a specific "action plan" will be offered.

These are familiar gimmicks, of course—but they've proven their value for the dealers that pitch in with a bit of solid enthusiasm.

Some Helpful Hints

Now let's take a run-down on a few products:

STEAM IRONS: "Hot" item; moving well almost everywhere. How about using one or two on a "loan" basis to reliable customers? Experience shows that once a woman uses a steam iron she's usually sold on it.

PORTABLE MIXERS: Ditto—maybe not as easily sold on the trial or "loan" basis as the steam iron.

FANS: One manufacturer feels that room air conditioners are helping the fan business by making people more conscious of comfort. Many new designs; unit prices are



for Greater Profits

for All Dealers to Jump Aboard the Bandwagon

good now. If a customer seems to balk on cost of room air conditioner, sell him a window fan or floor circulator rather than get no sale at all.

ELECTRIC BLANKETS: Off-season item—but still a highly desirable gift.

BROILERS & ROTISSERIES: Trends to outdoor living will help these items; naturals for use in patios, gardens, sun-decks, etc.; good unit prices.

LIQUEFIERS: Most manufacturers are trying honestly to say what this product will and will *not* do.

Be sure your prospect understands the use of a liquefier. Among other things, why not keep some frozen orange juice on hand for demonstrating? (The juice will be good for you, too.)

FOOD MIXERS: The convenience of the portable is appealing—but there are more dollars in the full rig.

COFFEE MAKERS, TOASTERS, WAFFLE IRONS & SANDWICH GRILLS: These are steady items. Sell quality—and sell that second unit for outdoor use this Summer.

CLOCKS: Steady. Greatly improved designs.

HAND IRONS: Steady—all year 'round sellers.

DEEP FRYERS: They seem to be coming along nicely.

Certainly it isn't possible for all electric housewares to be tossed into one big category. Each one is different, and frequently each one has a distinctly different merchandising problem. For that reason, the dealer should keep up-to-the-minute on each of his electric housewares items—and his competition.

Here's a basic selling point, too. A good percentage of electric housewares purchases are made on impulse. And impulse is largely moti-

vated by *action*. Always strive for *demonstration action* (not just action alone) in your displays.

To summarize, (1) there's a splendid electric housewares campaign under way—so climb aboard; (2) improve on the knowledge of each product and regard it as a special item in its own right; (3) sharpen up the displays with demonstration action; (4) understand your customers' needs and help them through your knowledge of the merchandise you handle.

There's good business to be had this Spring and Summer in electric housewares. It is the type of business which shows a good *net* profit, surprisingly good volume and relatively little effort for such gratifying results. Here's luck!



G. W. Orr, chairman, Sales Promotion Committee, Electric Housewares Section, National Electrical Manufacturers Assn. Mr. Orr is sales manager of electric housewares for the John Oster Mfg. Co.

Following are the current members of NEMA's Electric Housewares Section who are supporting the 1953 Campaign:

American Electrical Heater Co.

AMERICAN BEAUTY

Arvin Industries, Inc.

ARVIN

Camfield Manufacturing Co.

BLUE RIBBON

Casco Products Corporation

CASCO

Chicago Electric Mfg. Co.

HANDYHOT

Cory Corporation

CORY

Dulane Inc.

FRYRYTE

The Emerson Electric Mfg. Co.

EMERSON-ELECTRIC

Fieldcrest Mills Division

Marshall Field & Company

FIELDCREST

The Fresh'nd-Aire Company

(Div. of Cory Corporation)

FRESH'ND-AIRE

General Electric Company

GENERAL ELECTRIC

General Mills, Inc.

Home Appliance Dept.

BETTY CROCKER

Hamilton Beach Company

Div. of Scovill Mfg. Co.

HAMILTON BEACH

The Hobart Manufacturing Co.

KITCHEN AID

Knapp-Monarch Company

K-M

Landers, Frary & Clark

UNIVERSAL

National Pressure Cooker Co.

PRESTO

John Oster Manufacturing Co.

OSTER

Proctor Electric Company

PROCTOR

Rival Manufacturing Company

STEAM-O-MATIC

The Silex Company

SILEX

Toastmaster Products Division

McGraw Electric Company

TOASTMASTER

Waring Products Division

Reeves-Ely Laboratories, Inc.

WARING-DURABILT

Westinghouse Electric Corp.

WESTINGHOUSE



Room for All, This Year, in Room Air Conditioner Field

Unsaturated Market and Not Too Much Competition

Seen as Factors in Forecasting Heavy Sales

● The peak of the room air conditioner season is right around the corner, and the outlook is excellent for sales of a record-breaking number of units this year.

The entry into the merchandising scene of a great many manufacturers, distributors and dealers is causing a few retailers to take a somewhat dim view of sales prospects for this year. "Everybody's in the act now," says one large dealer, who foresees price-cutting and frenzied selling methods on the way, "unless it stays hot as Tophet all Summer long."

We disagree with any premise forecasting an "overcrowded" field this year. While it certainly is a fact that there will be plenty of competition, resulting in the need for vigorous and aggressive merchandising, there is and will be a healthy demand in a virtually unsaturated market. Also, it is a fact that although there are a number of newcomers to the field, their total isn't large as compared with the existing potential.

Output Heavy This Year

About 700,000 units will be produced and distributed this year as against the 400,000 sold in '52. Inventories will be quite evenly distributed throughout the United States, and will be spread fairly thin among the numerous retail outlets, many of which will be carrying nothing more than "token" inventories on experimental bases.

Of course there will be some price-cutting. Just how much will depend on the temperature, and the state of the market as affected by consumer buying power, with the latter factor promising from the present viewpoint to remain in a healthy condition. Whether conditions are favorable or unfavorable, some of the high-pressure outlets in the big cities will cut prices in attempts to get a big slice of the business. And, if the Summer is cool and a sales lag should occur, a few small dealers will slash lists in order to unload.

A great many experienced, and



profit-minded retailers we've talked with are playing the room air conditioner business close to the vest. They are stocking adequately because they realize that they can do so safely in view of the fact that room coolers can be carried over without becoming obsolete the next year. They are not going overboard in their buying, but are determined this year to have enough merchandise on hand if the sales lightning strikes as it did in '52. Such retailers are not too deeply concerned with the price-cutting aspect because they see a greater awareness on the part of the public to the necessity for buying from dealers who can offer good service and installation. And they have something there because customer satisfaction can only come about when the room cooler does the job.

A long-range picture of the room air conditioning business seems to indicate that the bulk of the volume will be accounted for by those merchants who have good service department facilities. Thus, the room cooler business promises to follow the same pattern prevailing in the TV and appliance fields today, where dealers with efficient service departments account for the bulk of the business.

While there is room for all this year in air conditioner activities, there will be plenty of headaches

for those who look on this product as strictly a plug-in, package item.

Room air conditioners, when sold and installed the right way will bring the dealer profits and customer-recommended sales. In cases where dealers push too-small units in order to make the price seem more attractive, or where, through product-ignorance or lack of installation know-how, they fail to provide proper installation and service, both dealer and customer suffer. Merchants who have financed room air conditioners which fail to work properly, will find themselves behind the eight-ball, with repossessed merchandise on their hands, and a hard-to-live-down backlog of customer ill-will.

Stretch Those Sales!

The dealers who can see the great possibilities existing in the room air conditioner field also realize the necessity for stretching out sales, as pointed out in numerous articles in this magazine. Since the room cooler conditions air all the year 'round, it must be sold either for this latter purpose, or sold well in advance of the hot weather if we are to take the product out of the flash-in-the-pan category it occupied last year. Only through stretching the selling season, can room air conditioner deal-

(Continued on page 92)

It's the **push**

behind the product

that **pulls** sales



Kukla, Fran & Ollie

Dennis Day

Phil Harris & Alice Faye

Every successful sale of a home product begins in the home.

LIFE and BETTER HOMES & GARDENS are carrying the story of RCA Room Air Conditioners into millions of homes.

The people who read this advertising are *prize prospects* . . . interested in better living . . . in improving their homes.

These are the same people who will walk into your store, ask for more information and utter the magic words, "How soon can you install it?"

Backing this powerful magazine campaign will be consistent promotion of RCA Room Air Conditioners on such top notch radio and TV programs as Kukla, Fran and Ollie, Dennis Day and the Phil Harris-Alice Faye show.

Get behind the line that is in the forefront . . . creating prospects and profits, with a powerful national advertising campaign.

A complete sales promotion program will help you with the follow-through . . . to build bigger and better business with RCA Room Air Conditioners.

RCA Room Air Conditioners

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA

IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL



TMKS®

New Appliances

Kelvinator WALL CABINETS

One of the major features of this company's Pantryette kitchen wall cabinets is their ease of installation, a fact which is being emphasized in Kelvinator consumer ads. Cabinets are mounted on special hanger strips which are at-



tached to wall-studding with, of course, the aid of a hammer and screw-driver. They can be hung at any height desired, and come in a variety of lengths from 18 in. to 5½ ft. Kelvinator Division, Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit.—TELEVISION RETAILING.

Aldane CIRCUIT BREAKER

An automatic circuit breaking device, the Short-O-Matic prevents a short circuit from passing through the socket into which it has been placed, thereby adding to the safety of the lighting system. Unit is engineered to protect all appliances requiring 500 watts or less. Device literally throws itself out of the electrical socket at the exact time of the trouble. Unit is inserted in outlet and the appliance cord is then plugged into the female outlet in Short-O-Matic. No fuses are blown, there are no black-outs, and only the appliance in which a short may occur is disconnected. Bittan-Shafer Sales Co., New York, is national representative for the device, which is retail priced at \$1. Manufacturer is Aldane Industries, Inc., Woodside, N. Y.—TELEVISION RETAILING.

GE ELECTRIC ALARM CLOCK

This company recently introduced a new electric alarm clock which it calls the Starter. Available in both luminous and non-luminous models, it will carry Fair Trade prices of \$3.98 and \$4.98 respectively. Both styles have an ivory-colored case, red sweep second hand, and a shatter-proof crystal. Dial on the luminous unit (model 7H-220L) is midnight blue. On the non-luminous clock (model 7H220) the dial is white; the hands, hour dots and numerals are brown. General Electric Co., Small Appliance Div., 1285 Boston Ave., Bridgeport, Conn.—TELEVISION RETAILING.

Cory PERCOLATOR-DRINK SERVER

A combination glass percolator and all-purpose beverage server is newly introduced as the DGP Percolator. It is designed in modern Swedish, with a chrome band encircling the throat of the brewer. This 2½-in. band adds strength to the unit, provides firm support for a plastic heat-proof handle,



and proper balance. Other features: heavy pouring lip, one in. deep; 8-cup capacity; heat-resistant glass; cup markings. When percolator basket and metal inside coffee brewing assembly is removed, percolator becomes a server for hot or cold beverages. Retail priced at \$5.95. Cory Corp., 221 N. La Salle St., Chicago 1.—TELEVISION RETAILING.

Viking ROOM AIR CONDITIONER

To be released this Spring is Viking's new ¾ H.P. room air conditioner, one said to be equally suitable for home or office. Features include a Glo-lite (lighted) control panel which makes possible adjustments in the dark. The unit fits all double-hung windows from 28 in. up, and will, under favorable conditions, keep a 300 to 500-sq. ft. area continuously cool, the company says. Unit is housed in a sandalwood tan cabinet with sculptured fluting around the honeycombed metal grille. Cabinet measures 27¾ in. wide; 30½ in. deep; 16¾ in. high. Viking Air Conditioning Corp., 512 NBC Bldg., Cleveland 14.—TELEVISION RETAILING.

Westinghouse WALL VENTILATOR

A 250 cfm Poweraire ventilating fan for permanent home installation in an outside wall, is identified by the maker as model 8PHV. Fan is equipped with Hemcolite plastic blades, a brushless, induction-type motor, and a single speed "on" and "off" switch actuated by a pull chain. The one-piece grille can be removed for cleaning. Wall sleeve is designed to fit all standard wall thicknesses. Finish is gray and white baked-on enamel. Westinghouse Electric Corp., Electric Appliance Division, 653 Page Blvd., Springfield 2, Mass.—TELEVISION RETAILING.

PORTABLE ELECTRIC SHAVER

Believed by the manufacturer to be the first self-contained battery shaver ever offered, this Norelco Sportsman model operates on ordinary flashlight batteries or off a 6-volt automobile battery. Unit is also equipped with an adaptor for an automobile lighter socket. Shaver is said to use less than 1/10 as much current as a car radio. It operates



on AC or DC and comes in a pigskin travel case with steel battery container. An unbreakable mirror is attached to the back of this container. Model features two rotary-action shaving heads and a motor which requires no lubrication. Twelve self-sharpening cutters are contained in the cutting heads. Retail price is \$29.95, less batteries. North American Philips Co., Inc., 100 E. 42 St., New York.—TELEVISION RETAILING.

Telechron's "DORM" CLOCK

The first Telechron electric alarm clock to be produced in a separate mass-production factory created to make low-priced clocks exclusively, the "Dorm," with plain or luminous dial, is priced to retail at \$3.98 and \$4.98 respectively. Compact, but with a large, easy-to-read dial, the clock is designed



to give maximum visibility in minimum table space. Model 7H211 (regular) has an ivory-color case, brown numerals and hands, white dial. Model 7H211-L (luminous) has an ivory case, white numerals, luminous hands and hour dots, and a black dial. Telechron Department, General Electric Co., 75 Homer Ave., Ashland, Mass.—TELEVISION RETAILING.



Peak Performance for Indoor UHF and VHF Television Reception

Now — the nationally advertised, consumer accepted HI-LO TV Indoor Spiral-Tenna is applicable for both VHF and UHF with our exclusive UHF antenna adapter, from channels 2-83. But, you still get the volume by selling at the same low, low price.

- seconds to install
- receives clear picture immediately
- tuned to high and low TV channels
- no switches or rods to adjust
- high signal gain
- height 20" — width 32"
- gleaming gold appearance
- bakelite base
- aluminum bars
- modern design to blend with any furniture

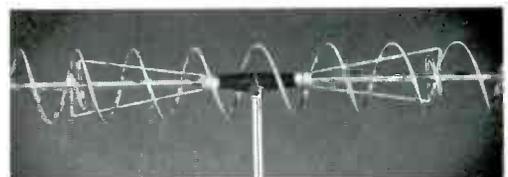
Sold by recognized jobbers

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

at the same low list price!
\$9.95
LIST PRICE

Model
202 U-V

U. S. Patent No. 2,495,579
Canadian patents 1951 — other patents pending



The Hi-Lo UHF antenna adapter is available separately for all previous HI-LO antennas. List Price \$2.00.

Order HI-LO UHF-VHF TV Spiral-Tennas NOW!

New Appliance Products

Lipman ROOM AIR CONDITIONER

Two new models have been announced in the company's 1953 line, units produced in 1/2 and 3/4 H.P. sizes. Both perform the functions of de-humidifying, cooling, filtering, circulating, ventilating and exhausting. Controls are concealed beneath the sliding top of the cabinet and are readily accessible. Louvers are adjustable horizontally and vertically, and direct the air flow wherever desired. The filter is a cleanable type which can be used



indefinitely, company says. Condenser is 4-row; compressor is hermetically sealed. Both models are finished in Catalina gray baked enamel which is said to blend as an integral part of a room's decor. Lipman Refrigeration Division, Yates-American Machine Co., Beloit, Wis.—TELEVISION RETAILING.

Harder-Freez GOLDEN LEISURE LINE

The new Golden Leisure Line includes 15, 20, 25 and 35 cu. ft. upright home freezers and 15 and 20 cu. ft. chest types. The latter hold from 525 to 700 lbs. of frozen food, have welded steel construction, baked-on enamel finish and silent, fanless operation. The units have the



"Lazi-Latch," which opens readily to the touch, built-in interior lids, removable dividers for easy storage arrangement, warning light aglow in the freezer window and Handi-Lift storage baskets for convenient accessibility. Harder-Freez Div., Tyler Fixture Corp., Niles, Michigan—TELEVISION RETAILING.

Ironrite PORTAWAY IRONER

Highlight of its restyled line of automatic ironers, is Ironrite's 890 Portaway model (shown) which folds up into its own frame after use and can be rolled away on self-contained casters for compact storage. When folded, the unit occupies a space of 15 by 17 by 30 inches. Completely automatic in operation, the 890 also features the company's two usable open ends and Do-all ironing points. When in use, the machine has a width of 33 in.; height of 30 in.; and



depth of 17 in. Other features include adjustable Feather-Touch knee control, incorporating pressing action (leaving both hands of the operator free); instant hand release for use when electric current is shut off accidentally; no springs to adjust; pressure set at 135 pounds and constantly maintained. Model has a fractional H.P. motor and a speed which provides 2500 sq. in. of ironing area per minute. Body of unit is white; stand is chrome. Ironrite Inc., 322 Cass Ave., Mount Clemens, Mich.—TELEVISION RETAILING.

Salton ELECTRIC FOOD SERVERS

A line of eight Hotable and Hotray electric food warmers-servers is produced by this company. The Hotray group includes the Special, Gourmet, Superb and DeLuxe models which range in size from 9 by 14 in. to 16 by 28 in. They are priced, respectively, at \$12.95; \$24.95; \$37.50; and \$44.50. Each is thermostatically controlled at 200 degrees F., features Ra-Grid shatter-proof glass; operates on AC. The Hotable group, in addition to the above features, comes with 4-wheeled serving tables in a variety of sizes, styles and finishes. Models in this group are the Imperial, \$59.75; Master, \$69.75; Regent, \$59.75; and buffet at \$175 and \$185. This group, too, operates on AC. Salton Mfg. Co., Inc., 29-31 Jumel Pl., New York 62.—TELEVISION RETAILING.

See MART, section 2
for Prices, Selling Data
on All Leading Lines

Thor SPINNER-TYPE WASHER

Both of this company's new washing machines, the spinner type (shown) and the automatic model, will feature a Water and Soap Saver which is said to be able to save a housewife 16 gallons of hot water and half the amount of detergent ordinarily used in an average weekly wash. This feature, built-in at no extra cost to consumer, operates



through a duo-direction pump which sends the soapy water into a storage basin. By pressing a switch, this water is brought back into the machine when it is ready for another load of clothes. Use of this feature is optional. The pump is a refinement of previous models and is interchangeable with other Thor pumps. Spinner model is retail priced at \$223.50; the automatic at \$249.50. Thor Corp., 2115 S. 54 St., Cicero, Ill.—TELEVISION RETAILING.

Domestic SEWING MACHINE LINE

Three new sewing machine heads have been added to the line of German-made machines distributed by Domestic in this country. Additions are the Streamliner, Special Rotary, and Zig Zag Imperial. The Domestic line now includes 40 cabinet and portable models, ranging in price from \$69 to \$369. Domestic Sewing Machine Co., 1231 Main St., Cleveland 1.—TELEVISION RETAILING.

Rice CLEANER-LUBRICANT

An electrical contact cleaner and lubricant in a "bomb"-type dispenser, Spray Kleen has been developed to eliminate the need for removing receiver parts in order to clean them. The can comes with a flexible nozzle for really hard-to-get-at areas, and is priced at \$1. The non-spillable, non-evaporating container holds six fluid ounces, or about a six-month supply. Ward E. Rice Industries, Inc., Box 1705, Glen Park Station, Gary, Ind.—TELEVISION RETAILING.

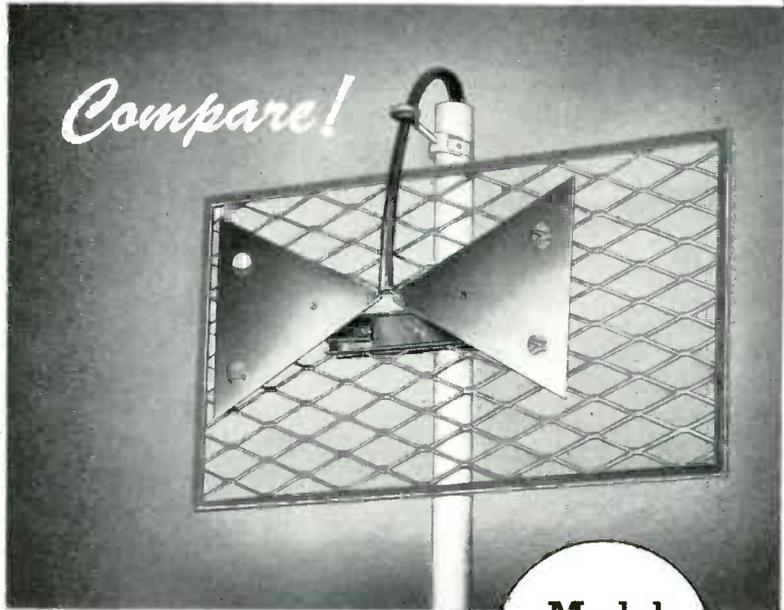


while others plunged
WE WAITED

while others promoted
WE TESTED

while others gambled
WE ENGINEERED

NOW
VEE-D-X
GUARANTEES YOU
THE finest
BOW TIE
OF THEM ALL



Compare!

**Model
BT-U**

- Precision-built
- Easiest to install
- Brilliant performer
- 8 db gain across the entire UHF band
- 50% additional gain on stacked arrays
- Engineered for super sharp picture reception from 470 to 890 mcs.
- Assembled in less than a minute
- Weather-resistant finish
- Compact packaging — only 12" by 20" by 1½" deep
- No insulators required



The Aristocrat of Bow Ties

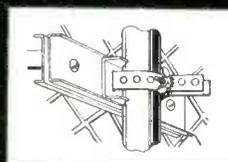
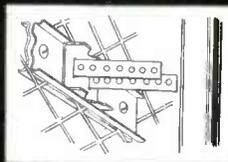
LaPointe ELECTRONICS INC.
ROCKVILLE, CONNECTICUT

**BASED ON A COMPLETELY
New Antenna Formula**

- Eliminates insulators
- Permits all-metal construction
- Higher gain
- Flatter response over the

ENTIRE **UHF** BAND

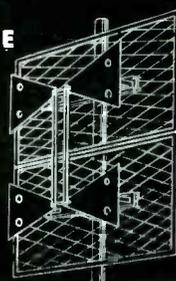
EXCLUSIVE VEE-D-X FLEX-CLAMP



This exclusive VEE-D-X feature makes mounting of the BT-U amazingly fast and easy; especially when adding to existing installations at rooftop. No more fussing or fumbling with U-Bolts — just one screw to tighten and FLEX-CLAMP holds the antenna with a vise-like grip. FLEX-CLAMP completely facilitates probing — just loosen the screw and the antenna can be moved up or down the mast with ease. Will accommodate up to 1½" mast.

VEE-D-X STACKED BOW TIE
For fringe area reception

This stacked array provides 50% additional gain on all UHF channels. A special phasing harness, VEE-D-X screen clips, plus exclusive FLEX-CLAMP, permit fast, easy installation of this unit. Order stacking harness Model BTH-U.



"Personality" Selling Pays

(Continued from page 45)

time maintain a fluent and interesting flow of oral presentations. Of course, recitation of word-for-word quotations can become stilted and ineffective; but an inexhaustible storehouse of memorized material is like furnishing an endless ammunition belt to a Marine machine gunner. The salesman can play on the strings of his customer's reactions with a tremendous advantage. He can pass lightly over points which seem to stir small interest and proceed smoothly on until he strikes one which makes the customer's eyes light up with interest.

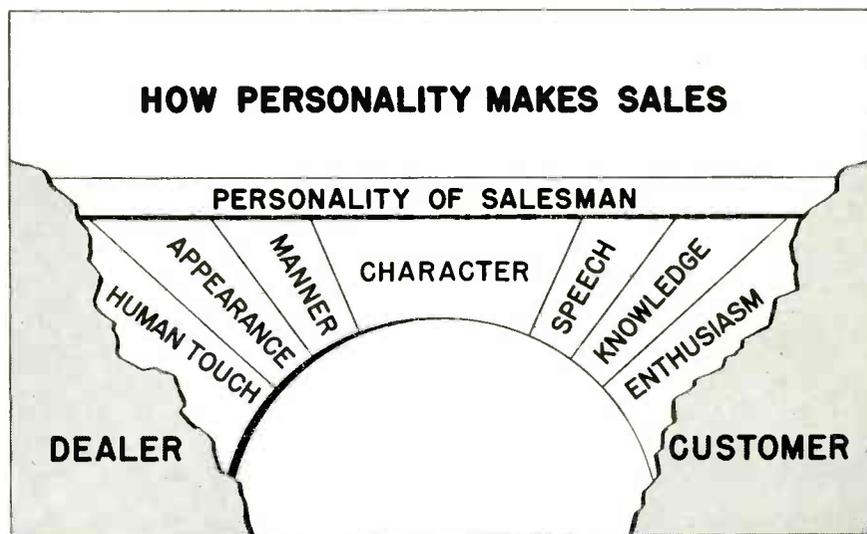
The secret of good speech can be summed up in this statement: Know how to talk, what to talk about, and when to stop talking!

There is very little we need to say about the next important element of sales personality. Everyone knows the value of personal appearance. There has been some argument about the type of appearance best suited to sales work. A few experts believe in the adage "when in Rome, do as the Romans do," and apply it to their dress. When selling to farmers, they wear rural khaki or denim. When selling to business men, they dress as executives dress. When selling to factory workers, they go tieless, etc. The great Diamond Jim Brady believed in, and successfully used, the most dazzling, flashy and prosperous appearance he could muster.

Experience proves that the whole problem boils down to a case of well-dressed neatness versus seedy attire. Selling at its best is a profession requiring skill and training, and is entitled to attire identifying it as such, just as the conservative, neat business suit of the doctor, lawyer and merchant identify them as professional men. The well-groomed appearance, with attention to the little details of clean fingernails, polished shoes, combed hair and smooth-shaven, smiling face does have a profound effect on the sales personality.

The Human Touch

The next step in developing a sales personality is an intangible thing, best described as the human touch. We have cautioned the reader in earlier paragraphs to remember, always, that the customer is a human being. And as such deserves the same interest and treatment we would want for ourselves.



The salesman's pay check comes from the pocketbook of the customer. He should feel a genuine interest in every customer if only for that reason. Any man worth his salt has a natural sympathy and interest in others. Do not make the mistake of thinking the customer can't spot an affected interest the minute he runs into it.

Enthusiasm is Essential

A genuine interest and sympathy for the customer's welfare, if it comes from the heart, is immediately reflected to good advantage in the sales personality. It can be developed by asking questions and getting better acquainted with people. The good mixer is the man with the human touch. He is interested in his fellow men.

Develop the human touch!

To complete the adequate sales personality, we need add only one more element—enthusiasm.

Lack of enthusiasm in the make-up of a salesman not only has a strongly inhibiting action on all other factors of selling but also has a lulling effect on the customer. Without enthusiasm himself, how can the salesman hope to impart enough enthusiasm to his prospect for that individual to ever feel a "buying impulse?"

Enthusiasm is contagious. It can develop and be absorbed by the customer. This is the element of the sales personality which really radiates.

There are many salesmen who cannot sell for any but the leading

firms in their cities. These men are usually the ones who sell the firm alone.

Their method is admirably exemplified in the typical power utility company appliance salesman who stresses all the advantages of buying from the power company, regardless of the brand. This salesman usually builds his entire strategy around the feature of the permanent service facility, the prestige, the convenience and sometimes the economy, of buying appliances from the local light and power company.

When one automobile dealer happens to be an older or a larger company than any of the others in town, that company usually has a substantial quota of salesmen who rely on the firm's reputation altogether as a sales weapon.

Customers Have Favorites

This situation is practical for the reason that many customers buy from their favorite dealer, regardless of the brand or make of merchandise he sells. Some people are too busy to investigate the different lines and have confidence enough in a leading merchant to gamble on his stock. Others have formed a steady habit of dealing with certain firms. All this leads to a high sales percentage because of firm personality alone.

Isn't it reasonable to assume that if the factor of "firm" is important enough to make sales, it is also important enough in the customer's subconscious mind to lose sales?

(Continued on page 101)

Depend on Mallory
for
Approved Precision Quality

GET A **BIGGER SHARE**

of the **NEW UHF** market with the **Mallory UHF Converter**



The new UHF market is a big one . . . and the Mallory UHF Converter is ready to help you make the most of it. Thousands of sets will need converting when UHF television goes on the air in your area . . . and the Mallory Converter can be your fastest moving item.

- The Mallory Converter adds *all* existing UHF channels to *any* TV set . . . without sacrificing reception of existing VHF channels.
- Mallory precision quality insures high quality picture definition . . . easy tuning.
- Your customers have nothing more to buy, no further adjustments to make . . . even if they move to another broadcast area.

Ask YOUR MALLORY DISTRIBUTOR

for complete details of the Mallory Converter. It has been a "best seller" in areas where UHF is already on the air. It can be your answer to a bigger share in the new UHF market.

Installation is fast and EASY
All you need to do is connect the antenna lead and power lines from the Converter to the set. It can be done in your customers' homes in a matter of minutes.

P. R. MALLORY & CO. INC.
MALLORY

CAPACITORS • CONTROLS • VIBRATORS • SWITCHES • RESISTORS
RECTIFIERS • POWER SUPPLIES • FILTERS • MERCURY BATTERIES

APPROVED PRECISION PRODUCTS

P. R. MALLORY & CO. Inc., INDIANAPOLIS 6, INDIANA



Record-Go-'Round

MGM . . .

Leslie Caron and Mel Ferrer, stars of the motion picture "Lili," appear on Leo's label singing *Hi-Lili, Hi-Lo* backed by *Lili and the Puppets* direct from the movie's sound track. The first is a cute ditty sung by the two stars—a really tuneful novelty. The latter is an instrumental ballet sequence.

New MGM Star



Ken Remo (above) is responsible for that exciting version of the ballad *MEXICO*. MGM's promising young vocalist is receiving honors in the record parade of hits. Coupling is *MY HEART IS A KINGDOM*.

Urania . . .

On long-playing records, Urania offers Mahler's *Symphony No. 1 in D Major*, "Titan," with Ernest Bor-samsky conducting the Symphony Orchestra of Radio Berlin; *Tchaikovsky's Piano Concerto No. 2 in G Major, Op. 44*, with Margot Pinter at the keyboard and the Berlin Orchestra conducted by Arthur Rother; Kabalevsky's *The Comedians, Op. 26*; Prokofiev's *A Summer Day* and Dvorak's *The Watersprite*. The Symphony Orchestra of Radio Berlin is conducted by Arthur Rother, Adolf Fritz Guhl, and Gerhard Wiesenhutter.

Columbia . . .

Renzo Cesana, the fabulous Continental who won fame as the "Great Lover" of radio and television is

presented by Columbia records in a romantic monologue entitled "Songs For My Beloved." Threaded through the narrative are the lyrics of eight appropriate songs. Cesana combines poetry and prose—for example the recitation of Ernest Dowson's "Cynara" with accompaniment from "La Boheme." The Orchestra, directed by Tony Mottola, accompanies the Continental in such selections as *Long Ago and Far Away*, *Temptation*, *If There is Someone Lovelier Than You*, and *September Song*.

Mercury . . .

Eddy Howard, who always sings such a fine song, stars in a new Mercury disc entitled *Gomen Nasai*. The Japanese-imported song is enjoying much popularity these days. It has a lovely, nostalgic flavor, and is given fine treatment by Eddy. Flip-side is the very beautiful *Someone To Kiss Your Tears Away*. By the way, it looks like Mercury's Rusty Draper is finally bustin' wide open with his platter of *No Help Wanted*. Good record! And Richard Hayes has a pretty cute novelty in *The Bull Walked Around Olay*. The picadors, matadors, and toreadors have a heyday for themselves and make for lots of listening fun.

WATCH THESE . . .

"Without My Lover"
Jo Stafford (Columbia)

"Can't I?"

Nat Cole (Capitol)

"Wise Man or Fool"
Guy Mitchell (Columbia)

"The Golden Years"
Tony Martin (RCA Victor)

"Breakin' In the Blues"
Theresa Brewer (Coral)

Decca . . .

Jazz enthusiasts are well provided for by the Decca roster. "Gems of Jazz"—a series of jazz classics—presents Joe Venuti, Coleman Hawkins, Fletcher Henderson, and Art Hodes, to name a few, in such selections as *Sweet Lorraine*, *Talk of the Town*, *Happy Feet*, *Nagasaki*, *Sweet Georgia Brown*, and countless other hot numbers. The "Chicago Jazz Album," featuring all star personnel, includes *The World is Waiting for*

the Sunrise, *I've Found a New Baby* and *Nobody's Sweetheart* in the collection presented by Jimmy McPartland and his Orchestra, George Wettling's Chicago Rhythm Kings and Eddie Condon and his Chicagoans.

RCA Victor . . .

A mighty neat show tune package being offered by RCA Victor is *Song Hits from "Two's Company"*, the new Bette Davis Broadway musical. The famous dramatic star lets her hair down and renders such tunes as



Bette Davis is shown looking over the score of "Two's Company" with Milton Rosenstock (left) who directed the orchestra and chorus for the new album, and Hugo Winterhalter (right) RCA Victor Pop musical director, recording supervisor.

Turn Me Loose on Broadway, *Roll Along Sadie* and *Just Like a Man*. Supporting Miss Davis from the original cast are Bill Callahan, Peter Kelley, Ellen Hanley, Deborah Remsen, David Burns, Sue Hight and Hiram Sherman. The set—1 12" 33 1/3 RPM record—sells for \$5.45.

Coral . . .

Les Brown and his Band of Renown have come up with a terrific arrangement of oldie *Back In Your Own Back Yard*. Good version of the familiar jump tune. There's nice instrumental listening from Sidney Torch and his Orchestra as they glide through the *Ecstasy Tango*. Tangos seem to be THE thing these days, and this recording should boost the romantic dance's popularity even more.

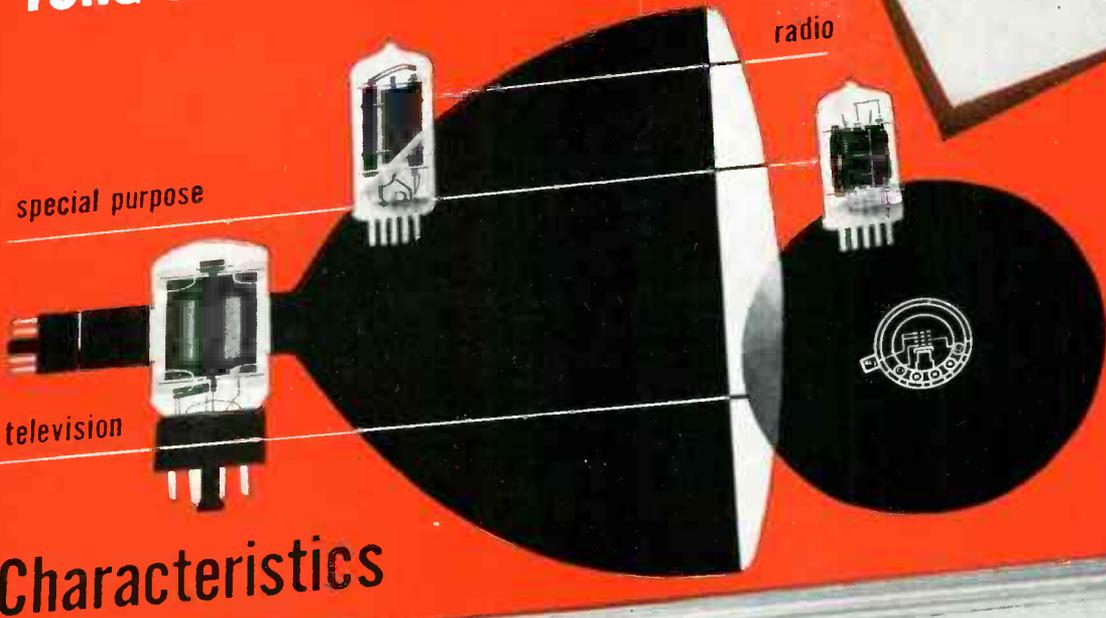
Capitol . . .

Ah . . . beautiful sounds come from Les Baxter's strings as he leads
(Continued on page 90)

Better 'n Ever!

6 pages classifying 572 Tube Types
52 pages of Operating Characteristics
23 pages cover 122 types of Cathode Ray Tubes
NEW—8 pages on 101 Premium Type Tubes
NEW—6 pages on 40 types of Germanium
Crystal Diodes and 13 Silicon
Crystal Diodes

TUNG-SOL ELECTRON TUBES



Special Feature
How to get your share
of the \$953,500,000
spent for service
work . . . See
page 133.

18th Edition

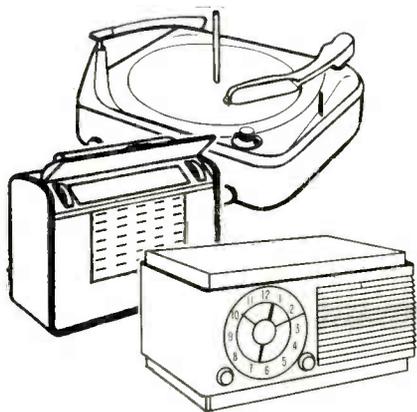
More information . . . newer information
. . . 18 sections . . . 152 pages . . . in the
Tung-Sol Tube Manual. Your wholesaler
can supply it. Phone him, write him, or ask
his salesman. Bring your technical tube
data up-to-date, now!

TUNG-SOL ELECTRIC INC., Newark 4, N. J.
Sales Offices: Atlanta • Culver City (Los Angeles)
Chicago • Dallas • Denver • Detroit • Newark • Seattle

TUNG-SOL makes All-Glass Sealed Beam Lamps,
Miniature Lamps, Signal Flashers, Picture Tubes,
Radio, TV and Special Purpose Electron Tubes.

NEW—and only listing in the industry of 115
Obsolete Tube Types
19 pages showing 337 Base Connections
4 pages of Bulb Outline Drawings
Dial lamps
Color codes
Ballast Tube numbering codes
NEW—17 pages of Market and Selling
Information

Extra \$'s in Those Portables, Phonos, Clock-Radios



Spring is here, and the smart dealer's fancy turns (but not lightly) toward thoughts of fat, juicy profits and cash sales in small instruments, including carry-about sets, phonographs and clock-radios.

An action-packed Spring drive on sales of the before-mentioned units should involve ask-'em-to-buy salesmanship, consistent and attractive display, and interest-arousing demonstration.

Let's start off with the portable radio. To begin with, saturation is low, so a trade-in sale is a rare thing, and if the dealer does have to take in a used instrument he can sell it quickly and profitably. Additionally attractive to the merchant is the fact that there isn't any widespread price-cutting on portables, so that just about every sale can bring full profits.

One of the best ways to sell portables is through use of a most simple method. Just hand the store visitor a carry-about set *in operation*. Call attention to the fact that the receiver is an instrument which is designed for year 'round use. Tell the prospect that he can take it with him—on business and vacation trips, and that additionally it can be used in any room in the house, any day in the year. Point out the excitingly new fact that the latest "miracle" batteries are much longer-lived. Stress the light weight of the sets, the attractive styling and smart color schemes.

Remember, as previously pointed out, the saturation is low, and a surprisingly large number of people

in your community do not presently own portables. Remember that to hold the receiver while it's playing is a prime method of creating desire to own. And do this: If you know the customer well, and you can't close a sale after a store demonstration, suggest that the visitor take the set home for a free trial, without any obligation. In most cases where the customer agrees to take the receiver on such basis, a sale will result.

Other good bets: Have your TV-radio servicers take portables with them on house calls, letting customers try the sets while the servicer fixes the ailing TV or radio receiver. Another top-drawer technique to use in attracting more portable sales is to advertise service on the carry-about sets, and to stock an adequate inventory of batteries. In this way, the dealer can get lots of customer-recommended business.

Profits in Small Phonos

Like portable radio, the small phonograph, whether it's a single or multi-speed player, is a fast-dollar item. Here is another low-saturation product with scads of sales appeal. They can be sold in large volume in all territories to those who don't own any player, and as additional units for the various rooms in the house.

The sales-appeal of the single player doesn't discriminate age or income-bracketwise. There are players to fit every pocketbook and every degree of taste.

Never before in the 75-year-old career of the phonograph have there been so many models on the market—such a wide range of prices. And for additional encouragement, the dealer can bet his bottom dollar that 1953 will break all sales records.

Here's a quick breakdown of the present market: *There are only 24 million turntables in American homes today, and these include single players, and combinations. 12 million are 78-only; 700,000 are 33-only; 3 million are 45-only; 300,000 are 78-33's and 8 million are 3-speed jobs. We estimate that more than 4 million of all phonographs owned are not being used because of obsolescence or need of repair.*

The potential in players is great, as the foregoing figures will prove; the market is strong, and the product is priced right and built right. And, additionally, the newly-formed Record Industry Assn. of America is putting a big promotion behind sales of phonos and discs this year.

This is the year of opportunity in the phono field . . . for single players and for combinations, and TV and radio receivers with jacks. And the more turntables the dealer sells in his area, the more records he'll be able to merchandise. Truly, this 75-year-old business has come alive with new vigor and promise.

Time to Sell Clock-Radios

The clock-radio is a lusty infant, thriving in stores where it's fed the right kind of formula—genuine sales effort and the necessary amount of missionary work. Another trade-in-free item, this product is headed for the high sales places in a market where the surface has been barely scratched.

In addition to using all of the accepted practices of merchandising, such as traffic-stopping display, effective demonstration and advertising, the dealer must make sure that his salesmen stress *all of the features offered in these unique products*.

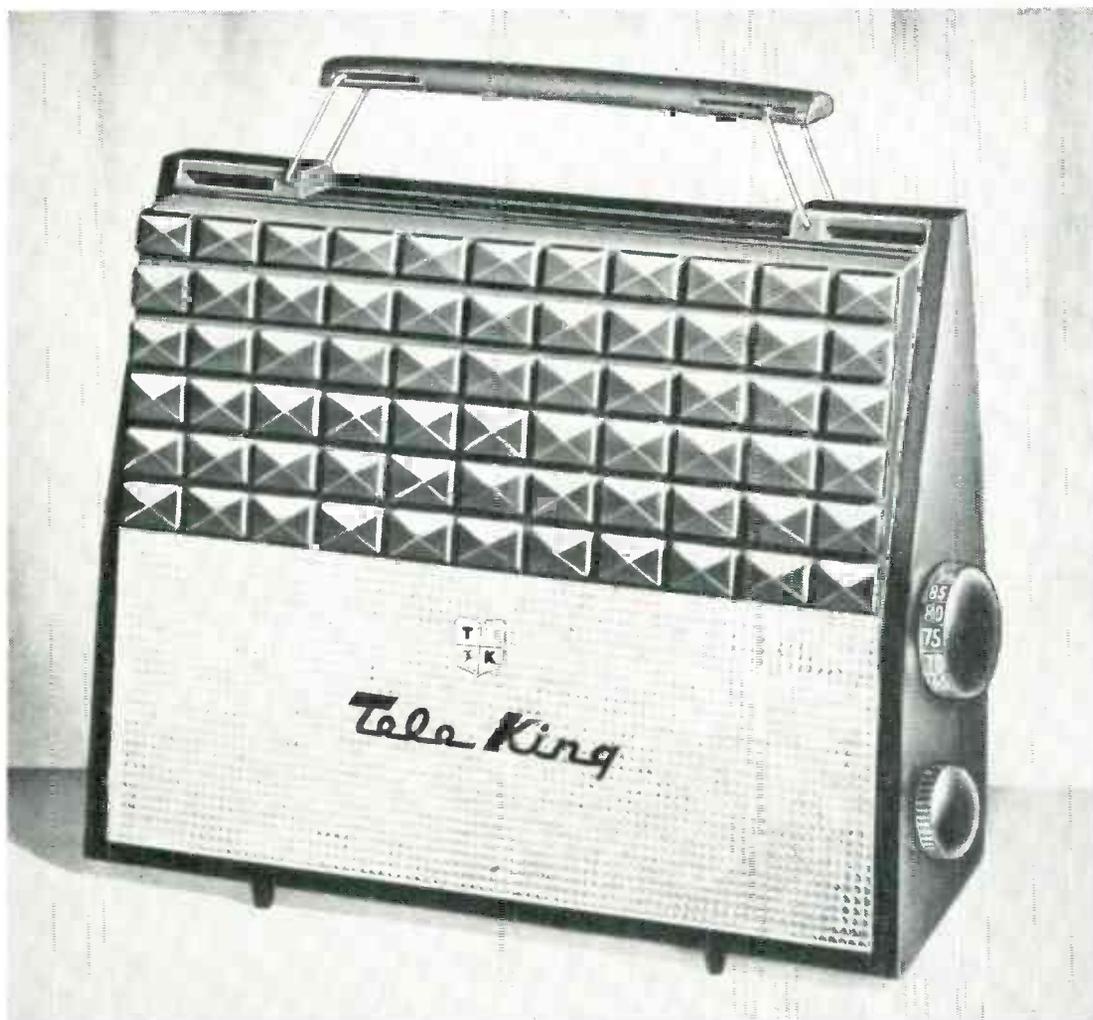
It isn't enough to say that "this is a clock-radio." It isn't enough to say that "This clock-radio wakes you up to music." The product must be sold as a multi-purpose one, combining entertainment and utility. The fine tone of the radio must be sold. The long, dependable life of the clock needs to be stressed, along with the attractive appearance of the unit. Automatically-operated appliance outlets found in many units should be used as effective sales ammunition.

Salesmen who gloss over the features of the clock-radio will encounter sales resistance on the part of customers who may think the unit is high-priced because they picture the instrument a single feature viewpoint, as a clock or as a radio only, for example.

Opportunity knocks now for the merchant to make BIG money in these small receivers and players.

NOW! A GREAT, NEW 3-WAY PORTABLE RADIO!

...the life of any party...and the lift to every sales record!



Here is the radio to sell for bigger Spring, Summer and all-year-round business... Tele King's latest entry in the radio field... the TELE KING Three-Way Portable!

It gives the same true-tone and high-fidelity performance on battery as on normal AC or DC house current!

The 5 tube radio (including rectifier) is packaged in a handsomely designed plastic case and is available in four different colors!

Operates 3-ways:
AC, DC, Battery!

Light Weight!

Oversized Speaker giving high fidelity of tone!

The New TELE KING 3-Way Portable Has Been Designed And Manufactured With The Utmost Care And Skill, To Give Years of Superior Performance And Pleasure!

TELE KING

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

TV Station Timetable

Opportunities Increase as Programming Comes to New Areas.

List of Outlets for Which Permits, Grants Have Been Issued Through March 2, 1953

State and City	Call Letters	Channel No.	Date On Air	State and City	Call Letters	Channel No.	Date On Air	State and City	Call Letters	Channel No.	Date On Air
ALABAMA				MINNESOTA				NORTH CAROLINA			
Birmingham	WJLN	48	10/53	Duluth	KFTV	38	3/53	Asheville	WISE-TV	62	4/53
Birmingham	WGSN-TV	42	*	Rochester	KROC-TV	10	5/53	Greensboro	WCOG-TV	57	*
Gadsden	WTVS	21	4/53	St. Cloud	WJON-TV	7	*	Raleigh	WETV	28	4/53
Montgomery	WCOV-TV	20	3/53	MISSISSIPPI				Winston-Salem	WTOB-TV	26	8/53
ARIZONA				Meridian	WCOC-TV	30	*	NORTH DAKOTA			
Mesa	KTYL-TV	12	4/53	MISSOURI				Fargo	WDAY-TV	6	*
Tucson	KVOA-TV	4	3/53	Columbia (NCE)		8	*	OHIO			
Tucson	KCNA-TV	9	*	Festus	KACY-TV	14	6/53	Akron	WAKR-TV	49	Winter
ARKANSAS				Kansas City	KCTY	25	7/53	Dayton	WIFE	22	7/53
Ft. Smith	KFSA-TV	22	5/53	St. Joseph	KFEQ-TV	2	4/53	Lima	WLOK-TV	73	3/53
Little Rock	KRTV	17	4/53	St. Louis	KSTL-TV	36	*	Lima	WIMA	23	3/53
Little Rock	KETV	23	*	Springfield	KTTS-TV	10	4/53	Massillon	WMAC-TV	23	3/53
CALIFORNIA				Springfield		3	7/53	Sandusky	WLEC-TV	42	12/53
Bakersfield	KAFY-TV	29	4/53	MONTANA				Warren	WHHH	67	*
Fresno	KMJ-TV	24	5/53	Billings		8	*	Youngstown	WUTV	21	7/53
Los Angeles	KPIK	22	9/53	Butte	KOPR-TV	4	9/53	Zanesville	WHIZ-TV	50	4/53
Los Angeles (NCE)	KUSC-TV	28	*	Great Falls	KFBB-TV	5	*	OKLAHOMA			
Salinas	KICU	28	9/53	NEBRASKA				Lawton	KSWO-TV	7	3/53
San Bernardino	KITO-TV	18	10/53	Lincoln	KOLN-TV	12	3/53	OREGON			
Santa Barbara	KEYT	3	5/53	Lincoln	KFOR-TV	10	4/53	Salem		24	*
Stockton	KTVU (TV)	36	9/53	NEVADA				PENNSYLVANIA			
COLORADO				Reno	KZTV	8	3/53	Bethlehem	WLEV-TV	51	*
Colorado Springs	KRDO-TV	13	4/53	NEW JERSEY				Easton	WEEK-TV	57	Spring
Denver	KDEN	26	Spring	Asbury Park	WCEE-TV	58	Late '53	Harrisburg	WHP-TV	55	4/53
Denver	KIRV	20	*	Atlantic City		52	*	Harrisburg	WTPA (TV)	71	*
Pueblo	KCSJ-TV	5	3/53	New Brunswick (NCE)	WTLV	19	*	Hazleton	WAZL-TV	63	*
Pueblo	KDZA-TV	3	3/53	NEW MEXICO				Johnstown	WARD-TV	56	*
CONNECTICUT				Roswell		8	*	New Castle	WKST-TV	45	3/53
Bridgeport	WICC-TV	43	2/53	Santa Fe		2	*	Philadelphia	WIP-TV	29	*
Bridgeport	WSJL	49	2/53	NEW YORK				Pittsburgh	WENS	16	9/53
Bridgeport (NCE)		71	*	Albany (NCE)	WRTV	17	*	Pittsburgh	WTVQ	47	8/53
Hartford (NCE)		*	*	Binghamton (NCE)	WQTV	46	*	Pittsburgh	WKJF-TV	53	5/53
New Britain	WKNB-TV	30	*	Buffalo (NCE)	WTVF	23	*	Reading	WEEU-TV	33	7/53
New London	WNLC-TV	26	8/53	Buffalo	WBUF	17	4/53	Saratoga	WTVU	73	3/53
Norwich (NCE)		*	*	Buffalo	WBES-TV	59	9/53	Saratoga	WGBI-TV	22	4/53
Waterbury	WATR-TV	53	3/53	Buffalo	WTV	24	4/53	Wilkes-Barre	WILK-TV	34	*
FLORIDA				Buffalo	WVCU-TV	14	11/53	Williamsport	WRAK-TV	36	*
Ft. Lauderdale	WITV	17	*	Ithaca (NCE)	WJTN-TV	20	*	York	WNOW-TV	49	4/53
Ft. Lauderdale	WFTL-TV	23	4/53	Ithaca	WJNY-TV	66	*	SOUTH CAROLINA			
Lakeland	WONN-TV	16	*	Jamestown	WGTV	25	*	Charleston	WCSC-TV	5	4/53
Pensacola	WPFA	15	6/53	Kingston	WQOK-TV	21	10/53	Columbia	WNOK-TV	49	4/53
St. Petersburg	WSUN-TV	38	5/53	N. Y. City (NCE)	WRDQ-TV	21	10/53	Columbia	WCOS-TV	25	Spring
West Palm Beach	WTRK-TV	21	6/53	Poughkeepsie	WRDQ-TV	21	10/53	Greenville		23	*
IDAHO				Rochester (NCE)	WHTV	43	*	SOUTH DAKOTA			
Boise	KIDO-TV	7	6/53	Syracuse (NCE)	WNNY-TV	48	*	Sioux Falls	KELO-TV	11	3/53
Boise	KGEM-TV	9	Fall	Watertown				TENNESSEE			
ILLINOIS				NEW TV STATIONS on the AIR				Chattanooga	WTVT	43	3/53
Bellefonte	WTVI	54	5/53	State and City	Call Letters	Channel No.	Date On Air	Chattanooga	WUOC	49	*
Chicago	WHFC-TV	26	*	ALABAMA				Johnson City		11	*
Danville	WDAN-TV	24	12/53	Mobile	WKAB-TV	48	12/52	Memphis		13	*
Deatur	WTVF	17	7/53	Mobile	WALA-TV	10	1/53	TEXAS			
Peoria	WTVH-TV	19	*	Mobile	KOPO-TV	13	2/53	Amarillo	KGNC-TV	4	3/53
Rockford	WTVQ	39	4/53	ARIZONA				Amarillo	KFDA-TV	10	3/53
INDIANA				Tucson	KFTV	11	12/52	Austin	KCTV	18	*
Lafayette	WFAM-TV	59	5/53	Colorado Springs	KKTU	9	10/52	Austin	KTV	24	*
Muncie	WLBC-TV	49	3/53	Denver	KBTU	2	7/52	Beaumont	KBMT	31	5/53
IOWA				Denver	KFEL-TV	9	7/52	Dallas	KBTV	23	*
Fort Dodge	KQTV	21	10/53	ILLINOIS				El Paso	KEPO-TV	13	4/53
Sioux City	KWTV	36	*	Peoria	WEEK-TV	43	1/53	Galveston	KGUL	11	3/53
Sioux City	KVTU	9	4/53	INDIANA				Galveston	KTVR	41	*
KANSAS				South Bend	WSBT-TV	34	12/52	Houston (NCE)	KUHT	8	5/53
Hutchinson		12	*	LOUISIANA				Houston	KNUZ-TV	39	7/53
Manhattan (NCE)	KSAC-TV	8	*	Baton Rouge	WAFB-TV	28	1/53	Houston	KCBD-TV	11	4/53
KENTUCKY				MAINE				Lubbock	KTXL-TV	8	*
Ashland	WPTV	59	7/53	Bangor	WABI-TV	5	2/53	San Angelo	KGKL-TV	3	*
Henderson	WSON-TV	50	5/53	MISSISSIPPI			Temple		6	*	
Louisville	WKLO-TV	21	6/53	Jackson	WTVJ	25	2/53	Tyler		19	*
Louisville	WLou-TV	41	*	NEW JERSEY				Waco	KANG-TV	34	6/53
LOUISIANA				Atlantic City	WFPG-TV	46	12/52	Wichita Falls	KTVW	22	4/53
Baton Rouge	KHTV	40	*	Youngstown	WKBN-TV	27	1/53	Wichita Falls	KFDX-TV	3	3/53
Lake Charles	WTAG (TV)	25	6/53	Youngstown	WFMJ-TV	73	2/53	Wichita Falls	KWFT-TV	6	3/53
Monroe	KNOE-TV	8	4/53	OREGON				VIRGINIA			
Monroe	KFAZ-TV	43	5/53	Portland	KPTV	27	9/52	Charlottesville		64	*
MARYLAND				PENNSYLVANIA				Danville	WBTV-TV	24	*
Baltimore	WITH-TV	60	*	Altoona	WFBG-TV	10	2/53	Lynchburg	WWOOD-TV	16	*
Frederick	WFMD-TV	62	*	Reading	WHUM-TV	61	2/53	WASHINGTON			
MASSACHUSETTS				Reading	WBRE-TV	28	1/53	Bellingham	KVOS-TV	12	5/53
Fall River	WSEE-TV	46	5/53	Wilkes-Barre	WBSA-TV	43	12/52	Bellingham	KMO-TV	13	5/53
New Bedford	WNBH-TV	28	3/53	TEXAS				Tacoma	KIMA-TV	29	3/53
Northampton	WACE-TV	36	*	Austin	KTBC-TV	7	11/52	Yakima	KIT-TV	23	7/53
Springfield	WACE-TV	36	12/53	El Paso	KROD-TV	4	12/52	WISCONSIN			
Springfield-Holyoke	WWLP	61	3/53	El Paso	KTSM-TV	9	1/53	Appleton	WNAM-TV	42	9/53
Springfield-Holyoke	WHYN-TV	55	3/53	Lubbock	KDUB-TV	13	11/52	Green Bay	WBAY-TV	2	*
MICHIGAN				VIRGINIA				Madison	WKOW-TV	27	6/53
Ann Arbor	WPAQ-TV	20	3/53	Lynchburg	WLVA-TV	13	2/53	Madison	WISN-TV	33	6/53
Battle Creek	WBKZ-TV	64	5/53	Roanoke	WROV-TV	27	2/53	Neenah	WNAM-TV	42	Fall
Battle Creek	WBCK-TV	58	8/53	WASHINGTON				Oshkosh	WOSH-TV	48	4/53
East Lansing	WKAR-TV	60	8/53	KXLY-TV	4	2/53	WYOMING				
Flint	WCTV	28	Spring	Spokane	KHQT-TV	6	12/52	Cheyenne	KFBC-TV	5	*
Flint	WTAC-TV	16	*	Spokane	KTNB-TV	11	3/53	HAWAII			
Jackson	WBIM-TV	48	*	Tacoma				Honolulu	KAMI	11	Early '53
Kalamazoo	WKMI-TV	36	*	HAWAII				Honolulu			
Lansing	WLS-TV	54	9/53	MEXICO				San Juan	WKAQ-TV	2	Late '53
Muskegon	WTVM	35	11/53	Tijuana	XETV	6	2/53				
Saginaw	WKNX-TV	57	3/53								

* Information not available at press time.
(NCE) Noncommercial educational station

Emerson

APOLOGIZES

... **for being in short supply.** Yes, at a time when television receivers are generally available, we are unable to meet the steadily rising demand for Emerson merchandise. Despite the fact that our production has tripled in the last six months, our dealers are still selling Emerson television receivers faster than we can produce them.

In order to achieve a proper balance between supply and the constantly increasing demand for Emerson merchandise, a planned program of accelerated production has been instituted through the acquisition of additional plants and production facilities.

Emerson is both apologetic and proud... apologetic to the thousands of television dealers from coast to coast whose complete requirements we have not been able to meet; and proud that in the most competitive industry in America, Emerson is the most wanted line.

The most wanted line because of:

- *exciting innovations in style such as Emerson's all screen front and exclusive side controls.*
- *performance superiority as attested to by authoritative impartial surveys, and consumers and dealers alike.*
- *leadership in value, which has always characterized the Emerson name and is being maintained with prices as low as \$179.95.*

PROOF AGAIN... THAT EMERSON IS AMERICA'S BEST BUY!

EMERSON RADIO AND PHONOGRAPH CORPORATION
111 EIGHTH AVENUE, NEW YORK 11, N. Y.



*Reg. U. S. Pat. Off.

TV's, Radios, Phonos

Hoffman NEW TV MODELS

Each of the new TV models being added to Hoffman's current line will feature the UHF continuous tuner. According to the manufacturer, this tuner is a trouble-free, ball-bearing planetary drive unit with a 3.8 to 1 ratio through 275 degrees and is single conversion from UHF tuner through a pre-amplifier cascode stage having high gain and low noise to the receiver intermediate frequency. This UHF tuner needs only a single combination antenna and one lead-in. A function switch which moves set from VHF to UHF also switches the exterior antenna. The new line is available in 17-inch and 21-inch models and suggested retail prices range from \$299.95 to \$489.95. Hoffman Radio Corp., Los Angeles, Cal.—TELEVISION RETAILING.

Majestic 21-INCH TV SET

Model 21D50-21D52 is a 21-inch traditional full-door mahogany console, incorporating the "Golden Eagle" tuner



and built-in antenna. This model is equipped for UHF and sells for \$369.35. Majestic Radio & Television Corp., 79 Washington St., Brooklyn 1, N. Y.—TELEVISION RETAILING.

Audio-Master VARISPEED

A record and transcription unit playing every speed from 30 to 80 rpm, this player features a new motor, the Varispeed, which enables any record to be slowed or speeded up. This facility is particularly helpful in the study of foreign languages. Varispeed is available in two Audio-Master units, the 33-V, intended for records up to 12 inches, at \$54.50; and the 52-V, a more powerful player, at \$87.50, designed for transcriptions up to 17 inches. Both units are housed in portable cases and feature tone and volume controls as well as a high fidelity twist pickup arm with two needles for standard and LP records. The 52-V has an 8-inch detachable loudspeaker and an input for microphone. Audio-Master Corp., 341 Madison Ave., New York.—TELEVISION RETAILING.

Ristaucrat DIAL-O-MATIC

The Dial-O-Matic is a radio-phono combination unit with an automatic restacker, a repeat lever and a continuous dial for music from records to radio, automatically. This precision built, compact unit has a mahogany



cabinet and its slide-out carriage can be easily serviced. It moves silently on two tracks with no jarring. List price is \$99.50. Ristaucrat, Inc., Appleton, Wisconsin.—TELEVISION RETAILING.

Audio-Master PLAYER

A high-powered record and transcription player, combined with a public address system, model A-M 54, features an AC push-pull high gain amplifier with approximately 10 W output and is equipped with a 12-inch loudspeaker. The player has a 3-speed motor, a twist crystal cartridge fitted with two permanent needles for all



records and transcriptions, an input for microphone, variable volume and tone control, and a special mixer which permits simultaneous use of record and microphone. Contained in a sturdy portable case, the unit retails at \$129.50. The same unit is also available as the A-M 55 with two 12-inch loudspeakers for \$154. Audio-Master Corp., 341 Madison Ave., N. Y.—TELEVISION RETAILING.

Magnavox PROVINCIAL

This 21-inch, open face console is styled in French Provincial. The 105MX chassis is ideal for fringe area operation because of improved sensitivity and amplification in weak signal areas. Employed in this chassis are a crystal picture detector and 21 tubes, including two rectifiers and the 21-inch picture tube. Other features include the Magnavox cascode tuner combined with instantaneous automatic gain control, a 41 megacycle IF amplifier, interference rejector and Magna-Lok



automatic frequency control. Provision has been made for a UHF tuner when desired. The Provincial's sound system employs a 12-inch Magnavox high fidelity loudspeaker, with the speaker baffle slanted upward for better distribution of sound, and sounding boards properly placed for perfect acoustical balance. A phono jack permits the playing of phonograph records through the TV audio system. List price is \$379.50. The Magnavox Co., Fort Wayne, Ind.—TELEVISION RETAILING.

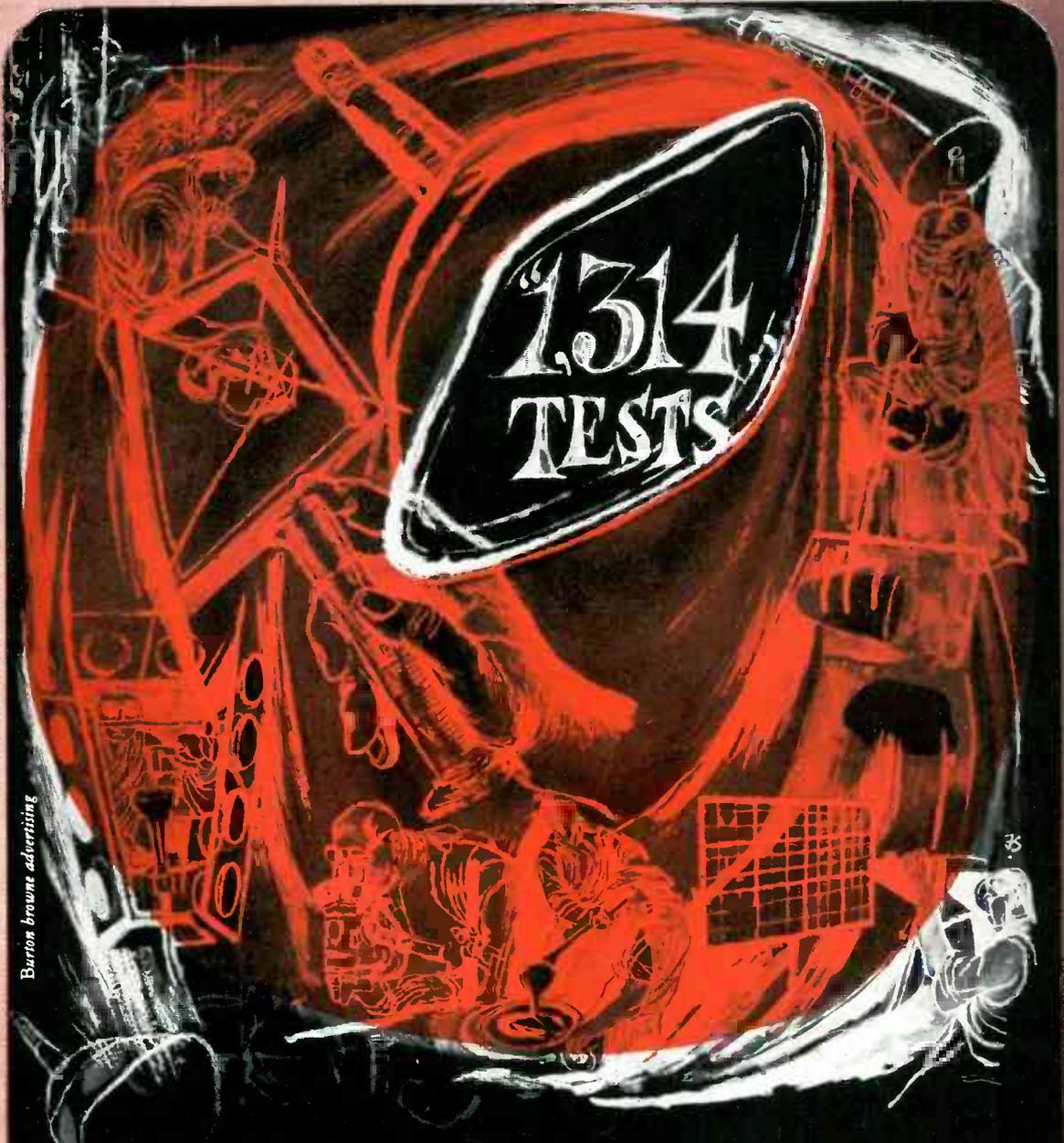
Universal TV BASES

These TV bases, made of finely-grained, 5-ply veneer, with solid top, make an ideal modern or conventional console out of any table model set and



provide perfect viewing height. These units are available in mahogany, limed oak or blond finish and are moderately priced. Universal Woodcrafters, Inc., La Porte, Ind.—TELEVISION RETAILING.

Burton Brown Advertising



1,314
TESTS

Quality-checks are a full-time job with Rauland—all the way down the line. From spectographic analysis of tube components to ionization test for vacuum—1,314 tests are your assurance that Rauland meets the highest engineering standards. Test-proved in our factories and laboratories, performance-proved in countless homes...it's plain to see why Rauland is the *proved* profit-getter, too. The Rauland Corporation, 4245 N. Knox Avenue, Chicago 41, Illinois—Mulberry 5-5000.

ZENITH Subsidiary

RAULAND

P E R F E C T I O N T H R O U G H R E S E A R C H

For Summer Selling

Stromberg-Carlson PANAVUE

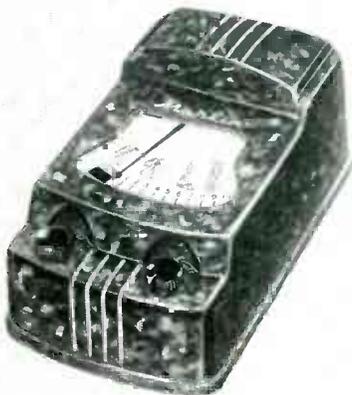
Model 521-TO is a compact 21-inch table model in comb-grain white oak veneers. Features incorporated in the Panavue are "blanking" circuits to permit tuning for maximum brightness without the appearance of retrace lines, super high-gain tuner, high voltage on the picture tube, new sync separation circuits, automatic electro-



static focusing, tone control and an intercarrier sound IF system, with permanent magnet speaker. The chassis is quickly adaptable to UHF reception through the replacement of an unused VHF coil tuning strip in the turret-type cascade tuner. Provision is made for six replacement strips and the changeover may be made without removing the chassis from the cabinet. Stromberg-Carlson Co., Rochester, N. Y.—TELEVISION RETAILING.

Marlin's TOY LIE DETECTOR

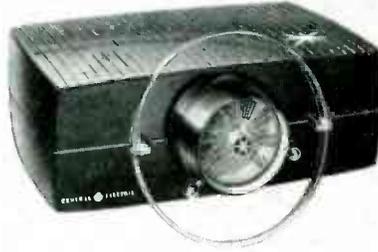
This toy electronic lie detector operates on a standard flash-light and "B" battery. There is no electrical plug-in. This unit is 4" by 5" by 10"



and comes in a plastic cabinet. Suggested retail price is \$24.95 complete. Marlin Electric Co., 1750 N. Campbell Ave., Chicago 47.—TELEVISION RETAILING.

GE PORTABLE RADIOS

Two new portables, models 612 and 613 are 3-way models, operating on AC, DC, or batteries. Distant station reception is assured by a four-tube chassis using a dry plate selenium rectifier. The use of a selenium rather than a tube-type rectifier means no warm-up period is needed and that less heat is produced. At the same time, the development of higher plate volt-



ages further increases performance. Also provided in these models is a permanent magnet speaker of GE Alnico 5 and an iron core antenna, built inside the cabinet, which makes the use of an outside antenna unnecessary under normal operating conditions. Model 612 in ebony plastic and 613 (shown) in red plastic have eastern list prices of \$39.95, not including the cost of batteries. General Electric Co., Syracuse, N. Y.—TELEVISION RETAILING.

Crosley 21-INCH CONSOLE

Model EU-21COS is a 21-inch open face console TV receiver designed to operate in both UHF and VHF telecasting areas. This set provides an improved deluxe chassis, the circuitry of which is designed for finer picture resolution. The improved vertical stability is designed to further insure freedom



from interference. This receiver is available in mahogany or blond (limed oak) with either a UHF or a VHF tuner. In mahogany, the receiver has a suggested retail price of \$369.95 with a VHF tuner, and \$419.95 with a UHF tuner. In blond, \$389.95 with a VHF tuner, and \$439.95 with a UHF tuner. Crosley Division, Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio.—TELEVISION RETAILING.

GE IRON TV STANDS

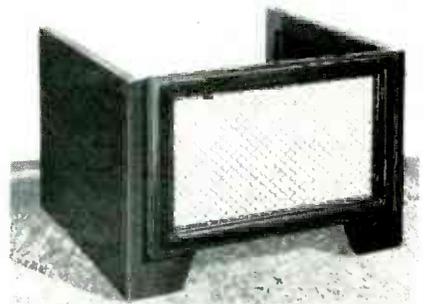
Black iron stands, in the latest modern decorative trend, are available for 17, 21-inch table models in GE's current line. They require no assembly and are ready for instant use. The stands have



specially designed feet which will not scratch floors or cut carpeting. They carry suggested list prices of \$15 for the 21-inch model and \$12 for the 17-inch model. General Electric Co., Electronics Park, Syracuse, N. Y.—TELEVISION RETAILING.

National Teletable TV BASE

Available in mahogany and limed oak finishes, this adjustable TV base, model 421, will accommodate any table model receiver. Base is 21-inches deep, and expands from 16 to 28 inches. Unit



weighs 20 pounds, is shipped knocked down, in individual carton. National Teletable Corp., 488 Seventh Ave., New York 18.—TELEVISION RETAILING.

Casard TV TABLES AND BASES

More than 30 different sizes and styles are included in the Casard line of tables and bases for TV receivers. Models range from swivel-top tables to console cabinets, both in wood and plastic. A variety of finishes is also available. Prices run from \$9.95 to \$24.95. Casard Furniture Mfg. Corp., 507 E. Russell St., High Point, N. C.—TELEVISION RETAILING.

The
TARZIAN
TUNER
is known
for its
dependability



That's why most manufacturers of the best known receivers today
are placing their confidence in the TARZIAN TUNER.

Leading manufacturers are specifying the TARZIAN TUNER to be used
in the sets they make because they can be SURE of customer satisfaction.

For selectivity . . . stability . . . and reception (especially in fringe areas)
the TARZIAN TUNER is recognized as an engineering triumph.

And speaking of triumphs, there's the
sensible — all-channel — Tarzian approach to UHF . . . the first
with UHF adaptability engineered into a VHF tuner.



SARKES TARZIAN, Inc. • Tuner Division
Bloomington, Indiana

Snyder
PHILADELPHIA

**UHF
BROADBAND
YAGI**

**PINPOINT
TO
PROFIT**



PACKAGE TO POLE! READY FOR INSTALLATION

Exclusively Yours



Model A - CHANNELS 14 to 48
Model B - CHANNELS 27 to 62
Model C - CHANNELS 47 to 83

SNYDER MFG. CO.

ANTENNA - ENGINEERS[®]

PHILADELPHIA

WORLD EXPORT: ROBURN AGENCIES, INC., 39 WARREN ST., N.Y. 7, N.Y.
CANADIAN DISTRIBUTOR: VAN DER HOUT ASSOC., LTD., NEW TORONTO

TECHNICIAN

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

*Trademark

Opportunities in UHF

New Doorways to Profit Are Opening for Those Who Can Conquer UHF Service Problems

With the advent of UHF, a new chapter has been added to the amazing TV story. A phenomenally fast-moving industry has advanced to another height, and new doorways to profit are ready to open for those who meet the challenges. Every TV technician must become familiar with UHF circuits and problems presented, not only to increase his earning power, but to stay in the business.

UHF, the infant that walks like a man, bids fair to overtake VHF in the next few years. Of the 56 new TV stations scheduled to begin transmitting this year, 43 will be UHF-TV stations. A 2,000 UHF station assignment total is possible. An estimate that 1,000 such assignments will be made within the next five years is conservative. Compare this to the 108 existing VHF stations—even throw in the 491 VHF applications on file—and the handwriting on the wall is plain.

Profits and Problems

As far as technicians and merchants are concerned, there will be added opportunities for profit in: 1—Setting up new antenna installations for owners whose receivers are converted to UHF-VHF operation; 2—Installation and service of UHF conversion devices; 3—Installation and service of new UHF-VHF receivers sold to people in areas where UHF is opening up.

Problems of attaining satisfactory UHF reception may be thorny in some cases. UHF antennas are still in a state of flux. Weather effects on antennas and transmission lines must be considered. Proper choice and positioning of antennas to receive all desired UHF-VHF stations in a particular locality will pose difficulties in many cases. Servicing of UHF converters and tuners, when undertaken by technicians outside the factory, may not be simple since these units contain complicated circuitry and much critical wiring. UHF alignment problems may also arise. Emphasis will therefore be more than ever on the competence of the technician. Now, as never before, individual

Keep Ahead!

For Circuit Data and Service Information on 7 late UHF Converters and Tuners, See TV-Electronic Technician Section 3 of TELEVISION RETAILING

ability will have the opportunity to reveal itself and be rewarded.

Coincident with this need for competent service in this new branch of television is the continuing—even increasing—shortage of able technicians. Wages in the field have increased to all-time highs, but capable help is still hard to get. This means a “seller’s market” in the TV service field—that is, any outfit that can supply competent UHF service will no doubt be able to charge adequate fees for it.

Very, very few civilian industries have ever provided continuing oppor-

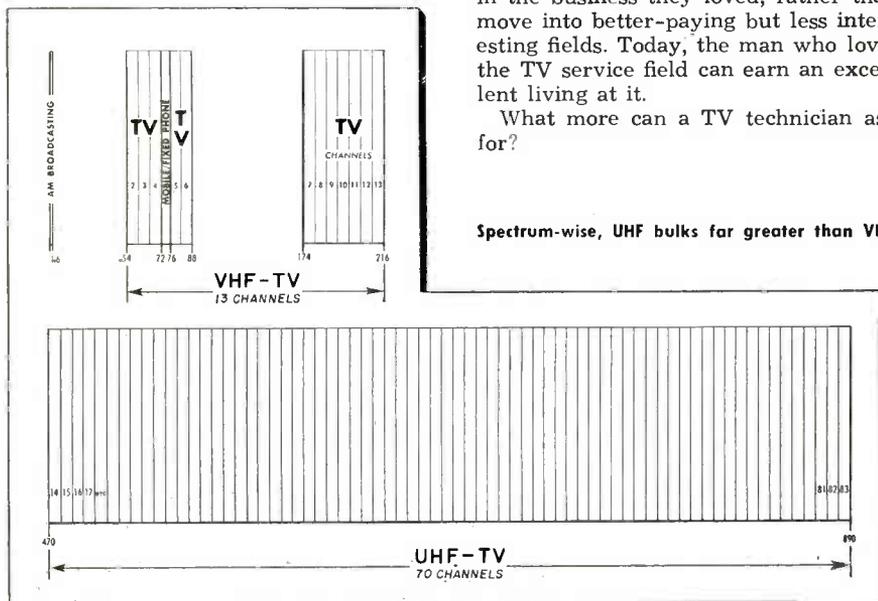
tunities for profitable activity to so many individuals as the television industry. UHF today—color tomorrow—with who knows what the day after—the horizon has no definite end to it.

Opportunity is, however, matched by the challenge presented. Technical competence is a must if the technician is to keep up with a fast-changing field. New, complicated UHF tuner and converter circuits must be mastered. Antenna and transmission line installations for UHF demand a good background of theoretical and practical information. New UHF-VHF receivers are going to be different from VHF receivers in a number of ways. These differences must be understood if the receivers are to be properly serviced. The technician must therefore read up on and keep pace with developments if he wishes to retain his competence.

Technicians who meet the challenge that UHF offers will find their rewards not only in increased earnings, but also in the pleasure of learning a new facet of a fascinating field. We can recall radio servicemen in the old days who preferred to earn average wages of only \$25 a week for the privilege of staying in the business they loved, rather than move into better-paying but less interesting fields. Today, the man who loves the TV service field can earn an excellent living at it.

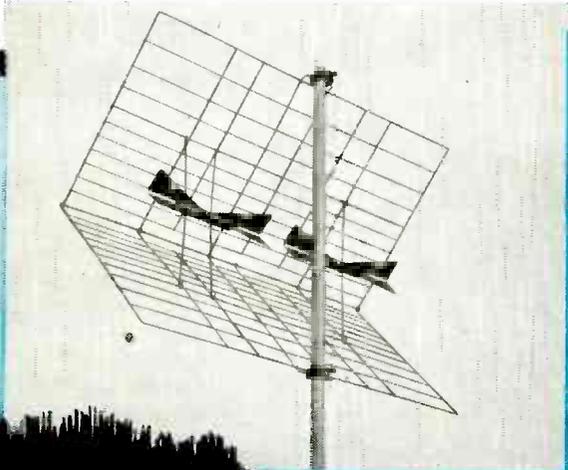
What more can a TV technician ask for?

Spectrum-wise, UHF bulks far greater than VHF.



New! another Channel Master development!

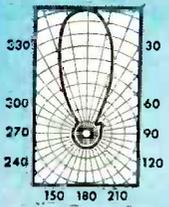
beats 'em all on **UHF!**



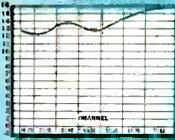
up to **16** db gain

**THE MOST SENSITIVE
UHF ANTENNA
EVER DEVELOPED!**

Extremely narrow
forward lobe, with no
side lobes and
negligible rear lobe



Twice the gain of
the BEST standard UHF
Corner Reflector



Excellent 300 ohm impedance match over the entire UHF
range, provided by built-in, pre-cut matching harness

In any area you pick, the Twin Corner Reflector will out-perform any other antenna available today!

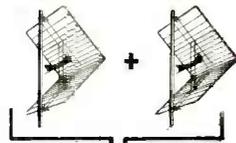
CHANNEL MASTER'S TWIN CORNER REFLECTOR

Model No. 406

Gives the brilliant performance
of **2** antennas!

*because Channel Master's Twin Corner
Reflector really is 2 antennas . . .*

stacked side by side
into one simple structure



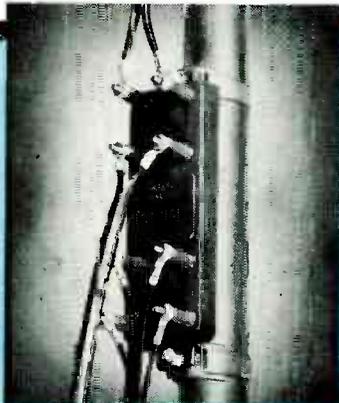
exclusive **DUBL-DIPOLE** design

- 2 antennas, electrically
- 1 antenna, mechanically
- One simple structure . . .
- one simple installation . . .
- highest gain, all-channel UHF coverage!



**Ties together all 3
TV reception bands!**

"Free space" terminals.
Impossible for dirt or rainwater
to accumulate between the
terminals, which can
short out the picture.
Assures you of brilliant,
steady reception in ANY KIND
OF WEATHER!



SINGLE LEAD • NO SWITCHING

ELIMINATES INTER-ACTION • NO SIGNAL LOSS ON VHF OR UHF

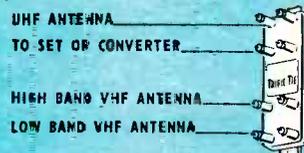
CHANNEL MASTER'S **New!** TRIPLE-TIE model no. 9035

electronic inter-action filter

Combines up to 3 antennas with only 1 lead
to the set.

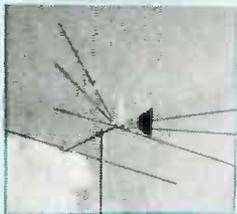
1. Low Band VHF
2. High Band VHF
3. All UHF (Broad Band or Yagi)

Eliminates inter-action between all 3 antennas.

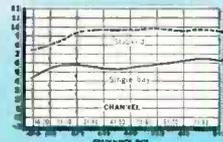


Designed to
adapt all
HI-LO VHF
installations to
UHF — quickly
and economically

ULTRA FAN series — Complete VHF-UHF coverage



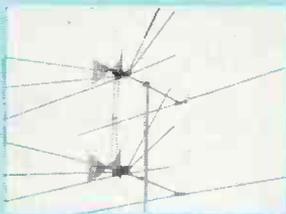
single bay — model no. 413



Today's most sensitive All-VU* antennas! The Ultra Fans actually operate on three separate electronic principles — automatically:

1. Low Band VHF (Channels 2-6) . . . Conical antenna with parabolic reflector
2. High Band VHF (Channels 7-13) . . . Large diameter V antenna
3. UHF (Channels 14-83) . . . Triangular dipole with sheet reflector

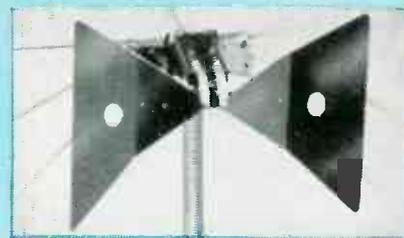
One set of All-VU* stacking rods provides highest VHF and



stacked — model no. 4132

UHF gain. Each Ultra Fan has its own 2-stage inter-action filter, so that only one transmission line to the set is required.

*All VHF, all UHF



ULTRA DAPTER
model no. 414

Instantly converts all Channel Master Super Fans into high gain, all-channel, VHF-UHF antennas. Features a built-in inter-action filter.

Your best bet for UHF!

CHANNEL MASTER Ultra-Tennas

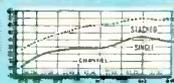
America's most complete — most effective — UHF antenna line.

Channel Master's advanced engineering pays off again! While rain caused hundreds of UHF antennas to FAIL recently in Portland, not one Channel Master antenna dimmed or shorted out a picture! The facts speak for themselves: Rain or shine, Channel Master antennas out-perform all others.



ULTRA BOW
model no. 401

The basic UHF antenna for primary signal areas, and the outstanding member of the bow-type antenna family.



Only Channel Master Antennas are designed to eliminate the "TWIN TERRORS" OF UHF RECEPTION:

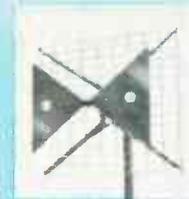


- Vibration, which causes picture flicker.

Eliminated by Channel Master's Ultra-Rigid construction and advanced mechanical design.

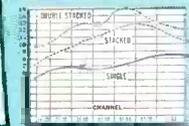
- The accumulation of dirt or moisture around the antenna terminals, which dims and eventually shorts out the TV picture.

Eliminated by Channel Master's sensational "free-space" terminals which prevent the accumulation of foreign deposits at the feed points.



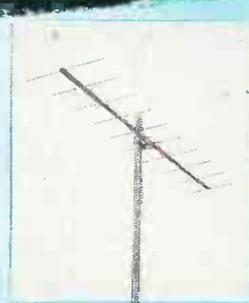
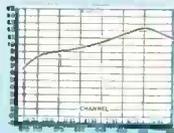
ULTRA BOW
with
SCREEN REFLECTOR
model no. 403

Can be stacked in 1, 2, and 4 bays. High, all-channel UHF gain, excellent front-to-back ratio.



ULTRA VEE
model no. 404

- Good UHF gain
- Low VHF gain
- The most rigid UHF antenna of its type and size.

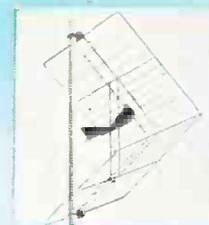


Gain: 11 DB, single
14 DB, stacked

DELTA WELD

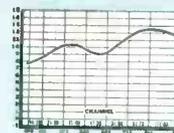
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SEPARATES VHF and UHF signals at the set or converter where separate inputs are provided.

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Sync Noise Elimination in

Part II. Philco TV-90 Noise Inverter

The noise inverter used in the Philco TV-90 receiver is so closely linked with the gated AGC system employed (see fig. 1), that both circuits will be described in detail.

The AGC gate tube, V13, functions like other keyed AGC tubes. A regulated source of grid bias is supplied to V13 by attaching its grid into the series-connected video amplifier—1st sound IF circuit. The composite video signal fed to the V13 grid is direct-coupled from the plate of video amplifier V7A.

video signal is also fed to the grid of the noise inverter (through C601).

The noise inverter is designed to conduct only when large noise pulses are present at its input. At other times, it is cut off. To obtain these conditions, the noise inverter is operated at a low value of plate voltage and high bias. R607 and R608 make up a voltage divider in the inverter plate circuit that reduces its plate voltage to the desired level of approximately 34V. A voltage divider in the cathode cir-

the noise inverter remains cut off (due to its low plate voltage and high bias). The composite video signal applied to its input is positive-going. Noise which can prematurely trigger the sweep oscillators is also positive-going. When video, sync and noise pulses are normal in size, they do not have the requisite amplitude to drive the grid of the inverter positive enough to produce conduction. A harmful noise pulse, however—i.e., a noise pulse whose polarity is the same as that of the sync pulses, but whose amplitude is much greater—will reduce the bias on the inverter enough to permit conduction.

When the noise inverter conducts, the noise pulse that drove it to this drastic step is amplified and inverted, and appears in the plate circuit in negative form. The noise inverter output is fed to the grid of the sync separator, where it mixes with the composite video and noise signal that is fed to this point from video amplifier V7A (See Fig. 2). The large negative-going noise signals from the inverter are more than sufficient to cancel the smaller positive-going noise signals from the video amplifier. In this way noise whose polarity is the same as that of the sync pulses is eliminated.

To prevent the noise inverter from conducting during sync pulse time (an undesired condition that would cause inverted sync pulses to be applied to the sync separator, upsetting synchronization) a circuit called a *gated leveler* is employed. The tube used—V14A—is $\frac{1}{2}$ of a 12AU7. The circuit operation may be described as follows:

When the receiver is first turned on, there is no DC voltage present between grid and ground of the noise inverter. Video and sync signals are transferred through C601 to the grid of the in-

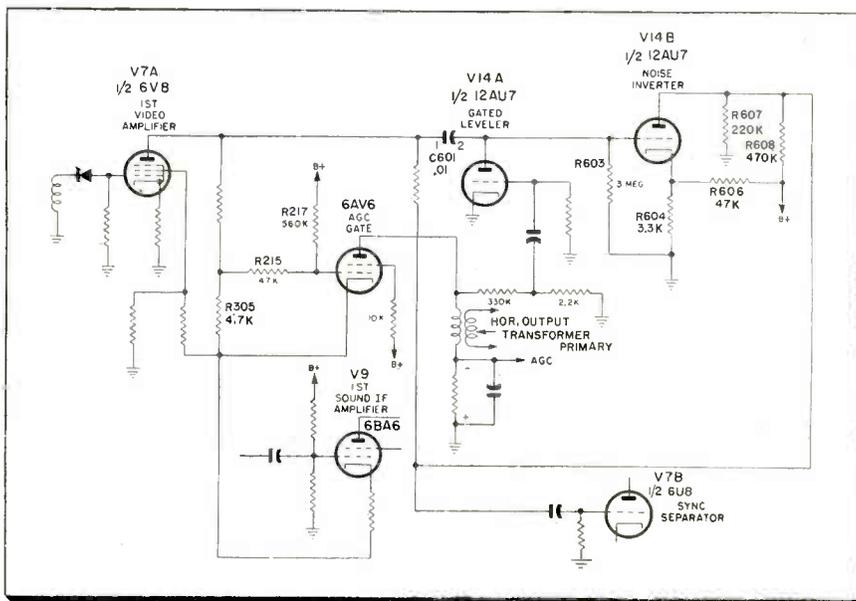


Fig. 1—Simplified schematic of noise inverter, AGC and associated circuits in Philco TV-90 chassis. Although the 6AV6 AGC gate tube is referred to as V13 throughout the article, its designation as V13 in the sketch was inadvertently omitted. (based on a Philco sketch)

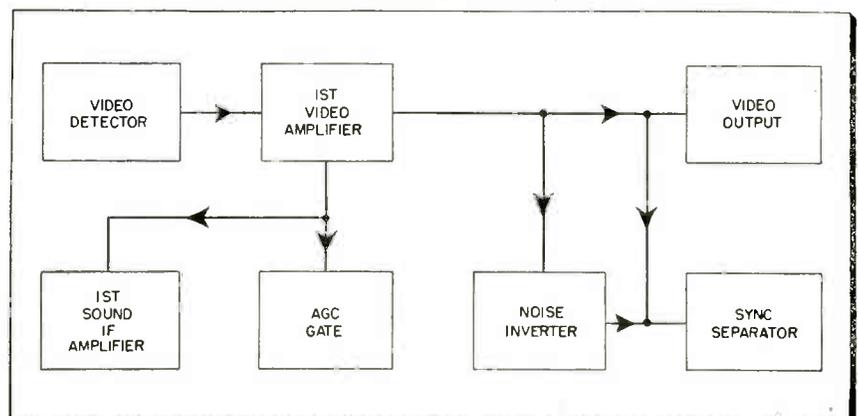
A 10K resistor is connected into the screen grid circuit of V13. This resistor is protective in function. If it weren't present and the 1st sound IF tube became defective (open filament, or cathode emission failure) the bias on the AGC gate tube would be greatly reduced or eliminated, permitting it to conduct heavily. In between sync pulses, when no pulse voltage is applied to the V13 plate, excessive current would flow through the video amplifier and the screen circuit of V13. The 10K resistor limits such a current (when failure of the 1st sound IF tube tends to produce it), protecting the circuit components. In other respects, the circuit is so similar to other keyed AGC circuits we have already described (see October '52 issue of TELEVISION RETAILING) that it doesn't seem to warrant further discussion.

Some composite video signal is taken off in the plate circuit of V7A and fed to V7B, the sync separator. This is $\frac{1}{2}$ of a 6U8 tube. Composite

cuit—R606 in series with R604—places a voltage of approximately 6.6 V between cathode and ground.

When normal-sized video, sync and noise signals are present at its input,

Fig. 2—Block diagram of noise inverter, AGC and associated circuits in Philco TV-90. (based on a Philco sketch)



TV Receivers

and AGC Gate Circuits Analyzed.

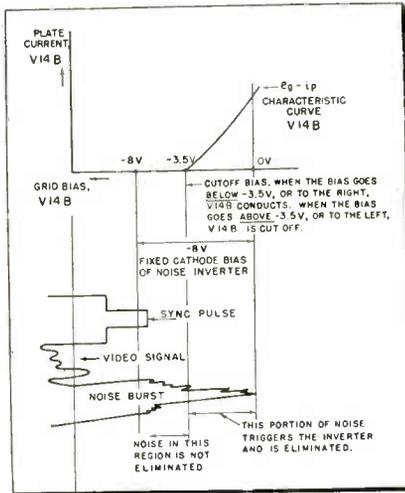


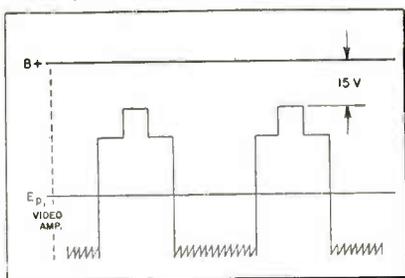
Fig. 3—Explanation by means of characteristic curve sketch of how noise several volts in excess of the sync tips triggers the noise inverter and is eliminated.

verter. These signals vary above and below the DC zero voltage level, but do not cause an appreciable DC voltage to be developed—that is, not for the first few cycles of incoming signal.

The positive swings of the incoming signal cause the plate of V14A to become positive with respect to the cathode, and conduction takes place in this tube. Electrons flow into plate 2 of C601 (and leave plate 1), charging the condenser. When the sync tip has passed, these electrons begin to leak off through R603 to ground. A negative voltage is thus developed between plate and ground of V14A. Since the cathode is grounded, the plate-to-ground voltage is the same as the cathode-to-ground voltage.

After several cycles, the charge on C601 has increased until it is approximately equal to the level of the sync pulses. The negative plate voltage of V14A is consequently much larger than the positive peaks of incoming video signals. V14A therefore cuts off in the presence of video information,

Fig. 4—Circuit conditions in the video amplifier, if the AGC gate tube was not connected into the latter's plate circuit, would permit a 15-volt separation between the sync tips and the B level. (based on a Philco sketch)



since these positive signals do not have enough amplitude to overcome V14A's negative plate voltage.

In between sync pulses, a small amount of C601's charge leaks off; the relatively long time constant of C601 and R603 does not permit much of the charge to be dissipated, so most of the V14A's negative plate voltage is retained, and the tube remains non-conducting at these times. The positive sync tips are slightly larger in amplitude than the negative plate voltage of V14A, since some of this voltage is lost through C601's discharge; conduction therefore takes place in V14A during sync-tip time, and a pulse of current flows that stops when the small charge that C601 has lost in the interval between sync tips has been replenished.

Across R603, thus, a negative voltage is continuously present; it is substan-

supplied with noise pulses of sufficiently large amplitude, since the negative noise pulse it delivers must be more than large enough to cancel its positive noise pulse counterpart at the sync separator input. A special voltage divider network has been incorporated into the grid circuit of V13, the AGC gate tube, to insure this. Before we discuss the need for this divider, and the manner in which it operates, we should first consider what would happen if it weren't present.

When the receiver is first turned on, no AGC voltage exists, since it takes a certain length of time for this voltage to develop. The above-normal receiver gain present during this interval causes an excessively large signal to be developed in the video detector output; the large negative DC voltage that is, in consequence, applied to the 1st video amplifier grid cuts the video

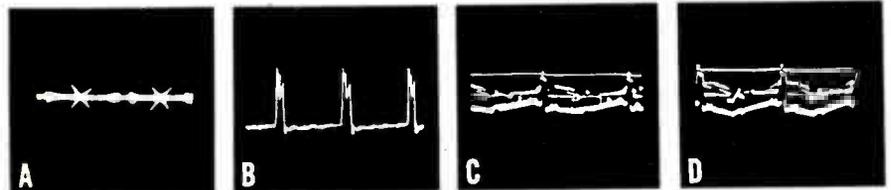


Fig. 5—Waveforms and their amplitudes in noise inverter and AGC circuits of the Philco TV-90.

A) Noise inverter cathode (pin 8). Waveshape and its amplitude vary with noise. B) Gate-pulse plug (pin 4). Waveform is 500 V peak-to-peak; frequency, 15,750 CPS. C) AGC gate grid (pin 1). 22 V peak-to-peak, 60 CPS. D) Noise inverter plate, junction of R605, C602 and C603 (fig. 6). 23 V peak-to-peak, 15,750 CPS. (courtesy Philco)

tially a DC voltage, and its amplitude is approximately equal to that of the sync tips.

Now the noise inverter tube has a fixed cathode bias of approximately 8 V. The cutoff voltage of the tube is approximately 3.5 V. This means that the tube is 4.5 V beyond cutoff. Grid signals developed across R603 must, to produce conduction, overcome the 4.5 V negative bias developed in V14B's cathode circuit, as well as the negative voltage built up in its grid circuit (across R603). Only incoming noise pulses that are a number of volts larger than the sync tips (see fig. 3) can overcome the sum of these two bias voltages. Such large noise pulses will trigger the inverter, and cause it to operate.

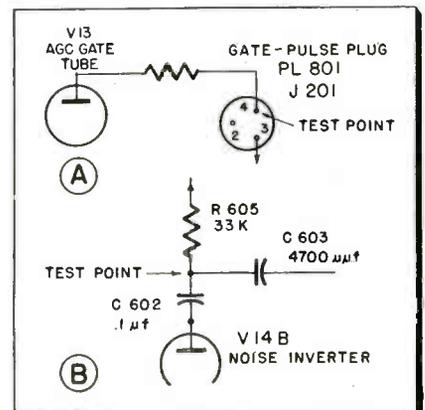
The question may crop up, what happens to noise pulses that are larger than the sync pulses, but not large enough to trigger the inverter? According to Philco engineers, this condition rarely occurs; even if it should, the sync separator has a certain immunity to such relatively low-amplitude noise, and therefore sync stability will not be impaired by it.

The noise inverter circuit must be

amplifier off. Plate current cessation in this tube causes its plate voltage to rise to the B level. The AGC gate tube grid, which is connected into the video amplifier plate circuit, is thus also brought to the B voltage level.

The cathode of the AGC gate tube has a fixed voltage of 125 V. This volt-
(Continued on page 91)

Fig. 6—Test points referred to in text, are shown in these portions of the actual schematic of the Philco TV-90.



What to Expect in

Changes Ahead. 1N60 Video Detector, Direct-Coupled Video Amplifier, Intercarrier Sound, and Exceptionally Well-Designed AGC and Sync Circuits Will Probably Be Used in Sets Intended for UHF Reception.*

*Adapted from an article by W. B. Whalley, Sylvania Electric Products Co., in the November '52 issue of TELE-TECH (associate publication of TELEVISION RETAILING).

With 2000 UHF stations possibly coming into operation in the not-so-distant future, the TV technician should acquaint himself with UHF-inspired changes in receiver design that are being made or contemplated.

The first basic question that might be considered is: what chief factors will affect the over-all design of sets intended to receive UHF signals?

It is known that the signal voltages at the receiver terminals will be lower than on VHF for similar transmitted powers and distances from the transmitter, yet the operating frequencies are such as to make good radio frequency amplifier design quite difficult. Measurements made from the Empire State Building on 910 mc in 1947; by G. H. Brown in Washington in 1948; and numerous field surveys of the Bridgeport Station show that for the same fringe area reception as on 60 mc, from 100 to 1,000 times the effective radiated power is required. Also, the noise factors of typical r-f amplifier circuits become worse as the operating frequency increases.

Hence, particular emphasis is immediately placed upon careful design of the input circuits of the receiver.

What, if any, demands will UHF make on other sections of the receiver? This question will be answered by discussing the overall design of a combined or composite U and V receiver.

Unchanged Functions

The standards approved for UHF transmission are the same as for VHF. Hence, there are many sections of a combination UHF and VHF television receiver whether for monochrome or color whose design will be unaffected by the new frequency allocations.

In Fig. 1, those sections which do not require change are shown in dotted outline. Because of the standardization with VHF above mentioned, the video detector, the video amplifier, horizontal AFC, deflection circuits, sound system and supply voltage sources need no basic changes. However, there may be advantages in using a germanium diode, such as the type 1N60, for the video detector. It may also be of interest to discuss the characteristics of direct-coupled

video amplifiers and intercarrier sound operation.

High Forward Conductance

Video Detector: The germanium diode 1N60 is particularly suited to video detector application because of its high forward conductance, its low intrinsic capacitance and high back resistance (allowing good wideband operation).

Direct-Coupled Video Amplifier: Of all video amplifiers thus far used, that type which is direct-coupled to a negatively-polarized second detector can

The block diagram indicates that the AGC, the synchronizing circuits, i-f amplifier and, of course, the tuner require modification or new design.

AGC: The AGC system should be the best possible since fading can be more severe on UHF than on our present television channels. For example, due to the sharper shadow regions—less diffusion of the wave front around obstacles—airplane flutter can produce larger ratios of signal strength change. Some keyed automatic gain control circuits may improve the stability of the background and brightness level for both rapid and

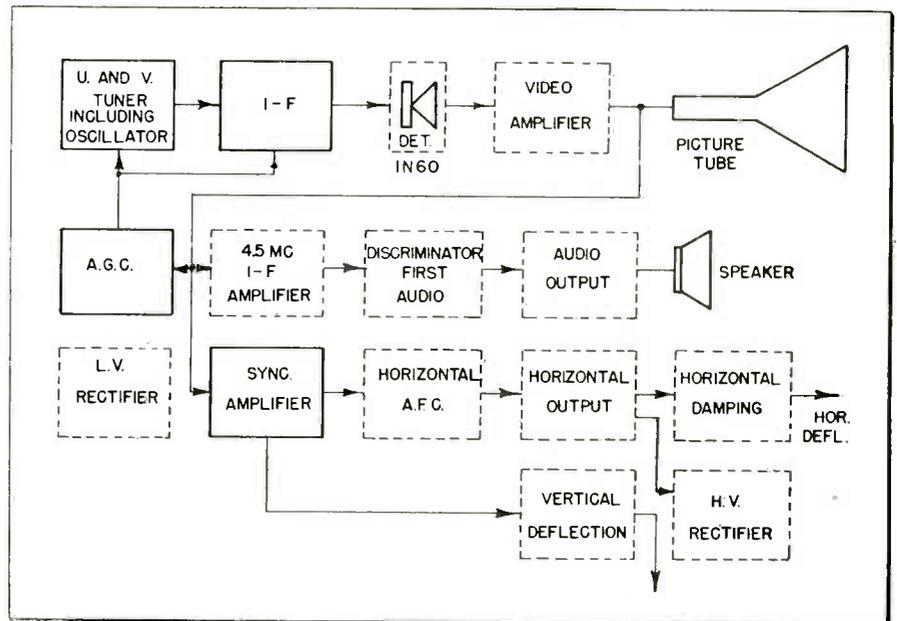


Fig. 1—Sections not requiring change in new UHF and VHF receivers are shown in dotted-lines.

best provide reduction in the amplitude of incoming noise pulses, so that the synchronizing amplifier receives a smaller range of undesired voltages. Such direct-coupled video amplifiers provide a definite improvement in the contrast range of the reproduced picture. Also, the low video frequency response is excellent since there is no phase shift even at DC. It is to be noted that these characteristics of DC-coupled video amplifiers are independent of the use or non-use of AGC.

Intercarrier Sound: As has so often been mentioned before, the intercarrier sound system can give ease of tuning combined perhaps with less audio noise between channels. This is quite important on UHF where the great number of channels and the wide spaces between those which are active in a given location will make tuning difficult.

slow variations of the signal amplitude.

Synchronizing Circuits: These should also be of the best possible design to reduce the effects of rapidly fluctuating signals and such interference as may occur due to cross-modulation. Cross-modulation may occur more readily at UHF due to the poorer discrimination against nearby channels by the limited number of tuned radio frequency circuits, and can produce additional synchronizing pulses with incorrect time delay.

The I-F Amplifier: The intermediate frequency is, in part, chosen for:

- the best image rejection,
 - minimum power in the beat frequencies between harmonics of the i-f and the incoming signal,
 - minimum local oscillator radiation.
- These three requirements call for a much higher frequency than has been

UHF-VHF Receiver Circuits

used in the past; yet the frequency has to be made as low as is feasible in order to provide:

- d. low noise factor,
- e. good gain for a given number of stages, and
- f. avoid regeneration on the low channels of the VHF band. That is, if the intermediate frequency approaches the region of 54 mc, it would be very difficult to avoid regeneration when tuned to channel 2.

It is to be noted, that going from an i-f frequency below channel 2 to one in the region of 120 mc degrades the noise factor of the i-f amplifier by at least 2 db. Also, an intermediate frequency higher than channel 2 can lead to difficulties in mixer and local oscillator design for the VHF portion of the combined V and U receiver. Hence, it seems that the choice of the i-f amplifier for complete U and V tuners should be in the frequency range as close to channel 2 as is consistent with reasonable freedom from regeneration.

The intermediate frequency proposed by the RTMA—41.25 for sound, 45.75 for the i-f picture carrier—is a reasonable choice. The frequency ranges chosen lie in a part of the spectrum where very few and only low-power radio transmitters operate (with the exception of some—we hope temporary—police transmitters). Other characteristics of the i-f amplifier will be discussed later.

UHF Tuning Section

Due to the large number of channels possible between 470 and 890 mc (70) as compared with the twelve of the present band, there are various schools of thought regarding the mechanical operation of the tuner.

It may be of interest to classify possible mechanical designs under three headings, shown in Table 1.

- a. Continuously tunable—examples of this are DuMont, RCA, and Mallory.
- b. Semi-Continuous—what may be called a "band-spread" type, in which a switch chooses various zones of the UHF band and a dial actually tunes in the channels in each zone.
- c. Selector Switching—where a choice of perhaps any six up to eleven UHF channels may be pre-set and then are tunable along with 7 or less VHF channels by the same selector switching as we have on the majority of VHF receivers.

Continuous tuning has many advocates since it is possible to choose any of the 70 possible channels between 470 and 890 mc, despite the fact that there are no locations planned where even 50% of these channels will be within a useful radius. (Example: the whole state of Pennsylvania with only 48 UHF proposed station allocations, whereas there are 70 channels to be tuned.) Con-

TABLE I
UHF TUNER CLASSIFICATIONS

- A—Continuous Tuning with Oscillator at Fundamental Frequency
- B—Rotary Switch for Sectional L and C Change with "Band Spread" by Capacity Tuning.
- C—Rotary Switch with VHF Oscillator and Crystal Harmonic Generator. Usually of Turret Type with Pre-Set Channels.

Methods of Tuning

- 1. Movable Core—Variable L and C
- 2. "Butterfly"—Cylinder or Ring
- 3. Sliding Contact

tinuous tuning from 470 to 890 mc requires a precision mechanism and dial to enable sufficiently accurate tuning for best picture and sound. The most desirable system, perhaps, would provide selection by means of pre-set channel positions similar to the method used in the majority of present day VHF receivers. However, when the number of channels reaches 70, it is impractical to have this many fixed positions on one switch.

Plans are underway for tuners which may give 18 to 20 of mixed VHF and UHF channels chosen to suit the particular locality. This becomes entirely practical when the local oscillator operates in the VHF region and the UHF mixer operates with an equivalent local oscillator signal obtained from harmonics of the local oscillator. Surprisingly large harmonic powers are available from conventional VHF tube sources, e.g. one section of a 6J6 oscillator, by using a germanium or silicon diode as the harmonic generator. Of various types, the 1N34, 1N34A and 1N82 appear to be the most satisfactory, producing powers of 60 milliwatts at 500 mc and 30 milliwatts at 900 mc. This arrange-

ment, in combination with the new silicon diode, type 1N82 (used as a mixer), provides a very stable-frequency harmonic oscillator-mixer combination.

Tuner Electrical Design

It may be of interest to summarize the basic sections of UHF tuners by dividing them into two groups:

- a. The fundamental oscillator continuously tunable type,
- b. harmonic generation of the local oscillator frequencies, possibly together with selector switch tuning.

Fig. 2 shows the block diagram for these two basic groupings.

Both types require a high-pass filter between the antenna and the first UHF tuned circuit, to reduce interference from VHF, FM, short-wave and broadcast stations. Such a high-pass filter cuts off, or should cut off as sharply as possible below 450 mc. Next is the radio-frequency circuit, preferably double-tuned, so as to carefully match the antenna to the input impedance of the r-f amplifier tube or the mixer. Following this, there should be a radio-frequency amplifier tube with its output tuned circuit coupled to the mixer. Next, the mixer crystal with the output i-f circuit and the local oscillator with or without the harmonic generating crystal and tuned circuit. Both the r-f and mixer tuned circuits should provide as high a discrimination against nearby local television channels as possible in order to avoid cross-modulation. Then, the image selectivity will also be adequate.

A first stage of good quality radio frequency amplification is most desirable: (1) to reduce the local oscillator coupling to the antenna; (2) to improve as far as possible, the noise factor, thereby increasing the useful range of the transmitter; (3) provide increased image rejection and, also; (4) reduce cross-modulation at the mixer.

Suitable r-f amplifier tubes at acceptable prices are, however, not presently available.

I-F Amplifier; Antenna

If no r-f amplifier is to be included; and so far no commercial tuner covering the whole UHF range (470-890 mc) has an r-f stage—then it is particularly important to have a quiet first stage of intermediate frequency amplification. This stage should have the lowest possible noise factor to make full use of a silicon mixer, since the i-f voltage at the output of the mixer is lower than the r-f signal voltage applied to it.

The antenna is carefully matched to the transmission line to obtain the best overall noise factor. Any tube fluctuation noise transferred to the first tuned circuit together with thermal noise in this circuit is thus absorbed by the an-

(Continued on page 90)

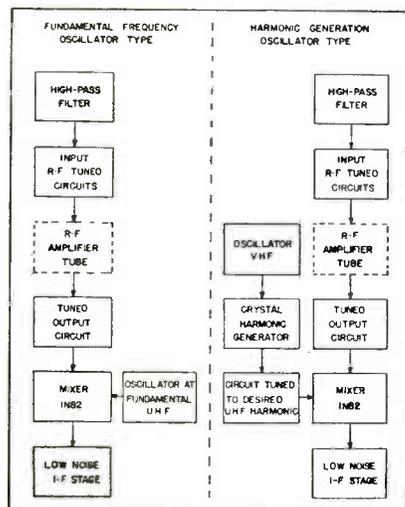


Fig. 2—Two groupings that represent basic divisions of UHF tuners.

Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

Tips on Ion Magnets

Ion magnets have different strengths. If an ion magnet is replaced, make sure that the new one has the correct rating. If the new ion magnet is too strong, its optimum setting will be very sharp and critical; proper adjustment will prove difficult for this reason. If the ion magnet is too weak, its adjustment will be very broad—i.e., changes in raster illumination when it is moved will not be as great as they should be, and the magnet will be hard to adjust because peaking, or the point of maximum lighting, will be hard to observe. One of the ways to test a suspect ion magnet on a CRT is to reposition it—if no pronounced variation in brightness can be obtained during this procedure, the unit is too weak, and should be replaced. Ion magnets will often produce good lighting in two positions—one near the focus coil or magnet, the other near the base of the CRT. The setting near the base of the CRT is the correct one. The higher the HV, the stronger the ion magnet needed. When a receiver has been converted to accommodate a larger CRT, change the ion magnet if the HV has been substantially increased. Data regarding the strength (in gauss) of the ion magnet needed for different CRT's may be found in some tube manuals. If this information is not available, and it is desired to avoid the trial-and-error method, this formula may be used:

$$Z = 35 \times \sqrt{\frac{HV}{HV_2}}$$

Where Z is the strength of the ion magnet needed in gauss, HV is the high voltage in the converted set, and HV_2 is the high voltage originally present.—Peter W. Orne, 58-40 150th Street, Flushing, N.Y.

Speaker Kinks

Dry, brittle and warped cones in speakers are often caused by long hours of exposure to the heat of the rectifier and/or power amplifier tubes. To remedy, I brush on a coat of thin, regular rubber cement (the kind used for the inner tubes of cars) with a small camel's hair brush. The coating prevents the undue ripping that would otherwise occur when the cone was handled. When a warped voice-coil assembly is introducing distortion, a piece of 1/2-inch fibre felt, wedged in back of the cone, on the side opposite the warped area, may remedy the defect. Thin rubber cement, dripped down on the back of the cone on the spider, and on the pigtails to the cone, may stop rattle that can be corrected in no other way. To avoid getting cement into the voice coil, lay the speaker flat on the bench during this process. To stop

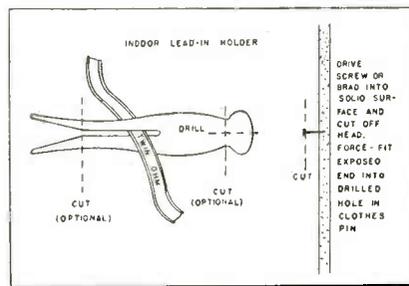
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Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, TELEVISION RETAILING, 480 Lexington Ave.,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

jumping or blasting on certain frequencies, turn volume down to low. Lightly run your finger around the edge of the cone, until optimum tone quality is heard. Tighten cone section at opposite side by running a strip of white adhesive tape from the cone section nearest the voice coil, to and around the edge of the speaker frame. *Beryl Bass, Lamoni, Iowa.* (Editor's note: The best remedy, and the only certain one, for speaker defects is to replace the original speaker or at least the cone, with a new one.)

Indoor Lead-In Holder

Where a lengthy amount of twin-lead line must be run through a room, a handy as well as decorative stand-off holder may be made from a common, old-fashioned clothespin. To fasten it to a wooden or similar surface of wall-board along which the lead-in must be run, obtain a small-diameter wood screw or finishing brad. After affixing the latter to a solid surface, clip off its head. Drill or punch a hole, slightly smaller in diameter than the driven end of screw or brad, in the closed end of the clothespin, then force-fit the

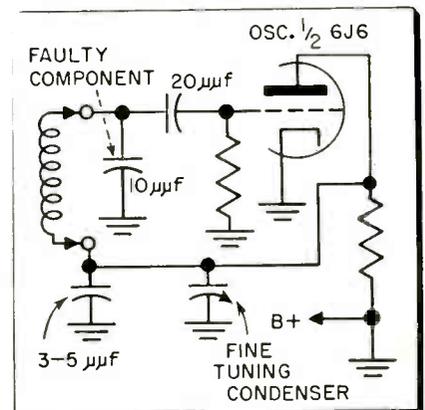


clothespin over the brad or screw. Lead-in can now be inserted into the lengthwise slot of opening and held snugly. The unused end of the pin may be shortened if desired; for decorative purposes the clothespin may be painted or stained in colors harmonizing with wall surfaces or other surroundings. As many stand-offs may be employed as needed to maintain a neat and efficient routing of lead-in. These stand-offs

may also be used outdoors when coated with a suitable weatherproofing material. *Lewis Lounsbury, Valley Radio-TV Service, Box 80, Stone Ridge, N. Y.*

Local Oscillator Drift in Standard Coil Tuners

We have come across local oscillator drift in a number of Standard Coil tuners. The tuner drifts so much that even after the entire oscillator circuit has been readjusted, only the higher-frequency channels can be tuned in. The trouble in these cases has been an



open in the 10 MMFD condenser in the grid circuit (fig. 3). The resultant lack of capacitance in the resonant circuit prevented the oscillator from tuning down to the lower frequencies. The condenser is so positioned that its replacement is readily accomplished.—*Joseph F. Valenti, Webster Avenue Radio, 2605 Webster Avenue, Bronx 58, N. Y.*

Soldering Aid

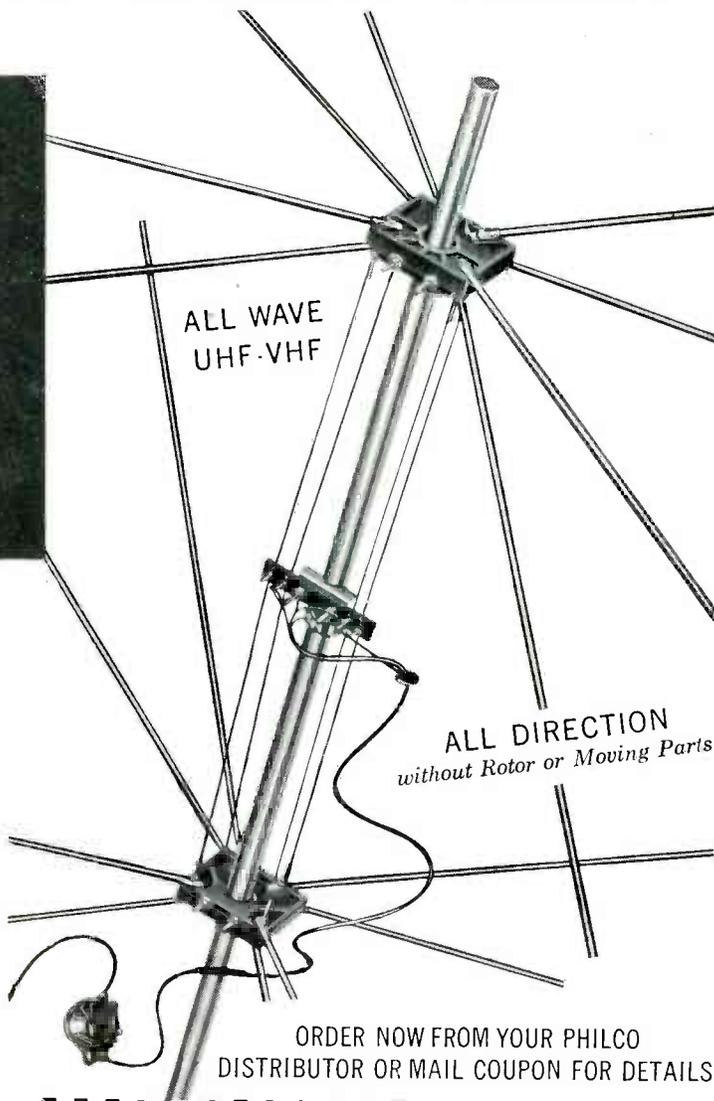
Discarded dry batteries of the type shown in photo, or ordinary batteries from portable radios, may be used to advantage in holding small wires for



soldering. In the case illustrated, a test clip is fastened under one of the binding posts; the wires to be soldered are held in this clip. In the case of some radio batteries, clips are already present and need not be added. *H. Leeper, 1346 Barrett Ct., N.W., Canton 3, Ohio.*

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	2	3	4	5	6	7	8	9	10	11	12	13
Single Array	7.8	14.0	6.7	-1.7	16.3	2.5	6.0	9.6	12.1	10.8	15.0	12.8
Gain Chart	36"	18.8	3.5	7.4	17.3	0.0	-1.3	6.0	8.4	11.5	13.0	12.5
using	45"	6.5	14.3	6.0	-6.0	18.6	6.7	8.5	18.2	18.1	13.2	14.3
different	60"	5.8	2.2	9.6	-1.0	-2.0	1.5	-4.0	10.3	4.0	15.4	7.0
spacing	82"	8.4	15.5	13.0	10.5	21.3	3.0	14.0	-2.0	1.6	10.0	6.0
between	98"	2.5	8.0	9.5	-4.5	17.0	6.0	2.0	4.0	1.0	10.0	7.0
two single	114"	21.0	19.0	7.4	22.3	0.0	6.0	8.2	10.4	11.5	14.0	14.3
arrays	122"	7.4	17.0	13.4	2.5	21.5	8.5	17.3	16.2	12.1	14.8	15.6

The above tests were made using a 40-foot lead-in. However amazing results have been obtained on installations using a lead-in up to 150 feet without any appreciable difference in gain. These tests were made in real fringe areas.

For maximum gain in outer fringe areas, orient the antenna for the weakest channel desired. Location will determine the number of elements to be used.

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Allegheny and A Streets
Philadelphia 34, Pa.

Please send me information about the Philco All Purpose
Antenna, with current trade price list.

NAME

STORE NAME

CITY ZONE STATE

Please check in space below

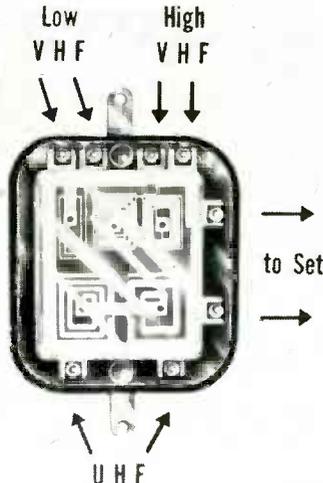
I am a Retail Dealer

I am a TV Serviceman

Service Technician

JFD ANTENNA COUPLER

The JFD JeTie Electronic Coupler is a silver printed circuit enclosed in a hermetically-sealed Butyrate case. It can join a UHF and VHF antenna, or



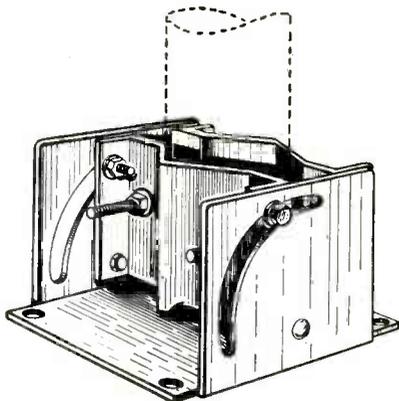
2 VHF antennas or 2 VHF antennas and 1 UHF antenna, for use with only one lead-in. List price of the JeTie has been set at \$5.10. JFD Mfg. Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—TELEVISION RETAILING.

C-D UHF ANTENNA

Model U-4 is factory pre-assembled for speedy installation. Manufacturer claims broad-band coverage with uniform gain over the entire UHF spectrum, low vertical radiation and low standing-wave ratio. Impedance is 300 ohms. Cornell-Dubilier, South Plainfield, N. J.—TELEVISION RETAILING.

Ward MAST BASE

Model C-34 is a heavy-duty mast base specially designed for telescopic masts. This universal-type unit is adjustable to handle mast diameters from 1 1/4" to 2 1/4" O.D. Can mount on roof



pitch, side of building, ground or other flat surface. A rotatable feature enables an antenna to be mounted to a mast while on the ground, and then raised to a vertical position. Ward Products Corp., Division of The Gabriel Co., 1148 Euclid Ave., Cleveland.—TELEVISION RETAILING.

Masco MICROPHONE MIXER

The EMM-6 is ideal for mixing several program sources, such as organ and choir, or solo singer and orchestra into any tape, disc or wire recorder, public address, school or institutional announcing system or amplifier. The unit features electronic mixing of up to four microphones, plus radio tuner and/or phonograph. The amplification provided on all six inputs (four mixing channels) and a cathode follower output allows placement of the mixer pre-amp up to 400 feet from the amplifier. The EMM-6 lists at \$65. Mark Simpson Mfg. Co., 32-28 Forty Ninth St., Long Island City 3, N. Y.—TELEVISION RETAILING.

IRC CONTROLS

Type 4WK is a universal 4-watt, wire-wound control, especially designed for TV replacement service. Type 4WS is identical with 4WK except for its short shaft. It is designed for replacement of TV controls mounted at chassis rear or under front panel. Type HV is a 2-watt carbon element high-voltage control intended for use in electrostatically-focused TV receivers. International Resistance Co., 401 N. Broad St., Philadelphia 8.—TELEVISION RETAILING.

Channel Master UHF FILTER

Designed to adapt all Hi-Lo VHF installations to UHF quickly and economically, the Triple-Tie is recommended for all Hi-Lo VHF areas which either have UHF now or are getting it in the future. Triple-Tie eliminates interaction between any of the antennas in the system and accomplishes this with no signal loss, according to the manufacturer. The unit permits the use of as many as three individual antennas with only one lead-in to the TV set or converter. Channel Master Corp., Ellenville, N. Y.—TELEVISION RETAILING.

Vee D-X VHF ANTENNA

The Delta X, 10-element Yagi, a high-gain VHF antenna, has a wide element spacing on the high channels, providing a 30% greater gain than any other 10-element Yagi, according to the manufacturer. All-aluminum construction makes the Delta X less than one-half the weight of 10-element Yagis using steel booms. LaPointe Electronics, Inc., 155 West Main St., Rockville, Conn.—TELEVISION RETAILING.

JFD UHF CORNER REFLECTOR

Manufacturer claims that the UHF 400 pre-assembled corner reflector produces the greatest broad band gain of any UHF antennas tested to date. Wire-frame construction provides greater rigidity, resistance to vibration and extra lightness. Designed for high and medium UHF signal areas. List price, \$19.95. JFD Manufacturing Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—TELEVISION RETAILING.

G-C STAND-OFFS

G-C's polyethylene insulators are molded with a rib on each side of the wire opening. Ribs do not have to be



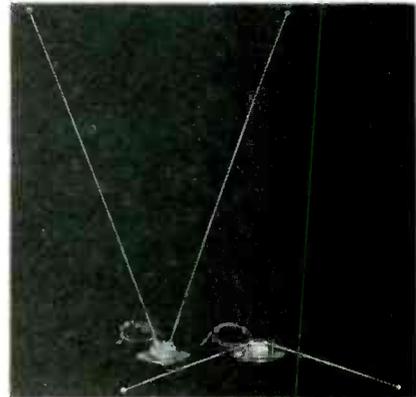
pried apart when lead-in wire is inserted. Large opening will accommodate open-line wire as well as twin-lead. General Cement Mfg. Co., Rockford, Ill.—TELEVISION RETAILING.

Hytron PICTURE TUBE

Hytron type 21YP4 is a 21-in. rectangular picture tube. Face-plate is spherical; tube is all-glass in construction. Other features: Low-voltage electrostatic focus, single ion-trap gun design; external coating; filter-glass face-plate. Heater voltage is 6.3 V, heater current .6 MA. Maximum 2nd-anode voltage 18,000 V DC. Hytron Radio & Electronics Co., Division of Columbia Broadcasting System, Inc., Danvers, Mass.—TELEVISION RETAILING.

Brach TV INDOOR ANTENNA

Brach Universal Indoor Antenna 482 has an eccentric rotating joint in its base which permits switching from a vertical V for UHF to a locked horizontal V for VHF. In the vertical position, the antenna has three sections of adjustable elements and may be positioned in the customary manner for



operation in the VHF band. When the antenna is flipped to the horizontal position, it is locked at a ninety-degree angle, and the elements are then fully retracted to eighteen inches for the optimum operation at UHF. Brach Manufacturing Corp., Division of General Bronze Corp., 200 Central Ave., Newark 4, N. J.—TELEVISION RETAILING.

Again

**First and Foremost in the
Vast Fringe Area Market!**

the NEW FINCO 400-A

*Fringe area TV buyers demand Quality installations... **FINCO** is Quality!*

Undeniably the No. 1

ALL CHANNEL
fringe antenna

UHF-VHF

- Perfect Reception 120 miles to 150 miles from Station — We Can Prove This!
- Double CO-Lateral — 32 Driven Elements.
- One antenna. One transmission line.
- Rugged all aluminum construction. Completely pre-assembled. Light weight — total weight only 8 lbs.

To help you sell...
FINCO is advertising in

LIFE

Your Local Newspaper

Radio

Farm Magazines

Television

*Tie-in with this Powerful
National Program...*

Ask your jobber for the free LIFE DISPLAY CARDS AND WINDOW STREAMERS — and "ADVERTISED IN LIFE" AD MATS. Ask about the Co-op Newspaper ads that enable you to tie-in with LIFE ADVERTISING.

THE FINNEY COMPANY

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THE FINNEY COMPANY
Dept. R-1
4612 St. Clair Ave.
Cleveland 3, Ohio

RUSH

- information on the new Finco 400-A
- LIFE merchandising material
- Co-op newspaper ad mat brochure

Name

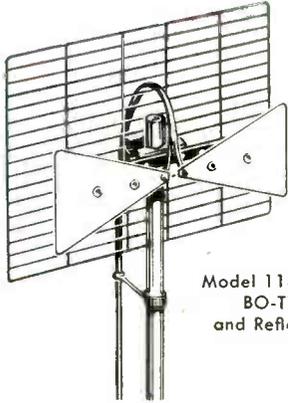
Company Name

City Zone State

AMPHENOL

television antennas

UHF



Model 114-065
BO-TY
and Reflector

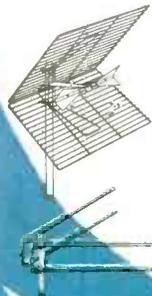
With excellent front-to-back ratio and high signal gains of 4 to 6 db, the AMPHENOL 300 ohm BO-TY Antenna has proven to be the most efficient UHF antenna for both strong and weak signal areas. Maximum broadband reception off the front with rejection of reflected signals off the sides and back.

Two BO-TY Antennas are easily stacked. One stacking rod is provided with each 114-065 BO-TY making the necessary pair when two are required for stacking.

AMPHENOL is now tooling for full production of a complete series of UHF antennas (pre-viewed below) designed and field tested by the same engineering and research departments which developed the famous AMPHENOL INLINE VHF television antennas.



Now completely preassembled and conveniently packaged



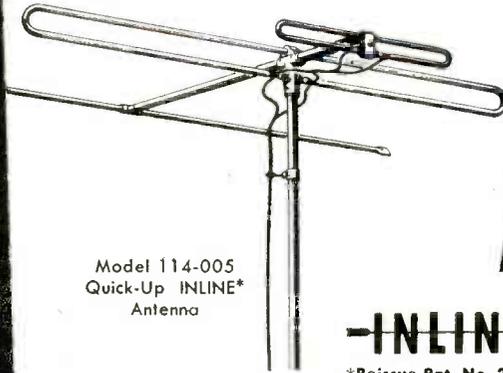
Unidirectional Corner Reflector is a high gain, broadband antenna.

The Rhombic is a sharp lobe, high gain broadband antenna.



Highly directional Stacked-V can be used for UHF or VHF or both.

The Yagi is a high gain, narrow lobe unidirectional antenna.



Model 114-005
Quick-Up INLINE*
Antenna

—INLINE—

*Reissue Pat. No. 23,273

The AMPHENOL INLINE VHF Antenna has greater gain than even a cut-to-channel dipole over the entire high frequency band and practically the entire low frequency band. This is due to the AMPHENOL INLINE principle where a reflector is provided for the large, center folded dipole and the center dipole acts as a reflector for the small folded dipole. Other antennas may look like the Model 114-005, but *only* AMPHENOL Antennas have the fully patented INLINE system.

Each Model 114-005 Quick-Up Assembly includes, in addition to the antenna: the mast, 75 feet of Twin-Lead, stand-off insulators, guy ring and mounting bracket.

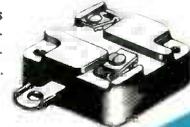


Model 114-322 INLINE Stacked Array includes two INLINE bays, connecting rods, two mast clamps, two 5-foot mast sections, guy ring, stand-off insulator and 100 feet of Twin-Lead.



Model 114-040 INLINE Antenna is furnished with a universal mounting clamp and without Twin-Lead or mast for those who prefer to buy Twin-Lead or masts in bulk quantities.

Model 155-338 Lightning Arrester is approved by the Underwriters' Laboratories and is of the type recommended by the National Electric Code.



AMPHENOL

AMPHENOL flat and tubular TWIN-LEAD

Because of its low-loss and constant impedance, unaffected by moisture or adverse weather conditions, AMPHENOL 14-271 Tubular Twin-Lead (U.S. Pat. No. 2,543,696) is recommended by leading authorities for UHF-TV reception. AMPHENOL Flat Twin-Lead is recommended for VHF-TV antenna installations.

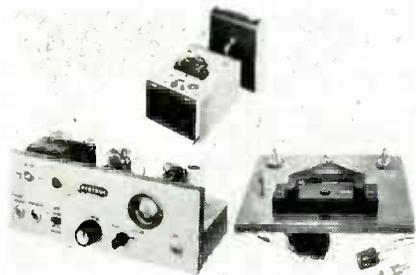


AMERICAN PHENOLIC CORPORATION *chicago 50, illinois*

Technical New Products

Pentron PREAMP & TAPE TRANSPORT MECHANISM

Newest additions to Pentron's line of magnetic recording equipment are these low cost, professional type matching units for Hi-Fi custom installations. They can be used with any existing audio amplifier, radio, TV set or combination. Also available in the portable carrying case for operating through any home music system or radio.



Model Pre-7 Pre-Amplifier is fully wired, ready to plug in to any Hi-Fi system. Net price \$39.75. Model 9T-3M Tape Transport Mechanism operates at 3.75" and 7.5" per second, and provides up to 2 hours recording and playback (4 hours with Pentron 10 1/2" reel adapter). Net price \$59.75. Model PMC combines both units in a handsome carrying case. Net price \$114.50. The Pentron Corp., 221 E. Cullerton St., Chicago.—TELEVISION RETAILING.

Crest LINE VOLTAGE BOOSTER

Crest's line voltage booster was engineered to restore peak performance to any TV set or electrical appliance requiring 117 volts. The LVB-117 is plugged in between wall outlet and set. Automatic; turns on and off with the



set. The unit features an overload cut-out to protect against unsafe line voltage increases, and utilizes a multi-tap selector switch for exact selection of required boost, plus a visual indicator, for precise determination of required boost. Crest Laboratories, Inc., 84-11 Rockaway Beach Blvd., Rockaway Beach, N. Y.—TELEVISION RETAILING.

RCP SERVISHOP

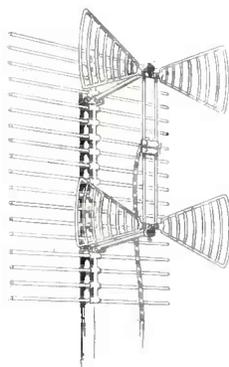
Model 8873 contains 1—TV-Radio-CR Tube Tester Model #730; 2—The "Dynoptimum" which tests and reactivates all present and projected receiving and CR tubes; 3—A VTVM with an input impedance of 25 megohms and a zero-center scale. Hi-voltage probe



extends range to 30,000 volts. 4—The Universal Signalizer, a stable fixed-frequency generator and audio oscillator that supplies RF, IF and AF signals for testing AM, FM and amplifier circuits. Net price, \$139.95. Radio City Products Co., Inc., 152 W. 25th St., New York, N.Y.—TELEVISION RETAILING.

Tel-a-Ray UHF ANTENNA

Tel-a-Ray's all-channel UHF antenna, the Universal, is a fan type, constructed from Dural and cast aluminum, with non-corrosive hardware. Tel-a-Ray guarantees it against wind and weather damage and corrosion. The



Universal is easy to assemble and mount, according to the manufacturer. Will list at \$3.75 for a single bay; \$7.50 for a two-bay array, and \$14.95 for the four-bay array. Tel-a-Ray Enterprises, Inc., Box 332, Henderson, Ky.—TELEVISION RETAILING.

Holub Industries DRILL

Dust packing which causes stalling is overcome by the unique design of this new masonry drill. It is claimed that the drill, called "Hi-Twist," can be used for continuous drilling of concrete, stone, brick, and similar masonry materials, as well as copper, brass and other soft metals. The secret of dust removal is in the proper combination of oval flutes, narrow lands and fast spiral which carries the dust up and out of the hole as fast as it forms. As a result, less pressure is required and drilling can continue to desired depth without once removing drill to clean the hole. Sizes range from 11/64" to 1" for spiral fluted drills and 1 1/8" to 1 1/2" for straight fluted drills. Holub Industries, Inc., Sycamore, Ill.—TELEVISION RETAILING.

Hilton ALUMINUM LADDER

The outstanding feature of the Hilton Sure-Step ladder is the non-slip, full-width flat step, which increases safety, and eliminates arch-fatiguing rungs. Through a specially installed dielectric barrier, the Sure-Step ladder offers positive protection against electrical contact. This feature available on request. At the base, the ladder is secure



because of its positive grip "safety shoes" that adapt to any surface or angle; at the top, rubber bumpers hold the ladder securely against walls, preventing movement. The Sure Step ladder is available in standard sizes, in straight or extended sections, or custom-made to your requirements. Standard lengths at 2 foot intervals with 18" width. The Hilton Mfg. Co., 1230-37 West Lisbon Ave., Milwaukee, Wis.—TELEVISION RETAILING.

TECHNICIANS—THIS IS FOR YOU!

For the latest, most comprehensive schematics and other essential information, be sure to see the TV-Electronic TECHNICIAN section, a monthly service feature of TELEVISION RETAILING.

Record-Go-Round

(Continued from page 66)

his orchestra in a version of the lovely ballad *Suddenly*. Such very pleasant listening! Another solid waxing from Capitol is Nat "King" Cole's rendition of the haunting *Can't I?* The plaintive love song is the kind of thing that sort of grows on you, and the Cole interpretation certainly helps it along. For a good laugh, give a listen to Mickey Katz's *Don't Let the Schmaltz Get in Your Eyes* backed by *Why Don't You Believe Me?* A real rib-tickler.

Exclusive rights to record members of the original cast singing hits from the new Cole Porter musical "Can Can" have been assigned to Capitol Records by producers Cy Feuer and Ernie Martin. Some 13 songs are featured in the new musical. "Can Can," with book and direction by Abe Burrows, who wrote "Guys and Dolls," is the third show to be produced by Feuer and Martin. It opens in New York on April 23.

RIAA Elects Officers

At a recent meeting of the board of directors of the Record Industry Association of America, Inc. the following officers were elected for the year 1953: Milton R. Rackmil, president; Lawrence K. Green, vice-president; Harry C. Kruse, vice-president; Frank B. Walker, treasurer. All officers were unanimously elected to serve for a one-year period. John W. Griffin will continue to serve as executive secretary, and Ernest S. Meyers as counsel.

In response to inquiries regarding a report published in a show business trade paper that the MGM Record Company is for sale, Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc., the parent company, issued the following statement: "This story is ridiculous and entirely without foundation. The Record Division of Loew's Incorporated is positively not for sale."

Westminster . . .

A new series of light music has been introduced by the Westminster Recording Co., Inc. Included are *Gypsy Songs* by Antal Koeze, King

of the Gypsies and his Band, *Austrian Marches* by the Deutschmeister Kapelle conducted by Julius Herrmann, and *Folksongs from the British Isles* (arranged by Armstrong Gibbs) with Leslie Bridgewater and the Westminster Light Orchestra. To return to the classics, Westminster offers Mahler's *Symphony No. 7 in B Minor* with Hermann Scherchen conducting the Orchestra of the Vienna State Opera; Schubert's *Trio No. 1 in B Flat Major, Op. 99* with Jean Fournier—violin, Antonio Janigro—cello and Badura-Skoda—piano; and Mac Dowell's *Piano Concertos No. 1 in A Minor and 2 in D Minor* with Vivian Rivkin at the piano and Dean Dixon conducting the Orchestra of the Vienna State Opera.

Capitol Records Names Cook

Hal B. Cook has been named national sales manager of Capitol Records Distributing Corp. He was formerly New York district sales manager and national promotion manager. Al Levine, present New York branch manager, is being upped to district sales manager filling the vacancy left by Cook's promotion. Anthony Rubino succeeds to Levine's post.

Mike Myers Joins RMS

The appointment of Mike Meyers as a sales representative is announced by Sidney Pariser, president of Radio Merchandise Sales, Inc., New York. In addition to representing the firm in northern and western New Jersey, Meyers will continue to be part of its national field engineering staff.

Distributes for Coast Firm

Pacific-Mercury Television Corp. has appointed Horn & Cox, Inc., as southern California distributor of its receivers. This will mark the first step in a national distribution program, according to Joe Benaron, president of the manufacturing concern, as Pacific-Mercury has officially ended local factory distribution of its line.

Motorola Urges Price Hold

In a recent letter to all suppliers of Motorola, Inc., Paul V. Galvin, president, urged them to join with his company in a determined effort to hold the prices of radio and TV equipment at current levels. Galvin said his firm is convinced the market cannot bear price increases on those products "and still fulfill the extremely ambitious programs planned by manufacturers for 1953 and 1954."

Harriette Geller Joins JFD

Miss Harriette Geller, formerly with the Parker-Kalon Corp., has been named production traffic manager for JFD Mfg. Co., Inc., Brooklyn, N. Y.

UHF-VHF Circuits

(Continued from page 83)

tenna (actually radiated), avoiding standing waves of input circuit noise at the first tuned circuit.

Thus far we have discussed some of the requirements of composite VHF and UHF receivers. Let us now consider UHF reception on standard VHF receivers.

Converter Design Considerations

Of necessity, a UHF converter must operate with a different intermediate frequency than that of the associated VHF receiver, otherwise it would be necessary to make actual wiring changes in the VHF receiver.

Utilization of the double superheterodyne principle is forced upon all designers of UHF converter units in order that the output signal may operate into one of the standard VHF channels. The choice of the channel could be fairly broad, extending from channel 2 to channel 13. This choice determines the frequency of the pre-i-f (or VHF) amplifier; the latter, incidentally, provides separation between the UHF mixer and the VHF receiver, as well as signal amplification.

It has been found that there is an optimum range of frequencies for this pre-i-f amplifier. The frequency must be less than $\frac{1}{3}$ of the lowest UHF channel, or the spurious responses from harmonics of the local oscillator may be quite serious. This places the maximum usable i-f frequency below channel 7, and, for the vast majority of conventional VHF receivers, leaves the highest frequency choice as channels 5 or 6, or 76 to 88 mc. As you know, it is necessary to have a choice of two channels so that in a given location, the VHF receiver may be switched to the one, either 5 or 6, which has the lowest VHF interference.

Due to the simultaneous use of two local oscillators, one in the converter, the other in the VHF receiver, very careful shielding of the converter assembly is essential to reduce interference possible from the harmonics of one local oscillator beating with the harmonics of the other, together with harmonics of the intermediate frequencies. In addition, a high-pass filter at the input to the tuner section and a low-pass filter at the pre-i-f output of the converter are desirable.

Southern Rep for Halldorson

Paul Hayden, president of Southeastern Sales Co., Savannah, Ga., has become a representative for Halldorson Transformer Co., Chicago, producers of radio and TV replacement parts. Hayden and his associates will cover the Carolinas, Georgia, Florida, Tennessee, Mississippi, and Alabama, according to the Halldorson firm.

Sync Stages

(Continued from page 81)

age depends on the ratio of the plate resistances of the 1st video amplifier and the 1st sound IF tube, since these tubes are connected in series, and the gate tube cathode is connected into this series line at a point between the two tubes.

With its cathode at +125 V and its grid at B+ potential, V13 conducts heavily, developing an AGC voltage in its output circuit. The gain of the receiver is consequently reduced; the 1st video amplifier comes out of cutoff, and plate current flows through it, reducing its plate voltage, and consequently making V13's grid less positive. V13 now conducts less, and the AGC voltage does not increase as much in this interval as in the preceding one. The action continues until the point of stabilization is reached. At this equilibrium point, the AGC gate tube is operating with its bias just above cutoff.

Under these conditions, the sync tips of the composite video signal fall 15 V below the B level (see fig. 4). Noise pulses with an amplitude of 15 V in excess of the sync tips can therefore be developed in the plate circuit of the video amplifier. (Negative noise pulse peaks at the input of the video amplifier cannot drive the plate voltage above the B level; this level therefore constitutes the upper ceiling for noise pulses.)

This is the state of affairs that would exist if the AGC gate tube was not connected into the video amplifier. Its presence in the circuit, however, changes matters. The cutoff level of the AGC gate tube is a negative 5 V. In other words, if a 5 V. drop appeared across R305, and R215 and R217 were absent (with the upper end of R305 connected to the V13 grid), the AGC gate tube would cut off—an undesired condition, since the receiver would overload in consequence.

Now, the larger the negative-going sync pulse input applied to the 1st video amplifier, the greater becomes the negative bias of the amplifier, and the smaller is the voltage drop across R305. To avoid more than a 5 V. drop across R305, the sync pulse to the video amplifier would have to be so large that the sync pulse output in the plate circuit would fall only five volts below the B level. Noise pulses only five volts greater in amplitude than the sync tips could, in consequence, be developed in the 1st video amplifier output.

The sync pulses must be reduced 10 V further below the B level, to allow noise pulses to exceed them sufficiently in the 1st video amplifier plate circuit. Now, the level of the sync pulses in this circuit is determined by the input to the video amplifier; this is, in turn, determined by the gain of the AGC-controlled stages. By

(Continued on page 95)



Makes it easy to
DEMONSTRATE and TEST
D. C. apparatus from A. C. lines
with **"A" BATTERY**
ELIMINATORS



for
Demonstrating
and Testing
Auto
Radios

6 VOLT OR
12 VOLT!

See your jobber
or write factory

✓ **NEW MODELS** ✓ **NEW DESIGNS** ✓ **NEW LITERATURE**

New Models . . . Designed for testing
 D.C. Electrical Apparatus on Regular A.C. Lines.
 Equipped with Full-Wave Dry Disc Type Rectifier,
 Assuring Noise-less, Interference-Free Oper-
 ation and Extreme Long Life and Reliability.
 "A" Battery Eliminators, DC-AC
 Inverters, Auto Radio Vibrators

ATR **AMERICAN TELEVISION & RADIO Co.**
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA—U. S. A.

Air Conditioners

(Continued from page 58)

ers push these items into the really big sales volume brackets.

While, as before-stated, there's room for all this year, with plenty of missionary work needing to be done, and plenty of problems to be solved the hard way, in years ahead, the retail pattern will be firmed down to a survival-of-the-fittest basis.

This year many Johnny-Come-Lately dealers will vie with the comparatively few veteran merchants who've been selling for some years. Numbers of those established retailers who are selling room air conditioners for the first time this year will inject new ideas and vigor into the merchandising scene. Some, of course, who are unprepared to render adequate service, or who lack sufficient merchandising ability, will drop the products from their merchandising rosters.

1953 is the room air conditioner's big year. But is also the year when the weak will be weeded out at all levels of the industry.

Dealers who sell through honest representation, make good on service, and win friends in so doing are in business to stay—and to make money.

Distributors who help dealers sell room air conditioners through close cooperation will obtain loyal followings, greater profits.

And manufacturers who have the interests of dealers and customers at heart will become big in this great, new industry.

Motorola Sales Executive



Charles W. Swanson (above) is one of three new sales executives recently appointed to newly created posts by Motorola, Inc. Swanson becomes midwest sales manager. The others are T. J. Morley, southern sales manager, and Charles H. Coombe, eastern sales manager. They join James M. Tuttle, who last year was named as western sales manager. The four will report to James E. Herbert, Motorola's national sales manager.

New Post for Granger at S-C



F. Leo Granger has been appointed distributor manager of Stromberg-Carlson Co.'s radio-TV division, following ten years as national service manager for the company. He succeeds to the post formerly held by T. R. Mathews, who recently resigned to join the Raytheon Corp.

Wolin Forms Own Ad Agency



Sylvan A. Wolin (above) 20-year veteran of the electronics field, has established an advertising agency, Sylvan A. Wolin & Associates, in Englewood, N. J. Wolin recently resigned his post as vice-president of Pyramid Electric Co., in order to form the new company.

Get New Westinghouse Posts



Recently named to newly created posts in the Westinghouse Co.'s electronic tube division are John J. Doyle (left) who becomes manager of renewal tube sales, and James L. Brown (right) who will manage equipment tube sales. Doyle, a 25-year veteran with the firm, formerly managed power tube sales, and Brown, a 16-year-man, headed cathode ray tube sales.

Herrick Joins Admiral Sales



Raymond W. Herrick (above) has been named sales manager of Admiral Corp's radio division. He joined the company in 1950 after several years with Zenith and Westera Electric Co's.

Skier Promoted By Du Mont



Norman Skier (above) has been named merchandise manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc. His new duties will include supervision of receiver merchandise planning, the announcement noted.

Bendix Managership to Brooks

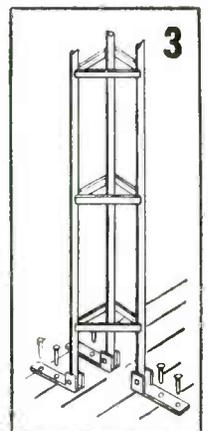
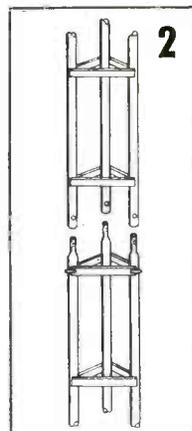
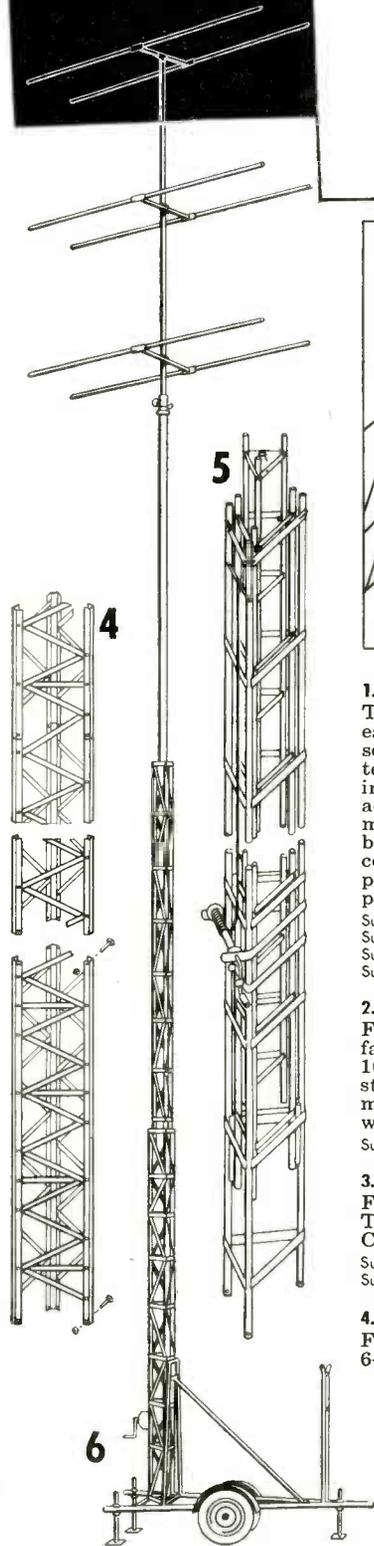


John R. Brooks, Jr. (above) has been appointed west central district manager for the Bendix Television and Broadcast Receiver Division of Bendix Aviation Corp. With Kansas City headquarters, Brooks will handle several states including Oklahoma, Kansas, Iowa.

TV MASTS and TOWERS

What do you want to buy? What do you want to pay?

YOUR **Admiral** DISTRIBUTOR
has it!



1. TELESCOPING MASTS up to 50 ft. high

These masts are available in 2, 3, 4 or 5 sections, each 10-foot section telescoped within the next section. Up to fifty feet in height just by extending sections and tightening bolts. Lowering mast one section at a time provides easy access to antenna or line for servicing. Mast may be completely rotated by hand from the base section. Finest quality throughout... cold rolled seamless steel tubing, bright zinc plated for weather resistance. Furnished complete with all necessary accessories.

Suggested retail price, 20 foot mast, No. M-1..... \$12.50
Suggested retail price, 30 foot mast, No. M-4..... 22.10
Suggested retail price, 40 foot mast, No. M-6..... 34.75
Suggested retail price, 50 foot mast, No. M-30..... 32.75

2. SECTIONAL STEEL TOWERS up to 100 ft. high

Furnished in 10-foot sections which are easily fastened together for any desired height up to 100 feet. Quality built of heavy duty tubular steel, electrically welded throughout. Can be mounted on any peaked, pitched or flat surface with accessory angle base plate.

Suggested retail price, standard 10 ft. section, No. M-13, \$17.95

3. SINGLE SECTION STEEL TOWERS 10 ft. or 20 ft. high

For low cost guyed or unguyed installations. Tubular steel, electrically welded throughout. Complete with self-aligning mounting brackets.

Suggested retail price, 10 ft. tower, No. M-15..... \$21.50
Suggested retail price, 20 ft. tower, No. M-16..... 35.75

4. SECTIONAL ALUMINUM TOWERS up to 120 ft. high

Furnished in knocked down or preassembled 6-foot sections. This tower may be easily erected

in one piece to 42 feet in height. Six-foot sections may be added to maximum height of 120 feet. Made of spring-tempered aircraft aluminum alloys. Combines highest strength with amazingly light weight of only one lb. per foot for safe, easy installation, low shipping cost. Unexcelled corrosion resistance. Available accessories include mast kit, rotator adaptor kit, hinged aluminum base plate and rotating universal base for manual rotation of tower.

Suggested retail price, 6 ft. section, No. M-21..... \$16.50

5. CRANK-UP STEEL TOWERS 28-38-55 ft. lengths

Made in two or three telescoping sections, raised and lowered with hand crank. Ideal for experimental work and deluxe installations, especially in hurricane areas. Also suitable for mounting on panel trucks. Heavy duty tubular steel, electrically welded throughout. Angle base plate included for mounting on any peaked, pitched or flat surface.

Suggested retail price, 28 ft. tower, No. M-9..... \$ 79.50
Suggested retail price, 38 ft. tower, No. M-10..... 99.50
Suggested retail price, 55 ft. tower, No. M-11..... 164.50

6. TRAILER-MOUNTED TOWER for fringe area demonstration

Designed for fast, easy, one-man operation. Maximum extended height 75½ ft. Minimum length 21 ft. Overall trailer length 16 ft. 6 in. Worm type winches for raising and extending mast provide important safety factor... prevent mast from collapsing if winch handle is accidentally released. Full 360 degree antenna rotation. Includes standard trailer coupler and ball. See your Admiral Distributor now about special offer for limited time only.

Call your **Admiral** Distributor for
ADMIRAL TV ANTENNAS • TUBULAR STEEL TV TABLES
MOUNTING HARDWARE and ACCESSORIES

Admiral Corporation, Accessories and Equipment Division, Chicago 47, Ill.

Test Equipment by Philco

Philco Corp. has begun a series of advertisements to acquaint the industry's dealers with its newly developed precision test equipment. Currently available are an Appliance Tester, model 5007; Mutual Conductance Dynamic Tube Checker, model 7052; and a Visual Alignment Generator, model 7008. The Appliance Tester has been designed to permit complete analysis of over-all performance of refrigerators, air conditioners, ranges and household appliances, Philco says. It will also provide accurate temperature measurements in degrees Fahrenheit from -100 to 600 on a large 4 $\frac{3}{8}$ -in. meter, and ascertain power requirements of appliances up to three kilowatts.

Motorola Officials Break Ground for New Chicago TV Plant



The weatherman failed to dampen the spirits of this group of Motorola, Inc. officials who dug the first shovel-fuls of dirt at the Chicago site of the firm's \$3,000,000 TV plant scheduled for completion by October. Shown left to right are Edward R. Taylor and Walter Scott, Motorola vice-presidents; Paul V. Galvin, company president; William J. McNerney, mayor of Franklin Park; and John Cromelin, architect. The giant plant requires its own water system.

Hart Lehman Marks 25th Year in Advertising Business



Closely identified with the industry since 1927 when, at Albert Frank-Guenther Law advertising agency, he wrote the Equaphase campaign for the Freshman Radio Co., Hart Lehman (above) is currently observing his 25th year in the business. His agency became a 4-A member in 1949 and has served many firms in this industry, among them Audak Co., Airtron, Inc., and Cornish Wire Co.

Du Mont Fights Transshippers

By stamping serial numbers directly onto its TV receiver chassis, the receiver division of Allen B. Du Mont Laboratories, Inc., has struck a blow to transshipping practices, says Irving Rosenberg, division director. The serialization system, he said, makes it impossible for numbers to be removed or even defaced without ready detection. Now, he added, Du Mont will trace speedily any transshipped unit brought to the company's attention.

Aerovox to Erect New Plant

Plans to erect a plant in Monrovia, Calif., have been announced by W. Myron Owen, president of the Aerovox Corp.

Big Ad Campaign by Webcor

Webster-Chicago Corp., producer of phonographs and magnetic recording equipment, is currently conducting a vigorous national magazine advertising campaign which will run through April, 1954. According to S. T. Seaman, advertising manager, the publications to be used include *Saturday Evening Post*, *Ebony*, *Collier's*, *Atlantic Monthly*, *Esquire*, *Coronet*, *Holiday*, *Holland's*, *House and Garden*, *New Yorker*, *Seventeen*, and *Sunset*. Theme of the opening half-page ads, except for that carried by *Ebony*, will be the use of the Webcor tape recorder in developing a family album of "Precious Memories." The *Ebony* ad will feature the company's Fonograf line, with emphasis on the theme that "it pays to buy the best in recording equipment." Many of the ads will be run in color, Seaman added.

Arvin Tuner in Demand

The demand for all-channel TV receivers "has so far exceeded initial expectations" that Arvin Industries, Inc. has been "compelled to step up production since last October." The company says that virtually 80% of its sets currently produced now include this feature as built-in equipment.

New A-V Branch Office

Audio & Video Products Corporation, 730 Fifth Avenue, New York, has opened a new branch sales and engineering office in the Bankers Security Building at Juniper and Walnut Streets, Philadelphia, it has been announced by Kenneth B. Boothe, vice-president. The office will handle sales, service and engineering on Ampex Data recorders and also standard Ampex equipment, as well as the products of Altec Lansing, Minnesota Mining & Mfg., and the Atomic Instruments Co., plus a complete line of audio accessories.

Western Summer Market Dates

The Western Merchandise Mart, San Francisco, will be the scene of the Western Summer Market, July 20-24, according to an announcement by Frank K. Runyan, Mart president.

Kantor Opens Sales Office

Frederick I. Kantor has opened sales offices at 4010 Saxon Ave., New York 63, and will represent electronics manufacturers in New York City, Long Island, Westchester (N.Y.) County, and northern New Jersey. His new lines will include comprehensive coverage of the audio and sound reproduction field.

Open Pittsburgh Rep Firm

Lowry Dietrich Co. has been established at 1404 Swantek St., Pittsburgh, by W. F. Lowry and James N. Dietrich. The company will represent manufacturers of electronic equipment in West Virginia and in western Pennsylvania. Both principals have had several years of experience in the field and in the area they serve.

Sync. Stages

(Continued from page 91)

suitably adjusting the level at which the AGC gate tube conducts, the distance from the sync tips to the B level can be made correct.

The result desired is achieved by inserting the R215-R217 voltage divider into the grid circuit of V13. A ten volt drop occurs across R215. This ten volt drop (which tends to make the V13 grid ten volts more positive) is in series with the five volt drop across R305, as far as the V13 grid is concerned. A total negative voltage of almost 15 V. may now be developed across R305, without cutting V13 off and upsetting receiver operation, since the 10V positive voltage across R215 will buck the (app.) fifteen negative volts developed across R305, reducing the net bias applied to V13 to -5 V (the maximum it is meant to handle). Noise pulses approximately 15 V in excess of the sync pulses can now be developed in the 1st video amplifier plate circuit, and fed to the gated leveller.

In troubleshooting the inverter, a scope is very useful. Connect the scope vertical input between cathode and ground of the inverter. Noise pulses should be seen (fig. 5A), if the circuit is functioning normally, and appreciable noise pulses are associated with the incoming signal. If no noise signals are seen at the cathode, but the contrast of video information on the CRT screen seems normal, try another noise inverter tube. If the noise signals still do not appear at the cathode, volt-ohm-meter checks in the circuit should rapidly locate the trouble.

For a check of the AGC gate circuit, inspect the waveform at pin 4 of the gate-pulse plug (see figs. 5b, 6). This waveform should be an approximately 500 V peak-to-peak pulse with a frequency of 15,750 cycles. The waveform on the grid of V13 (fig. 5c) should be the composite video signal, approximately 22 V in amplitude, checked with the scope frequency setting at 60 cycles.

When trouble is to be isolated in the AGC gate circuit, the remainder of the receiver may be made to function normally by applying a fixed bias to the AGC bus of approximately -7.5 V. Voltage tests can then be accurately made. Keep in mind that the gate tube derives its bias from the voltage divider made up of the 1st video amplifier and 1st sound IF amplifier connected in series. Trouble in either of these circuits can cause the wrong bias to be delivered to V13, upsetting its operation, as well as that of the circuits associated with it.

Koyce at Taylor Co.

Arthur T. (Art) Koyce has been appointed sales engineer for Virginia and the District of Columbia by the Morris F. Taylor Co., Silver Spring, Md., manufacturers' representatives.

UNIT ASSEMBLY

Means - More Power • Simplified Servicing • Positive Quality Control



STEWART WARNER

Unit Assembled
"X-9300"
Chassis

Unit Assembly — Stewart-Warner's advanced new UNIT ASSEMBLY CIRCUIT DESIGN means *positive* Quality Control all along the production line . . . minimizes possibility of faulty sets reaching the field.

Simplified Servicing — Exhaustive research has proved that 89.3% of TV trouble results from tube failure. Stewart-Warner's new "X-9300" Chassis, with unit assembled circuits, and increased stability of components . . . reduces servicing time to the minimum.

Most Powerful Chassis in TV! Stewart-Warner's "X-9300" OUTPERFORMS them all in absolute picture stability . . . in amazingly lifelike clarity and sharpness of detail, even in "fringe" and weak signal areas.

STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp.
1300 N. Kostner Avenue • Chicago 51, Illinois
In Canada • Belleville, Ontario

Leading Producers of Electronic Equipment for the Armed Forces



Telechron's Method of Conferring With Its Field Force



Although perhaps not novel, this telephone method of contacting the 24 members of its field sales force has "done the trick"—and done it fast—for these Telechron managers. They contacted 19 cities in regard to firm's program for its \$3.98 "Dorm" model electric alarm clock. Left to right, they are Messrs. E. C. Pease, M. J. Dunn, R. T. Woodward, and A. F. Fisher.

Tung-Sol Plant Produces Its 100 Millionth Electron Tube



The Weatherly, Pa. plant of Tung-Sol Electric, Inc. recently produced its 100 millionth miniature electron tube, and rightly celebrated the occasion. The tube, a 6U8 Triode-Pentode, was presented to Universal-International Picture starlet, Ruth Hampton. She, in turn, gave it to Louis Rieben, Tung-Sol president, who said the event was made possible by the "superb teamwork" of the plant's 1400 employees. Shown left to right: Harry Van Twistern, plant manager; Miss Hampton; Mr. Rieben; and Milton Schulte, company vice-president. John R. Williamson, plant's personnel director, stands behind Mr. Rieben. Civic leaders also attended.

Raytheon's Western Distributors at San Francisco Meeting



More than 60 TV and radio distributors and their salesmen listened as R. J. McNeely, of McNeely, Epstein, Clippinger Associates addressed the Raytheon Television and Radio Corp.'s western division meeting in the Clift Hotel, San Francisco. Attendees represented 13 states. Following McNeely, other executives of the division spoke, as did W. L. Dunn, company vice-president.

Joins Stromberg-Carlson



J. Joseph Spelman (above) has been engaged as a district merchandiser by Stromberg-Carlson Co. He will cover a large part of the north-eastern section of the country. He had formerly held posts with Tappan Stove Co., and Servel.

Hallicrafters Display Unit



To promote its new World-Wide, 8-band portable radio at point-of-sale, Hallicrafters Co. is supplying dealers with this 27½ by 37-in. counter display. At base of the three-color unit is a tray to hold literature on radio. Dealers can get display on cooperative basis.

Joins Stewart-Warner Staff



Graeme W. Stewart is now a regional sales manager of Stewart-Warner Electric, the radio-TV division of Stewart-Warner Corp. He will have Cincinnati headquarters and will handle a territory which includes Indiana, Kentucky, Ohio and West Virginia, the division stated.

Hayward On Emerson Staff



Emerson Radio & Phonograph Corp. has appointed Terrence Hayward (above) to its field sales staff. Hayward will handle sales in southern and central California, under the direction of William H. Cormier, western sales manager.

Both Are Ideal Companions!



At the beach, in the country or traveling, says CBS-Columbia, Inc., this tiny new portable radio is an ideal companion. The same statement might also be applied to pretty TV actress Marilyn Mohr, who models the set. Radio has self-contained batteries, operates on AC-DC.

How to Decorate a TV Set!



The young lady perched precariously on this receiver is "Miss TV Change-Over of 1953," according to Ward Products Corp., which appointed her to popularize its jazz trombone UHF antenna. Photo is included in a promotion kit which the company recently announced.

IRC Handles Foreign Sales

Halldorson Transformer Co., Chicago, has appointed International Radio Corp., New York, to handle all foreign sales of its replacement transformers and voltage regulators for radio, TV and other electronics applications.

UHF-VHF Signal Testing is QUICK, EASY with...



**THE NEW
HEAVY DUTY
Alprodco
EREC-TOWER**

TEST SIGNALS UP TO 80 FT. ▶

EREC-TOWER—and only EREC-TOWER—goes up a full 80 feet. You test signal strength anywhere along the way up... determine just exactly how high the permanent antenna must be!

ERECT PERMANENT TV TOWERS ▶

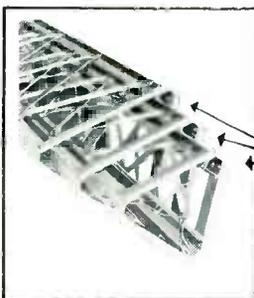
Use the EREC-TOWER as a gin pole to raise permanent antenna towers. With an EREC-TOWER, for example, two men can erect a 100-foot Alprodco Tower in less than two hours. You save time, money, labor on every job!

DEMONSTRATE TV SETS ▶

EREC-TOWER helps you demonstrate sets quickly, anywhere. Here's the ideal way to show razor-sharp pictures to your fringe area prospects... right in their own homes. EREC-TOWER is a real sales closer!

BETTER BUILT

EREC-TOWER is constructed of lifetime aircraft aluminum. Each leg and track (see opposite illustration) is extruded in one solid 24-foot length... will not buckle, crack, stick or rust.



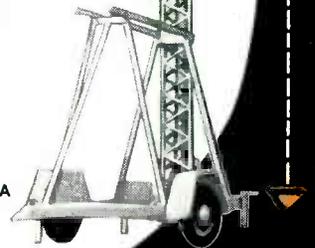
HEAVY EXTRUDED ONE-PIECE ALUMINUM TRACKS

Dealer
Net Price
(For Tower)
\$233.50

FREE! WRITE TODAY for full information and literature on the Alprodco EREC-TOWER as well as Alprodco Aluminum TV-FM-AM Towers.

Alprodco, Inc.

301 E. MAIN ST., KEMPTON, INDIANA
MINERAL WELLS, TEXAS • DUBLIN, GEORGIA



80 FEET

Mitchell Promotion Kit

An extensive air conditioning promotional kit for dealers and distributors has been introduced by Mitchell Mfg. Co., Chicago. Kit contains ideas for advertising, publicity and point-of-sale displays for the company's 1953 line.

Deepfreeze Display Rack

Feeling that dealers should sell more food freezers if they can simplify the use and convenience of the appliance after it reaches the consumer, Deep-

Hotpoint President's Message to Dealers Goes On Wax



A direct report from Hotpoint Co.'s president, John C. Sharp, is carried to the organization's 12,000 dealers via a record. Using a portable phonograph, a distributor-salesman (left) visits dealer and plays message for him. Dealer then writes comment on card, mails it to company.

Executives Presented With Chrome-Plated Jet Vacuum



Sales executives of Landers, Frary and Clark present special chrome model of the Universal Jet 99 vacuum cleaner to Triangle Industries Corp. officials for that firm's "outstanding accomplishment" in helping stimulate sales of the product. Left to right are Lee Moss, of LF&C; W. O. (Irish) Halloran, vice-president of Triangle; A. S. Bross, vice-president of LF&C; and Leonard Cohn, Triangle's president. Moss manages LF&C's home equipment division.

freeze is now making available a packaging materials display rack for showing of the company's home freezer bags, wraps, tape and foil. The rack is 64 in. high.

Toomey in Avco Div. Post

Jack Toomey recently joined American Kitchens Division of Avco Mfg. Corp. as Philadelphia district sales manager. He was previously employed in the division's New York distributing branch. Toomey's territory includes parts of Pennsylvania, Washington and Maryland.

Airline Selects Lewyt



North American Airlines has selected the Lewyt vacuum cleaner for use in its planes because of "superior efficiency of cleaning, speed, ease of handling, particularly in hard-to-reach areas." Shown is James Fischgrund, vice-president of the airline, looking on as an attendant uses a Lewyt upholstery nozzle.

WLW Offers Store-Hour Decal

5677889912000111 ³³³⁰



SUN. MON. TUES. WED. THURS. FRI. SAT. CLOSED CLOSED

Radio station WLW, Cincinnati, in a merchandising tie-in with retail stores in its area, offers these door decals which can announce store hours to patrons. A variety of numerals are provided to meet any combination of hours. The $\$1\frac{1}{2}$ by 8-in. decal is made in three colors.

Kelvinator Execs See New Unit



The first automatic washer to bear the Kelvinator seal is inspected by C. T. Lawson, vice-president of appliance distribution; George W. Mason, president of Nash-Kelvinator Corp.; and H. L. Travis, the division's manager of retail distribution. New unit was built at the Peoria, Ill. plant of Altorfer Bros., a subsidiary. Washing machines and other home equipment products are conveniently listed in the Mart section, a feature of TELEVISION RETAILING.

Sparton Promotes Mel Myers



Promotion of M. L. (Mel) Myers (above) to assistant general sales manager of Sparton Radio-Television Division of the Sparks-Withington Co. has been announced. A sales staff member for several months, Myers has already assumed the duties of this newly created position.

In Sylvania District Sales



John Thuet (above) has been made district sales manager for Sylvania Electric Products, Inc., in the Philadelphia, Washington and Baltimore areas, Bernard O. Holsinger, general sales manager of the Division, announced recently.

Gets Stewart-Warner Ad Post



Burton P. Gale (above) is now advertising manager of Stewart-Warner Electric, the radio-TV division of Stewart-Warner Corp. Prior to his new assignment, Gale had been promotion manager for Zenith Radio Distributing Company.

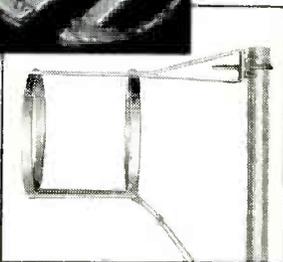
Coolerator Appoints Fruchter

Adolph Fruchter & Sons, Philadelphia, has been named distributor for the Coolerator Co., according to F. C. Margolf, Coolerator sales manager.

THE PLUS VALUE ANTENNA
for perfect
ULTRA VISION TV!



UHF stations are springing up all across the country. Demand is terrific. Start right with a performance antenna that can't give you "customer headaches."



SIMPLICITY . . . NO ELECTRICAL OR MECHANICAL BREAKDOWNS

The facts: high signal-to-noise ratio. Here is why. The Double-O antenna has high directivity along horizontal planes, acts like a wall in blocking noise from vertical sources and cancels out at the feed point all noise and multipath reflections. In addition, 2-circle antennas fed 90° out of phase with a gain of 3.8 db, plus 1 db gain over a single dipole in each of two circles, give an overall gain in forward direction of 5.8 db. Result . . . low noise, high gain . . . Perfect Vision.

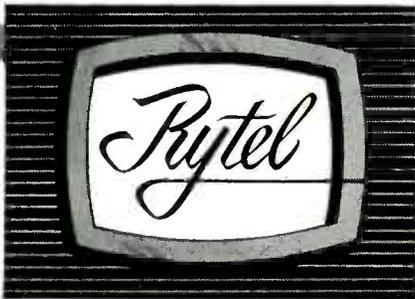
PLUS ECONOMY . . . simple, tough aluminum construction means low price, no maintenance, long life.

PLUS RUGGED CONSTRUCTION . . . simplicity of design avoids fragile, expensive insulators, no chance of electrical or mechanical breakdown. Supported at current node (ground potential).

PLUS APPEARANCE . . . no more monstrosities on the roof . . . just simple, attractive . . . perfect Double-O.

PLUS INSTALLATION . . . no more "servicemen's nightmares" . . . Double-O is a serviceman's dream . . . comes completely assembled, just a "U" clamp to tighten, no "adjustments."

It's the **DOUBLE-O** for **PERFECT ULTRA VISION . . . ACT NOW**
AND BE READY WITH A UHF ANTENNA THAT
NEEDS TO BE SOLD JUST ONCE.



RYTEL ELECTRONICS MFG. CO.
2820 Irwin Avenue • Inglewood, California

Also connector clips, impedance matches, tube reactivators, tube-pullers, etc. Over 800 Rytel distributors in the United States. Write for further information.



"IT SAYS HERE . . ."

that the Electronic Parts Show to be held in Chicago, May 18-21, will be the

*Greatest
Trade Show
in 1953*

And . . . the CHICAGO SHOW ISSUE of

**TELEVISION
RETAILING**

Including MART and TECHNICIAN
to be published in May, will provide the

*Greatest Sales and
Service Coverage*

- ✓ 32,000 circulation guaranteed.
- ✓ Largest paid circulation in distribution and servicing.
- ✓ Largest total and paid circulation in all of the key TV areas.
- ✓ 30,000 outlets for TV, radio, accessories, records, service and appliances.
- ✓ 5,000 largest service and installation firms.

FOR

**THE GREATEST IMPACT ON THE BIGGEST MARKET,
make TELEVISION RETAILING THE BACKBONE OF
YOUR CHICAGO SHOW PROMOTION.**

CHICAGO SHOW ISSUE

May issue Out May 1
Closing date April 10

Complete national circulation 2½ weeks in ADVANCE of the show, plus special distribution DURING the show.

**CALDWELL-CLEMENTS
INC.**

480 Lexington Avenue
New York 17, N. Y.
Plaza 9-7880

"Personality" Sales

(Continued from page 64)

Many smaller dealers lose business regularly because they neglect forming and stressing the policies which attract the confidence of the buyer. Many salesmen lose business by not following through and impressing the desirable features of trading with the firm they represent on the customer.

Insufficient selling of "firm" also results in over-emphasis of other factors, such as "cost" and "time." This means another loss in dollar volume.

The effective elements in the personality of a firm are those which appeal most strongly to the self-interest of the customer. These elements vary somewhat with the locality and can cover everything from convenience of location to the personal integrity of the owners of the firm. Every dealer should take an inventory of his good-will assets and, after building up any points of deficiency, make his findings into a form of sales tool for his men.

Unsatisfied customers can cost business. Satisfied customers will create new business. Therefore, consumer satisfaction should be the theme of any firm's personality. Dealer and consumer satisfaction should be the theme of the wholesaler's personality.

Almost every firm has its own good features, such as years of service to the community or abundance of modern equipment, which can be used in distinguishing a personality of its own. These individual features should be sought out and added to the framework just described to fashion a desirable "firm" personality for the use of the salesmen.

Most dealers and salesmen recognize the value of a high community acceptance for the firm, but tragically often fail to make particular stress of it. Many salesmen who are sold on the firm themselves take it for granted that the customer is too. Or else they fail to recognize the importance of this factor entirely.

The customer seldom makes any oral reference to the firm, and this creates a sense of false security on the part of the salesman concerning that factor. Usually, unless the buyer has a preformed and disagreeable conscious opinion of the firm, the factor of firm acceptance exists only in his sub-conscious mind. Take no chances! The salesman should always make it a point to call the customer's attention to the advantages

of dealing with his particular firm.

Where no preformed opinions regarding the firm exist, if two competing salesmen are bidding for the order, the one who includes selling the firm as a part of his strategy will discover a powerful influence in it. Neither the size nor the personality of the firm can be an index to the importance of this factor in a sale.

The salesman cannot know the exact status of the firm in the prospect's sub-conscious mind. His only real security is to make a perma-

nent berth in his sales portfolio for plenty of material about his firm.

Educational work should not be carried to the point of over-selling. Neither should a crop of strictly "firm" salesmen be harvested. But the power and importance of the firm as a factor in every sale should be drilled into every man in the selling profession. Neglect of this one item is a mistake made by hundreds of salesmen, and the fact that such a mistake is common makes it important.

now

The TV Table which is designed especially for

21" TV
Table Models

Model TT-900
26 1/2" x 22"



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.

Model S-950 with shelf
26 1/2" x 22"

Here is the table you've needed... the table which is guaranteed not to bind under the heaviest TV sets. Top of beautifully grained 5 ply veneer; legs of selected hardwood, finished in matching mahogany, limed oak or blonde.

...SOLD through recognized distributors ONLY!

Our new, multi-colored literature is available without obligation. Write for it now.

Universal WOODCRAFTERS inc.
of LA PORTE, Indiana

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



Now...

the **6300** series
for the new 12-volt auto circuit
has been added to the full line

of



- ★ **Faster Starting**
- ★ **Longer Life**
- ★ **Complete Replacement Line**
- ★ **Seal-Vented**

Maintaining the reputation for the most complete replacement line, C-D now has available the new 6300 series of vibrators to take care of the 12-volt circuits on many of the new 1953 cars. Once again, this proves that all you need in vibrators for full coverage* in the replacement market is C-D... longer life, dependable and trouble-free performance. And *seal-vented*... even greater than ever!

*Ask your C-D Distributor about the NEW C-D plastic case VIBRATOR KIT.



CONSISTENTLY DEPENDABLE

CORNELL-DUBILIER
SOUTH PLAINFIELD, NEW JERSEY



- CAPACITORS
- ANTENNAS
- ROTORS
- VIBRATORS
- CONVERTERS

MART

The new **PRICE BIBLE** of the
TV-appliance trade.

Hallicrafters Names Aiman



Roger V. Aiman (above) has become a district sales manager for Hallicrafters Co., and will represent it in Michigan, northern Ohio, western Pennsylvania as well as western New York. He succeeds Charles Rexford, who recently resigned the post to join the Whirlpool Corp.

Raytheon Post to Mathews



Appointment of T. R. (Dick) Mathews as eastern regional sales manager is made known by Raytheon Television and Radio Corp. He has been distributor manager for Stromberg-Carlson Co.

Deepfreeze Names Leonard



Recently named merchandiser manager for Deepfreeze, Chicago, is Robert A. Leonard (above). He had previously been associated with Montgomery Ward & Co. for 11 years, the latter two as head of Ward's refrigeration division.

Granco UHF CONVERTER

This automatic UHF converter, model CTU, has the basic design principle of coaxial cavity tuning. The tuner consists of three coaxial cavities, two functioning as a bandpass pre-selector, the third, controlling the local oscillator frequency, a cascode amplifier and a power supply. The pre-selector is essentially an over-coupled, double-tuned transformer with a balanced 300-ohm antenna input and unbalanced output to the mixer. The



local oscillator, a Colpitts type, tunes below the signal frequency for double superheterodyne, or converter applications. Mixing takes place in a low-noise diode, with an IF appearing at VHF channels 5-6. This is amplified in a cascode IF amplifier terminating in a balanced 300-ohm output. Model CTU tuning is controlled by a single knob which functions as both a channel selector and fine tuning selector. Granco Products, Inc., 36-17 20th Ave., Long Island City, N. Y.—TELEVISION RETAILING.

LF&C's Free Cleaning Kit



Featured in Universal's Jet 99 Spring cleaning campaign is this home cleaning kit given free with each trial offer. Each unit contains name-brand products valued at \$3.69. Consumer keeps kit even if she returns Jet vacuum cleaner. Kits cost dealers \$1.59 each, according to Landers, Fray & Clark, manufacturers of the Universal Jet vacuum cleaner.

Offer Display On Trial

To acquaint firms who may be interested in animated display devices, Gale Dorethea Mechanisms, Elmhurst, L.I., N.Y., is offering its Magic Box flasher unit on a free trial basis.

Westinghouse Fan Catalog

The electric appliance division of Westinghouse Electric Corp., Springfield, Mass. is currently offering a catalog which describes and illustrates the 1953 fan line. Catalog is No. 3FN-0301.

PRICE REDUCTIONS ON STANCOR YOKES and FLYBACKS

It's our way of saying, "Thanks for your confidence." Yes, thanks to you, the sale of these Stancor TV components has increased tremendously . . . our costs are lower . . . and we are passing these savings on to you.

These components are the same high quality, triple-tested units you have always received and come to expect from Stancor. At these new, low prices they are even better values than before.

DEFLECTION YOKES

PART NO.	OLD LIST PRICE	NEW LIST PRICE
DY-8	10.75	9.80
DY-8A	11.00	10.00
DY-9	10.75	9.80
DY-9A	11.00	10.00
DY-10	10.75	9.80
DY-10A	11.00	10.00
DY-11A	*	10.00
DY-12A	*	10.00

FLYBACKS

PART NO.	OLD LIST PRICE	NEW LIST PRICE
A-8128	10.50	10.00
A-8129	11.00	10.50
A-8130	11.00	10.00
A-8131	7.00	6.50
A-8132	*	10.50
A-8133	11.00	10.50
A-8134	11.00	10.50

STANDARD TRANSFORMER CORPORATION

3596 ELSTON AVENUE
CHICAGO 18, ILLINOIS



*New items: DY-11A is used in 172 models of 15 manufacturers. DY-12 is used in 160 models of 8 manufacturers. A-8132 is an exact replacement for Muntz TO-0031, used in over 300,000 sets. Ask your Stancor distributor for Bulletin No. 461 listing applications of these units, or write Stancor direct for your free copy.

Stancor Transformers are listed in Photofact Folders, Tek-Files and Counterfacts.

Export Sales: Roburn Agencies, 39 Warren Street, New York 7, N. Y.

JSC Engineering Department, constantly on the alert for new developments in television transmission wire, has several new developments for showing at the

May Parts Show in Chicago

Tubular, UHF, Perforated, Open Line TV Transmission Wire, and many other new items will be on display.

Look for the JSC Orange and Blue Disc of quality . . . and be sure to visit us at our Booth 105, May 18th to 21st —we will be looking for you.



CBS-Columbia Appoints Rep

Crenshaw Co., Inc., Memphis, Tenn., has been appointed a distributor for CBS-Columbia TV and radio receivers in the territory surrounding that city's trading area. James Bain, vice-president of Crenshaw, will be responsible for sales of the lines.

Crown Names Roth Rep

The Mike Roth Sales Co., 4397 Groveland Road, Cleveland 18, is the new factory sales representative within the state of Ohio for the Crown Controls Company. They will represent the sale of antenna rotators and guy rings.

Admiral's Indiana Franchise

The Place, Inc., Fort Wayne, Ind., has been named distributor for all Admiral Corp. products, the manufacturer says. Headed by A. B. Gray, the firm's territory will include 13 counties, 11 in Indiana, and two in Ohio.

Robinson Joins Aerolite

J. H. (Robby) Robinson has been named sales manager of Aerolite Electronics Corp., Union City, N. J. A familiar figure in the industry, Robinson formerly was in business for himself and had also been with National Union Radio Corp.

Sylvania Adds Two Distributors

E & R Distributors of Butte, Montana, will handle Sylvania products in the state of Montana as well as parts of Idaho and Wyoming, and ECCO of Louisville, Kentucky, has been appointed distributor for the Louisville, Kentucky area, and will also distribute Sylvania radio and television products in parts of Indiana.

RCA Dealers Vie for Prizes

A six-month sales incentive program which will enable dealers to earn valuable premiums with their purchases of RCA service parts and other products, has been announced by RCA Victor's tube department. The program closes July 31. More than 300 premiums will be offered in exchange for coupons earned through dealer purchases.

Burlington Reps Named

Burlington Instrument Co., Burlington, Iowa, has appointed the following representatives: Robert E. Brown Co., Pittsburgh, for the western half of Pennsylvania and the State of West Virginia; Young & Myers Co., Kansas City, Mo., for Kansas, Missouri and southern Illinois; and the Harry A. Lasure Co., Los Angeles, which will cover parts of California, as well as Arizona and Nevada.

New Raytheon Distributor

The Goyer Supply Co., a division of the Goyer Co., Greenville, Mississippi, has been named distributor of Raytheon television and radio receivers, it was recently announced by W. J. Helt, general sales manager of the Raytheon Television and Radio Corporation. At the same time, Helt announced that the Victor Shaw Company has been named to distribute Raytheon television and radio in the Charlotte, N. C., area.

G-C Opens New Plant

Coincident with the completion of its 125-millionth television stand-off, General Cement Manufacturing Company, Rockford, Illinois, announced the opening of another plant, its third, in that city. According to Stanley B. Valiulis, president, the new plant will be devoted exclusively to the manufacture of stand-offs with a capacity of 250,000 per day.

Firm Holds 45-Day Hi-Fi Show

Because of the interest aroused by its recently opened Hi-Fi sound studio, Electronic Wholesalers, Inc., Washington, D.C., and its 50 dealers will sponsor a 45-day High Fidelity Music Festival in the Hotel Burlington there. Official opening was slated for March 21, with a special preview beginning March 18. The demonstrations will be given daily from 11 A.M. to 9 P.M., including Saturdays and Sundays, until April 30.

The Proof is in the Picture!

Bogen TV BOOSTERS



- PRECISION-TOOLED TUNING MECHANISM
- SEPARATE TUBES FOR HIGH AND LOW BANDS
- NO HOT LEAD SWITCHING
- TURNS ON-OFF AUTOMATICALLY WITH TV SET

BOGEN MODEL BB1-A

— to work with new and old front end designs

It's the picture received under difficult conditions that proves the value of a TV Booster. The BB1-A retains the features which put the proof in the picture for hundreds of thousands of users of the now famous BB-1 booster. Two 6J6 triodes in independent push-pull circuits provide separate amplification of the low and high bands, without hot lead switching. In addition, significant improvement has been effected in both noise and gain characteristics. Striking in appearance the BB1-A offers the convenience of one knob tuning from channels 2 thru 13 plus automatic "on-off" control. **LIST PRICE \$32.50**

BOOSTER MODEL AMB-1
Antenna mounted, fully automatic broad band booster, immune to weather. Amplifies signal before line losses occur for better signal to noise ratio. **LIST PRICE \$79.50**

BOOSTER MODEL BIB-1
Automatic broad band booster readily concealed in or behind set. Requires no tuning, turns on-off automatically with TV Set. Just install and forget. **LIST PRICE \$55.50**

CALL OR WRITE FOR COMPLETE LITERATURE



THE STANDARD OF PERFORMANCE

DAVID BOGEN CO., INC.

29 NINTH AVE., NEW YORK 14, N. Y.

A Quarter Century of Electronic Equipment Specialization



Poof!

there goes NOISE!

with **SPRAY-KLEEN**
contact cleaner and lubricant

- No More Eyedroppers
- Can't Spill
- Can't Break
- Can't Evaporate
- Cleans & lubricates in one operation

Available thru jobbers

WARD E. RICE INDUSTRIES
P. O. Box 1705, Glen Park Sta., Gary, Ind.

Only
\$1.00
Net
6 full ounces

Distribute Westinghouse Tubes

Westinghouse Reliatron tubes will be distributed in the Utica, N. Y. area by Electronic Laboratories & Supply Co., and McElhenney Co., Inc., Spartanburg, S.C., has been named Westinghouse tube distributor for North and South Carolina. Variety Electric Co., Inc., Newark, N.J., will handle the tubes in that city and in neighboring northern New Jersey communities. Ace Electronics Co., Brooklyn, N.Y., and Federated Purchaser, Inc., of New York City, have also been named by Westinghouse for their respective territories.

Raytheon Opens Philly Branch

Raytheon Television & Radio Corp. has announced the opening of a factory branch distribution center in Philadelphia. The new unit, Belmont Distributors, Inc., is headed by Jack Wiseman. The firm will handle Raytheon's TV line in the mid-atlantic states, which were formerly served by the Frank Elliot Co.

Halsted Joins Motorola

George Halsted has been named to the newly created position of field training manager for Motorola, Inc., according to J. B. Anger, national sales training manager. Halsted, who will work out of the company's Chicago offices, formerly held a similar post with Cadillac Motor Division of General Motors.

General Instrument Elevates Two

Lee Ballengee, manager of General Instrument Corp's Chicago office for the past year, has been named assistant sales manager with headquarters at the parent plant in Elizabeth, N.J. Benjamin V. K. French, a member of the field engineering group of F. W. Sickles Division, wholly-owned subsidiary of G. I., replaces Ballengee in Chicago.

Better TV Programming Seen

Slightly higher prices, increased production of TV sets and "much better programming" were predicted by H. Leslie Hoffman, president of Hoffman Radio Corp., following a recent distributor meeting in San Francisco. He cited new stations, greater competition and improved techniques as the basis for his belief that "more choice viewing" will be forthcoming.

Recoton Kit Displayed in South

Barney Edwards, sales manager for the Recoton Corp., New York City, recently returned from a tour of the Southern states where he visited many dealers with the Recoton "650 Kit," which features a precision microscope, with which customers may see for themselves how worn their present phonograph needles are. Edwards reports that response was enthusiastic, and expects to have the displays in stores all over the country within a short time.

Kelsall Heads Dealer Group

E. C. (Doc) Kelsall was elected president of the Retail Appliance Dealers of Kentucky, succeeding Joseph Fleischaker. Other officers elected were Fred Speier, vice-president; Karl Daubert, secretary; and E. J. Lawson, treasurer.

I T & T Has Housewarming In New York City

I T & T Distributing Corp., New York, recently held a dealer "housewarming" featuring the 1953 lines of Capehart-Farnsworth TV and Coolerator freezers and air conditioning units.

Taco Builds Plant Addition

For the fourth time since 1948, Technical Appliance Corp., Sherburne, N. Y., antenna manufacturers, has found it necessary to increase production space and has ordered work begun on another addition to the plant.

Connolly to Remodel Plants In Spokane And Seattle

F. B. Connolly Co., West Coast TV-appliance distributor, has scheduled a remodeling program for its Spokane and Seattle, Wash. branches and for its Portland, Ore. outlet.

ALL IN 1 YEAR—

Why?

100,000 BOUGHT AND IN USE

BIG PLANTS SPECIFY

RADIO-TV REPAIR AND SERVICE MEN BUY

THOUSANDS SOLD ABROAD

914 DISTRIBUTORS CARRY

EVERYBODY WANTS ONE

UL UNDERWRITERS' APPROVED

50,000 DEALERS SELL THEM

THOUSANDS OF HOUSEHOLDERS BUY

WEN

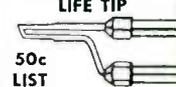
"QUICK-HOT"

ELECTRONIC SOLDERING GUN



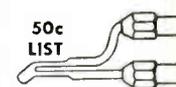
Only
\$12⁹⁵
Retail

EXTRA LONG LIFE TIP



50c LIST

PLASTIC TILE CUTTING TIP



50c LIST

You owe it to yourself to find out what it is about this sensational new soldering device that has won it such tremendous acceptance in a single year. Brother, we've got something here— and you should get one! Then there's the new "Feraloy" LONG LIFE TIP that lasts 20 times as long as conventional types—and one that cuts plastic tile. Order a Wen Gun with special tips.

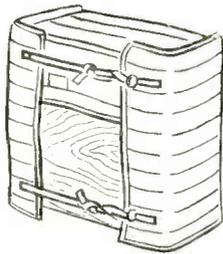
Try it yourself and See!

WEN PRODUCTS, INC.

5806 NORTHWEST HIGHWAY • CHICAGO 31, ILL.
(Export Agents, Scheel International, Inc. • Chicago 18, Ill.)

Do you carry Sentinel

or
CROSLEY
TV?



Carry them to customers the safe, clean, modern way. Use Webb Wrapabouts . . . protective packages of thickly quilted, water-repellent canvas. Easily adjustable for complete protection.

**FOUR WRAPABOUT MODELS
FIT ALL SIZES OF EVERY MAKE**

No uncrating or unpacking on customer's premises! Wrapabouts slip on quickly, give repeated service and years of wear.



Write for full details and prices.
WEBB MANUFACTURING COMPANY
2920 N. 4th St., Phila. 33, Pa.

Your Hottest Line For Year 'Round Sales and Profits!

IF IT PLAYS RECORDS
SYMPHONIC BUILDS IT!



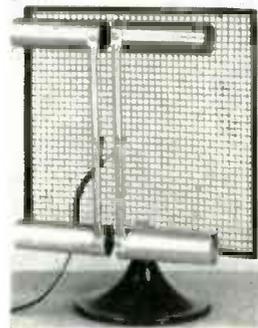
Symphonic outsells all other portable phonographs and radio-phonograph combination lines because it offers your customers smarter styling, finer performance, better tone quality and greater value. No wonder that dealers can count on even greater sales and profits during 1953. Now is the time to get aboard the Symphonic bandwagon! See your distributor or write direct to factory for full information.

DISTRIBUTORS: America's largest manufacturer of record players and radio-phonograph combinations has a number of choice territories available. Write for information.

**SYMPHONIC RADIO &
ELECTRONIC CORP.**
160 North Washington St.,
Boston 14, Mass.
New York Offices: 1926 Broadway,
New York, 23, N. Y.

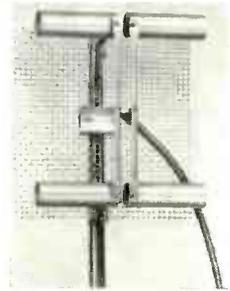


NOW UHF Antennas for Indoor and Outdoor Use!



Model 210
Indoor

Literature
available upon
request.



Model 200
Outdoor

"TRICRAFT" . . . manufacturers of the complete line of VHF Antennas now offers two new UHF antennas . . . the result of field research and testing in actual UHF territories . . . will provide the finest, sharpest pictures in any UHF area.

SOLD through recognized jobbers everywhere.



Tricraft Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM & AM antennas and accessories.

PORTABLE

High Fidelity

FOR THE DISCRIMINATING

*All the Presence and Realism
of a Custom Installation
in a Compact, Portable Unit*



Custom Imperial
MODEL 401
\$178.50
(Federal Tax Included)

- G.E. variable reluctance cartridge
- 3-speed Webster changer
- Custom Jim Lansing signature speaker
- Separate treble and bass equalizing controls

Dealers!

*Here's the ideal demonstrator for
High Fidelity equipment prospects*

CALIFONE CORPORATION

1041 North Sycamore Avenue
Hollywood 38, California

RCA Victor Tube Campaign

The tube department of RCA Victor has launched a national ad and sales promotion campaign to help dealers sell more receiving and TV picture tubes. Campaign will utilize all ad mediums as well as in-store displays. Dealers will receive an identification plaque for their windows in addition to a "spinning motion" sign and a 2 by 3-ft. outdoor illuminated sign.

Westinghouse Distributors

Emerson Radio Westchester, Inc., White Plains, N. Y., and Continental Sales Co., Newark, N. J., will distribute Westinghouse Reliatron TV tubes in their respective areas, H. G. Cheney, electronic tube division manager, announces.

Crosley Sets Seattle Post

Bruce Duncan has been named electronics zone manager for the Crosley Division's newly created Seattle, Wash. territory. Duncan, a Frigidaire distributor for the past 19 years, will handle sales of radio and TV in the Pacific Northwest area.

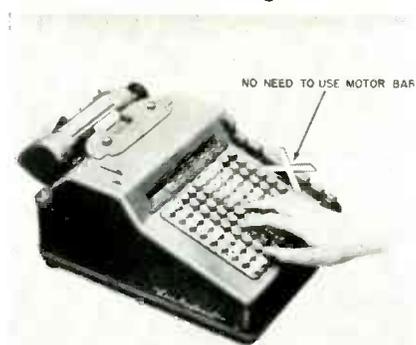
Enelow Is Philco Ad Counsel

The appointment of Max Enelow as advertising counsel to the Philco Corp. has been announced by James H. Carmine, executive vice-president. In his long career, Enelow has been associated with Philco's advertising and promotional activities since the company's entry into the radio field in 1928. He has recently been vice-president of Hutchins Advertising Co., Philadelphia.

Lowry Dietrich Co. Appointed

The appointment of Lowry Dietrich Co., 1404 Swantek St., Pittsburgh 4, Pa., as sales representatives, is announced by Clarostat Mfg. Co., Inc., manufacturers of resistors, controls and resistance devices, Dover, N. H. The Dietrich organization will serve both industrial and distributor accounts in the western Pennsylvania and West Virginia territories.

New National Adding Machine



With this "live" keyboard machine, recently introduced by the National Cash Register Co., figures add and print automatically as entered on keyboard, thus eliminating use of motor bar. Every key on the unit will operate it, thereby decreasing hand motion as much as 50%.

Zenith's McDonald Praises Congressional Investigation

Commander E. F. McDonald, Jr., president of Zenith Radio Corp. recently stated that Zenith welcomes the Congressional investigation of hearing aid prices and service charges recently proposed in a resolution by Rep. Edgar Jonas of Illinois. McDonald stated that "this investigation can very well result in saving millions and millions of dollars for the hard-of-hearing public." He said that while all vacuum tube hearing aids cost about the same to manufacture, many makes of hearing aids sell for exorbitant prices.

New Baskets for Speakers

Quam Nichols Co., Chicago speaker manufacturers, said that hereafter all Quam 5-inch speakers will be made with pin-cushion-type baskets instead of the round type. The firm says these baskets will fit all applications, whereas the round ones may not.

Astatic Appoints Baier

Arthur H. Baier has been appointed a manufacturers' rep for the Astatic Corp. in western Pennsylvania and West Virginia. Baier also represents the company in Ohio and Kentucky.



To get the most from recordings..

POWER WITH GENERAL INDUSTRIES' Smooth Power PHONOMOTORS

Assure the purchasers of your record players, portables, and combinations that they will get *all* that the recording artists put into the recordings . . . faithful tones and shadings, free from wow, rumble, and waver . . . make General Industries' *Smooth Power* Phonomotors standard equipment for your line.

Write for bulletin describing the full line of *Smooth Power* Phonomotors, with specifications and design data.



THE GENERAL INDUSTRIES CO.
DEPARTMENT MD • ELYRIA, OHIO

Admiral Blasts Transshippers

In an effort to speed its war against transshippers, Admiral Corp. says it has taken two important steps. First, the company has started to affix permanent-type serial numbers to all TV receivers. The second step took the form of a telegram to New York State Senator John Bennett, urging the creation of serial number legislation.

Stromberg Appoints Two

Malcolm P. Herrick has been appointed chief engineer and Rudolph G. Miller assistant chief engineer of the Stromberg-Carlson Company's radio-television division.

Prize-Winning Window Display in Emerson-New York Contest



Shown above is the winning window in a recently held display contest conducted by Emerson New York, Inc., distributors. Nearly 400 Metropolitan New York dealers competed for cash prizes. Winner was Mortimer H. Fogel, whose 17-ft. window is pictured. Second prize awards went to Hoffman Bros.; Avenue D. Radio; A & G Radio; Max's Radio; and C & A Hanssen & Bros., all of Brooklyn. Third prize winners were Flatbush Radio; Reo Radio; Brody's Music; Electra Radio; and Pyramid Radio, all of Brooklyn; and Park East Radio; Hamilton TV; Center Home Appliances, all of Manhattan; Lucci Radio, Staten Island; and Mosholu Radio, of the Bronx.

Not Sure What Sign Means—But It Sells GE Tubes!



General Electric Co.'s tube department sponsors a nationwide billboard program for TV service dealers, but the department's advertising crew isn't exactly certain what it's selling with this board adjacent to San Francisco's Chinatown. Use of Chinese symbols to attract attention is a rarity in this type of advertising. Shown left to right are Eric Ledin, of Associated Radio Distributors; Wilfred Wong and John Lee, of Marvel Television, both firms of San Francisco; and Louis M. Robb, district sales manager for GE's replacement tubes. Billboard was recently erected.

Berger Promoted by Brach

Jerome Berger, who joined Brach Mfg. Corp., Newark, N. J. in 1940 as a wireman, has recently been appointed jobber sales manager. He was also manager of the devices division and assistant sales manager for the organization.

New Admiral Post for Kerr

Phil G. Kerr, regional sales manager in St. Louis for more than two years, has been appointed assistant manager of branches by the Admiral Corp. He will be located at company headquarters in Chicago.

United Motors Expands Its Service Parts Distribution

Expanded distribution of radio and television service parts and additions to these lines was announced recently by W. N. Potter, general manager of United Motors Service Division of General Motors Corp. TV antennas and picture tubes will be marketed under the Delco name and sold through electronics parts distributors. The line includes cathode ray and electron tubes, antenna chimney and roof mounts, mast bases, receiving tubes, speakers, capacitors, transformers and miscellaneous hardware.

Delco Men Examine Antenna



W. A. Hagen, general manager (left) and C. D. Wymer, Delco electronic parts merchandising manager of United Motors Service, division of General Motors, examine a Delco UHF corner reflector antenna. New unit is a recent addition to the UMS list of TV and radio parts which are being expanded and merchandised through electronics parts distributors.

Fleming Joins Philco Staff

P. Bernard Fleming has joined Philco Corp.'s public relations staff in Philadelphia. He was formerly public relations director for the Westinghouse electric appliance division, and prior to that was a newspaper reporter.

CBS-Columbia Ad Plans Set

Final plans for CBS-Columbia's 1953 advertising program have been completed, according to Gerald Light, advertising director, who said the budget was the highest in relation to sales in the industry. No medium has been ignored in this campaign, Light added.

Arvin Promotion for Tanner

Paul W. Tanner, associated with Arvin Industries, Inc. for 20 years, has recently been appointed general sales manager for the radio-TV division. He succeeds Raymond P. Spellman, who has requested a less demanding assignment because of a recent illness.

Minnesota Dealers Organize

Over 30 TV-appliance dealers and servicemen in the Duluth, Minn. and Superior, Wis., area met recently to organize the Twin Ports TV Dealers Assn. Mel Cohen, of Mel's Sales & Service, Duluth, and president of the local group, said the newly organized association had voted to become an affiliate of the National Appliance & Radio-TV Dealers Assn.

Teegarden is RCA V-P.

Election of L. W. Teegarden as executive vice-president of the Radio Corporation of America was recently announced by Frank M. Folsom, president. Teegarden, a pioneer merchandiser, was formerly vice-president in charge of technical products of the RCA Victor Division.

Three Join Altec Lansing

Altec Lansing Corp., Beverly Hills, Calif., has added three members to its sales staff to assist its national distributor, Graybar Electric Co., in promoting Altec products. They are W. H. Hazlett in New York; R. W. Amos in Dallas; and W. H. Johnson in Chicago.

CBS-Hytron Plans New Plant

Plans for the construction of a 235,000-sq.-ft. TV picture tube plant and warehouse in Kalamazoo, Mich., have been announced by Bruce A. Coffin, president of Hytron Radio & Electronics Co. Plant is scheduled to be occupied in June, 1954, at which time production will be started.

Electric League Elects Cox

Ray B. Cox, president of Horn & Cox, Inc., was recently elected president of the Electric League of Los Angeles. Ed Young, retiring president, told the group that membership had increased 191% during 1952, and that it was not unreasonable to expect a membership of 1,000 in the near future.

Allied Sound Changes Name

Executives of Allied Sound Corp., New York, announced a recent change in the name of the organization. It is now known as Asco Sound Corp. Activities and management remain as before, the announcement pointed out. The firm's new sound demonstration studio at 115 W. 45 St., New York, continues to attract many visitors interested in Hi-Fi reproduction. Asco is currently offering free of charge, a 124-page booklet providing information on this subject.

New Ram Distributors

Five firms have been appointed authorized distributors for the complete Ram Electronics line of 29 types of TV transformers, 10 types of deflection yokes, and 15 types of linearity and width coils. The companies named are: O'Loughlin's Radio & TV Supplies, Salt Lake City; Radio Products Sales Co., Denver; Fistell's Radio & Electric Supply, Denver; Central Distributors, Portland, Ore.; and Melvin Electronics Inc., Oak Park, Ill.

Bendix Appoints Kelley

Parker H. Ericksen, director of sales for Bendix Div. of Avco Mfg. Corp., recently announced the appointment of Jack J. Kelley, Cambridge, Mass., as branch manager of Bendix Home Appliances Sales Corporation in Detroit.

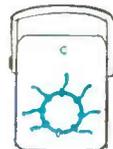
THE SIMPSON MODEL 260 VOLT-OHM-MILLIAMMETER *outsells all others combined because . . .*

- A** covers all ranges necessary for Radio and TV set testing
 - B** includes the Simpson 50 Microampere Meter Movement known the world over for its ruggedness
 - C** no bulky harness wiring, thus eliminating all intercircuit leakage at this high sensitivity
 - D** molded recesses for resistors, batteries, etc.
 - E** easy battery replacement
- all components—including case and panels—are specially designed and completely tooled for maximum utility . . . not merely assembled from stock parts

ranges 20,000 Ohms per Volt DC,
1,000 Ohms per Volt AC
Volts, AC and DC: 2.5, 10, 50,
250, 1000, 5000
Output: 2.5, 10, 50, 250, 1000
Milliamperes, DC: 10, 100, 500
Microamperes, DC: 100
Amperes, DC: 10
Decibels (5 ranges):
— 12 to +55 DB
Ohms: 0-2000 (12 ohms
center), 0-200,000 (1200 ohms
center), 0-20 megohms
(120,000 ohms center)

SIMPSON ELECTRIC COMPANY

5200 W. Kinzie St., Chicago 44 Phone COlumbus 1-1221
In Canada: Bach-Simpson, Ltd., London, Ont.



prices

Model 260 \$38.95;
With Roll Top \$46.90.
Complete with test
leads and operator's
manual. 25,000 volt
DC Probe for use with
Model 260, \$9.95.

BURTON BROWNE ADVERTISING

To Distribute CBS-Columbia TV

The E. G. Hendrix Co., 321-27 S. Flores St., San Antonio, has been appointed distributor for CBS-Columbia television receivers for San Antonio and 72 southwestern counties. The firm has been a distributor of home appliances for 20 years in the area.

Westinghouse Promotes Schlig

Joseph Schlig, formerly manager of advertising and sales promotion for the Westinghouse electronic tube division, has been appointed assistant to Harold G. Cheney, division sales manager, it was announced by Cheney.

Chicago: More TV Than Tubs!

The Chicago area now has more TV sets in use than home bathtubs or telephones, the Admiral Corp. discloses. W. C. Johnson, vice-president for sales, says the latest TV census showed 1,360,000 receivers in use in the area, while only 1,320,000 telephones and 1,200,000 bathtubs were listed.

Musselman Joins Bendix

Joe A. Musselman has been named a refrigeration field rep for Bendix Home Appliances, a division of Avco Mfg. Corp.



for your
protection...
every ad
is policed!
in

Why policed? Because unprecedented cut-price and unethical methods in the sale of surplus, obsolete, bankrupt and "hot" stocks, etc., have necessitated protection for standard brands. Caldwell-Clements' policy therefore rejects cut-price advertising unless brand names or prices are deleted, or unless the advertiser has the manufacturer's consent.

In Caldwell-Clements publications, where manufacturers spend thousands of dollars to promote acceptance of their brands, they do not find their front-of-book advertising nullified by page after page of cut-price offers in the back-of-book.

Here is protection PLUS... given by no other publications in the TV-electronic field.

CALDWELL-CLEMENTS, Inc.,

480 LEXINGTON AVENUE, NEW YORK 17, N.Y.



Webcor Appoints Two V.P.'s

Herbert A. Gumz has been named executive vice-president, and Norman C. Owen has been appointed vice-president for sales by the Webster-Chicago Corp., according to R. F. Blash, president and board chairman. Gumz has been vice-president and general manager since November, 1952, and Owen had held the post of general sales manager in April of that year. Both executives have been with the organization for several years.

Schechter Leaves Motorola-N. Y.

Harry Schechter recently resigned his post as general sales manager for Motorola-New York, Inc. He has not yet announced future plans.

Graybar Promotes Two

A. W. Wheeler has been named manager of Graybar Electric Co.'s New Orleans branch. His former post as manager at Shreveport, La. will be taken by B. F. Benning. Wheeler joined Graybar in 1925, Benning in 1948.

Mohawk TAPE RECORDER

The Message-Repeater is a complete recording-playback system which weighs less than six pounds and is only 6-inches long. The recording medium is an endless plastic tape enclosed in a cartridge the size of a pack of cigarettes. Despite its small size, the unit contains a microphone and an Alnico V speaker, and through use of an amplifier booster and external speakers, can be used as a public address system. Messages up to two minutes in length can be recorded, or the 2-minute interval can be broken down



into shorter messages. Previous recordings are automatically erased when a new message is spoken into the microphone. Operation may be by manual push-button, or the device can be activated by a photo electric cell, pneumatic or hydraulic switch, micro switch or time clock control. Dimensions are 6½" by 5¾" by 5½"; cartridge 2⅞" by 2⅞" by ¾". Mohawk Business Machines Corp., 47 West St., New York.—TELEVISION RETAILING.

1 MAN TURNS A CRANK... AND UP GOES THIS LOW-COST REINFORCED TOWER



Penn's special hoist permits 1-man erection of this new telescoping tower to heights of 45 feet.* No elaborate equipment required. Mount adjustable to all antenna rotors... mast can always be centered over tower. Tower clamp - reinforced at section joints.

The Standard Teletower

Rugged steel braces that reinforce tower also serve as climbing rungs. Straight top design makes climbing easier. Base adjustable to either flat or sloping surfaces. Competitively priced.

Write today for free bulletins and price list.

*Using 20 ft. pole

PENN
Telescoping
Tower

PENN

Teletowers

enna-Mast

Hardware

PENN BOILER & BURNER MFG. CORP., LANCASTER, PA.

RIDGEWAY TV BASES

One of the Smart New Ridgeway TV Bases That Is Designed and Priced for Fast-Turn-Over.

MODEL 4102F: Mahogany veneer end panels with Filmwood Crotch Mahogany front. Simulated double doors, attractive brass pulls. Adjustable from 20" to 28" wide. Depth 22".

MODEL 4100F: Identical in design and construction but smaller in size. Adjustable from 18" to 26". Depth 20".

Ridgeway Builds A Complete Line of Revolving Top TV Tables. They Are The Leaders in Styling and Value!



New York Sales Offices, TV Furniture
LOUIS R. GOLDMAN & CO.
251 West 42nd St., New York 36, N. Y.

4 for 53 NEW Trav-Electric CONVERTERS

CHANGE 6 OR 12 VOLT D.C. TO
110 VOLT A.C. 60 CYCLE
Just plug into Cigar Lighter on Dash.



**Trav-Electric
Super**
Model 6-71160
60 cycle
60-75 Watts
\$37⁹⁵
LIST

Size
4" x 5" x 6"

Operates

- Wire Recorders
- Amplifiers
- Soldering Iron
- Dictating Machines
- Turntables
- Small Electric Drill



**Trav-Electric
Master**
Model 6-51160
60 cycle
40-50 Watts
\$24⁹⁵
LIST

Size
4" x 5" x 6"

Operates

- Curling Irons
- Radios
- Turntables
- Small Dictating Machines
- Test Equipment, etc.
- Portable Phonographs



**Trav-Electric
Senior**
Model 6-11160
60 cycle
35-40 Watts
\$15⁹⁵
LIST

Size 2 1/2" x 2 1/2" x 4 1/2"

Operates

- Test Equipment
- Turntables
- Lights
- Short, Long Wave Radios
- Portable Phonographs
- Electric Shavers, etc.



**Trav-Electric
Midget**
Model 6-11160
60 cycle
10-15 Watts
\$10⁹⁵
LIST

Size 2" x 2" x 3 1/2"

Operates Test Equipment, All Electric Shavers

Fully Guaranteed

Attractive Jobber Discounts

TERADO COMPANY

MEMBERS OF PRECISION EQUIPMENT

1068 RAYMOND AVE. • ST. PAUL 14, MINN.

In Canada write: Atlas Radio Corp., Ltd.

560 King St. West, Toronto 28, Ont.

Export Sales Division: Scheel International, Inc.,

4237 N. Lincoln Ave., Chicago 18, Ill., U. S. A.

Cable Address—Harscheel

Hudson PORTABLE PHONO

This unit, which the maker says achieves the volume of a high-fidelity machine, features an 8-in. permanent magnet speaker; luggage-type wood carrying case covered in vinyl; and an infinite baffle. The unit, designated



model 4-M, also has a 3-tube chassis; turnover cartridge; volume and tone control; and plays records of all speeds and sizes. It operates on AC only. Hudson Electronics Corp., 110 E. Third St., Mount Vernon, N. Y.—TELEVISION RETAILING.

B & R KIDDIE PIANO-PHONO

Model XP-1030, this real piano and built-in 3-speed electric phonograph permits children to provide true tone piano accompaniment to their favorite recording artists. There are 29 keys, blacks and whites with actual sharps and flats. The piano is chromatically tuned so that chords, harmonies, melodies, or any song may be played. A piano instruction book is included with



each unit. This phono-combination is built of fine-grade furniture wood for superior acoustic qualities. The phono motor and amplifier are concealed in the piano with only the turntable, dials and pickup arm visible. The unit measures 17 1/2" long by 7 1/4" high by 15 1/4" wide and suggested list price is \$39.95. B & R Electronics Co., 1701 Boone Ave., Bronx, N. Y.—TELEVISION RETAILING.

EXCLUSIVE COMPLETE THOROUGH...

the new
1953

ELECTRONIC INDUSTRIES DIRECTORY

a section of the regular
June 1953 issue of
TELE-TECH & ELECTRONIC INDUSTRIES

THE BEST EVER COMPILED

- More Product Listings
- Extensive Trade Name Listings
- The Most Complete List of Manufacturers
- Geographical List of Electronic Distributors
- Exclusive List of Electronic Representatives
- Exclusive List of Consulting Engineers
- Exclusive Engineering Society List
- Exclusive Localizer Index

So . . .

To get your sales message at the fingertips of the nation's top 21,000 electronic engineers . . . just when they're looking for the right product to specify . . . reserve your space in the Directory Issue of TELE-TECH now. Remember: TELE-TECH is the preferred technical publication in the electronic-telecommunication industry.

Caldwell-Clements, Inc.

480 Lexington Avenue—New York 17

Jensen Honored by Denmark

Peter L. Jensen, president of Jensen Industries, phonograph needle manufacturers, and a pioneer in sound reproduction, has recently been honored by his native country, Denmark. Commemorating Jensen's "outstanding contribution to science and industry as a 'father of sound,'" a bronze plaque has been placed on the house in which he was born on the island of Falster. Jensen joins a select group of Danes who have been singled out for this honor, among them Hans Christian Andersen and Jacob A. Riis.

Ross to New Post

The appointment of Malcom Ross as director of purchases for Pacific-Mercury Television Mfg. Corp., Van Nuys, California, has been announced by Joe Benaron, president. Ross was previously with Majestic Radio Corp., Emerson, and Sylvania Electric.

Emerson's Coast Distributor

Fresno, Calif. has been established as a new distribution center for TV and radio receivers produced by Emerson Radio & Phonograph Corp. Central Valley Distributing Co. is identified as the new firm. It will serve 13 counties in the central California areas.

Miller Joins Conti

B. Harold Miller, well-known for many years in advertising, has joined the staff of Conti Advertising agency to serve as assistant to the president. Miller formerly headed the Industrial and Trade Division of the J. Walter Thompson Co.

McMurphy a Philco Rep

Appointment of J. T. McMurphy as special TV representative for the Texas, southern and southeast divisions of the Philco Corp. has been announced. McMurphy formerly handled appliances for the company's southeast division.

Lewyt Self-Service Display



This Spring display kit, created for the Lewyt Corp. is based on "try it yourself" theme. Included in the kit, which is printed in Du-Glo, is plasticized version of the consumer ad noting endorsement of vacuum by the National Institute of Rug Cleaners; window streamers; and a baby edition of the standard billboards Lewyt is using in its outdoor ad program. The kits are available through Lewyt distributors.



518,400 MILES
36,000 HOURS

"Simpson Model 303 is too rugged to break!"

Carroll W. Hoshour
Director of Sales Engineering
and Service Raytheon Television and
Radio Corporation

"Nine Raytheon television service representatives are constantly on the road covering 65 distributor territories. Not only must their equipment remain accurate, but it also must be built to withstand the rigors of constant travel by car, train, bus and plane."

"The only test instrument our Raytheon television service representatives carry is the Simpson Model 303 Vacuum Tube Volt-Ohmmeter. We are enthusiastic about this instrument because not one 303 has ever failed to operate or performed inaccurately. The Model 303's in service for Raytheon television representatives have gone through, at a rough estimate, 518,400 miles and 36,000 hours of rigorous handling. We think Simpson Model 303 is too rugged to break!"

C. W. Hoshour

Simpson Model 303 Vacuum Tube Volt-Ohmmeter
dealer's net . . . \$58.75
HV Probe . . . \$9.95
RF Probe . . . \$7.50

Ask your jobber for full information or write:
Simpson Electric Company
5200 West Kinzie Street
Chicago 44, Illinois CO 1-1221

In Canada: Bach-Simpson, Ltd., London, Ont

Another reason why
Simpson is the world's largest
manufacturer of test equipment

Wins Raytheon Jingle Contest

A jingle contest conducted by Coast Electric Co., San Diego, Calif. Raytheon distributor, was won by Wesley W. Hester, who received a Norge freezer. Eight other prizes, all Raytheon radios, were also awarded. A 4-line statement explaining why "I Like the Raytheon TV Tuner" was the basis for the contest.

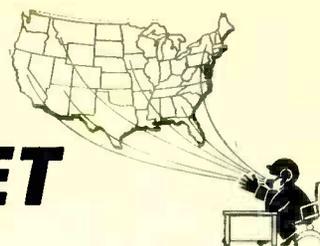
Johnston Warns of False Claims

Wallace Johnston, president of the National Appliance & Radio-TV Dealers Association, recently told the Rockford, Ill. Appliance Dealers Association that

dealers must educate the public to beware of the exaggerated low prices advertised for service and of over-generous trade-in allowance. Holding up examples of ads offering three years' free service, two TV receivers for the price of one, free antennas and a lifetime service guarantee, he said that "they show the trickery, the deception, the concealed discounts, the bribes offered customers to buy from one retailer in preference to another." He urged closer dealer-service contractor cooperation on several points, such as: get service data simultaneously with the introduction of new models; have adequate reserve of replacement parts; adopt codes of ethics.

Telephoned Reports from All Sections Reveal

STATE of the MARKET



NEW YORK

SHARP DECLINE IN TV SALES reported by numbers of dealers in the metropolitan area, with white goods generally slow, with the exception of automatic washers and dryers which are moving fairly well. . . . Radios continue active in New York. . . . Fair movement of electric housewares, but the price-cutters and discount-houses are getting the lion's share in the city itself. . . . Phono records brisk in many spots. . . . Vacuum cleaners coming alive, especially in the suburbs. . . . Service revenue holding up well, but there's plenty of competition.

CHICAGO

SALES OFF HERE, and dealers blame a number of factors, including income tax time which they say, takes a long time to "wear off." . . . Stocks of TV sets low here, with some wanted models just not available at all. . . . 21-inchers the most popular. . . . Washers and dryers fairly brisk; freezers are picking up. . . . There's plenty of price-cutting in the Windy City. . . . Considerable interest in room air conditioners, and ironers are ahead of last year. . . . Vacuum cleaners moving well.

PORTLAND, OREGON

TV STILL HOT with the state's fourth station approved March 4 and hearings continuing on additional channels in Portland. . . . Latest approval for Channel 5 in Medford. . . . KPTV already operating in Portland, and stations previously approved in Salem and Eugene. . . . TV set sales in Portland have slowed down to a steady but substantial volume while interest in white goods shows a pickup for the first time since KPTV went on air last September. . . . Shortages of 21-inchers experienced by some distributors. . . . Radios active. . . . TV helping sales of records with viewers making specific requests for songs they've seen and heard on

television. . . . Square, pop and ballroom dance numbers going well.

SAN FRANCISCO

BUSINESS GOOD HERE right now with sales up about 22 per cent over first three months of '52. . . . Plenty of TV sets on back-order, and the demand's for 21-inchers, with combos slow. . . . Automatic washers doing well as are electric ranges. . . . Refrigerators active, but freezers are very slow. . . . Tremendous pick-up in radios, and combinations are in heavy demand, short supply. . . . Record sales up over last month.

MINNEAPOLIS-ST. PAUL

TV SALES GOOD, THOUGH LEVELLING OFF somewhat. . . . 17-inchers still hard to get here. . . . Not much price-cutting. . . . Phono records moving rapidly at firm prices, and up over last year's sales at this time. . . . On the upgrade right now are ranges, refrigerators, washers and dryers.

ATLANTA

TV VOLUME IMPROVING, but still below same period last year. . . . Good sales of TV in small towns due to expanded coverage of broadcasting and expectation of new stations. . . . Not much price-cutting going on. . . . Phono records selling very well, and ahead of last year. . . . Quite a bit of activity in white goods, with refrigerators, freezers and ranges leading the parade, with some major appliances being price-cut here and there.

DALLAS SECTION

JITTERY, JUMPY AND JERKY conditions here with TV slow, but improving. . . . White goods so-so, but radios are moving well, with phonos and records up and down. . . . Refrigerators and ranges leading in major appliance lines.

SUMMING UP — BUSINESS CONDITIONS ARE HEALTHY. . . .

Though there's a slow-down going on in New York, and things are not too brisk in Chicago, dealers expect a good year. . . . Certainly, '53 will break sales records in TV, radio, major appliances, electric housewares and discs. . . . Plenty of people are surprised with the performance of radio in most sections of the country, and there were many experts who thought TV would kill its ancestor! . . . Repair volume holding up well, and some of the technicians in new TV areas are busy as beavers. . . . In spite of the feet-dragging by TV in some areas, certain sets are hard to get, which is certainly a peculiar situation, due, undoubtedly to some extent to hand-to-mouth buying by merchants.



"Well, Mr. Thomas A. Edison
... put the parts back. All it
needs is a JENSEN NEEDLE."

Rockford Group Elects Maney

Nick Maney was elected president of the Rockford (Ill.) Appliance Dealers Assn. Also elected were R. S. Chockley, vice-president; and C. T. Van Ausdall, of the local Chamber of Commerce, secretary. Wallace Johnston, president of the national association, was a guest.

Move for Southern Electronics

The electronic parts department of Southern Electronics, a division of Southern Wholesalers, Inc., has been moved to 3405 Georgia Ave., N.W., Washington, D.C. The new building has been completely modernized, and the distributing firm has provided parking facilities for 26 cars.

Carney Joins Clancy Firm

John P. Carney has joined Joe Clancy & Co., Angola, Ind. manufacturers' reps, as a salesman. A World War II and Korea veteran, Carney has had experience at both retail and distributor levels of the electronics and appliance fields.

TV Service Call System

Markem Service Systems, New York, is offering a systems "package" for TV firms, one designed to provide for more efficient handling of everyday service calls. The system consists of special forms which, when housed in the Markem desk tray file, can be set up to handle all required records at one writing. Without basic changes being made, the system can handle from 500 to 50,000 active service accounts efficiently, the company declares.

Mattison Appoints Harvey

Mattison Television and Radio Corporation has announced the appointment of Sid Harvey as sales representative for the firm throughout the Borough of Brooklyn, N. Y. Harvey maintains a factory showroom and warehouse at 577 Nostrand Ave., Brooklyn. On display is the complete line of Mattison TV receivers and custom-built TV cabinets.

Craft at Stromberg-Carlson

John H. Craft, Jr. has been appointed national service manager of the Stromberg-Carlson Co.'s radio-TV division, succeeding F. Leo Granger, who becomes distribution manager. Craft joined the firm in 1946 as a staff engineer.

G-C Forms Hardware Division

According to Stanley B. Valiulis, president of General Cement Mfg. Co., Rockford, Ill., a new manufacturing-distributing division to handle TV hardware items has been established in that city. The new company will be called Television Hardware Mfg. Co., or Telco, and will have its own production facilities, Valiulis says.



to add increased
brilliance to any
TV PICTURE TUBE

manufactured by
Perma-Power COMPANY
Chicago 25, Illinois
Manufacturers of Electronic Equipment Since 1928

**A Full Size
LIGHTNING ARRESTER
at the Price of a Midget**

LIGHTNING ARRESTER

MODEL TA5 Real protection against lightning and static charges — the RADIART Lightning Arrester has all the features! Fits anywhere... inside or out... handles standard or jumbo leads... no wire stripping necessary... does not unbalance the line... low internal capacity... no loss of signal... internal resistance "leaks off" static discharges! UNDERWRITERS LABORATORIES APPROVED.

THE RADIART CORPORATION
CLEVELAND 13, OHIO

South River
★ ★ NEWS ★ ★

**CHIMNEY
CORNER GUARD**

Box of Six . . . 49¢

An exclusive South River device for protecting, strengthening, and safeguarding chimney and strapping. Prevents chipping of chimney. Permits uniform tightening of banding. Safeguards mounting equipment.

South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast. Write for your copy of our new 1953 Catalog.

**SOUTH RIVER METAL
PRODUCTS CO., INC.**
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER
OF FINEST LINE OF ANTENNA MOUNTS

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



L. Veltri, busy service-dealer of Westchester, N. Y., reports:

I SAVED \$940*
by making a \$59 INVESTMENT
in a Transvision
FIELD STRENGTH METER

* Says Mr. Veltri: "... The way I figure, in the last 6 months I saved that much money in installation time alone ..."



For 110V AC,
and BATTERY
OPERATION

FIELD STRENGTH METER
Saves 50% of Installation Cost
Pays for itself on 3 or 4 jobs

NO TV SET NEEDED

Works from antenna ...

Measures actual picture signal strength directly from antenna. Shows antenna orientation maxima. Compares gain of antenna systems. Measures TVI on all channels. Checks receiver re-radiation (local oscillator). Permits one man antenna installation.



Eliminate variables, insure accuracy with direct meter readings on the FSM.

PREVENT WASTE OF SERVICING TIME!

By checking antenna performance with the *Field Strength Meter*, the serviceman can determine whether the TV set or antenna, or both, are the source of trouble. Call backs are eliminated.



Don't lug sets. The Transvision FSM makes installation easy.

Wide range: Measures field strength from 10-50,000 microvolts. Has *Fringe Area Switch* for weak signal areas. 13 channel selector. Individually calibrated on every channel.

ADAPTABLE for UHF

Model FSM-2, for 110V AC only. Complete with tubes. Wt. 13 lbs. net \$59.

Model FSM-3B, for 110V AC and Battery Operation (all batteries and cables included). Wt. 22 lbs. net \$79.

Order direct from factory:

TRANSVISION INC., NEW ROCHELLE, N. Y.

FREE: Sample copy of "TV and Electronics Notes". Or send 50¢ for year's subscription.



10 DAY TRIAL

Buy and try this fine instrument for 10 DAYS. Then, if you wish, you may return it. Your purchase price less 10% (our cost of handling and re-packaging) will be promptly refunded.

DEPT. RR4 TRANSVISION, INC. NEW ROCHELLE, N. Y.

- () Send me _____ Model FSM-2; _____ FSM-3B
() Enclosed find \$ _____ deposit. Balance C.O.D.
() Enclosed find \$ _____ in full. Send prepaid.
I accept your 10 Day Trial terms.

Name _____

Address _____

City _____

State _____

SPRAGUE

TV REPLACEMENT CAPACITOR GUIDE

SETS of the MONTH

BENDIX

Models TS17C, KS21C, TS21C

Symbol No.	Rating MF@ WVDC	Bendix Part No.	Sprague Replacement
C19	10 @ 50	267024-16	TVA-1304
C30	100+40+10 @ 200	267005-10	TVL-3762
C31	80+40+10 @ 450	267005-8	TVL-3792
C32	2 @ 50	267024-17	TVA-1301
C40	80+40+10 @ 450	267005-8	TVL-3792
C67	10 @ 200	267024-14	TVA-1504
C71	10 @ 50	267024-16	TVA-1304

DUMONT

Models RA-166, RA-167, RA-170, RA-171

Symbol No.	Rating MF@ WVDC	Dumont Part No.	Sprague Replacement
C281	10 @ 350	03250411	TVA-1604
C282	10+10 @ 400/40 @ 200/10 @ 50	03124180	TVL-4664
C283	120+40 @ 400	03121080	TVL-2679
C284	5 @ 50	03120960	TVA-1303
C286	4 @ 200	03122480	TVA-1501

GENERAL ELECTRIC

Model UHF-103 Converter

Symbol No.	Rating MF@ WVDC	G.E. Part No.	Sprague Replacement
C25, C26, C27	50+20+20 @ 150	RCE-150	R1349

RCA

Model U2 UHF Converter

Symbol No.	Rating MF@ WVDC	RCA Part No.	Sprague Replacement
C21	50+30+30 @ 200	77086	R1256

MODEL TV-101 UHF CONVERTER

Symbol No.	Rating MF@ WVDC	Part No.	Sprague Replacement
39	30+30 @ 150	FP-211	TVL-2422

FOR EVERY MONTH OF THE YEAR . . .

● paper tubular replacements

Type TM—tough, oil-impregnated molded tubular capacitors.

● twist-prong 'lytic replacements

Type TVL—world's most complete line of electrolytic capacitors.

● ceramic capacitor replacements

Type GA—Ideal alternates for foil-micas and tubular ceramics.

● tubular 'lytic replacements

Type TVA—small enough to fit anywhere, work anywhere.

THE WORLD'S
LARGEST



CAPACITOR
MANUFACTURER

For Dependable Call-back Free Replacement Capacitors, use only the proven products of the most complete capacitor line! Sprague has the ratings you need every time! Send 10¢ for 44 page TV Replacement Capacitor Manual to Sprague Products Co., 65 Marshall St., North Adams, Mass., or get it FREE from your Sprague Distributor.

CBS-HYTRON TRANSISTORS

CBS-HYTRON PT-2A



ACTUAL SIZE



CBS-HYTRON PT-2S

Moisture-resistant

Plug-in or solder-in

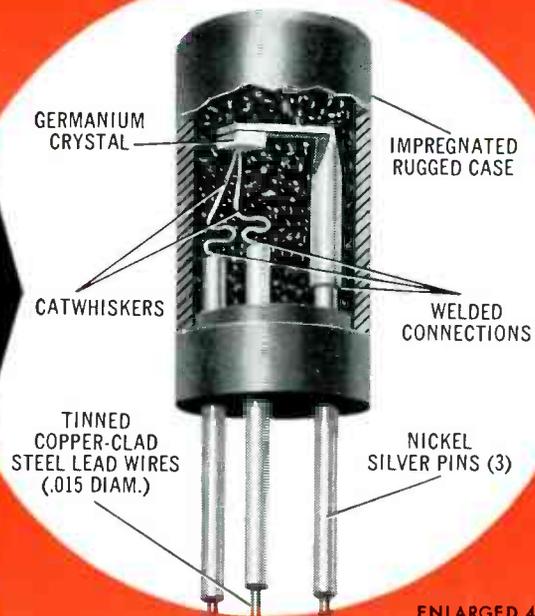
Sturdy triangular basing

Polarized base connections

Auto-electronically formed

Thoroughly stabilized

Operate up to 55° C



ENLARGED 4 TIMES

AND YOU CAN BUY THEM NOW!

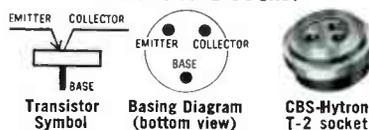
Already a major producer of germanium diodes, CBS-Hytron now offers you prompt delivery of transistors: Point-contact CBS-Hytron PT-2A (for amplifying) and PT-2S (for switching). Both have stable characteristics and are guaranteed moisture-resistant. Note flexible leads welded to base pins. You may solder flexible leads into circuit. Or snip them to use stiff base pins in CBS-Hytron type T-2 socket.

Triangular arrangement of base pins is stronger . . . avoids bent pins. Easy-to-remember basing layout simulates basing symbol (see diagram). Polarization makes socket connections foolproof. You are assured of uniformly optimum characteristics by electronic control of pulse forming. Thorough aging achieves maximum stability. You may operate these transistors up to 55°C. And you can order both CBS-Hytron PT-2A and PT-2S for immediate delivery.

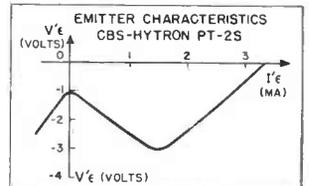
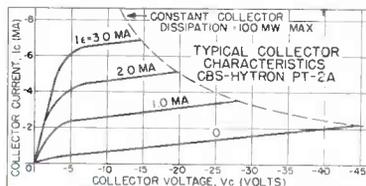
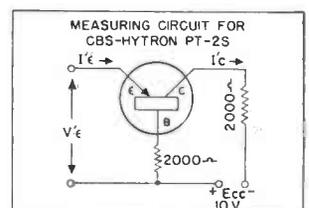
MECHANICAL FEATURES

1. Single-ended construction gives maximum mechanical stability.
2. Rugged triangular basing design resists shock and vibration.
3. Dual-purpose connections permit use of flexible leads or stiff plug-in base pins.
4. Direct soldering of germanium wafer to base support guarantees positive contact, avoids flaking.
5. Glass-filled plastic case and high-temperature impregnating wax assure moisture-resistant, trouble-free operation.

BASING AND SOCKET



Note similarity of pin layout to that of transistor symbol. CBS-Hytron type T-2 transistor socket features groove to guide pins into socket. Also anti-burn-out design to insure that base connection of transistor will always be made first.



MANUFACTURERS OF RECEIVING TUBES SINCE 1921
HYTRON RADIO AND ELECTRONICS CO.

A Division of Columbia Broadcasting System, Inc.
Main Office: Danvers, Massachusetts

WRITE FOR DATA. Complete free data on CBS-Hytron PT-2A and PT-2S . . . and the T-2 socket . . . are yours for the asking.

RECEIVING . . . TRANSMITTING . . . SPECIAL-PURPOSE AND TV PICTURE TUBES • GERMANIUM DIODES AND TRANSISTORS

A
good name
to live by...

THIS COULD BE YOUR SHOP . . . and your good name on the Dealer Identification Plaque—for everyone to see.

And this could be a *new* customer at the door—confident that, in dealing with you, his set will be in good hands.

And, he would be right . . . because you've learned from experience that the superior quality of RCA receiving tubes and kinescopes is your best measure of protection against premature tube failures.

Helping to safeguard *your* good name is a vital, everyday service of RCA Tubes. And that protection is yours at no extra cost.

Learn from your *RCA Tube Distributor* how *two* good names can prosper together . . . how *you* can qualify for a Registered Dealer Plaque.

**DYNAMIC NEW PROMOTION PLAN
TO HELP YOU BUILD YOUR BUSINESS**

Ask your RCA Tube Distributor for a copy of the colorful, 16-page booklet "A Magic Pass-Key to Customer Confidence." A brand-new campaign is outlined, illustrated, and described in full detail. Be sure to get your copy. It's free!



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N. J.