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RTJ

Radio & TELEVISION JOURNAL



star
 salesmen
 for
 volume
 business

MARCH, 1951

PERFORMANCE IS WHAT COUNTS!

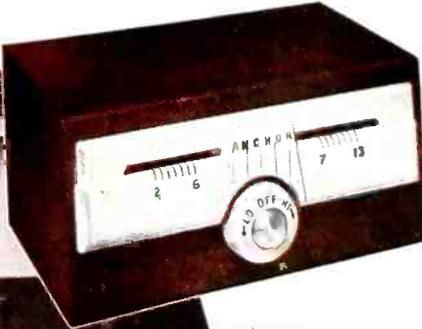
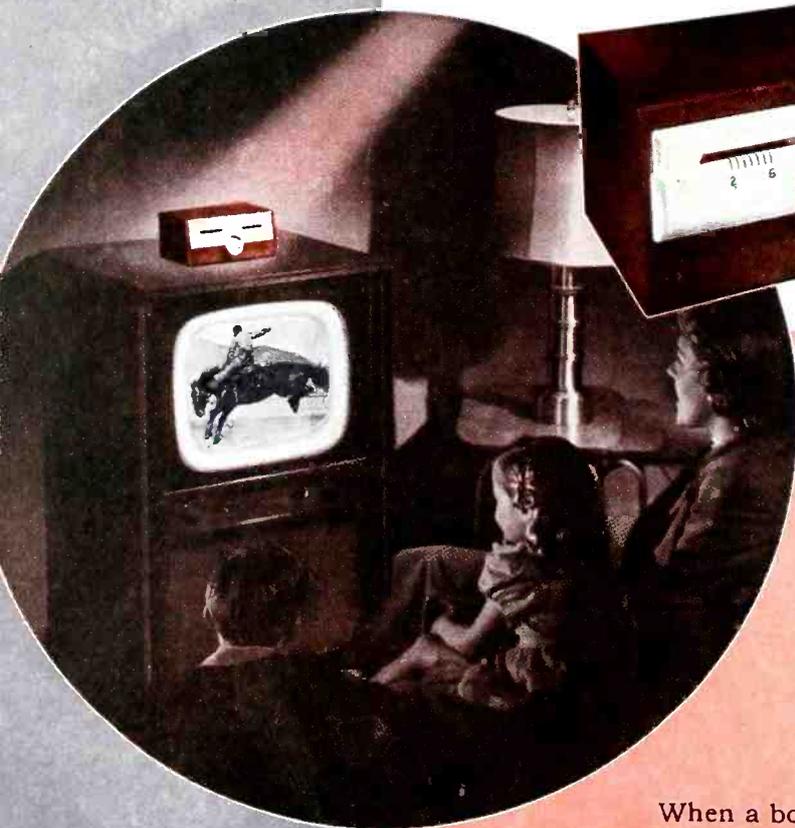
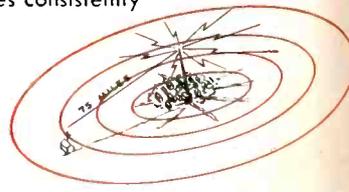
ANCHOR'S

superiority of performance
remains unchallenged!



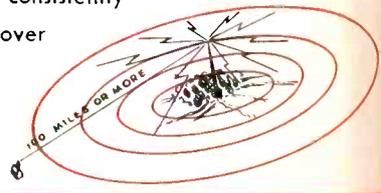
THE ANCHOR *Suburbanite*

Single-Stage Booster—for low signal areas in or near cities. Assures consistently good reception up to 75 miles.



THE ANCHOR *Granger*

Two-Stage Booster—recommended for distant rural areas. Assures consistently good reception for over 100 miles.



Despite critical material shortages, Anchor not only is offering the same high quality standards so widely hailed by the TV set industry, itself, but it is still making as many boosters as a year ago. To meet the current unprecedented demand, however, Anchor would have to expand, which is naturally not possible now! Therefore they have had to institute a very strict allocating system. No preference on deliveries to anyone has been or ever will be practiced.

When a booster is needed to complete a perfect installation, Anchor's outstanding performance under all conditions has made it the first choice of those who buy and sell. So always buy the *best*—first!



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

ANCHOR RADIO CORP.
2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS

Use Sheldon "Telegenic" Picture Tubes FOR REPLACEMENTS, CONVERSIONS & INITIAL EQUIPMENT . . .



Miss Connie Corrado
Inspector
Sheldon Electric Co.

Because . . . **THEY STAND UP!**

"I KNOW THAT SHELDON 'TELEGENIC' PICTURE TUBES ARE GOOD. I INSPECT THEM."
They are custom-made. They have a life of more than 4,000 hours.

(This Advertisement is being repeated by POPULAR DEMAND!)



Sheldon
NATURAL IMAGE
SOFT GLOW
Picture Tube

WRITE TODAY for the new Sheldon "General Characteristics & Dimensions" Wall Chart containing complete data on ALL Sheldon tubes.

KEEP INFORMED ON COLOR TELEVISION. Get your **FREE** copy of Television Mis-Information #4 with its feature presentation on color television.

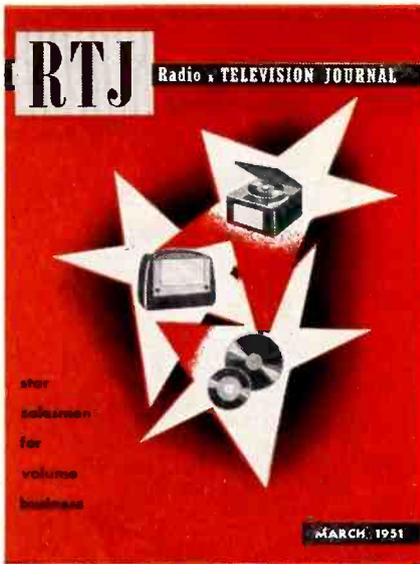
SHELDON ELECTRIC CO.

A Division of ALLIED ELECTRIC PRODUCTS INC.
68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. • LOS ANGELES 26, CAL., 1755 Glendale Blvd.

▶ VISIT BOOTHS 390-1-2 AT THE RADIO ENGINEERING SHOW, GRAND CENTRAL PALACE, MARCH 19-22 ◀

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The magazine dedicated to the business of television, radio, sound, servicing, phonographs and records

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CCA
OVER 30,000

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THE COVER—Accessory items have always added extra volume to the smart radio and television dealer's sales. Now, when the TV market is tightening, "the record business is busting out all over," and small radios, phonos and tape recorders all can add to every dealer's sales volume. See articles starting on page 23, this issue.

Vol. 68

No. 3

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RADIO & TELEVISION JOURNAL WITH WHICH IS COMBINED RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL IS THE COMPLETE BUSINESS MAGAZINE FOR RETAIL DEALERS WHO BUY AND SELL RADIOS, TELEVISION RECEIVERS, APPLIANCES, PHONOGRAPHS, RECORDS, MASTER SERVICING COMPONENT PARTS, AND IS PUBLISHED MONTHLY FOR RADIO & TELEVISION DEALERS, JOBBERS, AND SERVICE MEN BY KOLBE PUBLICATIONS, INC., RADIO CITY, 1270 SIXTH AVENUE, NEW YORK 20, N. Y. PHONE: CIRCLE 7-5842. ALEX H. KOLBE PRESIDENT AND TREASURER. SUBSCRIPTIONS \$3.00 PER YEAR IN U. S. A., ITS POSSESSIONS, SOUTH AMERICA, CANADA AND ALL OTHER COUNTRIES \$4.00 PER YEAR PAYABLE IN AMERICAN CURRENCY IN ADVANCE. PRICE 35 CENTS PER COPY. NO MATERIAL IN RADIO & TELEVISION JOURNAL MAY BE REPRINTED WITHOUT CONSENT OF PUBLISHER.

PRINTED IN U. S. A.



Thomas Tubes mean

LONG LIFE

No one can say exactly how long it has taken Nature to perfect the California redwoods' secret of longer life. But we of Thomas can say that a great amount of time and effort have been spent in increasing the service life of our product.

This time and effort, as a part of our research program, have led to the use of new materials, new design improvements, new construction methods which are continuing to give the Thomas tube an ever-longer "lease on life."

You can always depend on more service, more performance from a Thomas picture tube because, "It's built that way!"

Radio Engineering Show
Grand Central Palace

New
York
City

**BOOTH NO.
S-14**

THOMAS ELECTRONICS, Inc.

118 Ninth Street

Passaic, New Jersey

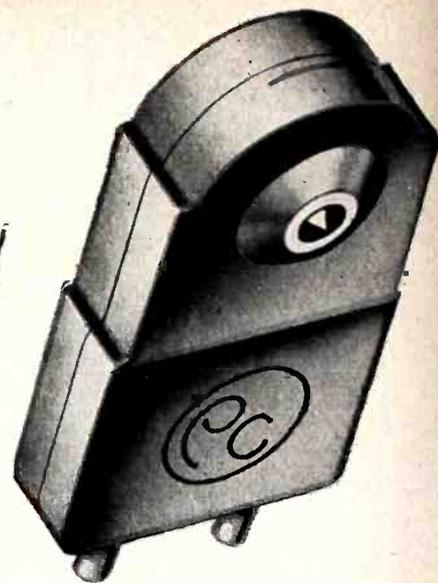


Outstanding Music and Record Critics Acclaim Pickering Cartridge Reproducers as Unequaled for LP Record Playing

In the February 18th Saturday Review of Literature, E. T. CANBY says: "... For pure top-quality sound, Pickering is unbeatable on LP's" ... and in the January American Record Guide PETER HUGH REED says: "... using the Pickering we heard the best of the 45's in a manner which made for the greatest enjoyment of music."

YES, Pickering Pickup Cartridges are without equal ... no other Pickup can equal the performance of Pickering Cartridges on LP's ... they are widely used by the leading record manufacturers, recording studios, broadcasters and by music enthusiasts who demand the effect of a live performance from their records.

The nearest approach to a live performance is a recording played by a system equipped with Pickering High Quality Audio Components ... Cartridge, Speaker, Arm, Preamplifier, Record Compensator, etc.



**RECORD
COMPENSATOR
MODEL 132E**

This compensator, with 6 positions of equalization, provides the flexibility required to properly equalize for the different recording characteristics used by various record manufacturers ... it is a most important addition to record playing systems using magnetic pickups.



LOUDSPEAKER — MODEL 180L

Designed to satisfy the musical ear. A low-cost high quality loudspeaker with smooth wide-range response (within 5 db, 45 to 12000 cycles) and low distortion ... the only loudspeaker with acoustically adjustable bass response ... occupies less floor space than any other high quality loudspeaker — less than one square foot.



PICKUP ARM — MODEL 190

The only arm specifically designed for optimum performance on both micro-groove and standard records.

- Magnetic arm rest.
- Plug-in cartridge holder.
- Sensitive tracking force adjustment.
- Statically balanced to eliminate tendency to skip when jarred.
- One-hole mounting — self-contained levelling screws.
- Minimum vertical mass to track any record without imposing extra vertical load on grooves.
- Rugged frictionless bearings.

Cartridges used with this arm require 50% less vertical tracking force than when used in conventional arms.

For the finest audio quality specify Pickering Components

Pickering High Fidelity Components are available through leading jobbers and distributors everywhere ... detailed literature will be sent upon request.



**PREAMPLIFIER
MODEL 130H**

This preamplifier represents the most advanced design ever achieved in phonograph preamplifiers.

It equalizes the bass response of records and transcriptions and provides the necessary gain for high quality magnetic pickups ... its intermodulation and harmonic distortion is exceptionally low — better than most professional equipment.

**Pickering
& Company, Inc.
Oceanside, N.Y.**

Largest Selling Booster

AT ANY PRICE !



Regency



Fountain of youth*

A Zetka picture tube stays young . . . stays brilliant always . . . is sharply focused . . . safe . . . long lived. There's no old, dull, tired look on the face of a Zetka tube. It will always reflect the brightness of your reputation, because only Zetka utilizes the power-tube method of producing pace-setter picture tubes.

In addition, each and every Zetka tube (no spot checking permitted) is set-tested in the factory before being shipped. Here indeed is proof positive that Zetka is by far your best buy in picture tubes. Rectangulars and rounds in 16", 17", 19" and 20".

THE SAFEST PICTURE TUBE

IN THE WORLD . . .



zetka*

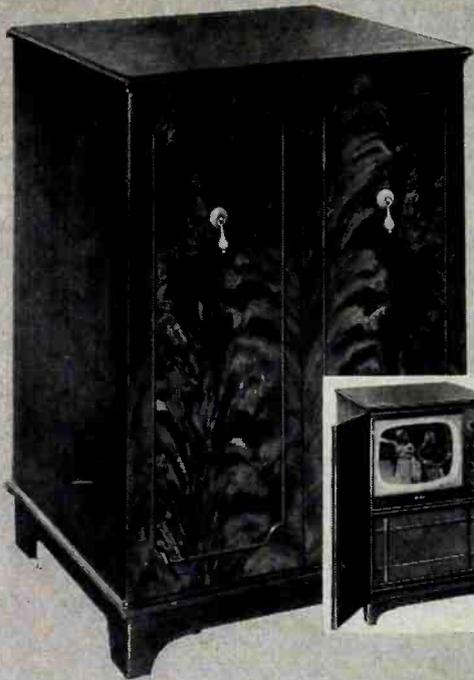
THE ARISTOCRAT OF TELEVISION TUBES

* *Most Trusted Name in Picture Tubes*

zetka

TELEVISION TUBES, INC. 131-137 GETTY AVE. • CLIFTON, N. J.

For 37 years, Zetka has been a respected name in the radio and television industry.



MODEL
S7C30



17" RECTANGULAR SCREEN

Model S7C30—De luxe GENUINE mahogany veneer custom-built console with full length doors of breathtakingly beautiful crotch mahogany effect veneers. Full range 10 inch concert grand speaker. Built-in 'FADA-SCOPE' antenna.

20 INCH RECTANGULAR SCREEN CONSOLE

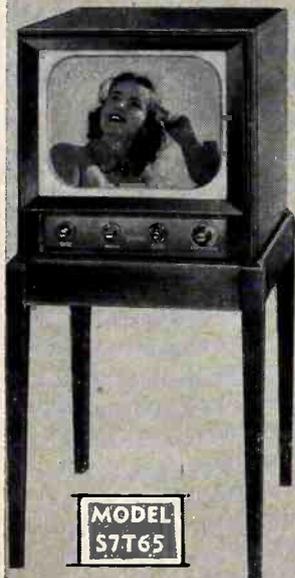
The big screen console value for 1951. Exquisite front control side door de-luxe cabinet of hand rubbed GENUINE mahogany veneers. Clear sharp pictures with FM sound that is unmatched with its 10 inch concert grand speaker. Built-in 'FADA-SCOPE' antenna.



MODEL
S20C10

17 INCH RECTANGULAR SCREEN TABLE MODEL

Beauty, superior performance and really BIG, BIG 17 inch rectangular screen televiewing. Moulded plastic picture frame front with GENUINE mahogany veneer cabinet. Built-in 'FADA-SCOPE' antenna. Matching table available.



MODEL
S7T65

BIG SCREEN TV

at its Best!

FADA Television

The TELEVISION of TOMORROW — TODAY!

- ★ The last word in TV performance in all areas . . .
- ★ The last word in custom quality cabinet craftsmanship . . .

17" RECTANGULAR SCREEN

Model S7C20 — Totally out of the ordinary de luxe console cabinet craftsmanship. Hand rubbed GENUINE mahogany veneers equal to the finest custom-built. Built-in 'FADA-SCOPE' antenna. 10 Inch concert grand 'True-to-Life' Fidelity speaker.

MODEL
S7C20



FADA RADIO & ELECTRIC CO. Inc.
BELLEVILLE, NEW JERSEY

"Pioneers in Radio and Electronics Since 1920"

50th Anniversary

Ask Your Distributor!

Ask him all about the complete 50th Anniversary Set Promotion offered to you to help you **SELL** the latest in television engineering...

Identify your store with this newest, sensational Sylvania value — it means **PROFIT!**

Contact Your Distributor
TODAY!

SYLVANIA'S 50th Anniversary Table Model with GIANT 20" picture tube. High-luster mahogany cabinet and exclusive theatre-styled picture frame. New wide-angle, non-glare viewing. Built-in, dual antenna with hi-low band switch. Twenty-one tubes, plus four rectifiers, behind the picture-tube help give *dependable* Rock-steady, Movie-Clear* pictures and unmatched tone quality.



SYLVANIA

Established 1901—Fiftieth Anniversary Year

Great OLD Name in Electronics

Set by SYLVANIA



*Radio Tubes; Television Picture Tubes; Electronic Products;
Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing,
Wiring Devices; Light Bulbs; Photolamps; Television Sets*

SYLVANIA ELECTRIC PRODUCTS INC., RADIO & TELEVISION DIVISION, 254 RANO STREET, BUFFALO, N. Y.



*Sylvania
Trademark

Great NEW Name in Television

TELEVISION ROUNDUP

Record Year

It's like carrying coals to Newcastle to tell dealers at this late date just how tremendous a year 1950 was for television. They know it by their sales statistics and dollar volume, but the final figures for 1950's production are just in, and they look even more impressive than we anticipated. Close to 7,500,000 television receivers and considerably more than 14,000,000 radios were manufactured in the last year. (Who was it that said, "Radio is Dead!" If Mark Twain was around, he'd have something to say about the reports of radio's early demise being somewhat exaggerated).

This stupendous record of production may have to stand for quite awhile, due to our increasing mobilization program and cutbacks in manufacturers' schedules for consumer use. Despite the fact that 1950 was really only the third full year of commercial television production (TV really didn't get under way until the beginning of 1948) here was a record of achievement to stagger the imagination.

How About '51 Output?

But whether this colossal production will be maintained this year is anyone's guess. Conflicting reports about the industry's ability to produce cancel each other completely out. In January of this year there were 639,176 television receivers manufactured—quite a fistful in anybody's statistical language—and if this rate was to be maintained during the succeeding eleven months, then '51's production would rival that of 1950. And current production, notwithstanding some real shortages of certain components, is still running very high. In fact, several manufacturers, notably Philco and RCA, state that they have brought about tremendous savings of short materials through the use of new-type chassis. There's a lot of imagination and ingenuity around in the television industry, and it seems a fair estimate to say that these will be used to solve any production bottlenecks, barring total mobilization, of course.

In the meantime, the total market area for new television sales is not getting any bigger because the FCC 'freeze' on new station construction is still in effect. This fact, coupled with the various barriers to sales of new receivers resulting from credit restrictions, high cost of living, high taxes may well mean that plenty of merchandise will

Congress Library Receives "Immortal" Recordings



● Modern re-recordings of 120 outstanding performances by 54 of the world's greatest artists, including Caruso, McCormack, Schumann-Heink, Chaliapin, Gluck, Paderewski, Kreisler, Elman, Rachmaninoff and other famous musical artists of the past were presented to the Library of Congress last month. Present at the ceremony were (left to right) George R. Marek, Director of RCA Artists, Mrs. Caruso, Dr. Evans, Librarian of Congress, Miss Rosa Ponselle, J. B. Elliott, Vice President in charge of RCA Victor consumer products.

be around, even if production is severely cut. It all adds up to the fact that dealers will need plenty of sales planning and merchandising push this year—no matter what the production figures.

The Shape of Tubes to Come

Cigar-size television receiver tubes, thousands of times as bright as today's TV screens, television pickup tubes 100 times as sensitive as the human eye and television-telephone service for the average American home. Sound fantastic? Perhaps they do, but these are the predictions of Philo T. Farnsworth, one of television's earliest research pioneers, a man whose dreams have often turned into scientific realities. "I believe," says Mr. Farnsworth, "that the trend in television receiver tubes will be toward the very small rather than to the larger sizes, since the visible image will not be limited by the size of the tube. As tubes approach their potential performance, projection television will come into its own and may relegate direct-view tubes to scientific museums." Farnsworth says that it now seems entirely feasible to build a receiver tube six inches long and less than an inch in diameter

which will have a screen brightness 15,000 times that of today's direct-view tube. "I see no reason to assume that within 20 years television will not be an integral part of our everyday telephone service," says this scientist, adding, "persons talking will be able to see each other and anything in view of each other simply by moving the pick-up tube." Such predictions of things to come is one of the elements which makes television the most fascinating business on earth today. Despite all of our international tensions, the future seems to hold more promise for a better and fuller way of life than any other time in the history of the world.

FM Growing

Eighteen per cent of all home radios and ten per cent of all TV receivers produced last year contained FM reception facilities. Figures released by RTMA Statistics Chairman, Frank W. Mansfield, show a total of 1,471,900 radio receivers with FM circuits produced in 1950. This compares with about one million such sets made in 1949. TV receivers able to receive FM numbered 756,120, an increase of over 250,000 over the previous year.

ANNOUNCING...THE ULTRA-NEW

Admiral

Tele-bar

...WORLD'S MOST LUXURIOUS
20" TV COMBINATION



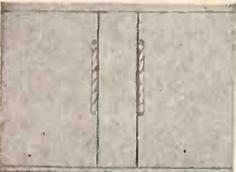
321K49 ... Modern Silver Fox



321K46 ... Period Mahogany



321K47 ... Modern Blonde



For those who entertain regularly . . . the Tele-bar! This exclusive Admiral creation is an indispensable aid to gracious living . . . combining 20" television, Dynamagic Radio, and 3-speed record playing . . . plus a luxurious built-in bar.

Tele-bar is both beautiful and practical. Its exquisite, hand-rubbed, liquor-proof cabinet provides a place for everything. There's a stainless steel mixing tray, liquor-proof serving shelf, "empties" compartment, racks for 32 glasses, and room for over 30 bottles. Custom quality construction throughout.

Available now in period mahogany, modern blonde, and the new ultra-modern Silver Fox styling. Production is limited, so we suggest immediate contact with your Admiral distributor.

*Ask your distributor to show you how "Smart Set," Admiral's colorful new home service magazine, can build sales for you!

ON TELEVISION—"Stop the Music," ABC, Thurs., 8 PM, EST . . . "Lights Out," NBC, Mon., 9 PM, EST

Washington Report



Tube Figures

Sales of television picture tubes to receiver manufacturers in 1950 amounted to 7,473,614 units valued at \$198,737,428, RTMA reports. This compares with 3,305,673 tubes valued at \$92,402,520 in 1949. Indicating the pronounced trend to larger TV screens, 72 per cent of the television-type cathode-ray tubes sold to manufacturers in 1950 were 16 inches and larger in size.

During the same period, sales of radio receiving tubes increased 93 per cent, 383,960,599 tubes compared with 198,753,295. Nearly 20 per cent of the tubes sold in 1950 were for replacement. Sales in December amounted to 38,723,601 compared with 23,807,281 in December of 1949.

For Conservation

President Robert C. Sprague, RTMA, recently appointed a Policy Committee to cooperate with national defense agencies in the conservation of critical materials in the radio-television industry. Chairman of the committee is Glen McDaniel, who will become the first full-time paid president of RTMA on April 1. Other members of the committee are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; Dr. W. R. G. Baker, General Electric Co.; Paul V. Galvin, Motorola, Inc.; L. F. Hardy, Philco Corp.; Leslie F. Muter, Muter Co.; A. D. Plamondon, Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.; R. G. Zender, Lenz Electric Mfg. Co., and Ex-officio, Robert C. Sprague, Sprague Electric Co.

As one of its first tasks, the committee will coordinate the compilation of factual data on engineering developments which are expected to result in the saving of considerable amounts of critical materials, and will present this information to the National Production Authority and other mobilization agencies to the Federal Government.

Parts Reclassification

At the request of the Munitions Board, the RTMA has completed a reclassification of all electronic compo-

nent parts. This reclassification, completed by member-company engineers and the association's staff, permits ready identification of electronic component parts by establishing eleven major groupings into which all electronic component parts fall. Until this work had been completed, the Department of Defense and the electronics industry had difficulty in establishing the standard definitions of electronic parts. The eleven new classifications of component parts are: Transducers, transducer accessories, antennae, circuit interrupters, resistors, capacitors, transformers, housings, piezoelectric frequency control devices, plugs and connectors and hardware.

McDaniel President

Glen McDaniel, 39-year-old lawyer and vice-president of the Radio Corp. of America, was elected first full-time paid president of the Radio-Television Manufacturers Association at the recent meeting of the RTMA board of directors, Stevens Hotel, Chicago. He will take office about April 1. Robert C. Sprague, who has been serving as both president and chairman of the board of RTMA, resigned as president, effective when Mr. McDaniel takes office, but will continue as chairman of the board.

Mr. McDaniel has been associated with the radio-television industry since early 1946 when he joined RCA Communications, Inc., as vice-president and general attorney. Recently he has been serving on the staff of Brig. Gen. David Sarnoff, RCA chairman of the board, and Frank Folsom, RCA president. As chairman of the RTMA Defense Profits Tax Committee, Mr. McDaniel directed the association's recent activities in connection with the Excess Profits Tax Act of 1950, which resulted in the enactment of special relief provisions affecting "growth companies," including TV manufacturers.

1950 TV Sales

More than seven million television receivers were sold to dealers in 36 states and the District of Columbia during 1950, RTMA reports. This is substantially more than double the

1949 total shipments to dealers. Shipments in December amounted to 691,000 sets.

Production of both radio and TV receivers dropped in January below the monthly average of the last quarter of 1950. An RTMA estimate set the decline at nine per cent in radio production and a decrease of 21 per cent in TV output as compared with the monthly average of the fourth quarter of last year. Compared with the average for the entire year 1950, radio production in January was one per cent down, and TV production was up three per cent.

Trends

Rectangular television picture tubes represented 78 per cent of cathode-ray tube sales to manufacturers of TV receivers in January, RTMA reports show. Ninety-three per cent of all TV picture tubes sold to set manufacturers were 16 inches or larger in size.

In another tube category, radio receiving tubes in January increased substantially over the corresponding month of 1950, but dropped below sales in December. January sales of receiving tubes amounted to 37,042,303 compared with 22,272,024 in the same month of last year and 38,723,601 in December 1950.

Voice Winners

Winners of the Voice of Democracy Contest were recently given radio-television sets, along with \$500 for college scholarships and Bulova wrist watches. Held throughout the nation during National Radio and Television Week last October, the fourth annual contest was sponsored by RTMA, the National Association of Broadcasters, and the U. S. Junior Chamber of Commerce, with the endorsement of the U. S. Office of Education. This year the contest drew 1,500,000 high school entries.

Secretary of the Army Frank Pace, Jr., made the scholarship awards, provided jointly by RTMA and the NAB. Associate Justice Tom C. Clark of the U. S. Supreme Court, honorary chairman of the contest, was also present. Dr. Earl J. McGrath, U. S. Commissioner of Education was chairman of the Awards Luncheon. Those honored were: Miss Norita Newbrough, Baton Rouge, La.; Robert Burnett, St. Louis, Mo.; Ricardo Romulo, Washington, D. C.; Miss Anne Harmon, Del Rosa, Cal. During a week of activities in their honor, the winners were received by President Truman, Supreme Court members, members of Congress, and executive department chiefs of government. They also visited national shrines.

Buy of the Month!



Huge 17" Screen!

\$249⁹⁵*
Including
Fed. Ex. Tax

in Mahogany Finish

MODEL 17M2 . . . Famous Air King
precision-built chassis in a hand-
some blond finish table cabinet.

• • •
Contact your distributor today
for details of the

**AIR KING RETAIL
MERCHANDISING PLAN!**

In Blond Finish as shown, \$259.95*

**Prices slightly higher West of the Rockies*

★ Adverted in
this month's

THE SATURDAY EVENING
POST

March 10 and 31 issues

LIFE

March 19 issue

• • •
AIR KING
• • •

• • •
... has everything!
• • •

AIR KING PRODUCTS COMPANY, INC., 170-53rd Street, Brooklyn 32, N. Y.

TODAY'S STRONGEST IN TV AND RADIO-

YES, LIFE-TESTED **Emerson** *Television and Radio*

Every model, every part laboratory tested
for **Better Performance, LONGER LIFE**

NOW! Sell Longer Life for Longer Profits!

THIS MONTH, Emerson will blanket America with the most powerful, most timely sales message in TV and radio. It's a message that goes straight to the heart of what your prospects want to-

day—as they look to tomorrow. Emerson furnishes the *proof*... the complete, scientific proof... that the amazing performance of the Emerson they buy from you now will last and *last* and **LAST!**

Emerson's Jumbo Advertising Drive
Reaches Right into YOUR Store!

From full-page ads in an important list of national magazines right down to sensational newspaper mats, store displays and price tags... Emerson is backing the world's clearest, best-engineered

TV and radio with the biggest, most compelling advertising campaign in its history. Get and *use* your Emerson hard-hitting store promotion material NOW! Sell **LONGER LIFE** for **LONGER PROFITS!**

EMERSON RADIO AND PHONOGRAPH CORP.,
NEW YORK 11, N. Y.

Emerson

SELLING STORY

LIFE-TESTED

NEW LIFE-TESTED EMERSON VALUES

featured in LIFE, LOOK, TIME, BETTER HOMES & GARDENS, THE NEW YORKER, NATIONAL GEOGRAPHIC, HARPER'S MAGAZINE, TOWN & COUNTRY, N. Y. TIMES MAGAZINE; on Radio and Television; and in scores of newspapers!



17-Inch Rectangular
Model 687... \$379.95



20-Inch Rectangular
Model 694... \$499.95



17-Inch Rectangular
Model 696... \$299.95

17-Inch Rectangular
Model 686... \$349.95



14-Inch Rectangular
Model 662... \$219.95



3-Speed,
FM-AM
Phono-Radio
Model 679
\$199.95



FM-AM
Model 659
\$59.95

Automatic Clock Radio
Model 671... \$34.95

3-Way Portable
Model 646... \$29.95
Less Batteries

AC-DC Model 652
\$19.95



ALL PRICES INCLUDE TAX AND WARRANTY
Prices slightly higher in South and West

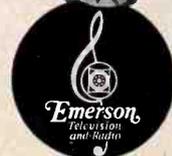
MEET THE SYMBOL OF LONGER LIFE!

He'll be working for you in scores of ways—in window displays, cartons, tags, newspaper and magazine ads. In radio and television, he is the memorable symbol of LIFE-TESTED Emerson's Better Performance and LONGER LIFE!

Better Performance...

LONGER LIFE!

LIFE-TESTED Television and Radio





• In attendance at the Hotel Commodore, N. Y. C., when Fada employees honored Pres. J. M. Marks, were friends, associates and industry notables. Mr. and Mrs. Marks are to the left of the microphone.

Fada's "J. M." Honored For Three Decades of Industry Service



• M. C. Bob Russel, right, presents President Marks with the plaque honoring 30-year service.

Three decades of active leadership in the radio, television and electronics industry is a long time, and such events are often marked by one's business associates, but when a man's own employees take the time to arrange a testimonial dinner in celebration of the occasion, that's news!

This is what happened at New York's Hotel Commodore last February 17 when the employees of Fada Radio & Electric Co., Inc., honored their company president, J. M. Marks, at a surprise testimonial dinner to mark his thirtieth anniversary in the industry. Many leaders in the radio and television field attended, including Fada distributors throughout the East and a host of prominent dealers from the greater metropolitan area. High point of the evening was the presentation of a plaque, inscribed: "To J. M. Marks in grateful recognition and heartfelt appreciation of his humane understanding and endeared association with his employees and for his unyielding devotion and incomparable leadership to the electronics industry for thirty years."

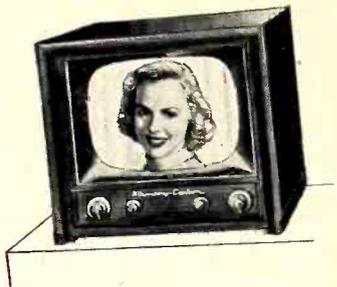


• At the head table, left to right, David Marks, Mr. and Mrs. Nat Marks, Moe Marks, Mr. and Mrs. I. Golden, Mr. and Mrs. Jules Sussman, and Harry Zion.

It's so easy to show your customers —

why

**“There is nothing finer than a
STROMBERG-CARLSON”**



1. Talk about Tuning

It's so easy with the new Stromberg-Carlson TRU-LOK tuning. Steadiest pictures, too.

Shown here: THE STAFFORD, newest table model . . . 17-inch rectangular tube . . . phono jack . . . hand-rubbed mahogany veneer cabinet.



2. Talk about Cabinetry

For every taste, traditional to modern . . . all decorator-designed, all enduringly beautiful.

Shown here: THE EMPIRE, 19-inch console . . . choice Honduras mahogany veneer cabinet; this and all models completely hand-rubbed.



3. Talk about Pictures

All “big-as-life,” from 17- to 24-inch . . . give greater detail and greater realism.

Shown here: THE RADCLIFFE . . . Giant 24-inch tube, biggest for home use . . . exquisite cabinet.



4. Talk about Tone

Famous Stromberg-Carlson tone — that is clear as a bell, majestic as a symphony.

Shown here: THE 18TH CENTURY, available with 19- or 20-inch tube, AM-FM radio . . . fully automatic 3-speed phonograph.

16 exciting 1951 models.

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



• An attractive display of table radios and small items at Jim Earle's Woodlawn store.

It's The "Small" Sale Which Adds Volume To Business

The small radio-phono-record business is not small to Jim Earle, veteran dealer on Chicago's South Side.



• "Just pick it up and take it with you," perks up sales.

FOR over 20 years, Jim Earle has patiently and progressively built up a business and a reputation in the Woodlawn section of Chicago's south side. His Woodlawn Radio & Television store, at 1204 East 63rd St., is as well known in the neighborhood as the "El" tracks which wind clumsily along above 63rd St. When Earle wins a customer he begins to feel that he has added another person to "his" customer list. For in the long years of selling in the radio and record business, Jim Earle has learned that providing satisfaction not only in the product which he sells but in the service which he offers is the sure way to keep customers.

Testimony to the fact that Jim Earle is one dealer who knows how to build customer confidence and at the same time build business volume is the solid record which he racked up last year in sales of what many dealers regard with some disdain as accessory business—small radio and phonograph sales. However, Earle and his five salesmen last year sold more than 1,500 small radios and phonographs. This was over and above a very sizeable television business.

Record Sales in Records

Earle very candidly admits, "we sell all the radios we can get our hands on (Continued on Page 50)"

NOW

WILCOX-GAY HAS-

POWERFUL NATIONAL ADVERTISING

... that "pinpoints" the professional recorder market!

FOURTEEN SPECIALIZED MARKETS
FOURTEEN POWERFUL PUBLICATIONS
... that dominate these special markets!



Wilcox-Gay
TAPE RECORDIO
Model 1B10



Wilcox-Gay
TAPE-DISC RECORDIO
Model 1C10

THIS "PINPOINT" ADVERTISING MEANS MORE FULL PROFIT SALES FOR YOU

This month Wilcox-Gay launches a powerful national advertising campaign aimed at the most profitable, non-competitive market in Electronics — the semi-professional Recorder market. This is "pinpoint" selling that penetrates each special market group backed by the finest line of top quality, low-priced portable Tape and Disc-Tape Recorders ever built by Wilcox-Gay . . . pioneers who have stayed first in recording instruments.

WILCOX-GAY'S NEW NATIONAL ADVERTISING REACHES THESE IMPORTANT MARKETS

COLLEGES — Better methods for speech and music training

PHYSICIANS — Faster, more efficient patient diagnosis

PSYCHIATRISTS — Better diagnosis through recorded interviews

BUSINESS EXECUTIVES — Conference recording speeds business decisions

MUSICAL EDUCATION — The Recorder is important to the musician

SCHOOL ADMINISTRATION — The Recorder brings new advantages to the Schools

INDUSTRY — Industrial leaders discover better ways thru recording

HOSPITALS — Recorders find wide application in diagnostic work

CHURCHES — Recorders have every-day uses in church activities

SPEECH TRAINING — The most efficient method of voice training yet discovered

ADVERTISING EXECUTIVES — Important aid in production of radio and TV shows

BAND INSTRUMENT TRAINING — Students make better progress through recording

BUSINESS OFFICE — The new way of handling conference and field reports

SALES EXECUTIVES — A recognized method of modern sales training

WILCOX-GAY CORPORATION Charlotte, Michigan

RECORDS and record players have enjoyed a business boom ever since the introduction of the new, slower-speed systems. The 45-rpm system of recorded music was publicly unveiled just two years ago. The 33-1/3-rpm system had made its debut earlier.

The immediate, but short-lived, reaction of the public and the retailers was one of uncertainty. But the merits of the new systems soon became obvious to all, with the result that record sales started to climb, and are still climbing, as indicated by the fact that record sales for the first six weeks of this year are 40 per cent ahead of the like period in 1950.

Sales Evidence

The figures on comparative sales provide evidence of the public acceptance of the new systems. During 1949, the new speed records accounted for less than 15 per cent of the volume. But by the end of 1950 some startling changes had taken place—45-rpm and 33-1/3-rpm records accounted for nearly one-half of the 1950 sales volume.

As might be expected from the foregoing, the number of manufacturers of 45-rpm records has risen sharply—from two in March, 1949, to 24 at the end of the year, to 57 at the end of 1950. The production of 45-rpm players has grown proportionately, from 800,000 during 1949, to 2,170,000 during 1950.

Tough Sledding

Although the new speeds offered very real and substantial improvements over the 78-rpm system, which assured their eventual acceptance, that acceptance was speeded up by an immense amount of careful planning and extensive promotion.

The proponents of the new systems faced a knotty psychological problem. Millions of people with large libraries of 78-rpm records felt a deep aversion to switching. Sixty years previously, when changing from cylinder to flat discs, the record industry had faced a similar situation, but on a much smaller scale.

The 45-rpm had even rougher sledding than the 33-1/3. When first announced, the system received a somewhat unfavorable press. Although RCA Victor had invested 10 years of research and experimentation in developing the 45-rpm system, some of the critics and commentators, instead of judging the system on its merits, were concerned only with the confusion they said would result from the introduction of a third record speed.

The result was a period of uncertainty, with the public resorting to an attitude of watchful waiting, and dealers worrying about the future of their record operations.

Top Echelon Selling

To bring the situation into proper focus, to get the 45-rpm system a fair hearing before dealers and public, RCA Victor, after announcing the new system, launched a unique and extremely effective promotion campaign.

The company organized 12 teams, each composed of seven top-level executives, and sent them touring the country. The teams appeared before groups of dis-

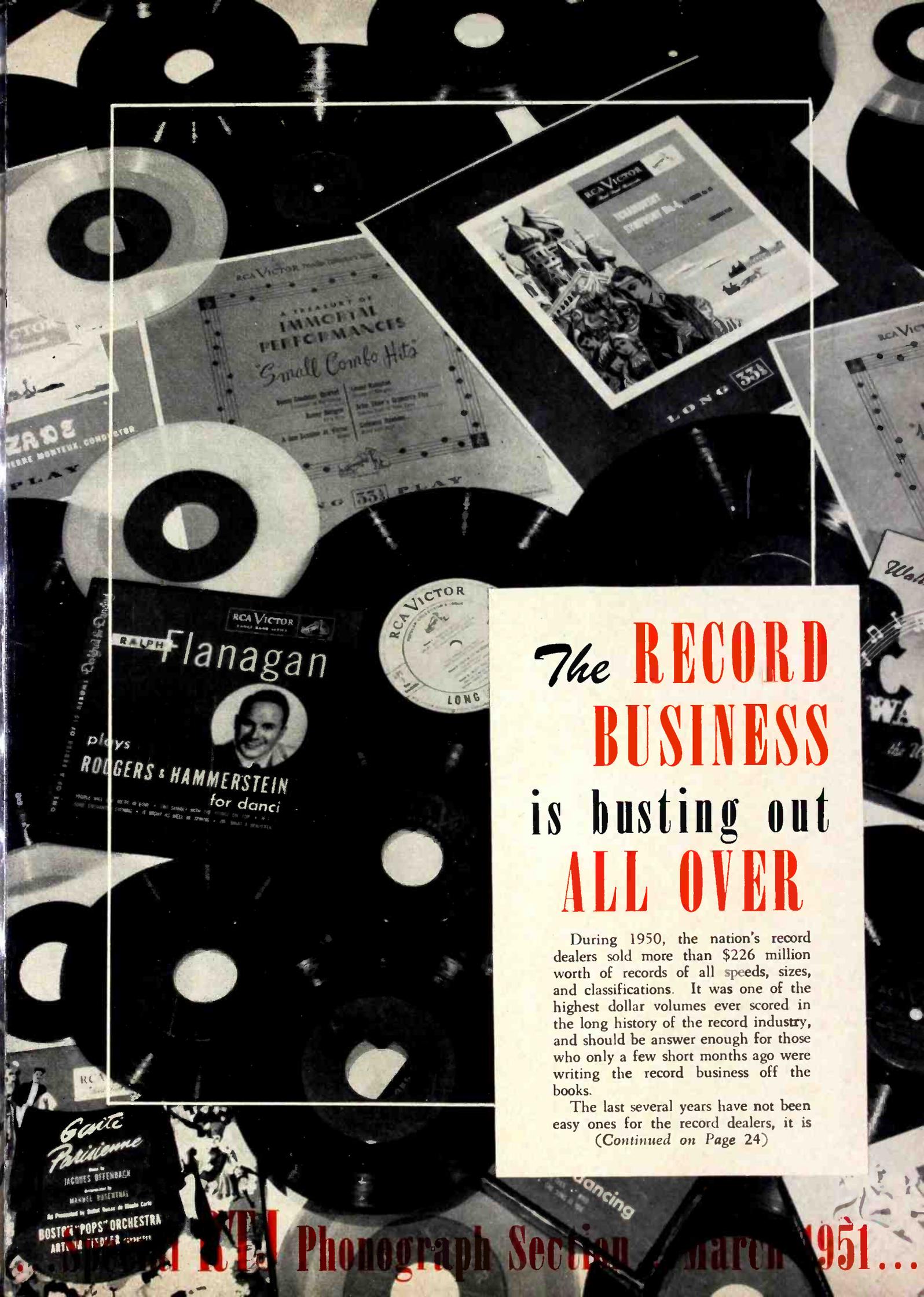
How the New Record Speeds Sparked A Revival of the Record-Phono Business

A short two years ago, at the height of the confusion about the record speeds, there were many professional 'viewers-with-alarm' who were predicting the early burial of the record business. However, other industry people (and we're proud to say that we were among them) saw in the new record speeds just the gimmick which could give new life to the lagging record-phonograph business. Events of the past year have more than justified this optimism. Today, record-phono sales are reaching new highs, and it's only the beginning. Have you hitched your sales to slow-moving but fast-selling record business?

NAT BOOLHACK, Editor

tributors and leading retailers to demonstrate the 45-rpm and tell the story of the system's merits. Distributors then passed the information on to all dealers. Within a few weeks more than 10,000 dealers were sold on the 45-rpm system, and eagerly selling it to others.

The mounting sales figures bear witness to their efforts—45-rpm record sales: up from 6 per cent of total sales in 1949 to a current sales rate which challenges the 78-rpm for industry leadership.



The **RECORD** **BUSINESS** is busting out **ALL OVER**

During 1950, the nation's record dealers sold more than \$226 million worth of records of all speeds, sizes, and classifications. It was one of the highest dollar volumes ever scored in the long history of the record industry, and should be answer enough for those who only a few short months ago were writing the record business off the books.

The last several years have not been easy ones for the record dealers, it is
(Continued on Page 24)

Record Business Busting Out All Over

(Continued from Page 23)

true. But, as the sales figures show, they were profitable ones for those who took up the slack with smart, alert merchandising and promotion. Since the middle of 1948, the record industry has been in a state of transition.

Uncertainty

The introduction in rapid succession of two new and entirely different record-playing systems caused considerable excitement and some uncertainty among both the dealers and their customers, as would the introduction of any revolutionizing development at any time.

The vast majority of dealers, fortunately, recognized the many sales advantages inherent in marketing superior and less costly products, and they merchandised the new records and instruments to achieve sales acceptance as quickly as possible.

These were the dealers who recognized that it was illogical that RCA Victor, the leading record manufacturer in the industry, would gamble its leadership and its lucrative 78-rpm record and instrument business on a new development, the 45-rpm system, unless the company was certain that it had a sure-fire winner in that development.

Being merchandisers and promoters, these dealers invested and realized for themselves that the "45's" many new features made its acceptance by the buying public inevitable, only a matter of time. There were some dealers, however, who refused to believe that this progress could come to pass. Some refused to stock more than one of the two new speeds. Others persisted in going along exclusively with the older 78-rpm system. And still others claimed the industry was going to ruin, and they closed out their record departments.

Missed Disc Sales

However as the sales figures show, those dealers who refused to face progress actually panicked themselves out of an expanding, highly lucrative business. The dealers who threw up their hands and claimed that the industry was confusing their customers were wrong. They were confused, not their customers. The nation's record buyers needed time, that's all—time to digest the significance and advantages of these new developments before deciding which offered them the most for their dollars.

There is always a time factor before any new product, no matter how attractive, catches on. Television dealers will remember that in 1946 they sold only 6,000 sets. In 1947 the pace

picked up to 250,000, and went to 1,000,000 during 1948. Last year, they sold some 7,000,000 receivers.

The new 45-rpm and 33-1/3-rpm systems also required time. And, as the figures now show, record buyers have made up their minds. During 1949, the first year that dealers offered all three systems, the record dollar volume dipped to \$140 million. Of that total, the 45-rpm system, then nine months old, and the 33-1/3-rpm system, then 18 months old, accounted for less than 15 per cent of the total.

Sales Upswing

During 1950 occurred the big swing about. The new-speed changers were in use by the millions. More and more record buyers had come into contact with them, and had approved them. More important, people who never before had owned changers or bought records were attracted by these new developments and became record buyers. The figures tell the story.

Last year, record sales jumped to \$226 million, and the new-speed records accounted for nearly half the total volume. Several important facts can be drawn from these results. Obviously, the two new speeds have been accepted by the buying public—virtually half of all record sales last year were in the new-speed category. It is also apparent that the new records have expanded the record market, attracted additional customers. And it is also apparent that for the present at least dealers are in a three-speed record business.

Three-product Sales

Each of the three-speed categories is selling well. Each has its own following of record buyers. And while, as the figures indicate, the 78-rpm system has lost ground to the newer developments, its 19 million changers in use throughout the nation today represent its life insurance for a long time to come.

This means, then, that the dealer should regard his record operation as a three-product activity. He should stock, promote and push each of the three in accordance with the popularity of each among his customers. The dealers who last year decided they were better off out of the record business should take another look at 1950's \$226 million volume and consider seriously returning to this lucrative activity.

All signs point to record prosperity ahead. And the most impressive of all these signs is the enthusiasm with which old and new record customers have accepted and are buying the new speed records.

Color

The color television situation, which has been quiescent since last November when the mobilization knocked all thoughts of color into a black-and-white cocked hat, cropped up again recently when RCA asked the Supreme Court to deny the motion of the F.C.C. seeking to avoid the Court's review of the color television case. In support of its contention, RCA pointed out that the development of television in this country is without parallel in American industry. With more than 12,000,000 TV receivers in the hands of the public, states the RCA brief, an incompatible system is, therefore, "nothing more or less than an unready system. Incompatibility is a basic defect in a color system," says RCA, claiming that the cost of achieving compatibility should be borne by the developer of a color system and that it should not be passed on to the public, as the F.C.C. has done in this case. Maybe the nine wise old men of the Supreme Court will be able to find the most equitable solution to one of TV's most distressing problems.

Dealers' Dilemma

Seems that something or other is always bothering the dealer who, like gentle little Ferdinand the Bull, just would like to buy and sell merchandise at a fair margin or profit. But the world situation being what it is, this is not possible, says Mort Farr, president of NARDA, who in a recent talk to 700 dealers at the Cleveland Town Meeting of Radio and Television Dealers, outlined those factors which today "jeopardize the very continuance of literally thousands of dealers." What are these factors? They are, says Farr, sharply curtailed supplies of merchandise, suddenly zooming taxes, and manpower being drained off rapidly. While realizing that the national welfare takes precedence before that of any group, Farr stated that dealers can unite to make sure that "the burden we carry is fair and equitable." Farr recommended several things for dealers to follow: fight inequitable taxation; show the importance of priorities on at least service and maintenance; and establish training programs to create new sources of manpower.

To Boost Baseball

A baseball promotion program for use by radio-television manufacturers, distributors, and dealers, in cooperation with major and minor leagues, to boost gate receipts in 1951—baseball's anniversary year—was recently distributed to all RTMA members. The program sets forth steps which manufacturers and their distribution outlets can take to promote baseball.



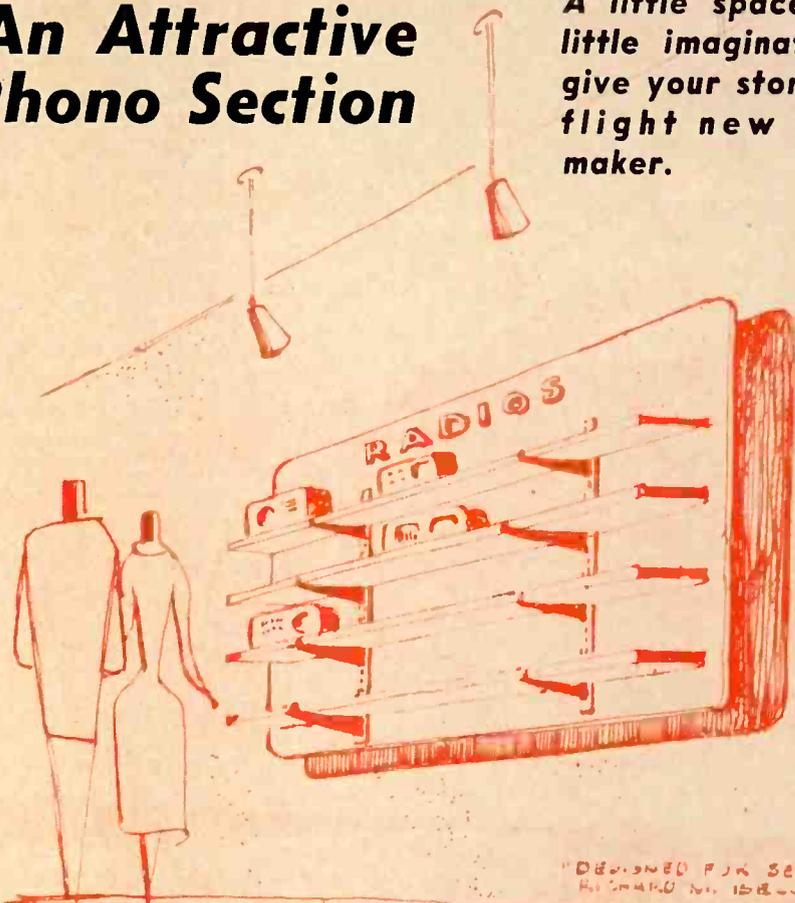
• Centre Music Stores (N. Y. C.) houses its beautiful record-phono section in a space no larger than 17 feet by 6 feet. Designed by Richard M. Bellamy, architectural consultant of "RTJ."

How To Build An Attractive Small Record-Phono Section

A good, profitable volume-producing department specializes in records, phonographs, small radios and wire and tape recorders can be a real business windfall for the television store owner during these trying times of confusion and uncertainty. Some television merchants have surmounted some severe periods on the strength of a complete record and small radio volume. Other dealers have these departments but neglect the min favor of "big ticket" T.V. merchandise, and still other dealers say they are too jealous of their floor space to give up any of it to the merchandising of these comparatively "small ticket" products.

It is to this last group that we want to talk first. Actually, how much space do you need for a representative record-phono-small radio section in your store? One answer to this question is the photograph above of the record department of the Centre Music Stores, N. Y., designed by this writer. The whole department is housed in a space of 17 feet by six feet. The new long play 45-rpm records make possible the
(Continued on Page 65)

A little space plus a little imagination will give your store a top-flight new profit-maker.



• You can build your own adjustable display rack for small radios, phonographs, and accessories. See specifications in this article for constructing this type of display for your store. Mr. Bellamy tells you how to do it yourself, and at low cost.



• Philadelphia's World Store offers its customers a complete selection of both popular and classical music in all three speeds. Bill Meyer, left, store manager, reports that 45-rpm sales account for almost half the department's volume.

"DURING the last war, record sales skyrocketed. And if the present emergency produces a similar shortage of television and radio receivers, we expect an increase in our record and player business large enough to compensate for a substantial part of the loss."

This outlook is held forth by Fred J. Bosch, general manager of World Store, Inc., a large and busy neighborhood dealer in radio and television receivers, home appliances, and automotive accessories, situated in a prosperous, middle-class community in Southwest Philadelphia.

"We're doing a record and player business of about \$50,000 now," said Mr. Bosch, "and we look for an increase that will very nearly double this if television gets in short supply."

Steady Growth

World Store, under the presidency of Leo Chadwin, moved to its present location at the heavily traveled intersection of 52nd Street and Baltimore Avenue in 1933, starting with a stock of automobile accessories and parts. In 1936, Mr. Chadwin added a line of radios. At the same time, but somewhat tentatively, he decided to set up a record department. The initial investment was \$750.

During the next five years, the department grew slowly but fairly steadily. But when the Second World War dried up many of the normal outlets for spending, records, which were still

Started Record Dept. With Now Does \$50,000

Fred Bosch sees in records a profitable 'cushion' against possible shortages in TV and appliances.

available, enjoyed a boom. Leo Chadwin and Fred Bosch saw their little record department quickly develop into one of the most important elements of their operation.

With a new enthusiasm for the possibilities of recorded music as a steady and substantial source of income, they allotted more space to the department, enlarged the stock of records and players, and began a continuing promotion campaign.

World Store's chief advertising medium to promote record sales is radio, used in cooperation with the RCA Victor distributor in the Philadelphia area, Raymond Rosen & Company, and other dealers. The store has discovered that church and school publications are also good instruments for record advertising, and takes space in them regularly.

Record Radio

Among the store's special short-term promotions, none has been more suc-

cessful than its Record Rodeo. During this campaign, each customer who purchased a dollar's worth of shellac records received a chance in the Rodeo lottery. Prizes included two tickets to "South Pacific" and train fare to New York, a season ticket to Penn football games, and a record player.

At the end of the Record Rodeo, Messrs. Chadwin and Bosch happily chalked up the following results: A lot of old shellacs moved off the shelves, some new steady customers for the record department, and a substantial number of names added to the record mailing list.

The mailing list, which is up-to-date, large, and constantly growing, provides World Store with its most lucrative promotional activity. All names are marked as to their preference for classical or "pop" music, and to each is addressed each month an appropriate mailing piece featuring the latest releases.

Point-of-sale display has an important



• Leo Chadwin, president of World Store, Inc., demonstrates a record player to a customer. Note how the players are displayed in conjunction with television sets so as to stimulate tie-in sales.

50 Investment Year!

place in the merchandising program of World Store, particularly in promotion of the 45-rpm player. A generous amount of window space is usually devoted to the instruments, and they are featured in the television department to highlight the fact that many television sets include phono-jack for the ready attachment of such a record player.

The sale of 45-rpm records and players has climbed steadily until today they account for about half of the department's volume, according to Mr. Bosch. At least part of the 45's popularity is the result of the promotion by RCA Victor and its distributors, he says.

"The company's advertising brings them into the store," said Mr. Bosch, "and the '45' player, with its tremendous sales appeal, does the rest."

In the opinion of this highly successful Philadelphia retailer, business in the recorded music department is good enough to provide a cushion for World Store in the event that television and radio receivers should be entirely or partially removed from the market.



• The children's corner is one of the busiest in the store. Formerly, children's discs were considered a holiday item; now they sell year 'round.

It's Time You Sold Tape Recorders!

An authority on tape recorders cites dealer opportunities in an untapped market



Wayne Beitel
Sales Mgr., Eicor, Inc.

More than 160,000 educational institutions in America create a limitless retail market for an item radio and television dealers have been neglecting to sell effectively—tape recorders. Already many of the larger educational institutions throughout the country have purchased from 25 to 30 tape recorders for use in their daily programs. These recorders are used to teach students in speech classes, dramatic courses, typing and shorthand, for history, languages and for dozens of other purposes. In addition to their use for teaching purposes, tape recorders are finding increasing use among students themselves.

Simple arithmetic will serve to highlight to any dealer the wide open market the schools afford to dealers. In every community there are grammar and high schools. In some communities there are colleges and universities. In others, there are private institutes and academies, sectarian and non-sectarian private educational establishments. In all, the schools represent a potential sales market running into hundreds if not thousands of units. Who is now selling this market? The manufacturers, and simply because the dealers refuse to take the initiative and boom their sales of tape recorders.

Minnesota Plan

Every day new uses are being developed for tape recorders. One notable one was that developed in Minnesota, where the State Board of Education established a project of using pre-recorded tapes to bring wider use of valuable educational programs into the school. For instance, an investigation showed that 500 school districts in Minnesota had graded elementary and high schools with an average of fewer than 20 teachers each. Because these schools were situated in smaller towns not served during school hours by the two educational radio outlets in the state, a great many of the schools could receive no educational broadcasts at all. Because of classroom conflicts, even a great many teachers in the metropolitan areas, where broadcasts could be received, either could not or did not make full use of educational radio.

By putting on tape some 600 programs ranging in length from 15 minutes to an hour over a period of 12 months, the Minnesota State Board of Education overcame the restrictions and limitations imposed by broadcast schedules and lack of equipment. In addition, all useable disc programs were re-recorded on tape, and

(Continued on Page 36)



• *Students of the Barrington, Ill., Countryside elementary school use an Eicor tape recorder to record practice for Christmas programs.*



• *At the Countryside school tape recorders are used for teaching corrective speech, languages, dramatics.*



• *What has become standard at the progressive Countryside school can spread to other schools.*

heading the *Easter Parade*

eureka picture tubes lead the field in . . .
crystal-clear performance and longer life!



**Perfection
in Clarity,
Durability
and Long Life!**

The living charm and elegance of the Easter Parade ushered into thousands of homes . . . such is the wonder of television electronics with which Eureka Picture Tubes are so vitally linked. Eureka's precision engineering assures crystal-clear reception and finer service . . . now at the peak of perfection, Eureka tubes are truly the finest available.

EUREKA TELEVISION and TUBE CORPORATION

Manufacturers of Cathode-Ray Tubes and Electronic Products

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The Sky's the Limit For "Sound" Dealers

The high fidelity business is on the boom once again. Heres straightforward talk on how TV dealers can capitalize on this lucrative market.

OLD timers in the radio and music business will tell you that the current "hi fi" craze is just another example of how history repeats itself, and that "there's nothing new under the sun." And, how right they are!

How many of you remember the exciting days of the console TRF? Battery sets were on their way out, and electric current power packs (A and B "eliminators") were taking their place. Radio stations were springing up all over the country—and the networks were being born. Radio was finally being accepted in the American household as more than just dad's pet hobby or whim. The whole family thrilled at the words: "And now we take you to . . . HOLLYWOOD!"

A fairly decent console sold at around \$300, which certainly wasn't hay in those days. But the market was wide open, untapped—practically everyone who came into the shop for a gramophone record, a package of steel needles, or a sheet of music was a hot prospect. "Good morning, Mrs. Blake . . . By the way, would you like to hear this record you bought played on the new Radiola we just received? . . . Such realism." Chances are she never could quite enjoy Mr. Caruso again, as played on her old Victrola. Sooner or later you sold the Blake family a Radiola.

Long, Long Ago

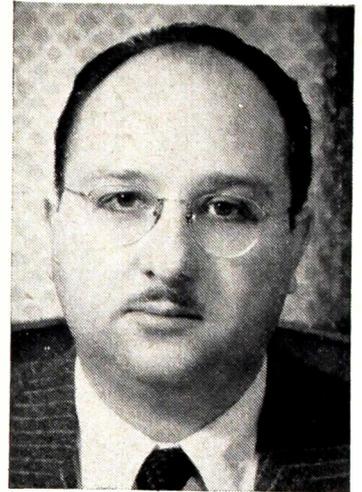
I remember, too, the day my dad bought our first radio, a Kolster TRF. How well I recall the meat of the salesman's pitch. "Sir, you have just purchased a fine instrument. You and your family will have many years of troublefree pleasure, I'm sure. But, before we deliver the set, I should like to show you something new—it just arrived, and we here at Prospect Radio are all quite excited about it. It's a new kind of loudspeaker—a, er, dynamic something or other. Supposed to be better because it has a moving voice coil—whatever that means—I really don't understand it, but I tell you it's

simply amazing! None of the manufacturers are putting it into their sets yet. I guess it would raise the price too much, but when this speaker is substituted for the one in your set, the difference is immediately apparent. Let me show you . . . listen!"

Well dad bought the special speaker alright. I guess he figured that if he was going to spend good money on a new radio which was supposed to last a long time, he certainly wanted the best he could afford. I don't think any of us could really have been happy with the set the way it was, once we had heard this new type speaker. So, dad put up 75 bucks more, which was our cost for the new speaker installation and trade-in on the original speaker included. Sure, it was a heck of a price to pay—but we did enjoy our purchase all the more, and for years dad bragged as how his set was not just the "ordinary" kind—He got his money's worth all right! As for the dealer, it paid off many more times for him too. I myself remember three sales Prospect Radio made due to our sending friends to "the place" we had gotten our big buy. Word-of-mouth advertising—you can't beat it.

Full Cycle

And now it's happening all over again. Only this time it's a bit more complicated. But, the unit sales are greater and so the attendant benefits. Today, radio, television, and music dealers offer a diversity of products for sale under one roof which exaggerates the importance of any one item carried. Sell a package of phono needles to a customer, and he might get interested in a washer or dryer, a refrigerator or freezer; or the lady may spy a broiler, iron or even a sewing machine. Bring Mother in for a price on the typewriter in the window and chances are her youngster will walk out with a copy of Frankie Lane's latest. The important thing is that whatever the pretext, one sale leads to another in these days of "drug store" merchandising. If you can



• **Larry J. Epstein, author of this article, is sales manager for University Loudspeakers, Inc.**

offer something different—something unusual, something that will bring them into the store, that attraction may pay off in other unexpected ways.

The strange thing about present "hi fi" business is that it's being accomplished mostly through new, unprecedented channels. Some jobbers, finding dealers slow to appreciate the potential of this lucrative field, have been forced to establish elaborate sound departments where customers may be brought for listening tests and other demonstrations. Despite the inconvenience of such arrangement, the "custom" sound business is rapidly becoming an industry in itself. An estimated \$200,000, 000 worth of sound recording and reproducing equipment was sold during 1950, and every indication points to a consistent and rapid rise.

Things to Remember

There's much good reason for this phenomenal development. As everyone knows, the record business today is greater than ever before in history—sales made in the days when there was only the mechanical phonograph are peanuts in comparison. Yet, with the advent of 45 and 33 1/3 RPM long playing records, special FFRR high fidelity recordings, the extended range scratch-free pick-up cartridge, and what not—the reproduction capabilities of the standard radio and phono combination console remains inadequate to the serious listener.

FM stations, despite whatever you might have heard to the contrary, have



• Sun Radio's sound-TV studio is an excellent example of how to merchandise high fidelity products. Tuners, amplifiers, changers, and speakers are here arranged for easy identification. One control panel is used for all demonstrating. There is plenty of room for customers to relax and browse around.

been steadily increasing in number. Today there are approximately 680 in number, covering areas involving approximately 90 per cent of the population. Most consoles today use an FM band in place of one of the shortwave bands. The advantages of FM are well known to us all, and by this time the customer as well. You'd be surprised to know how many people do use the FM band, especially in areas where the networks use FM outlets simultaneously with their standard b'cast band stations. Latest audience estimate is 25 million. But, here again, the average console is incapable of reproducing the fidelity possible from FM reception.

While we're at it, let's not overlook TV which transmits the sound portion of its program through FM equipment. Television manufacturers have been particularly notorious in

neglecting the audio end of their receivers, especially in table models, yet today there are over 9 million sets in use which can be improved with not too much effort. Manufacturers realize all of this, but most of them fear that the added cost of improving the audio qualities of their receivers will make them uncompetitive—that it would take too much advertising to convince the public that the added cost represents superior value. From a manufacturer's standpoint, this may be so—though there are a few who have experimented, and quite successfully, with sets of improved characteristics. In due time it may be that they will offer special high fidelity models, but for the present there exists once again for the alert dealer, a splendid opportunity to cash in on the public's re-awakening desire to exploit fuller benefits from equipment already purchased, or which must

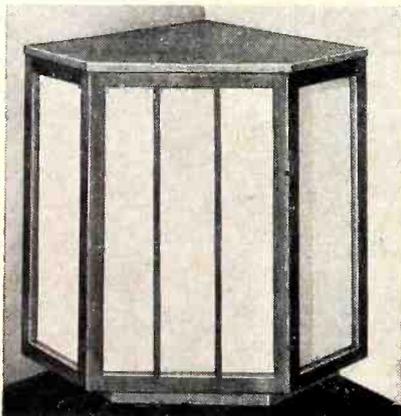
be purchased for lack of a better selection.

The Evidence

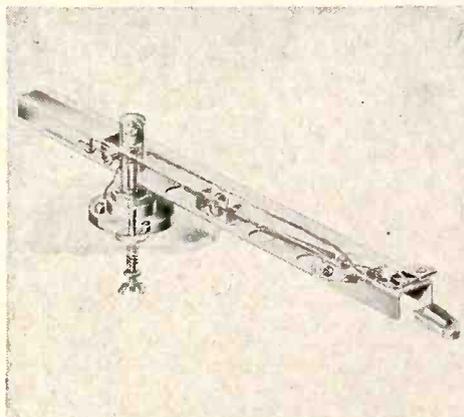
If you don't think that market exists, just visit the annual Audio Fair in New York City and see for yourself the rabid interest which exists among the citizenry of every class. Over 7,500 people jammed two floors of the Hotel New Yorker last October to see, and listen to, exhibits dedicated exclusively to high fidelity equipment, the majority of which was intended for home use. There is talk at this time of similar "fairs" for the centrally located cities. You all know how quickly the bug for radio amateur work spread. There are now some 88,000 licensed "hams" in this country alone supporting a multi-million dollar industry in "ham" equipment and parts. Well, today, from every walk of life, from adult to adolescent, laborer, professional, musician and office worker, stream converts to the new order of "hi fi enthusiasts." This is understandable. Music is universal in appeal, and the beautiful thing about it is that *you don't need an FCC license to partake.*

The great bulk of this business can fall quite naturally to the radio and television dealer. Who else enjoys closer contact, day by day, with the great mass of prospective radio purchasers? The dealer who sells music, be it records, a radio or a TV set, has a finger tip, intimate knowledge of his prospect. He probably knows many by their names, understands their personal likes and dislikes. His servicemen go

(Continued on Page 68)



• High fidelity speakers can be mounted in attractive corner cabinets like this by S. Friedland Electronics.



• This magnetic pick-up arm, made by Pickering, is a further example of the high quality accessory equipment

\$ T A R \$ F O R V O L U M E

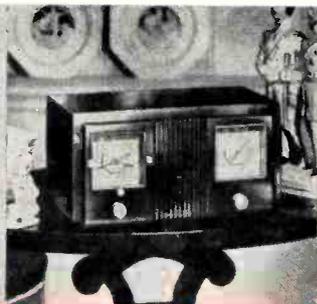
THERE can be little doubt that television has been the 'glamour girl' in the dealer's store for the past few years. It is not difficult to explain this dealer preference for TV over other accessory lines of merchandise: first, television is a 'big ticket' product; second, the public was and is so enamored with TV that it has not been too hard to sell in competition with other merchandise; third, salesmen (understandably) concentrated on TV because it offered the biggest commission.

So that's the background . . . but times have changed, and the merchandising atmosphere in dealers' stores has changed, too. In the first place, television isn't moving as smoothly as it did; and even more important, new accessory products are available which the public wants and which dealers can sell if only they will get off their chassis and do some selling.

Three-speed and single-speed phonographs, automatic record changers, clock radios, portables, tape



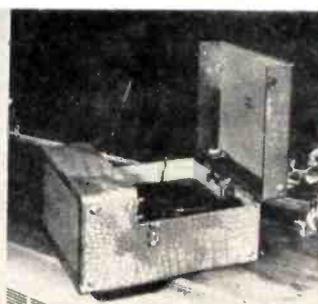
For professional, educational and industrial markets, this Wilcox-Gay tape recorder provides two full hours of recording on a single five-inch tape.



GE's five-tube plus rectifier clock-radio picks up distant stations with added clarity, has RF amplifier for improved reception in weak areas.



Waters Conley three-speed automatic record changer has three tubes, including amplifier, volume and tone controls, and high-fidelity amplifier.



The Ansley "Envoy" has an 8-watt, A.C., output. Portable, it is a three-speed changer with five tubes, including rectifier. Uses 8-inch speaker.



This Major Electronics phonograph has 3-tube amplifier, 5-inch Alnico speaker, dual needle twist arm pickup, tone controls.



One of the 15 Vanity Fair phonographs, this portable phono operates on three speeds, has three tubes, 5-inch speaker and reversible pickup.



Symphonic's "Collegiate" is a three-speed player with a three-tube amplifier and an Alnico 5 magnet speaker. Has special speaker baffle.



A new portable tape recorder by Bell Sound, for home, professional and business use. Records for immediate playback on 5- or 7-inch reels.



This is a leader in the Webster Electric line of Ekotape magnetic recorders. Portability and fidelity of reproduction are features.



U. S. Recording's "Panacoustic" plays records and transcriptions at all three speeds. Has dual point pickup cartridge, and 6-inch speaker.

SALES MEN BUSINESS

and wire recorders, children's phonographs, records of all speeds, albums, needles, speakers — these are but a few of the vast number of products which the industry is making and which can build dollar volume to a high degree.

All of them are *right* for a radio-television store and their market acceptance is at an unprecedentedly high level. Some dealers weep when big set business falls off in the Spring and Summer. Others concentrate on other lines to maintain that

volume which is so essential to staying in business. Illustrated below are just a few of the numerous accessory lines which can help you bridge the gap of doldrum business. Are you getting your fair share of this market? It's there for the taking. Specific information concerning name and address of manufacturer, as well as availability of any of the products illustrated below, may be obtained by writing to the Editor, Radio & Television Journal, 1270 Sixth Avenue, New York.



Attractively designed Revere tape recorder for a host of markets — schools, churches, clubs, business and professional people,

RCA's 45-rpm portable phonograph in a self-contained unit, with built-in loudspeaker and amplifier. Snug handle for ease of carrying.

The Privat-ear portable radio weighs less than eight ounces, batteries included. Has two tubes and built-in telescopic antenna. Case is plastic maroon.

Philco's electric clock radio turns off automatically, turns on at any pre-set time. Set has a built-in aerial. Comes in brown plastic, ivory and walnut.

This is Eicor's tape recorder and player designed particularly for the school and organizational market. Professional recording, smart styling.



Market "Play-ster" plays all size records, three speeds automatically. Plays 10 and 12-inch records without turning over.

Kiddie phonograph by Kraft Bros. features two tubes and loud amplifying system. Made of tutione steel and masonite, with plastic saran grill

Portable radio-phonograph by Steelman. Five-tube superheterodyne radio, with built-in antenna. Plays all records, all sizes, all speeds.

The V-M tri-o-matic plays through the amplifying system of any TV or radio set. Records lowered, not dropped by spindle to shelf.

New Dynavox phono plays all three speed recordings, operates on 110 volt, 60 cycles, AC. Has three-tube high gain amplifier and 5-inch speaker.

RTJ

New Products for Spring Selling

Radios
Television

Consoles
Recorders

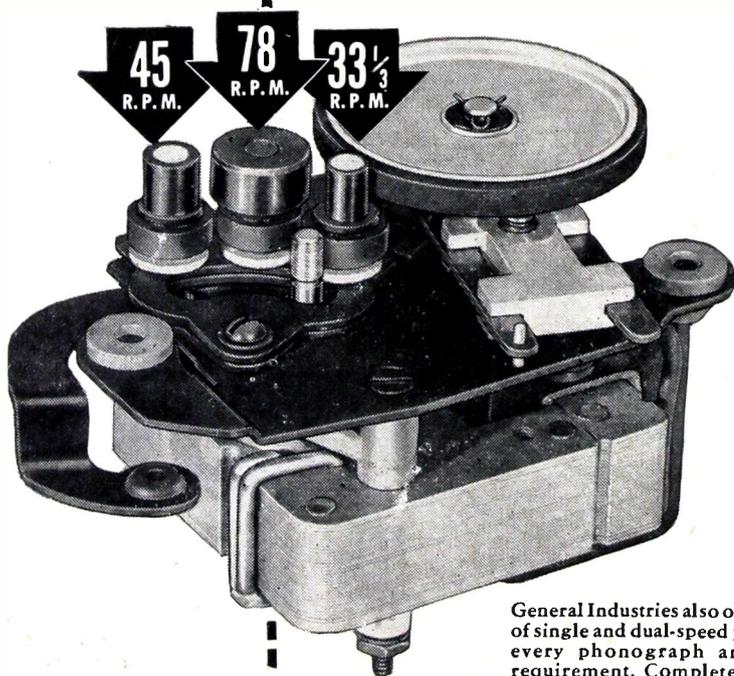
Phonographs
TV Accessories

HEART  OF A *good* RECORD-CHANGER

It's General Industries' turret-type, 3-speed motor, currently being supplied to record-changer manufacturers.

In this highly efficient design, turntable speeds of 33 $\frac{1}{3}$ —45 and 78 RPM are secured through three separate pulleys mounted on a turret plate. By means of a simple lever, the desired pulley is brought into contact with the idler wheel. The two pulleys not in contact with the idler wheel remain stationary.

In addition to this turret-type motor, General Industries also offers the popular Model TR turret-type, manual 3-speed motor, as well as the Model TS belt-driven 3-speed motor for both manual and record-changer applications. Write today for full information on all models.



General Industries also offers a complete range of single and dual-speed phonomotors to meet every phonograph and record-changer requirement. Complete details on request.



The GENERAL INDUSTRIES Co.

DEPARTMENT F • ELYRIA, OHIO

Fada 17-inch TV

Mfd. by Fada Radio & Electric Co., Inc.,
Belleville, New Jersey



Featured in this matched-grain mahogany veneer console TV is a 17-inch rectangular filter glass tube. The console also features 10-inch speaker and built-in antenna. Has extra deep screen of burnished bronze to frame the picture tube.

Say you saw it in *Radio & Television Journal*, March, 1951

Majestic 17-inch TV

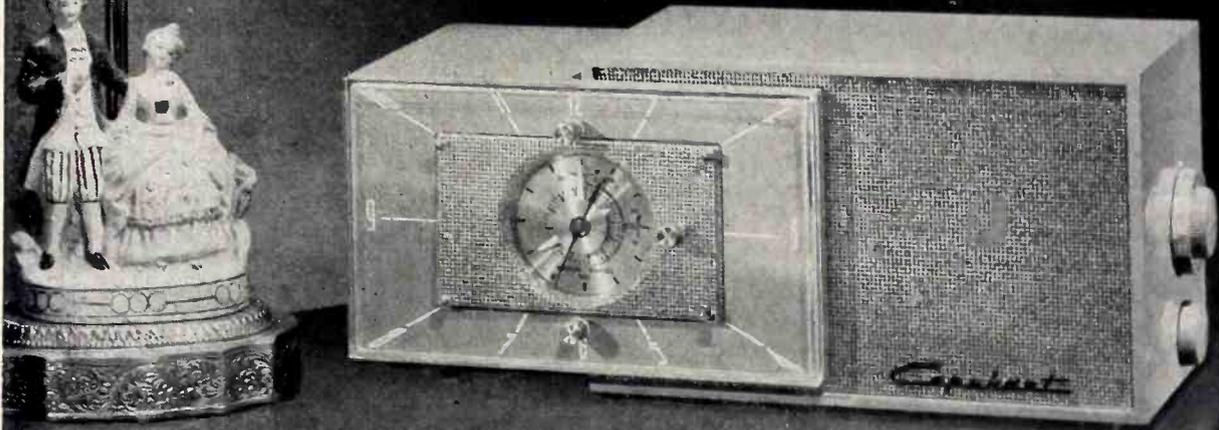
Mfd. by Majestic Radio & Television Corp.,
70 Washington St., Brooklyn, N. Y.



Model 73 in this firm's television receiver line is a 17-inch rectangular "Sight Saver" tube. Receiver also features a built-in antenna and offers single knob tuning. The table model TV comes in hand-rubbed limed oak cabinet.

Say you saw it in *Radio & Television Journal*, March, 1951

A DISTINCTIVE NEW CLOCK RADIO



FROM THE MAKERS
OF THE INCOMPARABLE

Capehart

Timed to help you wake up THOUSANDS OF NEW CUSTOMERS!

This new versatile clock radio with appliance switch will start your coffee perking the minute you wake up—turn on the electric blanket half an hour before you go to bed. Waken you with a stirring march and sing you to sleep

with a dreamy lullaby. The Capehart clock radio—a tireless personal secretary—does all these jobs and many others, too. Glamorous plastic cabinet has distinctive gold-finished grille—clock is luminescent.

Here in this worthy addition to a famed line is superb tone . . . and an accurate and handsome timepiece. Yes, this Capehart clock radio is so good looking . . . and so useful for timing electrical appliances. . . hundreds of your customers will want it not only for bedroom and kitchen use but also as a household companion throughout the day.

Everything is being done to launch this great new item. Sales-stimulating, four-color, full page ads in *The Saturday Evening Post*, *Life*, *Holiday*, *The New Yorker*, *Better Homes and Gardens*, *Look*, *Sunset Magazine* and *Newsweek* will announce its appearance next month. Your Capehart distributor is ready with bell-ringing displays and powerful local advertising. See that your stocks are adequate! Cash in on this huge promotion! It's your big chance for profit!

INCOMPARABLE FEATURES

Add them up!

Appliance Switch. Outlet for electrical appliances is located at the back of the receiver. When the appliance is plugged in and alarm set, appliance is automatically turned on.

Radio Alarm. Four functions possible: 1) Radio turns either on or off at time selected. 2) Radio operates independently of clock. 3) Buzzer alarm operates independently of radio. 4) Buzzer is set to operate seven minutes after radio comes on to awaken especially sound sleepers.

Cabinet. The handsomest, most original design for table top radio in the history of the industry! Grey plastic cabinet blends with any color scheme.

Smart, modern clock face in clear plastic. Luminescent hands. Control knobs in brushed bronze finish. Distinctive perforated grille in gold color finish.

AN **ITT**
ASSOCIATE

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

Time To Sell Recorders

(Continued from Page 28)

permission was obtained from the U. S. Office of Education to copy the recordings in its Script and Transcription Exchange. A catalog was printed so that schools could order these tape-recorded programs. Within the first seven months, 125 schools were served with a total of 2,004 recordings.

Plan in Action

Response to the project was at first spotty, because schools within Minnesota did not have the facilities for playing back the tapes. But the State Board of Education received inquiries and requests for pre-recorded tapes from all of the 48 states and four foreign countries. These requests were filled in the beginning. But now, since 90 per cent of Minnesota's own schools have acquired tape recorders, the recording facilities have become so overworked that it became impossible to serve the demand for pre-recorded programs from outside the state.

In operation, the plan allows each school to send in a reel of tape to the Board of Education, plus return postage. The program ordered from the catalog is recorded on this tape and returned to the school. In this manner, a school only needed a minimum of one reel of tape, which could be sent back and forth to have different programs recorded on it. However, many schools preferred to add each tape to their permanent library of recorded programs.

Using Minnesota as an outstanding example, many other states are now beginning similar pre-recorded tape projects. The popularity of this type plan, both with educators and students, makes it clear that eventually all states will have a similar operation in some form or another. And it is this very fact which opens up a vast market for dealers. By calling on school administrators, demonstrating the advantages of tape recorders in the classroom, explaining the success of the Minnesota Plan, dealers can perform a real community service while they are increasing their own tape recorder market. Dealers will miss out on this ripe market if they fail to set pre-recorded tape projects in motion, for manufacturers are alert to the real possibilities of the school market. In addition, beyond the school market lies the great organizational market, where clubs, fraternal organizations, women's clubs and societies will one day fully discover the tape recorder.

Selling Features

Tape recorders have considerable valid selling points which make them advantageous for school use. Their cost fits into limited school budgets. Their upkeep cost is low, even while they are required to deliver high quality performance month after month. They are easy to use, 15 to 20 minutes of instruction making it possible for even grade school students to record on tape. Not much larger than a portable typewriter, they are convenient for recording conferences, lectures, school board meetings, live radio broadcasts and school programs, in addition for classroom use in self analysis. They provide fidelity recording and reproduction. They permit eradication of errors through re-winding, cutting and splicing. And, finally, they are durable, the Armour Research Foundation, where tape recording was developed, discovering that after a total of 57 million replays, tape lost only five per cent of its initial recording strength.

CONSUMER AND DEALER ACCEPTANCE

Symphonic
THE SYMBOL OF SUPERIORITY

RECORD PLAYERS

FIRST CHOICE

with more than 350 leading radio, record player and appliance distributors from coast to coast!

Varsity Trio #539 one of the 17 Symphonic models

TOP DOLLAR VALUE

TOP QUALITY

TOP PERFORMANCE

... everything your customers want!

- superb tone quality
- faithful reproduction
- plays all speeds, all sizes
- proven and accepted nationally

BY THE MAKERS OF AMERICA'S FOREMOST LINE OF QUALITY RECORD PLAYERS

SYMPHONIC RADIO & ELECTRONIC CORP.
160 WASHINGTON STREET, NORTH BOSTON 14, MASS.

NATIONAL DISTRIBUTION

NATIONALLY ADVERTISED



THE STRATTON

MODEL 642K20

Beautifully designed traditional cabinet of mahogany-finish hardwoods with matched-grain doors . . . housing the top-performing Westinghouse chassis . . . 20" rectangular screen . . . black glass tube . . . exclusive Westinghouse Single Dial Tuning.

SIMPLEST, EASIEST TUNING EVER!

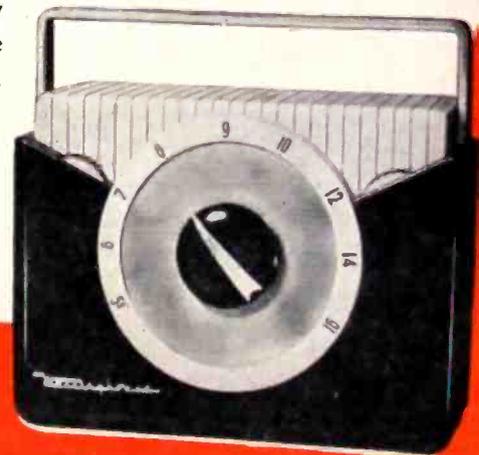
Possible only because Westinghouse continues to build a *better* chassis with *more tubes* . . . more automatic and more tuned circuits. Sells itself in demonstration.



NEW DELUXE PORTABLE

MODEL 342P5

New Ferrocore antenna, 3-gang condenser; 5 tubes plus rectifier; 3-way operation. Plastic case with disappearing handle.



NEW 1951 RADIOS, PORTABLES,
RADIO-PHONOGRAPHS
AVAILABLE FOR DELIVERY
SEE YOUR WESTINGHOUSE DISTRIBUTOR NOW!

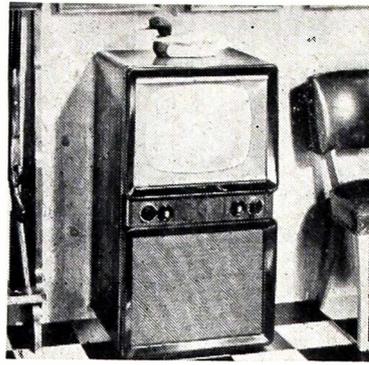
YOU CAN BE SURE...IF IT'S

Westinghouse

Philco TV Console

Manufactured by Philco Corp.,
Tioga & C Streets, Philadelphia, Pa.

One hundred fifty square inches of picture surface are offered on the screen of this 17-inch rectangular tube console television receiver. Has firm's custom duplex chassis and tunable built-in aerial system and high sensitivity tuner. Nineteen tubes plus four rectifiers. Unique metal cabinet is finished in striped mahogany grain, with modern shadow-box picture frame.



This is Philco's new TV console. See details in column at left.

Say you saw it in *Radio & Television Journal*, March, 1951

GE Table TV

Manufactured by General Electric Co.,
Electronics Park, Syracuse, N. Y.

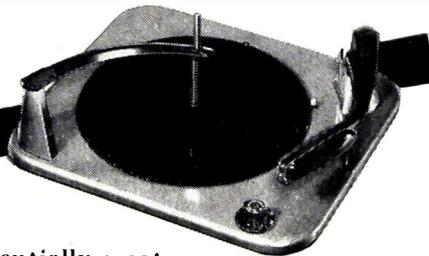


A 17-inch table TV receiver featuring a black rectangular tube. The blonde Korina cabinet measures 20¼ inches high. Has large dynapower speaker, automatic sound, intercarrier audio system and Gruen synchronizing circuit to minimize electrical disturbances.

Say you saw it in *Radio & Television Journal*, March, 1951

most everyone prefers a V-M tri-o-matic*

sell these V-M tri-o-matic RECORD CHANGERS



Cash in on a potentially great market, with the V-M tri-o-matic 950—the practical 3-speed replacement unit for obsolete one- and two-speed record changers! V-M tri-o-matic changers play automatically all records, all speeds, all sizes, and shut off automatically after the last record plays. (Automatic intermix for 10" and 12" records of same speed, too.) Minimum mounting space, 13¾" wide x 11⅞" deep, over-all height 7¼". Pre-cut mounting boards available. Simple installation in any cabinet.



The V-M tri-o-matic 955 rounds out the home entertainment picture! Beautifully styled to harmonize with any cabinet, the tri-o-matic 955 plays through the amplifying system of any TV set or radio. The exclusive, patented tri-o-matic Spindle offers POSITIVE RECORD PROTECTION, since records are LOWERED — NOT DROPPED — on the spindle shelf. Equipped with 6-foot AC cord and a 4-foot sound cord and plugs.

FOR FULL DETAILS, SEE YOUR REP OR JOBBER
Registered, Spindle Design Patented



V-M CORPORATION • Benton Harbor, Mich.

*the phono in most top-brand radio-phono combinations

RCA's "New Fairfield"

Manufactured by RCA Victor Division,
Radio Corp. of America, Camden, N. J.



Heading this firm's 1951 line is this console TV receiver which features a 17-inch rectangular picture tube. For greater convenience, the phono-switch is located on the front, combined on the instrument panel with the tone control. Set stands 36¾ inches high, is 28 inches wide and 23 inches deep. Price, in walnut or mahogany, \$389.50.

Say you saw it in *Radio & Television Journal*, March, 1951

Other new products pictured
on pages 34, 42

Another DuMont first

ANOTHER MARK OF DISTINCTION FOR DU MONT DEALERS

Du MONT has always pioneered in big picture television. When other manufacturers were featuring 7- and 8-inch picture tubes, Du Mont was building sets with 10-, 12½- and even 15-inch screens. Du Mont was first with the 19-inch tube; first with the 17-inch rectangular glass tube; first with the short-neck tube that made possible reduced cabinet depth. Now Du Mont pioneers again with a giant, 30-inch tube for the world's largest direct-view picture ... in a truly exquisite cabinet designed to enhance the decor of any room.

Continuous leadership in big picture television is only one reason why the Du Mont franchise is so highly valued. Du Mont engineering and research pioneering, precision manufacturing methods and preeminence in distinctive styling, build strong consumer preferences. These qualities mean increased sales opportunities for dealers fortunate enough to possess the coveted Du Mont Franchise.



This advertisement, appearing in leading national publications during March, introduces The Royal Sovereign, with 30-inch tube—the world's largest direct-view television picture.

DUMONT

first with the finest in Television

TELEVISION'S MOST COVETED FRANCHISE



Get More...

Record Sales

1

... the **MUSIC**
they want!

2

... on the **SPEEDS**
they want!

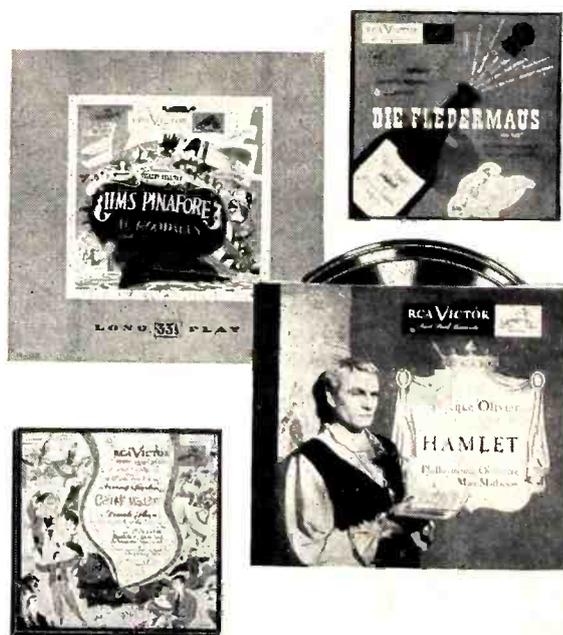
RCA VICTOR's revolutionary new policy that features just the top-sellers, the most-wanted music, insures your customers exactly the music they want . . . when they want it. Allows you to keep your inventory fluid . . . your stock active . . . your sales at all-time peaks.

RCA VICTOR . . . and only RCA Victor . . . makes the instruments and records designed for each other. Play up this important selling point, plus the incomparable RCA Victor quality and performance . . . get quicker, easier sales for *both instrument and records!*



You can count on RCA Victor for the hit singles!

Get the big story on the 54 all-time Tin Pan Alley "greats" recorded by today's vocal greats in the March 5 LIFE. Use this wonderful gimmick to pull the traffic in your direction!



RCA Victor puts the hit shows on records

. . . CALL ME MADAM, MR. IMPERIUM, SOUTH PACIFIC . . . DIE FLEDERMAUS, RIGOLETTO, LA TRAVIATA . . . the best from Broadway, opera, movies!

More... More... ...with RCA VICTOR



3 ... by the world's greatest ARTISTS! **4** Backed by RCA Victor PROMOTION!

RCA VICTOR artists make NEWS... are NEWS! The top concert and Metropolitan Opera stars... world-famous conductors, orchestras and soloists... the great "pop" stars and name bands who make the hits! These are the names that SELL RCA Victor records!

RCA VICTOR backs its releases with vigorous advertising—national ads in LIFE, PARENTS', SATEVEPOST, COLLIER'S, newspaper in principal markets... powerful newspaper mats to run over your signature... individual artist promotion... radio shows!



Little Nipper and Little Nipper Juniors deserve plenty of store space and promotion. Kid business is big business... in records!

Treasury of Immortal Performances... legendary performances of yesterday's fabulous stars in 12 magnificent albums.

Treasury of Immortal Popular Performances... 6 exciting albums from the Golden Age of Jazz.



The Music America Loves Best—

New Spring Edition

... revised, simplified! Keep a big supply on your counter! This catalog in your customers' hands is your salesman in their homes!

RCA VICTOR RECORDS

DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE "VICTROLA" "Victrola"—T.M. Reg. U. S. Pat. Off.



RCA VICTOR—World Leader in Radio... First in Recorded Music... First in Television

New Air King TV

Mfd. by Air King Products Co., Inc.,
170 53rd St., Brooklyn 32, N. Y.

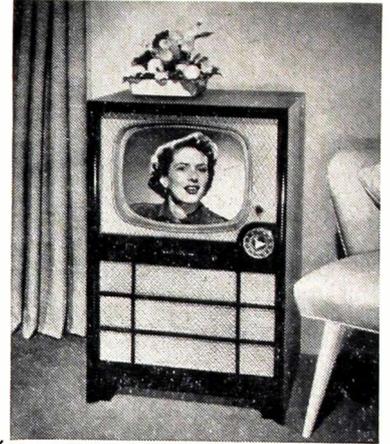
A direct-view 16-inch black rectangular tube is featured in this TV console. Set has 19 tubes, including two rectifiers. Offers automatic gain and contrast controls, RF on all bands, built-in loop antenna. Uses 10-inch Alnico V PM speaker. Cabinet comes in mahogany or blond mahogany.

Say you saw it in *Radio & Television Journal*, March, 1951



Westinghouse' "Brentwood"

Mfd. by Westinghouse Electric Corp.,
Home Radio Division, Sunbury, Pa.



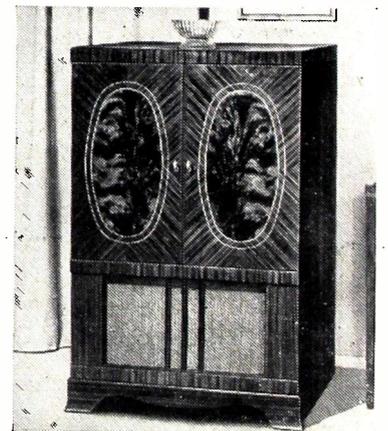
Equipped with a 17-inch black glass rectangular picture tube, this television receiver has a built-in antenna, automatic synchro tuning and gain control. It has 19 tubes, plus two rectifiers and the picture tube. Cabinet is in mahogany and mahogany veneers. List: \$369.95.

Say you saw it in *Radio & Television Journal*, March, 1951



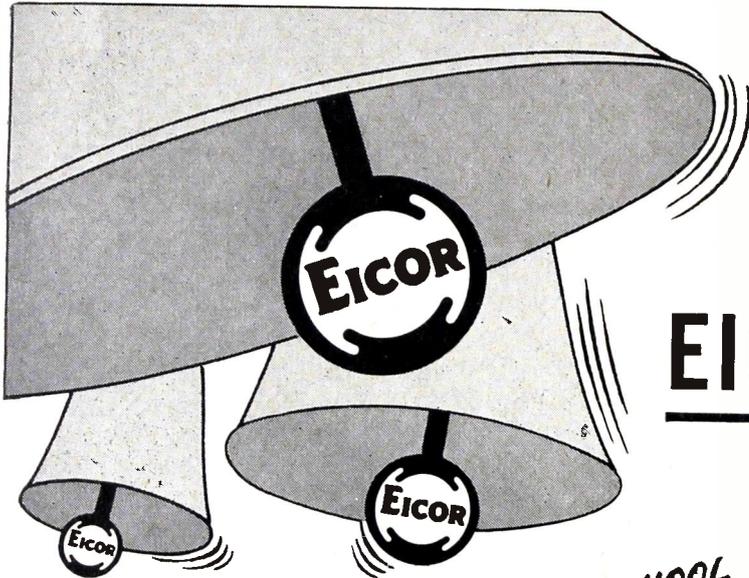
New Emerson TV Console

Mfd. by Emerson Radio & Phonograph Corp.,
111 Eighth Ave., N. Y.



One of five new 19-inch television models, this mahogany console television set comes with full doors and bears a list price of \$459.95. The same model in blonde lists for \$479.95. The 19-inch TV is included in a new line of 23 models ranging in screen size from 16-inch to 20-inch.

Say you saw it in *Radio & Television Journal*, March, 1951



EICOR

... rings the ^{SCHOOL} bell

FOR TAPE RECORDER SALES

Ring up more sales to schools with the new, improved Eicor Model 115. *NOW* more than ever the Eicor standard of quality and economy are in demand. Schools, home users, offices are looking for the best in low cost, versatile tape recording — and no other recorder in the low priced field has all these important Eicor features: 1) two speed recording (with *extra profit* adapter kit; 2) absolute simplicity of operation; 3) service-free performance; 4) smart luggage styling; and 5) the type of professional recording quality demanded by radio stations. Get a head start. Cash in with school sales in your town. Eicor will be glad to supply you with complete information on the Minnesota Plan for tape recording in schools. (As featured in this issue of RTJ) Write now! Address Dept. 23



**WATCH FOR
EICOR'S
NEW MODELS**

EICOR, INC. • 1501 W. CONGRESS ST. • CHICAGO 7, ILLINOIS

ONLY PHILCO has it!



2 Doors

...with
FULLY
Automatic
Defrost

yes, and
Priced Less
than ever before

Revolutionary New PHILCO DUPLEX
8, 10 and 12 cu. ft. models...

\$379⁹⁵
UP IN ZONE 1

In one sensational refrigerator, Philco combines the two most wanted features in public demand today—Two Doors and true, honest Automatic Defrost. Yes, no defrosting anywhere in the Philco Duplex. It's fully automatic—complete—so fast, frozen foods stay frozen... no chance of thawing. And at last, a dry 2-door refrigerator which automatically removes excess moisture. All at new low prices that bring the luxury of 2-door ownership within reach of many more buyers than ever before.

OTHER NEW 1951 MODELS FROM \$209⁹⁵
UP
9, 11 and 13 cu. ft.—all with full length door. Sensational values in every size from 7 cubic feet up.

...subject to change without notice

PHILCO

Famous for Quality the World Over

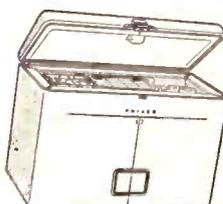
PHILCO ELECTRIC RANGES
WITH THE EXCLUSIVE

Built-In Jiffy Griddle

Like "Broil-under-Glass", it's another great contribution to electric cooking, offered only in a Philco.



ADVANCED PHILCO FREEZERS
More Food in Reach



without stooping
Philco's exclusive sensationally popular sloping front design now available in two most wanted sizes.
8 and 12½ cu. ft.

Phonola

PORTABLE
PHONOGRAPHS

FIRST IN PORTABLES SINCE 1916



**PHONOLA
TK-146**
U.L.-Approved

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



**PHONOLA
TK-236**
U.L.-Approved

3-speed, automatic record changer. 3-tube (including rectifier) precision built high fidelity amplifier. Volume and tone controls. 6" Alnico V speaker.

Write for details on complete line of acoustic and electronic models.

WATERS CONLEY COMPANY
ROCHESTER MINNESOTA

People on the Move Moves Portables



• *Defense mobilization is causing people to move about more than ever—and they want portables.*

WITH workers converging on the nation's defense production centers, often moving their families many hundreds of miles, sales of portable and table radios and small phonographs will undoubtedly grow enormously in volume.

Instruments like the 45-rpm table model record player and portable radios will be as typical of the social scene as bond and blood donor drives, draft boards, and the return of Rosy the Riveter. The dealer who wishes to maintain volume will make sure that the gears of his sales program mesh with the times. This is called "flexibility," which is another way of saying business health.

People on Move

People are on the move, north, south, east, and west, as our country abandons "business as usual" to meet the threat of war. Although most people travel light, they don't go empty-handed. When they can, they take with them some provision for entertainment and relaxation, which are even more important in times of national emergency than in normal times.

The changes now taking place in the living habits of our people dictate changes in the merchandising programs and policies of dealers. Dealers who pattern their operations to fit the times will be most successful in maintaining sales volume.

It is obvious that the householder who is contemplating a move to another part of the country may not be interested in purchasing a console radio weighing 100 or more pounds, but may well be a customer for a portable or table radio, or a table model record player.

(Continued on Page 48)

Every promise of perfection...



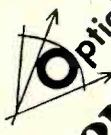
**Model 27BM1
PATRICK HENRY**

Classic 17-inch Console with high-fidelity sound and eye-fidelity vision. A new high in open-face console value and beauty!

**Model 37BM1
The REVIERA**

Richly panelled traditional cabinet. Brilliant spot-light focus. 17-inch black rectangular tube. A leading performer in the all-new 1951 STARRETT Line.



Starrett 
TELEVISION



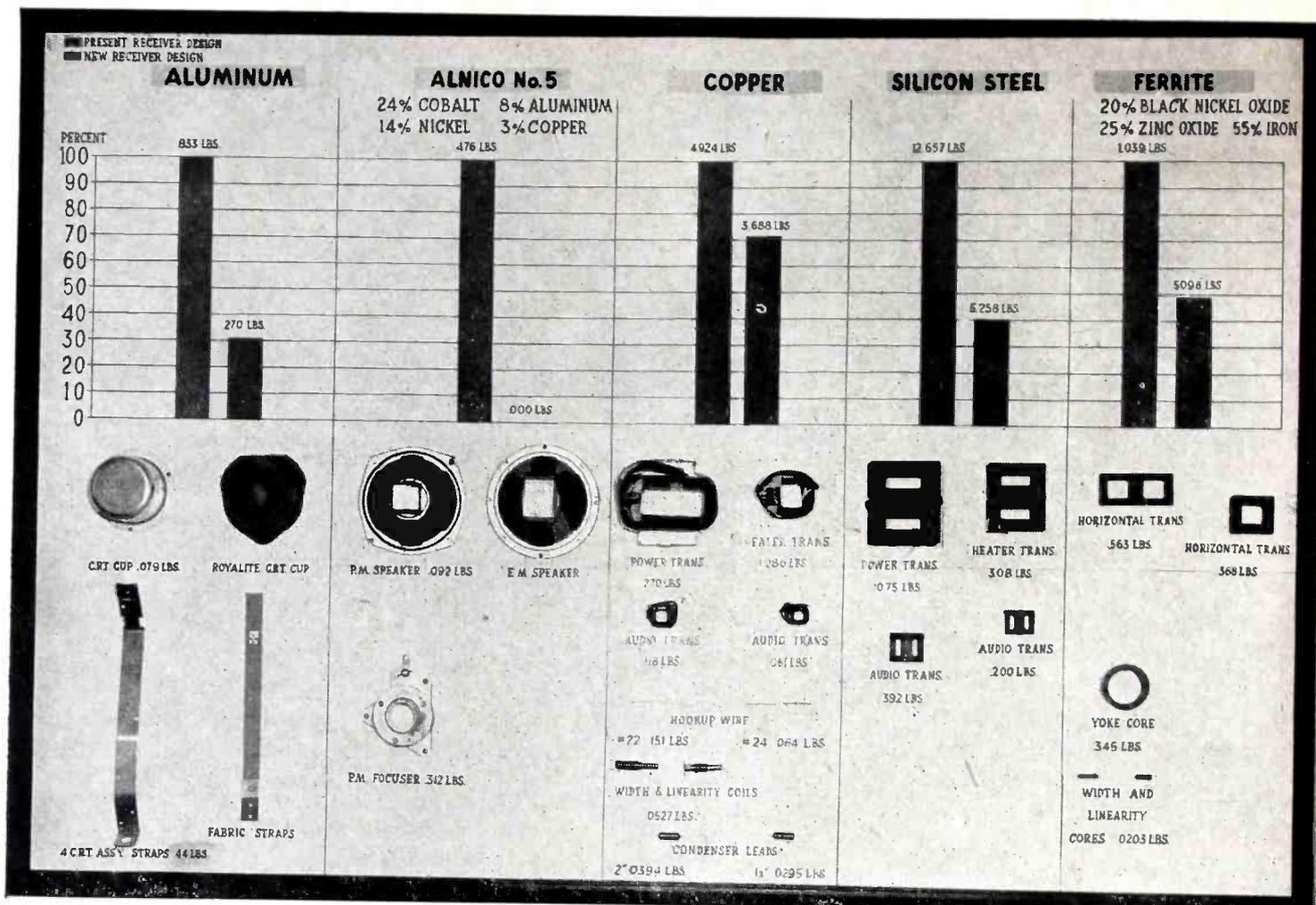
**Model 17BM1
JAMES BUCHANAN**
Unexcelled picture clarity ... Super-powered chassis. Top value in 17-inch black rectangular tube table model for 1951!

On the Record...

Everywhere, STARRETT is setting the pace! The best bet for bigger Value . . . A Top Performer in Delivering Double Dependability . . . Value, Sales, and Service. STARRETT offers a Higher Standard of Television Performance with precision engineering and unexcelled craftsmanship. Dealers throughout the country, whose reputation has been maintained for only the best in television products, sell STARRETT.

Ask your dealer to show you the all-new, sensational 1951 STARRETT Spring Line . . . every promise of perfection.

Starrett TELEVISION CORPORATION
601 WEST 26th ST. ● NEW YORK 1, N. Y.



• This Philco chart shows comparative consumption of critical materials, old and new TV chassis.

IN the face of an urgent need to conserve critical materials which are needed for defense purposes, the television industry has not been caught napping. Such critical materials as cobalt, copper, aluminum and steel have posed ticklish problems for the industry, particularly the manufacturers. How, for instance, could the consumption of such vital items be conserved without, at the same time, cutting down on the quality in the production of television, radio and electronic equipment? And now, with recent announcements by two leading manufacturers in the industry, the way out of the dilemma has been charted.

Philco Corp., for instance, only recently announced the completion of a new television receiver which has a chassis designed for improved performance and which has tested well in field tests, and which at the same time conserves on many critically scarce materials. After a two-year engineering program, company research scientists and engineers, according to William Balderston, president, and Leslie J. Woods, vice-president research and engineering, have developed several new circuits, tubes and major components. One achievement was more efficient

WHAT TV IS DOING ABOUT MATERIALS SHORTAGES

and economical deflection circuit. Another, a new power supply, including two selenium rectifiers in a voltage doubler circuit, which eliminates heavy power transformer. And third, a new electrostatic-focus picture tube, which is designed especially for the new deflection circuits and power supply. This new television chassis is said to eliminate entirely the use of ultra-scarce cobalt and to reduce the amount of aluminum needed by 68 per cent, silicon steel by 58 per cent, ferrite by 51 per cent, copper by 26 per cent and nickel by 15 per cent.

RCA Report

In a report titled "Conservation of Critical Materials," the RCA Industry Service Laboratories has furnished radio, television and electron-tube manufacturers with complete information

on the important engineering developments resulting from RCA's conservation program, one which was accelerated at the outbreak of the war in Korea.

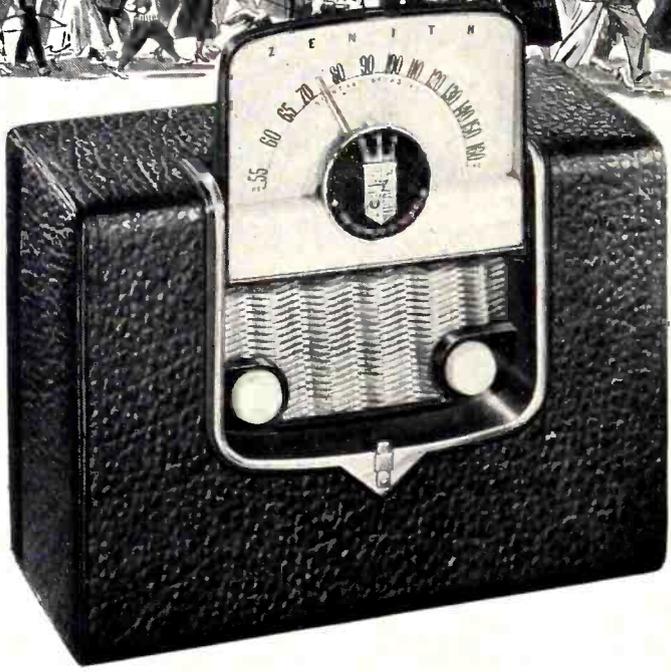
Outstanding among the RCA engineering accomplishments described in the report were the development of a new electrostatic-focus television picture tube, and the radical redesign of loudspeakers used in both radio and television receivers. Frank M. Folsom, president of RCA, in an accompanying letter to the report, pointed out that these and other engineering accomplishments have already been passed on to the industry. He noted that the newly-designed speakers reduce cobalt content by 70 per cent, brass by 90 per cent and steel by 35 per cent. He also noted that the new RCA electro-

(Continued on Page 60)

get set for a **PARADE** of prospects

with these

ZENITH Portable Radios
AMERICA'S FINEST PORTABLES



Outdoor Activities Open New Sales Opportunities FOR YOU!

Summer's outdoor, away-from-home, on-the-go activities call for Zenith* Portable Radios—and promise you your biggest selling season. So cash in by tying-in with Zenith's big Portable promotion. Talk, show, demonstrate and *sell* Zenith Portables!

◀ **The Sensational ZENITH UNIVERSAL***...

Owners rave about the Universal's ability to perform with clarity and volume even in remote locations where many portables fail. Has an extra-powerful circuit with Tuned R. F. amplification, a more sensitive Alnico "5" Speaker, the exclusive Wavemagnet*, AC-DC or battery operation. Smartly styled Buffalo-Grained case in Black or Brown. **\$49⁹⁵†**

Less Batteries

The TRANS-OCEANIC is always a best seller

Outperforms any portable, anywhere. The one set to sell when customers want long-range reception. Gets standard, plus International Short Wave on 5 separate bands. Humidity-Proofed against loss of sensitivity. For AC-DC or battery.

\$11425†
less batteries



Tops for Turnover TIP-TOP HOLIDAY*

Giant "Tip-Top" Dial with built-in Wavemagnet swings up above the set for tuning ease, doubles the sensitivity of reception. For AC/DC or battery. Cabinet of Ebony or two-tone Blue-Grey plastic. **\$3995†** less batteries



Powerful and Popular ZENITH ZENETTE*

Hardly bigger than your hand, yet plays with big-set volume and tone! Open lid, set's on—close lid, set's off. Weighs but 5½ lbs. Battery or AC/DC operation. In Burgundy, Ebony or White plastic. **\$3995†** less batteries

†Suggested retail price. West Coast and far South prices slightly higher. Prices subject to change without notice. *Reg. U. S. Pat. Off.



ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

At last—the perfect
REPLACEMENT NEEDLE!



The Genuine...
the Enduring...

DUOTONE
"diamond"

* FOR POPULAR
TYPE SINGLE NEEDLES
(Others Slightly Higher)

Here's the needle that lasts and lasts and lasts! The new Duotone Diamond Replacement Needle with wear-resisting qualities that protect records from the ravages of "flats" and other wear-distorted needle shapes. The Duotone Diamond is the nearest thing to a really permanent needle ever produced—outplays, outwears and costs less per playing than any other type made. For the first time, Duotone offers these professional quality needles at a price every record enthusiast and music lover can afford!



FREE! It's new—the only complete
REPLACEMENT GUIDE!



Most complete needle guide ever published. Lists all standard makes of record players and the correct needle for each! Both needles and cartridges are clearly illustrated to simplify selection. For your FREE copy in generous wall chart size—fill in and mail coupon to Duotone Company, Keyport, New Jersey.

Please rush new illustrated needle Guide to:

NAME

FIRM

STREET

CITY STATE

People on the Move

(Continued from Page 44)

Changing Needs

The demand for portables will unquestionably rise in the days ahead, not only because the portable field is furthest from saturation, but also because portable instruments are well adapted to current conditions.

When the portable first appeared on the market, late in 1924, it was a novelty. It resembled a heavy duty valise, cost about \$200, and was considered "portable" chiefly for the fact that it operated under its own power and required no permanent antenna. To actually carry one was a job for two moderately strong men.

The contrast with today's portables is as startling as anything in the radio industry. At the beginning of this year, RCA Victor introduced a new Personal portable which is about the size of an average book, sells for \$29.95, and weighs three pounds, including batteries.

Modern portables, like the Personal, are not merely novelties, serving dealers as a sideline to help take up some of the summer slack. Instead, they are practical, efficient instruments, providing a unique service which fulfills a very real need in contemporary life.

Pushing Portables

That the manufacturers anticipate a big portable year is evidenced by advertising appropriations like RCA Victor's full page ad in *Life* magazine on portable radios and phonographs. This company's ad is scheduled to appear in other quality magazines later. In addition, the company is preparing window and point-of-sale displays, streamers, and other promotional material on these instruments.

Table radios, like portables, have the appeal of a compact instrument which can readily be transported from town to town. No longer are they shrill and weak-voiced. Today's table radios are built with a tone fidelity, volume, and overall quality belied by their size.

The appeal of table radios is not limited to people on the move. Ten years ago, the use of several radios in a home was considered a luxury. But the industry's radio-in-every-room campaign has won public acceptance of the idea of multiple radios, and today about 50 per cent of the nation's families have two or more.

Sure Market

An immense market for record players is also available for the dealer who wants to go after it. Until two years ago, recorded music was considered—and understandably so—a privilege reserved for well-established householders. Phonographs, at least those with any pretense to tone quality, were large and expensive. Records were bulky and fragile. Only a family well rooted in a particular spot was likely to invest in recorded music.

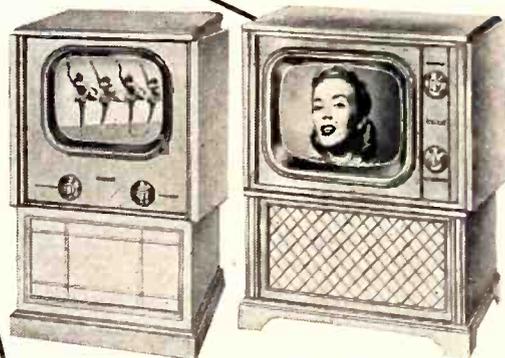
The 45-rpm system of recorded music, introduced by RCA Victor two years ago, has removed this limitation. The "45" is the most compact record player yet invented, and the "45" records are small, thin, light, and nonbreakable. This system of recorded music presents no difficulties for the person or family who travels.

Blanket
your Market
with
Sentinel!



a COMPLETE 12-model line for 1951...

every number a *Winner!*



Left—Mahogany Model 431-CVM;
in colorfast blond, Model 431-CVB.

Right—Mahogany Model 435-CVM;
colorfast blond, Model 435-CVB.

Sentinel TV
SNUBS
Service Calls!

Strictly business for '51—A sanely balanced line of fast selling models that upholds Sentinel's quality reputation—*snubs service calls*, to cut your costs—gives 92.7% of your potential market exactly the kind of sets it wants, thereby maintaining your volume. And, at a price level that brings you profit, prestige and quality.

From the splendid performance of 17" table models to the rich dignity of superbly styled and crafted 20" consoles. All competitively priced. Sentinel is geared to your prospects' desires. *And to your own!*

Call your Sentinel distributor NOW... or write direct to

SENTINEL RADIO AND TELEVISION
EVANSTON, ILLINOIS

Sentinel
Television

It's the "Small" Sale Which Adds Volume to Business

(Continued from Page 20)

... we can't keep them in the window long enough for display." The small radio and phonograph volume which flows through the doors of the Woodlawn Radio & Television store is not the limit of sales which this veteran dealer capitalizes on. In 1950, Jim Earle tallied a volume in the sale of records amounting to \$30,000. This is neither hay nor chicken feed, no matter what vernacular term anyone wants to apply. This represents good, solid and regular packing of the cash register with sales volume which adds up to healthy dollar profits.

The record department in the Woodlawn store which dispenses this volume of record business is comprised of no more than 30 feet of counter space,

supplemented by several listening booths. Actually the record department is not isolated from the 3,420 square feet of space which comprise the whole store. Table radios and phonographs are along one wall at the front, and the well-stocked record department is across from these items. To the rear of the store is the elaborate television department, with service being concentrated in the back of the store. Sprinkled copiously throughout the entire establishment are attractive merchandising displays, striking interior and window displays being one of the things on which Jim Earle is sold as a merchant. Service for Earle has evolved into a "profession" and he takes infinite pride in offering satisfactory and

efficient service to his long list of customers.

Consistent Advertising

Even though Jim Earle has been working at the same location for a good many years, has built up a solid block of customer friends, he still is committed to reaching out and selling what he considers his market. Consequently he is sold on advertising, not spotty presentations to the public but consistent and planned campaigns. He uses the Metropolitan Section of the Chicago Tribune on a consistent basis. Frankly, he admits, "I can't afford to be out of there." In addition to such advertising, Earle knows the value of good public and human relations. Therefore he feels it is quite within his scope of merchandising to sponsor a semi-pro baseball team. Oddly enough the popularity of the team carries with it the weight of endearing the teams sponsor to the public, which makes up customer lists. For many people patronize Earle as a result of seeing his team play on the diamond.

When the question of the importance of small accessory items, in relation to a radio and television dealer's over-all operation, is put to Jim Earle he merely points to what is happening in his business. The record business of \$30,000 for 1950, he points out, was mostly 45- and 33 1/3-rpm speeds. He feels that 78-rpm records still sell, but largely when a big hit is recorded at that speed. Although 60 per cent of Woodlawn's record business is of classical selections, the 45-rpm are nevertheless great sellers. Earle claims that 45-rpm buyers come back for more, representing large volume repeat sales for Woodlawn. One novel way in which he merchandises the '45' record playing attachments is to feature them in a center-of-the-floor display. With the players stacked high, Earle leaves them in cartons, opening only a few for display purposes. Even he is astonished at the way quick traffic sales are promoted when customers "Just pick one up and take it with them."

With a total sales volume of \$350,000 for 1950, Jim Earle represents one metropolitan midwestern dealer who has concocted the proper combination of sales ingredients to promote a booming business. Earle has a favorable location, an attractive store in keeping with it, well-trained salesmen, excellent customer service, planned advertising, sales promotion and displays. Besides, he does not consider his accessory business unworthy of attention. That's why 1,500 small radios and phonographs, plus \$30,000 volume of record sales comprise a fat sales hunk of his total annual volume.

*it's the picture
that sells the set*



*make the
pictures that
sell the set!*

TELE-RAY TUBE CO., INC., YONKERS, NEW YORK

The ANNUAL PARTS SHOW EDITION

of

Radio & Television Journal

will be published in May, 1951, as for many years past, to coincide with the famous Radio & Electronic Parts Distributors Conference and Show to be held in Chicago during May 21-23.

This great all-industry convention and exhibit has come to be recognized as a vital part of the radio-television industry's planning for the year ahead, and its importance during this year of uncertainty, cannot be over-emphasized.

RTJ's Annual Parts Show Issue also come to have special importance for the entire trade. As in previous years, Radio & Television Journal's Show Number will be brimming-full with timely interesting editorial features concentrating reader attention on the Show.

RTJ's front cover (which is the talk of the industry) will feature the show in a novel manner.

RTJ's huge CCA circulation of more than 31,000, providing comprehensive coverage of the nation's leading dealers-service organizations - distributors - manufacturers, will be supplemented by the distribution of many thousands of extra copies from our own booth at the Hotel Stevens. For advertising that reaches your market . . . for advertising that is effective . . . for advertising that produces **RESULTS** . . . plan immediately to place your advertising message in the great May Show Number of

Radio & Television Journal

1270 Sixth Avenue

New York 20, N. Y.

Ace-High Performers!

by



TO KEEP YOUR CASH REGISTER RINGING!

#325 "SERENADER"

3-speed portable phonograph made to "go places"! Plays all records, all sizes. Tone arm with twist cartridge; 3-tube, high fidelity amplifier. Handsome two-tone case with custom luggage handle.



#5103 "REVUE"

New AM table radio, the last word in listening pleasure! 5-tube superheterodyne including rectifier, ALNICO 5" speaker, built-in high-gain antenna, automatic tone and volume control, AC/DC. Superbly styled cabinet in burn-proof, stain-proof, lustrous Blonde FORMICA.

Also available in Walnut #5102 'PREVUE'

#525 "HARMONY"

3-speed portable radio-phonograph combination—luxury at a low price! Plays all records, all sizes. ALNICO 5" speaker; tone arm with twist cartridge. 5-tube superheterodyne radio, with built-in antenna. Ultra-smart luggage-type case with saddle stitching.



- TOPS in streamlined styling
- TOPS in engineering achievement
- TOPS in value, in profits
- and available for immediate delivery

Write for comprehensive illustrated catalog

★
RADIO
PHONOGRAPHS
RADIO-PHONO
COMBINATIONS
CHILDREN'S
PHONOGRAPHS

STEELMAN Phonograph & Radio Co., Inc.

12-30 Anderson Place, Mt. Vernon, N. Y.

America's oldest manufacturer of electronic phonographs exclusively

Even though busy President Truman is described in a recent issue of *The Saturday Evening Post* as "not much of a TV fan," he still has found time to view the new wonder medium. Writing of Harry Truman's audience reaction to television in the second of his two-part *Post* profile of the President, "How Harry Truman Does His Job," Alfred Steinberg points out that there are three television sets at Blair House and one TV set at the White House. Of Mr. Truman's taste in TV, Mr. Steinberg writes "To date, the television programs he enjoyed the most were the 1948 political conventions in Philadelphia and the UN debates between Jacob Malik, of the U.S.S.R., and Warren Austin, of the United States, over who was the aggressor in Korea." Mr. Steinberg adds that White House aides say that Mr. Truman's opinion of Austin was not too high at one point, but that "it shot up tremendously" after the President watched the Malik-Austin battles on television.

\$5 FREE!

Worth of fine Walco Products (retail)

TO RECORD DEALERS

Clip the coupon below and attach to your letterhead for free \$5.00 bonus of Walco Products (retail value)! By doing this we can send you, not only \$5.00 free merchandise but full information about the terrific profit possibilities in replacement needles under the Walco C.I. (Controlled Inventory) Plan.



*Is this
Silent Salesman
Working for YOU?*

**Walco Replacement Needle
MASTER
CONTROL INDEX**

1. Identifies and helps you sell the correct replacement needle for any phonograph.
2. Helps you control your needle inventory to keep it at a minimum for maximum profits.
3. Centralizes your purchases and simplifies buying as well as selling. Makes stock-keeping easy.

Walco TRADE NAME OF **ELECTROVOX CO., INC.** 60 Franklin Street East Orange, N. J.

MAIL THIS COUPON ATTACHED TO YOUR LETTERHEAD

Name of Business _____
 Address _____
 City _____ State _____
 Individual _____
 Name of Record Distributor _____

Trans-Vue's "Aristocrat"
 Manufactured by Trans-Vue Corp.,
 1139-41 So. Wabush Ave., Chicago 5, Ill.



This deluxe console television receiver incorporates the latest engineering features developed by this firm. Affords 17-inch television picture. Super powered chassis for reception in the most difficult areas. The console is available in hand-rubbed Honduras mahogany. Cabinet is 24 inches wide, 40 inches high and 22 inches deep. Lists for \$349.90.

Say you saw it in *Radio & Television Journal*, March 1951

New TV by Jackson

Manufactured by Jackson Industries,
 500 East 40th St., Chicago 15, Ill.



A standou in this firm's complete line of radios, radio-phonos and television receivers, table and console types, is this 14-inch tabl etelevision receiver. The set is 20½ inches high, 21½ inches wide and 21 inches deep. Cabinet is available in mahogany and blonde.

Say you saw it in *Radio & Television Journal*, March 1951

SELLS ON SIGHT!

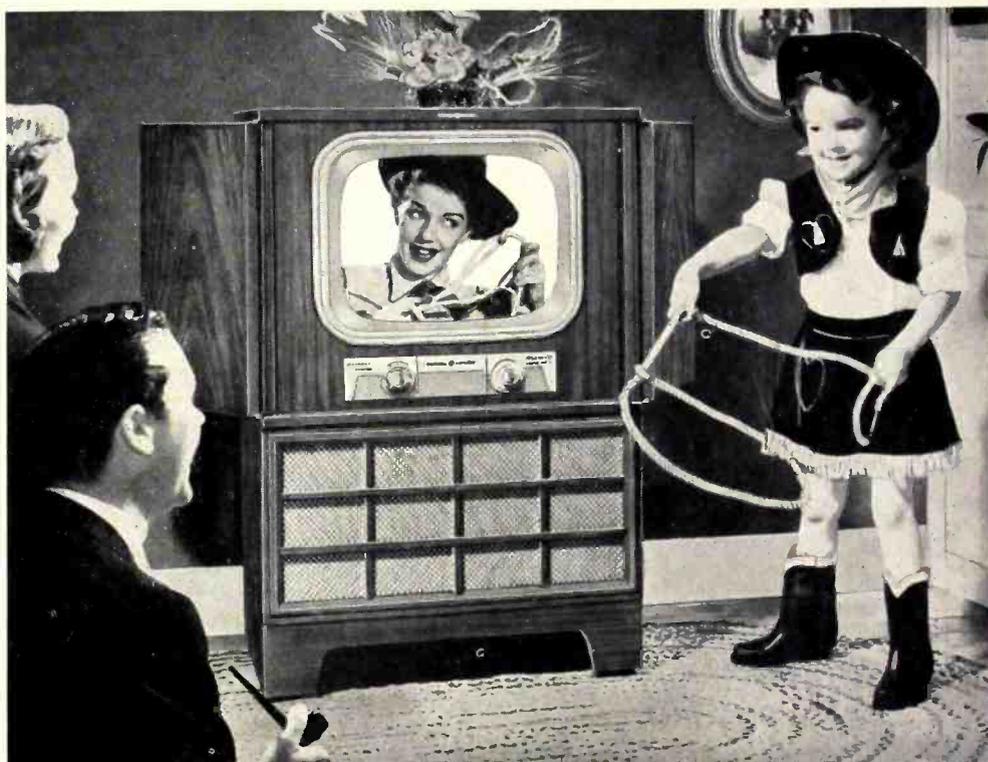


BLACK-DAYLITE TELEVISION

New, big 17's feature the best picture in sight backed by full-scale magazine and newspaper advertising, and sales promotion.

Big-as-life, real-as-life, easy on the eyes, the new G-E 17's give you the best picture in sight—combined with simple tuning and the powerful, extra sales appeal of magnificent cabinetry! No wonder the new General Electrics sell on sight! And—your customers will see the G-E story in full pages, full color, in Life and Post with 40 million readers . . . plus black and white ads in a dozen other national publications . . . plus big-space, factory-paid newspaper ads in every important TV market . . . plus smash-hit TV film commercials . . . and sales-stimulating promotion material! Better visit your General Electric television distributor and see it all with your own eyes.

General Electric Co., Receiver Division, Syracuse, N. Y.



Modern, hand-rubbed console. Genuine mahogany veneers, swivel casters. 17" G-E rectangular black tube. Model 17C107, \$379.95* In blond, \$399.95*



Television's hottest value! 17" G-E rectangular black tube. Smart cordovan finish cabinet. Model 17T1. Priced for fast sales—only \$269.95*



For those who prefer blonds! New 17" G-E rectangular black tube table Model 17T3. \$299.95* Also in mahogany veneers, \$289.95*



G. E.'s finest 17", with G-E rectangular black tube. Hand-rubbed, genuine mahogany veneers. Full-length doors. Non-marking, easy-moving swivel casters concealed in the base. Model 17C109, \$399.95*

*Includes Fed. Tax. Installation and picture tube protection plan extra. Prices subject to change without notice. Slightly higher West and South.

You can put your confidence in—

GENERAL



ELECTRIC

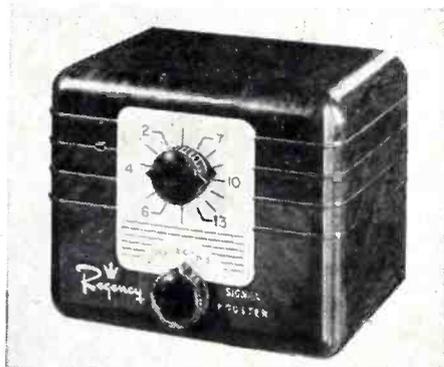
New Equipment for Television Service and Installation

Signal Booster by Regency

Manufactured by Regency Division,
I. D. E. A., Inc.,
55 New Jersey St., Indianapolis 4, Ind.

A redesigned TV signal booster, the DB 410 has contra-wound bifilar coils with push-pull triode to give a balanced circuit. Internal impedance matching an input accommodates either 300-ohm parallel line or 73-ohm coaxial cable. Gold-colored metal panel for dial face. Lists at \$29.95.

Say you saw it in *Radio & Television Journal*, March, 1951



Simpson's "Mirroscope"

Manufactured by Simpson Electric Co.,
5200 West Kinzie St., Chicago 44, Ill.



For saving space on the testing bench, this new type oscilloscope has the 5-inch cathode-ray tube mounted in a vertical position. Cathode-ray image is reflected from mirror in adjustable cover at cabinet top, bringing viewing surface near eye level. Mirror and wing sides fold into cabinet when not in use. Priced at \$179.50.

Say you saw it in *Radio & Television Journal*, March, 1951

Put me on Your
COUNTER
I'll sell Needles

a new
needle will restore
original brilliance...

**BUY A Jensen
NEEDLE**

FREE: This attractive display, measuring eight inches in width and eleven inches in height, is available through your distributor or by writing to Jensen Industries, Inc.

Jensen NEEDLES
... Preferred by
leading phonograph manufacturers.
A complete price selection
from 50¢ to \$2.50

Jensen INDUSTRIES, INC.
338 S. Wood St., Chicago 12, Ill.

Select-A-Beam Rotator

Manufactured by Neo Products Corp.
Erie, Mich.



Of aluminum construction and with weather-sealed ball bearing working parts, this TV antenna rotator is operated through a worm-gear control box attached to the outside of the house. Turns antenna 360 degrees. Positions lock automatically, and metering device provides easy and speedy selection of chosen stations.

Say you saw it in *Radio & Television Journal*, March, 1951

New Equipment for TV Service & Installation

ITI's "Multibooster"

Manufactured by Industrial Television, Inc.,
359 Lexington Ave., Clifton, N. J.

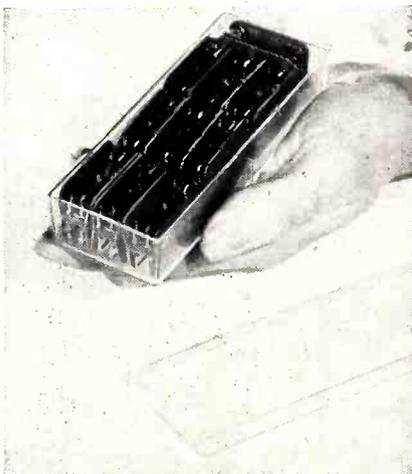


The Multibooster is a broad-band, television antenna amplifier for use with multiple installations. Features the same uniform response circuits of the Auto booster. Separate high- and low-band gain controls are provided. Use in conjunction with the Auto-booster is designed to combat receiver radiation problems.

Say you saw it in *Radio & Television Journal*, March, 1951

Fuse Holder Box

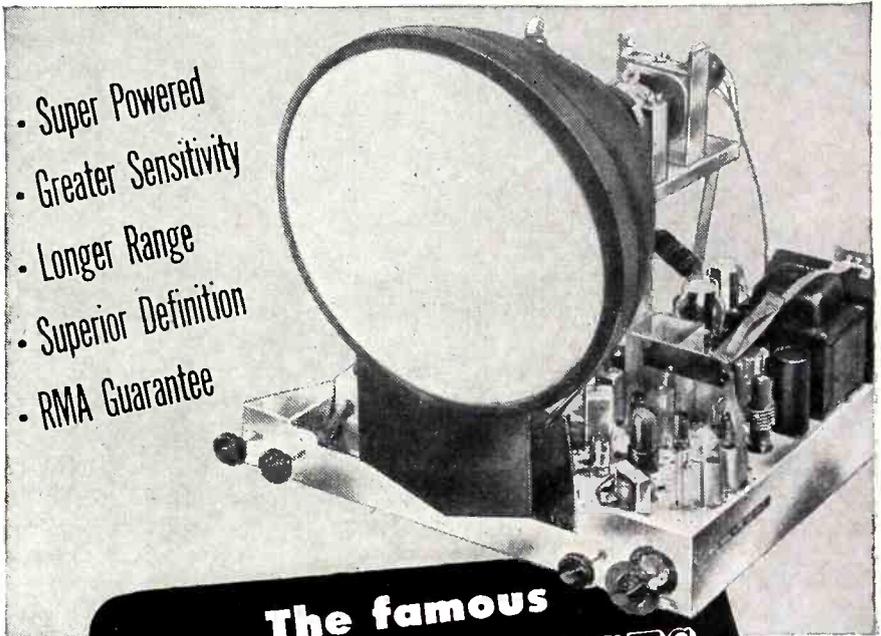
Manufactured by Littlefuse, Inc.,
4757 N. Ravenswood, Chicago 40, Ill.



For providing servicemen with adequate TV snap on fuse holders, this hard plastic box holds 10 units. Measures 5 1/8 by 1 1/8 inches and is handy for fuses, bolts, nuts when emptied of packaged fuse holders.

Say you saw it in *Radio & Television Journal*, March, 1951

The Federal Trade Commission has advised the Radio-Television Manufacturers Association that its request for a trade practice conference of the television receiver manufacturing industry has been granted and that the date and place of the hearing will soon be scheduled. Meanwhile, preliminary recommendations for revising the Trade Practices Rules for the radio set industry, originally promulgated July 22, 1939, to cover television receivers have been drafted by a subcommittee of the RTMA sales managers committee. Benjamin Abrams, Emerson president, is committee chairman.



- Super Powered
- Greater Sensitivity
- Longer Range
- Superior Definition
- RMA Guarantee

The famous
VIDEO PRODUCTS
#630
TV CHASSIS

Licensed by Radio Corporation of America

THE HIGHEST STANDARDS OF TELEVISION EXCELLENCE

- 30-tube high quality television chassis, (incl. 3 rectifiers)
- Keyed AGC—Complete noise immunity
- Superior interlace and horizontal and vertical linearity
- Full four megacycle overall picture band-width
- Greater dynamic Video range for superior definition and better picture tone contrast
- Automatic Brightness Control
- Syncroloc — Stabilized horizontal and vertical hold
- Unequaled performance in difficult reception areas
- Available with Standard Coil long-range tuner or Dumont Inputuner
- Phono connection for record player
- Limiter Discriminator FM sound system for noise free and high quality sound reception
- High Efficiency, high voltage circuit; 14 KV under load
- Full width and focus for all Cathode Ray tube sizes and types.

Largest Manufacturers of the Famous 630 Chassis



VIDEO PRODUCTS CORP

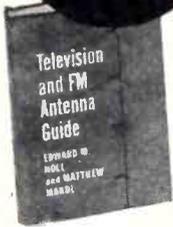
42 WEST STREET • RED BANK, NEW JERSEY

A Limited Number of Territories Open for Rated Accounts

Contact New York Sales Office, 2061 Broadway, New York City

Valuable guides for television technicians

Check the ones that can help you most and see them on approval.



Television & FM Antenna Guide

by Edward M. Noll & Matthew Mandl

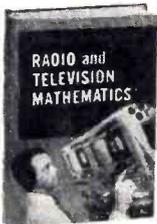
This excellent handbook shows you how to get the most out of the antenna system at any location, with minimum testing and re-adjustment. It gives complete data on all VHF and UHF antennas, including heretofore unpublished information on new types recently tested by the authors. It tells how to determine the right type of antenna for the site; how to locate space loops, determine signal strength, etc.; how to minimize noise and avoid standing waves in the transmission line, and all other installation procedures. All fundamental antenna principles are clearly explained. \$5.50



Television for Radiomen

by Edward M. Noll

This outstanding text and reference on television for servicemen explains in clear, non-mathematical terms the operating principles and function of every part and circuit in today's receivers, together with the chief principles of transmission. It includes complete, practical instruction in installation and alignment procedures, test equipment and its use, adjustment, and trouble-shooting. Three large, complete diagrams of RCA, Philco and GE projection receivers are folded into the book. \$7.00



Radio & Television Mathematics

by Bernhard Fischer

This unique handbook of 721 problems and solutions shows you what formulas to use, what numerical values to substitute, and each step in solving any problem you are likely to encounter in radio, television, or industrial electronics. The problems are conveniently arranged under radio topics and are fully indexed, so that you can quickly find the solution to YOUR problem. \$6.00

USE THIS COUPON

The Macmillan Co., 60 Fifth Ave., New York 11

Please send me the books checked below. I will either remit in full or return the books in 10 days.

- Television & FM Antenna Guide
 Television for Radiomen
 Radio & Television Mathematics

Signed

Address

R.T.J.

There's Sweet Music

in the replacement market for 15 million record players

By Richard Crose, Sales Manager, Distributor Div., V-M Corp.

Some dealer in your town or city is going to one day soon say, "I am going to promote aggressively the replacement of the obsolete record changers and phonographs in my sales area." The dealer who says this and, of course, follows through, will find that he has a lion sized market by the tail.

For the purpose of this discussion, let's be a little conservative. In referring to this market, figures of twelve to fifteen million are frequently mentioned. Let us say that there are ten million obsolete phonographs in use today.

Real Potential

Figures show that 45 per cent of existing dealers do about 80 per cent of the total sales volume. The dealer who wakes up to this market will undoubtedly be one of the 45 per cent. There are approximately 80,000 dealers and, as we have said, 45 per cent, or 36,000 of these dealers should get 80 per cent of the ten million potential. This means 800,000 unit sales. If each one of the 36,000 dealers were to sell exactly his share of the market, each dealer would sell some 225 replacement units. Many of you will do much more than this, some less, depending upon your market area.

These obsolete phonographs and changers can be replaced either by modifying the old set with a new changer or selling a complete phonograph with amplifier. Since the replacement changer represents the minimum selling price, and since each dealer has a potential of 225 units, the dollar volume is in excess of \$10,000 per dealer. The profit per dealer on this basis would be about \$4,000. Some dealers would, with the proper promotion, exceed these figures. This is a market worth thinking about.

In summing up, let us point out that we have dealt only with the replacement market. There are the plus sales of complete phonographs that will also be stimulated by promoting replacements. Then, too, in the case of the record dealer, you should consider that each new three speed unit sold will add immeasurably in increasing the turnover in record departments.

The real selling job on this market has yet to be done. Those alert dealers

who set their sights on doing the job should have no trouble in exceeding by far the figures set forth here. Once you get the ball rolling, it will not take long to pick up your competitor's share of the market—possibly even two competitors.

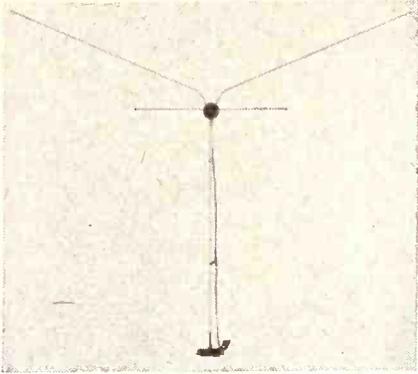
A little multiplication of the figures mentioned will show you that your efforts will be repaid. This has been a conservative review of a market that holds a terrific potential for the aggressive dealer. There is no reason why the sales and profit cannot be advanced further through proper promotion. Is it going to be you?

You Can't Do Business From an Empty Wagon!

The oft-quoted slogan listed above applies to all types of business, but is particularly true when it comes to the merchandising of phonographs and records. So believes George H. Fass, president of Dean Sales Co., and Dean Electronics Co., Inc., manufacturers of portable phonographs, Brooklyn, N.Y. Mr. Fass just returned from a flying tour of 22 leading market areas where he surveyed business prospects for the portable phonograph market. "The largest dollar profit volume for the average dealer will be on a high quality, reasonably priced, 3-speed amplified portable unit," states Mr. Fass, who urges dealers to devote liberal counter, window and demonstration space to all types of players. The Federal Reserve Board, says Mr. Fass, shows that over 5,500,000 phonographs of all types were sold in 1950. Despite some critical shortages, the same huge volume is expected this year, and dealers who miss this great market have only themselves to blame, says Fass.

New Radion Antenna

Manufactured by Radion Corp.,
1137 Milwaukee Ave., Chicago 22, Ill.

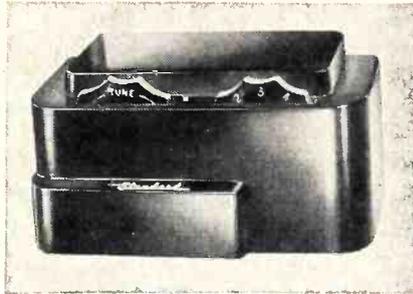


A new suburban television antenna, designed for "out-a-ways" TV, up to 25 mile distances. Of all steel construction with baked enamel finish, it comes with universal mounting brackets for windows, roof or attic. Antenna lists for \$9.95.

Say you saw it in *Radio & Television Journal*, March, 1951

Standard's TV Booster

Mfd. by Standard Coil Products Co., Inc.,
2329 North Pulaski Rd., Chicago 39, Ill.

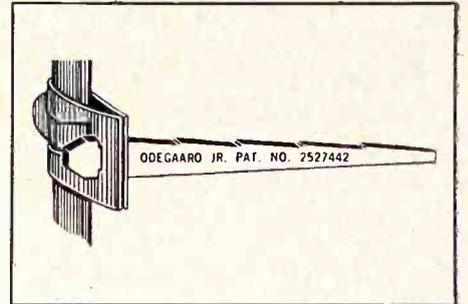


A single stage pre-amplifier featuring continuous one-knob tuning with no switching from high to low bands. Designed for better TV reception for fringe areas and difficult locations, it features low noise factor and use of printed circuit. Styled in a dark brown plastic cabinet.

Say you saw it in *Radio & Television Journal*, March, 1951

Odegard Standoff

Manufactured by Odegard Mfg. Co.,
5416 Eighth Ave., Brooklyn 20, N. Y.



Consisting of a cadmium-plated, hardened, high-carbon steel nail and a small piece of specially punched, low-loss virgin polyethylene, this standoff can be driven into wood, mortar, iron and aluminum. Cuts down cable installation time.

Say you saw it in *Radio & Television Journal*, March, 1951

"HAVE YOU HEARD THE SOUND OF QUALITY?"

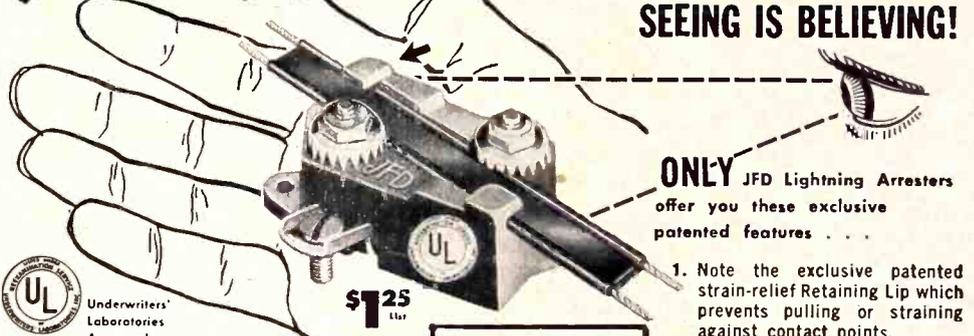


NEWCOMB SOUND IS BETTER

- Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.
- Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.

NEWCOMB AUDIO PRODUCTS CO.
DEPT. G, 6824 LEXINGTON AVE.
HOLLYWOOD 38, CALIFORNIA

JFD Hands You Another TV Profit-Maker!
NEW "Little Giant" TWIN LEAD LIGHTNING ARRESTER
PROTECTS Television Receivers Against Lightning and Static Charges!



SEEING IS BELIEVING!

ONLY JFD Lightning Arresters offer you these exclusive patented features . . .

1. Note the exclusive patented strain-relief Retaining Lip which prevents pulling or straining against contact points.
2. You actually see positive contact made with lead-in wire.
3. Lead-in contact remains fully visible at all times.
4. No Guesswork!
5. No Arrester Cover to Hide Poor Contacts!

SPECIAL, DIELECTRIC, FLAME-RETARDING PLASTIC
ASSURES maximum signal transfer . . . no varying of line impedance. INSTANT and EASY mounting anywhere, inside or out. NO WIRE STRIPPING or spreading of line necessary. CARRY one with you on every service call and make the EXTRA Profit!

MORE IMPORTANT THAN EVER!
With TV production curtailed . . . with component shortages developing . . . it is more important than ever to protect a TV receiver. This "Little Giant" will do the job! 3-color Counter Display Free.



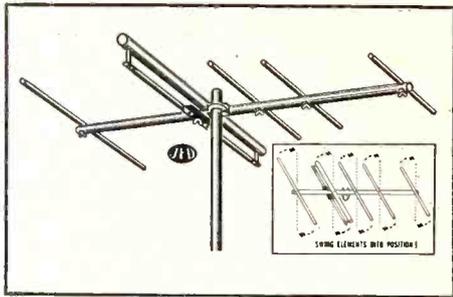
Individually Boxed With Hardware for Mounting

Order From Your Distributor or Write Direct for Data Sheet No. 71R

JFD MANUFACTURING CO., Inc.
6113C 16th AVENUE, BROOKLYN 4, N. Y.
FIRST in Television Antennas and Accessories

New JFD "Yagi"

Manufactured by JFD Mfg. Co., Inc.,
6101 Sixteenth Ave., Brooklyn 4, N. Y.

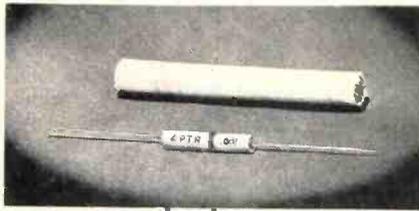


The five-element beam of this Yagi TV antenna is custom-cut, by employment of triple directors, to suit exact channel wavelength. "Quik-rig" elements swing into position for instant assembly. Constructed of aircraft aluminum with a one-inch OD collector element and crossarm. Special jumper harness for stacking bays.

Say you saw it in *Radio & Television Journal*, March, 1951

Pyramid Electric Capacitor

Manufactured by Pyramid Electric Co.,
1445 Hudson Blvd., No. Bergen, N. J.



This tubular paper capacitor is rated for 65 degrees C—150 VDC applications. Small, compact and sturdily built. Designed for continuous operation at D. C. voltage rating, and to meet standard RMA humidity test.

Say you saw it in *Radio & Television Journal*, March, 1951

Supply of TV Parts Now Adequate, Says Rice

The serious shortages of television components which threatened to severely curtail the output of television receivers has now passed and no serious shortages are foreseen for the rest of 1951, according to Benjamin H. Rice, president of Television Components Corporation, New York City. Mr. Rice, whose firm supplies various TV components to the industry, states that during the past 45-60 days television components have become more abundant, and the outlook for the remainder of the year looks good. Several reasons for the easing of a situation which only recently looked critical, are responsible, says Mr. Rice: One, many manufacturers have made commitments with foreign suppliers and this flow of new parts has done much to help the situation; two, receiver sales have declined considerably, with the result that many television manufacturers have cut back production. Pointing to the experience of his own company which supplies tubes, components and surplus materials, Mr. Rice said, "In November 1950 we could fill only 15 per cent of orders on hand because of the parts shortage. Last month, February, we delivered 95 per cent."

CIRCLE X ANTENNA

ENGINEERED TO PROVIDE
CLEAR SHARP PICTURES ON ALL CHANNELS

COMPARE CIRCLE-X TO ANY OTHER TV ANTENNA

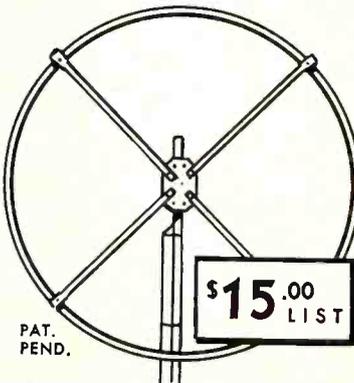
No other antenna combines all the mechanical and electrical features engineered into the Circle-X.

The high gain of the Circle-X is equal to stacked arrays. It is made of light weight corrosion resistant aluminum alloys that stand up in all atmospheric conditions.

When you use Circle-X you stock only one type of antenna for all jobs.

We urge you to compare Circle-X TV Antennas to any other TV antenna on the market.

Use Circle-X on your next tough TV installation. It may save you a lot of "no profit" call backs.



PAT. PEND.

DEALERS: Air Express or Parcel Post Special Delivery direct from factory to you through your jobber, if he cannot supply you with the Circle-X from his stock.

CIRCLE-X ANTENNA CORP.
507 MARKET ST., PERTH AMBOY, N. J.

CIRCLE X
ANTENNA CORPORATION

COURT OF BUSINESS PROBLEMS



YES~THE TELEVISION SUPPLY IS GROWING SCARCE~AND YOUR DOLLAR VOLUME IS DROPPING~BETTER WRITE VANITY FAIR CO.~61 E. 11 ST.~N.Y.C. FOR THEIR '51 GUIDE "PORTABLE PHONOGRAPH PROFITS."

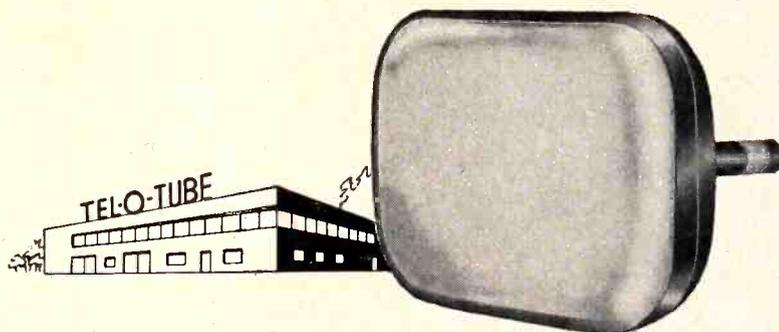
TEL-O-TUBE Symbol of Superiority

tel-o-tube . . .
symbol of picture
tube superiority

All Sizes Immediately Available for Conversion and Replacement

As a symbol of picture tube superiority, Tel-O-Tube too, has gained the recognition and esteem of many of the world's most renowned television experts. Outstandingly superior craftsmanship, unmatched performance, and record-breaking longevity are only three of the many reasons why these men—men who know picture tubes—have come to recommend Tel-O-Tube as the ideal tube for both original and replacement equipment. Today, Tel-O-Tube's complete line of cathode ray tubes is being offered for immediate availability—an excellent opportunity to find out for yourself how truly fine a picture tube can be!

The **GREATEST** Names In Television
PROTECT Their Names With Tel-O-Tube



WRITE . . . WIRE . . . PHONE . . .
Please mention Dept. TJ

TEL-O-TUBE Corporation of America

EAST PATERSON, NEW JERSEY

Sales Office: TEL-O-TUBE Sales Corporation, 580 Fifth Ave., New York 19, N. Y.



Porcelain vase executed by the brilliant Danish designer, Gerhard Henning; recognized by many of the world's most esteemed pottery experts as a true symbol of some of the finest porcelainware produced in the twentieth century.

Henning vase courtesy Metropolitan Museum of Art



(Continued from Page 46)

static kinescope completely eliminates the use of alnico magnet.

"These two RCA developments alone," Mr. Folsom declared, "when fully applied to the industry's television production, will reduce the cobalt content in the average receiver by almost 90 per cent—a savings industrywise of over 300,000 pounds of scarce alnico per one million receivers produced."

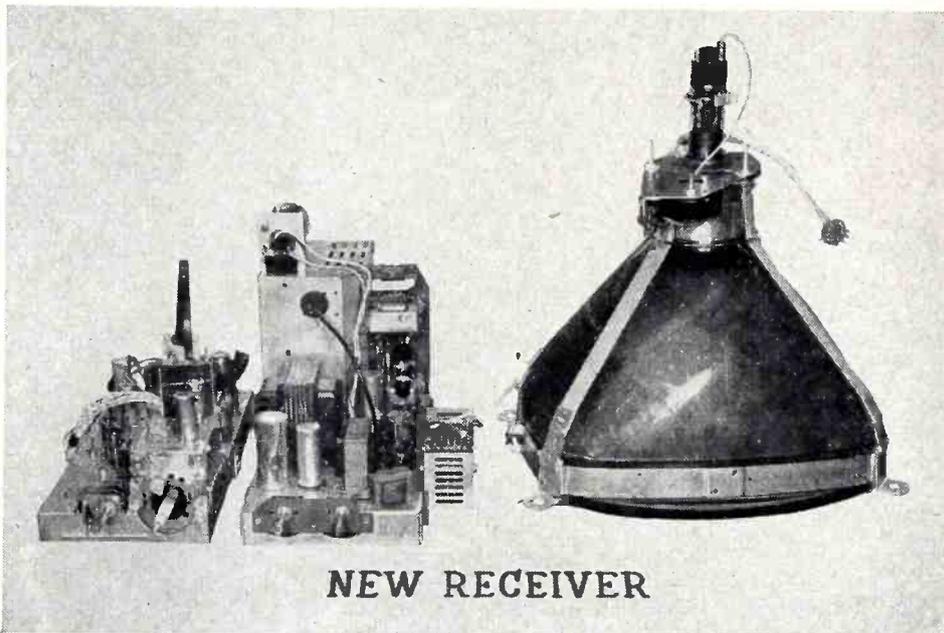
Performance of the electrostatic kinescope is considered fully comparable with the high performance standards of the electromagnetically-focused kinescopes now in use. Electrostatic focus is readily adaptable to all sizes of television picture tubes, it was pointed out. Developmental samples of the new picture tubes have already been sent out by the RCA Tube Department to TV instrument manufacturers to permit their engineering departments to design their future TV receivers around the new tubes.

Quick Results

Evidence that throughout the industry there have been similar steps taken to conserve critical defense materials came in the form of an announcement

(continued on page 61)

What TV Is Doing About



NEW RECEIVER

• This new Philco chassis includes new, economical horizontal and vertical deflection circuits to control the electron beam as it traces the picture on the TV screen; new power supply; new electrostatic-focus picture tube, and other major advances.

Phoenix
SPEED-MOUNTS... HARDWARE
SPEED-TENNAS

NEW! SENSATIONAL GAIN!
PHOENIX **YAGI**

- * QUICK RIG
- * 300 OHM IMPEDANCE
- * EXCLUSIVE MAST-CLAMP DESIGN
- * STURDILY BUILT FOR TROUBLE-FREE PERFORMANCE

HIGH GAIN INLINE

HIGH GAIN INLINE

PHOENIX ELECTRONICS, Inc. LAWRENCE MASS.

TWO SETS IN EVERY HOME Made Easy with New Coupler

The Brach 2-Set Coupler

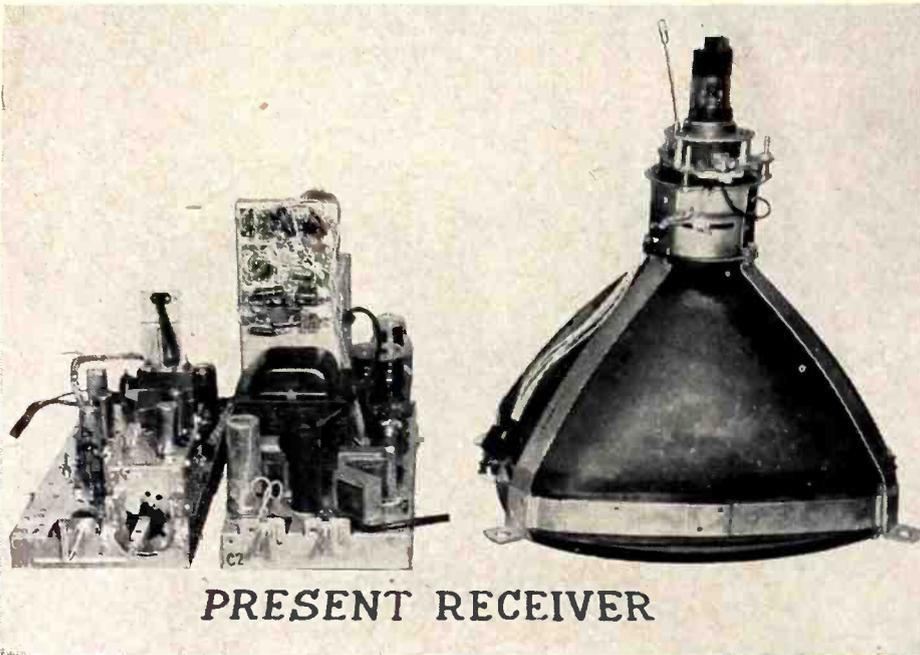
- Eliminates interference
- Matches 300 & 75 ohm lines
- Installs with hand tools
- Low in cost
- Avoids trade-in sales

ONLY \$1495 LIST

BRACH MANUFACTURING CORP. (Div. of General Bronze Corp.)
200 Central Ave. Newark 4, N. J.

SEND FOR "THE MUL-TEL STORY" TODAY

Solving Materials Shortages



PRESENT RECEIVER

• Present receiver chassis includes many noticeable major components, such as the heavy power transformer, permanent magnet focuser, and aluminum mounting straps for picture tube, which are eliminated by the new Philco design. Other major parts have been either eliminated or redesigned.

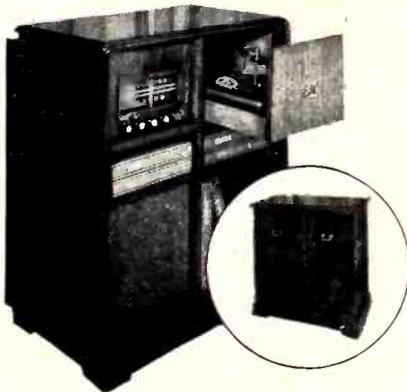
by the Raytheon Manufacturing Co., Newton, Mass., that it was planning production in the near future of electrostatically focused picture tubes. The move was expected to enable television set manufacturers to substitute other materials for cobalt in TV receivers without any degradation in picture quality.

Raytheon reported that sets using electrostatically focused tubes, when set side by side with electromagnetically focused tubes, have been judged by experienced engineers as being superior in over-all picture focus. Reason for this superiority was considered to be the fact that the electron beam edges are limited more in the electrostatic tube. Therefore, the stray electrons which cause fuzziness in the television picture never reach the screen in the electrostatically focused tube.

Thus, through the intelligent use of its greatest asset—imagination—the television industry has effected and will continue to effect, considerable savings in vital materials used in the manufacture of television receivers. Through this method, it is anticipated in trade circles that the flow of merchandise will continue at the same pace as last year, at least for the second quarter of the year.

AT LAST

A Radio and Phonograph combination that is within reach of everybody's pocketbook . . . and a BIG PROFIT FOR YOU!



At last, YORK by TelePulse offers you a real high-fidelity 13 tube AM-FM receiver, Webster-Chicago three speed record changer, 12" concert grand, acoustically corrected speaker.

These are a few features of the "YORK" that gives you value, and quality in a radio-phonograph combination, and makes it a PROFIT-MAKER and a standout in the field.

A few exclusive territories available. Call or write immediately for details.

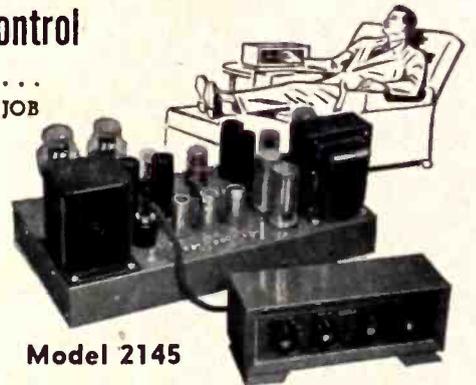


630 First Ave., New York • MU 5-7931-2
Mfrs. of the ESSEX line of TV receivers

New! BELL Custom HIGH FIDELITY AMPLIFIER with complete Remote Control

EXPRESSLY DESIGNED FOR MUSIC LOVERS . . .
FOR ANY TYPE BUILT-IN OR CUSTOM JOB

For extra value—without extra cost—in built-in or custom audio systems, install this unique, new Bell High Fidelity Amplifier. Its remote controls, in attractive unit for table or console mounting, are amazingly selective. Single selector for phono-AM, FM radio (or TV), all domestic and foreign records, 78, 45 and 33-1/3 rpm. Smooth, continuously variable bass and treble with boost and cut. Amplifier applies 100% negative feedback; reproduces sound at all levels naturally clear and life-like. Amplifier and remote control unit can be separated 5 to 25 feet with only .1 db loss at 20 kc. All inputs (3 phono, 1 mike, 2 radio) connect directly to main amplifier. For more details, write.



Model 2145

- Extremely wide power pass band
- Total distortion .5% or less at 10 watts
- All triode 30 watts maximum
- Compensated volume control

BELL SOUND SYSTEMS, INC.

563 MARION ROAD, COLUMBUS 7, OHIO

Export Office: 4900 EUCLID AVENUE, CLEVELAND 3, OHIO



Make more easier—with

1

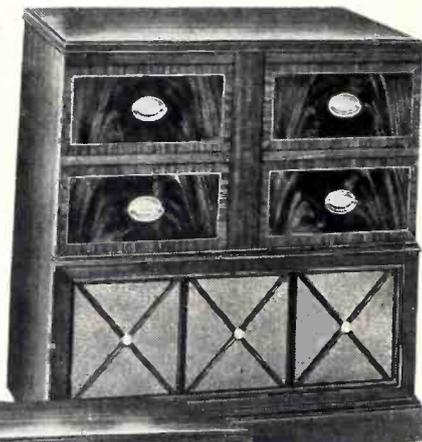
In every set . . .
"Victrola" 45
Record Changer Unit
for best results

2

Separate 33 $\frac{1}{3}$ -
78 rpm
Changer

The "Victrola" 45 changer and the 45 record were designed for each other. Tone is superb . . . changing is sure, and fast. Plays over an hour at the touch of a button. See next pages for information on RCA Victor "45" records.

Customers can play their 33 $\frac{1}{3}$ and 78 rpm records simply and easily on this changer. Takes ten 12-inch or twelve 10-inch records at a single loading. See following pages for information on RCA Victor records.



**RCA Victor "45" . . . AM-FM
Radio . . . 33 $\frac{1}{3}$ -78 rpm**

RCA Victor A108—Four-way home entertainment in exquisite Regency-styled cabinet. "Golden Throat." Extended Tone Range—the music-lover's masterpiece!

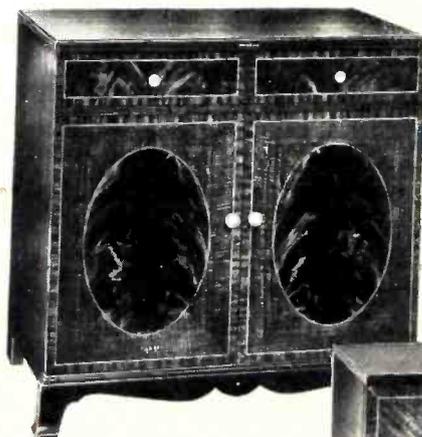


**RCA Victor "45" . . . AM
Radio . . . 33 $\frac{1}{3}$ -78 rpm**

RCA Victor A82—A personal "concert hall" for the home, styled to the minute. Sensitive 12-inch speaker. "Golden Throat." Music at its recorded best!

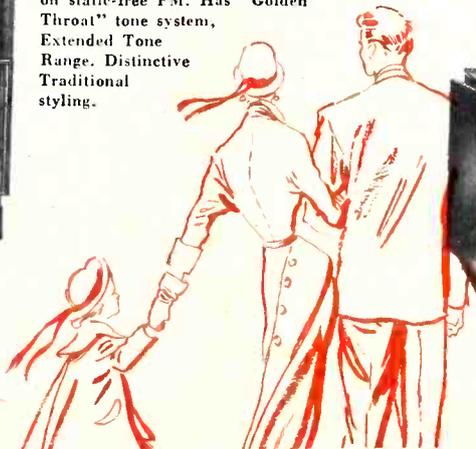
**RCA Victor "45" . . . AM-FM
Radio . . . 33 $\frac{1}{3}$ -78 rpm**

RCA Victor A101—Radio reception at its finest, especially on static-free FM. Has "Golden Throat" tone system, Extended Tone Range. Distinctive Traditional styling.



**RCA Victor "45" . . . AM-FM
Radio . . . Big Storage Space**

RCA Victor 45W10—Designed for connoisseurs of the finest in music, radio and recorded. Unsurpassed "Golden Throat" tone, 12-inch speaker, Extended Tone Range. Stores 400 of the 45 rpm records.



combination sales

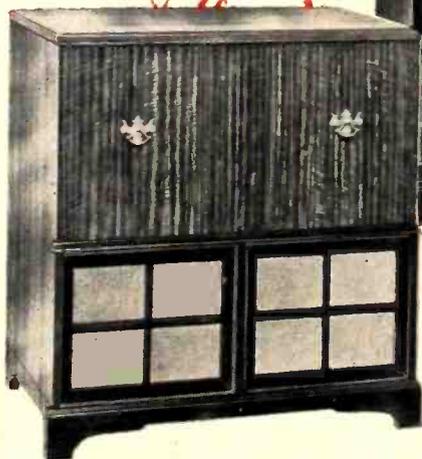
RCA VICTOR

3 Powerful AM-FM Radios with "Golden Throat" tone system

4 Million Proof Television for Big, Clear, Steady Pictures

No clearer, more beautiful reception anywhere! The exclusive "Golden Throat" tone system on all RCA Victor sets balances all sound parts exactly—pleases the ears and musical tastes of the greatest number of listeners.

A mainstay in many RCA Victor combinations: Eye Witness pictures, big as life itself. New Picture Pick-up assures best possible reception. No wonder it's Million Proof television—proven in over 2 million homes!



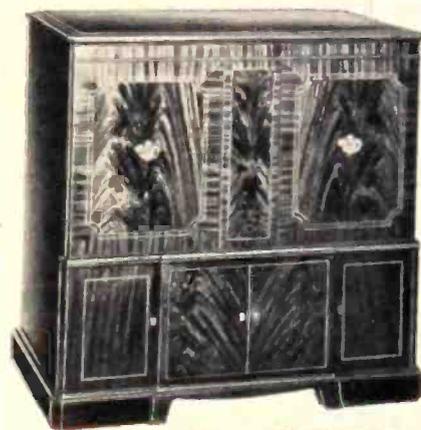
RCA Victor "45" . . . AM Radio . . . 33 1/2-78 rpm . . . 14-inch Television

The Somervell—14-inch television combination, luxuriously styled, invitingly priced. Magnificent "Golden Throat" Eye Witness pictures locked in place. (4T141)



RCA Victor "45" . . . AM-FM Radio . . . 33 1/2-78 rpm . . . 17-inch Television

The Rutland—Complete home entertainment for everyone! Sharp, steady 17-inch Eye Witness pictures, "Golden Throat." Extended Tone Range. 18th Century styling. (7T143)



RCA Victor "45" . . . AM-FM Radio . . . 33 1/2-78 rpm . . . 19-inch Television

The Sedgwick—Big 19-inch Eye Witness pictures locked in place. Extended Tone Range. "Golden Throat" tone system, 12-inch speaker. Walnut or mahogany finish. (9T147)

AT YOUR SERVICE—
The vast facilities of the RCA Service Company.



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U.S. Pat. Off.

RCA VICTOR—World Leader in Radio . . . First in Recorded Music . . . First in Television

Here's What Causes That Shimmying Picture

The first of a series of 1951 meetings for radio and television servicemen, co-sponsored by Sylvania Electric Products, Inc., and authorized distributors was held last month in Baltimore, Maryland. More than three hundred TV servicemen attended a two hour talk by Clarence L. Simpson, radio and television service engineer, for Sylvania's Radio Tube and Picture Tube Divisions.

Simpson emphasized the importance of checking waveforms in many parts of the TV receiver when reception is poor and the serviceman has been called in. To demonstrate the effect of improper set operation he operated a TV receiver chassis. The waveform changes were presented on four Sylvania Type 400 oscilloscopes placed on stage and at either side of the hall. He supplemented his remarks with schematic slides showing circuit sections being discussed.

During the talk Simpson detailed operation and circuit adjustment of the vertical scanning section by making receiver adjustments to compress and distort image width, and, at the same time show the waveform shapes on the oscilloscopes. He also gave a comprehensive explanation of the importance of proper sawtooth-pulse waveform and described three commercial methods of obtaining and controlling the desired linearity for an undistorted video image.

Wavy images resulting from varying compressed sections of the TV picture, ranging from side to side, he attributed to the presence of 60 cycle ripple in the horizontal scanning circuit which tends to produce frequency modulation of the horizontal oscillator. This effect makes people look as though they were doing a shimmy dance, and, he said, indicates heater-cathode leakage in a tube controlling the horizontal scanning section.

He also demonstrated the use of the c-r oscilloscope to check tubes in an operating receiver to make certain that waveforms are present at the grid and plate with manufacturer's data. Unsatisfactory performance in various parts of the TV receiver may thus be checked quickly, he said.

Selenium Shortage May Soon Become Critical

Robert C. Sprague, President of the Radio-Television Manufacturers Association, has appointed a Special Committee on Selenium, composed of both RTMA members and non-members, to investigate and take appropriate action in a critical situation confronting the radio-television industry because of an impending shortage of selenium for use in the manufacture of selenium rectifiers.

The committee, which will hold its first meeting in Washington this month, is accumulating data which indicates the present production of selenium will fall far short of fulfilling the industry's anticipated requirements for selenium rectifiers due to the redesign of television receivers to conserve critical materials.

Preliminary investigations indicate that television manufacturers will require many times the number of selenium rectifiers heretofore used if the proposed redesigns of TV sets are generally adopted. Moreover, the present supply of selenium, which comes from a single supplier, is expected to be reduced within a few months due to increasing defense orders.

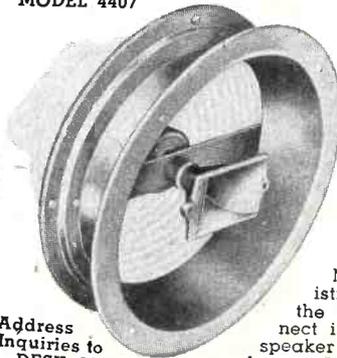
opportunity
knocks
... for
you!

BUSINESS OPPORTUNITIES

WANTED—Radio, Music, and Appliance dealers and service stores. Earn substantial extra income. Sell and install high fidelity customers, local merchants, church, town hall, etc. Negligible investment, use present facilities. No special equipment required, only imagination and initiative.

COAXIAL TWEETER ADAPTER—
Converts any 12" Cone Speaker for Full Range Reproduction to 15000 Cycles. The quickest way to convert existing equipment — radio, phono or TV set—for full range reproduction. Present cone speaker acts as woofer; 4407 tweeter adds the brilliant "highs" usually lost in a single element reproducer. Anyone can install the 4407 — no mechanical or electronic skill required!

MODEL 4407



Address
Inquiries to
DESK 38

Merely unscrew the existing 12" speaker, slip on the 4407 adapter and connect in parallel with the old speaker through a bypass condenser or network.

Write for
new free
TECHNILOG

A comprehensive UNIVERSITY handbook on sound casting technique and equipment. Shows all you need to know about selection and installation of University loudspeaker equipment.

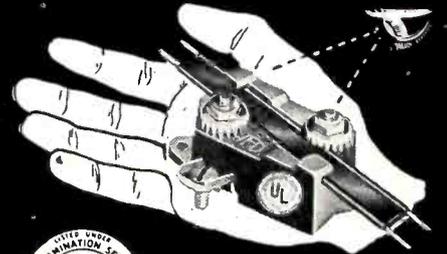


UNIVERSITY LOUDSPEAKERS • INC

80 SO. KENSICO AVE., WHITE PLAINS, NEW YORK

JFD "Little Giant" TWIN LEAD LIGHTNING ARRESTER

Protects TV Sets Against
Lightning and Static Charges



Underwriters
Laboratories
Approved

No. AT105
\$1.25
List

For Regular Twin Lead

SEFING IS BELIEVING!

ONLY JFD Lightning Arresters offer you these exclusive patented features . . .

1. Patented strain-relief Retaining Lip which prevents pulling or straining against contact points.
2. You actually see positive contact made with lead-in wire.
3. Lead-in contact remains fully visible at all times.
4. No wire stripping. No Arrester Cover to Hide Poor Contacts!

At Your Jobber or Write Direct



MANUFACTURING CO., Inc.
6127 16th AVENUE, BROOKLYN 4, N. Y.
FIRST in Television Antennas and Accessories

22 YEARS and 28 Manuals TELL THIS STORY

Most servicemen inform us that they prefer RIDER MANUALS for their absolute reliability. Daily, they depend upon our Factory-Authorized, Factory-Accurate servicing information (from the service departments of the receiver manufacturers themselves) to speed repairs . . . remove all guesswork . . . and assure the satisfactory completion of repair jobs, whatever their nature.

Others favor the completeness of RIDER MANUALS . . . and the fact that, from this SINGLE SOURCE, they can get everything they need . . . original production runs, subsequent production runs—with all the changes.

And still others say it's the ease with which they are able to locate the exact data they want . . . and the ease with which they can make full use of this information.

Whatever their individual reasons may be, they all agree

Rider Manuals ARE BEST

The Latest in Television!

Rider TV Manual Vol. 6



Despite severe production difficulties, this new "BIG" TV Manual is ready for you. However, due to extreme paper shortages, we were unable to produce as many as we feel will be required. So make sure of your copy . . . order it from your jobber TODAY! This is another

LARGE SIZE manual, with the equivalent of 2320 of our former 8 1/2 x 11" page size, all filed in place. **\$24.00**

The Latest in Radio!

Rider Manual Vol. XXI



FACTORY-AUTHORIZED servicing material from 61 manufacturers . . . AM-FM—Auto Radios—Record Changers—Disc and Tape Recorders. Coverage from Dec. 1949 through Oct. 1950. 1648 Pages PLUS Cumulative Index Volumes XVI through XXI. **\$21.00**

Make sure that your Working Library of RIDER MANUALS is complete . . . with ALL of these indispensable volumes on hand.

Television Manual Volume 6 (Plus Index)	\$24.00
Television Manual Volume 5 (Plus Index)	24.00
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Television Manual Volume 3 (Plus "How It Works" Book and Index)	24.00
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Volume XX	21.00
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Volume XVII	19.60
Volume XVI	9.90
Volume XV	22.50
Volume XIV to VII (each volume)	19.80
Volume VI	15.00
Abridged Manuals I to V (one volume)	19.80
Master Index, Covering Manuals Vol. I to XV	1.50
PA Equipment Manual, Volume I	18.00

JOHN F. RIDER PUBLISHER, INC.
480 Canal St. New York 13, N. Y.

Build an Attractive Compact Record Dept.

(Continued from Page 25)

most compact and complete record sections.

If you are contemplating installing a record and phonograph section (and you had better start thinking about it at once if you want to maintain your volume) here are a few hints:

1. Make your shelving completely adjustable by use of 'adjustable standards' hardware which permits shelving to be moved up and down with the supporting clips which fit into slotted channels—the slots being spaced one inch on center.
2. Bathe your shelving with the use of a fluorescent light cornice.
3. If possible, provide an acoustic celotex ceiling directly over the area of the record section.
4. Identify the record-phono department with a business-like sign, calling attention of inside store traffic to the fact that you specialize in these products.
5. Provide for a small attractive showcase for displaying all record and phono accessories: needles, cartridges, pickup arms, speakers, albums, etc.

As for personal and portable radios, a small, dramatic display which is removable can be built on any wall in the store by using the "Garcy" slotted standards and brackets. These are heavy metal channels 3/4" wide and as long as desired with slots which are spaced one inch on center. The whole setup can be screwed into place in a minimum of time, and when finished, it gives a modern, "suspended-in-air" look which imparts a visually dramatic effect to the entire store.

An effective, easily-assembled small radio display can be made by using a 3/4" plywood backing—4'-0" x 6'-0" onto which is screwed the "Garcy" standards. The plywood is screwed to 2 x 4"s nailed on the wall which will hold it out from the wall. Paint the plywood a deep decorator color (forest green, terra cotta, etc.) in flat paint, or wallpaper it in a solid color "grass cloth" paper. Use 3/4" plywood for shelving and stain same in maple. At the top of the display, board glue on cutout wood letters painted white. Light this display with a pair of bullet spotlights which can be the portable type clamping onto overhead pipes or other ceiling-hung fixtures, and you will have a dazzling display to catch the eye and pockets of your prospective customers.

The business is there—all any wide-awake storeowner need do is go after it with a little imagination, foresight—and a desire to SELL merchandise.

BEAT THE TUBE SHORTAGE!

Receiving tubes are getting scarcer every day! This book shows you how to keep sets working . . . even though exact replacements are unavailable.

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(Theory and Practice)

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A fact-filled, pocket size reference manual edited by outstanding authorities. Packed with vital information on all types of antennas, Helpful Hints, Do's and Don'ts, Dimension Guide, Channel Frequencies, Proper Feed Methods and many other subjects.

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Please send free copy of TV 'TENNA TIPS

Name.....

Address.....

City.....Zone.....State.....

How to Create a Customer Prospect List for Follow-up Sales

A customer prospect card, reviewing customer television and appliance ownership and needs, has been specially designed and is now available to radio-TV dealers. The cards are printed by the National Appliance and Radio Dealers Association, Merchandise Mart, 54, Chicago, and are made available to dealers as a service of NARDA, states A. W. Bernsohn, managing director of the association.

Created to fill a long-felt need by dealers who want to plan and anticipate the needs of their customers so that they can follow up with a direct, integrated sales effort, the prospect cards, 5¼ x 8½ inches in size, on durable paper, give the radio-television appliance salesman complete information about his prospective customer. Its quick reference information includes name, address, telephone, occupation, and other pertinent data plus a list of appliances the prospective customer "Now Owns" and is "Interested In." There is also a section with space for filling in complete data about what the customer has in his home and what he contemplates buying.

The card gives the salesman and his dealers an accurate, up-to-date file on all his prospects. Entries are made upon the completion of a call while the prospects needs and desires are fresh in the salesman's mind. The card also serves as a check list with all the necessary facts, thereby saving the salesman's

time and giving him a ready reference list for follow up calls.

The importance of an accurate, up-to-date customer list cannot be over-emphasized, states Mr. Bernsohn. It ties in directly with the ability of the dealer to "use the user"—a facet of the sales picture which is often neglected or completely overlooked. No physician would dare to conduct

NOW OWNS		INTERESTED IN	
REFRIGERATOR			
RADIO			
TELEVISION			
STOVE			
WASHER			
IRONER			
DRYER			
SINK - CABINET			
DISHWASHER			
STOVE			
SINK-CABINET			

This is a sample of the customer prospect card designed by NARDA. With this type card, dealers can readily build their own customer list for follow-up sales.

his practice without a complete reference file on every one of his patients, and in like manner, it is almost as essential for the radio-TV dealer to know his customers, past, present and future, in order for him to plan his selling and merchandising effectively.

The best basis for starting a good customer list is the dealer's old customers. These should be checked to make certain that every address carried is active. From there, the dealer is advised to make a survey of his neighborhood.

300 OHM TV TWIN WIRE



Have you checked your 300 Ohm
Television Twin Lead Wire Supply?

Specialists for the Television Trade

Made Right — Priced Right

Terms to Rated accounts—C. O. D. to others

For Immediate Delivery, Write or Phone

TELEVISION SPECIALTY CO.

TAYLOR BUILDING

Phone: Haverstraw 9-5716

Haverstraw, NEW YORK

A RAULAND EXCLUSIVE!

New
"Tilted-Offset" Gun
WITH
**INDICATOR
ION TRAP**



For Faster Service—Bigger Profits

More and more dealers and service men are swinging to Rauland picture tubes because of Rauland's exclusive development—the Tilted Offset Gun with mistake-proof Indicator Ion Trap.

This new feature—the most recent of many Rauland firsts in picture tube design—saves time and trouble in Ion Trap Magnet adjustment, eliminates mirrors and guesswork. A vivid green glow on the anode tube signals when adjustment is incorrect. The service man simply moves the magnet until the glow is reduced to minimum. Adjustment becomes a matter of complete precision, yet one accomplished in a matter of seconds without equipment of any kind.

In addition, the Tilted Offset Gun offers the advantage of maximum sharpness of focus and requires only a single Ion Trap Magnet.

Only Rauland offers these important advancements. For further information, write to . . .

RAULAND

The first to introduce commercially these popular features:

Tilted Offset Gun

Indicator Ion Trap

Luxide (Black) Screen

Reflection-Proof Screen

Aluminized Tube

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



The Sky's the Limit for "Sound" Dealers

(Continued from Page 31)

into their homes, repair their old sets—can offer suggestions, pave the way. The dealer is an established, known and respected merchant in his community. His trade name is synonymous with the word MUSIC. To his customers he is an authority; his recommendations are the most likely to be appreciated and considered seriously.

Added Business

During these days of impending shortages and the possibility of declining business income, it would appear judicious to consider additional sources of revenue. The wonderful thing about selling high fidelity is that it requires a negligible investment. Most dealers have either a service department of their own or contract to some local repair service. About all that's needed is a simple inexpensive demonstration set-up so that the customer may hear for himself what is being offered. Usually, the merchandise can be purchased from the parts jobber as each sale is made, or a small stock can be carried, as would be service replacement parts.

Probably what has attributed most to the success of "hi fi" as a hobby is

the wide latitude technically possible in the improvement of a sound reproducing system. Depending upon the circumstances at hand, a customer might start perhaps by exchanging his one-speed record player or changer to a three-speed unit.

If he already has a three-speed machine, its quality can often be improved by substituting one of the "variable reluctance" type cartridges for extended range response and scratch-free reproduction.

There are a number of relatively minor changes that can be made to the radio chassis to improve its quality and frequency response so that both recordings and radio reception will benefit. Specific technical changes to the chassis will be treated with subsequent issue. However, of prime importance eventually would be the improvement of the loudspeaker system itself. The usual run of home instrument is equipped with a loudspeaker which often is unable to reproduce tones beyond approximately 6,500 cycles, and generally not below about 100 cycles. When you consider that the fundamental tones and the harmonic content of most instruments (see tonal range chart of musical instruments) fall between 40 and 15,000 cycles, it becomes quite apparent that the average home instrument indeed leaves much to be desired.

Many Selling Points

In addition, there are sounds introduced by "ordinary" speakers which are extremely poor imitations of the original tone, or which did not exist in the music as originally played, which result in what we commonly term "distortion." Distortion of certain types are known to produce an ear fatigue which in many persons will upset the nerves or prevent listening for long periods to

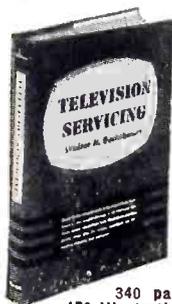
what might otherwise be an enjoyable program. Yes, merely the substitution of a high quality loudspeaker alone will sometimes result in a discernible improvement.

The enclosure, and the physical treatment of that enclosure, in which the loudspeaker is placed is almost always a compromised design. The enclosure can often be improved, and considerable income can in fact be derived from the sale of a separate loudspeaker "Baffle." Several manufacturers offer complete selection to suit practically every requirement in the way of price, furniture design, and technical need.

Let's not overlook, either, the possibility of the sale of a complete "custom" installation which would involve a custom cabinet, special tuner and high fidelity audio amplifier, a fine record player as well as probably a wire or tape recorder, and a top notch loudspeaker system. Auxiliary loudspeakers could be set up in different parts of a customer's home and with suitable switching can, if desired, be used as the basis for an intercom. The television chassis can be included or wired in, as well.

As with any business, much depends upon imagination and initiative. And when one already possesses the necessary tools with which to do a job—there's not much excuse for tuning away from opportunity. Your replacement jobber knows the hi fi field well. Consult him, he's most anxious to help get you started and can offer many excellent suggestions. In a subsequent issue, we shall get down to cases, and a simple demonstrating unit will be described, as well as pertinent product and technical information which should be of considerable assistance to you and your service department.

Just Published!



340 pages
170 illustrations

TELEVISION SERVICING

by Walter H. Buchsbaum

Get this brand new, complete handbook for sure-fire working knowledge of TV installation, maintenance and troubleshooting. Tells you step-by-step procedures for audio IF alignment, video IF alignment, aligning RF amplifiers, mixers, oscillators, etc. All possible defects classified for ready reference, thoroughly analyzed to show what is wrong and why . . . and what to do to correct the defect. No mathematical knowledge needed! Practical, authoritative, up-to-the-minute, the perfect handbook for set owners, trainees, and repairmen.



Symptoms of defective operation easily recognized, quickly corrected by illustrations, diagrams and how-to-do-it facts in this new book.

USE IT 10 DAYS FREE

Coupon below brings you "Television Servicing" on FREE trial for 10 days, without obligation. Mail it NOW.

PRENTICE-HALL, Inc., Dept. RTJ-351
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Send me, for 10 DAYS' FREE TRIAL, "Television Servicing." I will return it in ten days and pay nothing—or keep it and send \$1.35 down (plus postage) and \$2 monthly for 2 months.

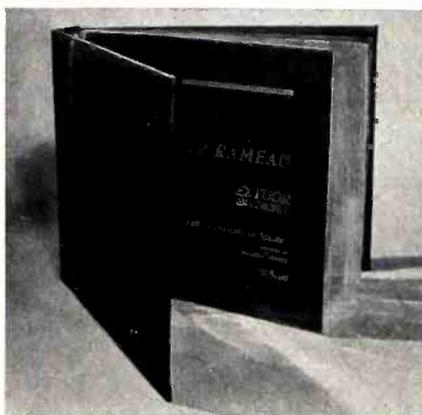
NAME

ADDRESS

CITY

STATE

SAVE! Send \$5.35 with this coupon, and we'll pay postage and packing.



NEW Peerless LP Albums

with Acetate Pockets

• Completely Loose Leaf •

MADE IN 10 AND
12 INCH SIZES

Will Hold 10 LP Records in original Jackets • Additional Pockets Can Be Added or Removed

Write for additional information

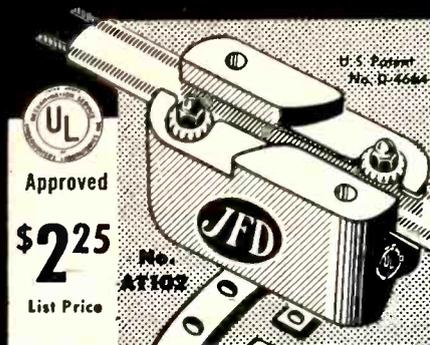
Peerless Album Company, Inc.

• 800 UNION ST. •

ST. 9-0555 •

BROOKLYN 15, N. Y.

THE WORLD'S LEADING TWIN LEAD TELEVISION LIGHTNING ARRESTER



Approved

\$225

List Price



completely waterproof

SAFE TV GUARD

Protects television sets against lightning and static charges. Simple to install everywhere and anywhere... no stripping, cutting or spreading of wires. More than 500,000 in use today!

See your jobber or write to —



MANUFACTURING CO., INC.
6113-C 66th Ave., Brooklyn 4, New York
FIRST in Television Antennas and Accessories

VEE-D-X for the finest LIGHTNING ARRESTERS

at the Lowest Prices



New!
**2-WIRE
RW-200**

only **125**
LIST

**4-WIRE
RW-204**
only **150**
LIST

The first and only arrester that will accommodate 4-wire rotator line as well as regular 2-wire transmission line.

The new VEE-D-X Model RW-200 is the popular low-priced arrester. Similar in design and construction to the RW-204. Two saw tooth contact points assure positive protection for any 2-wire installation.



**The Original 2-Wire
RW-300**

For use with 2-wire standard transmission line. An air gap plus resistor provide double protection. RW-300 is manufactured of moisture resistant Mica-fill Bakelite. RW-300A — highest quality thermo-setting plastic.



only **200**
LIST

A. A. POINTE-PLASCOMOLD CORP., WINDSOR LOCKS, CONN.

Zetka Acquires Interest in TV Color Tube Process



Meyer Bonuck, above, president of Zetka Television Tubes, Inc., of Clifton, New Jersey, has announced that his company has acquired the right to purchase an interest in Sightmaster Corporation's patent position for the sum of \$250,000. These patents, states Michael L. Kaplan, president of Sightmaster Corporation, affect the improved construction of color cathode ray tubes. By use of these patents, it is claimed that the brightness of a cathode ray tube is increased and the intensity of the primary shades of the spectrum, red, blue and green, is also increased evenly. The improvement in picture tube construction, it was pointed out, applies to either the CBS or the RCA system.

Only One to a Customer!

A television console combination selling for \$2,000 and available to only one family in each city, will be manufactured by Scott Radio Laboratories and be made available about June 1. Known as the "Limited Edition" the set will include "the finest radio, phonograph and 20-inch television available" and will be housed in a cabinet of either period or modern styling. Designed to appeal to those families who want and can afford the finest, the set will carry a guarantee that no other set like it will ever be sold in that city by the company or its dealers, the company announced.

REK-O-KUT

Hi-Fi Phonographs and
Turntables By Which All
Others Are Judged!



REK-O-KUT Recitalist

Featuring the exclusive
Polyphonic Selector.

Equipped with
3-Speed or
Continuously
Variable
Turntable.

Plays
Records
6" to 16"
and broadcast
transcriptions.

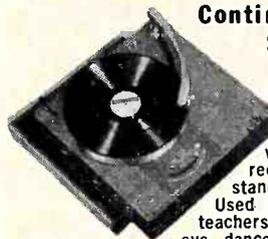
Irving Kolodin, Music Editor of the Saturday Review of Literature, says, "... the Recitalist was conceived for schools, businesses, forums, etc., where high grade reproducing equipment is in demand... appeals to a music-lover who wants accurate, undistorted reproduction. The special features are (1) Heavy rim-driven turntable, reliable at all speeds (2) Dual point pickup (3) Excellent amplifier (4) Speaker mounted in detachable cover of carrying case."

RP-43C (with 3-speed turntable) \$229.95

RP-43VC
(with continuously variable speed turntable) \$269.95

REK-O-KUT

Continuously Variable
Speed Turntable



The BROADCAST QUALITY turntable that plays at any speed from 25 to 100 R.P.M. without "wow". Plays all records from 6" to 16", standard and microgroove.

Used by broadcast stations, teachers, musicians, disc jockeys, dance studios, etc. Operates

on 50 to 60 cycles. Plays through any amplifier, phonograph, TV or radio set.

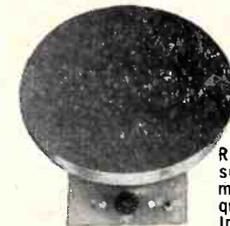
Model CVS-12P (illustrated) in portable case with 16" dual-stylus pickup \$124.95

Model CVS-12,
chassis, motor and turntable assembly..... \$ 84.95

Model P-43C—3-Speed, 16" Dual-Stylus Pickup \$ 94.95

REK-O-KUT

Model LP-743
Three-Speed
12" Transcription
Turntable



Recommended by leading sound critics. Induction type motor, designed for smooth, quiet, vibration-free operation. Instantaneous speed changes—78, 45, 33 1/3—without stopping turntable or removing disc.

\$54.95 net

Nationally Advertised

... in the magazines that customers for Hi-Fi equipment read.

"They're" Talking About...

REK-O-KUT Equipment

Musical critics, such as those writing for the SATURDAY REVIEW OF LITERATURE, and other consumer publications, are enthusiastic about REK-O-KUT products... this means sales for you. Write for reprints of reviews.

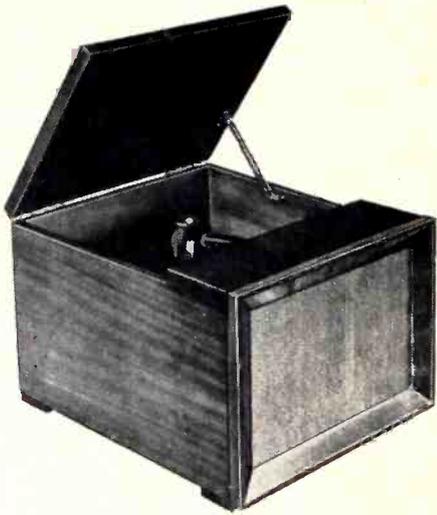
REK-O-KUT CO.

38-29 Queens Boulevard
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Arthur C. Ansley

QUALITY PHONOGRAPHS

for your most
Discriminating Customers



Model shown is the LP6 in Hand Rubbed Mahogany Cabinet—5 watt AC Amplifier 10 inch Speaker—3 speed Record Changer.

Also 4 Fine Portable Models

write for information

ARTHUR ANSLEY MFG. CO.
DOYLESTOWN, PA.

NOW—AN INEXPENSIVE HIDDEN INDOOR ANTENNA THAT GIVES SNOWLESS RECEPTION

The new, inexpensive Vi-A indoor television antenna gives snowless reception within a radius of from twelve to fifteen miles from the TV tower and has reported fair reception up to fifty miles.

Being nearly non-directional, the Vi-A antenna can be used in many different planes and directions. It can be placed and hidden where the best signal area is located, permitting the TV set to be placed in the best decor. Of rugged, one-plane construction, the Vi-A antenna can be hidden beneath the carpet, back of a drapery or behind a picture on the wall. In most instances the Vi-A antenna will pick up all channels in the area without being moved. Once installed, TV reception is not affected by moving objects. Exceptionally good reception is reported in apartments.

The Vi-A antenna can be used in TV service shops and is a good radio and FM antenna. It is adaptable to the proposed new ultra-high frequency TV channels.

Mail orders in United States
\$2.95 postpaid

Representatives and distributors
are invited to make inquiry
about open territory.

Write for further information and FREE
literature, Dept. J

Vi-A

1821 ADAMS STREET
TOLEDO 2, OHIO

30" Receivers on Display in N. Y. Stores Stops Traffic

A crowd that reached near riot proportions, necessitating the calling of police reserves, thronged Concourse Music, 184th Street and the Grand Concourse, New York City, to see a window display featuring the new Du Mont "Royal Sovereign" 30" receiver, Sandy Howard, promotion manager for the Bronx chain, reported recently.

The "Royal Sovereign" was the focal point in a display set up in conjunction with the Saturday Evening Post, tying in with Du Mont's national ad copy running in a recent issue of the Post and two page double spreads in New York's leading newspapers.

Traffic, both inside and outside the store, was "tremendous all day," according to Howard, with at least 100 people viewing the exhibit at all times during the day and evening.

During the first two hours of the morning, Du Mont's New York Factory Distributor received more than 50 telephone inquiries on the 30" receiver, as a result of the double-truck ads in the New York Times and Herald-Tribune.

The window display promotion was worked out for the New York area by representatives of the Saturday Evening Post and Rowland Guildford, manager of Du Mont's New York Factory Distributor.

In addition to the window display in Concourse Music, similar promotions were placed in Bedford and Winston stores, Brooklyn; Sunset Appliance, Queens; Manhattan Commodities, Long Island; Liberty Music, midtown New York; and County Hardware, Mount Vernon.

Those Farmers Sure Have Cash!

Farmers are more likely to lay "all the cash on the barrel head" when buying television receivers, automobiles and other durable products than are non-farm buyers. This fact has been determined by an analysis developed by Capper's Farmer magazine and based upon information obtained by the Survey Research Center of the University of Michigan. Personal interviews were conducted throughout the United States, distributed so as to be representative of the Nation as a whole. It was found that 72 per cent of the farm buyers paid full cash, whereas only 41 per cent of the buyers in the

12 largest metropolitan areas and 55 per cent of buyers in other cities of 50,000 or more population paid full cash at the time of purchase.

In the purchase of radios, television receivers, refrigerators, washing machines, vacuum cleaners, etc., the farmer showed a greater tendency toward full cash payment than is true of the non-farm buyer. This unusual cash buying habit of farmers is considered significant in reflecting the strong financial position of the farm population and in also indicating that credit curbs under Regulation W will have less effect in restricting farm trade in durable goods than on non-farm buyers.

Manufacturers! Distributors! Dealers!

WE HAVE CRITICAL TYPE

We also have fine quality
300 ohm TV WIRE

In lots of 5,000 feet

Samples air-mailed
on request.

TUBES

We can supply you with those
hard-to-get type radio and TV
tubes at REASONABLE PRICES.

We have substantial inventories of standard
brand tubes in individual cartons or bulk packing.

ALL GUARANTEED BRAND NEW

Write or Wire

GAMMA ELECTRONICS CORP.

103-17 NORTHERN BLVD., EAST ELMHURST, N. Y.

THE NEW... IMPROVED

"STANDARD TV BOOSTER"

Model B-51



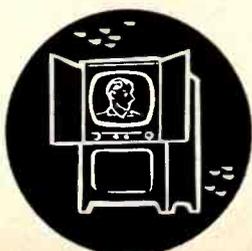
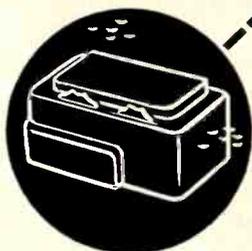
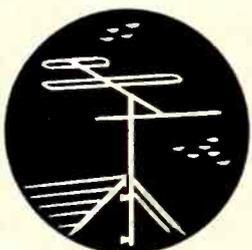
Manufactured by the leading designer and producer of TV tuners "The Standard Tuner"

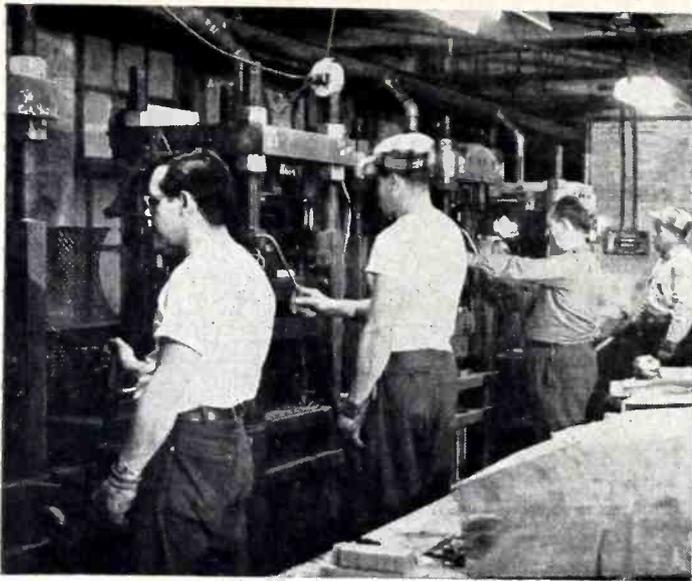
INCLUDES THESE KEY FEATURES

- ★ Attractively styled
- ★ Dark brown plastic cabinet
- ★ Large two knob control
- ★ Four purpose switch
 - Off:** Signal by-passed to set
 - Set:** Filament on, signal by-passed to set
 - On:** Plate voltage applied, booster in operation
 - Tune:** Fine tuning for sharper picture or sound reception
- ★ Detent Tuning—positive channel selection
- ★ Continuous one knob tuning—no switch from high to low
- ★ Simple installation
- ★ Single tube operation
- ★ High gain, all channels
- ★ Low noise factor
- ★ Printed circuits
- ★ Iron core transformer input
- ★ 300 ohm operation
- ★ Fully shielded
- ★ Easy, simplified servicing

These and many more outstanding features are incorporated into the new B-51 "Standard Booster"

Standard COIL PRODUCTS CO. INC.
CHICAGO • LOS ANGELES • BANGOR, MICH.





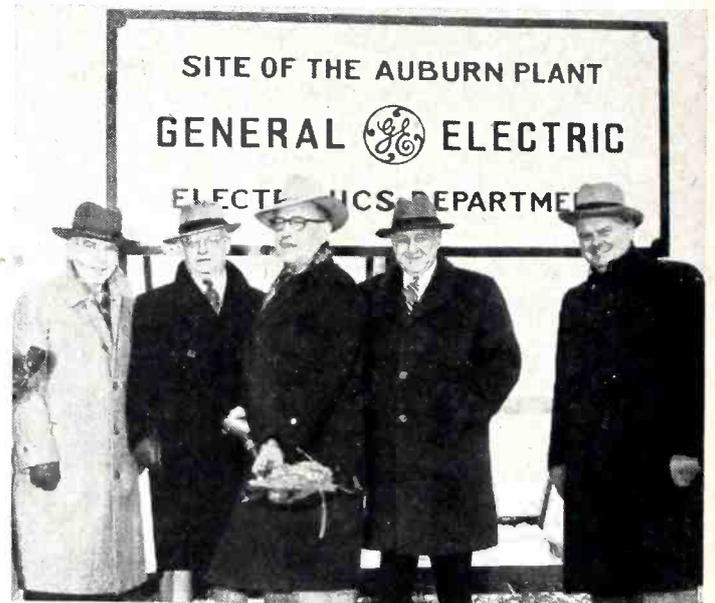
• Skilled men, who formerly handled moulding operations in the manufacture of radio cabinets, toasters and other appliances, now perform similar functions at the Windsor Locks, Conn., plant of LaPointe-Plascomold where Vee-D-X lightning arresters and antenna insulators are made.



• Walter L. Schott, president, Walter L. Schott Co., center, reviewing the Profit Sharing-Pension plan giving employees a direct share in profits. Retroactive to October 1, 1950, the plan is based on a "point credit system," in which salary and service determine shares.



• Walter R. Gunberg, seated, right, Kelvinator Division Washington zone manager, and V. W. Wittman, Sylvania district manager, concluding an agreement whereby Sylvania Electric Products, Inc., appointed Nash-Kelvinator Sales Corp., exclusive Washington, D. C. distributor.



• Dr. W. R. C. Baker, GE v-p and general manager, Electronics Department, wields the ground-breaking shovel at opening of work on new million-dollar GE receiver division plant at Auburn, N. Y. Mayor E. T. Boyle of Auburn is at left. At right, W. H. Sahloff who will manage the new plant.

← • Leonard Ashbach, left, president, Majestic Radio & TV, presenting John Cameron Swayze, Camel Caravan newscaster, NBC-TV, with the Majestic "Mighty Monarch of the Air Television Award," for excellence in TV news presentation. Louis Silver, v-p and general manager looks on.



• Ross D. Siragusa, left, president, Admiral Corp., is pleasantly surprised upon receiving bronze plaque for industry leadership. L. G. Miller, general sales manager, Kane Co., Cleveland, made the presentation.



• Dr. Allen B. DuMont enjoys the surprise party tendered him in the cafeteria of the DuMont Allwood plant, when he passed 50. Awaiting their slice of the birthday cake are: L. F. Cramer, v-p DuMont Labs, S. Koch, director Tube Development Lab, and R. Feldt, mgr., Instrument div.

Camera

RTJ



• Above, Ben Frankenstein, right, and Murray Director, center, partners of Telematic Industries, Inc., Brooklyn, discussing an improvement in production technique of antenna parts with the chief of their tool and die department.



• A "break" during the filming of Philco's 25-minute sales training film, "What's Cooking?" Film introduces and explains firm's new electric kitchen appliance center. Distributors will show it to dealers throughout nation.

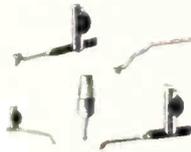


• Right, Bill Miller, 'champ' salesman of the Irving Leon Co., Cleveland, Ohio, receiving prize check from Louis I. Pokrass, right, board chairman, Tele King Corp., for winning "The Tele King Sweepstakes," nationwide sales contest.

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FIT all
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1 Recoton gives you 35 Replacement Needles—a complete assortment to fit more than 100 different phonographs.



2 Recoton Replacement Needles are individually packed in sealed envelopes—numbered for quick identification.



3 Recoton's FREE Display card helps sell Recoton Replacement Needles.



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5 Recoton's Wall Chart simplifies selection of needles—shows you at a glance the right replacement needle for your customer's record player. New, complete Reference Manual—coming soon!



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TV Home Study Course Offered to Industry by RCA to Solve Shortage of Servicemen

In a major move to circumvent the rapidly developing shortage of trained television servicemen, RCA Institutes, one of the nation's oldest electronics training schools, has announced that it will open to the industry a highly specialized, field-tested Television Home Study Course for training television servicing technicians.

Developed jointly by the RCA Service Company and RCA Institutes, Inc., for use in training RCA Service Company technicians, the course resulted from 14 months' study in the field, according to General George L. Van Deusen, President of RCA Institutes, Inc. Revised and amplified, it is now being made available to the entire radio and television industry.

Representing an integration of comprehensive, practical "how it works" information with pre-tested "how to do it" techniques, the course is designed to extend the work potential of the existing manpower pool by supplementing the knowledge and improving the techniques of servicemen on the job, Gen. Van Deusen said. The course embodies both the RCA Service Company's background of experience in the television service field and the invaluable knowledge gained from application of the course to its own training program during the past 17 months, he added.

"Designed to meet the special needs of the servicing industry, as determined by months of on-the-job study with RCA servicemen, this Television Home

Study Course emphasizes practical, pre-tested installation and servicing functions, and presupposes that the student is actually working in the industry," he said. "Its purpose is not only to make servicemen, but to make better ones."

In addition, he added, the course makes practicable the hiring of inexperienced trainees and represents supplementary training which makes possible the rapid conversion of installation men into service technicians.

"Considering the drain on our existing manpower pool, the replacement problem represents a tremendous task," said Mr. Cahill. "However, within the industry today there are numerous technicians who, but for the want of specialized training, could be employed to help meet the increase in service requirements and the decrease in the number of available servicemen. By our own application of this Television Home Study Course during the past year and a half, we have discovered the importance of specialized training in helping us meet our increasing requirements."

Approved by the New York State Department of Education, the Television Home Study Course consists of ten lesson units, the first of which is mailed to the student upon enrollment. Each unit contains a home assignment which covers the material presented. Completed by the student and returned to the RCA Institutes, Inc., the assignment is reviewed and graded.

Join the enthusiastic thousands.....
Lending an ear to **Privat-ear**
The Smallest Real Personal Pocket Radio

- Privat-ear is electronic magic!
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- Weighs less than 8 oz. including batteries.
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NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

● Gross income of the **Radio Corp. of America**, Camden, N. J., in 1950 came to \$586,393,000, the firm's biggest business year. It represents an increase of 47.6 per cent over sales of \$397,259,000 in 1949, according to the firm's 31st annual report recently released by Brig. General David Sarnoff, chairman of the board. Net earnings of \$46,250,000 were 84 per cent higher than the \$25,144,000 reported for 1949.

● The **Starrett Television Corp.**, N. Y., line was formally presented to metropolitan New York and New Jersey television dealers through Mayflower Industries, who presented showings earlier this month at both the Hotel Governor Clinton, N. Y., and the Essex House, Newark, N. J. An intensive advertising and promotion campaign on the line was launched through the March 4th issue, "This Week Magazine," Special Appliance and Electrical Section, of the New York Herald Tribune.

● An all-time high in net earnings of \$18,767,554 on a record sales volume of \$230,397,661 was revealed in the annual report of **Admiral Corp.**, Chicago, Ill., TV, radio and appliance manufacturer. Per share earnings amounted to \$9.73 on 1,928,000 shares outstanding. The 1950 sales volume represented an increase of 106 per cent over a volume of \$112,004,251 in 1949, and earnings an increase of 129 per cent compared to the \$8,296,153 of last year.

● **Mattison Television & Radio Corp.**, N. Y., has announced, through its president, Dick Mattison, the opening of a new modern cabinet factory at 742-760 Wythe Ave., Brooklyn, N. Y. The plant occupies 20,000 square feet and will be devoted exclusively to the manufacture of cabinets. A new sales program of the firm will feature cabinet, chassis and picture tube sales to distributors and dealers.

● **Emerson Radio & Phonograph Corp.**, N. Y., and subsidiaries report a consolidated net profit for the 13-week period ended February 3, 1951, of \$4,367,186. This was before provision for Federal income and excess profits taxes. The figure compared with a consolidated net profit, before taxes, of \$2,076,292 for the like period ended February 4, 1950.

● **Apex Industries** has moved to new and larger quarters at 1926 Broadway, N. Y. The firm's new general showroom contains 6,500 square feet of floor space, formerly occupied by Dynamic Stores. Apex serves as eastern distributor for Kaye-Halbert, Inc., Jackson Industries, Sonic Industries, for the Dynavox and Portofonic line of record players, and for Kraft Bros. kiddie phonographs.

● Jack Winer, president, **Dynamic Stores**, N. Y., has accepted the chairmanship of the Appliance, Radio & Television Dealers Division of the current Red Cross campaign. Mr. Winer

and his committee are asking dealers in the industry to assist in putting across the fund raising drive for the Red Cross, and to send their checks, payable to the Red Cross, direct to Jack M. Winer, Dynamic Stores, 73-39 Woodhaven Blvd., P. O. Box 188, Forest Hills, N. Y. Suggested contribution is \$25 for each \$100,000 of business volume.

● **M. A. Miller Manufacturing Co.**, Chicago manufacturer of phonograph needles has recently made available a replacement needle cross reference guide. The guide carries the replacement number, name and number of the manufacturer, tip material, radius and list price.

● Leonard F. Cramer, vice-president and director, **Allen B. DuMont Laboratories, Inc.**, Clifton, N. J., has been named to head the firm's newly formed Government Liaison Department. The new department will be responsible for DuMont's defense mobilization planning and will work with government officials on armed forces contract negotiations. During World War II, Mr. Cramer had charge of the firm's negotiations with the Government and planned wartime production.

● Full scale production on insulating rings and sleeves for 24-inch glass-metal picture tubes has been announced by **Anchor Industrial Co.**, 533 Canal Street, N. Y. C.

● Representatives have been named in the following areas for **Industrial Television, Inc.**'s new Autoboster: for Ohio, western Pennsylvania, Kentucky and West Virginia, the Ernest P. Scott Co. of Cleveland, Ohio; and
(Continued on Page 76)

you can buy a **MATTISON** ^{RURAL*} CHASSIS, you can buy a **MATTISON** CABINET

or a complete **MATTISON** set

You make more money
with Mattison...
because Mattison
makes everything!



MATTISON 630 SILVER ROCKET CHASSIS WITH FRONT FOCUS CONTROL. This is the only 630 circuit with front focus control and phono switch that disconnects the high voltage when the phono is in operation without the use of additional knobs. Mattison engineered special high fidelity video amplifier. Automatic brilliance.

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*Rural Chassis Model 630-S. Designed to operate in the impossible signal areas and is available immediately upon special request.

for Indiana, the Central Sales Co., Ft. Wayne, Ind.

● Larry Alderman, sales manager of **Privat-Ear Radio Corp.**, N. Y., has announced the appointment of Apex Industries as exclusive New York City distributor for Privat-Ear.

● Arthur Fulmer of Indiana, Inc., 962 Ft. Wayne Ave., Indianapolis, Ind., has been named distributor for DuMont TV receivers, according to Ernest A. Marx, general manager, receiver sales division, **Allen B. DuMont Laboratories, Inc.**, N. Y.

● Jack Campbell, Charlotte, North Carolina, was appointed general sales manager of Lyn Elmore Co., exclusive distributors of **Atwater Television** for North and South Carolina.

● **Standard Coil Products Co., Inc.**, Chicago, Ill., manufacturer of tuners for television sets, reports increases of 114 per cent and 100 per cent, respectively, in sales and net income for 1950 over those of the previous year. In a preliminary statement for the year ended December 31, 1950, Glen E. Swanson, president, reports net sales of \$35,632,396, an increase of \$19,037,770 over total sales of \$16,594,626 for the year ended December 31, 1949. In 1950, the company supplied tuners for more than 40 per cent of all television sets produced in

this country, it was pointed out. Net income for the year amounted to \$5,266,442 after provision of \$5,197,823 for federal income and excess profits taxes.

● R. O. Bullard has been appointed manager of manufacturing, the **General Electric Co.** tube divisions, according to an announcement by J. M. Lang, manager of the divisions. Mr. Bullard has been associated with the tube divisions since November, 1950, as staff assistant to Mr. Lang, and has been with the firm for 20 years. He has been in various supervisory manufacturing posts.

● Consolidated net sales and earnings of **Motorola, Inc.**, Chicago, Ill., for 1950 soared to new all-time peaks, according to Paul V. Galvin, president. Sales for the year ended December 31, 1950 came to \$177,104,669. Net earnings amounted to \$12,899,247, equal to \$14.56 per share of the 879,605 shares outstanding at the close of the year. These shares include a 10 per cent stock dividend issued to stockholders of record December 28, 1950. The firm's sales for 1950 showed a record increase of 116 per cent over 1949's total of \$81,803,358. Earnings reflected an even greater gain, amounting to a 142 per cent rise over the \$5,280,196 attained during 1949, which was the equivalent of \$6.60 per share.

● L. S. Thees, general sales manager of the Tube Department, **Radio Corp. of America**, Harrison, N. J., has announced the following promotions in the sales division: W. L. Rothenberger appointed manager of sales operations; M. J. Carroll to continue as manager of the equipment sales section, H. F. Bersche as manager of renewal sales section, and L. J. Battaglia to manager of renewal sales field force; L. F. Holleran appointed manager of sales administration, with G. C. Brewster, sales planning, and M. R. Stoecker, product distribution, reporting to him; Julius Haber, advertising and sales promotion director for all RCA technical products, will also be acting manager of advertising and public relations; Lawrence LeKashman appointed manager of advertising and sales promotion section, and Howard S. Gwynne made assistant to the general sales manager.

● Andrew F. Stanier was named president unanimously, by the board of directors, **Eureka Television & Tube Corp.**, Hawthorne, N. J., to succeed William R. Holt, who resigned. Mr. Stanier, who has been in the radio and electronic field for more than 20 years, will continue to act as chief engineer, a post he has held for the past three years. Frank X. Wells, formerly chief maintenance supervisor, has been named to succeed Mr. Holt in the position of chief maintenance engineer.

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Industry NEWS BRIEFS

Parts Show to Stress Brand Name Importance

The importance of brand names will be emphasized once again at the 1951 Parts Distributors Show, to be held at the Hotel Stevens in Chicago, May 21-23. First initiated at last year's show, the slogan "The Names Your Customers Remember" is one of the slogans which will top the twin double-wing billboards flanking the entrance to the Show Exhibition Hall. Helen Quam, of Quam-Nichols Co., Chicago, chairman of the Show Trades Names Display Committee, states that "this slogan is indicative of the thinking back of this year's Aisle of Trade Names. Manufacturers are becoming increasingly aware of the necessity for keeping brand names and trade marks before the distributors' customers during a period when products themselves may be in less than normal supply." Pointing to the experience of World War II, when shortly after the end of the war the market was flooded with a torrent of nameless products of uncertain worth, Mrs. Quam emphasized that those brands which had built up a backlog of goodwill and customer acceptance during the preceding period of shortages were able to win back their pre-war positions in the industry.

Gov't. Report on Electronic Equipment Now Ready

A new 300-page illustrated report entitled "Electronic Equipment—New Objectives, New Techniques and New Components" has just been published by the Office of Technical Services of the U. S. Department of Commerce. The study, consisting of three parts, contains a description and evaluation of new components; a discussion of new construction techniques; and a survey of research at sixty-two of the nation's leading electronic development firms and laboratories. Special sections include tables on the properties and characteristics of resistors, capacitors; and lists of manufacturers of printed-circuit materials. The report sells for \$7 per copy and may be obtained from the U. S. Department of Commerce, Washington 25, D. C.

Massachusetts Dealers Oppose State Licensing

Massachusetts TV retailers are uniformly opposed to state licenses of their sales and service operations, a survey of 1500 television retailers in the Com-

monwealth showed. It was conducted by the National Appliance and Radio Dealers Association at the request of Francis L. Monette, Lowell, Mass., member of NARDA Board of Directors, to determine dealer reaction to three proposed bills recently brought before the Massachusetts state legislature.

The legislation would license servicemen and retailers, set up examinations of servicemen and permit state agencies to set types of TV antennas and their prices.

"These bills seem to stem from people who know little or nothing about the television business," commented one retailer. Another wrote, "The radio industry never had to be licensed, and the public had a way of putting dishonest and incompetent technicians and merchants out of business." Still another wrote, "All rules and regulations pertaining to television selling or servicing should originate from the trade and not from any government agency."

Self-Policing TV Service Will Prevent Regulation, Says Farr

The status of the radio-television servicemen has been placed in jeopardy by a few unscrupulous technicians who

use manpower shortages in their field and the prospects of limited replacement parts as an excuse for taking advantage of the public, Mort Farr, President of the National Appliance and Radio Dealers Association, told a group of 400 technicians in Philadelphia recently.

"By working here, taking time out from your busy schedules to improve your knowledge of television, you show that you are concerned with the attainment and recognition of professional status for the television serviceman," Farr said, "yet there is danger that the public may lump you in the same category as those servicemen who degraded their profession and hurt themselves and the whole servicing fraternity by sharp and ugly practices."

The NARDA President urged that self-policing of the industry, such as through the highly successful Certified Television Installation and Service Program, which his organization is sponsoring nationally, be employed "quickly, positively and completely" as the principal safeguard against state legislation "overly severe and confining because it would be born in an atmosphere of indignation and the public's outraged sense of justice."

Admiral Puts Its 'Eggs' in One Basket



This huge "egg crate" containing 40 individual display alcoves represented the grand finale presentation of Admiral Corporation's 1951 television and radio line at the company's recent national sales convention in Chicago.

Television Solves Own Problems

Several months ago, right after the Chinese entered the Korean War, a wave of pessimism swept the country. The feeling was understandable, for here was a new foe of limitless size, and this country was already committed to rearming itself and a major part of the free world.

Faced with this new gigantic threat, the Government and the Nation began its mobilization efforts in earnest. Industrial cutbacks in civilian production were announced almost hourly, and the industry which appeared to be hardest hit was television, first, because of the very nature of its productive ability and capacity for making electronic defense materiel, and second, because it used in large quantity those components, such as cobalt and selenium, which the Government sharply restricted.

That was the picture three months ago, and it didn't look bright to anyone in television—manufacturer, distributor or dealer.

But what has happened since is a tribute to the imagination, planning and ingenuity of the manufacturing leaders in television. The industry soon realized that it must do everything it could on its own before feeling morally justified in asking the Government's help in obtaining such critical materials as would be needed to maintain civilian output. The industry realized that it had a stake in keeping intact the great reservoir of trained manpower and womanpower, in keeping them on their jobs while we regeared the productive capacity of the electronics industry to the serious tasks placed before it.

This emergency-intensified program of saving millions of pounds of critical materials is exemplified in a recent report by Frank Folsom, RCA President, who stated: "Only by doing everything possible to help itself can the industry feel morally justified in asking the help of Government agencies . . . it would be harmful to the industry to produce television receivers that would affect conservation of scarce materials at a sacrifice in quality."

This last statement about preserving quality is all-important, because television won the acceptance of the American people by turning out receivers that were and are a miracle of electronic performance, and to jeopardize that hold would be shortsighted, to say the least. What happened is a tribute to the industry and offers again an example of the ingenuity and teamwork which have helped American industry to make this country great and strong.

Elsewhere in this issue (page 46) is described in detail just what the industry did and is doing to solve materials shortages without impairing quality. Suffice it to say here that the present free flow of TV receivers is the result of that type of thinking and planning which have made TV so great in so short a time. Of course, at the moment, dealers in the big city markets may have the feeling that the industry is turning out more than they can sell, but we're confident this is but a temporary phase which will soon pass. Once the F.C.C. lifts the freeze, opening new trading areas, television will be far from plentiful. Now, if only dealers would match the ingenuity of the manufacturers with some selling and merchandising tricks of their own! Or is that too much to hope for?

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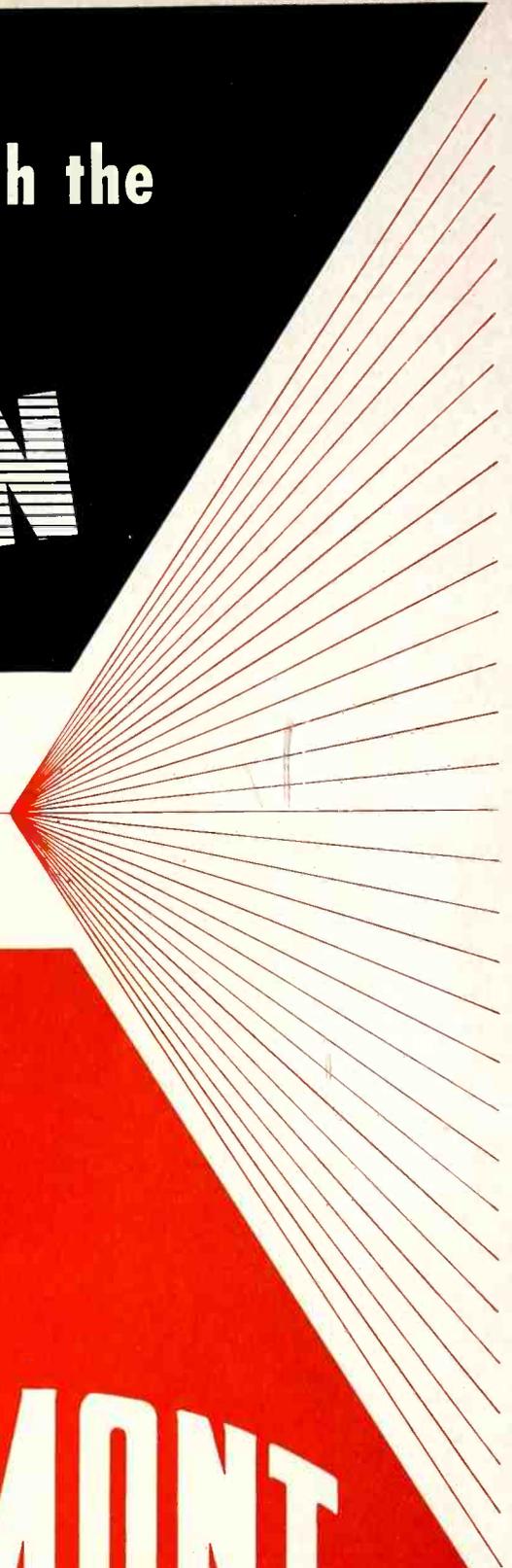
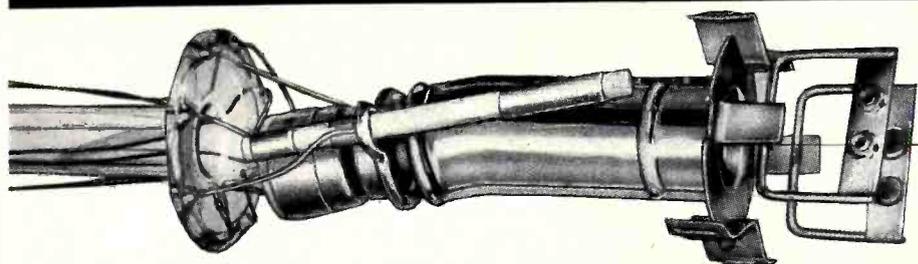
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△ For better performance in bigger pictures, Du Mont Teletrons are your best buy.



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CATHODE-RAY TUBE DIVISION
Clifton, N. J.

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PROFIT ONCE—The largest and most profitable replacement business in television picture tubes comes from the types used in most television receivers . . . the fast-moving RCA types. That's true today . . . and it will be true tomorrow. Because they are high-volume types, RCA picture tubes simplify your inventory and stocking problems.

PROFIT TWICE—In addition, when you sell RCA picture tubes, you gain from customer confidence in the RCA brand . . . solidly established by the proved performance of RCA picture tubes in millions of television receivers. Their quality and dependability mean fewer service failures and fewer costly call-backs.

Keep informed...stay in touch with your RCA Tube Distributor



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