

ALVIN KLEINMAN'S

RADIO & TELEVISION RETAILING

TV • RA • LP • Records • Selling



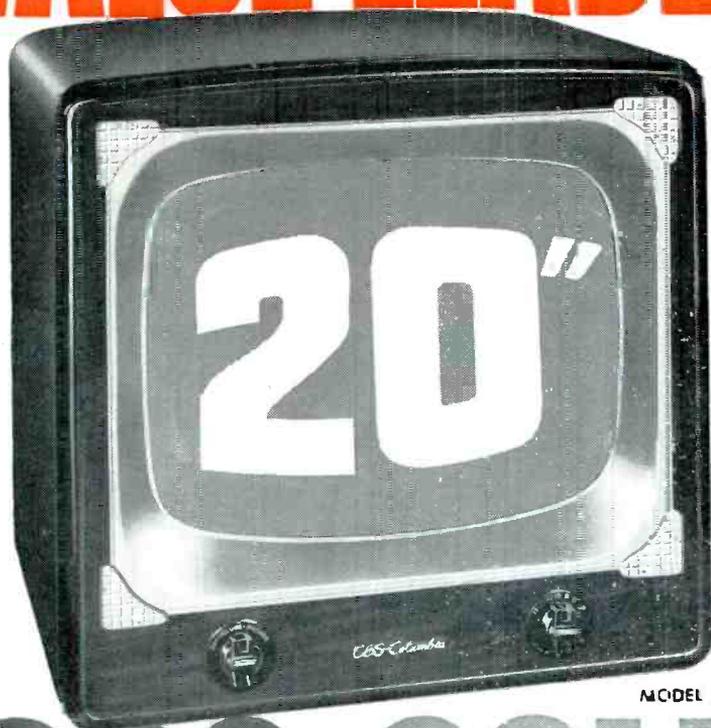
**The DOOR to MORE SALES
is the CUSTOMER'S FRONT DOOR**
OUTSIDE SELLING WILL UP SPRING VOLUME

See article in this issue
"Inside Info on Outdoor Selling"

Matthews Radio,
Box 118,
Spring Arbor, Mich.
Y 2/52
JAV
JRT
LAL

March • 1952

VALUE LEADERS FROM



MODEL 20M1

2 Smart Table Models Priced and Styled for Action

Strikingly designed metal cabinets with simulated mahogany grain picture frames in both 17 and 20 inch screen sizes. Contrasting mask and matching mountings. CBS-Columbia engineered for dependable performance. Powerful! Compact! Lively traffic builders. Order now from your CBS-Columbia distributor.

\$219⁹⁵*
Plus F.E.T. and warranty.

*Prices slightly higher South and West.

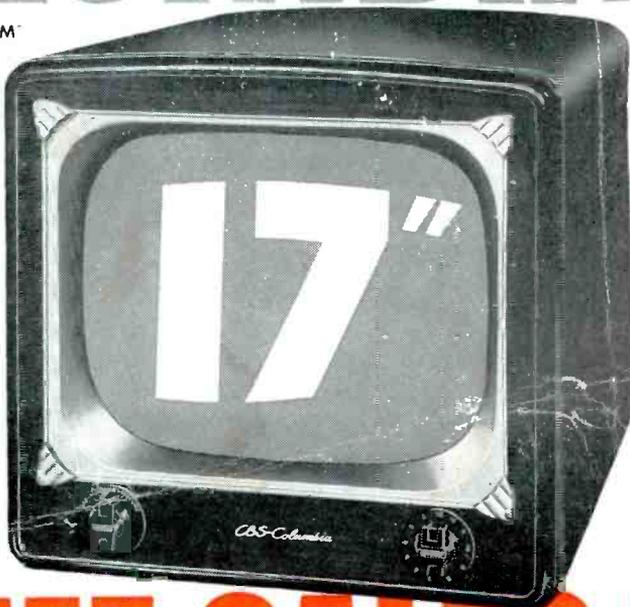
CBS-COLUMBIA

MODEL 17M

CBS-COLUMBIA
THE MAGIC NAME IN
TV MERCHANDISING
HEARD BY MILLIONS
EVERY DAY
SEEN BY MILLIONS
EVERY DAY
KNOWN BY MILLIONS
EVERYWHERE

\$179⁹⁵*
Plus F.E.T. and warranty.

*Prices slightly higher South and West.



CBS-Columbia

CBS-COLUMBIA INC.—A Subsidiary of COLUMBIA BROADCASTING SYSTEM

FOR VOLUME SALES!

RADIO & TELEVISION RETAILING

including "RADIO & TELEVISION"
"RADIO & TELEVISION TODAY"
and "ELECTRICAL RETAILING"

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Telephone Plaza 9-7880

Introducing
 the newest members of a
 fast-growing family

as important to your customers as the air they breathe!

Important to you, too, because now you can offer your customers still another line of fast-selling Crosley products. Like all other Crosley products, these Room Air Conditioners are engineered and designed with one basic objective in mind—to make retail sales. Crosley Room Air Conditioners offer you a profitable selling line. See Crosley . . . compare Crosley . . . and you'll sell Crosley!

With the Latest Crosley Selling Features:

- 1 **QUIET COMPRESSOR**, hermetically sealed, offers many years of efficient and dependable performance.
- 2 **EASY INSTALLATION** provides weather-tight fit in almost any window, with no pipes, no special electrical connections.
- 3 **SIMPLIFIED CONTROLS** allow instant adjustment with a flick of the finger.
- 4 **ADJUSTABLE VENT** regulates the flow of air exactly the way the user desires.
- 5 **REPLACEABLE AIR FILTER** collects impurities from the air, even in the dustiest localities.
- 6 **BEAUTIFUL CABINET** designed to blend harmoniously with fine interiors and occupy a minimum of space.



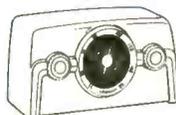
**Shelvador®
 Refrigerators**



**Shelvador®
 Freezers**



Television



Radios



Electric Ranges



Steel Kitchen Cabinets



**Room
 Air Conditioners**

CROSLEY

Room Air Conditioners

Crosley offers your customers a complete line of three models



MODEL ACD-75.

For rooms up to 185 sq. ft.,* at the rate of 300 cu. ft. per minute. $\frac{1}{4}$ -h.p. hermetically sealed compressor. Controls for ventilation, circulation, cooling and exhaust. Two-speed fan switch for maximum and normal operation. 15 $\frac{1}{2}$ " high, 27" wide, 27" deep.

• Distinctively styled, easily installed, efficient and economical in operation, attractively priced, Crosley Room Air Conditioners offer you the very latest selling and convenience features—everything you need to attract and sell customers—to build repeat sales.



MODEL ACD-33. For rooms up to 230 sq. ft.,* at the rate of 140 cu. ft. per minute. $\frac{1}{2}$ -horsepower hermetically sealed compressor. Controls for ventilation, circulation and cooling. 13 $\frac{1}{2}$ " high, 23 $\frac{1}{2}$ " wide, 27" deep.

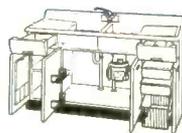


MODEL ACD-50. For rooms up to 325 sq. ft.,* at the rate of 220 cu. ft. per minute, $\frac{1}{2}$ -horsepower hermetically sealed compressor. Controls for ventilation, circulation and exhaust to draw stale air from the room. 13 $\frac{1}{2}$ " high, 27" wide, 27" deep.

* Certified rating based on standard ASRE conditions.



Electric Water Heaters



Sinks and Food Waste Disposers

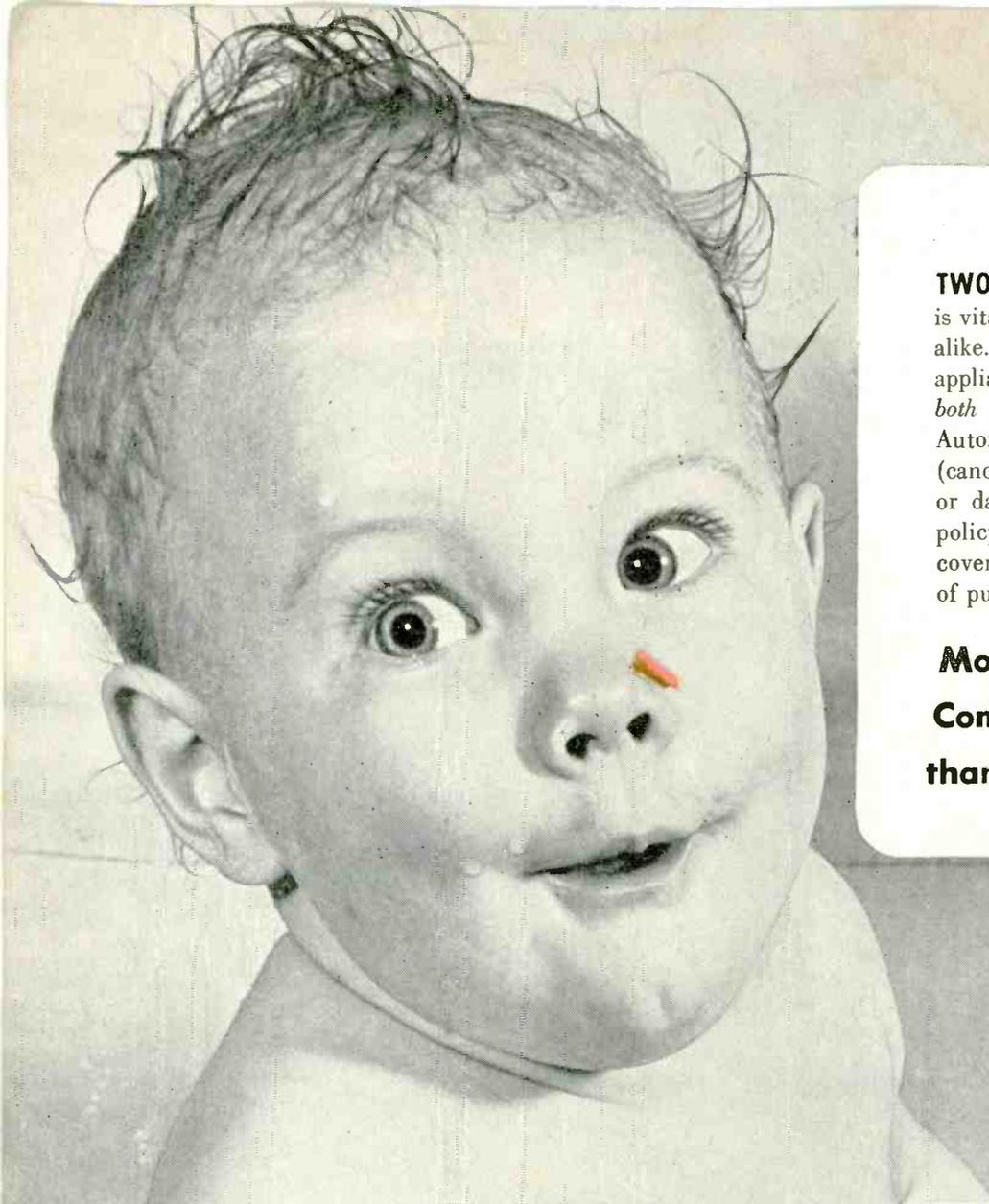
CROSLEY

DIVISION



Cincinnati 25, Ohio

BETTER PRODUCTS FOR HAPPIER LIVING!



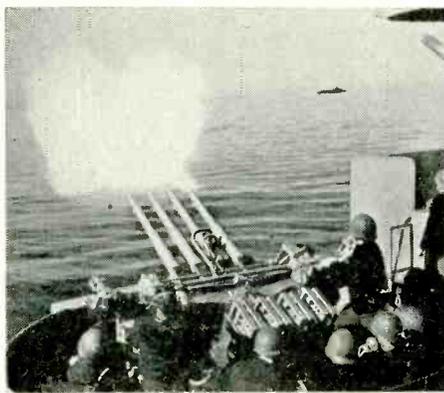
TWO-WAY INSURANCE PROTECTION

is vitally important to *customers* and *dealers* alike. In the sale or purchase of any appliance on the COMMERCIAL CREDIT PLAN, *both* parties are protected against *loss* by Automatic Property Insurance coverage (cancels unpaid balance in event of loss of, or damage to merchandise, as defined in policy) *and* Automatic Life Insurance coverage (cancels unpaid balance in event of purchaser's death.)

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



DEALERS CONTROL FINANCING OF STOCK from distributor's warehouse to customer's living room with the COMMERCIAL CREDIT PLAN . . . deal with one reliable source only. COMMERCIAL CREDIT also provides the necessary financing for dealers to maintain adequate floorstocks eliminating necessity for tying up needed capital in inventories and instalment sales. No wonder more dealers are using this plan.



FINANCING AS USUAL . . . REGARDLESS— Not only do *time buyers* know and prefer COMMERCIAL CREDIT financing, but dealers everywhere have come to realize COMMERCIAL CREDIT financing is always dependable . . . in war or peace, prosperity or depression. And they know they can count on COMMERCIAL CREDIT for quick, efficient handling of all the many details of credit investigations, collection, adjustment and customer follow-up.

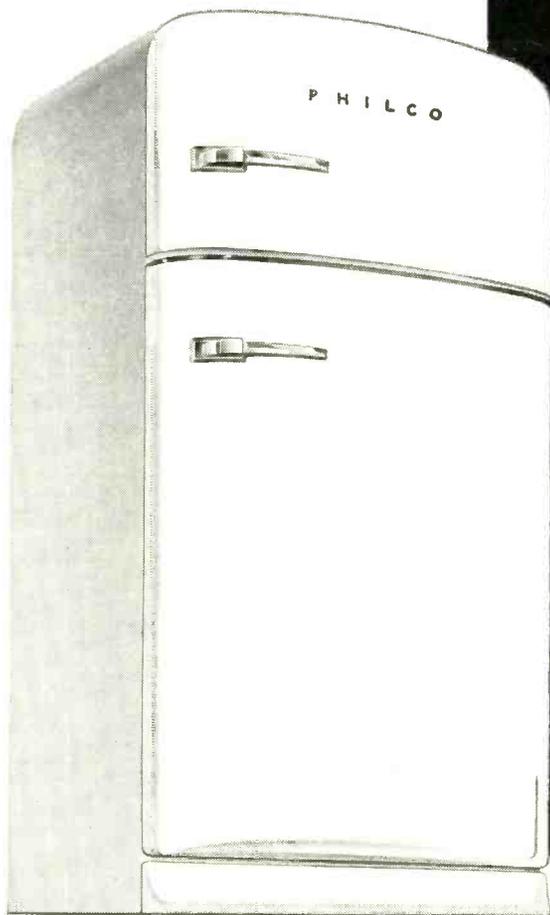


WRITE, WIRE OR PHONE your nearest COMMERCIAL CREDIT office today for complete details. Find out how the COMMERCIAL CREDIT PLAN can fit your operation . . . help you make *more* sales, *more* profits. Our representative will be glad to call at your convenience and explain how COMMERCIAL CREDIT can serve you *better*. There's no obligation, of course.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$120,000,000 . . . offices in principal cities of the United States and Canada.





Now at
Precedent-Shattering
New Low
Prices!

PHILCO
Two-Door Refrigerators
with Automatic Defrost are
sweeping the country



The returns are in . . . from distributors and dealers everywhere, the enthusiastic word is that Philco is offering in 1952 the greatest merchandising package in the industry . . . *the two most wanted features in one superior quality refrigerator—TWO DOORS WITH AUTOMATIC DEFROST . . .* at prices lower than competitive single door refrigerators . . . and up to \$100 less than other two-door refrigerators!

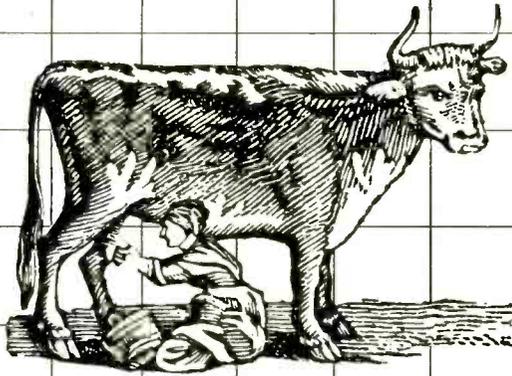
Built to the highest Philco quality standards, these Super Powered Advanced Design refrigerators are an engineering and merchandising triumph. True automatic defrost . . . huge freezer space for up to 70 pounds of frozen foods . . . deluxe in service and convenience from top to bottom.

And remember, Philco offers not one but a choice of two-door models . . . a complete new line for '52 . . . in large quantity shipments. Now, Philco dealers exclusively can provide two-door refrigerator luxury and convenience at volume market prices! Get your share of this profitable market.

Profit Packed—
Feature Packed—
Value Packed—



PHILCO TWO-DOOR REFRIGERATORS WITH AUTOMATIC DEFROST FOR '52



PRODUCES PROFITS

any season!

Fast or slow market — it makes no difference to Bossy... she keeps on giving. That's the way it is with the Radion indoor TV antenna too! When business is bustling, Radion installations are profitable because they save you time and manpower. When the market slows, Radion's "Free Installation" promotion produces profitable action for you.

Finest quality... high profit has made Radion the Industry Standard... 2,500,000 units sold steadily since Radion originated the indoor antenna prove Radion's leadership — prove smart dealers use Radion in *all* seasons to sell TV. Get on the year-round profit wagon... write Radion today!



Radion

The Radion Corp., 1130 Wisconsin Ave.
Dept. RTR-3, Chicago 14, Illinois
Send me free "8 ways to profit with Radion"

Name _____
Firm _____
Address _____

Catalogs and Bulletins

Jensen Manufacturing Co., Chicago, is offering without charge blueprints and instructions for building the new backloading folded horn which has been demonstrated in conjunction with the Jensen G-610 Triaxial loudspeaker. This 30 cubic foot enclosure can easily be constructed of plywood panels at moderate cost.

Centralab Division of Globe-Union, Inc., Milwaukee, Wisconsin: Printed in eleven colors with over 3,300 color dots or marks, a new color-code chart will be found useful by radio and TV service engineers, and by distributors of electronic equipment. Color coding outlined on the new chart includes that of transformers, battery cables, antennae and ground leads, telephone switchboard cable, RTMA and JAN mica, paper and ceramic capacitor values, standard values of fixed composition resistors, miscellaneous capacitors and resistors, electro-dynamic speakers, and radio and television chassis. The chart will be distributed initially through Centralab representatives and jobbers. Later it will be made available to anyone, at a nominal charge. The chart is 36 inches high by 30 inches wide.

Tube Department, Radio Corporation of America, Harrison, N. J., has made available to all radio-TV retailers a 48-page book "TV Servicing—Form No. TVS-1030." This is a collection of special articles prepared by RCA's well-known television authorities, John Meagher and Art Liebscher, and contains a comprehensive analysis of servicing problems. In addition to the Meagher articles on television servicing which appeared originally in RCA Radio Service News, the book also contains new articles on television servicing prepared by Mr. Meagher, and a new paper on television tuner alignment by Mr. Liebscher. Subjects covered include rf-if alignment, troubleshooting, and circuit analysis. The book can be obtained from RCA tube distributors, or by sending 35 cents to the Commercial Engineering Dept. of RCA.

The Halldorson Company, 4500 N. Ravenswood Ave., Chicago 40, Ill.: A new and comprehensive catalog-manual is now available. It includes not only a complete television and auto replacement guide, but also other useful information to make it an informative sales manual as well as catalog.

Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio: A new Hickok folder illustrating and describing the latest 10 model selection of Dynamic Mutual Conductance tube testers has been published. All interested engineers and technicians may write for a copy to The Hickok Co.

GUARANTEED!

150 MILE

TELEVISION

RECEPTION!

P R E C I S I O N

hallicrafters



Such unqualified endorsement, with money back *guaranteed*, can be based only upon the *fact of performance!* It is a major television development attained *only* by Hallicrafters.

You'll find the answer in the single word which describes every Hallicrafters product: *precision*. Precision means... "the very best".

Conquering distance is but one Hallicrafters *extra*. Others are the famed Hallicrafters picture... the *clearest* in television, and cabinetry with "that Hallicrafters look" of style and beauty. And... its a pleasure to know you *can afford to own the very best!*

HALLICRAFTERS WORLD'S LEADING MANUFACTURER OF PRECISION RADIO AND TELEVISION CHICAGO 24

BRILLIANT

New

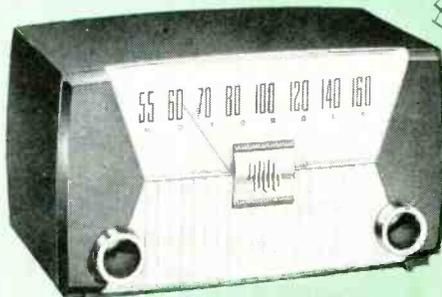
PERFORMANCE...



MODEL 52X—Woven plastic front panel, matching the de luxe Ivory, Maroon or Walnut selected plastic cabinet. Clear plastic selector guide and dial trim. Oval speaker. AC-DC.

IN WALNUT

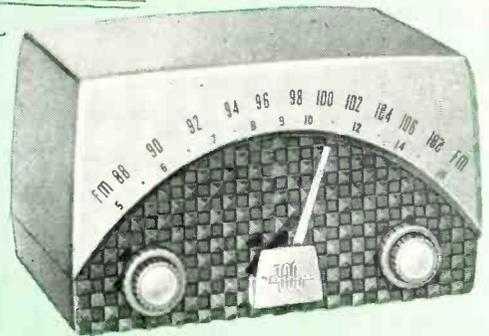
\$2995*



MODEL 62X—Extra powerful chassis; sparkling clear plastic and metallic trim on a Green, Ivory or Walnut plastic cabinet. Oval speaker, thrilling tone. AC-DC.

IN WALNUT

\$3695*



MODEL 72XM—High Fidelity FM with "coaxial" type tuner for sharpest selectivity and stability; plus long-range "Golden Voice" AM, in a smart two-tone gray plastic cabinet, AC-DC.

\$5495*

*Suggested retail prices

New 1952 Motorola

TABLE AND CLOCK RADIOS

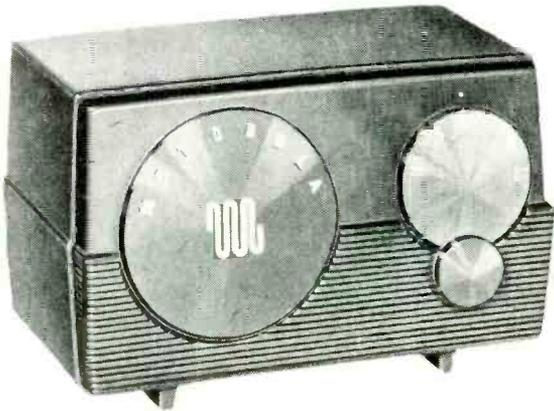
Styled to be a Sales Sensation! Designs and colors to harmonize with any room in any home—sure to build a bright sales record for you! Extraordinary reception power, famous "Golden Voice" tone, concentrated-power chassis design to outperform most others! Long-range Aero-vane loop antenna (in all except Model 52R, with magnetic core antenna) and specially designed Alnico V dynamic speakers. These new Motorola Radios have everything your customers want, from styling and power to new low prices!

New

LOW PRICES

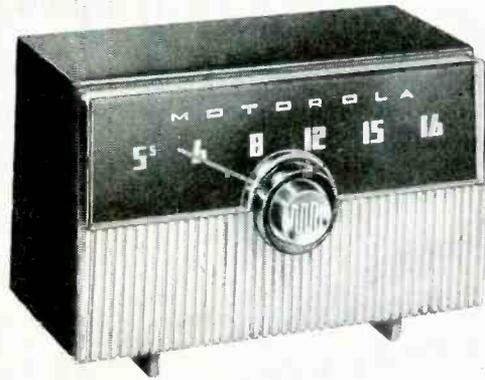


OUTPERFORM OTHERS... ANYTIME, ANYWHERE!



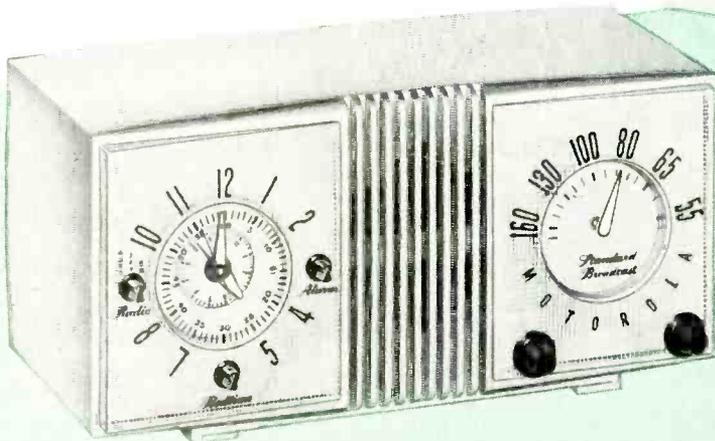
MODEL 52R—A low-price leader in six brilliant "decorator" colors for every room! Self-trimmed plastic cabinet in Red, Green, Gray, Maroon, Ivory and Walnut. New magnetic core antenna, wide-sweep tuning, "big-set" tone, AC-DC.

IN WALNUT
\$1795*



MODEL 52H—Crystal-clear plastic adds sparkling trim and protects the wide-sweep selector. Aero-vane loop antenna, dynamic Alnico V speaker. Selected plastic cabinet in Green, Gray, Ivory or Walnut. AC or DC.

IN WALNUT
\$2495*



4-IN-1 APPEAL! Fast becoming the radio no home can do without... because it's an electric clock, alarm, automatic appliance timer and control as well as a high quality radio! "Golden Voice" radio with "lullaby" turn-off switch, automatic turn-on. Walnut, Ivory or Green plastic cabinet with clear plastic face, luminous indicators, appliance outlet on back. AC only.

MODEL 52C
IN WALNUT
\$3695*



SURE AND SPEEDY PROFITS
FOR YOU IN '52

Motorola

the "Golden Voice" of RADIO

Prices and specifications subject to change without notice. Slightly higher South and West.

NEW 1952 MOTOROLA TABLE AND CLOCK RADIOS... AT YOUR DISTRIBUTOR'S NOW!

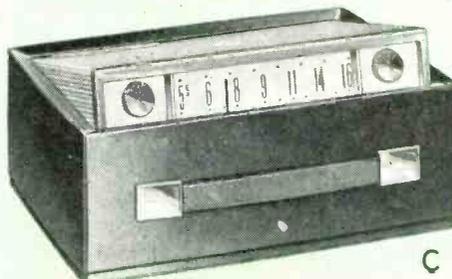
Styled **FOR SALES . . .**



A



B



C

new 1952
Motorola
PORTABLE RADIOS

OUTPERFORM OTHERS . . . ANYTIME, ANYWHERE!

never before such beauty . . . designed with irresistible sales appeal, smart enough to go anywhere in style! Cases are of sturdy weather-resistant premium plastic or smooth "shatterproof" metal, with vinyl-covered easy-grip handles; recessed dials.

extra powerful reception . . . even where many larger sets fail! Famous long-distance "Aerovane" loop antenna in Model 52M, new magnetic core antenna in others. Tuned RF stage, exceptional sensitivity and selectivity, low current drain, longer battery life, automatic battery-saver switch.

brilliant tone . . . large, Alnico V speakers, acoustically designed for maximum resonance and power. Engineered for 3-way battery, AC or DC reception . . . except 42B, battery only.

DE LUXE "Town and Country"

Powerful reception with longer-life, extra battery power . . . compact, lightweight plastic case in Gray, Maroon or Green with matching "tweed" woven plastic front panel. Concealed dial-panel tilts forward for tuning . . . radio plays with panel open or closed, upright or flat on molded back-rests. AC, DC or battery.

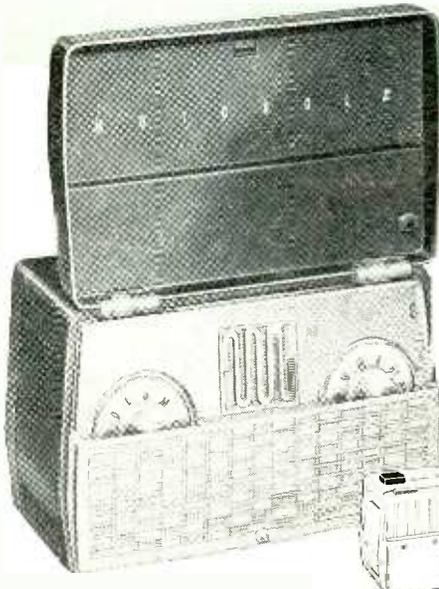
- a) Plays upright with dial-panel closed.
- b) Plays with dial-panel open.
- c) Plays on back, dial-panel open or closed.

MODEL 62L
\$4995*

AND

Priced

TO SELL!



"Playmate Jr." —sturdy metal case

Plays anywhere, anytime . . . on battery, AC or DC power! Rich "Golden Voice" tone, long-range reception, Maroon, Green or Gray enameled "armored" metal case with golden metallic trim; Aerovane loop antenna in matching plastic flip-up cover. spring-grip handle.

MODEL 52M **\$3995***



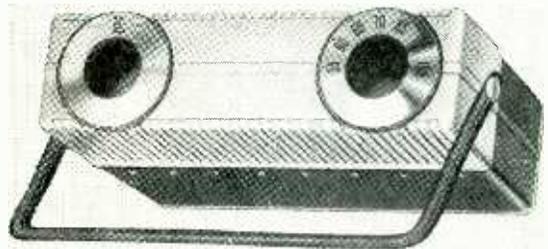
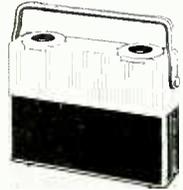
New 1952 Motorola
PORTABLE RADIOS . . . at your distributor's NOW!

Prices and specifications subject to change without notice.
Slightly higher South and West.

Motorola
3-Way "Escort"

The same smart styling, but for
AC-DC and battery reception.

MODEL 52B **\$2995***



SMART LITTLE

"Escort Jr."

Compact as a camera and hand-
somerly designed in silvery
metal and extra-durable black
Royalite composition in leather-
like finish. Long-range battery
reception, "big-set" tone, the
largest speaker of any radio
this size! Plays upright or
leaned on its sturdy handle.

Priced to be a sensation!

MODEL 42B **\$2495***
(Battery only)

*Suggested retail price,
without batteries.

Motorola

Andrea *New York's leading quality TV line goes national*

"ANDREA'S record in television's toughest market, New York City, has been remarkable. And it has been built primarily on just two factors—topflight quality and trouble-free service.*

"No, ANDREA hasn't sold the most receivers. But ANDREA has sold the most satisfaction . . . to the consumer and the trade alike.

"Today I feel the national TV market is ready for what ANDREA has to sell. People are fed up with the 'bargain set' that bounces back so often for service. Dealers are sick and tired of slow-moving inventory and skimpy margins. And distributors don't last long with dissatisfied customers.

"Would you like the ANDREA franchise for your area? Would you like a quality line with sales-leading models . . . competitive prices . . . no service headaches . . . and best of all, margins with room for real profits per sale? Write me immediately, *you're the kind of distributor or dealer we're looking for.*"

**Independent surveys prove that ANDREA receivers average less than one service call per year.*

Frank A. D. Andrea

PRESIDENT, ANDREA RADIO CORP.

ANDREA—THE STABILITY LINE FOR '52

1. **NO SERVICE "RED INK"** . . . Independent surveys show Andrea with the lowest service incidence in the TV industry. It's the *stability* set of the industry.
2. **LONG DISCOUNTS** . . . One Andrea sale is worth two ordinary sales—more margin—extra profit for you.
3. **FAST-MOVING INVENTORY** . . . Just 6 basic models, geared to 1952 popular demand. No white elephants on your hands.
4. **RESTRICTED DISTRIBUTION** . . . No "next door" competition—more prospects for you—room for real sales.
5. **QUALITY LEADERSHIP** . . . finest product of Frank A. D. Andrea's 32 years as a pioneer in radio and television.

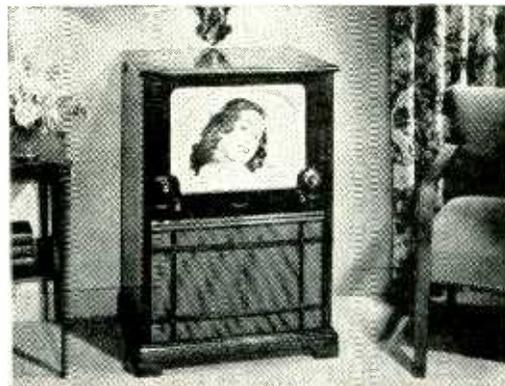
Leaders of the '52 line



STRATFORD... 20-INCH... FM RADIO... FULL DOORS



GOTHAM... 17-INCH... FM RADIO... TABLE MODEL



BREWSTER... 17-INCH... FM RADIO... CONSOLE

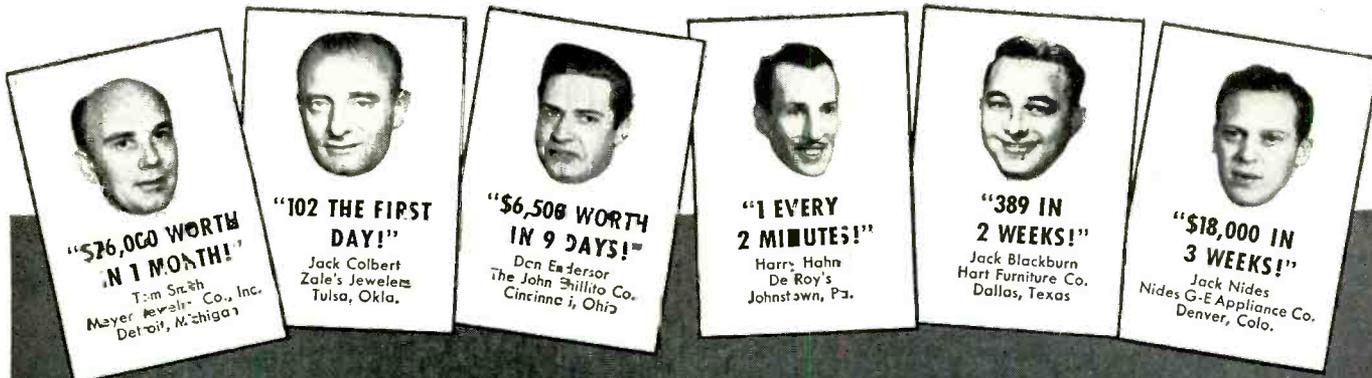


®

STABILITY... today's biggest TV value

ANDREA RADIO CORP. • 27-01 Bridge Plaza North, Long Island City, N. Y.

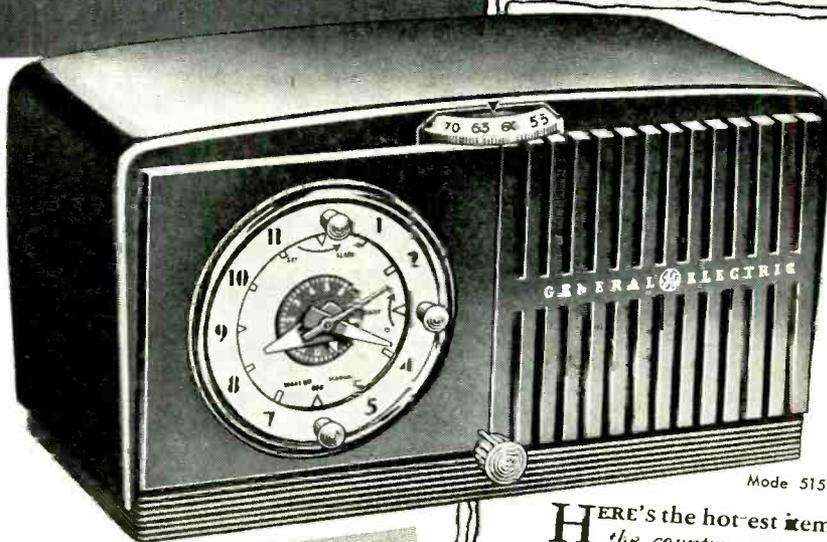
RADIO & TELEVISION RETAILING • March, 1952



Look what happens when stores like yours feature the clock-radio that

Outsells all others

C O M B I N E D



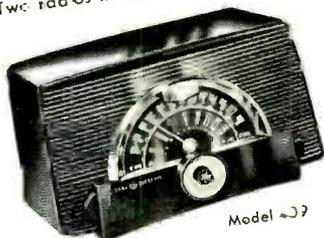
Model 515



CLOCK-RADIO

G.E.'S FINEST TABLE RADIO

Here's the ideal radio for both FM and AM reception. Two built-in antennas—tone control—large Dynapower Speaker—7 tubes plus rectifier—illuminated "sunburst" dial. Two radios in one for only \$59.95†



Model 535

HERE'S the hottest item in radio today—and sales records the country over prove it. Over two million families can tell you—the G-E Clock-Radio is the world's most useful radio. Automatically wakes you to music, starts your coffee, turns appliances on or off. And it turns itself off after you go to sleep. Look at these G-E sales extras: most popular name in the field . . . outsells 'em all . . . 4 colors at one low price . . . plus new Model 535—10 times more sensitive than ordinary clock-radios, for bigger markets and step-up sales! Call your G-E radio distributor now! Model 515. **\$39.95*†**

General Electric Company, Receiver Department, Syracuse, New York

General Electric Clock-Radio prices start at \$29.95.

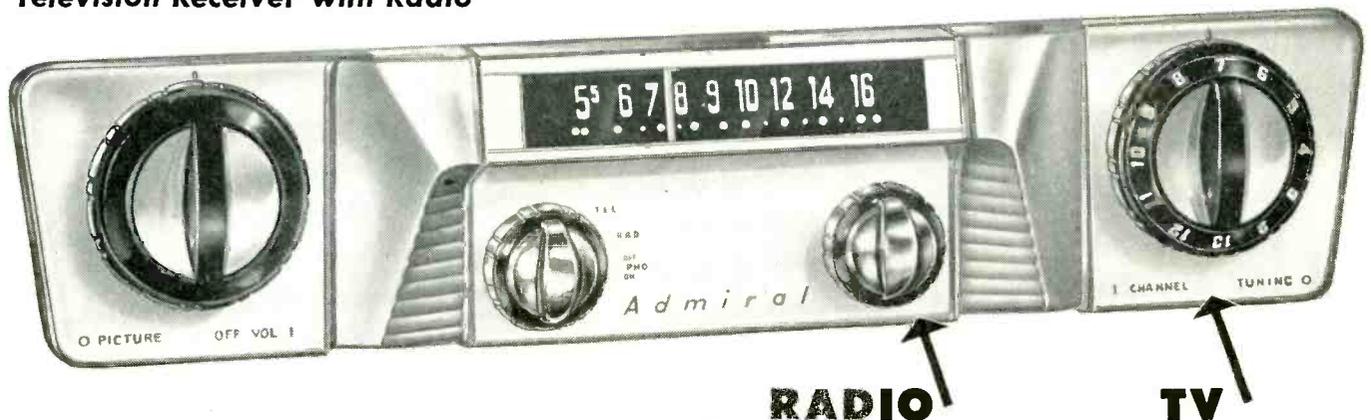
*Slightly higher West and South. † Subject to change without notice.

You can put your confidence in—

GENERAL  ELECTRIC

Admiral

**New tuning control panel of Admiral
Television Receiver with Radio**



**Admiral Makes Television
History Again with
Spectacular New Features
Sensational Low Prices!**

Now . . . brand new for '52! Another spectacular "first" from Admiral . . . the leader in television. Think of it! Television with radio built-in . . . *both* together in compact table models or consoles no bigger than required for television alone . . . *both* for less than other nationally advertised sets with television alone!

And what a radio! It's not to be confused with an ordinary table model worth \$25 to \$30! Because here is a radio with full *console* power and tone, with unmatched selectivity and sensitivity achieved by utilizing the full power of Admiral's famous triple-X television chassis.

Compare its performance . . . compare its full rich tone with the most expensive console radio-phonograph built today. You be the judge!

More than ever before your customers will want a dependable radio handy to hear, as well as view on television, the history making events to be unfolded in this all important election year. Many outstanding programs will be aired exclusively on radio. With a new 1952 Admiral you can switch from television to radio in a flash.

New '52 Triple-X Chassis Revolutionizes Television Performance

Brand new and better than ever in '52 is Admiral's famous triple-X chassis . . . most powerful in television . . . now copper-clad for lifetime dependability. Most TV sets will give you a reasonably good picture these days. The real test of outstanding performance, however, is how close you can sit to the picture screen. With an Admiral you can sit as far, or as close, as you please and enjoy the sharpest, clearest pictures in television. That's why any room that will take a 9x12 rug is more than ample even for sets with Admiral's biggest-of-all 21" picture tube!

Gets UHF! No Converter Needed!

Hundreds of new UHF stations are promised for the coming months . . . several thousand will be

★★★ **Engineered to Outperform Any Set,**

World's Largest Television Manufacturer Brings You Sensational News!

TV WITH RADIO at No Extra Cost!

on the air in the next year or two. You will be able to receive any and all of them with an Admiral . . . and *without* the use of an unsightly and costly outside or inside converter. That's because every Admiral television receiver is equipped with the built-in super turret tuner which provides for reception of new UHF stations by means of readily interchanged, inexpensive tuning strips.

New "Glare-Trap" Stops Reflections

Outstanding among Admiral's spectacular new features for '52 is a newly designed 21" all-glass tube with cylindrical face. Curved like a section of a giant drum standing on end, this brilliantly engineered picture tube completely rejects annoying reflections from room lights . . . provides 245 sq. inches of glare-free viewing surface. It's 20% bigger than a conventional 20" tube!

Other features to increase viewing and listening pleasure include variable tone control for TV sound as well as radio . . . plug-in socket for record player . . . built-in directional Roto-Scope antenna . . . sensational cascode amplifier that makes possible amazing "fringe" area reception. Yes, feature for feature, Admiral television for

'52 is engineered to outperform any set, anywhere, any time!

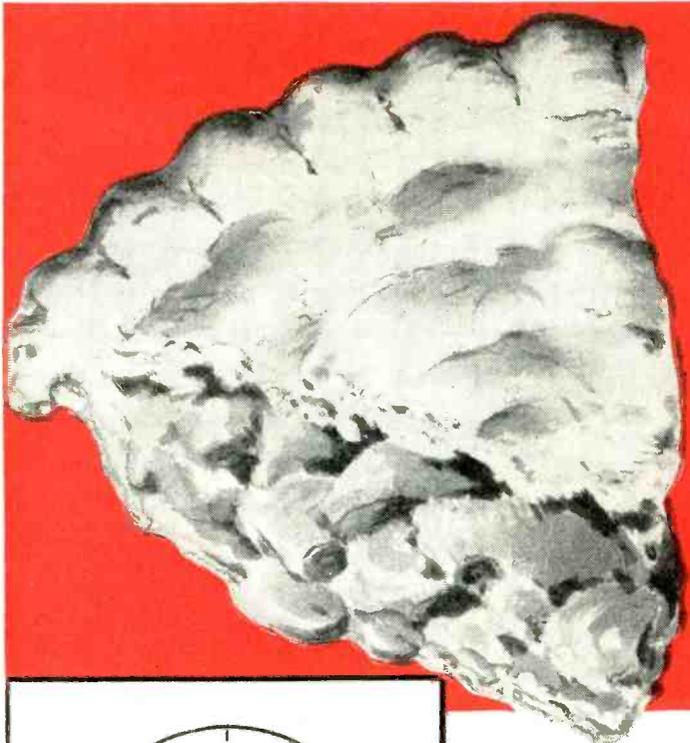
Greatest Values in Admiral History

Thirty-four brilliant new Admiral models are now in production . . . the greatest values in Admiral history. Think of it! An Admiral 17" table model with super-powered triple-X chassis for as little as \$189.95*! A 17" half-door TV console with radio for \$299.95*! A 20" table model priced as low as \$239.95*! A brilliantly styled consolette with 21" cylindrical face picture tube and built-in radio for only \$349.95*. Why let your customers settle for an obsolete, "carry-over" model even at a reduced price when they can get a brand new '52 Admiral with all the latest features, at the lowest prices in Admiral history!

Compare performance! Compare value! Compare features with this all important fact in mind. Every Admiral, beginning with the popular priced 17" table model at \$189.95, has a built-in Roto-Scope antenna! Every Admiral features the super-powered triple-X chassis with full complement of tubes. Compare, and the Number 1 brand in your store is certain to be Admiral television.

*Includes one year picture tube warranty—Federal Tax extra. Prices slightly higher South and West . . . Subject to change without notice.

Anywhere, Anytime . . . **Admiral TV for '52!**



Pie for

● With a "Prepared" Market of 12,800,000 Emerson Owners

"Emersonized" millions in local and fringe areas — PLUS substantial response from the overall market.



Emerson Dealers' Share of the Television and Radio "Pie"

Yes, 12,800,000 "conditioned" prospects. SATISFIED Emerson owners. All over America—in local and fringe areas. They will favor Emerson Television and Radio on the basis of past experience.

Why are we so sure? Because of dealer reports—because we've checked thousands of their television purchases against former radio buying.

This is the *distinguished* market —PLUS millions in the overall market — enthusiastically receptive to YOUR tie-up with Emerson's greatest promotion program.



Nothing — No, Nothing — Equals Performance of the New

Emerson

Emerson "700" Series

With 17-inch and 20-inch consoles and table models—with Super-Powered Long-Distance Circuits, specially engineered for fringe and high-signal area reception—with built-in *Super Fringe Compensator*—with removable front bezel for cleaning—with handsome cabinetry—here are ALL the advance features and performance superiority you need for immediate acceptance and profitable retail operation.



EMERSON 17-INCH CONSOLE MODEL 714

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK, N. Y.

You in 52!

**With "U. S. T." Proved Products
and a Mighty Promotion
Campaign**

Unbeatable combination of local and
national PROFIT-MAKING sales cooperation for
ALL dealers.

Emerson Area ENGINEERING

*Has brought 7,000,000
EXTRA customers
within viewing and
BUYING range*

Emerson engineers thoroughly check performance in each viewing area—taking every special field condition into consideration.

Every Emerson television set—with built-in *Fringe Area Compensator*—is individually adjusted for absolutely best reception in each viewing area.

Emerson Area Engineering and Emerson Super-Power have enormously widened the scope of television performance and sale.

**the Local and Fringe Area
1952 Area Engineered**

Television

FIELD TESTS OF 5 LEADING TELEVISION BRANDS

Performance tested 100 miles from nearest Television stations. (3 stations tested.) Conducted by impartial, independent U. S. TESTING COMPANY engineers.

	EMERSON	SET B	SET C	SET D	SET E
Contrast	Very Good	Good	Fair-Good	Fair-Good	Good
Detail	Very Good	Good	Fair	Good	Fair
Focus	Very Good	Very Good	Very Good	Very Good	Very Good
Smear	None	Present	Present	None	Present
Brightness	Adequate Plus Reserve	Adequate	Adequate	Adequate	Adequate
Picture Interference	Low	Medium-Low	Medium	Medium	Medium-Low
Sound Volume	Adequate Plus Reserve	Adequate Plus Reserve	Adequate	Adequate	Adequate Plus Reserve
Tone	Very Good	Very Good	Very Good	Muffled	Very Good

U. S. Testing Company Test E-4212. Report dated Feb. 1, 1952

Proof Positive!

**In Independent Tests by
U. S. TESTING COMPANY**

The chart tells the story. Here, in actual comparative tests of 5 leading makes, conducted by independent, impartial engineers—100 miles from point of broadcast—100% proof of Emerson's superior reception in ALL localities, including fringe areas. Similar tests were conducted in city center locations with same proved results.

Emerson Radio
FOR EVERY PURPOSE—EVERY PURSE



EMERSON MODEL 706

New style and performance sensation. Big "Small Radio" value. Only 6½" high. In wide range of colors. One of many new developments coming your way.

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK, N. Y.

How's this for long distance TV reception?

SCOTTSBLUFF,
NEBRASKA



965 Miles

HOUSTON,
TEX.

1,060 Miles

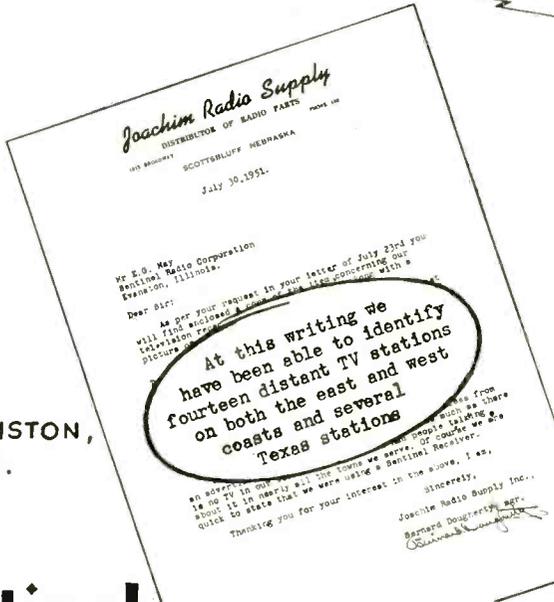
DETROIT, MICH.

1,484 Miles

BALTIMORE, MD.

1,795 Miles

MIAMI, FLA.



Sentinel received this letter from its Scottsbluff, Neb., distributor last summer, with a newspaper clipping and photographs to substantiate it.

Sentinel does not promise you any such miracles, but, *Sentinel* DOES promise outstanding performance in normal fringe areas. *Sentinel* invites you to make field tests under the most adverse conditions. See for yourself, in these days of easy claims, why *Sentinel* stresses PERFORMANCE, not promises!

Call your *Sentinel* distributor or write direct to *Sentinel* TODAY.



Above: Model 449-TVM—21" screen. Cylindrical face tube. Mahogany, with superbly matched TURN-table optional.



At left: Model 447-TVM—17" screen. Mahogany, with stunningly matched TURN-table optional.

Sentinel Television

SENTINEL RADIO CORPORATION • EVANSTON • ILLINOIS



*there's solid
merchandising
and national advertising
behind the new
"decorator" diskchanger*

by

Webcor[®]



Here's the one big new item in record changers—the Webcor "Decorator". It's the answer to two big consumer problems: first, it can be used to replace out-dated single and dual speed changers within radio-phonos. Second, it can provide "combination" performance by playing records through any radio or TV set—from any location!

There is a tremendous market—more than 11 million people will want to buy a record changer for one of those two reasons.

To create the consumer demand, a complete national advertising campaign in Life, Look, Saturday Evening Post, Better Homes and Gardens, American Magazine, New Yorker, Sunset, Atlantic Monthly and others will begin immediately! These magazines represent a total of more than 30 MILLION!

See your Webster-Chicago distributor today for details of the complete local tie-in program. You'll find it worth-while—profit-wise.

WEBSTER-CHICAGO, CHICAGO 39, ILLINOIS

The proven
fringe-area antenna...

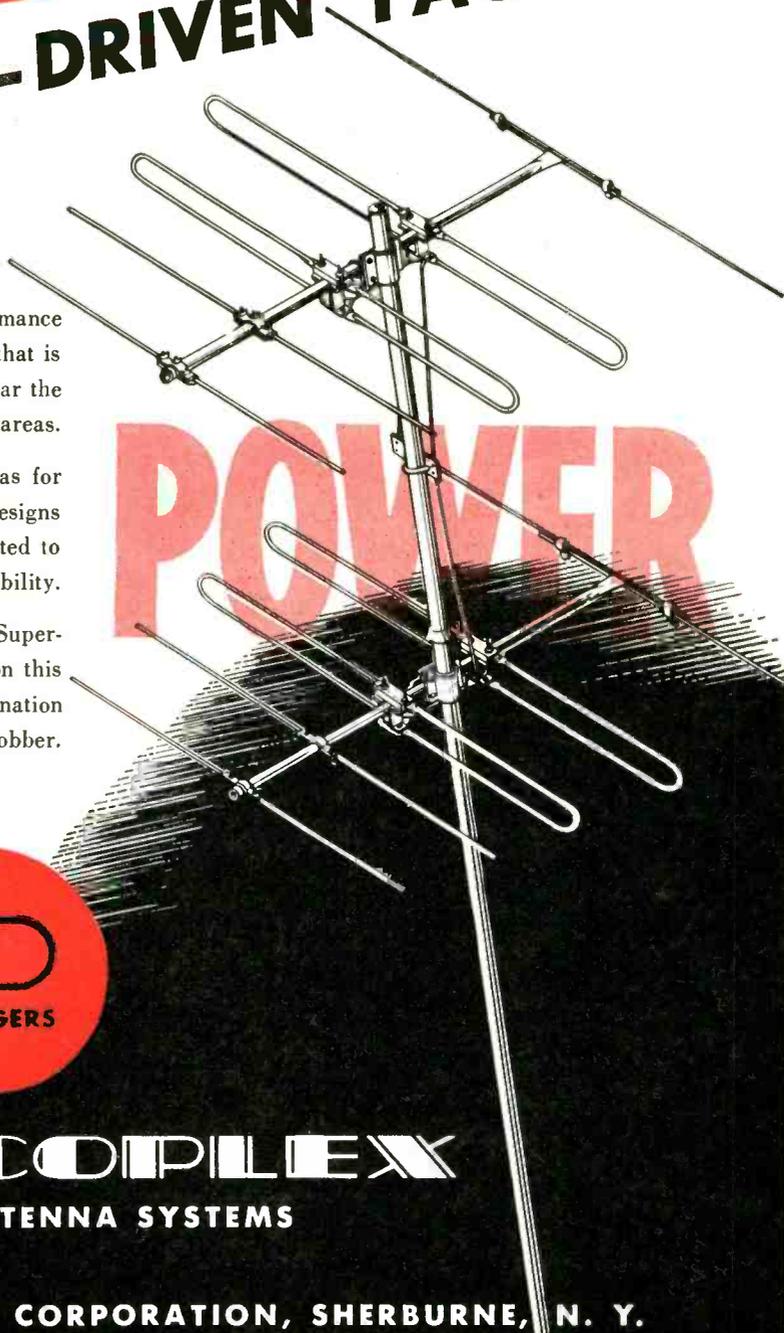
the **TACO**
super 980
TWIN-DRIVEN YAGI

Proof of an antenna is in the performance and dependability in actual installations — that is why the Taco Super 980 is by far the NUMBER ONE CHOICE of servicemen in fringe-areas.

Taco makes a complete line of antennas for television, FM and AM. Over 80 different designs have been fully engineered and field-tested to assure you of top performance and dependability.

The Super 980 is perfectly matched for the Taco Super-charger Cat. No. 1628 Amplifier. For details on this unsurpassed fringe-area combination see your local jobber.

POWER



TACO
ANTENNAS • ANTENNA SUPERCHARGERS

TACOPILEX
ANTENNA SYSTEMS

TECHNICAL APPLIANCE CORPORATION, SHERBURNE, N. Y.

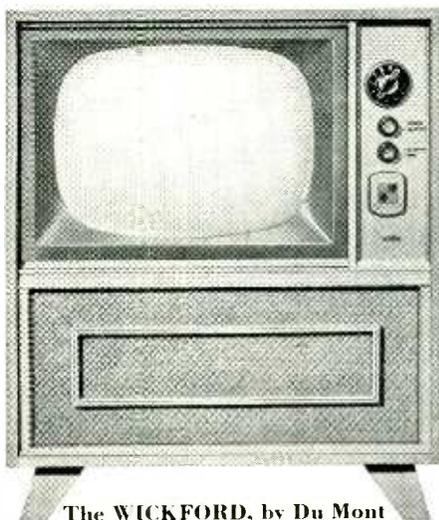
Best By Test in Fringe Areas~

THE ALL-NEW 1952

Du Mont TELESETS*

Here are the results of a mobile unit test made on Du Mont and four other leading competitive sets, using the same antenna.

This test shows that in fringe area operation Du Mont is far out in front in sensitivity, picture quality, brightness and sound, as well as in static and interference resistance.



The WICKFORD, by Du Mont

One of a complete line of new Du Mont Telesets. Giant 21-inch rectangular tube. Plug-in for record player. In mahogany or lined oak veneers. List, \$399.95†; in lined oak, \$419.95†.

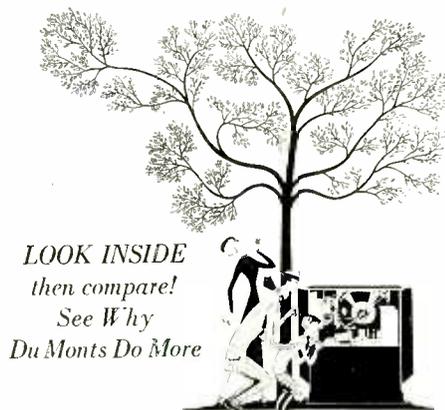
†Slightly higher in South and West.
Warranty included. Fed. excise tax extra.

TABLE OF COMPARISON Typical Fringe Area			
	PICTURE QUALITY	SOUND	SENSITIVITY‡
Du Mont	High Definition	Good	Picture fairly usable through snow
Set A	Fair Definition	Fair	Picture unusable (heavy snow)
Set B	Fair Definition	Poor	Picture barely visible through snow
Set C	Smear	Weak	Picture barely visible through snow

175 miles from transmitter

Thanks to the new Du Mont Distan-Selector* the new Du Monts perform as beautifully in normal as they do in fringe areas. Add the new Du Mont Selfocus* Tube, giving automatic focusing. Add the new Du Mont Static Eraser*, screening out static and interference. And you'll see why dealers from coast to coast are unanimous in their opinion that the new 1952 Du Mont Telesets are the most advanced television receivers ever built.

*Trade Mark



LOOK INSIDE
then compare!
See Why
Du Monts Do More

Harvest of 21 years pioneering
by **DU MONT**

First with the Finest in Television

For best results, while replacing a picture tube, be sure to make it a Du Mont Teletron*



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

STIKIT-UP!

*the NEW
AMAZING*

INDOOR Directronic TV AERIAL SYSTEM

- ALL CHANNELS
- ANYONE CAN INSTALL
- ADHERES TO ANY SURFACE
- 360° ELECTRONICALLY-SWITCHED BEAM
- FLICK OF SWITCH CLEARS PICTURE

995 LIST



SNYDER MFG. CO.

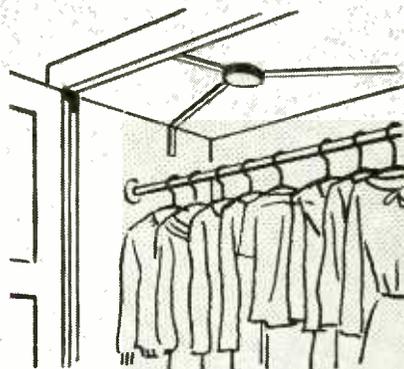
PHILADELPHIA

DALIS, New York • ALMO, Philadelphia • RADIO PARTS, Chicago

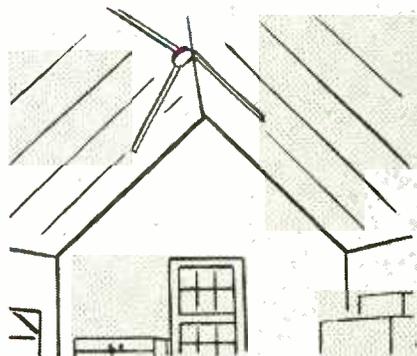
FRESHMAN, Cleveland • WHOLESALE RADIO, Baltimore • KAEMPER & BARRETT, San Francisco

VAN DER HOUT, Canada • Export: ROBURN AGENCIES, New York • AND OTHER DISTRIBUTORS, EVERYWHERE

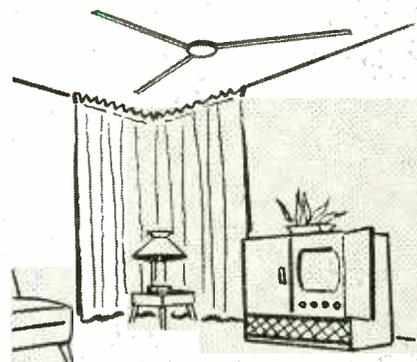
CLOSETS



ATTICS



CEILING





You're not in Business for Peanuts!

You're entitled to a decent profit—and you can get it with Tele King for two mighty good reasons!

1. Biggest mark-up in television.
2. The Golden 5 Minutes!

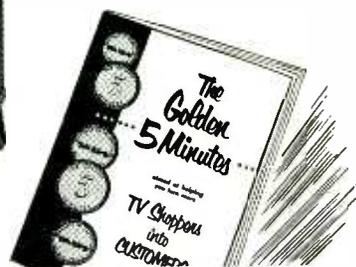
We're not being mysterious. The Golden 5 Minutes is a sales pitch that may change your entire sales outlook. It shows how to present Tele King's quality-value story—the most factual in television!



**BEST ENGINEERED TUNER
IN TELEVISION!**

*Less moving parts than
on any other—less parts
to get out of order!*

Send for this valuable free book
—it's loaded with selling ideas! ➔



Tele King

THE BEST IN TELEVISION AT ANY PRICE
TELE KING • 601 WEST 26TH STREET, NEW YORK 1, N. Y.

YES—send the Golden 5 Minutes

Name _____

Address _____

City _____ Zone _____ State _____

PHONO NEEDLE REPLACEMENT IS

Buried Treasure...

ARE YOU GETTING YOUR SHARE?



**Jensen
NEEDLES**

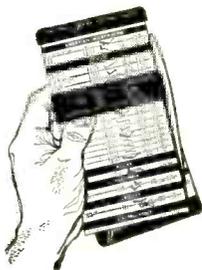
**Mean extra profit on
every service call!**

HERE'S YOUR MARKET!

In the last two years, over 10 million phonographs have been manufactured in all three speeds. And today there are over 21 million turntables in use. Here's real "buried treasure"—replacing needles on all these phonographs *right now and at least once a year!*

GO AFTER THIS MARKET! Every phonograph owner . . . every record collector . . . should be told that needles must be changed at least once a year to save valuable and expensive records. You can do this on your regular TV or radio service calls if you take along a kit of Jensen Replacement Needles.

REPLACEMENT IS EASY! Average Jensen Needle replacement time is one minute. And Jensen's own JENSELECTOR quickly gives you exact needle replacement number for any record player without knowing model or cartridge number.



JENSEN—The Oldest Name in Sound Engineering

Jensen INDUSTRIES, INC.
332 South Wood St., Chicago 12, Ill.

Canadian Branch: Duplate Canada Ltd.
50 St. Clair Ave. West, Toronto 5, Canada
Export Sales: Scheel International, Inc.,
4237 Lincoln Ave., Chicago 18, Ill.
Cable: Harsheel

The Barlow—Glorious 17-inch TV-Radio Phonograph. Compact, yet full of all the features you'd expect from Zenith. Big "Electronex" Tube for sharp, clear pictures. Sensational Cobra-Matic* Record Changer. Long Distance AM. 18th Cent. breakfast in Mahogany veneers and selected woods. Model J2766R Mahogany.



The Alcott—Strikingly beautiful 17-inch model. Lovely Mahogany veneered sides and top. Boasts Zenith's famous "Electronex" Picture Tube . . . built-in provision for UHF . . . "Gated Beam" Sound Stabilizer Tube. Model J2031R Mahogany.

4 NEW STARS IN THE ZENITH TV GALAXY

REG. U.S. PAT. OFF.



The Malville—Giant 20-inch screen in a lovely cabinet of genuine Mahogany veneers and selected hardwoods. Features built-in provision for UHF . . . Full-Focus "Electronex" Tube . . . "Fringe Lock" Circuit . . . "Eye Beam" Tuning Knob . . . built-in "Picturemagnet" Antenna. Model J2032R Mahogany.

Better hitch your sales wagon to them now for your greatest profit-making year in Zenith Television history!

Your fortune is in the stars—and there's a *really* profitable future in store for you in these FOUR great new sets in Zenith's TV line! They're completely new and completely beautiful—designed and built to assure mounting sales and high profits this year to every wide-awake Zenith TV dealer.

Ask your customers to make their own comparisons! Only Zenith offers "Customized Performance"—a feature that makes doubly certain that

every Zenith customer is a satisfied customer. And only Zenith can deliver a truly 100% Dust-Proof Screen. Dozens of other features—like the "Electronex" Picture Tube, "Gated Beam" Sound Stabilizer, and Super Sensitive FM Sound—practically clinch a Zenith sale before the customer walks in your door.

Better not wait! Place your orders with your local distributor now. The sooner you act, the sooner your sales will be skyrocketing.



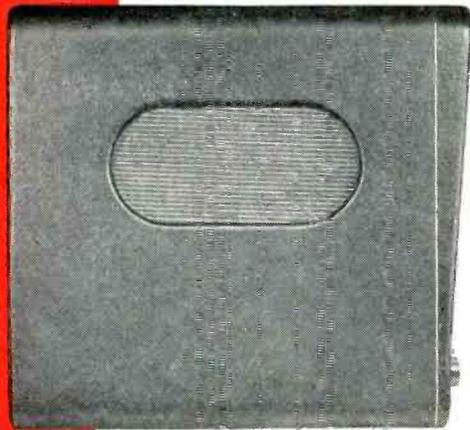
The Prescott—Beautiful 17-inch console in lustrous Mahogany veneers and selected woods. Features the full-focus "Electronex" Picture Tube . . . built-in Picturemagnet Antenna . . . "Fringe Lock" Circuit . . . and built-in provision for UHF. Model J2050R Mahogany.

*Reg. U. S. Pat. Off.

T-215

ZENITH RADIO CORPORATION, Chicago 39, Illinois





st

of the better things to come in '52...

top-quality TV plus...



striking design features plus sales-getting prices... all yours with...

FUTURIZED Raytheon tv

(Set Shown) **THE COMMANDER**—Model M-1726—17" TV in a rich maroon plastic-covered cabinet. Features modern design plus Raytheon's long-time dependability.

Belmont Radio Corp., 5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of **RAYTHEON MANUFACTURING CO.**

©Belmont Radio Corp.

A Simple 5-Minute Demonstration Sells AMPRO Tape Recorders!



FAIR TRADE PRICE

\$119⁷⁵

*It's as simple
as this...*

RECORDS ANYTHING
Plays back instantly!

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

- 1** Record and play back music or your own "commercial" to attract customers!
- 2** Invite customers to hear their own voices . . . put up a counter-card with a "Free . . . hear your own voice" message!
- 3** Encourage customers to operate it themselves. If children are present, record and play back children's voices!
- 4** Whenever possible, find out a customer's business . . . then explain how he can use the tape recorder in business, too!
- 5** Clinch the deal by pointing out the economy of Ampro . . . in first cost and long run operating cost!

MAIL THIS COUPON...TODAY

Ampro Corporation RTR-3-52
2835 N. Western Ave., Chicago 18, Ill.

I am interested in complete information on a franchise for the new AMPRO Tape Recorder. I am a () Dealer () Distributor.

Name.....

Firm Name.....

Address.....

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

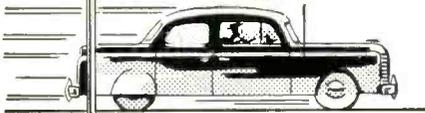
AMPRO CORPORATION

2835 N. Western Ave., Chicago 18, Ill.
(General Precision Equipment Corporation Subsidiary)

8mm Cameras and Projectors • 16mm Sound-on-film
Slide Projectors • Tape Recorders

Deciding Factors . . .

**SINGLE SOURCE MEANS
MORE PROFIT**
WITH ANTENNAS



AUTO ANTENNAS



TELEVISION ANTENNAS

Tops for the fringe and super-fringe areas . . . WARD Yagi antennas have universal acceptance. WARD also provides you with the exclusive Para-Con* and other TV antennas for city, country and fringe.

*T. M.



There is a WARD antenna for every auto need, featuring the famous 8-ball. WARD auto antennas are the world's most popular and fastest selling.

Only WARD offers a complete line of antennas . . . TV . . . auto . . . FM and mobile communications . . . there is a WARD antenna for every job.

WARD, the best known name in the industry, is the world's oldest and largest manufacturer of antennas. When you concentrate on WARD you can be sure of highest quality . . . that they are stocked by your distributor . . . and that you are selling a nationally famous brand.

So specify WARD whatever your problem . . . a TV antenna for every need, world's fastest selling auto antennas and the most complete line for mobile communication in the industry. One source . . . more profit . . . let "BUY WARD be your BY-WORD"

THE WARD PRODUCTS CORPORATION

Division of The Gabriel Co.

1523 East 45th Street

Cleveland 3, Ohio

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

NEWS! NOW ON 17" SYLVANIA SETS, TOO!

HALOLIGHT*

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES!



The **ADAMS**—17" Mahogany Console with HALOLIGHT. Designed by Sundberg-Ferar, this superb cabinet is worthy of the finest home. A long list of Sylvania-engineered features make this Movie-Clear* receiver a sure-fire seller.



The **MCKINLEY**—Stunning 17" Console with Doors, featuring HALOLIGHT. Here is a Movie-Clear* receiver in a gold-trimmed cabinet with slim, modern lines. A dream of beauty and TV power! In Blonde or Mahogany.



The **LINCOLN**—DeLuxe 17" Television, Radio-Phonograph Combination with HALOLIGHT. Pull-out, all-speed record player and a generous size album compartment. Your customers will love this concert grand of home entertainment. In Mahogany or Blonde.

THE FRAME OF LIGHT that's kinder to your eyes is now available on 17" Sylvania TV sets as well as on 20" sets.

This means that the market for HALOLIGHT has been broadened by popular demand. Now within the reach of millions more.

Since Sylvania first applied the scientific principle of "Surround Lighting" to the face of a television set in July, 1951, HALOLIGHT has been the No. 1 feature of the television industry . . . the sensation of retail selling of TV sets.

In a store-window, HALOLIGHT attracts crowds and builds traffic. On the floor, it's a stand-out—the only TV set that looks different, is different, sells itself!

Ask your distributor to show you HALOLIGHT built into both 17" and 20" Sylvania TV sets—NOW!

*Sylvania Trademark



The **JEFFERSON**—20" Mahogany Console with Doors, featuring HALOLIGHT. A magnificent instrument in a handsome Hepplewhite cabinet—styled by Cedric Errol Millspaugh. Here is HALOLIGHT Television that sells on sight!

SCIENCE MAKES IT BETTER!

SYLVANIA TELEVISION

Truly Modern Radios by SYLVANIA



NEW, colorful, dependable—in colors to suit every taste and decor.

Radio-Clock wakes you to music, turns itself off when you sleep, controls any appliance.

Trim, modern Table Radio, like Radio-Clock, has an unusually large speaker and a built-in antenna.

Real sales-winners, both of them—and big volume builders for your store!

TELEVISION SETS; RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING. WIRING DEVICES, LIGHT BULBS; PHOTOLAMPS; RADIOS. SYLVANIA ELECTRIC PRODUCTS INC., RADIO & TELEVISION DIVISION, 254 RANO STREET, BUFFALO 7, NEW YORK

Rauland—the Original

LOW FOCUS VOLTAGE ELECTROSTATIC TUBE

**Perfected in Rauland Electronics Laboratories,
this tube that gives edge-to-edge sharpness of focus
without coils and magnets is proved and ready
as the materials pinch becomes painful**

BETTER in all ways! Gives better over-all focus—hair-line sharpness from edge-to-edge—with NO critical materials for focusing . . . and **STAYS SHARP** under considerable variation in line voltages.

REQUIRES NO re-engineering of present television chassis . . . NO added high voltage focus circuit . . . NO added receiver tubes . . . NO additional components except an inexpensive potentiometer or resistor.

FOCUSES by using D.C. voltage already available in the receiver.

ELIMINATES focusing coils and magnets . . . saves critically scarce copper and cobalt.

• • •

This new Rauland development is now available in substantial quantities in 17 and 20 inch rectangular tubes. For further information, address . . .

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



making any money from

TV?



17" Sparton Harrison
Model 5220

Cabinet in cinnamon leatherette with powerful 26-tube chassis featuring the Sparton Ultra-Range Tuner with Cascode Circuit. A star for Sparton dealers! **\$239⁹⁵**

Excise tax included



17" Sparton Riverdale
Model 5250

Now for Sparton dealers, big-screen television in distinctive cinnamon leatherette! 21 tubes! Sparton Ultra-Range Tuner provides razor-sharp reception. A two-fisted promotion model with a healthy discount.

\$259⁹⁵

Excise tax included



20" Sparton Hamilton
Model 5288

Big-screen Sparton Television in sleek cinnamon leatherette! 27-tube-performance-proved chassis. Sparton Ultra-Range Tuner with Cascode Circuit reduces interference in congested areas, reduces "snow" in fringe areas. **\$289⁹⁵** One more Sparton value to trounce the competition.

Excise tax included

It's no secret that TV dealers have a list of legitimate gripes these days as long as your arm: vanishing discounts, alley competition, service griefs, dumping, hidden "extras," deceptive prices, another dealer with the same line down the street. And so on.

Do you wonder that we ask: Are you making any money from TV?

Now, check the protection the Sparton Plan gives against those very evils. You'll see why *Sparton* dealers are enjoying tidy profits while many other dealers moan. For example, Sparton dealers have:

Higher discounts plus retroactive discount up to 3%.

An exclusive franchise, with one dealer to a community or shopping area.

Price protection for specified periods; no overnight price cuts or dumping to obsolete your stock.

Complete prices; the ticket includes Federal excise tax, and no profit lost by you, the dealer.

The industry's finest chassis, the set that stays sold, plus Cosmic Eye, a merchandising theme with a wallop.

Promotion models (shown here) that feature honest value, Sparton performance and high discounts.

More dealers are asking about the Sparton line today than ever before. Why don't you inquire, too, and see if the Sparton franchise is open in your location? It may be the most profitable letter you ever wrote.

The superb

Sparton

the set that stays sold

SPARTON RADIO-TELEVISION • JACKSON, MICHIGAN

Exciting New View for '52!

STROMBERG-CARLSON

PANORAMIC VISION*



New cylindrical tube!
More can watch



New automatic
focusing

Curved
safety-glass front!
It's glare-proof



New customiz'd
Tru-Lok tuning



New VHF-UHF
strip-type
tuner



More power
in fringe areas



The PANATOMIC

BIG 21" TELEVISION!



The PAN-AMERICAN. 21" console. ¾-length, curved doors. Curved safety glass—removable for cleaning. Tru-Lok tuning. Phono jack. Ready for UHF. Hand-rubbed mahogany veneers. \$465†

Now see the television development of the year! It's PANORAMIC VISION—the new 21" cylindrical tube scientifically adapted by Stromberg-Carlson to give true wide-angle viewing, extra picture size without glare.

It's exclusive! It's different! It's something you can get prospects excited about!

Feature PANORAMIC VISION—another great product of Stromberg-Carlson engineering.

The PANATOMIC. (shown above) 21" table model. Curved, removable safety glass. Tru-Lok tuning. Phono jack. Ready for UHF. Compact cabinet . . . Perma-Veneer with mahogany finish—19" deep. \$329.50†

†Zone 1. Includes excise tax.
Installation, warranty extra.

*Patent applied for



The INVADER. 21" console. Curved, removable safety glass. Phono jack. Tru-Lok tuning. Ready for UHF. Compact cabinet—19" deep. Mahogany veneers, hand rubbed. \$395†

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

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

RADIO & TELEVISION RETAILING

Including "Radio & TELEVISION,"
"RADIO & TELEVISION TODAY,"
and "ELECTRICAL RETAILING"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

HOW'S BUSINESS? Good and bad, up and down, fast and slow in the most erratic market the radio-TV-appliance industry has ever experienced. Looking at the large dealerships, for instance, many of those employing fast-paced promotion and advertising are getting along all right, particularly so where they follow-up prospects, and necessarily so where they operate economically. Business is quite good in spots, spotty in others. For reasons still unknown, sales perked up in January of this year just as they did in 1951.

POOR SALESMANSHIP IS CERTAINLY the outstanding reason for poor business. Powerful advertising pulls people in but weak salesmanship drives 'em out. In most of the large cities, considerable numbers of prospective customers visit stores directly as the result of advertising, and walk out after encountering lackadaisical salesmen who are reluctant to show leaders featured in ads, or who beat down the items stressed in copy responsible for bringing the prospects to the store.

THERE ARE OTHER REASONS FOR POOR BUSINESS, of course, but too many of them are seized upon by lazy salesman as alibis for their poor batting averages. The high cost of living is a very real reason for sales resistance on the part of consumers, but, the genuine salesman knows that the average family is living "higher," with more Americans better fed, clothed, housed, automobilized, schooled and entertained than ever before in the Nation's history. The genuine salesman knows this—knows he must compete effectively with other products for the consumer's dollar. He needs to justify purchases of *TV sets, radios, appliances* in the customer's eye; overcoming the consumer's hesitancy to part with money *which may be mentally ear-marked for purchase of things out of this field.*

AND, FURTHER ON THE SUBJECT OF ALIBIS one continues to hear about TV set "saturation," and statements to the effect that, in TV areas, "there's not much left but replacement business." Regardless of the hows, whys and wherefores, before many years, if freeze is lifted and we don't go to war, (to go out on a limb, we'll say five) there will be at least 50,000,000 TV sets in use in the U.S.! Want to make any bets?

SQUEEZE ON PICTURE TUBE REBUILDERS will be on in earnest if other firms follow the example of one leading tube maker who recently announced trade-in allowance on used picture tubes, since allowance for the glass "bottle" is the chief difference in price between new and rebuilt tubes. The new policy, in effect, puts the stamp of legitimacy on the rebuilders by recognizing a business which has been going on for several years, and making inroads in the sale of replacement tubes.

TOO MANY DEALERS OVERLOOKING OPPORTUNITY to make some real money servicing auto radios. Field for revenue wide open in most sections with car owners finding it difficult to locate outfits where top-flight service is performed.

BILLS TO GUARANTEE PERFORMANCE OF TV service contracts have been introduced in the N. J. legislature. One of the proposed laws would require firms receiving money under contracts for servicing TV sets to file bonds with the State Commissioner of Banking and Insurance. Another measure would require persons in the TV business to deposit in trust funds all moneys received for future service.

MYSTERY DRAMA LEADING TV PROGRAM TYPE is fact revealed in a recent survey of 168 programs now on network TV, made by Executives Radio-TV Service of Larchmont, New York. 40% of the present programs are dramas, and of these almost half are of the mystery or detection type. Second most frequent are variety shows of various types, which account for 23%. Quiz and participation programs are 11% of the total, News, forums, commentaries and other educational types 10%, Children's shows 5%, Sports 3% and misc., 8%.

SMART DEALERS SELLING BETTER SOUND in TV sets now that just about every receiver provides a good picture. Fine tone is a good hook to hang a selling-up argument on as more and more consumers are taking it for granted that they can obtain satisfactory visual reception.

COMPACT PORTABLE TV SETS powered with their own source of atomic energy, three-dimensional TV pictures, radically lowered prices resulting from such development as the germanium transistor and printed circuits, were predicted within 10 to 15 years by Robert W. Galvin, executive vice-president of Motorola in an address before the Chicago Television Council.

PROBLEMS IN MAKING VINYL PHONO RECORDS revealed by RCA Victor, who report that contamination of the vinyl compound with iron filings to the extent of only 1/60,000 of one per cent is enough to mar the delicate sound patterns cut into the grooves of the stampers, and records pressed from scratched stampers had to be rejected. To lick this problem, RCA engineers installed two tremendous permanent magnets on handling lines ahead of the stampers, to remove the contamination from the compound.

A THEME FOR '52. "Business will be good for the good businessmen who take calculated risks today."—A. M. Sullivan, ad manager, Dun & Bradstreet, Inc.

What's Ahead! — in Radio,

SOME OF THE HIGH-QUALITY, HIGH-PRICE TV set manufacturers toying with the idea of slugging it out with the boys who sell mainly on price might lose ground among their well-established, strong dealers if they fly into the fight tooth and nail. Thing to remember: There's always a market for Cadillacs!

GRIST FROM THE RUMOR MILL. Watch for a biggie to buy an appliance manufacturing firm whose product is now being handled by a number of its jobbers . . . watch, too, for a laundry equipment maker to make its dealers very happy with an automatic in the line . . . watch for a marked swing toward canister-type vac cleaners . . . Look for some out-of-the-field stores to follow pattern of others and drop recorders. (They can't service them) . . . Look for a Western TV set maker to make a high, wide and handsome invasion of Eastern markets . . . And look for an instrument-phono record maker to go into the home recorder field; a Brooklyn firm to enter the home air conditioning market.

NEW INCREASE IN INTEREST IN BLONDES—and we mean cabinets. For some time, the West Coast and Florida went in heavily, and somewhat exclusively, for the fair-complexioned receivers, but now they're moving in all parts of the country.

SMART DEALERS WILL STOCK A FEW COMBINATIONS, just in case . . . In case there won't be enough to go 'round. An examination of current lines reveals fact that there aren't many combos, and it's common knowledge that a steady demand for the "versatile" units persists.

INTERIM IMPROVEMENT is now going on in the color field behind closed doors. But when the united-industry system eventually comes up for public presentation, it should be interpreted not merely as a new color system but as a "better black-white system, plus". For under the new standards most of the limited channel space is devoted to producing a good "brightness" or black-white signal. Meanwhile, all the needed information about color—hue and saturation—can be conveyed on a small invisible sub-carrier tucked in at the upper end of the video channel. Thus the new system can be

thought of as delivering, first, a standard black-white signal, exactly like the one now broadcast. This provides the basic picture. To this is added a small sub-carrier which colors the resulting picture to its final color form. In this way the present 16,000,000 receivers will get good black-white from the basic signal,—while future color sets will use the additional sub-carrier information to get a full-color picture.

ROOM AIR CONDITIONERS being brought out by a number of manufacturers not heretofore in the business, as predicted here some time ago. Watch for another biggie, now making air circulators to come out with a line before long. More makes on the market will help sales, since room coolers will be on display in many stores, and the increased amount of money spent in advertising will create a lot of new interest.

NEW INCREASED FREIGHT RATES raised shipping costs of a carload of eighty-four household washers to New York City from Chicago to \$510.61 per car or \$6.08 per washer, points out J. G. Borson, traffic manager of Hotpoint. Old rate: \$377.64 a car; \$4.50 per washer.

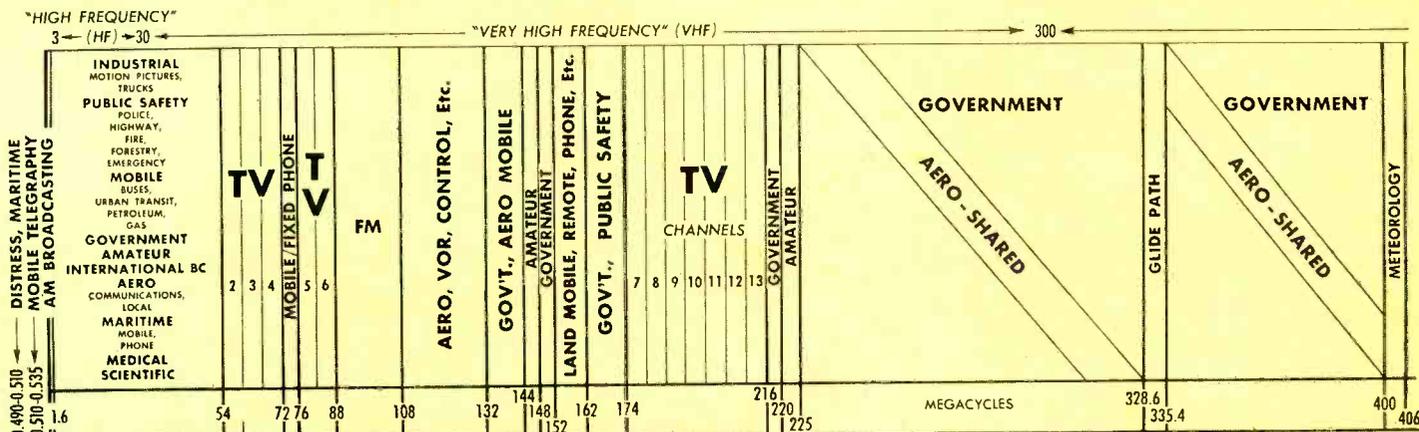
TV-APPLIANCE DEALERS WHO ACCEPT TRADE-INS must have a second-hand dealer's license from the New York City Department of Licenses, advises the the Better Business Bureau. The law defines a second hand dealer as "anyone who deals in the purchase or sale of second-hand articles." Violations are punishable by fine or imprisonment.

FIX-IT-YOURSELF television books for consumers being plugged on air, and through other media remind us of early days of radio. Since it's just about impossible to work on a TV set unless it's hot, few householders who are strictly laymen will care to take the risks.

"THE RUTHLESS PRICE COMPETITION which flourished during last June's price wars, if permitted to recur, is a sure invitation to business chaos and will lead to the extermination of small businesses, the backbone of our economy."—Maurice Mermey, director, Bureau of Education on Fair Trade.

WHAT IS UHF-TV? HERE'S HOW THE NEW ULTRA-HIGH FREQUENCY

This chart shows how the "air" has been allotted for commercial, educational, public safety, entertainment



Appliances, Records and Television

TOO MANY PHONO RECORD MAKERS putting the cart before the horse in pouring out new-speed records, the while blissfully ignoring the fact that 78 RPM sales are continuing along at a steady pace, and are on the increase in some localities. Platter pressers need to help dealers get new-speed playing equipment in homes throughout the country. If no genuine aid is forthcoming watch for a most peculiar and unwelcome settling down of the market so far as the three speeds are concerned. We'll be sorry!

WITH SO VERY MANY PEOPLE HAVING 78-RPM playing equipment exclusively in their homes, and with a declining diversity of selection of numbers in this speed, coupled with the lack of effort by record salespeople to either sell or recommend new-speed players, great numbers of people walk out of stores without purchasing anything. Replacing those antiquated players, nearly 13 million of them, should be the goal from here on of phonograph and disc manufacturers, wholesalers and retailers.

MASTER AMPLIFIED TV DISTRIBUTION SYSTEM INSTALLED in Los Angeles housing development built by Metropolitan Life Insurance Co. assures complete and good quality TV reception to every apartment according to Hoffman Sales Corp., who are making installation of equipment manufactured by Jerrold Electronics of Philadelphia. This type of installation, which eliminates forest of antennas on the roof of large multiple dwellings, in many cases gives better reception to each tenant than he would get with his own installation.

NEW SLOGAN BY MUNTZ TV, offered without comment: "I wanna give 'em away—but Mrs. Muntz won't let me. She's Crazy!"

THE DEALER TODAY "is running an electrified department store. He has washers, ranges, refrigerators, dishwashers. He has a bedding department for electric blankets and an amusement and educational division, or floor show, radio and television, not to speak of electric clocks, food mixers and what have you."—Raymond J. Hurley, chairman of Thor Corp., at convention of National Appliance & Radio Dealers Association in Chicago.

DEALERS WHO ARE ON THE BALL WILL angle advertising and displays smack into this political campaign which will wax hotter and heavier by the day. Big market for TV sets among the "sophisticates" who still think TV programming consists mostly of wrestling, puppets and low comedy. Even the high-brows can't afford to miss the grimaces and gasconading of the politicians in the country's biggest hassle of all times. People in all walks of life will either buy TV and radios or will be made to feel like hermits—on the outside, and not even looking in!



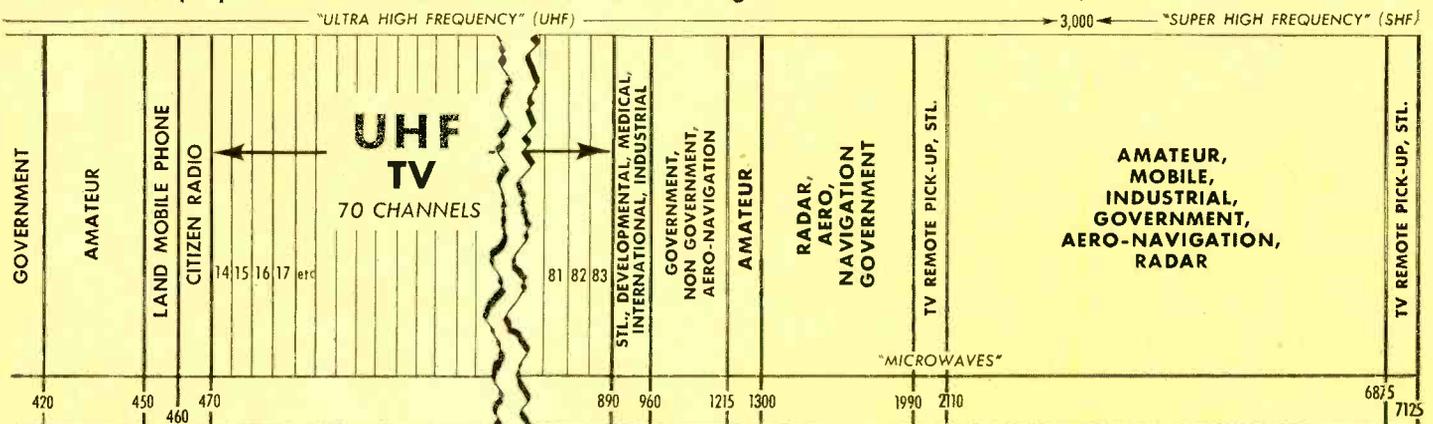
TV FREEZE LIKELY TO BE LIFTED WITHIN A FEW WEEKS, and allocations of UHF stations will be made immediately in cities where there is no conflict between overabundant applicants. News of the lifting of the freeze is likely to stimulate TV business, but actual concrete results are not apt to materialize for many months, possibly not this year. Meanwhile, activity of set makers in putting out sets with more sensitivity, plus ingenuity of installers, plus increased transmitting power for some stations, have combined to continually extend the "fringe" and improve reception in already established fringe markets.

MANY DISTRIBUTOR SALESMEN overlooking a good bet in not familiarizing themselves with dealer financing and floor-planning opportunities. So many of those "nothing-now" answers by dealers are based on the plain fact that the working capital is all tied up, and could be overcome, to the mutual benefit of dealer and distributor, if a sound financing plan were to be outlined by the wholesaler's salesman.

SHOPPING TOURS REVEAL THAT A GREAT MANY WOMEN object to the stark appearance of open-face consoles now that large screen sizes are the order of the day. Too many salesmen just shrug off this situation, but the clever ones immediately try to sell up to consoles with doors.

CHANNELS FIT INTO THE COMPLETE BROADCASTING SPECTRUM

and other purposes. Present VHF-TV (Channels 2-13) gets about 1% of the total, UHF-TV will have 6%



NEW.

RCA VICTOR -



Brings exciting,

Most complete line

Twelve exciting Super Sets in all. And here are the new 21-inch Super Sets you asked for — the Selfridge, shown on console base, and the Meredith, a handsome open-face console. Both sets have built-in RCA Victor craftsmanship . . . tested and proven Picture Power. Television's greatest 21" line offers your customer the choice of the right model at the right price. Prove it yourself.

The Selfridge Ensemble—Big 21-inch Super Set. Designed for customers who want "Something more" in table models. Comes in beautiful compact cabinet with matching console base. Walnut or mahogany finish. 21T159.

These are the RCA Victor features that make RCA Victor Television easy to sell.

3-Position "Personalized" Tone Control	New Intercarrier Sound System	"Golden Throat" Tone System
RCA Victor Phono-Jack and Switch	An RCA Victor First! Double Shielded Tuner	Completely Shielded Chassis
Functionally Grouped Front Controls	24-Tuned Sound Circuits	40 Megacycle I-F Amplifier
Illuminated Station Selector Dial	21-Tuned Picture Circuits	Maximum Desirable Band Width
Improved Sound Gain	Improved Brightness Range	Nation-Wide Factory Service
Optically Treated Kinescope Face	Exclusive "Stay-Put" Doors	UHF Adaptability
New Type Pastel Kinescope Mask	Rear View Cabinet Styling	Underwriters' Laboratories Approval
Protective Glass Front	Luxurious Cabinetry Design	Best "Fringe Area" Performance
New Compensated Contrast Control	New Automatic Gain Control (AGC)	Best Metropolitan Performance

NEW.



The Meredith—Big 21-inch Super Set. This handsome, open-face console is a real sales-maker. Your choice of walnut or mahogany finish. 21T165.



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

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

Leader in 21-inch Television

new models to Television's greatest line

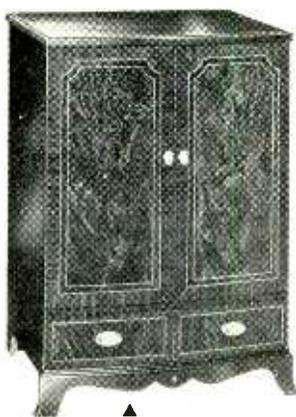
Quality performance

Easy to sell

In the most difficult areas—deep in the city or far out in the country—you get the sharpest possible picture clarity—virtually interference-free. You can assure your customers that RCA Victor gives all they want in a television set. Here's quality performance that's customer-proof—a confidence-builder that will bring you more repeat business.

More television prospects are asking for RCA Victor sets than any other brand. Actually, RCA Victor has outsold all makes since television—and continues to do so. There are more sold because RCA Victor engineering know-how has made it the set that performs best in the home. Definitely, they're easy to sell and you can prove it yourself.

NEW 17" Super Sets



▲
The Calhoun—17-inch Super Set. Here is majestic Regency styling that has "sell" in every line—every feature. Comes in walnut or mahogany finish. 17T173.

▶
The Crafton—17-inch Super Set. Perfect wedding of fine furniture and superlative performance. Open-face console. Mahogany, walnut or limed oak finish. 17T163.



▼
The Colby—17-inch Super Set. The price leader in this exciting, new line. Metal cabinet in maroon finish with matching console base (at slight extra cost). 17T150.



▲
The Glenside Ensemble—17-inch Super Set. Here is the distinctive "look" in an economical set. Comes with matching console base. Mahogany finish. 17T151.



Two table models, an open-face console and a two-door console, add more variety to complete the RCA Victor 17" line. You can please more customers—make more sales. The same RCA Victor better-performance features that established 21" popularity are also built into these sets. For all-round performance . . . for superb cabinet design—they can't be beat. They, too, are easy to sell and you can prove it yourself.

NEW "Victrola" 45 Table Model

Here's real-life, listening quality in a compact, smartly styled, table-model phonograph. 8-inch speaker. Blends with any décor. Maroon cabinet with golden trim, Model 45EY4.



RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



... First in Television.

"Victrola" T.M. Reg. U. S. Pat. Off.

The *Inside Info* on

Though Most Dealers Believe in Practice, Many Say it Won't Pay;



• The great majority of dealers, operating stores of all sizes, will agree that outside selling activities, when properly run, will pay off.

But in spite of all the evidence at hand in favor of outside selling, there has been a steady decline in use of this tried and proven sales technique since the end of World War 2.

Now with Spring at hand, the great outdoors beckons. It is ready and "willing" to be worked in every community.

Outside selling can be used to reach those homes having antiquated appliances, radios, phono players, small-screen TV sets, or no TV set at all. In all TV areas where dealers are complaining that a high rate of saturation exists, outside selling is just what the doctor ordered because it will enable the salesman to find those who haven't

bought, and who may not buy unless they are approached. In many sections of the country, merchants report that the wealthy home ranks high in the ranks of the "unsaturated" dwellings.

Merchants who contemplate the outside field with a wistful eye, but do nothing about it, will tell you that there are two reasons why outside selling is out so far as they are concerned.

First, they say that it's *impossible* to get the right kind of men to work in the field, and second, a great many, having figured the whole thing out say that outside selling *can't* be undertaken profitably these days because the high overhead won't permit the payment of high commission rates.

It's a tough problem, all right, and nobody will give you an argument

on that, but there are dealers who are selling in the outside field, and are making money. They were able to do the "impossible," and take the *apostrophe* and the "t" from "can't," making it *can*. A great many other merchants can follow suit. And a great many *need desperately* to build sales right now with business as slow as it is.

Because conditions vary all over the country, no one can put down a successful and profitable formula to be used in stores of all sizes, and in all sorts of locations. Right off the bat, however, we can point out that any dealer can and should at least do a minimum of outside selling work. Here's the way: Make it a hard and fast rule to obtain the names of all store visitors, and require salesmen to make follow-up calls on them and on those who have purchased recently. Even the men who shudder at the very thought of cold canvassing can hardly object to paying a visit to folk who have visited their store.

No "Breathing Spell" for Costs

A man who objects to following up a prospect, especially when he has asked permission to call, *is not a salesman. He's a clerk!* So one thing that can be done is to insist on follow-up calls on prospects, and after-sale calls on customers.

In many large stores there are well-defined busy periods, and well-defined dull periods. It isn't a bit uncommon in such places to see a group of salesmen lolling around for hours on end just doing nothing at all.

In a large store we know of there are six salesmen in the TV department which gets busy late in the afternoon, and in the evening. The place is like a morgue in the morning, and the entire department could be handled by one man.

No outside selling is done in this store because the men "dislike it," according to the manager. However, since the overhead never takes a breathing spell, and since the salesmen, like almost all other humans, inherently desire to earn more money, it strikes us that something could be done.

Why, for instance, can't the salesmen be sold by management on the *benefits they can derive for them-*

Outdoor Selling Today

That They Can't Get Men. But Others Make Money Via the Home-Call Route

selves by working at least a half day in the field? Stimulated by a real pep talk, and armed with the names of prospects, men with gumption will certainly be a lot happier working in the field than they will be trying to kill time. And they'll make more money, too!

Building the Sales Force

Thus far we've dealt with the obvious necessity for at least following up prospects, and making after-sale calls as the very minimum of what any dealer should do. And we've commented also on the inexcusable practice of maintaining staffs of salesmen *who spend most of their time doing nothing*. Now, however, let's go into the proposition of determining to go all-out in outside selling, as a solution to the slow business conditions presently being experienced.

Outside selling has worked in the past, and it will work today. Furthermore, outside selling may spell the difference between success and failure for many a dealer in '52.

First, let's look into the question of where to get good men. The dealer, before mentioned, who has salesmen standing around a major portion of the day may have *good men* in such standees. It is probably his fault for maintaining such a set-up. If the men he has are genuine salesmen they are fed up with the situation, but having fallen into the bad habit they are not likely to do anything but quit eventually unless the dealer takes the bull by the horn and dishes out a new deal all around with no punches pulled.

For the dealer who wants to build up an entirely new organization, the manpower picture is different. He has to find the men, and this is a problem today.

One of the chief reasons for failure to get men, even though want ads and other methods are used to the hilt, is because in this field too many dealers will not hire inexperienced men.

Actually, dealers in numbers of instances have found that green men, thoroughly trained, can fill the bill when it comes to selling radios, TV sets, appliances and phono records.

The first step to take in building an organization of outside men from

the ranks of the inexperienced is to *select them carefully*. Look for sales aptitude, acceptable appearance, pleasing personality, a good command of English, and a genuine willingness to work. If the dealer can find men with the qualities just mentioned he will not have much difficulty *training them*, which is the next step, and a most important one.

Too many merchants hire men who have real ability, but neglect to familiarize them with products, with demonstration techniques, and with selling procedures in general. Such untrained men will usually lose out to competition because the other fellow is better equipped to drive home the selling points which tell. Furthermore, untrained men will wander all over the field, losing a lot of valuable time. Sooner or later such individuals will give up in disgust. Thorough training of the right sort of men will pay off heavily.

Eyeing the Manpower Market

Numbers of men having genuine, though undeveloped aptitude for selling are not hired because they may be considered either too young or too old. Dealers should think twice before reluctantly writing off applicants they'd be willing to take on but for the age angle. Today, the world is much younger, and Ben Franklin's saying, "Never trust an old barber or a young doctor" doesn't hold water now. There are plenty of boyish-looking medics around, and plenty of trustworthy barbers who are "young" at seventy. So it will pay the merchant to explore the "age" market where the too-young and the too-old find it hard to get selling jobs.

The problem of compensation for outside men, whether experienced or not, is a very real one. There's no point to maintaining an outside staff for a long period of time on an unprofitable basis. There is, however, a certain development period wherein the dealer must invest a certain amount of money without immediate return. In order to shorten this profitless period, there must first be intensive training, as before outlined. Then, the salesmen must be assigned definite territories, must be provided with plenty of live leads, such as satisfied users, and must be

backed up with adequate advertising and promotion. The outside men should be given whole-hearted co-operation by management, and be backed up by dependable service. The assignment of floor-time duty is most desirable both for dealer and salesman. The outside man who also works in the store feels as though he's part of the organization, and is also able to meet customers he's developed, and to get some "walk-in" sales.

In figuring out salary and commission rates, each dealer has a different problem. Whatever the plan is it should be a two-way affair. It must provide incentive to the salesman and profit for the firm.

Commission and salary rates must be tailored to fit the situation. For instance, the good salesman who is furnished with genuinely live leads which he readily converts into sales should have a higher commission rate and a lower salary than the man who has to develop a territory on a cold-turkey basis. The outside man who is tied down in the store a lot of the time performing miscellaneous services in addition to his selling, will need a higher salary to compensate him for time lost.

About Drawing Accounts

Drawing account plans are also geared to fit conditions, and are based on such things as sales performance, the potential of the territory, etc. Smart dealers exercise great care in administering drawing accounts. They worry about the man who *doesn't worry* when he's deep in the red. In this connection, it is obvious that selection of men is of great importance. In setting up a drawing account for a new salesman, the dealer should set a time limit on the arrangement, and make sure that the salesman understands its terms.

Finally, to sum up the entire situation, dealers who are presently making money in outside selling select their salesman carefully, train them thoroughly, direct their work in the field, provide them with leads, give them floor time, and operate pay plans which are of mutual benefit. The least any dealer can do today in the face of business conditions is to investigate the possibilities outside selling holds for him.

Personalized Sales

\$750,000 Volume in Radio, TV, Appliances via Good Selling Methods,

• Diversification of merchandise and personalized promotion have paid off for the Northern Supply Co. — "Milwaukee's busiest appliance store."

The payment has been in increased sales, satisfied customers and a booming good-will, according to Jack Westley, president and owner of the busy retail outlet at 2229 W. Fond du Lac Ave. The firm celebrated its 25th anniversary in October.

The store's merchandising inventory includes television sets, radio, refrigerators, freezers, washing machines, and ranges, and electric housewares.

In addition to the radio-TV-appliance lines, Northern Supply handles a wide variety of electric trains and accessories. "The firm has built up a reputation of having the most complete selection of traffic items and electric trains in the city," Westley said.

"Last year's business totaled \$750,000," Westley said, "and of this one third represented TV sales. The major, heavy appliances brought in about \$325,000. Traffic items totaled about \$120,000 and the \$55,000 balance represented our efforts in the electric train field.

"Our reputation of having a complete selection has been augmented by our efforts to give the customer a complete 'package' service," Westley explained. "We see to it that

the product is in perfect working condition before delivery and that the buyer has had a complete demonstration of the various features of the TV set, radio or appliance.

"Keeping the merchandise in satisfactory working condition is the best sales promotion medium we have, because it continually brings us fresh prospects from the user.

"In the 'rat race' of the industry today we believe that the only thing we have to sell is service and personality. We have found that the best stability in profit sales can be traced to our service program."

Northern Supply services everything it sells through its own service department or the service agencies established here by national manufacturers.

The emphasis on service is foremost with all employees, from the six members of the service department through the 11 administrative and sales people, according to Wendal Lewis, store manager. All have been impressed with the theory that a very vital part of sales is service, Lewis explained.

Both Westley and Lewis were among the first six charter members of the National Appliance Radio Dealers Association in Wisconsin. Lewis is secretary-treasurer of the local group. Both have been among the leaders in promoting Certified Television Installation and Service, an organization

of TV service groups in Milwaukee banded together to establish a code of ethics and improve service in the community.

"Part of the trouble in the past," Lewis said, has been due to the fact that in selling TV, the customer has not been given to understand that warranty means a replacement of parts at no charge for the part but definitely a charge for labor.

"People as individuals expect TV sets to continue playing hour after hour, day after day, without any expense for maintenance and upkeep. An educational project to eliminate this belief and bring out other important facts of the industry is a vital part of the CTIS program. Through it we hope to clean up the industry and eliminate the few gougers who still exist. And we are striving continuously to give service the dignity it is entitled to as a skilled profession and an integral part of the television and appliance industry."

Sales Appeal to Housewives

All TV sets, refrigerators and electric ranges are plugged in and operating on the display floors, Westley said. If a prospect is interested in an electric range, the controls are thoroughly explained. Other features, such as the heat retaining value of the oven are also stressed in a demonstration on the sales floor.

One of the outstanding approaches to their personalized promotion lies in the automatic washer and dryer field. The firm's advertising urges the prospect to bring in the family's dirty wash to be sudsed spotless and dried in time-saving, automatic equipment. This promotion has worked well and now is a standard procedure.

"We are not interested in demonstrating the machines with our own already clean towels or clothing," Westley said. "We want the housewife to bring in her soiled clothes so she gets an exact idea of how a particular machine will treat *her* family's washing."

The appeal to housewives to bring in their laundry is made as a part of the firm's radio advertising.

"Service is a big selling point," says Jack Westley, and a well equipped repair department backs up his argument. Here William Jahnke, one of six trained servicemen, repairs a TV set.



Promotion Pays Off

Efficient Service, Large Selection, Radio & Newspaper Ads

Northern Supply consistently spends 4 per cent of sales on advertising, divided quite evenly between newspapers and radio, Westley said. All advertising copy is prepared and handled by Westley and Lewis.

In radio advertising, the firm takes advantage of the regular commercials supplied by the dealer or manufacturer, but follows this with a personalized recorded message by Westley or Lewis. Westley talks about Lewis as "your friend and mine" and urges the listener to come in and ask for Wendal Lewis or Jack Westley.

Northern Supply uses 14 spot announcements a day on three Milwaukee radio stations. The personalized copy, however, is used only on one station. This was a particular direction of the ad to see how it pulled, Westley said. The copy is changed every three or four weeks and Lewis and Westley alternate in the recordings.

"And people do come in and ask for Wendal Lewis and Jack Westley," the proud promoters explain. "People we have never seen before are attracted by the personal approach. Other old friends, some we haven't seen for months, drop in and comment on the promotion and renew acquaintance."

Profitable Activities

The personalized copy has been used for seven months and the response has been terrific, they said. Its greater pulling power has been adequately demonstrated. The personal touch will soon be expanded to the other radio stations and into the firm's newspaper advertising.

The slogan, "Milwaukee's busiest appliance store" is used on all letterheads, statements, advertising copy and other promotion media.

Another personalized approach used with great success by the firm is the practice of handing out little gifts to the customer. Among the trinkets distributed in the past were paring knives, measuring cups, pie dividers, yardsticks and other small hardware items which were purchased in quantity at a substantial saving.

One of the most successful gifts



Personalized promotion is one of the keys to success at Northern Supply Co., billed in advertising as "Milwaukee's busiest appliance store." Wendal Lewis, store manager, is plugged as "your friend and mine" on radio commercial by owner Jack Westley, who urges listeners to come in and ask for Lewis or himself. Here Lewis demonstrates tuning controls.

was a Gertie the Duck toy. Several years ago, one of Milwaukee's most famous personages was a mallard duck named Gertie who made a nest on top of a piling at the Wisconsin Avenue bridge over the Milwaukee River. Gertie laid her eggs there and hatched them under the watchful eyes of bridgetenders and countless thousands of Milwaukeeans. She gained national fame from feature stories written here and reprinted throughout the nation.

The store was able to purchase several hundred Gertie toys and they proved a big hit with children and parents alike. If a prospect family was in the store with a youngster, sometime during the conversation the salesman would excuse himself and return with a toy for the child.

This usually delighted and satisfied the youngster and allowed the parents to pay all of their attention to the sales story without worrying about Junior or the trouble he might get into.

Speaking of advertising, Westley said, "We would like to recommend to the manufacturers that they re-evaluate the various markets and spend more money for advertising on the local level."

An unusual traffic item noted in a visit in the store was a line of motion picture projectors. Sales personnel are kept up to date on the salient features of all such products as well as standard TV and appliance lines at weekly sales

meetings conducted by Westley and Lewis.

Some of the store's salesmen were experienced before they joined the selling staff. Other are graduates of the store's own sales training program. Westley proudly tells of taking inexperienced men and making them into experienced sales people.

A generous bonus program provides added incentive and tends to develop more satisfied personnel, Westley continued. In addition to bonuses based on percentages or set dollar amounts on specific items, the store provides a quarterly bonus based on salaries. Everyone participates under the 90-day plan on the basis of his individual selling activity.

Westley's know-how and experience began 30 years ago when he started selling radio and vacuum cleaners to work his way through college. After graduating from law school, he decided to stay in the radio-appliance field.

The store's interior has been modernized and an efficient air conditioning unit has been installed to add to customer-comfort. The air conditioner is just one recent step in the firm's continuing project of building good-will, Westley said. "As long as a customer can shop in pleasant, comfortable surroundings, he will be a more satisfied customer and will retain a more pleasant impression of Northern Supply," he declared.

This Dealer Makes Profits in Pushing Trade-Ins --

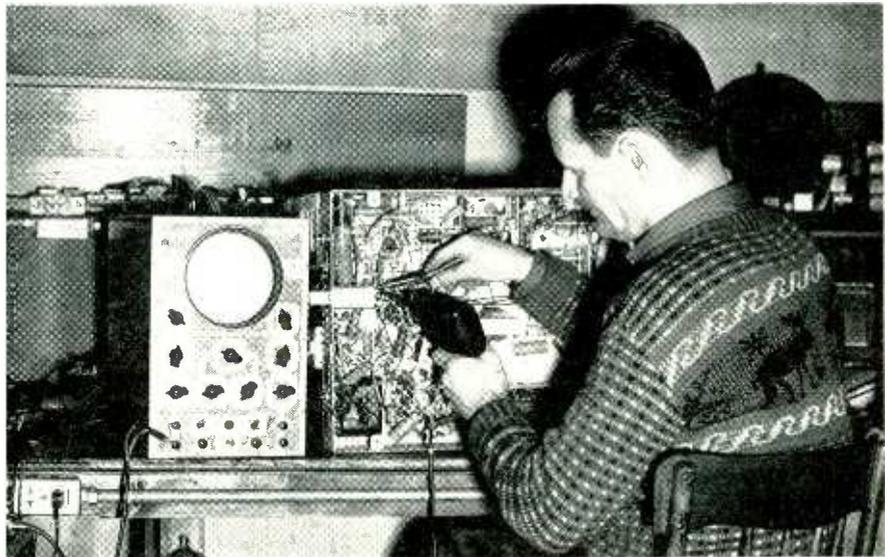
All-Out Ad Promotion Program Pulls Sales, Builds Good-Will. Liberal Offers Possible

• If you know of any kind of local advertising medium or idea that has not yet been used by J. P. Brady Company, 400 Dexter St., Central Falls, R.I., please notify John P. Brady, Jr., vice-president and manager. He'll probably try it immediately to plug sales of TV sets and appliances, with special emphasis on trade-in offers.

An all-out advertising program, and a working organization which makes reality out of promises, has given Brady a reputation as one of New England's most fair and efficient handlers of traded-in and reconditioned television sets. It also has been one of the main traffic-builders to a young organization which in little more than a year at its present location has grossed more than \$500,000.

Brady's handles 15 makes of television, and lines of other home appliances, and recently boosted TV sales to 70 percent of the store's entire volume.

The firm uses TV itself as one important advertising medium. It is a principal sponsor of Jimmy Lonergan's Amateur Show on WJAR-TV, Providence, R.I. Reaching families which already own TV sets, Brady's actually hits two markets: families



Expert reconditioning of used sets before resale helps boost Brady's reputation for reliability as a sales and service organization. Traded-in receivers are priced according to age, make, popularity.

with modern new sets, who can use a reconditioned, inexpensive receiver for basement or summer home, and families with comparatively old, small-screen sets who are ready to trade in for modern receivers.

Most of the advertising messages are based on Dealer Brady's Policy: "We attempt to give the fairest trade in Rhode Island and nearby communities in (southeastern) Massachusetts."

Following such statement of policy, Brady's commercials tell owners of old sets that the firm offers "up to \$200" trade-in credit toward certain new sets. Occasionally a modern large-screen model or a combination in good condition will bring more than that figure. An attractive minimum trade-in on sets which can be reconditioned and guaranteed on resale, is offered. On defective sets, \$50 is usually allowed toward new ones.

These offers have been good enough to attract increasing traffic to Brady's for new sets. Customers for reconditioned models are attracted by fair prices and Brady's offer that they may trade in for a new set and receive full credit of purchase price within six months.

Obviously, this "Best TV Deal in Town" theme attracts prospective television buyers in this populous and compact trading area. But how does it work for J.P. Brady Co.?

"Definitely good," says Mr. Brady, "so long as sales continue in healthy volume."

This healthy volume is "nourished" regularly by frequent ads in the Pawtucket Times, Providence Journal and Bulletin, and Woonsocket Call. Brady's has a second outlet in Woonsocket. Occasionally, Brady's aims at its own "fringe area" trade with ads in the Fall River (Mass.) Herald-News.

Daily radio appeals ranging from frequent five-minute spots to 15-minute programs are carried over stations WPAW, WFCI, WEAN, WWON, and others. To keep this medium effective and pulling power at high level, Mr. Brady avoids ceaseless repetition. He favors programs on seasonal themes. One such was a Christmas program aimed at children who were urged to come to Brady's for free gifts and to inspect the wide selection of toys maintained by the store as a traffic builder.

A year-round direct-mail program also is part of the Brady pro-

Imogene Coca, but not in person, helps Dealer Brady sell a TV set.



Selling Used Sets!

via Large Volume in New and Reconditioned Units

motional effort. The normal mailing list includes 7,000 families adding up to 26,000 persons in the Pawtucket-Central Falls area. Special mailings go as high as 50,000, and current plans include a comprehensive 58-page catalog covering all lines handled by Brady.

Outside Selling Featured

Behind this diversified and complete advertising effort is Brady's belief that the "best deal" can be offered only when it is supported by healthy sales volume. Even door-to-door contacts are a part of the campaign. "Continued success cannot be expected if there is even one weak link in the program," says Brady. "Even servicing and sales technique can be weak points if not handled properly," he believes.

As to sales training, three staff meetings a week are aimed at improving performance. Courtesy is stressed and a thorough knowledge of all items in the Central Falls and Woonsocket stores is imparted.

"Pressure" is no part of the Brady sales technique. The close is delayed. Mr. Brady explained, until the salesman is assured that the customer has definitely and freely decided what he will buy. He believes that people return more willingly to the store where they have *bought* something, than to the store where they feel they have been *sold* something.

Brady was of the opinion that his organization makes more use of the door-to-door method than do most dealers in the area. There are 12 outside salesmen, some of whom are on a part time "extra earnings" basis, working out of the two stores.

Before embarking on his current TV trade-in campaign, Brady tried it with such home appliances as ranges, refrigerators, and other white goods. He had special success with refrigerators, and learned during these early tests that the program could succeed only on the basis of liberal trade-in offers, resale of reconditioned sets, and great sales volume.

Facts About the Brady Store

In little more than a year at present location, the firm grossed \$500,000

Many newspapers are used to reach people in the organization's trading area

Radio programs stress liberal trade-in offers as do sponsored TV shows

Brady handles 15 makes of TV—many leading appliance lines

Special mailings, as high as 50,000 are sometimes sent out—there are 7,000 on the regular list

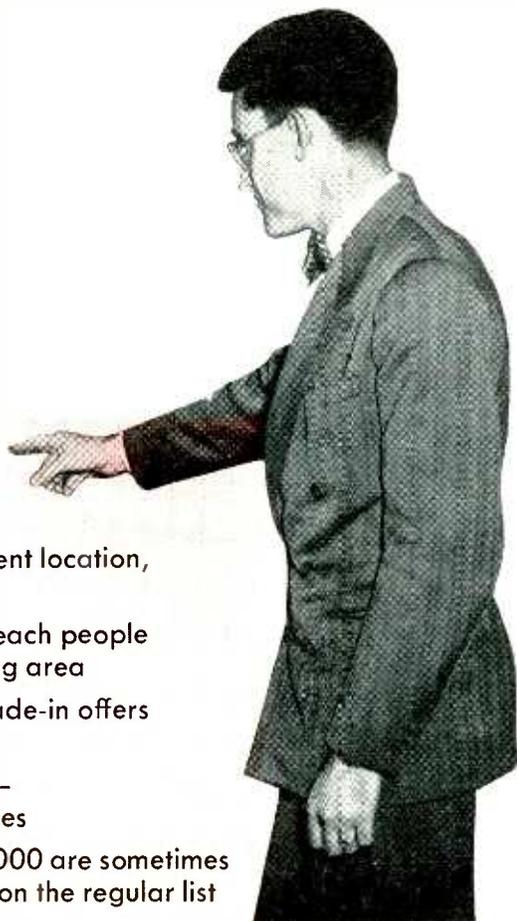
Firm has 12 outside salesmen, some on part time, working out of the two Brady stores

Bi-weekly cooking demonstrations are held before clubs and women's groups

This lesson has been learned so well that Brady's now reports "almost two used sales for every new set turned over." This cuts into the average sale mark-up although list prices of new sets never are cut. Prices and trade allowances on the old sets are such that there is never a loss on a trade-in, reports Brady, although occasionally, the firm just about breaks even on a trade and resale. Even in this case there is an element of profit because good trade-in dealing helps satisfy the customer and builds Brady's reputation. Competition for future customers must be considered.

Selling Reconditioned Units

Another advantage of the liberal trade-in policy is in making new television "fans" by starting doubtful prospects with reconditioned sets, Brady reports. Many buyers of reconditioned receivers become convinced of the value of television after a short time, and turn in their old models for new sets, getting credit for the full purchase price. "The chances are more than even that they'll return to us when they decide to get a new set," reports Brady.



John P. Brady, Jr.,
vice-president
and manager

Trade-in sets are reconditioned according to a definite price schedule. The make of the set and its popularity are considered in determining resale price, while the type of repair done on the set is of secondary importance.

The management also visualizes expansion to other localities. Starting two years ago in very small quarters in Central Falls, "twin" city of Pawtucket, it soon was ready for the more spacious present store. The Woonsocket unit became the first addition in a projected five-store expansion program.

Providence, R.I., and Attleboro, Fall River and New Bedford, Mass., are also due for Brady stores eventually, Brady said.

The fact that the promotion effort recently has been spotlighting television doesn't mean that the white goods sales effort has been dropped by the wayside, he commented.

Bi-weekly cooking demonstrations before clubs and other women's groups are keeping the company's name before the housewives of the community, he reported. The demonstrations are staged by a home economics graduate who works with appliances the store carries.

Get Your Share of Growing

Many Factors Point to All Year 'Round Market for Carry-About Radios—

● The public seems to have done more to exploit the portable radio than have a great many dealers. For, while the customer is using his radio almost every day in the year, some dealers continue to limit promotion of these items to only two seasons: Christmas, and summer vacations. Absence of displays, and lack of stock and selection during the balance of the year tend to keep sales down during the alleged "off seasons," so that the real potential in these versatile items cannot be realized.

The fact is that portables can be sold in every month of the year if they are made available for sale and are promoted to the full extent of their capabilities.

In the first place, portables are being used in every part of the home, as a sort of "roving quarterback" to fill a need wherever there is not a permanent radio. Such uses include guest rooms, laundry, garage, playroom, porches, out in the yard, etc. In many homes, housewives and/or maids carry the sets about from room to room as they clean.

In the second place, many people are carrying portables to work where it is not practicable or possible to have one there. For instance, business men have them in their offices to catch special news broadcasts, salesmen carry them on their rounds or on trips when the company car is not radio-equipped, workers have them for lunch-hour

Sell to workers for lunch hours, etc.



Vacationers will buy portables, and other products, too. But be sure to sell the carry-about sets the year 'round, in addition to cashing in on the peak season just around the corner.

entertainment, and many working people use them at work where the employer does not object but won't supply a PA system—these include people in small factories, workers in shipping rooms, clerks, bartenders, etc.

Portables lend themselves to uses of this type because they are better equipped to stand knocking around and because they usually are made so that they can be closed up for easy carrying, and for being unobtrusively put out of the way when not in use.

Portables are also very useful for young people away at school for many of the same reasons—especially because they are built to stand abuse.

Soldiers find portables very practical because they can be closed up and carried about easily, and even stuffed into the barracks bag. And with more and more young men going into the services, this demand is growing. For obvious reasons, many in the armed forces especially appreciate the types which include shortwave bands.

Farmers and farm workers have an especial need for portables, where they may so often be working around a large area beyond the reach of an electric outlet.

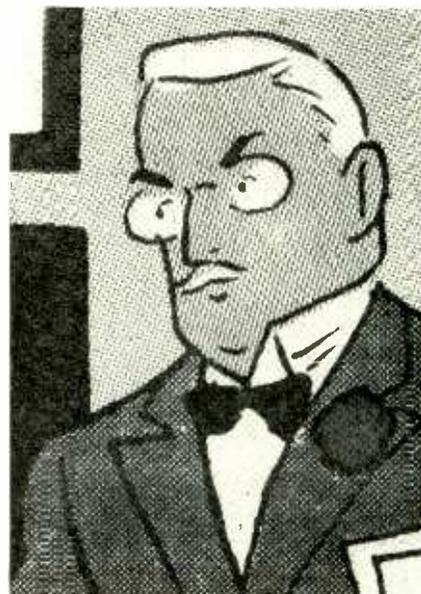
And of course, travellers are using carry-about on trains and buses, sometimes to the annoyance of their fellow passengers—but

nevertheless it is being done.

All the before mentioned uses are totally above and beyond the usual accepted uses for portables, which are on beaches and country vacations, still, of course, a very important factor.

Despite the many uses to which portables are being put by a large segment of the public, there are nevertheless many people who *only* think of them when battery uses are indicated. This is partly due to the sales talk of the person who sold it

Sell portables to business men.



12-Month Portable Market

Much Larger Potential Can Also Be Realized in Continuous Battery Sales and Service

to them, or to the one who gave it to them as a present, or to their own lack of originality.

For this reason, many portables fall into disuse when the batteries wear out. It is estimated that as much as 1/3 of all the portables in the hands of the public which are otherwise in working condition are actually gathering dust for this reason.

This is a matter which is squarely up to the dealer. In other words,



Sell portables to salesmen to take on trips.

here is a two-point program which should be in effect in order to get as much business out of your market as it offers to you. One is to sell new portables during more months of the year by playing up the many uses which these units can have. The second is to get more of the old ones into constant use.

The reason for the second point is to sell more batteries. Indirectly, getting these shelf-warming radios back in use will ultimately bring work into your service department, too.

The subject of batteries requires a little amplification. There is a certain percentage of the uses for portables operating from the AC line, and so it does not follow that a 3-way portable without batteries is not in use. However, there are two reasons why you can and should push batteries.

The first is that full use and enjoyment of portable radios cannot be obtained without a set of batteries. The second is a point we

haven't mentioned so far, namely the emergency value of portables. Without a fresh set of batteries at all times, a radio, like a flashlight, has no emergency value.

Since civilian defense against atomic attack is in the status of a pretty well known and well organized program by now, the dealer cannot be accused of being an alarmist if he "gets on the bandwagon" by calling attention to the necessity for a preparedness program.

There are certain things which it is recommended that families keep on hand (this can be checked from a local or federal government pamphlet on the subject) in the event of an attack. Publishing such a (complete) list and/or sending it out by direct mail can be construed as a public service.

Such lists usually include: a supply of canned food, an emergency supply of drinking water kept in the refrigerator, candles, a flashlight and a portable radio.

It follows that every family should own, among other things, a flashlight and a portable radio, and that these should be in good working order and supplied with a fresh set of batteries at all times.

This will give you a good hook to (1) sell portables, (2) sell service on existing portables, and (3) sell batteries to all portable owners. Obviously, there is nothing seasonal about this business. As a matter of fact, it is more pertinent in winter than in summer, since people are more likely to own batteries during

Sell portables to students.



And don't forget the big farm potential.

the summer months.

The dealer could also do some public service advertising and direct-mail now and then on the care of battery portables and flashlights. For instance, the customer might be advised to (1) Remove batteries from them when subject to long periods of disuse. (2) When batteries are in, always check to make sure that the switch is off. (3) Don't leave radio running on batteries when no one is listening to it, as you might wish an AC-powered device. (4) Be sure to make use of "battery saver" circuits when they are provided (5) Make a periodic check to see that the devices work and that the batteries are OK. (6) "If your portable radio is found not to be in good working order, or the batteries are weak or dead, bring it to XYZ Radio Co. for prompt service."

In suburban and rural areas where electric lines are on poles (as opposed to most cities, where they are underground), still another emergency use suggests itself, since power interruptions are not uncommon in such areas, especially during storms. The writer spent four days in a virtual "blackout" due to a power failure which occurred during a November gale, and will never be caught without batteries again. Storm pictures from other areas (or
(Continued on page 52)

To Sell More Popular Records—

The Smart Dealer Knows How to Do Business With the Youngsters,

• The disc department welcoming customers in all walks of life and in all age brackets almost always sells a satisfactory volume in a variety of discs. This is an ideal situation because it helps keep inventories balanced, preventing an accumulation of dead numbers.

In many stores, disc department managers will tell you that they can't sell classicals, or that they can't sell populars, or children's records, for instance. Too often this situation has been brought about by such things as poor layout, unwillingness on the part of store personnel to give equal attention to all kinds of customers, over-emphasis in advertising and display of one particular category of records.

In some instances, teen-agers appear to have taken over disc departments. In others, long-hairs rule the roost in an austere, quiet atmosphere.

Now and then, of course, dealers are quite successful in operating departments geared almost exclusively to certain well-defined groups, but most of such set-ups result from being located in places where a majority of customers share the same preferences in music.

About "Specialization"

However, it will be noted that those who do succeed in "specializing" invariably offer very poor selection all across the board. They buy their heavy demand items in large quantities, handling but a token amount of the other records. The result is that as time goes on more and more folk who come in for the records in poor supply and selection switch to another dealer.

Unless the disc department manager is certain that he can make money in specializing, the sooner he makes an all-out effort to attract all groups, the popular music lovers, the high-brows and the middle-brows, the better off he will be.

There are a number of reasons why he should pay special attention to the customers who come in for populars, and, at the same time not neglect classicals.

To begin with, the great majority of buyers of populars are young folk, and it is a true fact that with the all-high plugging of populars over radio and TV, and in juke boxes, and with



The kids buy the most populars. A great many salespeople who complain that it's hard to do business with the youngsters have themselves to blame. Either they let the teen-agers take over the disc department, or they give them the brush-off, condescending to take their money.

the flood of new numbers coming and going, the popular record customer visits the store most frequently.

Since, as we have seen, the pop disc buyer pays more visits to the store than does the customer who prefers classicals, and since we also know that the pop lover who keeps up with all the current hits is usually young, often very young, let's see how we can keep the youthful customer's patronage, and still sell a fair share of the profitable classicals and children's records to others, and to the youngsters, too, because a great many of the present day pop-lovers also buy classicals.

The first thing to remember in dealing with youthful customers is that they are human beings. The merchant who views them as outright nuisances and treats them as such will find that such antagonism will drive the young folk away, or worse, that they will fight him on his own ground, making nervous wrecks of his salespeople; a shambles of his store.

Here are some of the complaints registered by dealers:

"The teen-agers 'hog' the listening booths."

"They listen to fifty records before buying one—sometimes none."

"The kids are too noisy. They

drive other customers away."

"They mix up all the stock, and strew the place with records."

"They drive the salespeople nuts, dancing all over the place, and marking up the walls in the booths. They ruin the playing equipment."

Are such complaints justified, we ask.

When it comes to damaging the store's property, mishandling merchandise and annoying other customers, the answer is *yes!* But the trouble lies with management, not with the customers.

Friendly Attitude Pays

Let's size up the situation. To begin with, the attitude toward young customers must be friendly. They must be treated with the same courtesy extended the grown-ups. Maybe they listen to fifty records out of sheer "orneryness" because of the sour attitude of the person who waits on them, and who offers no helpful suggestions.

Certainly, they take the place apart because the management permits it. Visit a few of the soda fountains or hamburger "joints" patronized by teen-agers and see the difference. Some are madhouses, while still others, who do a good business

Get in Tune With the Teen-Agers!

and Keep the Adults Happy at the Same Time

are orderly. In the latter places you'll usually find a good representation of adults among the customers.

The youngsters can enjoy themselves just as much in a place where order is maintained, and the best way to get order is to first view the young disc purchaser as a customer, and not as some one to be tolerated and brushed off. A great many youngsters get shabby treatment which they are highly conscious of even if they don't show it. In other words, their money is good but it is painfully and distastefully accepted in departments where teen-agers and other youngsters are "problem children" in the eyes of management and sales personnel.

Good Arrangement a Must

One of the chief factors contributing to disorder of the sort usually blamed on the popular record customer is poor arrangement of stock and store layout. Where records of all kinds are mixed together, confusion is bound to result, as folk, often with widely varying tastes mill around the floor looking for platters. Similar confusion would result in a library if books were to be scattered pell-mell without regard to subject. Wherever possible, dealers should segregate the various categories, separating the classicals from the populars, even "departmentalizing" the disc department where space permits. More and more, record departments are becoming "libraries" where browsing is the order of the day. There, folk go *looking* for a good record without anything specific in mind just as they visit the library in search of a good book. One dealer reports that more than half of those who visit his store have no definite record or records in mind.

The first step to take in order to prevent any group from "taking over" is to strive to maintain balanced order, and equal treatment. Once the management has learned to get along with the kids, and to treat them as valued customers, the youngsters won't make life miserable for the other groups. There must be a great degree of patience on the part of salespeople. The young people may want to listen to a lot of records in proportion to what they buy, but if the management isn't willing to perform this service it had better

just put up a sign reading something like, "Persons under 25 years of age not admitted," and let it go at that. Certainly, it is obvious that discrimination against the teen-ager is practiced in some record departments just as it is in food stores, and other retail establishments where kids are shunted aside while salespeople wait on adults ahead of them.

There are tactful, courteous ways of preserving order. Instead of yelling at the kids, the dealer who talks to them quietly and reasonably will gain their respect, and will end up selling them more records.

Still another thing contributing to a condition, which while it may be acceptable to young people who can do homework with the radio or TV turned on full blast, is obnoxious to most adults, is the practice of maintaining a store filled with "music" blaring away at a high volume level. While many dealers believe in the efficacy of outside piped music, few who stop to think will agree that a noisy store interior is a good thing. So to achieve balanced sales, keep the interior of the store reasonably quiet, and get the young people to cooperate with you in so doing.

As stated before, over-emphasis on certain types of records through advertising or display won't help the dealer to get a fair share of sales in the various disc categories. The kids out after hot current hits won't go

for the place draped in an aura of Bach, Beethoven, Berlioz and Borodin. Conversely, the long-hair fan may not even take the trouble to visit the store where displays deal exclusively with discs entirely out of his realm of preference.

Finally, the whole thing adds up to the desirability of pleasing a variety of customers, unless the dealer can afford to specialize.

Since few can survive under such specialization, the smart thing to do is to get them *all* coming into your record department, paying particular attention to the teen-agers and other young people whose faces you'll see more often. Don't try to boss them around, but get them to cooperate with you, and above all, let them know that you value their patronage. Do this and you'll have a record department where inventories of both pops and classicals are active.

Don't let the youngsters come to look on you as a sour, condescending jerk or they'll switch to another store. Don't permit them to run your store or they will do just that—gladly.

The dealer who teaches his salespeople to *show* their appreciation of the youngster's patronage, and who meets them on a man-to-man basis will build business with the kids, and will still be able to keep the older, more subdued folk on the store's customer list.

The young people visit the record department more often than those in other age groups. The dealer who treats them as full-fledged customers, and gets their cooperation and friendship is on the road to more profits; sales of a wider variety of platters.



New Columbia Disc Releases

For a change of pace from her recent lively recorded efforts, versatile Columbia Records star Rosemary Clooney sings a pair of lovely ballads. "Did Anyone Call," written by Percy Faith, who also conducts the orchestra, is the plaintive query of a lady who's hoping for a phone call from her beau. The other side is Rosemary's warm-hearted version of the beautiful song, "Tenderly".

G.I.'s returning from Korea have been asking about a Japanese melody heard over there called, strangely enough, "China Nights." Sammy Kaye has recorded the tune for Columbia with English lyrics, an oriental background and a new title, "My Lei-EE-Yana". For the other side of this record the Swing and Sway man revives the 1922 standard, "You Know You Belong to Somebody Else" (So Why Don't You Leave Me Alone).

Percy Faith once again employs The Magic Voices as an instrumental rather than lyric-vocal group on his newest Columbia platter. "Would You," a hit ballad fifteen years ago, is sung by Peter Hanley against a background which blends strings and The Magic Voices. A Faith treatment of "I Talk To The Trees," from the current Broadway hit "Paint Your Wagon", features Peter Hanley accompanied by The Magic Voices.

Sarah Vaughan's fans will go for her rendition of "A Miracle Happened". Sarah sings this new melody in an orchestral setting reminiscent of one of her all-time hits, "It's Magic". For the companion piece, Sarah sings "Pinky", the melodic theme of the background music for the motion picture of the same name. Sung without lyrics, Miss Vaughan's vocal is heard as an instrumental solo, with orchestra conducted by Percy Faith.

Capitol Signs Dean Martin

The signing of Dean Martin to a new long term contract with Capitol Records, Inc., has been announced. Martin first signed with the company September 1, 1948. While under contract to Capitol, Dean Martin and Jerry Lewis have never made a record together. Before signing with Capitol they made "The Money Song" under a different label. Several sides with the two are planned for the future.

Although not a million seller, Martin has been consistent in sales. His top records, listed in order of sales, have been "I'll Always Love You," "I Love The Way You Say Goodnight," and "You and Your Beautiful Eyes." He has recently been teamed in recording with Helen O'Connell and Margaret Whiting.

New Mercury Releases

Bobby Maxwell, versatile swing harpist plays "Chinatown" coupled with "Shuffle Off to Buffalo" on Mercury 5773 and 5773X45. Richard Hayes has made a new platter, "River Stay 'Way From My Door"; with "The Lady Drinks Champagne" on the reverse side.

MGM Records Going All-Out in Plugging "Quo Vadis" Album

The MGM record promotion department, under the supervision of Sol Handwerker, publicity, advertising and exploitation manager is going all out in mutually promoting the "Quo Vadis" album and picture. The record company, in cooperation with record distributors, dealers and theatre managers is tying in as many outlets as it can for publicizing and advertising the "Quo Vadis" album, a series of recordings in all three speeds of the actual music recorded directly from the sound track of the film with the score by Miklos Rozsa. MGM has distributed 8,000 dummy covers of the album in two sizes, one for the 78 RPM and the other, a smaller size for 45 RPM set. Tape streamers also have been supplied to dealers for booths and windows, and they are also being used on car bumpers to exploit the album.

Additionally, 150,000 theatre ticket envelopes have been imprinted for distribution in theatres, primarily where the picture has been, and may be, played on a reserved seat basis. Also 18,000 colorful one-sheets have been prepared tying in the album and the picture. These one-sheets will be used for background display in show-windows.

WHDH Joins Swing to "45"

Boston radio station WHDH has joined the "Swing to 45" with the announcement that it has adopted the 45-RPM system of recorded music as standard broadcast equipment. The station's new record-program policy is expected to have considerable impact on sales of 45-RPM records and instruments in the New England area. WHDH is the nation's first major independent station to go "45." Last year, Philadelphia station WFIL, an ABC affiliate, became the nation's first all-45 station, stimulating a definite increase in 45 RPM sales in the Philadelphia area.

Duotone Needle Promotion



A novel display to stimulate sales of Duotone diamond needles is being employed by Haynes-Griffin, prominent New York dealership. The retail outlet reports that the promotion has more than tripled sales of the product. The record player is on continuously with a card indicating the total number of plays with the same needle. At the time this picture was taken, the Duotone had already played 2,543 times.

June Valli Plugs RCA Victor Discs via TV, Radio Appearances

A heavy barrage of radio and TV appearances by songstress June Valli is spearheading the promotion of her two initial RCA Victor discs, "Now, Now, Now" and "The Three Bells." Her unusual blanket coverage of the network and local personal appearance circuit, has substantially increased consumer demand for her debut discs. Among the video shows she has graced in the past three months are the Ezio Pinza Show, the Tex and Jinx Show, DuMont's "Broadway to Hollywood," the Johnny Olson Show, and the Kathi Norris Show. Her radio appearances include two stints on the Vaughn Monroe Show, several on "Stop the Music," "Luncheon at Sardi's," "Family Circle," and the U.S. Treasury's "Bandstand"; one on the "Voice of America" show taped for transmission to Italy, and interviews with various N. Y. disc jockeys.

New MGM Phono Record Releases

The ten talented fingers of Jack Fina are heard in a pleasant new MGM album aptly titled "The Magic of Fina's Fingers." The eight selections are "Fina's Fingers," "Warsaw Concerto", "A Love Story", "Minute Waltz", "Shangri-La", "Malaguena", "Waltz in C Sharp Minor", and "Rumbanero." "Tom and Jerry", that popular cat-and-mouse team of MGM animated cartoon fame, take a trip to the wide open spaces in a kiddie record adventure, "Tom and Jerry in the Wild West"; available in 78 and 45 RPM.

Adams Named Executive Sec. of Phono Makers Group

A. D. Adams, owner of the advertising agency bearing his name, has been appointed executive secretary of the Phonograph Manufacturers Association, it was announced by Roland J. Kalb, president of the association and vice-president of Steelman Phonograph and Radio Co., Inc.

Joseph Dworken, secretary of PMA and president of Dynavox, announced that headquarters of the group will be relocated at 277 Broadway, New York 7, N. Y. There, all information pertaining to the organization and its members will be disseminated, said Mr. Dworken.

New Line of Jensen Needles

A new line of popularly priced phono cutting needles has just been announced by Jensen Industries, Inc., well-known Chicago phono stylus manufacturer. According to Karl Jensen, president of the company, the new cutters are the result of many years of research and development in this field. Jensen cutting needles are supplied, the firm says, in steel, stellite and sapphire, the latter two materials coming in both short and long shank models to meet the wide range of recorders now on the market. The needles are priced from 50¢ to \$2.75, with each individually packaged in a clear plastic box.

SO YOU GOT NEEDLE NERVES!



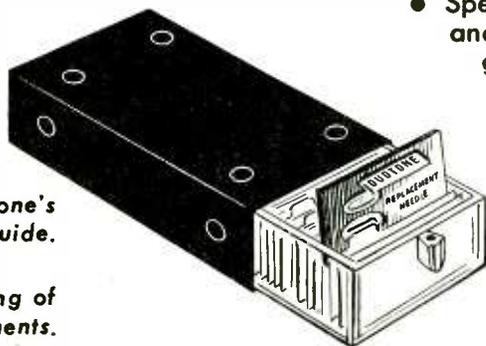
DUOTONE *has the cure!*

It's the NEW profit-packed "Big 40" Needle Dispenser

- INDIVIDUALLY CARDED
- INDEX NEEDLE SELECTION
- SIMPLE INVENTORY CONTROL

Features of "Big 40" Duotone Dispenser:

- 40 basic Duotone replacement needles on individual cards. (size: 2 $\frac{3}{8}$ " x 1 $\frac{1}{2}$ ")
- Simplified installation instructions on the back of each needle card.
- Special Dispenser Index Cards: Identifies and shows complete needle replacement guide for each cartridge manufacturer.
- **FREE . . .** Handy metal dispenser box with plastic drawer.



NOW READY!
 '52 Supplement to Duotone's
 Needle Replacement Guide.
AT LAST!
 Complete, separate listing of
 all diamond replacements.
 Write today for your free
 copy!

HERE'S YOUR PROFIT DEAL FOR '52—THE "BIG 40" DISPENSER	
40 basic Duotone needles. Retails . . .	\$75.00
Free dispenser and card-file00
YOUR COST . . .	\$37.50
YOUR PROFIT . . .	\$37.50



Rx PRESCRIPTION FOR PROFIT
 DUOTONE CO., Keyport, New Jersey

Gentlemen:

Please enter our order for 40 basic Duotone needles packaged on individual cards together with free dispenser.

Rush free copy of '52 Replacement Guide Supplement with separate Diamond needle chart.

Dealer.....

Address.....

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

Canadian Representative: CHARLES W. POINTON, TORONTO. Export Division: AD. AURIEMA, INC., NEW YORK, N.Y.



Be a wise bird!
Boost Spring Sales...

THE PRODUCT

Here's the fastest-selling phono line on the market today! V-M tri-o-matic Phonographs, with the exclusive Siesta Switch, are loaded with the features your customers want — yet priced within the means of every record buyer!



V-M tri-o-matic 985 Portable — Compact, lightweight, completely automatic. Mahogany Leatherette case. Lazy-Lite lets you operate changer without lifting lid!



V-M tri-o-matic 971 — complete playing unit, with its own superb amplifying system. Also features Siesta Switch.

CHECK THESE FAMOUS V-M TRI-O-MATIC FEATURES

COMPLETELY AUTOMATIC OPERATION, ALL RECORDS — 33 $\frac{1}{3}$, 45, 78 rpm, 7", 10" and 12". POSITIVE INTERMIX, 10" and 12" records of same speed. AUTOMATIC TONE ARM SETDOWN, ALL SIZE RECORDS — 7", 10", 12" — no controls necessary.

POSITIVE RECORD PROTECTION — Records are LOWERED — NOT DROPPED — on spindle shelf, and flat air cushion dropped to turntable.

COMPLETELY JAMPROOF. SIMPLE, CENTRALIZED CONTROLS. DUAL-NEEDLE, REVERSIBLE CARTRIDGE. PLUS V-M's exclusive SIESTA SWITCH! After the last record plays, *everything* shuts off, including the amplifying system!

V-M Corporation BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS



with V-M tri-o-matic[®] PHONOGRAPHS!

THE PROMOTION

Here's more proof that V-M means business—year-around phonograph business, we mean!



V-M's hard-hitting consumer advertising, aimed especially at your biggest prospect group, will break in April, May and June — pushing V-M tri-o-matic Phonographs for Graduation Gifts.

PLUS
 A whole new promotion package that builds traffic into your store, takes buyers out of prospects! Window display suggestions, colorful new banners, counter and window cards, newspaper mats — all are included, to help you make the most from this special promotion!
 Be sure you are identified as a V-M Dealer, when these pre-sold prospects start shopping! Call your V-M Distributor *now* for full details.



For Details on the Complete Line, See Your V-M Distributor, or Write Direct!

V-M Corporation BENTON HARBOR, MICHIGAN
 WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS



Portables

(Continued from page 45)

even your own) can be used to point up this occurrence, and the consequent need for a battery portable in good condition and with batteries all the time.

The sale of batteries can be a very helpful boost to sales and profits, and at the same time keeps portable owners in the habit of coming to their radio dealer for service and sale of everything in the radio line.

Considering that perhaps a third of the portable radios now owned by the public are not in use at all, and that of those in use, a large percentage do not have batteries in them at all or most of the time, the sale of batteries could easily be doubled if the right sort of push were put behind them. This does not take into consideration the fact that even more than 1 set of batteries per customer per year could be sold if the emergency factor were properly exploited . . . and many more families could be sold portable radios, which would even further enlarge the market.

In other words, the potential for the sale of portables and batteries hasn't been more than one third realized yet. Take advantage of this to build your own sales and profits this year.

RCA Victor Names Conley

S. D. Conley has been appointed merchandise manager of RCA Victor's new air conditioner department, according to an announcement made by Robert A. Seidel, vice-president.

Chicago Rep Chapter Grows

At the first 1952 meeting of the Chicagoland Chapter of the Reps, held at Landa's Cafe, Chicago, Roy Higgins, retiring president, noted the phenomenal 20% growth of membership the previous year. Senior membership rose from 36 to 47 and associate memberships from 26 to 27. Such an increase, stated Mr. Higgins, indicated the value of the active role the Reps organization has played in promoting better customer-Reps-supplier relationships.

Empire State Reps' Election

Wilson Zimmerman was elected president of the Empire State Chapter of the Reps to succeed Leonard D. Allen, at the chapter's first regular 1952 meeting. Wally B. Swank, 1951 chapter secretary, moved up to the post of vice-president. Marshall T. Ball served as vice-president the past year. Oliver C. Wolf was elected secretary and Martin P. Andrews, treasurer, for the coming year. Frank W. Taylor was the 1951 treasurer. Chapter members named Leonard D. Allen, Wilson Zimmerman and Wally Swank as national delegates for 1952. Marshall Ball and Frank Taylor were appointed as alternates.

Future Events of Interest to Readers

- Mar. 3-6 1952 IRE Convention, Waldorf-Astoria Hotel and Grand Central Palace, N. Y.
- Mar. 10-13: National Electrical Mfrs. Association, Edgewater Beach Hotel, Chicago.
- Mar. 22-Apr. 6: Chicago International Trade Fair, Navy Pier, Chicago.
- Apr. 1-3: Exhibit and 6th Annual Symposium, Point-of-Purchase Advertising Institute, Waldorf-Astoria Hotel, N. Y.
- May 19-22 1952 Radio Parts and Electronic Equipment Show, Hotel Stevens, Chicago.
- May 23-24: 1952 Audio Fair, Conrad Hilton Hotel, Chicago.
- June 8-12: 44th Annual Convention, National Association of Electrical Distributors, Ambassador Hotel, Atlantic City, N. J.
- June 15: Father's Day
- June 16-26: International Home Furnishings Market, Merchandise Mart, Chicago.
- July 28-31: National Association of Music Merchants, Trade Show and Convention, Hotel New Yorker, N. Y.
- Aug. 27-29: 1952 Western Electronic Show, Municipal Auditorium, Long Beach, Calif.
- Sept. 14-17: 4th Western Housewares Show, Hotel Biltmore, Los Angeles, Calif.
- Sept. 22-25: 3rd National Convention, Nat'l. Electronic Distributors Association, Ambassador Hotel, Atlantic City, N. J.
- Oct. 6-10: National Hardware Show, Grand Central Palace, N. Y.

RECOTON REPLACEMENT NEEDLES FIT *all* POPULAR CARTRIDGES

Recoton Replacement Needle Kit #150

Recoton Replacement Needle Kit #550

and only **RECOTON** gives you these complete dealer aids for **EASY REFERENCE** and **PROFITABLE MERCHANDISING!**

Recoton Cross Reference Chart

Recoton Simplified Reference Guide "Bible of the Industry"

Recoton Index Cards for Perpetual Inventory Control

Write today FOR COMPLETE INFORMATION

RECOTON CORPORATION
147 West 22nd St. • New York 11, N. Y.

N. Y. Reps Announce Committees

Various Committees were appointed by James Pickett, newly elected president of the N. Y. Reps, at their first 1952 meeting. They were as follows: Program committee: J. J. Bressler, chairman; B. Border, W. M. Hicks, W. Gold and Hy Steinberg. Publicity Committee: H. Finkelstein, chairman; F. X. Brennan, J. J. Bressler, B. Joseph, D. R. Bittan and S. Shaw. Membership Committee: D. Sonkin, chairman; S. Diamond and A. Schwartz. Constitution committee: D. R. Bittan, chairman; R. E. Breuer, S. S. Egert, J. Sprung and J. Kopple. Entertainment committee: M. Cember, chairman; J. J. Bressler, B. C. Landis and S. Shaw. Membership roster and buyers guide: J. Kopple, chairman, B. Border, B. Joseph and W. Shulan. It was decided to elect a regular 2nd vice-president to serve with the officers. Jules Bressler was duly elected.

West Coast Show Aug. 27-29

This year the West Coast Electronic Show and Convention, conducted under the auspices of the West Coast Electronic Manufacturers' Association and western section of the Institute of Radio Engineers, will be held in the Municipal Auditorium at Long Beach, Calif., (in the Los Angeles area) August 27, 28 and 29.

Members of the controlling board of directors are: Chairman, R. G. Leitner

(WCEMA), Packard-Bell Co.; vice-chairman, Howard G. Grove (IRE) West Coast Electronics Co.; vice-chairman, Leon B. Ungar (WCEMA) Ungar Electric Tool Co.; Leonard J. Black (IRE) U. of C. Berkeley; Noel E. Porter (WCEMA) Hewlett-Packard Co.; Joseph H. Landells (IRE) Westinghouse Electric Corp.; R. A. Huggins (WCEMA), Huggins Laboratories; W. D. Herschberger (IRE) U. of C. Los Angeles. Business manager is Heckert Parker, 215 American Avenue, Long Beach 2, Calif.

Allied Music in New Home

Removal to larger, newly constructed offices at 7600 Intervale, Detroit, is announced by Max Lipin, owner of Allied Music Sales Co. The firm is the Michigan distributor for Webster-Chicago recorders and phonographs, Olympic TV and Amana home freezers.

Meck Says Popular TV Models In Major Lines in Short Supply

Confused and conflicting reports on what is happening in the television industry are due to "statements made by people who made the mistakes last year and want somebody else to make them now," according to John S. Meck, president of Scott Radio Laboratories. Figures on inventories in dealers' hands are misleading, he said, because most of the held-over merchandise consists of sets that some stores have been trying to sell for a year. It includes old

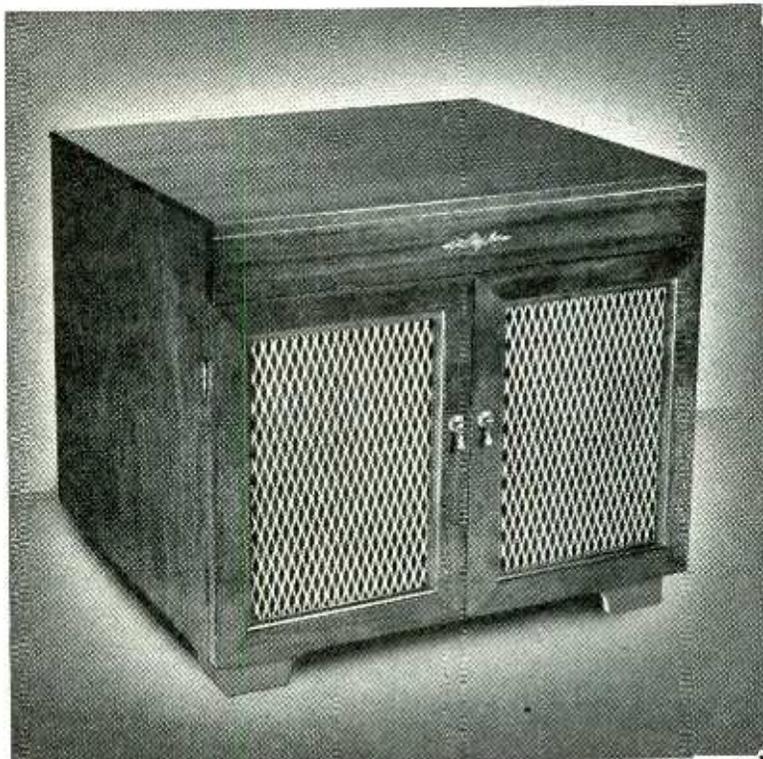
models, mis-priced sets, "mistakes" of some manufacturers and other odds and ends. "The popular models of every major line are now in short supply," he declared. "This clearly shows that new merchandise, sensibly priced, is moving well. What is overlooked in most of the clouded analyses of the industry is the fact that the public has become educated on television. It wants smart buys and knows one when it sees it."

Kantor With Bittan

Bert Gilberg, who has been with D. R. Bittan Co., manufacturers' representatives of 53 Park Pl., New York, has been called to the service (U. S. Army). His successor is Fred Kantor, formerly connected with Harrison Radio, New York City.

Moore Joins Berthold

Earl K. Moore has joined the Berthold Sales Co., southwestern representatives of electronic products. He will make his headquarters in New Orleans and handles sales in the Louisiana and Mississippi territory. Berthold Sales Co., located in Dallas, Texas, is representative for American Television & Radio Co., General Cement Mfg. Co., General Industries Co., Hytron Radio & Electronics Co., Perma-Power Co., Radelco Mfg. Co., Radio Receptor Co., Inc., Setchell Carlson, Inc. and Signal Indicator Corp.



Contact Your Local Distributor
Warehoused Coast to Coast

Introducing

**TV BASE MODEL No. 108
LATEST ADDITION TO THE
NATIONALLY ADVERTISED
GUY HOBBS LINE OF
TV TABLES and BASES**

SEE the new TV Base—Model 108— with all wood construction—fine hand-rubbed mahogany finish—antique bronze hardware—base on 1 5/8" casters. This new Model 108 with record and record player storage space has 2 doors—21"x24". Top—22 1/2" height. The Guy Hobbs complete line of TV Tables and Bases offers quality at a price. Their Tele-Turn Tops, Rollator corners and exceptionally fine finish are just a few of the exclusive features which give these products fast turnover and dealer profits.

Guy Hobbs, INC.

DALLASTOWN, YORK COUNTY, PENNSYLVANIA

New Radio, Phono, TV Sets

Raytheon TV, RADIO SETS

The introduction of a completely new Raytheon radio line and the addition of 4 new models to the Raytheon TV line were announced by Belmont Radio Corporation. The radio models include a 5-tube clock-radio equipped with appliance outlet, at \$34.95 in brown plastic; ivory finish, \$37.95; and in red, \$39.95. A three-way portable is a 5-tube receiver in maroon and white plastic cabinet, with a suggested retail price of \$39.95. An AM-FM receiver with exceptionally broad tonal range has 9 tubes and is priced at \$59.95 for the brown plastic cabinet; \$64.95 for ivory, and \$69.95 in pastel colors. A 4-tube AC-DC receiver plus rectifier completes the new line. Available in plastic, the suggested retail prices are: \$24.95 for brown; \$26.95 in ivory, and \$29.95 in pastel colors.

The four additions to the TV line include two models, in mahogany and Korina, with a 21-inch picture tube; a Korina with 17-inch picture tube that can be used "open face" or with doors available as additional equipment, and a new table model with 17-inch picture tube and cabinet finish in attractive, durable leatherette.—Belmont Radio Corp., sub. of Raytheon Mfg. Co., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Romweber ENTERTAINMENT UNIT

Console music cabinet M-750 with Bar cabinet M-751 on top. Overall size H. 75", top 72 x 21½". The lower sec-



tion M-750 is equipped with a Westinghouse radio and automatic record player. 24" TV set is at left.—The Romweber Co., Batesville, Ind.—RADIO & TELEVISION RETAILING.

Philtain COIN RADIO

Philtain model HR105-A incorporates five tubes plus rectifier and new ferrite rod built-in antenna. Biggest feature is a 3" convex under-the-pillow speaker that is audible to the patient only and which thus contributes to a quiet atmosphere in hospital rooms and wards. The radio is adaptable to any hospital bed. It mounts on a pivoting bracket that allows it to be moved in a 90° arc so that it will not interfere with

staff personnel yet will still be at the patient's fingertips. The coin magazine, which opens on the face of the cabinet, holds up to seven unplayed dimes, each of which returns an hour's radio enter-



tainment. Full dealership details may be obtained from Philtain Electric Division, OK Stamping Corp., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING.

Andrea TV RECEIVERS

C-VL20, shown, in mahogany, and BC-VL20 in blond, features a 20-inch rectangular tube, 21 tubes, plus 2 rectifiers; built-in antenna, FM radio. Has



separate sound system, 12-inch speaker, phonojack. Retail at \$489.50. Other sets include a 17-inch table model at \$249.95; a 17-inch console at \$299.95. All models are in hand-rubbed mahogany, and all include FM. Andrea Radio Corp., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

Hobbs TELEVISION BASES

Model 109, TV base, is designed to hold all 17" and nearly all 20" sets. It comes in mahogany or blond five coat furniture finish and has a stationary top and grill front. The base is well braced—glued and doweled—to assure strength and increase weight capacity. Dimensions are 22" x 21" deep—18½" high. Model 108, for all sizes of TV sets, contains 2 doors which open into a wide storage space for records and players. Available in blond or mahogany. Top is stationary. 24" x 21" deep x 22½" high.—Guy Hobbs, Inc., Dallastown, Pa.—RADIO & TELEVISION RETAILING.

Sparton TV, RADIO RECEIVERS

Following are prices of the new Sparton line: Television: (Table Models) 5212—17" Duron mahogany, \$199.95; 5225—17" mahogany, \$259.95; 5226—17" blonde, \$269.95; 5292—20" mahogany, \$319.95; 5293—20" blonde, \$329.95.

Television: (Consoles) 5175—17" maple, \$389.95; 5178—17" blonde, \$389.95; 5268—17" mahogany, \$399.95; 5270—17" mahogany, \$319.95; 5272—17" mahogany, \$359.95; 5273—17" blonde, \$369.95; 5290—20" mahogany, \$379.95; 5291—20" blonde, \$399.95; 5294—20" mahogany, \$409.95; 5295—20" blonde, \$419.95; 5298—

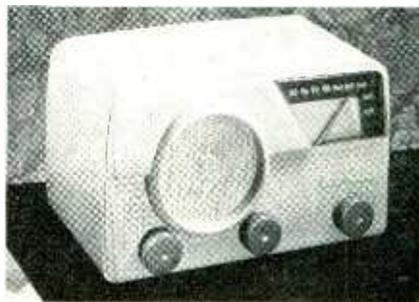


21" mahogany, \$459.95. Combination: 5296—20" mahogany, \$589.95. (Shown in photo).

Radios: 230—5 tube AC-DC plastic—black, \$24.95; 232—5 tube AC-DC plastic—maroon, \$24.95; 239—5 tube AC-DC plastic—ivory, \$24.95; 141—8 tube AM-FM table model—mahogany, \$77.95; 142—8 tube AM-FM table model—blonde, \$79.95; 1040—8 tube AM-FM phonograph combination—mahogany, \$199.95.—Sparton Radio-Television, Jackson, Mich.—RADIO & TELEVISION RETAILING.

Crosley TABLE MODEL

New AM-FM radio in a choice of four colors, has a suggested price of \$64.95, is housed in a molded phenolic cabinet available in blue, tan, green or maroon. Improvements in the chassis design make possible greater sensitivity and a reduction of oscillator radiation, which could interfere with television



receivers and radios in aircraft. The new model has an improved illuminated translucent dial for easy and accurate tuning, and a "drift-free" tuning mechanism.—Crosley Div., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

PROFIT OR LOSS ?

Which side for you—in '52?

READ THIS SIDE

if you want to

Make MONEY

- + **YOU MAKE** —when you retain your full mark-up with TRAD!
- + **YOU MAKE** —when your competitors are not showing the same merchandise! TRAD limited franchise plan!
- + **YOU MAKE** —when you push a TV line that is priced to sell at least 40% under standard brands! That's TRAD!
- + **YOU MAKE** —when you sell a line of TV that is priced to enable you to meet and beat any kind of competition! That's TRAD!
- + **YOU MAKE** —when you're not high-pressured into accumulating heavy inventories! That's TRAD!
- + **YOU MAKE** —when your low-priced line performs better than most and equal to any! That's TRAD!
- + **YOU MAKE** —when your low-priced line looks as good as any standard brand! That's TRAD!

Write for the success stories of Trad's famous customers from coast-to-coast.

READ THIS SIDE

if you want to

Lose MONEY

- **YOU LOSE** — when you have to sell at 20-25% off!
- **YOU LOSE** — when an old customer finds that he can buy the same merchandise elsewhere cheaper!
- **YOU LOSE** — when small profits force you to cut down on essential services!
- **YOU LOSE** — when you have to make a large inventory investment to make a negligible profit!
- **YOU LOSE** — when you're put in the position of having to guess at the trend of consumer demand!
- **YOU LOSE** — when you wait for your competitors to act! Today's selling conditions call for leadership!
- **YOU LOSE** — when you demoralize your sales force by not providing them with something "'HOT"' to sell!—all the time!

SIX NEW

6

MODELS

- | | |
|-----------------|---------------------------|
| 17" Table Model | 20" Console |
| 17" Console | 20" Console—
3/4 doors |
| 20" Table Model | 24" Console |

Distributors—some
Key territories
available.



TRAD —Keeps you on the Profit-Side "ALL-ways"

All Trad units are available under your own Private Brand Name or under the Trad name.

The highest quality components known to the TV industry are used in the construction of TRAD chassis.

Write, wire or phone— but contact immediately

TRAD TELEVISION CORP.
1001 First Avenue, Asbury Park, New Jersey
In New Jersey — ASbury Park 2-7447



Cash In on Clock-Radios

Growing Popularity of These Versatile Units Sparks Sale of Table Radios

● The phenomenon of a continued high level of radio sales since the onslaught of TV is remarkable when one considers that the "saturation" of radios is *many times* that of TV. Not only do at least 95% of U. S. homes have a radio, but over 60% have *two!* And this does not include 21 million autos with radio.

All this merely goes to prove that, not only do people still want radio, but they want *more* radios. Or perhaps it would be more accurate to say that they can be sold more radios.

The average consumer could never be convinced that he *needs* a radio if he already has one in working order. He can, however, be sold the convenience of having more radios, especially when the additional radio has more utility than what he now has.

Clock-Radios in Every Room

It was in this highly saturated market that clock-radios suddenly commenced to assume a position of startling importance. Here is a radio which is just *loaded* with features. Even if the clock and the radio were not connected to each other, it would be a great convenience to have them in the same place. Even with the tremendous amount of electric clocks which have been sold, we still haven't reached the point where homes have one of these long-lived and very accurate timepieces in every room. And with the added convenience of being able to control the radio (as well as other appliances) with an automatic clock-timer, "push-button living" took another step forward.

It is interesting that, although they have been on the market several years, clock-radios just began to really catch on recently when radio sales seemed to need a shot in the arm. More and more people are discovering the convenience and

pleasure of using the radio as an alarm clock. There is every reason to believe now that the industry can shoot at a mark of "a clock-radio in every home," and eventually at several clock-radios in each home. This means a potential of *at least* 30 million *more* clock-radios.

To take full advantage of this great potential, two consistent programs should suggest themselves to the dealer.

Real Sales Effort Will Pay

First, every customer who comes into the store for a new or replacement table radio should be reminded of the greater utility and the greater sales value of a clock-radio over an ordinary radio. First there is the advantage of the clock itself; second, the advantage of the clock controlled radio; and third, in many cases, the advantage of a clock controlled appliance outlet. And to the dealer there is the important advantage of selling up to a better price.

The second important aspect of this avenue to greater sales and profits is that clock-radios can be suggested to *every* customer who comes into the store for whatever purpose, as an add-on sale. A continuing campaign to ask every customer, "Do you own a clock-radio?" can pay off in at least doubling last year's sale of clock-radios in 1952.

Stress the Many Features

In addition, asking this question (with some simple explanatory information added) in every piece of promotion, advertising, direct-mail and window display will pay off in spades by producing considerable additional store traffic—potential sales not only for clock-radios but other products as well.

In selling the clock-radio, it is well to dwell on the many sales features of these products and to

demonstrate them as well, in order to smooth over the transition from the lower priced table radio which the customer may have had in mind to the slightly higher priced but more versatile unit.

First, emphasize that it is an efficiently performing radio with good tone, for primarily you are selling a *radio*. Then sell the quality and reliability of the electric clock. The brands which are used in clock-radios are very well known to the consumer, and are being supported by considerable consumer advertising so that a small amount of emphasis on this point will help build confidence in the product. The third point to bring out is the manner in which the clock can be utilized to turn the radio on and off, and the various uses to which this feature may be put. In this connection, it is wise to bring out as an afterthought that both the radio and the clock can work continuously without each other lest the customer think that the unit is similar to a dark room timer which runs for a few minutes, sets off an alarm and stops.

Ample Selection Speeds Sales

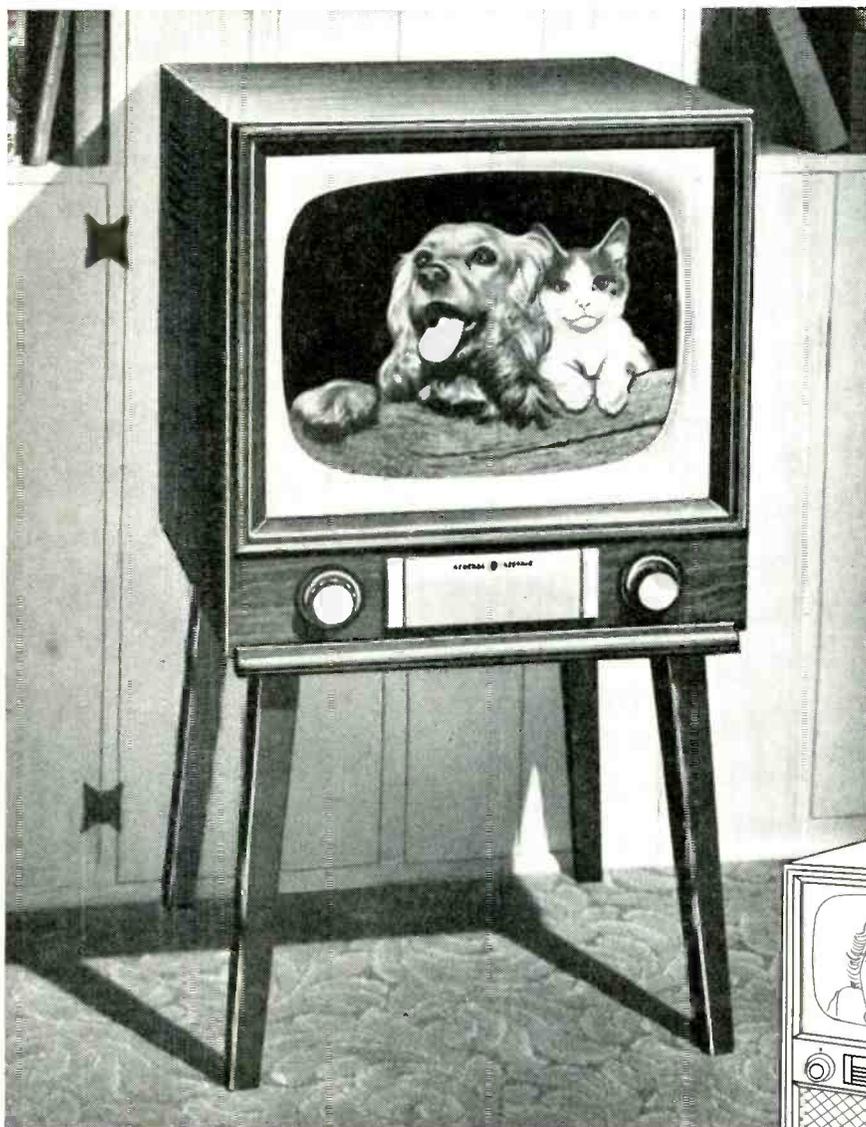
The dealer should have a good selection of clock-radios on hand in order to be able to satisfy the customer's preferences for color, styling and brand, and also in order to have all features available on some model or models. Additional features include an audible alarm (in addition to the radio), a "slumber switch," and an appliance outlet. In some lines, these features offer a sell-up from the least expensive to the most expensive model.

Needless to say, the sales personnel should be fully conversant in the operating features of these sets, and especially so as to be able to quickly demonstrate the operation of the automatic turn-on.

(Continued on page 71)

IT'S RED HOT

G-E 20 INCH — \$299.95*



GET set—get *this* set—for sizzling sales. Here is the one 20-inch TV set that offers—for only \$299.95*—the power of the General Electric name and all the famous G-E selling points. More picture per dollar than ever. Reserve power that adds 40% to your sales territory. Proved outstanding in side-by-side comparisons. *Genuine mahogany* veneered cabinetry. Costs less to service, say independent service companies. It's a 25th Anniversary Value from the makers of the world's first home TV set! Model 20T2. Call your G-E TV distributor—now!

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



BLACK-DAYLITE TELEVISION

NEW 20-INCH G-E CONSOLE

Concealed swivel casters for easy moving, easy cleaning—an *extra* G-E sales point! Genuine mahogany veneered cabinet. UHF plug-in. 12" G-E speaker. Model 20C105.

Now \$349.95*

Also available in natural blond veneered wood. Model 20C106.



*Includes picture tube and parts warranty, but not Federal Excise Tax. Prices and terms subject to change without notice, slightly higher West and South.

You can put your confidence in—

GENERAL



ELECTRIC

Features in Current Electric Ranges

ADMIRAL has three new electric ranges. All models have appliance outlets, oven racks which have 14 different positions, but cannot tip forward. Each model has a new extra high speed Hot-Spot unit in the left front position. The push-button automatic timer clock starts, times and stops either oven in the model W-3. The new timer can be set for any period from 30 seconds to



Admiral Model W3

15 minutes in ¼ minute intervals, and from 15 to 90 minutes in 2½ minute intervals. A warning buzzer is activated when the cooking time is up and continues until turned off. Ovens are pre-heated automatically to baking or roasting temperatures, then cut back to the temperature desired. List prices: W-1, \$289.95; W-2, \$349.95; W-3 (double oven) \$399.95. Rotary roaster optional on all models at \$25.00.

COOLERATOR Co. Div. of I.T.&T. Information on new line of Coolerator electric ranges not available at press time. See the next issue of this magazine for full details of ranges, refrigerators, freezers.

CROSLLEY ranges are as follows: RD-E, \$207.95; RD-M sells at \$229.95; RD-D, \$269.95, is a divided top range with automatic timing, automatic oven



Crosley Model RDCO

pre-heating, cluster type switches, and has 3 large storage drawers and surface floodlight. RD-SD, lists at \$299.95; RD-C, \$324.95 is a single-oven range with Hastyheat unit, deep-well cooker, cluster-type switches which indicate cooking heat by number and different

colored lights; automatic "Master Mind", 2 appliance outlets; 3 large storage drawers and surface flood light. RD-CW, \$369.95, has king-size oven, complete warming oven, divided top; has push-button switches, cluster-type switches, deep-well cooker, and a "Visidor" permitting operator to observe progress of cooking. RD-CO, \$409.95, is a double oven model, with divided top, push-button switches, cluster-type switches, automatic oven pre-heat, deep-well cooker and the "Visidor."

DEEFPREEZE: 2 new models just announced. RA-3, apt. house size, has a full-size oven, four surface units, with an 8-inch backsplash, and storage space; has 7-heat units. The 36-inch cabinet model, RB-4, has two utility



Deepfreeze Model RB-4

drawers and a storage cabinet. Control knobs available in 8 different colors to match kitchen motifs. Has fluorescent lamp, automatic oven control clock, and an up-down surface unit with deep-well cooker. The small unit will retail at \$179.95; the larger, shown here, at \$259.95.

ESTATE: 5210, \$229.95, features deep-well cooker, with up-down unit, chrome top lamp, independent broiler in top of oven, surface unit signal light, appliance outlet, four units on top; clock available at extra cost. 5212, \$279.95, has same features as preceding



Estate Model 521B

model, plus automatic time control, "Minute-Minder", and utensil drawer. 5214, \$339.95, in addition to all other features, has "Converto-Grid", which also serves as a steam table; 3-heat "Bar-B-Kewer," fluorescent top lamp, individual signal lights for all surface units, oven light and window. 5218, \$379.95, has all Estate features but is a double-oven range. All Estate ranges have divided tops, finger-fitted switch dials; all are 38 inches wide.

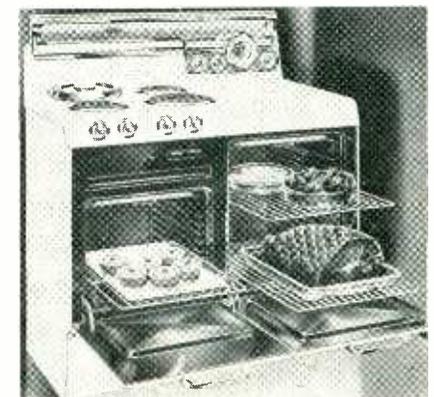
FLORENCE Stove Co., Gardner, Mass. Model 194 sells at \$339.95. \$309.95 is the list price of model 164. Model 114 retails at \$189.95. 194 de luxe model has deep-well cooker, centralized switch



Florence Model 194

panel, automatic oven timer and clock, two appliance outlets (one automatic), indicator lights for top units, oven and warmer drawer; oven has pre-heat thermostat, oven-light, look-in window, two large storage drawers, 5-heat surface units, recessed base. De luxe model 164 features the duplex budget cooker, centralized controls, automatic oven with pre-heat thermostat, 2 large storage drawers. Foregoing ranges are 40¼" wide. Model 114 (Space-Saver), is equipped with deep-well cooker, appliance outlet, pre-heat oven thermostat, and measures 42" high, 22¾" wide, 25⅝" deep.

FRIGIDAIRE: RO-35, retails at \$222.75*, is 30 inches wide; has four 5-speed surface units; oven measures 23" wide, 16" high, 16" deep; features oven clock control, bell time signal, appliance outlet, oven signal light, large storage drawer. RO-20, lists at \$271.75*, features a twin-unit oven, 3 surface

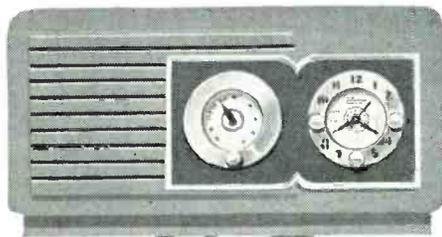


Frigidaire Model R-70

units, plus 1 deep-well cooker, appliance outlet; "Cook-Master" automatic oven control, cooking top lamp; signal lights, oven control has "warm" position; 2 storage drawer range is 40 inches wide. RO-40, \$308.75*, 40-inches wide, also features twin-unit oven, has same features as preceding model, but also features lift-up unit under deep-well cooker. RO-50 lists at \$344*, is 40
(Continued on page 62)



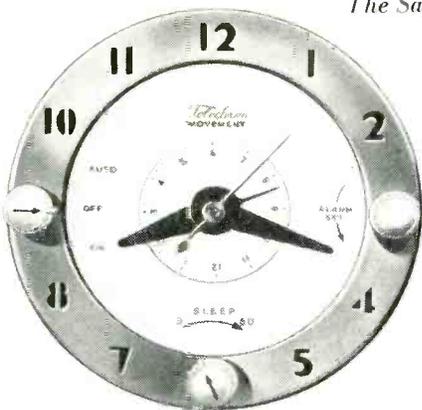
are your radio sales napping?



**bring 'em to life with
Clock Radios
that have *Telechron*[®] timers!**

Every room in every home can use a radio with a Telechron clock timer. That gives you an idea of the new market opened by the clock radio.

And the Telechron organization is stimulating sales by aggressively promoting consumer acceptance of clock radios with Telechron timers through four-color full-page advertising in such magazines as *Life*, *The Saturday Evening Post* and *Better Homes and Gardens*. There's no better known trademark in electric timing than Telechron . . . known for accurate, dependable, long-lasting performance. It's a name that builds sales for you. So be sure the clock radios you stock are equipped with Telechron timers. Telechron Department, General Electric Company, 143 Homer Avenue, Ashland, Mass.



Used as an alarm clock, this C-57 Telechron clock-radio timer automatically switches radio on at preset time. Approximately 10 minutes later insistent alarm sounds to make sure heavy sleepers wake up. The "sleep switch" enables you to drift off to sleep with music—the radio shuts off automatically later. Many clock radios have an outlet that turns on electric appliances any time up to 10 hours after setting.



\$1,000,000* on the line behind BIGGEST, Most Powerful

* PLUS COOPERATIVE ADVERTISING

1. Big-space ads every other week in



2-page color spread announcement ad
Life—March 3 issue . . . out February 29



OVER 500,000,000
SELLING IMPRESSIONS

CONTINUITY! Every other week, month after month, right through the selling season and into Fall and Winter!

IMPACT! Dynamic big-space ads in color, spreads and full pages to dominate all other cleaner advertising!

POWER! Over 20,000,000 readers per issue — over 62,000,000 sales "contacts" after 13 issues!

VOLUME! Continuity + Impact + Power = volume sales for every retailer at full profit and low selling cost!

3. Sensational "Self-Selling" Merchandiser! the *Jet 99* MARKETEEER!



STOPPER! Designed to pull and hold prospects in even the heaviest store traffic location. Tells the Jet 99 story at a glance . . . lets the prospect use the Jet 99.

CLOSER! Gives the salesman the perfect spot to "move in" on a prospect, make a quick demo and close the sale!

EVERY DEALER needs this complete merchandiser that works all day to stop and sell cleaners in volume. It adds another salesman to your staff, sells "two" for the price of "one"! See your Universal distributor for details.

NO "EMPTY CLAIMS"! Here's \$1,000,000 on the line!

the UNIVERSAL Jet 99

Promotion in Cleaner History!

2. 3,000 Billboards

blanket most towns 10,000 and over—coast to coast!

360,000 POSTER-DAYS!

Covers your market with full color 24-sheet posters at high-visibility, heavy-traffic locations as close to your store as Main Street. Every poster carries a dealer imprint—a potent "where-to-buy" sign that dominates your area.

THOUSANDS OF TIE-IN IMPRESSIONS every week for dealers who are ready to move in on the cleaner market at bargain rates.



PLUS— "Quick-Selling" Radio and TV Spots and a great newspaper program for you

Millions of selling contacts for a "part of a penny" each . . . that's what these Jet 99 radio and TV film spots mean for you. Add "retail-minded" newspaper advertising mats and you have a local program that will lift your cleaner volume to a new high.

No other program gives you all this plus the greatest collection of time-tested selling helps in cleaner history—from a beautiful selling catalog to sales training films.

Never before in the industry has so much selling power been packed into a cleaner program . . . supported by a great cooperative advertising plan to tie you in with the "hottest cleaner discovery" in a decade!



Model VC 6710



The Cleaner of 99 Uses

America's Most Complete Line of Home Cleaning Equipment

UNIVERSAL

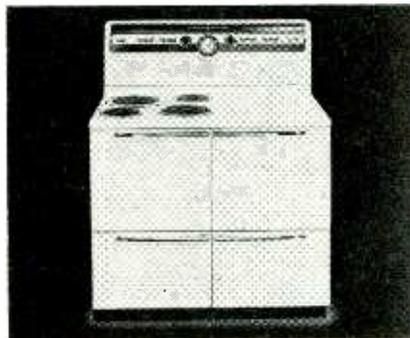
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

PHONE } your UNIVERSAL DISTRIBUTOR NOW for complete details

Features in Current **Electric Ranges**

(Continued from page 58)
 inches wide, and has "Wonder-Oven", with separate controls for each oven, permitting preparation of different foods at the same time; has all control features, plus 2-speed time signal, "Thrift-O-Matic" switch, lift-up surface unit. RO-60, at \$384.75, also features "Wonder-Oven", but has illuminated switch knobs, warmer drawer; 2 appliance outlets, one automatic. RO-70, \$397.50, is a twin-oven range, with all Frigidaire features. *Mfrs' suggested cash price includes Fed. tax, delivery, placement and 1 yr. warranty. Prices subject to change without notice.

GENERAL ELECTRIC: E-11, \$449.95, de luxe range, has 2 ovens, 4 surface units, push-button switches, with "Tel-A-Cook" lights; built-in condiment set, automatic oven timer, minute minder, 2 appliance outlets, 1 automatic; built-in fluorescent light. D-21, de luxe, single oven, has same features as E-11, in addition has deep-well cooker, and retails at \$389.95; E-10, \$349.95, two-oven model, has 4 surface units, push-button controls, minute minder, automatic oven timer, C-31, \$289.95, features



General Electric Model E11

push-button controls, automatic oven timer, other features, and has a single oven. C-21, sells at \$229.95, has 3 burners, one deep-well cooker, smooth-action switches, 2 large storage drawers, 5-heat units as found in all other GE models; special lamp and oven timer available at extra charge. C-11 is \$209.95, a full-size range with 3 surface units and a deep-well cooker. It features smooth-action switches, appliance receptacle. Special lamp and oven timer is available at extra charge. All GE ranges are 40 inches wide.

GIBSON line: ER-202-A3, 3-unit apt. house size, \$174.95; ER-202-A4, 4-burner apt. size, \$184.95; ER-202-C retails at \$229.95, has king-size banquet oven, 7-heat surface units, Kookall unit, appliance outlet, lamp and automatic oven control extra. 202-D, \$284.95, features automatic cooking, 3 storage drawers, appliance outlet, 7 heat surface units. ER-202-E, \$319.95 has features found in preceding model plus 7-speed push-button controls; pressure cooker additional. ER-202-J, \$329.95 has all other features, plus six-quart Kookall, Stop Watchman, etc. (does not have push-buttons). ER-202-F, \$339.95, is a push-button range with all other Gibson features. ER-202-G sells at \$399.95, has all other features plus "Ups-a-Daisy"



Gibson Model 202

two-way Kookall, five-way automatic cooking. ER-202-H, \$449.95, has all features, magic dial, two hot-wall ovens. Large Gibson ranges are 40" wide.

HOTPOINT: RB-40 sells at \$209.95, and features three 5-heat surface units, plus deep well cooker; automatic oven control, storage drawer; charcoal-type broiler. Model RB-42, \$269.95, features 5-heat surface units, deep-well cooker, oven indicator light, 2 appliance outlets, automatic oven control, mechanical timer with bell, and 3 storage drawers. RB-45, \$329.95, is a double-oven range



Hotpoint Model RD14 & 15

with oven control, timing clock for oven, rotary switches with silver contacts; 2 appliance outlets, five-heat surface units, oven lights, charcoal-type broilers, 2 storage drawers. RC-17 sells for approximately \$343, and features lighted push-buttons, oven timing clock, mechanical timer, raisable-element thrift cooker, fluorescent light, 2 appliance outlets, front servicing. RD-14, at \$410, is also a lighted push-button model, featuring front servicing, raisable-element thrift cooker, warmer drawer, two storage drawers, fluorescent light and other features found on RC-17. Model RD-15, at \$460, is a two-oven range with all of the features found in RD-17. All models are 39 inches wide.

KELVINATOR: Model ER-1, \$168.25; ER-14, \$184; ER-2, \$201.50; ER-3, \$225; ER-3D, \$269.95; ER-7, \$302.50; ER-9, \$334.75; ER-9-D, \$369. ER-9-D is a

double-oven range, with Colormatic controls, 7-heat surface units, "Automatic Cook", Minute Timer, full-width storage drawer. ER-9, single oven, has same features as ER-9-D, and in addition controlled warmer compartment, deep-well cooker. ER-3, single-oven range has 7-heat surface units appliance outlet, a deep-well cooker, storage drawer plus an extra compartment;



Kelvinator Model ER-90

lamp, oven timer and clock, extra. Model ER-2, single-oven, has deep-well cooker, storage compartment; cooking chart on drip-tray; timer and clock assembly extra. ER-7, single-oven, has timer and clock, deep-well cooker, top floodlight, "Minute Minder," two appliance outlets, storage drawer with extra storage compartment. Model ER-14 is for small kitchens; has 4 seven-heat surface units, full-size oven with automatic pre-heat cut-off. Clock, etc., available at extra cost. ER-1 same as preceding model except that it has 3 surface units; no automatic oven pre-heat cut-off.

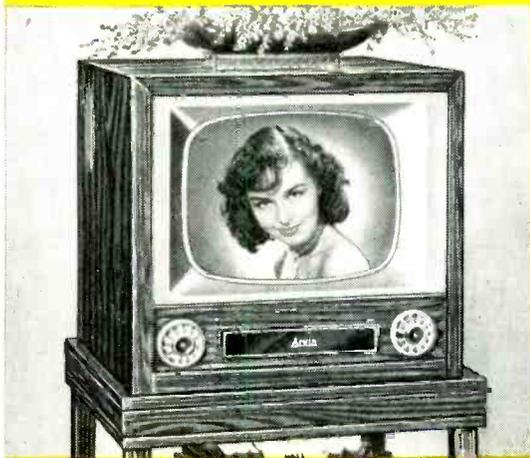
LECTRO-HOST (A. J. Lindemann & Hoverson Co., Milwaukee 15). 8846, retails at \$449.95, is a 40-inch range with two ovens, "Vari-Speed" switches, automatic time control, oven temperature control, interval timer; 2 appliance outlets, one automatic; features six sur-



Lectro-Host Model 8846

face units, oven signal lights, lighted ovens, 2 storage drawers. 8840 retails at \$359.95, is 40 inches wide, has 4 surface units, including deep-well cooker with up-down element; warming compartment; storage drawers. The 5830, (30-inch), has 7 heat switches, automatic timer, appliance outlet. The 8941, (Continued on page 64)

Meet your new Springtime Arvin promotional models!



Now, ready for your energetic springtime promotion, Arvin presents two all-new 17-inch Dual Power Custom models loaded with new features and customer-appeal! Your Arvin TV profits *stay* in your pocket—because service calls are few and far-between! Why? Because freedom from trouble is an outstanding characteristic of Arvin's mighty Dual Power Custom Chassis—26 tubes for perfect reception and dependable performance.

A few protected distributor franchises are still available

Write Ray Spellman, Sales Manager, Radio & Television Division
Arvin Industries, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

You can sell genuine Arvin Dual Power performance for a lot less than your customers expected to pay! More tubes, more power, more features than best-known top-selling makes, as proved on the chart below. Slanted glare-proof safety glass—17-inch Perma-Focus picture. (Matching table extra.) Model 5175TM, **\$239.95***

**Prices are for Zone 1, Federal Tax included.*

These hammer-and-tongs selling facts prove Arvin has
MORE TUBES, MORE POWER, MORE FEATURES
than the best-known, top selling makes!



There's not another 17-inch console TV on the market that gives you the standout selling ammunition you'll find in this brand new Arvin Model 5176CM — a fine open-face mahogany console with Dual Power Chassis, rock-steady reception—and slanted glare-proof safety glass. Model 5176CM, \$279.95*

CHECK ALL THESE FEATURES	ARVIN Dual Power Custom 17" table model	The 3 present top-selling makes of TV			Means THIS to YOU:
		Make "A" 17" table model	Make "B" 17" table model	Make "C" 17" table model	
Number of tubes (including rectifier tubes and picture tube)	26	23	21	23	More tubes mean more power and greater range.
Tone Control	YES	NO	NO	NO	As much treble or bass as you want.
Local-Distance Control	YES	NO	NO	NO	"Distance" uses full power to pull in remote stations. "Local" subdues strong signals to prevent distortion.
Keyed Automatic Gain Control	YES	YES	YES	NO	Checks "airplane flutter" and other electronic interference.
Number of Rejecting I.F. Traps	7	5	0	3	These trap circuits reject interference.
I.F. Circuit	41.25MC	41.25MC	21.25MC	21.25MC	Intermediate Frequency Circuits in 41 megacycle spectrum minimize interference, facilitate UHF conversion.
Video I.F. Stages	4	4	3	4	Four picture I.F. stages provide extra sensitivity and selectivity.
Phono-Jack	YES	YES	NO	NO	Permits connecting record player

Arvin TV
VISIBLE VALUE
You can sell the difference!

Features in Current Electric Ranges

(Continued from page 62)

(40-inch), also has automatic timer, features Vari-Speed switches. Both are single oven, 4 burner models. 8832, (37-inch) retails at \$189.95, has 4 surface units, including handy cooker, 7-heat switches, oven temperature control. 8802, apt. house size, retails at \$164.95; has 4 surface units, 7-heat switches, oven temperature control, appliance outlet; oven is 16" wide, 17" high, 19 1/4" deep. Range is 20 inches wide. Lamp for 8802, \$8.00; T-10 time controls, \$13.50.

MARION, Rutenber Electric Co., Marion Ind. Approximate retail prices of the Rutenber line 1152—\$344.95; 1149—\$289.95; 1045—\$189.95; 1030—\$179.95; 1124—\$169.95; 1123—\$159.95.

MARTHA WASHINGTON, Gray & Dudley Co., Nashville 3, Tenn. S51, standard, retails at \$159.95; the 51, deluxe, at \$164.95, and the 51-1, deluxe at \$174.95. Add \$15 (list) for light & timer sets. All models occupy 36x24" floor space, and have 16x19x14" ovens. Each range has one large utility compartment, 2 utility drawers. Ranges are equipped with 7-heat switches; Robertshaw automatic heat controls, signal lights. 51-1 has oven light and glass in oven door; 51-2 has light and timer; 51-3 has oven light, glass oven door, light and timer. All Gray & Dudley ranges have divided tops.

MURRAY, Scranton 2, Pa., 8 ranges in the line, priced as follows: EB-50, \$259.95; EB-60, \$199.95; EB-62, \$204.95; EB-70, \$219.95; EB-72, \$289.95; EB-74, \$329.95; EB-75, \$359.95, EB-76, \$409.95. EB-50 is a small-sized range, 20" wide x 24" deep x 42" high, and features oven indicator light, 7-heat switch controls, automatic oven thermostat, appliance plug. EB-60 (40-inches) is a larger model with 4 burners instead of



Murray Model EB76

3 as on the 50; has same features as EB-50, plus a deep-well cooker and storage drawer. EB-62 (40-inches) has same features as 60, but has divided top. EB-70 (40-inches) has same features as 62, but is larger; has two storage drawers. EB-72 (40-inches) same features as preceding model but also has interval timer with bell, clock with automatic oven timer, fluorescent light. EB-74 has features in preceding model plus warming compartment switch, oven light switch, oven window.

NORGE has 8 ranges in its line, as follows: E-2A, \$169.95, apt. size, has 4, seven-heat surface units; oven, 16 x 15 1/2 x 18 1/2; appliance outlet. E-10, \$199.95, 38-inch, has 3 seven-heat surface units, 1 deep-well cooker, appliance outlet, oven heat control, large storage area beneath and at left of oven. E-64, \$279.95, is a 38-inch range with 3 surface units, plus a deep-well cooker; electric "Minit-Master", "Tele-Switches", appliance outlet, fluorescent light, 3 storage drawers. E-66, \$309.95,



Norge Model E99

is a 38-inch fully automatic range, featuring Norge "Saftee" switch; deep-well cooker, oven, Hi-Lo unit, appliance outlet, automatically controlled; 2 storage drawers, oven light. E-77, \$329.95, divided-top range, 38 inches wide, has all features of preceding model plus "Picture-Window"; compartments are vertical. E-88, \$339.95, is a 38-inch range featuring "Tele-Speed", "Tele-Switch", "Saftee Switch"; 4-way automatic operation, warming drawer, oven light, 2 storage drawers. PE-25B, 38-inches, has 3 surface units, plus 1 deep-well cooker. E-99, \$359.95, is a 38-inch range, having 3 surface units, plus one deep-well cooker", "Picture-Window", all Norge features, plus "Pick-A-Pan" compartments at either side of oven, equipped with hangers.

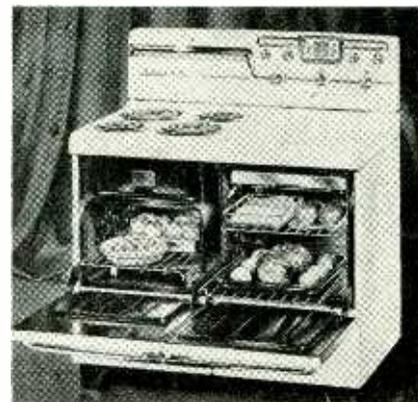
PERFECTION Stove Co., Cleveland 4, Ohio. Two ranges in the line. Model L-401, 40-inch, has a divided top; 4 surface units, including a deep-well

Perfection Model L401



cooker, with an auto-lift element; 7 speeds on surface units; oven controlled by electric clock and timer; has food warming drawer, controlled by manual switch; manual "Time-Chimer", 2 appliance outlets, one automatic; 2 large storage drawers; retails at \$299.95. L-300, is a 36-inch model retailing at \$184.95. Has 4 surface units, banquet-size oven with automatic control; appliance outlet; extra large double storage compartment.

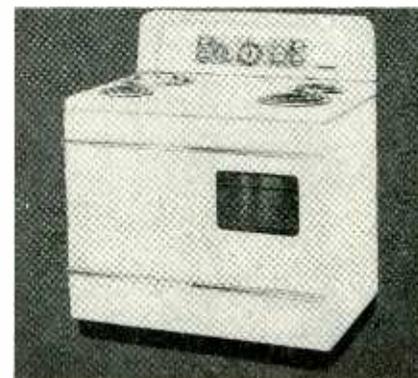
PHILCO'S NEW LINE: Model 223, apt. house size, with "Broil-Under-Glass", \$189.95; 421, full-size single oven, "Broil-Under-Glass", \$209.95; 422, single oven, "Broil-Under-Glass", with deep-well cooker, \$299.95; 423, single oven with same features as 422, but with automatic timer, \$269.95; 423D, all



Philco Model 428

features of 423 plus "Jiffy Griddle", \$289.95; 425, single oven, with "Jiffy Griddle", "Broil-Under-Glass", automatic timer, \$319.95; 427, single oven, quick-set timer, "Jiffy Griddle", thermo color controls "Jiffy Lift" deep-well, "Broil-Under-Glass", \$379.95; 428, two ovens, Quick-set timer, "Jiffy Griddle," thermo color controls, pan storage drawers, "Broil-Under-Glass", \$419.95.

PREWAY (Prentiss Wabers Prod. Co., Wisconsin Rapids, Wisc.) 50321, master de luxe range, lists at \$259.95,



Preway Model 50321

features cove lighting, automatic appliance outlet electric clock, 7-position heat switches, deep-well cooker, storage compartment and two storage drawers; recessed toe base. 25311 de
(Continued on page 96)

3

big talking points

to help you sell

RCA Room Air Conditioners

RCA Factory Service



Only RCA offers coast-to-coast, direct-to-consumer Factory Service . . . positive assurance to your customers that every RCA Room Air Conditioner will be installed properly and continue to deliver dependable, care-free performance.



Top Cooling Capacity

Relief from summer heat is one of the major reasons why people buy air conditioners. In comparative tests among competitive units, the RCA "Heart-of-Cold" Compressor rated tops in efficient cooling capacity! 5-year warranty on the lifetime hermetically sealed cooling system.



Greater Air Flow

Another thing customers want . . . plenty of air circulation! The RCA "Airflow" Grille was especially designed and engineered to provide widest, fullest air flow to all parts of the room . . . and only RCA has it!

*** P.S.** RCA Factory Service also means that you make full profit on every unit you sell. You are relieved of all responsibility. No installation problems! No parts inventory to carry! No service calls to eat into your profit!

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA



RCA makes your Customer's home a better place to live!

New Electrical Appliances

Gibson REFRIGERATOR-RANGE

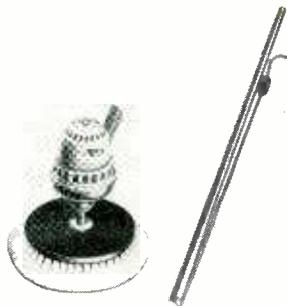
New Gibson refrigerator model 922 retails at \$279.95. 9 cubic-foot capacity, it features a 45-lb. full-width freezer locker, full-width quick-chill tray, new glass crisper chest, and a full-width tilt-out vegetable storage. Full-length cold design and de luxe styling is also provided. The new model J electric range retails at \$329.95 and offers as its outstanding feature, double ovens, both



with the Gibson ConSealed oven units. It also provides fully automatic cooking in the larger oven, super-speed cooking with 7-speed surface units, storage drawers and many other conveniences. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Shetland ELECTRIC POLISHER

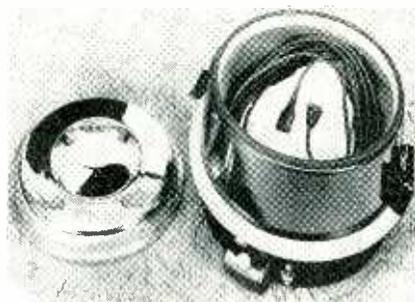
Model HA-20 consists of a power unit, floor polishing brush, with bristles approximately 9" in diameter and a 40"-long detachable handle. With accessory kit (model HA-2Q), the polisher can be used for buffing, sanding and drilling.



The kit contains lamb's wool polishing bonnet, 4 $\frac{3}{4}$ " moulded rubber pad, sandpaper and a drill chuck (up to $\frac{1}{4}$ " drill). The Shetland Co., Inc., 69 Bennett St., Lynn, Mass.—RADIO & TELEVISION RETAILING.

Apex VACUUM CLEANER

New cannister type has a pancake-type motor, equipped with a new fan diffuser, which, according to the makers



develops tremendous suction, 75-80 inches of water lift. The motor is placed at the bottom of the cannister, lowering the center of gravity of the cleaner. The new appliance is 12 inches high and 13 inches in diameter, and weighs only 15 lbs. Uses disposable paper bags. Cleaning tools are attached to a seven-foot hose. Apex Electrical Mfg. Co., Cleveland Ohio. RADIO & TELEVISION RETAILING.

Paragon DE-FROST-IT

Fully automatic, the de-frost-it eliminates manual refrigerator defrosting. It



can be hung anywhere, and comes complete with cord and plug. Has adjustable control. By simply shifting the slide lever, moving it from one number to another, the owner can find the exact defrosting cycle for his refrigerator. List price \$9.95. Paragon Electric Co., Two Rivers, Wisc. RADIO & TELEVISION RETAILING.

**Additional announcements
of new appliances
appear elsewhere
in this issue**

Swifty DEEP-FRYER

Has large fry basket, 9x6x6, and is fully automatic. Has signal light indicator, heat resistant base, drain spout, put-away cover and cast-in heating element. Plastic knob feet and insulated



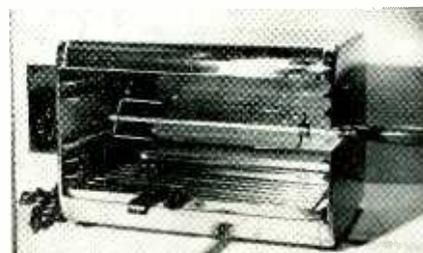
bottom prevents table top damage. 1350 watts—AC only. Eastern Metal Products Co., Tuckahoe, N.Y.—RADIO & TELEVISION RETAILING.

Superstar ROTISSERIE-BROILER

New unit features large roasting and broiling areas: (Inside: 14-13/16 x 10 x 7 $\frac{3}{4}$ " high). Has 3-heat control switch, separate motor switch, is triple plated, and features double-wall construction. Has adjustable broiler tray positions; spatter shield with removable oven glass window. Four Bakelite corners prevents marring table. Maximum wattage-1400. The new model 57 retails at \$59.95 east of Denver; \$62.50 west. Stern-Brown, Inc., 42-24 Orchard St., Long Island City 1, N.Y.—RADIO & TELEVISION RETAILING.

Superior BOILERS, ROTISSERIES

Super-Lectric Roto-Tender, shown is an infra red rotisserie and broiler combination retailing at \$34.95. Infra red



broiler, model 10 lists at \$19.95. Both units draw 1450 watts. Superior Electric Products Corp., Cape Girardeau, Missouri.—RADIO & TELEVISION RETAILING.

THE PICTURE WITH THE



BILLION DOLLAR BACKGROUND

Bendix Magic Interlace

Give Them 30 Seconds to Watch It . . .

AND STAND BY TO WRITE THE ORDER!



An automobile is sold by letting the prospect *drive it* . . . a radio is sold by letting the prospect *hear it* . . . a television set is sold by letting the prospect **WATCH IT!**

And that's why the Bendix picture looks so good these days. Magic Interlace—a new electronic miracle—makes Bendix* TV a natural for demonstrations. The picture is so much sharper, and so much more life-like that it is almost like seeing television for the first time. Make a thirty second comparison test against any other brand and see for yourself. You'll be convinced and so will your customers.

*REG. U.S. PAT. OFF.

KATE SMITH,
FIRST LADY
OF TELEVISION



20L2—The big 20" picture and magnificent cabinetry of this model will appeal to the most discriminating buyers.



20K2—this high-quality model has a 20" rectangular, inclined non-reflecting picture tube with Magic Interlace and easy tuning.

This picture is coarse, dull, and incomplete, because the set shows only one of the two series of horizontal lines broadcast from the studio.

Magic Interlace makes visible and properly spaces both sets of broadcast lines instantly and automatically. The complete picture is locked in place.

Do Business with *Bendix*—IT PAYS!

THE PICTURE WITH THE BILLION DOLLAR BACKGROUND

AVIATION CORPORATION HAS DESIGNED AND BUILT BILLIONS OF DOLLARS WORTH OF RADIO, TELEVISION, AUTOMOTIVE, RAILROAD, MARINE, AVIATION, AND INDUSTRIAL EQUIPMENT, INCLUDING ELECTRONIC DEVICES FOR SUCH ADVANCED FIELDS AS RADAR AND GUIDED MISSILES. FAMOUS FOR RELIABILITY IN EVERY MAJOR INDUSTRY, THE BENDIX NAME GIVES YOU THE FINEST PLEDGE OF QUALITY IN TELEVISION.

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

New Horizon for PA in '52

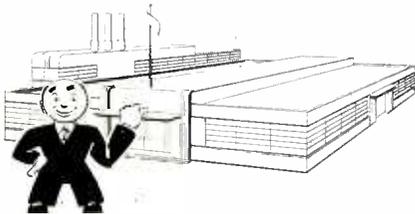
Take Advantage of Many New Opportunities for Sound Sales and Rental This Year

● Dealers who are not already cashing in on the PA and sound business will miss out on important sales gains expected to be made in that field this year. This important market, which can mean added dollars and profits to the alert radio-TV-appliance dealer, is often overlooked because it is slightly out of the "consumer products" field.

Any dealers who are not enjoying the increased sales volume that sound sales and rentals can bring in are forgetting that, as experienced servicers of a wide variety of electronic equipment which incorporates loudspeakers and amplifiers, they are considered to be experts in sound. As such, they are a "natural" to whom the prospective user would turn.

Dealers who *have* done a job in this field have found that it not only brings in revenue on its own, but is an important source of other business. Why? Because the sound equipment and sound trucks with their names on them are not only a good advertisement but also call attention to the fact that these dealers are electronic experts.

Furthermore, since both sound sales and rentals are more the sale of labor than they are of merchandise, they give increased revenue to the service department (making it feasible to have more and better



Plants and factories of all sizes need sound systems; those having equipment now can be sold modernization services.

equipment as well as more help); they help to advertise the know-how and efficiency of your service department (valuable in securing other types of service work); and they tend to "level off" slack seasons, since a great deal of the rental work and temporary installations comes in the Summer when TV sales fall off.

For these many reasons, sound has proven worthwhile and profitable to the many dealers who are taking

advantage of the opportunities it offers.

What's ahead for these dealers in 1952?

In addition to being leap year (which can be the subject of an entirely different sort of article), 1952 is an election year. Sound sales and installing outlets can expect a windfall of extra PA business this year, *if they go after it.*

But the time to start is *now*, for Spring is only a little over a month away, and the warm weather will bring out into the open one of the hottest political contests that we've seen in years. There'll be enough hot



Election campaigns are one of several factors which can mean a bigger potential for PA this year in all parts of the United States.

air around to send a balloon to the Moon.

Local clubs, organizations and political units will be active with forums, caucuses and stump speakers, and as the warm weather rolls around, national groups will be covering the hinterlands like a hound dog on a scent.

Who will be putting this sound "on the air?" It will be the alert local dealer who starts now to make noise about the availability and the quality of his equipment, the skill and know-how of his facilities. Such a dealer will take advantage of his known reputation for quality merchandise, efficient servicing and fair dealing among his many long-established radio-TV-appliance customers to squeeze out the out-of-town jobber or sound specialist who might otherwise be invited in to do the work. He will also utilize to the fullest his membership in local organizations such as Kiwanis, Rotary, Lions, Elks, etc. where he can call attention to the availability and quality of his services in this field while many local plans may still be in the formative state.

The plus business this year will be in the form of both sales and rentals. Many new permanent installations



will be made, and many existing ones made more adequate to the situation. On the other hand, many situations will call for portable equipment which can best be handled from the dealers' trucks on a rental basis.

The dealer himself should be looking over all existing PA installations to see if they can't be "sold up" to more adequate and/or more versatile units. He will not only find such opportunities awaiting him, but he will also (on his unsolicited "public service" visits) find many systems in need of service and/or modernization, where the need was not known to the user.

Such ferreting out of business need not be conducted solely with political campaigns in mind. All installations should be inspected, where possible, and much service work, modernization, and expansion work can be discovered.

A potent sales argument for such work, in many cases, is the national defense angle. This is a second and very important reason for increased sales potential in PA and sound this year (and the next few years, too).

(Continued on page 69)

It pays to submit attractively and efficiently prepared proposals to PA prospects.



(Continued from page 68)

The implications of the national defense program are three: (1) Existing PA systems should be put in good working order, and expanded or modernized where necessary. (2) Many of the hundreds of new plants which have been built or opened since World War II will need complete new systems. (3) And in addition to the paging and plant music features which are now provided in both old and new systems, an alert or alarm feature should be included in every business establishment (not necessarily an industrial plant) where all employes cannot be immediately reached by the sound of one's voice.

All of this potential business could bring about a substantial jump in volume in the sound industry if actively solicited by the johnny-on-the-spot local dealer with both the know-how and local contacts. And it could grow to a major portion of the dealer's own operation.

Such additional revenue should be welcomed after last year's declines in both production of and consumer demand for radio, TV and appliances. And the additional diversification of the dealer's lines is distinctly indicated where a decline in the production of consumer goods is predicted for at least the next couple of years.

Big Ticket Sound Systems

While the smaller rental and installation jobs may be handled on a word-of-mouth basis, the larger types will probably be done on a contract basis which calls for a more elaborate plan and presentation and possibly the submission of bids. Such a procedure is still quite within the means of the average progressive dealer. Dealers who desire guidance in such matters may consult a detailed and exhaustive article on the subject, entitled "How to Sell More Sound," in the March 1951 issue of *RADIO & TELEVISION RETAILING*. This article shows a complete estimate and proposal for a sound system, and single copies of the article can be made available to subscribers on request.

Considerable assistance in such matters (even to the supplying of printed forms) can also be obtained from some of the manufacturers of sound equipment.

The new vistas which are opening up for the already profitable sound and PA business should prove inviting to aggressive dealers this year and will pay off in dollars and cents to anyone who starts right now to go out after the business.

BUILD PRESTIGE and PROFITS



No installation is better than its component parts. In loudspeakers, there's no wiser choice than **UNIVERSITY**—the time tested leader that provides *performance plus!* **UNIVERSITY** "progressive engineering" constantly explores new materials, new production methods, new ideas to further improve the performance, construction, and dependability of its products. These are your guarantee of satisfied customers every time.

WITH

University

LOUDSPEAKERS

PAGING SPEAKERS

MODEL
COBRA-12



MODEL
2W-25





UNIVERSITY

LOUDSPEAKERS • INC

80 SO. KENSICO AVE., WHITE PLAINS, N. Y.

Here are two UNIVERSITY paging and talk-back speakers that answer even the toughest installation problems. For wide angle coverage and also maximum use of corner locations **COBRA-12** is a natural, with 120° horizontal dispersion and optimum 60° in vertical plane. **Model 2W-25** is ideal for bi-directional requirements. In addition, sound can be directed either downward or outward by use of exclusive mounting bracket arrangement. Ruggedly constructed, triple-protected against the elements, these speakers may be used indoors or out. Economical, too — reduce number of speakers normally required.



TECHNILOG
IT'S HELPFUL . . .
IT'S PRACTICAL . . .
Aids to better sound-casting. A technical catalog written by experts for engineers, designers, installation and service men. Write for free copy to Desk 39.

Quality Proven for Over a Quarter Century!



DEWALD

HIGH-DEFINITION

TELEVISION

and Superformance

RADIOS

The integrity of DeWald products is known throughout the world. It's the line that offers trouble-free satisfaction to every customer—makes friends and profits for every dealer. Full 1 year warranty on all TV tubes and TV set parts.

JOBBERS and REPRESENTATIVES
Some choice territories now available.
Write today for full information.

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

How to Make Your Store

Headquarters for Recorders

Demonstration "Studio," Like the TV "Theater,"

Can Start Dealer on the Road to Extra Profits

● Among the new products definitely headed for the high sales places is the magnetic recorder, which is bound to be in common and widespread use in the homes of this country a few years hence.

Selling home recorders is a ground-floor proposition for the dealer today, but he can only achieve success if he is willing to do a lot of missionary work. This doesn't mean that recorders are difficult to sell, but it does mean that they won't either *sell* or *explain* themselves. *They must be demonstrated and promoted as first-line merchandise.*

As pointed out in previous articles in this magazine, dealers who buy a sample unit which they treat as a step-child, will tell you that they can't sell recorders. On the other hand, merchants who go after this business in dead earnest are making *extra profits* in selling recorders, and are enjoying numbers of sales on recommendation by satisfied users.

Demonstration Facilities

Previous articles in RADIO & TELEVISION RETAILING urged dealers to send recorders to homes for free trial, to have salesmen carry recorders with them on calls, and to demonstrate the product in the store to each and every customer who is willing. Because a great many people are unfamiliar with the recorder, the necessity for explaining its operation and features in an elementary fashion was pointed out.

In this article the editors suggest that in addition to his outside activities, the dealer interested in establishing his store as a recorder headquarters set up a "studio" similar to the in-store TV theater which helped make so many receiver sales when television was re-born after the end of World War 2.

The "studio" for the demonstration of recorders can be a partitioned off place, or even a "nook" of sorts. At all events, the department should be attractively fitted



There's recorder business to be had in towns and cities of all sizes. The dealer who plans to do an all-out job selling recording units can build volume in what is still a "ground-floor" market.

out and should be out of the way of the main aisles of traffic through the store.

In cases where a nook or corner is the best thing that can be worked out, screens may be used to provide privacy for the person who is to record his voice, or who comes to listen to a recording taken off the air, or made by the salesman who is demonstrating the unit.

Since people of all ages, and in all walks of life are prospects for recorders, the dealer should set up a promotional campaign under which his salespeople are required to offer demonstrations to each and every person who comes in the store. Of course, he should also strive to induce people to visit the store for the express purpose of seeing and hearing a recorder demonstration. Invitations can be in the form of direct-mail pieces, in newspaper ads, via radio programs and spot announcements. Such invitations should be directed toward professional people, clubs and associations of various kind, and to just ordinary home folk in the community.

In effectively demonstrating the recorder, the salesman must know how to operate the machine thoroughly. Also, and very important, he must have a program of operation.

For the person who isn't the least bit shy about sitting down and talk-

ing, or even singing into the recorder mike, the salesman will have little to do but make sure that the unit is operating perfectly. But when the salesman brings in an individual who is mike-shy, as a great many people are, he must arrange his own program, and should have on hand a number of "canned" routines. For the music lover, he can pick up something from the radio right then and there (and, naturally, the radio should be conveniently located) and play it back. For the doctor he can read from a script purporting to be a diagnosis, for instance, in order to show the value of the recorder in keeping records. All dealers count numerous professional men among their customers, and they can prepare some brief scripts geared to the various professions of such customers.

When demonstrating equipment to people who are unfamiliar with recorders it is important to first record, and then play back in front of the prospective customer. It is not enough to merely play back material already recorded because such technique will feature only *half* of what the instrument will really do.

In addition to properly operating the recorder, and arming himself with a program routine, the salesman should be able to suggest a great many other possible uses in

(Continued on page 100)

Clock - Radios

(Continued from page 56)

A good attention getter in the store is to have a clock-radio set to go on at some time when there is usually traffic in the store. When the radio comes on, it will surprise those standing nearby, and give the salesmen the opportunity to call attention to the features of this unit to customers who might have been shopping for something else.

Tie-In With Recorder

In addition to the usual musical "wake-up" feature of the automatic clock-radio, another selling feature which can be brought out is the fact that the radio can be set to come on for some program which the customer does not wish to miss. In this way, although he may be doing something else at the time, the program will be brought in on schedule, and the radio will "remind" him to listen.

Another special feature which can be utilized by some people is the ability to turn on a recorder at a specified time and record a radio program even though the customer is not at home. Although the customer may not own a recorder, this extra sales feature will help to impress him with the utility of the clock-radio and may also stimulate interest in a recorder.

A subsidiary feature of the "alarm" service which is worth mentioning is a point which is already enjoyed by many users. This is the fact that, not only will the radio wake the user up in the morning, but it can be arranged to go off at a certain time and thus remind the person that it is time to leave the house to go to work.

Sell Versatility of Units

The appliance outlet which is found on many radios has obvious advantages, among which are such things as turning on an automatic coffee-maker, or the electric lights (which helps to awaken heavy sleepers), or an electric fan (in the summer) or an electric space heater (in the winter), or an electric broiler (to start cooking something before the customer gets home), or an electric blanket (some time before the customer expects to retire), etc., etc. The multiplicity of uses for this device are limited only by the imagination of the salesman.

The usefulness and convenience of

the automatic clock-radio has been so much enjoyed by those who already own one that there is considerable word of mouth advertising. This free publicity, coupled with the advertising efforts of radio and clock manufacturers, and augmented by the dealer's own sales effort, makes the goal of a clock-radio in every home decidedly within reach in the near future. A concerted (and continuous) program on the part of the dealer to promote this item which can be sold in all seasons of the year will pay off in greater volume and larger unit sales of radios this year.

Bejma in Chicago Sales Post of Capehart-Farnsworth

Chester A. Bejma has been named manager of the Chicago sales region of the Capehart-Farnsworth Corporation, Louis J. Collins the firm's director of sales has announced. Mr. Bejma, who has been serving in a liaison capacity between the Capehart factory and field operations for the past year, succeeds Louis J. Collins, recently appointed director of sales, in the Chicago post. He will work with distributors in Illinois, Iowa, Minnesota, Missouri, Nebraska, and Wisconsin, making his headquarters at Space 118, the Merchandise Mart, Capehart's Chicago show rooms.

Every serviceman needs this!
Plastic Leatherette
Wallet
NEEDLE CARRIER

- Holds 12 ind. carded needles with all necessary tools for installation
- Creates "impulse buying"
- Saves times on service calls
- Makes extra sales for YOU!
- Allows serviceman to make up to 90% of installations on 1st call

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

Here's the Newest MILLER Special Deal:

Wallet, Manual, one dozen needles
 \$15.00 list value **\$7.95**
 ... servicemen's cost... complete

You'll make fast, quick sales, volume profits... every serviceman must have needles... you make extra money, your customers do too... dozen Miller needles include Astatic, RCA, Shure, Columbia, etc.

Sold through jobbers ONLY!
ORDER TODAY!

M. A. Miller Manufacturing Co.
 1165-1169 East 43rd Street, Chicago 15, Illinois

Manufacturers of the world's largest line of long-life playback and recording needles
 Selected by the world's largest manufacturer of original equipment

Canadian representatives: ATLAS RADIO CORP., LTD., 560 King Street West, Toronto, Ontario, Canada

Emerson Sales Manager



Roger Brown, has been named to the post of National Sales Manager of Emerson Radio & Phonograph Corp., announces Stanley M. Abrams, director of sales for the firm.

GE Names Fitzpatrick



Walter J. Fitzpatrick, above, has been appointed central regional sales manager for General Electric replacement tubes, with headquarters in Chicago, Gordon E. Burns, field sales manager for replacement tubes for the GE Tube Department has announced.

New Trio of Admiral TV Motion Displays



The new collection of three motion displays consists of a high swinging clown in a circus scene, a uke strumming cowboy and a "struggle for life" movement that might be taken from any of the currently popular whodunits. Each is eye-catching and intriguing to watch. Require no attention other than battery replacement every couple of weeks or so.

Recorders Featured in Plane Carrying Teachers



Traveling music teachers fly in this Monarch Studios plane from Hammond, Indiana, to outlying cities to give lessons. Students in St. Louis and the Tri-Cities of Rock Island, Moline, and Davenport use Webster-Chicago wire recorders to play back instructions of these "out-of-town" teachers. The plane itself is equipped with a wire recorder dictation unit for use in flight.

In Stewart-Warner Post



King P. Ray, above, has been named as field sales manager of Stewart-Warner Electric. He will headquarter in the firm's general offices in Chicago. Edward L. Taylor, S-W general sales manager made the announcement.

Cushway Joins Crescent

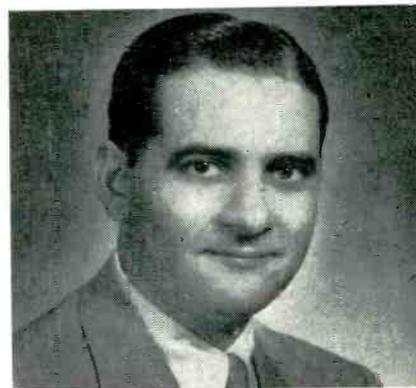
Charles P. Cushway, formerly executive vice-president of Webster-Chicago Corp., has joined Crescent Industries, Inc. of Chicago, as vice-president and chairman of the advisory board.

Packard-Bell Distributor

Paul S. Crocker has been appointed Packard-Bell distributor for the Downtown Los Angeles area, according to general sales manager Kenneth R. Johnson. Crocker was previously with the Lewyt Corporation, where he served as national sales director for five years, covering the entire territories of the United States, Canada, and the Hawaiian Islands.

Majestic Promotes DeVico

Joseph G. DeVico has been appointed to the new position of director of ad-



vertising and sales promotion by Majestic Radio & Television, division of Wilcox-Gay. The announcement was made by Leonard Ashbach, president.

Planning for Du Mont Sales



Increased emphasis on weak signal TV reception areas, and new sales training program based on new Du Mont receiver line were high spots of first-quarter merchandising plan presented to regional sales managers' meeting of receiver sales division, Allen B. Du Mont Laboratories, Inc., in Chicago. Shown here, discussing the plan are (left to right) David H. Kutner, Campbell-Ewald Company, Inc., Du Mont's ad agency with Du Mont's receiver sales division advertising manager George M. Hakim, national sales manager Walter L. Stickel and sales promotion manager J. Calvin Affleck.

Heads Sylvania Tube Division



Matthew D. Burns, above, has been appointed general manager of the radio tube division of Sylvania Electric Products Inc., announces H. Ward Zimmer, executive vice-president.

ONLY

FADA TELEVISION

HAS

AND IT'S SWEEPING THE COUNTRY!

"POWER -PLUS" CONTROL

We announced our new "Power-Plus" line only a month ago. The response from our jobbers and dealers has been nothing short of sensational! But why shouldn't it be? Why be satisfied with sales in local areas only? With FADA's new "Power-Plus" circuit you will please customers over 140 miles away from the nearest telecasting station — without the use of boosters or special antenna installations!

This remarkable new circuit brings in clear, bright pictures in distant areas where TV reception was formerly but a figment of the imagination! It was developed by FADA, with over 32 years of experience in electronics, and is exclusive with FADA. And here's another "plus!" FADA "Power-Plus" features a new, ultra-sensitive Turret Tuner with Cascode RF Amplifier — more powerful, more sensitive and with a better "noise factor" than tuners on competitive sets.

Concerning UHF, FADA's new Cascode Turret Tuner can be adapted to receive this forthcoming type of TV station easily and quickly — by merely changing tuning strips!

Examine this remarkable new chassis and compare. See the lovely cabinet stylings which delight the eye. Check the prices of the eleven new FADA TV receivers, ranging from 17" to 24" screen size. Then you will see why it will be to your advantage to BUY FADA and SELL QUALITY!



the Constellation

**MODEL
20T12**

BIG 20" screen table model with exclusive "Power-Plus control gives clearest pictures ever seen — in town and in distant "fringe" areas. Sharp, edge-to-edge focus. Turret Tuner with Cascode Amplifier adapts quickly and easily for UHF reception. Deluxe mahogany veneer cabinetry, hand-rubbed to custom finish — but priced for fast turnover!
Model 20T12BM — Same as above in exquisite blonde mahogany.

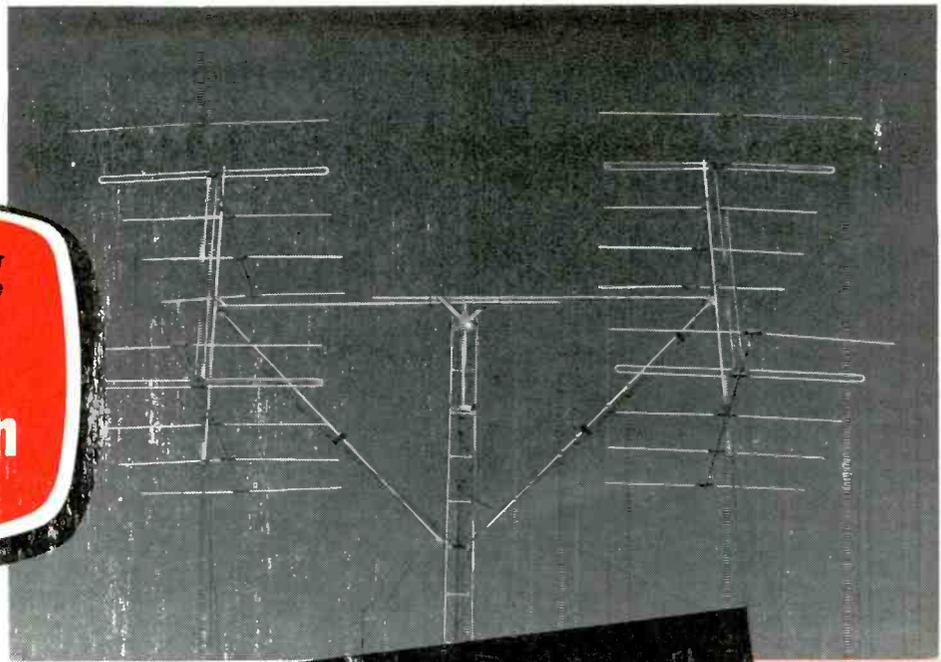
**SEE ALL ELEVEN GREAT NEW
FADA "POWER-PLUS" TV MODELS AT
YOUR FADA DISTRIBUTOR — TODAY!**

FADA RADIO & ELECTRIC CO., INC.

BELLEVILLE, NEW JERSEY

A 4 Bay array of Channel Master Z-Match Yagis, installed on the Super Mount, produces

OVER 15 DB gain
on the LOW BAND.



new **super mount** by **CHANNEL MASTER**
model no. 9100

for the most **SENSITIVE** stacking arrangement you've ever seen!

Versatile — yes! And efficient, too! *Full wave spacing* on the Super Mount improves the performance of any antennas, and provides higher gain than any other practical stacking arrangement yet devised. A 4 Bay Low Band Z-Match Yagi array, installed on the Super Mount, and using Channel Master's new Z-4 Matching Harness, provides gains of over 15 DB, the highest ever achieved in a practical TV antenna installation. Easily assembled.

Eliminate mismatch and watch gain zoom skyward!

It's a well-known fact. The mismatch created by stacking ordinary Yagis causes a noticeable loss of gain. Now — Channel Master has developed the Z-4 Matching Harness, which extends the impedance-matching principles of the exclusive Z-Match Yagi system. This Harness perfectly matches 4 Z-Match Yagis to 300 ohm line. Such an array provides over 15 DB gain on the Low Band, and over 16 DB gain on the High Band—providing the strongest and clearest fringe pictures you've ever seen.

Remember—antenna gain is pure gain—free of noise and snow!

\$52⁷⁸
list price

Write for complete technical literature and name of your authorized distributor.



CHANNEL MASTER CORP.

ELLENVILLE, N. Y.

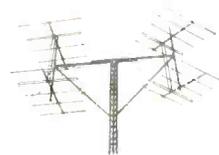
RADIO & TELEVISION RETAILING • March, 1952

the right way...
the **ONLY** way...
to install:

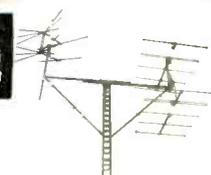
4 Low Band Yagis for 1 channel



2 pair of Yagis for 2 different channels



Any combination of Broad-Band and Yagi antennas on one mount



Unlimited stacking arrangements are made possible by the Super Mount.

SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

R_x For Profitable Servicing

With Overhead 'Way Up, the Dealer Needs to Speed Work, Get More Volume to Make Money. Here's a 10-Point Formula That's Bound to Work

• Every dealer should aim to operate his service department at a profit. Nowadays, with greatly increased overhead, it isn't a cinch to come out ahead, but it can be done, and a great many dealers are making real money today because they have smoothly-running, balanced service operations.

The service department in many a store has carried the entire business through the tough merchandising period we've been experiencing for some time. Dealers who have been weak on service, or who have allowed their service departments to deteriorate are now coming to realize that they must make improvements in order to meet competition.

Speed and Efficiency Essential

There are ten ingredients in the formula for profitable servicing. When each ingredient is up to full strength and properly blended, the dealer is on the right track to make himself some real money.

Here's the recipe:

1. *Strict supervision.* Someone must be the boss! In cases where technicians are left to shift for themselves, time is wasted, customers become exasperated, and a state of general disorder prevails.

2. *Efficient, fast technicians* who know how to meet the public. In order to make a profit in servicing you must have customers who'll come back (and we don't mean with complaints), and who'll recommend your service to others. The top-flight mechanic who also knows how to get along with people will do a two-way job. (A) He'll impress the customers with his skill, and (B) His personality will build goodwill for the store.

3. *Orderly method of processing repairs.* This will eliminate delays, prevent an accumulation of partly finished jobs; do away with the possibility of sets becoming lost in the shuffle. An orderly method will greatly increase volume of work per day.

4. *Efficient routing of outside calls.* A "visiting list," mapped out to save time, gas, and wear and tear on vehicles

is a must for profitable operation.

5. *Adequate inventory* of parts and supplies in order to speed work, and keep customers satisfied. With new sets coming through with new components, tubes, etc., the boss should study circuitry with an eagle eye these days. The *balanced inventory* is profitable to handle; the overboard one is a profit-eater.

6. *Planned shop lay-out*, designed to permit technicians to move about freely, and to obtain parts, tools and instruments readily and quickly.

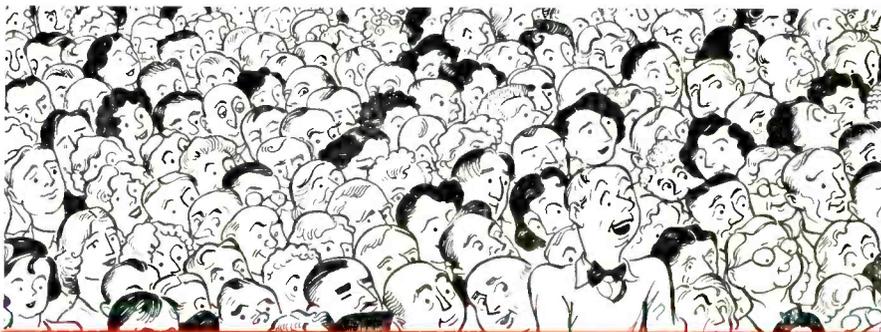
7. *Test Instruments and tools*—enough of the right kind. Mechanics will work better and faster with the right kind of equipment.

8. *Simple Bookkeeping system*, but a thoroughly adequate one under which all parts will be charged out, all time

will be charged in, and all customers will be promptly billed.

9. *A firm guarantee policy*—fair to the firm and fair to the customer. Be sure that it's understood thoroughly by the customer and by those in your employ who contact customers. List what part of repair job is guaranteed, and for how long. In cases where no understanding regarding guarantees exists, the dealer stands to lose customers and money, since many folk who kick will never pay the bill.

10. *Advertising and promotion.* Advertise continuously. Use telephone directories, newspapers, radio time, etc. Use signs on front of store and inside to sell service. With high overhead, every dealer needs to increase his volume of repair work. To do this, he must attract new customers.



People Everywhere Will Buy More

Service This Year Than Ever Before—

They'll HAVE to HEAR and SEE those *political campaigns*—hot as a pistol!—over TV! On the radio! Via portables! On the car radio! And there will be a great demand for sound, too.

And OUTSTANDING interest in baseball, football, other sports.

Streamline your service department NOW to get YOUR SHARE and MAKE MORE MONEY!

Servicing Video Detector

Part II. Analysis of Commercial Circuits. Servicing

by Solomon Heller

• Last month, we analyzed two video detector circuits used in commercial receivers. A third is shown in fig. 1. A 6AL5 is employed as a combination video detector and automatic gain control tube in this circuit.

Slug-tuned L-52, in combination with the stray capacitance in shunt with it (not shown) acts as a tuned circuit common to both the plate of the 4th video IF stage, and the detector cathode circuit. The signal voltage developed across L-52 is the detector input voltage.

R-32, L-53 and C-66 act as an IF filter, preventing an IF signal voltage from being developed across R-29, the detector load resistor.

L-69 isolates to some extent the interelectrode capacitance between grid and cathode of the 1st video amplifier from the detector load resistor (R-29). L-69, in other words, reduces the shunting effect of the 1st video amplifier's input capacitance on R-29, preventing an attenuation of high video frequencies. It thus acts as a peaking coil.

C-67 is a coupling and blocking condenser. It couples the video detector output signal to the 1st video amplifier, but keeps the DC voltage output of the detector from being imposed as a bias on the video amplifier.

Use of Direct Coupling

A fourth video detector circuit is shown in fig. 2. $\frac{1}{2}$ of a 6AL5 is used as the video detector. The other half is employed as a sync limiter.

C-125 is a decoupling condenser, that prevents IF signal voltage from getting into the -125 V DC supply.

L-102, R-119 and C-126 form the IF filter network. L-102 also acts as a peaking coil. R-119 dampens it, preventing excessive response at the frequencies to which L-102, in conjunction with the stray capacitance in shunt with it, resonates. These frequencies are, of course, at the high end of the video bandpass.

L-103 also acts as a peaking coil. Together with R-120, with which it is in series, it acts as the grid load impedance for the first video amplifier.

A voltage of approximately -125 V DC (to ground) is present at both plate and cathode of the video detector in the absence of IF signal input. The direct coupling employed between the video detector and video amplifier necessitates the presence of this high negative voltage.

If the plate of the video detector was

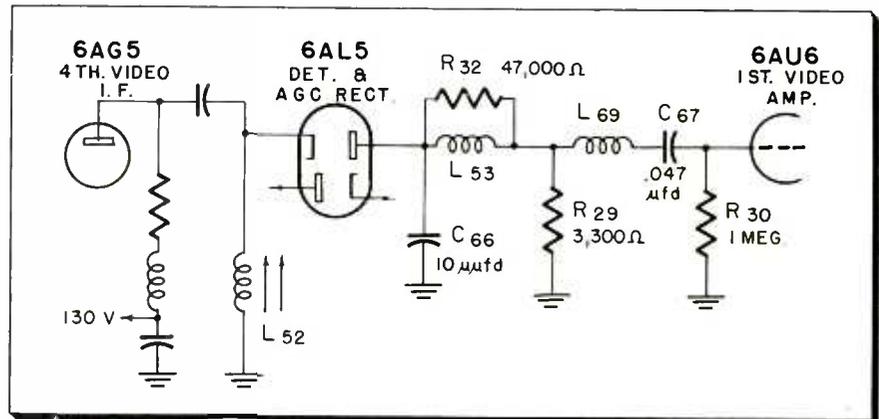


Fig. 1—Video detector circuit used in Philco 50-T1443. Filament circuit is not shown.

returned to ground, instead of to the -125 V source, the grid of the 1st video amplifier would automatically be returned to ground too, making this grid highly positive with respect to the video amplifier's -124 V cathode. When the video detector plate is fed -125 V to prevent it from destroying the harmony of the video amplifier's home life, the video detector cathode must likewise be fed a similar voltage, or conduction between the two couldn't be persuaded to occur. Conduction takes place in the video detector when the incoming IF signal makes the cathode-to-ground voltage slightly more negative than the plate-to-ground voltage.

Troubleshooting the Detector

Symptoms of video detector trouble.—

Trouble in the video detector circuit can be responsible for any of the following symptoms: a) Loss of picture. b) Loss of picture and sound (in intercarrier sets). c) Weak picture. d) Weak picture and sound (in intercarrier sets). e) Impaired picture resolution. f) Interference pattern in picture. g) Hum bars in picture.

When to check the video detector.—

A check of the video detector seems logical when one of the symptoms cited above is present, and the stages following the detector have been eliminated as possible sources of the trouble.

How to check the video detector.—

A quick check of the video detector may be made by tuning in any station, and measuring the DC output voltage developed across the video detector load resistor. A VTVM or high-resistance voltmeter should be used for most accurate results. The voltage measured is compared with the detector output voltage developed for the same channel in a similar set, operated under similar conditions. If the manufacturer lists the voltage that should be present with a TV channel coming in, his figure

may be compared with your measurement.

This check will, of course, be conclusive only when the correct voltage is obtained. If the correct DC voltage is not measured, one of the stages preceding the detector, as well as the detector itself, may be the source of the trouble. To further localize the defect to the stage at fault, a signal generator and voltmeter may be employed.

Set the signal generator dial to the video IF of the receiver under test, and apply its output between grid and ground to the tube preceding the detector. Then connect the voltmeter across the detector load resistor, and measure the DC voltage developed there. A comparison of this voltage, and the voltage developed in the detector output circuit of a similar receiver, tested under identical conditions, will reveal if trouble is present.

Defective Components

If the measured DC voltage is considerably below what it should be, trouble in the video detector or the stage preceding it, may be present. Simple voltage, tube substitution, resistance and condenser bridging tests should readily localize the fault.

In some cases, an above-normal video detector output may be measured. Oscillation in a preceding stage or stages is generally the cause of such a symptom.

Possible troubles in diode detectors, and symptoms they are likely to produce.—The following defects may occur in the basic video detector circuit shown in fig. 3:

Reduction in the value of R-1.—A division of video signal voltage takes place across R-1, R_p and R_x (the DC resistance of L-1). If R-1 loses value, less signal voltage will be developed across it, and more will be dissipated across R_p and R_x. The reduction in

Circuits in TV Receivers

Procedures. Basic Faults in Video Detectors

signal voltage output will decrease picture contrast. (Picture and sound will be weakened, if the fault occurs in an intercarrier receiver.

If R-1 loses all, or almost all, of its value, or C-1 short-circuits, no picture (no picture and sound in intercarrier sets) will result.

Increase in value of R-1.—A considerable increase in the value of R-1 will increase the shunting effect of the capacitance in parallel with R-1, impairing the receiver's high-frequency response. Fine detail in the picture will be degraded, and the resolution of the vertical wedges in the test pattern will be impaired, in such a case.

If R-1 increases very greatly in value, the current flowing through the diode may decrease to such a point that a very small signal voltage is developed across R-1, weakening or eliminating the picture (sound too, in intercarrier sets).

Defects in C-1.—If C-1 becomes leaky or short-circuits, the effects will probably be the same as when R-1 loses value.

If C-1 loses capacitance, no symptoms may be observed in many cases, because

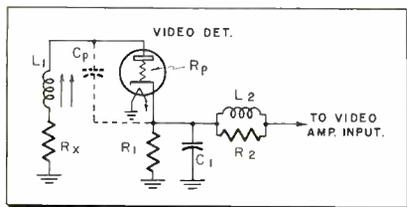


Fig. 3—Basic video detector circuit. Cp is the plate-to-cathode capacitance. Rx is the DC resistance of coil L-1. It is not actually a separate resistor, although it is represented as one.

the stray capacitance present in the circuit may be sufficient to effectively bypass the IF signal. In rare cases it is possible that the insufficiently bypassed IF signal may get through to the video amplifier and CRT, causing an interference pattern to be seen on the screen.

A decrease in IF signal input to the detector occurs when C-1 loses capacitance or open-circuits. This is true because the signal voltage applied to the video detector in the circuit of fig. 3 divides between the plate-to-cathode capacitance of the video detector, and the cathode-to-ground capacitance. If C-1 is relatively large—i.e., at least ten times as large as the plate-to-cathode capacitance—very little signal voltage will be wasted across it. When C-1's capacitance has been reduced, however, a substantial percentage of the total signal input is wasted across it, de-

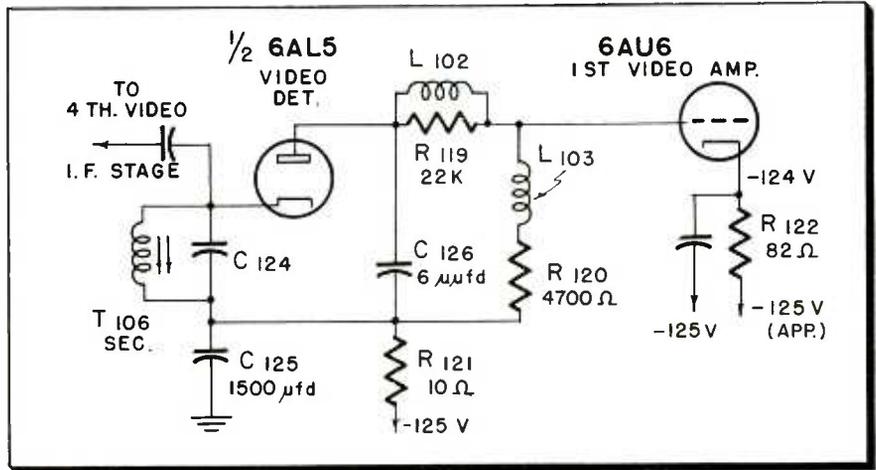


Fig. 2—Video detector circuit used in RCA models 9T270, 9TC272 and 9TC275.

creasing the input to the detector, and thus reducing the strength of the picture signal (picture and sound signals in intercarrier sets) to some extent.

Sometimes the wrong value of C-1 may be present. In one case known to the author, a factory employee used a 100-mmfd instead of a 10-mmfd condenser for C-1. Picture strength was in consequence poor, and fine detail worse. The condenser was placed under the load resistor, and was not clearly visible. The set passed through quite a few servicemen's hands before the trouble was finally localized. A visual inspection by a serviceman who knew his theory turned up the defect.

Detector Tube Troubles

Defects in L-2.—If L-2 shorts (a most unlikely eventuality) the receiver's high-frequency response may be impaired, and fine detail degraded.

If L-2 opens, the video signal will be transferred through the small capacitance present between L-2's open ends, and the large resistance in shunt with L-2. Weak picture, and poor low-frequency response, manifested in smearing, are possible results.

Defects in R-2.—An open or radical increase in the value of R-2 may result in excessive h-f response. The trouble will be most evident on a test pattern, where small sections of the vertical wedges will be seen to be excessively contrasty.

A short or radical reduction in the value of R-2 may result in impaired h-f response.

Video detector tube troubles.—If the filaments of the video detector open-circuit, no picture will generally be seen. (Sound will be missing also on intercarrier sets.)

If the tube loses emission, the picture's contrast will be reduced. Synchronization may be impaired too, since the sync pulses will be below normal in amplitude. Sound volume may be lowered in intercarrier sets.

In the case of commonly-used duodiode tubes, aging of one section is apt to be accompanied by aging of the other tube section. More than one symptom will result, depending on the purpose of the other diode.

Cathode-to-heater leakage in the video detector may produce a hum pattern in the picture (several alternate dark and light bars). The hum may be heard in the sound, if the fault occurs in an intercarrier receiver.

Troubles in L-1.—Trouble in L-1's circuit will eliminate or greatly attenuate the IF signal input to the detector, reducing the strength of or eliminating the picture (picture and sound in intercarrier sets).

Trap troubles.—If a 4.5 MC trap in the video detector develops a fault, like a shorted coil or condenser, or open connection between coil and condenser, an interference pattern may be seen on the CRT screen. If the trap is used to transfer an intercarrier sound signal to the sound IF stages, the sound may be lost in such a case.

An open coil in a trap circuit may cause the video detector to become inoperative, since the DC current path is interrupted, and the picture (picture and sound in intercarrier sets) is likely to be eliminated.

Tube substitution, voltage, resistance and condenser bridging tests should localize all of the troubles discussed.

When a crystal used as a video detector is suspected of being faulty, substitution of an identical unit known to be good will serve as a check.

Picking TV Antennas for

Bandwidth, Beam Width and Gain Must All Be Taken into Consideration;

● The old saying that there's nothing new under the sun applies to TV antennas as well as anything else. There's hardly a type available which wasn't long ago employed by hams, commercial broadcast stations or the military.

Nevertheless, when a type appears which has hitherto not been used, or not been used much, in TV, we tend to think of it as "new." For instance, when the Yagi array was described in an article in the May, 1948, issue of RADIO & TELEVISION RETAILING, it was considered to be an innovation, although it was really older than TV itself. And even then, it did not come into widespread use for probably at least another year.

It seems that dealers in the fringe areas, using typical American ingenuity, will try *anything* to get a few more DB out of the mud (noise to you). Manufacturers are to be complimented for their courage in presenting many elaborate new designs in an effort to satisfy the enthusiasm of the DX crowd.

Two relatively recent entries in the DB Derby are the rhombic and the corner reflector antennas. While these have been around for some time, there seems to have been an increase in interest in them last summer, with many technicians trying their hands at construction, and some manufacturers offering new models.

The rhombic is a paradoxical product which has some wonderful advantages which would fire the enthusiasm of any wooer of weak signals, but also some disadvantages which would cause any old time radio man to say that it is totally impractical for TV.

Its advantages are broad bandwidth, excellent directivity, good signal-to-noise ratio and high gain. A well designed rhombic can have a gain of 16 DB over a standard dipole, a frequency bandwidth to the half power point (3 DB down) of as much as $\pm 50\%$ from the frequency for which it is cut, and a beam width of about 20 degrees—which is narrow enough for sharp orientation and high gain, but not so narrow as to be supercritical. The impedance is about 600 ohms, a good match for the increasingly popular open wire line.

And before you get out the pencil to figure the bandwidth, let's take an example: with a center frequency of 150 MC, plus or minus 50% would take it down to 75 MC and up to 225.

All the above is on the plus side. What about the disadvantages? The rhombic is basically a long wire antenna. In broadcast, communications and amateur work it is often used for extremely long distance transmissions because of its high gain and sharp directivity. In such situations, it would be

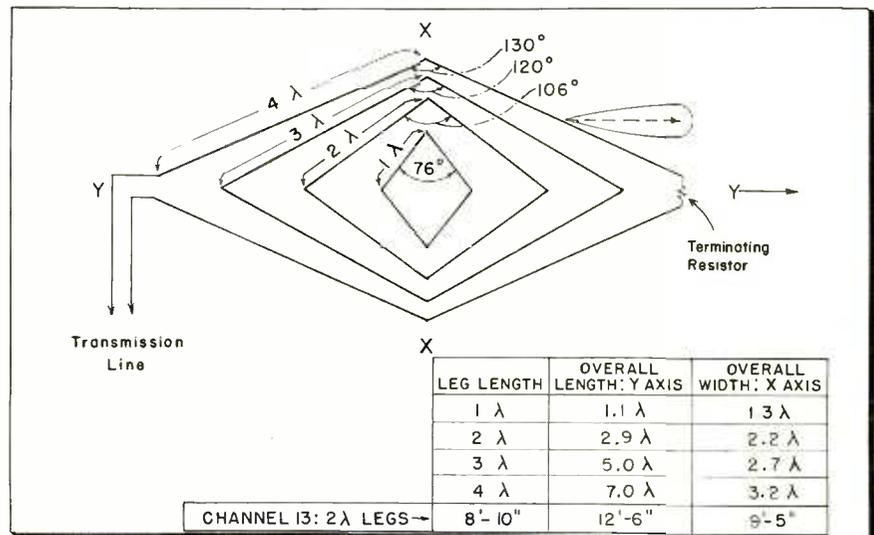


Fig. 2—Typical rhombic designs based on interior angles which complement those shown in fig. 3. When the legs or sides are larger multiples of a wave length at the operating frequency, the antenna gets longer and narrower as does the beam, and the gain goes up. Similarly, when the size remains the same but the frequency goes up: a leg which is 2λ long at 100 MC is 4λ at 200 MC.

mounted on four high, heavy poles, and could run from 200 to 400 feet in overall length and width, and about 50 to 75 feet high.

You might jump to the conclusion that TV antennas would be much smaller because of the frequency (and you're right), but you'll run into dimensions such as those mentioned above in the 5-30 MC band.

A rhombus is an equilateral parallelogram having its angles oblique. In plain English, that is a four-sided figure whose sides are parallel and equal, and whose angles are *not* right angles (that is, a square is excluded from the definition).

In the form in which it is usually seen, the rhombic antenna resembles a diamond. It is longer than it is wide, and an imaginary line drawn through the long way is called the major axis; through the short way is the minor axis.

The direction of maximum reception is along the major axis; the "front" point is towards the station and the transmission line is connected at the rear point of the diamond. Typical rhombic antenna shapes can be seen in figure 2.

The four sides of the rhombic are called "legs," and each leg is a number of wave lengths long at the frequency for which the antenna is designed. The longer the legs, the narrower the beam and the higher the gain.

A corollary to this is that as the frequency gets higher, the legs get relatively longer, and the gain goes up.

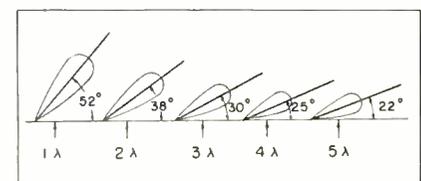
We said earlier that the rhombic is a "long wire" antenna, and the behavior of such antennas is that the lobes of the

radiation pattern form at an angle to the wire. The longer the wire is (in relation to the wave length of the frequency to be received) the smaller the angle is that the lobe makes with it, up to 8 wavelengths (see fig. 3).

What we desire is to have the lobes "point" straight ahead toward the station, and all together (there is one major lobe on each leg). If we consider one leg only, we know that when it is on a line with the station, the lobe is pointing away from the station by a certain angle, as shown in fig. 3, according to the number of wavelengths long it is. If we move it away from "straight ahead" we will arrive at an angle where the lobe is on line with the station.

So the first step in designing a rhombic is to decide how many wavelengths long a leg will be. In TV receiving antennas, where both space and money are at a premium, the designer would select the shortest leg he could, while still achieving enough gain over other antennas to make the job worth while. Remember that the shorter the legs, the wider the beam and the less the gain. A probable likely minimum would be 2 wavelengths: L (length of leg) = 2λ (wavelengths). A properly terminated

Fig. 3—Formation of radiation lobes on long wire antennas of different lengths with respect to a wave length at the operating frequency.



Best Results in the Fringe

An Examination of the Old Standbys and Some Newcomers

2λ rhombic could have a gain of 13 DB; 4λ would give 16 DB.

If the design center frequency were 150 MC, for instance, λ is about 6.24 feet and 2λ would be 12.48 feet. In figure 2 we see that the overall length of such an antenna would be 3.4λ or 21.2 feet, the width would be 2 or 12.48 feet.

These figures will give the reader some idea of the dimensions of a properly designed rhombic. They're rather large, but not impractical. The size of the rhombic really gets cozy when you get up into UHF (and we'll probably see a lot of them later on). At 500 MC, λ would be 1.86 feet, a 2λ antenna would have an overall length of 6.3 feet and width of 3.72 feet. A typical UHF rhombic is shown in fig. 4.

In discussing the size and shape of antennas, and their gain, bandwidth, etc., we refer, of course, to theoretical designs. In actual practice, manufacturers may alter the size, shape, diameter of elements, etc., to improve on the theoretical design and/or to fit commercial requirements.

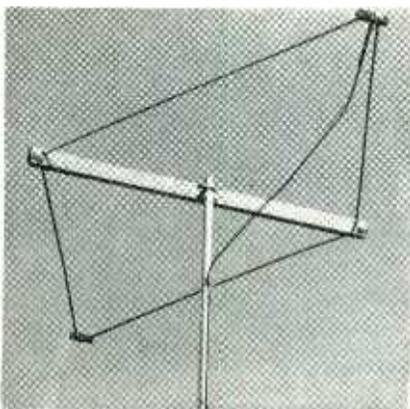


Fig. 4—A typical UHF rhombic antenna. The antenna is "pointing" in the direction opposite the end to which the lead-in is attached.

Design of the rhombic calls for "termination" of the antenna across the front "point" with a resistor of specified size. When properly terminated, the antenna is unidirectional, with high front to back ratio. When unterminated, it is bidirectional with a consequent loss of gain in the forward direction. The terminating resistor tends to absorb reflections which would otherwise destroy the unidirectional characteristic of the antenna.

Height of the rhombic, an important factor at lower frequencies, can be ignored at VHF, since getting the antenna higher than one or two wavelengths above the ground is no problem at such frequencies.

Having considered the physical appearance of the rhombic, we might refer again to its characteristics. When con-

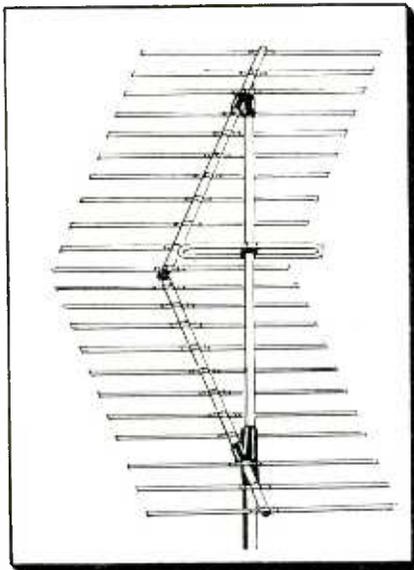


Fig. 5—A typical Corner Reflector antenna. Although a very effective high gain unit, this antenna is fairly large and heavy, and therefore is most practical on the high-band channels.—Illustration courtesy Radio Merchandise Sales, Inc.

structed properly and installed under optimum conditions, gain can be as great or greater than most antennas and arrays available, and the bandwidth is quite broad—not usually characteristic of directional high gain arrays.

In many fringe area installations, optimum conditions might be achieved and considerable advantage attained with a rhombic. As for wide band operation, the writer has not had the opportunity to observe the reactions of the rhombic under such conditions. Most VHF antennas exhibit resonances at certain harmonics of their design frequency, and a change in the lobe formation which changes the direction of maximum gain. It is also true that most VHF antennas work poorly below their design center frequency. The rhombic is not supposed to display such characteristics, as some tests have shown.

The corner reflector antenna is another special type, which is a straight or folded dipole (usually folded, for impedance reasons) with a rather large reflector consisting of a number of elements arranged in two planes so that they resemble a book half open. The dipole is placed at the center within the included angle, or in other words, inside the corner. Gain and bandwidth are relatively high on this type of antenna, too. Physical size and weight of the reflector, however, suggest that its use would be confined to high band VHF, or to UHF.

The corner reflector is actually closely related to the parabolic reflector, which

will probably be used considerably in UHF (as it is already in radar), when the size of the "dish" becomes practicable. Gain of an antenna with a parabolic reflector is slightly more than the corner reflector, but the bandwidth is only half as wide.

Vertical pickup on the corner reflector antenna is practically nil (not so with the rhombic) and front-to-back ratio is very high.

A typical antenna for approximately Channel 13 would have a reflector consisting of two sheets or planes at right angles to each other. Each sheet would be about four feet long, each made up of 10 reflector elements 31 inches long, $\frac{1}{4}$ inch in diameter and 5 inches apart. A commercial corner reflector antenna is shown in fig. 5.

Beam width of the corner reflector type antenna is relatively wide (compared to the rhombic, for instance) with a blunt front, which would make it possible to receive several stations slightly different in orientation from the site. Vertical pickup is smaller than almost any other type of antenna which can be selected, and should be advantageous where noise pickup from the ground (as with auto ignition, for instance) is a problem.

The sheet reflector antenna is a dipole with a simulated flat sheet behind it (as

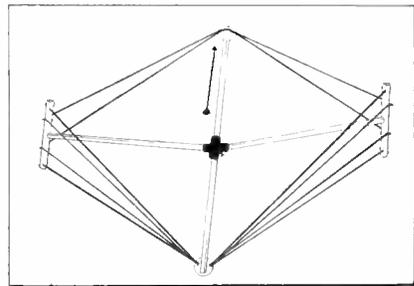


Fig. 6—An unusual rhombic in which the long axis is broadside to the station. Extra elements on the back are designed to improve pickup on the low band. By increasing the diameter of the elements, it is said to be possible to utilize shorter legs.—Courtesy Roger Phillips Research Labs.

opposed to the folded sheet of the corner reflector). The sheet consists of a number of reflector elements in a hay-rack formation very similar to certain types of radar antenna we used during the last war; but with the radar antenna, there were also a great number of driven elements, several elements wide as well as high. Gain of the sheet antenna, of which the Gonset Radaray is an example, is not, in theory, as high as either the rhombic or the corner reflector, nor is the bandwidth as wide. But these factors, in actual field performance, would depend on the intricacy

(Continued on page 102)

Servicing Low Level High

Appearing In Greater Numbers In Home Equipment,

● Since the average radio tuner and crystal phonograph cartridge feed at least one volt to the first stage of an audio amplifier, servicemen handling mostly run-of-the-mill home equipment in former years were not too much concerned with the problems inherent in very low level, high gain input stages. These sensitive critters were usually encountered only in mike pre-amplifiers found in PA systems, and in broadcast and recording equipment.

The post-war years, however, have brought a good deal of equipment incorporating such features into the home in the form of such things as preamp

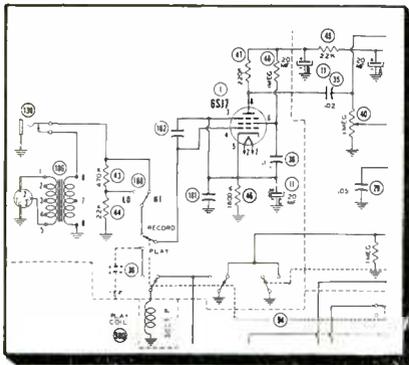


Fig. 1: Mike input stage for Brush Soundmirror BK403 uses a single-ended 65J7 (metal) for a gain of at least 40 DB, which is common for such stages. R49 and C11A and B provide isolation and additional filtering especially for this stage. On playback, the playback head feeds directly into this stage without additional compensation.

stages for variable reluctance magnetic pickups and mike input stages in tape and wire recorders.

Troubles in such stages come to the servicer in one of several ways. First, a fault may develop in a unit which originally functioned OK; second, the compact design of some of the less expensive units make good isolation, shielding and lead dress difficult to achieve in their manufacture; and third, some customers become more critical and discerning as they get used to something which at the time of purchase was not carefully evaluated.

Successful troubleshooting of such stages requires a painstaking attention to all small details, for they are susceptible to all sorts of little annoyances which would be negligible in later stages.

Many servicers have found it advisable to develop a pre-arranged checklist covering every technique which would possibly cure these troubles, and to go through these checks in order, one by one, on every job. The reason

for this is that often a trial and error method may take longer and still overlook some of the less obvious points.

In isolating a trouble to the input stage, the conventional elimination method can be quickly employed, which consists of shorting out grids, preferably through a condenser. When you short out the grid of the second stage, the objectionable hum, noise or microphonics will disappear if the trouble is in the previous, or input stage.

Microphonics of small or large degree probably represent the most common complaint. While the practice of tapping tubes and parts to locate the offending one will sometimes prove helpful, many troublesome jobs come across the bench which do not respond to this technique. That is, microphonics are heard every time any part or tube is touched, including the knobs.

Of course the first thing to try is the tube itself. Tubes (even new ones) vary in their inclination to microphonics and it is wise to try several. A time-saving method is as follows: when a new tube immediately and definitely cures the trouble, label this tube "non-microphonic," put it back on your shelf, and find another one to use in the equipment. Then you will have a tube in stock which you can rely on in the future to tell you immediately when a microphonic tube is the trouble. After a while, you will have non-microphonic tubes of all the types usually found in

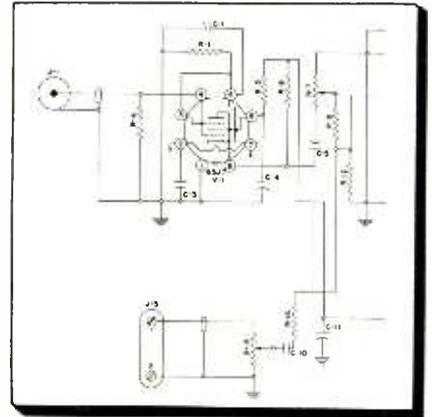
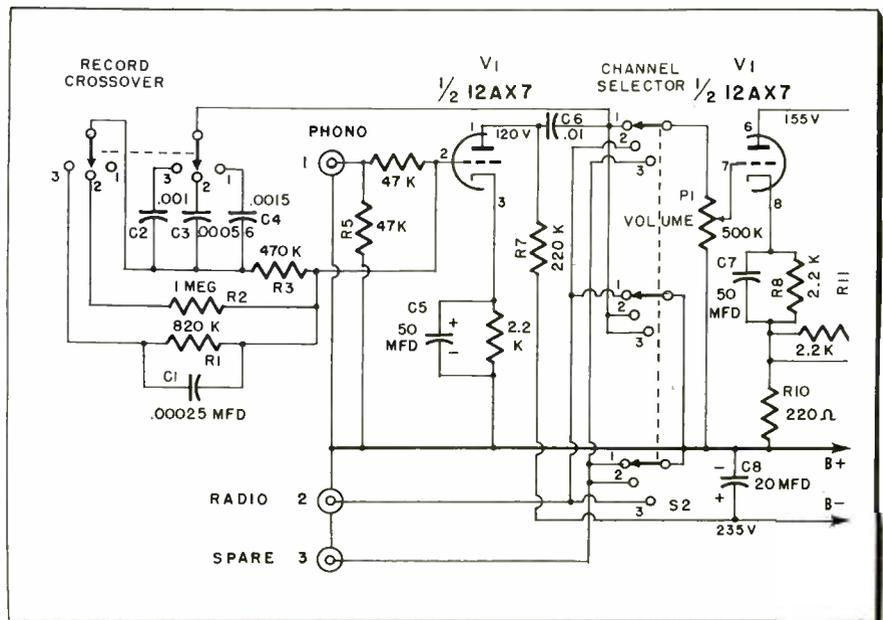


Fig. 2: Stromberg Carlson amplifier AU29 uses a 65J7 for mike input (J-1). J-3, the phono input, feeds the second stage. Circuit components are chosen for slightly lower element voltages on the tube and consequently slightly lower gain than the stage in fig. 1, which must handle the extremely low output tape head.

these stages and then the full benefit of such a method can be realized.

Where the tube is not at fault, it may be in a part, a connection, or in the socket itself. See that all leads (including point to point resistors and condensers) are short and preferably tight, so that vibration of the parts and leads is kept at a minimum. With a hot soldering iron, go over every joint in

Fig. 3: Altec Lansing remote-control-preamplifier with very low level input for magnetic pickup and a higher level input for radio tuner and one other piece of equipment. Only the magnetic pickup is fed into the first stage. Use of a miniature twin triode in this stage is typical of current equipment. Feedback is utilized even in the first stage to keep distortion at a very low figure.



Gain Audio Input Stages

Preamplifiers Present Problems of Hum, Noise and Microphonics

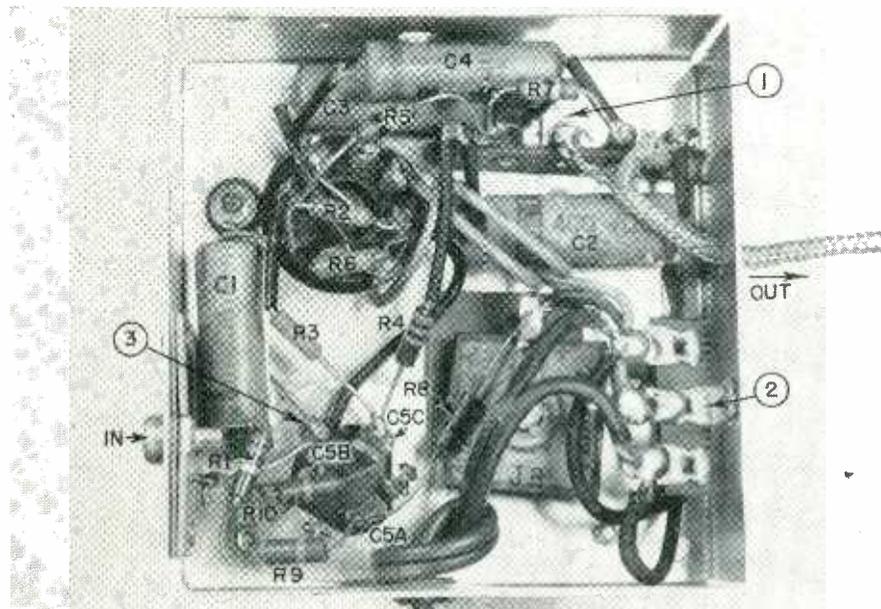


Fig. 4: Chassis view of GE preamp UPX-003, shown as typical of good layout practice in low level input stages. All grounds are connected to chassis ground at point 3 except the output cable shield (point 1) and the transformer center tap (point 2). Unit is completely isolated from the AC line by the power transformer and a good husky filter keeps down the hum. All leads are minimum length, filaments are dressed well away, and the 65C7 is shock mounted on rubber. Gain of the amplifier is 35DB at 1000 cps, with proper compensation for the LP characteristic. R1 can be varied for HF response.

this stage to make sure that there are no loose or broken solder connections. Give special attention to shields, and particularly if they go through a hole in the chassis or touch it in any way.

Most low level input stages utilize shock-mounted tube sockets. Where the socket is not cushioned, it may be checked and sometimes cured by filing off the top of the rivets and letting it hang by its own leads. This is, of course, assuming that there are enough, and strong enough leads to do this. This is more of a test technique than a repair, since it isn't a good idea to leave the socket in that condition permanently. "Floating" the socket will usually reveal the necessity for cushioning. To permanently shock-mount the socket, use long screws to bolt it back in place, and put a small rubber grommet over each one.

Microphonic-type noise sometimes results when the leads to the phono cartridge are reversed, or in other words, when the pickup arm (and sometimes the changer chassis, too) are connected to the hot side. This is quickly revealed by tapping the pickup and should not be confused with microphonics in the input stage.

Hum, noise pickup and sometimes detection of AM signals are common in input stages. Tube noise, evident when the gain is wide open, is usually brought about by low gain in the stage or re-

duced output from the signal source, making it necessary to run the gain wide open. That is, every tube has inherent internal noise which will be revealed when a low level, high gain stage is pushed to the limit. Some tubes, however, are noisy even under ordinary conditions and can be checked by substitution. Stage gain checks should reveal the reason for this particular type of noise (which we differentiate from "noise pickup").

Hum can be induced from filament leads and from heater-cathode leakage. Filament leads should, of course, be twisted, and kept away from the grid lead to the tube.

Sensitivity of the grid side is the reason why many of these input stages use grid-cap type tubes such as the 6J7. Where single ended tubes are used (as they are in most recent designs) lead dress with relation to the grid is much more critical.

When AC hum is suspected but is difficult to track down, the filament connections can be temporarily lifted off and DC put on the filaments. Either a socket-powered DC power supply or a filament-type radio battery (that is, capable of supplying adequate current) will serve.

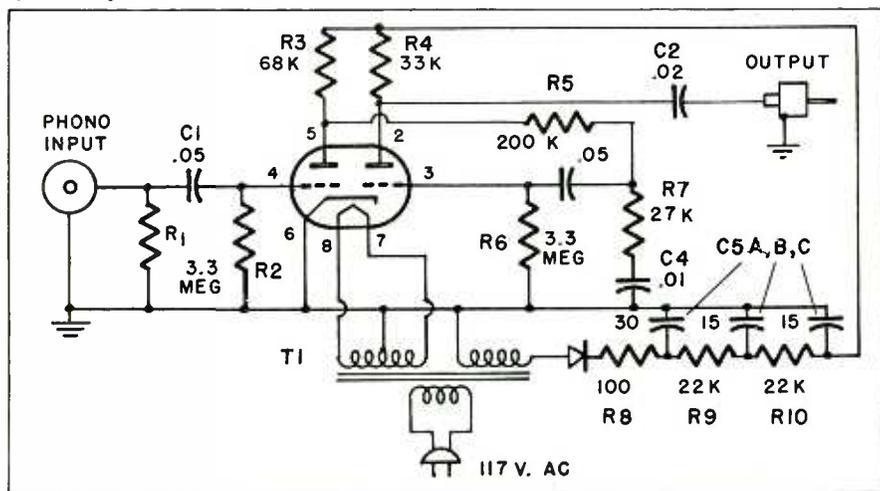
It is to avoid just this trouble that some equipment is already provided with a DC source for the filaments in low level stages. Such a supply can be added by the servicer if the customer will OK the expense.

In the case of a separate preamp for a GE-type pickup, haphazard placement of the unit may cause hum pickup from a phonograph motor or a power transformer. Relocating the preamp will quickly reveal this trouble. Faulty filtering in the preamp's B-plus power supply (in the case of a self-powered unit) or in the main equipment's power supply will, of course, put hum into the stage. In the latter case, the trouble usually wouldn't be confined to the input stage, and therefore would have been revealed in the grid-shorting test mentioned earlier.

Since this stage is more sensitive, however, B-plus to it should be adequately isolated by an RC filter. If one

(Continued on page 106)

Fig. 5: Circuit diagram of GE preamp, shown for better identification of the parts labelled on the photo of fig. 4.



Some Plain Talk about Making More Money

HOW WE CAN HELP

...with the **RCA Battery Line**

As Radio men, we can do it by working together

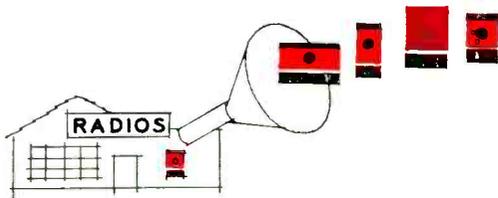
Here's how we'll help you build a more profitable business with **RCA BATTERIES**:



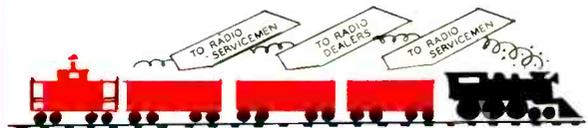
1 We will advertise you, the Radio Service-Dealer on national network radio and TV programs. We'll tell millions of listeners that you are best qualified to sell and install RCA Radio Batteries.



2 We will help you advertise for repeat sales on the RCA Battery carton. Millions of volume-type RCA Batteries will carry a printed message directing the user to come back to you for replacements. Below this message will be a space where you can stamp your own name with a personalized stamp which you may obtain from your RCA Battery Distributor.



3 We will continue to channel our principal battery distribution to you as a Radio Dealer and Serviceman which means that you get profitable repeat business with RCA BATTERIES.



4 We will continue to provide speedy, dependable service backed by the only nation-wide warehousing and distribution organization geared to the needs of the radio trade.

DOESN'T THIS MAKE SENSE TO YOU?

As a Radio man, you should handle the Radio Battery line of the Radio Company that wants to help you prosper. By doing this, you get extra help . . . four-way help. And you make more money. It's as simple as that.

for Local Radio Dealers and Servicemen:

YOU MAKE MORE MONEY

With the RCA line you get ALL THESE EXTRA BENEFITS, TOO

You get **TREMENDOUS BRAND ACCEPTANCE** . . . because RCA is the best-known, most-advertised name in the radio field. This means your battery sales are fast, easy, profitable with RCA.

You get **COMPETITIVE PRICES**. RCA Batteries are priced to sell against the toughest competition.

You get **TERRIFIC SELLING AIDS** . . . signs, banners, displays, kits, merchandisers that are unique . . . to mark your store as headquarters for RCA Batteries.

You get **RADIO-ENGINEERED BATTERIES** . . . power-packed for *extra* listening hours . . . and built to exacting standards of quality. They represent the combined skills of both battery engineers and radio engineers.

You get a **ROUNDED LINE** to fill virtually every portable and farm radio requirement. Seven popular types will fill about 80% of your needs. You cut down on stocking problems . . . are sure to have the right batteries on hand—at the right time!

Get started with RCA Batteries . . . NOW

Let us help you make this your banner year for battery sales. Call your RCA Battery Distributor right now. Get set with the *Radio Battery* for the *Radio Trade* . . . RCA. And *let us help you make more money . . . starting TODAY.*

Why YOU are so important to us.

You're in the *Radio Business*. So are we.

You're interested in promoting the sale and use of *Radio products*. So are we.

If you prosper, so do we!

That's why we channel our battery distribution to *you as a Radio outlet*.

That's why we advertise *you, the Radio-Service Dealer* on national radio and TV programs. That's why we help promote your store right on the actual RCA Battery.

*You're a Radio Man.
We're a Radio Company.
Let's prosper together!*



RADIO CORPORATION of AMERICA

RADIO BATTERIES

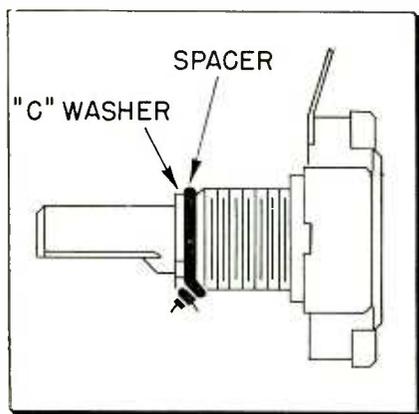
HARRISON, N. J.

Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

Noisy Volume Controls

Noisy controls can many times be temporarily repaired and freed from the "scratch" by applying more pressure from wiping arm to carbon ring. This may be accomplished by placing a spacer between the "C" washer and the



body of the control. A good spacer can be one strand of AC linecord wound once around the shaft and then the ends twisted. A slight pull on the shaft of the control will reveal sufficient space for this repair operation.—David Allen, Allen's TV, Radio & Appliance Co., 11034 So. Vermont Ave., Los Angeles, Calif.

TV Loudspeakers

A job that can make the customer happy and the serviceman prosperous is to put a better speaker on the TV set. Usually the set has a small one, and often poorly placed. A great improvement can be effected by installing a large, good quality speaker in an appropriate baffle. Many TV sets, however, have a field coil speaker. The best thing to do is to leave this speaker on the chassis (which saves you the trouble of redesigning the power supply) and install a switch in the voice coil leads so that either speaker can be used. Putting in a plug for the new speaker completes the job. The beauty of this arrangement is that, when servicing is required, the big speaker can be left in its cabinet, and the little speaker can be used during repairs.

Intermittent Noises

Don't bother to examine the TV set or radio in cases where the customer says that walking across the floor

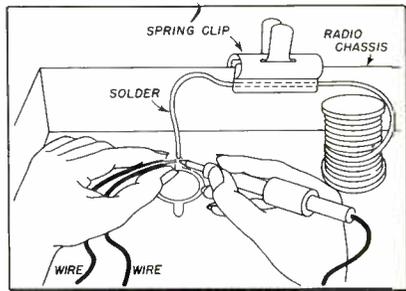
SHOP HINTS WANTED

Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, New York."

causes noise in the receiver. The trouble is in the house wiring, and may be due to grounded electrical feed wires, or lack of a ground for the entire lighting circuit. In some cases it is possible to eliminate the "noise" condition by moving the receiver to another location in the room.

Servicers "Third Hand"

Often on midget radios, it is impossible to make the usual mechanical joint first, before soldering, due to short leads or very tight quarters. In such cases, the lead (or leads) must be held in one hand, the soldering iron in the



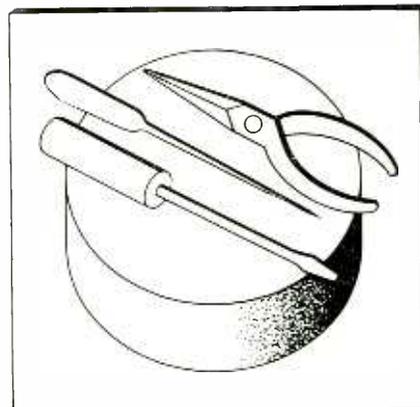
other, and a "third" hand is needed to feed the solder. The drawing shows how I use a spring clip as a third hand to hold the solder in exactly the right position.—J. Amorose, Amorose Radio, Route 4, Hungary Rd., Richmond, Va.

Phono Groove-Skipping

Before making any adjustments on a phono record changer where the complaint concerns the arm "sliding" across the microgroove record, use a small pocket level to determine whether or not the turntable is tilted. Sometimes it is necessary to raise the rear of the turntable slightly to eliminate "sliding," though, theoretically, it should be perfectly level.—Ed. Note: Obviously you should do this before removing the changer from console or table cabinet, and where possible, in the customer's home.

Small Tool Holder

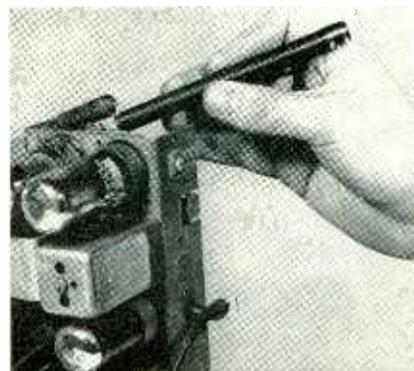
Take a magnet from an old PM speaker (or a couple of them), put it on the front of a test instrument or steel drawer, and park your small tools thereon: those miniature phono needle screwdrivers, scribes, etc. They'll be



out in plain sight, easy to grab, and not buried down in the bottom of a tool drawer or box.—F. C. Hoffman, Radio Doctor, 309 Harrison St., Kewaunee, Wisconsin.

Checking Condensers

Tubular condensers which intermittently open or short are often located by pulling or twisting the condenser leads. Such checking is more easily and safely done by use of a fiber align-

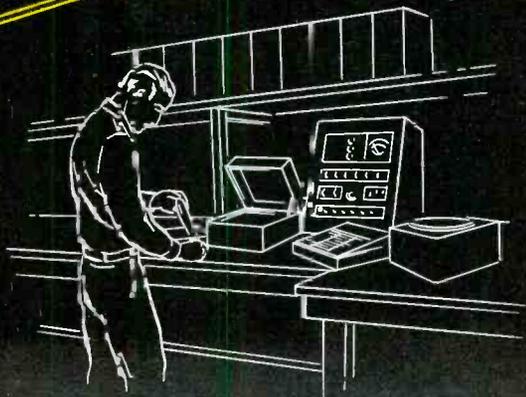


ing tool having a slot in one end. The slotted end may be slipped over the bare condenser wire and twisted without danger of shock.—H. Leeper, 1346 Barrett Ct., N.W., Canton 3, Ohio.

Goodwill on Portables

Whenever a portable radio is repaired, or batteries installed, a luggage name tag holder is attached to the handle of the portable, with the owner's name and address written in. In this way the customer gets
(Continued on page 102)

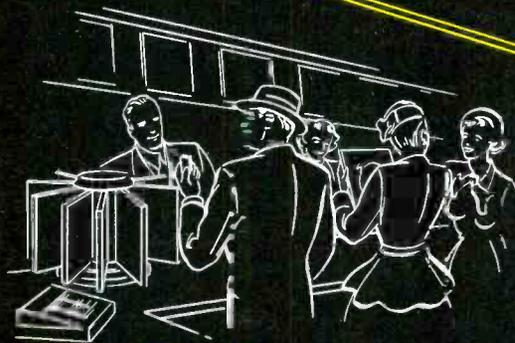
for the
component
parts
trade



PERMO



for
the
music
trade



Fidelitone



First Choice of Millions....

... AND LEADING MANUFACTURERS, TOO

BOTH
MADE BY

PERMO, INC.

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Chicago 26, Illinois

MANUFACTURERS OF "FIDELITONE", "PERMO-POINT", AND "PERMO" PRODUCTS.
LONG-LIFE PHONOGRAPH NEEDLES—RECORDING TAPE AND WIRE—RECORD BRUSHES



MANUFACTURERS LOOK TO START

Exhibits will unveil many new products designed for the coming UHF market

CONCENTRATED BUYING POWER AT THE 1952 CHICAGO SHOW

DATE May 19 through 22

PLACE Conrad Hilton Hotel, Chicago

Officially named "Electronic Parts Show" and conducted primarily for distributors, the Chicago show will give several thousand visitors their first glimpse of 1952 developments in the way of components, accessories, antennas, recording equipment, sound systems, test equipment, etc.—all available to the retail trade through distributing firms.

In many instances, the same or somewhat similar products will be used by unit manufacturers as initial equipment. In fact, many manufacturers of TV sets, radio, recorders, etc. are planning independent displays of new models in adjacent hotels and are timing their announcements to coincide with the parts show because it will have an unprecedented concentration of buying power.

For **THE GREATEST IMPACT ON THE BIGGEST MARKET, PUT YOUR ADVERTISING IN**

RADIO & TELEVISION RETAILING

CALDWELL - CLEMENTS, INC.

480 Lexington Avenue, New York 17 • PLaza 9-7880

RADIO & TELEVISION RETAILING • March, 1952

HUGE POTENTIAL IS BUILDING UP UNDER THESE INFLUENCES:

- ✓ Anticipated lifting of the freeze.
- ✓ Virgin markets in 1,250 UHF areas.
- ✓ Vast replacement market for sets and antennas.
- ✓ Trend toward second sets in homes.
- ✓ Lower prices; high spendable income.
- ✓ Easing of time payment regulations.
- ✓ Standardization on large size screens.
- ✓ Improvement in quality of TV films.
- ✓ West Coast origination of TV programs.
- ✓ Millions of homes still without TV.
- ✓ Presidential campaigns, conventions, etc.

TO ELECTRONIC PARTS SHOW NEW UPTURN IN TV AND RADIO

Uptodate Directory of Manufacturers will
meet nationwide need of new source-lists

THE CHICAGO SHOW ISSUE OF RADIO & TELEVISION RETAILING

*Including the only complete directory of
products for trade distribution.*

Traditionally a show-in-print, the Chicago Show Issue in May will highspot the show for the benefit of distributors who go to Chicago and also for the much greater group of distributors, retailers and service dealers who must stay at home to "keep shop" and therefore will learn about the show mainly from the pages of RADIO & TELEVISION RETAILING.

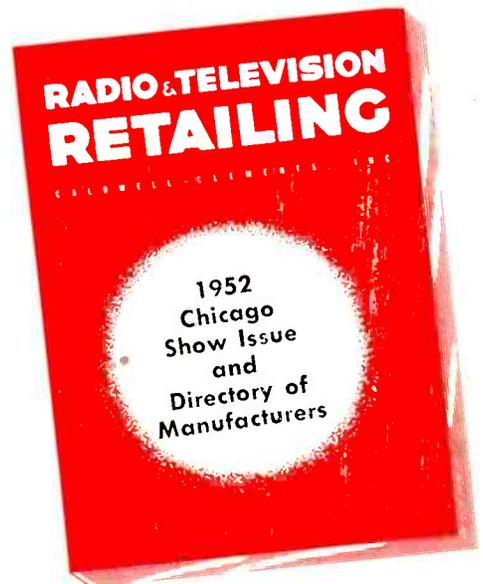
Whether at the show or at home, distributors will be quick to detect what's new . . . what's available . . . what lines to take on or drop . . . what lines to push hardest throughout the year. However, they are too busy to see everything on display. That makes the RTR Show Issue especially important to distributors and manufacturers alike.

The issue will have complete nationwide circulation and 2½ weeks' reading time before the show opens. During the show a special distribution will be made in the exhibition hall and display rooms. Many manufacturers will make

A DOUBLE APPROACH

- in person, at the show
- in print, in RTR.

CHICAGO 6
201 N. Wells Street Randolph 6-9225
LOS ANGELES 5
Chris Dunkle & Associates, 2506 W. 8th St., DUnkirk 7-6149



30,000 CIRCULATION

Including 27,000 retailers,
distributors and service dealers.

Pass-on circulation—150,000

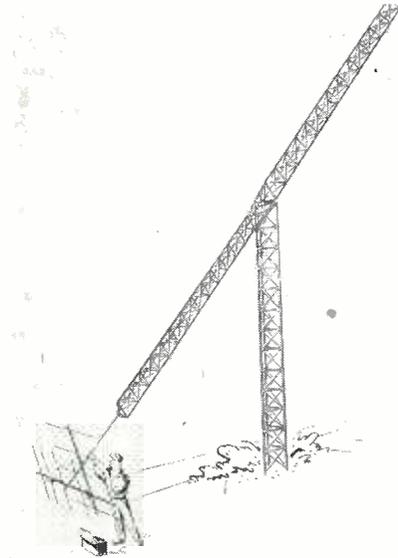
RTR's Many "Firsts"

- ☐ FIRST—in editorial leadership in every respect.
- FIRST—in dealer preference and trade acceptance.
- FIRST—in scoops on important aids to the functions of merchandising and servicing.
- FIRST—in the publication of receiver specifications, statistics, directories, etc.
- FIRST—in manufacturer and agency sponsored surveys.
- FIRST—in coverage of big merchandisers and large service dealers.
- FIRST—in its field in number of advertisers, advertising pages and dollar volume.

New TV Antennas and Parts

Tel-a-Ray TV TOWER

A new television tower that pivots in the middle and swings over to the ground for servicing is of steel angle and welded construction and guaranteed against weather damage. It is available in two models—a fifty-foot model for mounting in concrete in the ground and requiring no guy wires, and a 24-foot



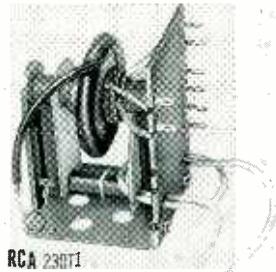
house top model. Both models incorporate the exclusive swing-over feature that permits the top of the tower to be lowered to the ground or roof. Field tests show that one man can raise or lower the tower in three minutes, the manufacturer says.—Tel-a-Ray Enterprises, Inc., Box 332, Henderson, Kentucky.—RADIO & TELEVISION RETAILING.

Jerrold TV TRAPS

A new line of high "Q" traps, designed for use between the TV antenna and receiver to eliminate adjacent-channel and FM interference are available in four models. Model TLB covers the low-band VHF television channels 2 through 6, from 54 to 88 MC. Model THB is designed to trap out adjacent channel interference on high-band TV channels 7 through 13, from 174 to 216 MC. Interference from FM stations is trapped by using Model TFM, covering the range from 88 to 108 MC. The fourth new Jerrold trap is designated as Model "T Special" and is custom built, on order, to eliminate interfering frequencies in any bands other than VHF television and FM. These traps, consist of bridged "T" networks with variable series and shunt inductance circuits. With both the series and shunt circuits tuned to the signal to be trapped, this undesired signal is attenuated by a minimum of 50 DB by the new Jerrold high "Q" traps, the maker states. The TV channel to be received is attenuated by a maximum of only 2 DB. Dealer price of each of the four traps is \$25.00.—Jerrold Electronics Corp., Philadelphia 46, Pa.—RADIO & TELEVISION RETAILING.

RCA HIGH VOLTAGE XFORMER

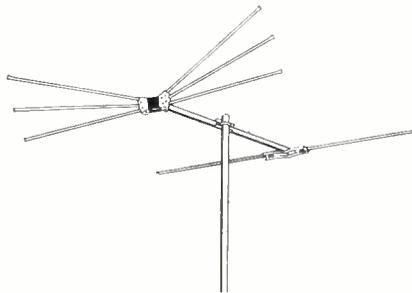
The new RCA-230T1 horizontal-deflection-output and high-voltage transformer is capable of providing a no-load output voltage of 18 KV. It is intended particularly for use with 20-in. and 21-in. picture tubes, such as the 20CP4 and 21AP4, having a horizontal deflection angle of 66°. Utilizing a ferrite core for superior performance, the 230T1 is designed for use with a single



horizontal-deflection amplifier tube 6CD6-G; a single, high-voltage rectifier tube such as the 1B3-GT; and the RCA-211D1 deflecting yoke. The 230T1 operates efficiently with a DC power supply of 290 volts, and provides full deflection of picture tubes having horizontal deflection angles of approximately 66° and operating at zero-load voltages of 18 KV.—Tube Dept., Radio Corp. of America, Harrison, N. J.—RADIO & TELEVISION RETAILING.

RMS ANTENNAS

The new antennas are Fantenna Model FA, and FringeMaster Models CVA and VA-100. The Fantenna is a new super-fan design providing high gain characteristics coupled with broadband characteristics. The antenna is a preassembled design for easier installation. Units are packaged also for double bay and four-bay operation. FringeMaster, Model CVA is a broad-



band, end-fired array that has exceptionally high gain on the high channels. Provision of extra long dipoles compensates for the gain on the low frequencies. The antenna comes preassembled. Models are also packed for two-bay and four-bay operation. For urban and semi-fringe reception RMS offers a similar structural version in the FringeMaster Jr., Model VA-100. This antenna is adaptable to the ultra-highs.—Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.—RADIO & TELEVISION RETAILING.

Tricraft INDOOR ANTENNA

The new Tricraft antenna is said to afford excellent reception on Hi and Lo bands. Covered in attractive two-tone leatherette, it can blend with any tele-



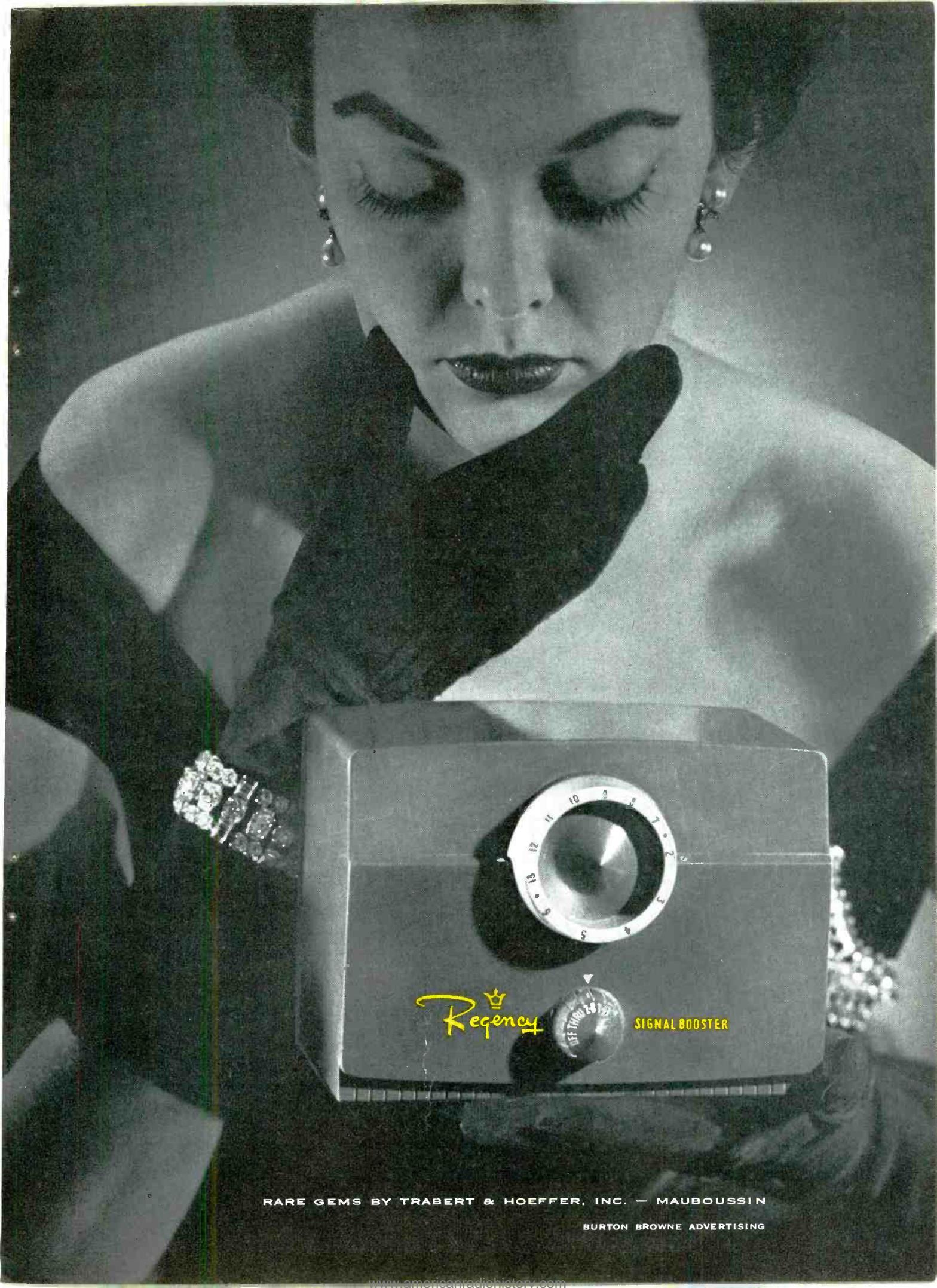
vision set. There are no unsightly wires, since the lead wire is concealed. The Tricraft Indoor Antenna is sold through jobbers only, at a list price of \$9.95.—Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Alprodcro ROTATOR KIT

A new rotator adaptor kit, designed to make possible the installation of any commercial antenna rotators on its antenna towers, has been announced. The kit consists first of an adaptor mounting plate, predrilled to accommodate any well-known rotator, upon which the rotator is mounted. This is placed within the framework of the tower itself. A ten-foot mast pole is provided to connect the antenna to the rotator; this pole is held securely within a 24-



inch bearing, third component in the kit. Lastly, a three-piece mast kit is included, affording the rigid support necessary to keep the mast pole bearing in place. It eliminates costly rotator repairs by giving maximum protection to the rotator. All of the wind thrust is absorbed by the tower. Additional information and literature may be obtained by writing to the manufacturer, Alprodcro Inc., Kempton, Indiana, Mineral Wells, Texas, or Dublin, Georgia.—RADIO & TELEVISION RETAILING.



Regency

SIGNAL BOOSTER

RARE GEMS BY TRABERT & HOFFER, INC. — MAUBOUSSIN

BURTON BROWNE ADVERTISING

New Audio Components

University LOUDSPEAKER

A new 12" wide range, wide dispersion cone speaker, the Diffusicone-12, features a dual concentric apex horn, which both extends the high frequency response to over 13,000 cps, and disperses these normally beam-like frequencies uniformly throughout the listening area. Other features include the University 1½ lb. W shaped gold dot Alnico V magnet. The unusually high 30 watt power rating is due in



part to the use of a 2" voice coil wound on a special duralumin suspension. Of special interest to the service technician and custom installer will be the exclusive "Bi-sectional" construction of the Diffusicone-12, which enables replacement of either the entire basket/diaphragm assembly or the magnet mechanism in the field. A specially prepared catalog sheet, together with complete cabinet prints are available on request by writing directly to University Loudspeakers, Inc., 80 South Kensico Avenue, White Plains, N. Y.—RADIO & TELEVISION RETAILING.

Daven OUTPUT METER

The new Daven 50 watt, type OP-961, Output Power Meter has been especially designed to read power or impedance accurately at all impedances over the audio frequency range. This meter has a maximum power rating of 50 watts. With an impedance adjustable over a range of 40 steps from 2.5 ohms to 20,000 ohms, the instrument will



measure 50 watts in steps of 0.1 milliwatts. It is also calibrated to measure decibels, from -10 db. to plus 47 db. Over a range of 20 to 15,000 cycles, the readings can be relied upon within 2%, since changing network remains essentially resistive at audio frequencies, and the meter multiplier network has a constant impedance at all frequencies. Further information may be obtained by writing to the Daven Company, 191 Central Ave., Newark, N. J.—RADIO & TELEVISION RETAILING.

Rek-O-Kut PHONOGRAPHS

The "Rhythmster" and the "Recitalist" are portable 3-speed amplified record players of high fidelity design, the former being equipped with a continuously variable speed turntable and the latter with a 3-speed turntable. The 10-watt amplifier is equipped with a 4-position frequency response selector and three inputs, for radio, phono and mike. An 8-inch Alnico V PM speaker is incorporated in the units. Net prices, with crystal pickups, are \$229.95 for the Recitalist and \$269.95 for the Rhythmster. With magnetic pickups they are \$249.95 and \$289.95 respectively. Rek-O-Kut Co., 38-03 Queens Blvd., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Brociner PREAMPLIFIER

Model A-100 high-quality phonograph preamplifier-equalizers are said to offer exceptional flexibility and accurate compensation for finest record production. They are now supplied with handsome brushed-brass designation plates for front-of-panel mounting that indicate the settings required by different types of records. Correct equalization is provided for all makes of microgroove records as well as for the older 78 RPM discs. Included are the original Colum-



bia LP curve and the characteristic used by RCA-Victor on LP's and 45's. The AES (Audio Engineering Society) recommended playback curve is obtained with one of the indicated dial settings. The features include: low hum and noise level—more than 50 db below signal with 10 mv input (GE variable reluctance pickup); 40 db maximum gain at 2000 cycles (input voltage multiplied 100 times); output cable can be extended to 30 feet without loss. List prices: Model A100—\$55.00, Model A100P—\$83.33.—Brociner Electronics Laboratory, 1546 Second Avenue, New York 28, N. Y.—RADIO & TELEVISION RETAILING.

Audio POWER CALCULATOR

The "Audio Rule" is a circular pocket calculator designed to simplify problems encountered in audio work. It shows resistor values for T-pads and bridging T-pads of various losses, values for grid potentiometers, for minimum loss pads of various impedances, power in watts and volts across 600 ohms for levels of 1 to 50 DBM. In addition it contains a simple circular slide rule for figuring voltage ratios, squares, square roots, etc. Price is \$3.00 net. Audio Equipment Sales, 153 W. 33rd St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Astatic PHONO CARTRIDGES

The "Twin CAC," a turnover cartridge, is described as two complete cartridge assemblies, mounted back to back, on a common plate. Two reasons are given for the excellent reproduction claimed for the new unit. Interaction between the two needles is said to be entirely eliminated. While previous designs required a compromise of quality because, if output and response characteristics were made ideal for one record type, then reproduction on the other side suffered. With the Twin CAC, the ideal conditions are established independently for each side, without necessity of compromise, it is claimed. The new Astatic design requires a unique switching device in that, as the turnover knob is operated, the side which had been playing automatically disconnects and the side to be used makes connection with the amplifier phonograph input. Output of the Twin CAC is 0.8 volt at 1 KC. The frequency range is 30 to 11,000 cycles. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

ACA PORTABLE TAPE RECORDER

The Magnemite is a battery-operated portable tape recorder-playback unit, weighing only 9¾ lbs. and measuring 11½ x 8½ x 5½ inches. The high gain amplifier, which requires no preliminary warm-up, will pick up a normal speaking voice 100 feet from the microphone. The spring wound motor will run 15 minutes on a single winding, and may



be rewound during operation. The Magnemite operates from self-contained dry batteries which last 100 hours without replacement. At the tape speed of 1⅞ inches per second with a frequency response to 3000 cycles, two full hours of recording time can be accommodated on a single 5 inch reel. A complete description, including specifications and price may be obtained by writing to: Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

More New Products
Elsewhere In This Issue



How come you sell so many picture tubes, Sam?



"I'm using the CBS-Hytron Easy Budget Plan, Joe. My CBS-Hytron distributor gave it to me."

"Tell me more."



"Well, CBS-Hytron's Plan helps me sell TV picture tubes and service to many a customer who just doesn't have \$50 cash. Now I make sales I'd lose otherwise. My customer pays for the job painlessly a few dollars a month. Yet I get my cash right away — and can discount my bills with my distributor."

"Fine! How does it work, Sam?"



"Simple. I introduce my customer to the finance company authorized by CBS-Hytron. The finance company does the rest. Acts as my credit department to secure me against losses. Takes care of all the details . . . paper work, collections, etc. My customer gets his tube and I get my cash — at once."

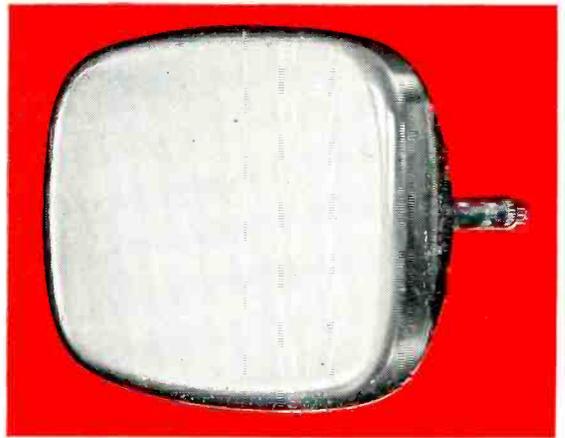
"That's swell, Sam. Now I can see why you always have plenty of working capital."



"That's right. And talk about service! This CBS-Hytron Easy Budget Plan has even brought me immediate cash from old accounts I'd written off as bad debts. CBS-Hytron is perfectly willing, too, that my regular budget loans include my service work and other components besides CBS-Hytron tubes. I owe my CBS-Hytron distributor a vote of thanks for letting me in on this wonderful Plan."



"Fair enough! I've sure been losing sales I shouldn't, Sam. I need the CBS-Hytron Easy Budget Plan. CBS-Hytron tubes are tops, too. Thanks for the tip. I'll see my CBS-Hytron distributor today."



SAVE THE SALE No need for you to miss a single profitable picture-tube sale . . . just because your customer does not have the cash. Get the details on this original CBS-Hytron service for you. See your CBS-Hytron jobber . . . or mail this coupon . . . today!



MAIN OFFICE: SALEM, MASSACHUSETTS



HYTRON RADIO & ELECTRONICS CO.
SALEM, MASSACHUSETTS

Please rush me details on the CBS-Hytron Easy Budget Plan.

NAME.....
(Please print)

STREET.....

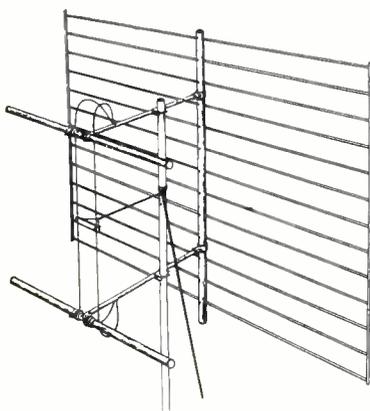
CITY..... STATE.....

Television Technician

Section of RADIO & TELEVISION RETAILING

Gonset TV ANTENNA

Radarry model C is designed to operate on all present TV channels. Through the use of large diameter dipoles and a large (8 ft.) non-resonant reflector screen, it has been possible, the maker states, to obtain broad-band characteristics greatly superior to those obtainable with conventional dipoles and resonant reflector elements. On the high band the array functions as four half-wave dipoles in phase, spaced $\frac{3}{4}$ wave ahead of the reflector screen. On



the low band, shorted stubs across the dipole elements lower the fundamental resonant frequency and at the same time provide a good impedance match on the low channels. These stubs are quarter wave resonant on the high band and therefore have negligible effect upon high band operation.—Gonset Company, Burbank, California.—RADIO & TELEVISION RETAILING.

TVD TELEVISION FILTERS

"Vision-Ease" television glare filters are said to relieve eye-strain, intensify contrast and improve definition of TV pictures. Filters are supplied with double face adhesive to simplify attachment to TV receiver. Filters are individually packaged in attractively illustrated box to increase point-of-sale appeal. Sizes from 10" to 21". T.V. Development Corp., 2024 McDonald Ave., Brooklyn 23, N. Y.—RADIO & TELEVISION RETAILING.

JFD "JET-TENNA"

The "Jet-Tenna" snaps into place—ready for immediate installation. Termed an "umbrella action" antenna, the "Jet-Tenna" operates on precisely that principle. The item is a conical antenna with a fan front and a single reflector. Each dipole element has a 35° tilt for higher forward gain. The aluminum crossarm, too, is square for greater rigidity against wind and rain. The construction of the JFD "Jet-Tenna" is all-aluminum. Information on the "Jet-Tenna," JFD Model No. Q660, may be obtained by writing JFD Manufacturing Co., Inc., 6101 16th Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Telematic IGNITION FILTER

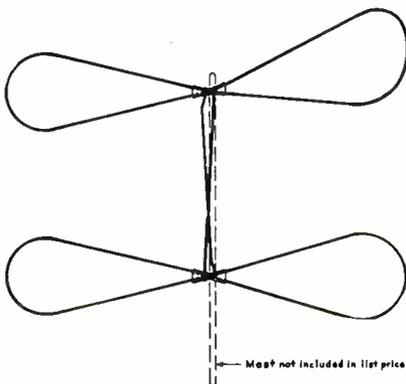
The new ignition filter, WT-28, is designed to eliminate or reduce ignition interference from TV receivers. This unit is an antenna feeder filter tuned to ignition frequency peaks and consisting of resonant shunt inductance and series line capacitance offering extremely high attenuation of ignition interference. The Telematic ignition filter is housed in a compact shielded case. It can easily be installed at the antenna terminals of the TV receiver.—Telematic Industries, Inc., 1 Joralemon Street, Brooklyn, New York.—RADIO & TELEVISION RETAILING.

Perco TV LIGHTNING GUARD

Lightning guard for TV installations consists of a 6-foot length of 15-amp twin lead which corresponds in impedance and attenuation to regular twin lead, but which has a fusing point 40% lower so that it will act as a lightning protection both for the TV receiver and the rest of the down-lead. For complete information and specifications, write the manufacturer, Precision Electronic Research Co., Garland, Texas.—RADIO & TELEVISION RETAILING.

Telrex CLOVER-V-BEAM

The improved array is compactly folded, completely preassembled and speedily rigged by tightening two nuts. The unusual characteristics of the "Clover-V-Beam" derive from the application of transposed co-linear elements in conjunction with stacked closed loop "Conical-V-Beam" dipoles. In operation, the interconnecting rods load the dipoles for low frequency channels and serve as transposed $\frac{1}{2}$ wave transformers at the high channels. Due to its



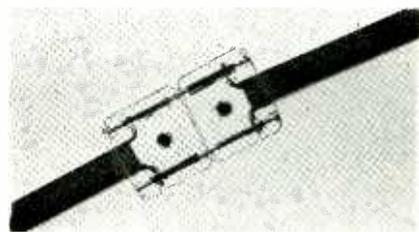
flat impedance characteristic and absence of lobe splitting, the "Clover-V-Beam" displays exceptional high gain and high signal-to-noise ratio over the entire TV and FM bands, the maker states. Weighing less than 24 ounces and having a lateral displacement under 5 feet, it offers negligible wind resistance, minimum ice loading and small down thrust. As an outdoor antenna it is easily mounted without elaborate supports and usually without guying. The improved "Clover-V-Beam" lists at \$4.75. Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

B-T TV DISTRIBUTION UNIT

The new two-outlet distribution amplifier, featuring two isolated TV set outlets and a through line output, can be used in master antenna systems of any size or as a complete system for the two set home. Providing full electronic isolation and amplifying all-channels simultaneously to each TV set, these units may be used in a series by interconnecting them with 75 ohm line. Employing two 6BC5 tubes, Model DA2-1-M amplifies all channels without loss to each TV set outlet and in addition has correct impedance matching at each terminal for 75 and 300 ohm lines. Maximum input and output signal voltages are .5 on 75 ohms and 1.0 volt on 300 ohms. Model DA2-1-M lists at \$39.50.—Blonder-Tongue Laboratories, Inc., 38 North 2nd Avenue, Mt. Vernon, N.Y.—RADIO & TELEVISION RETAILING.

Insuline TWIN-LEAD CONNECTOR

Rapid connecting and disconnecting of flat twin-lead television wire is made possible by this new connector. Made of low-loss transparent plastic, the connector consists of two separable sections each an inch square and $\frac{1}{4}$ inch thick, with solderless screw type ter-



minals on the plug and jack members. Introduction of the connector into the line does not change the latter's characteristics. This item carries the Insuline catalog number 6172.—Insuline Corporation of America, 3602 35th Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

Phillips RHOMBIC ANTENNA

The Phillips "DX-er" is a new rhombic type antenna designed for TV. The new antenna has been extensively field tested in fringe areas with notable success, the maker states. The broad band characteristic of the Phillips DX-er is said to give gains of over 5-to-1, with the response being quite flat over the entire frequency spectrum, channels 2 to 13. Due to its exceptionally high directive quality, the DX-er has maximum forward gain and a low signal-to-noise ratio. Maximum directivity is 20°, which is excellent in reducing ghosts and side pickup. Front to back ratio, when properly terminated, is 12-to-1. It is a non-resonant antenna and can be used with any of the following feeder lines, 72,150,300 ohm and 500 ohm open line, with negligible loss. Literature on this new antenna is available on request from manufacturer. Roger-Phillips Research Laboratories, 711 N. Lake Ave., Pasadena 6, Calif.—RADIO & TELEVISION RETAILING.

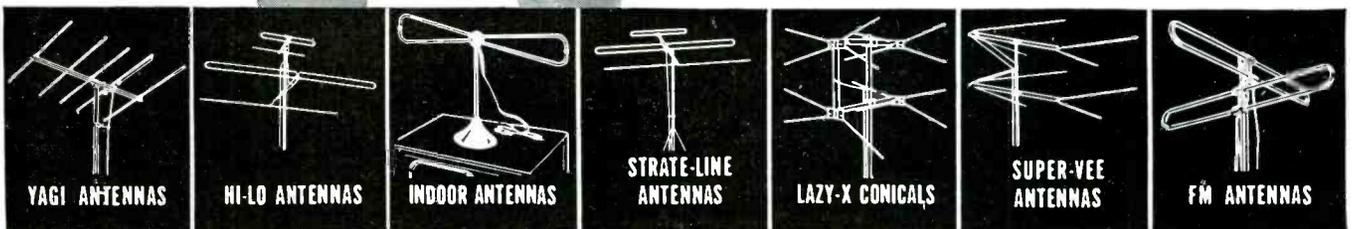
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but the RADIART ANTENNA LINE has EVERYTHING

From conicals to yagis . . . from indoor "rabbit-ears" to hi-los and strate-lines — RADIART has everything **good** to be had in antennas! There's nothing missing in your antenna "picture" when you handle RADIART because there is a type and model for every need . . . quality engineered for peak performance . . . and made to outlast them all! GET RADIART — because it means you've got the best!

AND . . . don't forget our quality antenna accessories . . . like the "hottest" lightning arrestor on the market . . . the "SPEE-DEE" chimney mount . . . and our famous TELE-ROTORS!



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Miss Electric Housewares!



Marjorie Adams, of Chicago who was selected Miss Electric Housewares for 1952 at the Housewares Show

In Blackstone Sales Post

Vincent J. Stanley becomes district sales manager for Blackstone Corporation, Jamestown, New York, manufacturers of home laundry equipment. The territory covered will be the Rochester, New York trading area. His headquarters will be in Rochester. The firm also announces the appointment of the Kleb Distributing Company, 110 W. 18th St., Kansas City, Missouri. They will replace the Star Distributing Co. The territory covered by this distributor will comprise counties in eastern Kansas and the northwestern section of Missouri.

Lewyt Promotes Zachary

Allan T. Zachary has been appointed director of publicity for the Lewyt Corporation, it was announced by Walter J. Daily, vice-president, vacuum cleaner division.

New IH Refrigerator Line

Eight new refrigerator models have been put on the market by International Harvester Co. The units feature "Tri-Matic" defrosting.

Bendix President Flanked by Group of Top Retailers



It's not surprising that these men look happy. In the center is Judson S. Sayre, president of Bendix Home Appliance Co.; surrounding him are dealers whose sales were among the highest in eastern Pennsylvania, southern New Jersey and Delaware State for the last half of 1951. They are, left to right: I. W. Goldberg, owner of the Bridgeton, N. J., electrical home appliance company of that name; Harry Marker, owner of his own company in Philadelphia; Joseph Fridkin, president of Cobbs Park Electric Co., Philadelphia; and Lewis Benson, vice-president and general manager of Vic Hendler, Inc., of that city. The photo was taken at Hollywood Beach Hotel, Hollywood, Fla., where 300 electrical appliance retailers were guests, for this entire week, of the Raymond Rosen Co., of Philadelphia, distributor for the above-named regions.

L, F & C Announces New Distributor Appointments

Landers, Frary & Clark, New Britain, Conn., announces the appointment of the following distributors of its entire line of Universal home cleaning equipment including the Universal Jet 99: The Arizona Hardware Co. of Phoenix, Arizona, in the entire state of Arizona; Broome Distributing Co., 221 Washington St., Binghamton, New York, for the Binghamton trading area; Forster Distributing Co., 1122 Harmon Pl., Minneapolis, in Minneapolis and the Duluth trading areas; Miller Electric Co., 11 Hopper St., Utica, New York, in the Utica trading area; Ray Roberts, Inc., 3139 Olive St., St. Louis, in the Missouri and South Illinois trading areas; Supplee-Biddle-Steltz Co., Philadelphia, in metropolitan Philadelphia and south New Jersey trading areas; Graybar Electric Co., 900 Ridge Ave., Pittsburgh, in Pittsburgh, Youngstown, Ohio and Wheeling, West Virginia trading areas; Graybar Electric Company, King and Occidental Sts., Seattle as distributors of its entire Universal line of home cleaning equipment in Washington, Oregon, northern Idaho, western Montana, and northern Wyoming; Graybar Electric Co., Detroit, in the Detroit trading area, and the Larson Co., 806-10 N.P. Ave., Fargo, North Dakota.

Rees and Skobow in Top Posts at Coolerator Co.

Election of Gregory L. Rees as president and Stuart W. Skowbo as executive vice-president of The Coolerator Company, manufacturing associate of International Telephone and Telegraph Corporation in Duluth, Minnesota, has been announced. The Coolerator Company was purchased by IT&T from the Gibson Refrigerator Company in July 1951, its acquisition marking another step in the planned diversification of IT&T's manufacturing activities in the United States and the export field. Coolerator markets a complete line of refrigerators, home freezers, and electric ranges.

Three New Wringer Washers In General Electric's Line

Three new washers, to comprise the General Electric wringer washer line for 1952, have been announced by C. E. Anderson, manager of the home laundry equipment department. The deluxe model, AW-472 can take a load of ten pounds of dry clothes and 19 gallons of water and has an "instinctive" wringer. When the wringer is in operation, a push or pull on it (or tug on the clothes going through) will stop the rolls.

Also designed as a deluxe unit, but in the medium price field is the AW-372. This washer has a tub capacity of 8 pounds of dry clothes and 17 gallons of water. Features of its construction are one-control wringer, adjustable timer, and finger tip wash and drain control levers. Designed for the popular price field is the AW-172. Like the other models, washing is by agitator action. The wringer is of the one-control type with self-adjusting rolls and a pressure release bar.

Recommended national retail prices on the new models are as follows: AW-472, \$199.95; AW-372, \$174.00; AW-172, \$158.25.

New Youngstown Catalog

A new, 24-page Youngstown Kitchens consumer catalog is now available for dealer use. It features kitchen photographs in full color, and illustrates all the cabinet sinks, wall, base and utility cabinets in the Youngstown Kitchens line. Sections of the book are given to the Jet-Tower electric sink and automatic dishwasher and the food waste disposer. Kitchen planning is discussed and basic kitchen arrangements are illustrated. The use of standard units to create special kitchen ensembles is also shown. Eight accepted and approved methods of financing a kitchen purchase are described in the catalog.

Heads GE Sink & Cabinet Dept.

Harold T. Hulett has been appointed general manager of the electric sink and cabinet department, it has been announced by Clarence H. Linder, general manager of the major appliance division of General Electric Company. In this position, he succeeds Charles J. Enderle, whose appointment as assistant to the manager of marketing of the major appliance division was announced at the same time.

Chrom-Ever VENTILATING FAN

New casement window ventilator is adjustable so that it will fit the majority of casement windows now on the market. It has a 10" aluminum blade designed by the firm especially for casement window application. The frame is made of steel with a gray metallic finish. The patented reversible feature is the same as that used in the complete line of Chrom-Ever ventilators. The list price is \$24.95. Chrom-Ever Co., 1150 Broadway, N.Y. 1.—RADIO & TELEVISION RETAILING.



IMPORTANT ANNOUNCEMENT TO SERVICE DEALERS!

Your used
PICTURE TUBES are
 now worth **\$2.25 to \$5.25**

Sylvania Tube Distributors offer trade-in allowance on more than 40 picture tube types . . . of any make.

Here's the best picture tube news you ever heard. It's the Sylvania GLASS ALLOWANCE PROGRAM. You can make \$2.25 to \$5.25 more on every picture tube you sell.

You also protect your reputation by installing only new, fully guaranteed Sylvania Picture Tubes in your customers' sets. The process is simple! No strings attached!

Here's all you do!

1. Return old picture tubes to your Sylvania tube distributor. Sylvania has made it possible for him to give you a GLASS ALLOWANCE CREDIT of from \$2.25 to \$5.25 per used tube on the purchase of any new Sylvania picture tube.
2. Return tubes may be of ANY MAKE but must be types shown on the suggested Sylvania Glass Allowance Price List. (See list below.)
3. Returned tubes must be under vacuum and free from chips, scratches, etc.
4. New tubes purchased need not be the same as those returned. You may choose any type Sylvania has for sale.

Sylvania reserves the right to change cash values or tubes shown on the suggested Glass Allowance Price List. SO ACT NOW. Take your used picture tubes to your Sylvania Dis-

tributor . . . TODAY! For further details call your Sylvania Representative or Sylvania Electric Products Inc., Glass Department, Seneca Falls, New York.



Here's your Suggested Glass Allowance PRICE LIST

(Clip this list and keep it handy)

12KP4A	\$2.25	17AP4	\$2.25	20CP4	\$4.25
12LP4A	2.25	17BP4	2.25	20CP4A	4.25
12VP4A	2.25	17BP4A	2.25	20DP4	4.25
		17BP4B	2.25	20DP4A	4.25
16JP4A	3.25	17FP4	2.25	20FP4	4.25
16KP4	3.25	17FP4A	2.25	20GP4	4.25
16KP4A	3.25	17HP4	2.25	20HP4	4.25
16LP4A	3.25	17JP4	2.25	20HP4A	4.25
16QP4	3.25	17KP4	2.25	20JP4	4.25
16RP4	3.25	17LP4	2.25		
16TP4	3.25	17QP4	2.25	21EP4	5.25
16UP4	3.25	17RP4	2.25	21EP4A	5.25
16XP4	3.25	17SP4	2.25	21FP4	5.25
16ZP4	3.25			21FP4A	5.25
				21KP4	5.25
				21KP4A	5.25

SYLVANIA



RADIO TUBES, TELEVISION PICTURE TUBES, ELECTRONIC PRODUCTS, ELECTRONIC-TEST EQUIPMENT, FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES, LIGHT BULBS, PHOTOLAMPS, TELEVISION SETS



*Meet
Mr. 'Yellow Pages'*

He's the Classified Directory Representative of the Telephone Company. He'll be coming around to see you.

He can prove to you that advertising in the 'yellow pages' pays. He is familiar with all types of retail establishments in the community, has a good knowledge of the shopping habits of the people and knows a lot about their buying habits. He can offer valuable suggestions for helping you reach more prospects economically.

Watch for the Directory Representative. He's helped hundreds of dealers in many lines build their businesses. Let his knowledge and experience get more sales and service orders for you.

Electric Ranges

Preway - -

(Continued from page 64)

luxé, \$199.95, same as preceding model but has no clock nor deep-well cooker. 50391 is an apt. size range at \$159.95; has four surface units, automatic oven light, large storage drawer, automatic light for surface units; large oven (17" wide, 20" deep, 14" high). 4931, \$149.95, is a divided top, 4-unit range, with a service drawer and storage compartment. Oven is 14" high, 18" wide and 19" deep. 5-way heat switches for surface unit, and appliance outlet. Large Preway ranges are 38" wide.

WESTINGHOUSE: AC-774 is a new double-oven 40-inch range; it has 4 surface units including a two-level speed cooker; color-glance surface controls, single-dial color oven controls, minute-minder, built-in timer, 2 automatic appliance outlets, oven signal lights, 2 storage drawers. BC-72, has same features as AC-774, but has one oven. DBA-74, \$299.95, has 4 surface units, including two-level speed cooker, built-in electric timer. "Tel-A-Glance"



Westinghouse Model AC-774

controls, oven control, 1 automatic appliance outlet, oven light and minute timer. 3 storage drawers. EBA-74, \$259.95, is a full 40-inch range with 3 surface units plus one deep-well cooker and unit; has built-in timer, automatic appliance outlet. "Tel-A-Glance" controls, oven control, oven signal light; accessory warmer unit at extra charge. EB-74, is a 40-inch range has features of preceding model, but does not have electric timer. GBA-641, is a 38-inch range selling at \$179.95; has "Tuck-Away" space for kitchen stool or wastebasket; has 3 surface units, one deep-well cooker and unit, storage drawer, "Tel-A-Glance" controls, appliance outlet; light and automatic timer optional.

Radios' Master at \$1.95

The 16th edition of Radios' Master, buying guide, is now available through parts distributors at the special price of \$1.95. According to the publishers, 90% of the parts and equipment manufacturers catalog their products. Prices are list, with confidential code for those entitled to trade discounts. Over 7,000 illustrations and about 75,000 items are featured. Information from United Catalog Publishers, 110 Lafayette St., N.Y.

FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE



*Greatest in demand
Greatest in service*

Insist on **N**ational **V**ideo **C**orp.

TELEVISION REPLACEMENT TUBES

Demand the
N.V.C. trade mark
on every picture tube.



over
1,000,000

Television Tubes Already Produced

In more than a million sets you will find a National Video Corporation tube in active service — every one delivering a clearer, brighter, better picture. Designed to meet the service man's exacting requirements and interchangeable in every standard set.

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Write for name of Distributor nearest you
3019 West 47th Street, Chicago, Ill.

Three plants with over 17 acres of co-ordinated machinery and personnel, producing the world's finest television picture and receiving tubes.

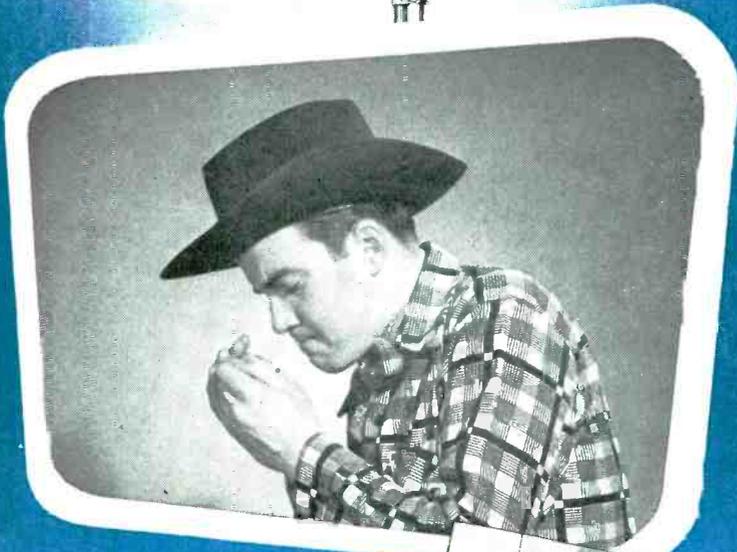
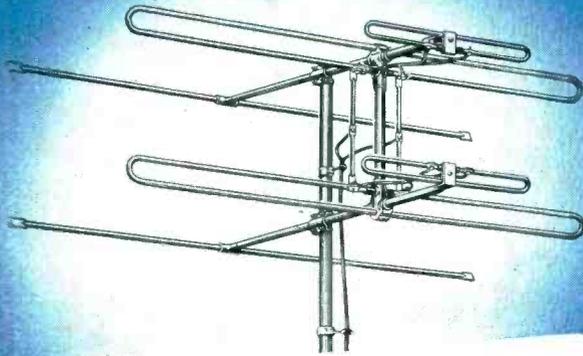


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901 W. Huron St. Chicago



AMPHENOL

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Book



... contains information never before available in a concise, readable form. It presents a complete discussion of the factors and conditions which affect television reception and the reasons for good TV pictures. The one single factor which contributes the most to Better TV Picture Quality is the television antenna. The best and most expensive TV set can present a picture no better than that received by the antenna.

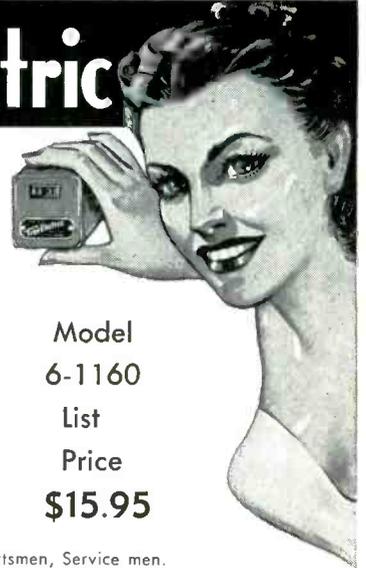
This book gives a detailed discussion, complete with illustrations and graphs, of the various types of antennas, their characteristics and performance under given conditions. In addition, the book contains information on the problem of coordinating the antenna with the location.

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Trav-Electric



**MIGHTY
MIDGET
CONVERTER**

2 1/2" x 2 1/2" x 3 1/2" Converts 6 volt D.C. to 60 cycle A. C. 40 Watts, 110 volts. Just plug in cigar lighter. Fully Guaranteed. Trav-Electric operates small Radios, Electric Shavers, Phonographs, Small Electric Soldering Irons, Small Dictating Machines. Popular with Salesmen, Truckers, Sportsmen, Service men.

Model
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List
Price
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Trav-Electric Sales prove its popularity Small inventory, good turnover, fine profit. Write for details today.

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**Handle
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TV Wrapabout

Protect those radio and television sets during delivery, during warehouse handling, during servicing. Wrapabout protection is complete . . . sets are covered with heavily padded, water-repellent canvas. Soft flannel lining never scratches. All four versatile Wrapabouts are easily adjustable. With just a small assortment you can handle any make, model or size TV set manufactured. In efficiency for you, in satisfaction for your customers, Wrapabouts pay for themselves many times over.



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Coumont RTMA Service Manager

Glen McDaniel, president of the Radio-Television Manufacturers Association, appointed Albert Coumont, formerly sales manager, Electronics Section, International General Electric Co., Inc., as RTMA service manager. The position was created by the RTMA board of directors early last Fall to coordinate the association's activities aimed at improving industry practices and policies on TV set servicing. The post previously was held by E. W. Merram on a temporary basis. One of the first tasks to be undertaken by Mr. Coumont will be to promote training courses for service technicians in the nation's trade and vocational schools. A recommended agenda for a training course has been prepared by the RTMA service committee, under chairman R. J. Yeranko, of the Magnovox Co., and has been distributed among the trade and vocational schools.

Admiral Price Includes TV Base

The \$349.95 list price of Admiral's 521M16 and 521M17, newly-introduced 21-inch TV receivers with built-in AM radio, includes a matching base, according to W. C. Johnson, vice-president-sales. This will enable dealers to promote the 1952 set as a 21-inch consolette at the price of the table model alone, he said.

New Magnavox Sales Booklet

Addressed to "the finest salesmen in the world," a new illustrated booklet is being distributed by The Magnavox Company to its dealers throughout the nation for the use of their retail salesmen, Stewart Roberts, director of merchandising and assistant sales manager has announced. Titled "6 Steps to Sales," the booklet details the six basic selling points recommended by Magnavox for the guidance of retail salesmen. They are: Sell the better Magnavox picture, sell the better Magnavox sound, sell the better furniture, sell the finer workmanship, sell the greater value, sell the pride of possession.

New Air Conditioners

Fresh'nd-Aire Company, a division of Cory Corporation, Chicago, and manufacturers of Fresh'nd-Aire fans, heaters and humidifiers, has announced its entry into the home air conditioning field. One model in the line is 712 which is a 1/2 ton capacity unit and will retail for \$349.95. The other unit, known as the model 734, provides 3/4 ton cooling capacity and will retail at \$399.95.

New TV Anti-Glare Filters

T.V. Development Corp., 2024 McDonald Ave., Brooklyn, N. Y., is offering a line of anti-glare, contrast-intensifying filters. Available in either blue or smoke, they are easily attached to any receiver. (Supplied with double-face adhesive.) The units are available for screen sizes from 10-inch to 21-inch, and list from \$1.15 to \$4.65.

They Like the "Sleepytimer," New Arvin Clock-Radio Model



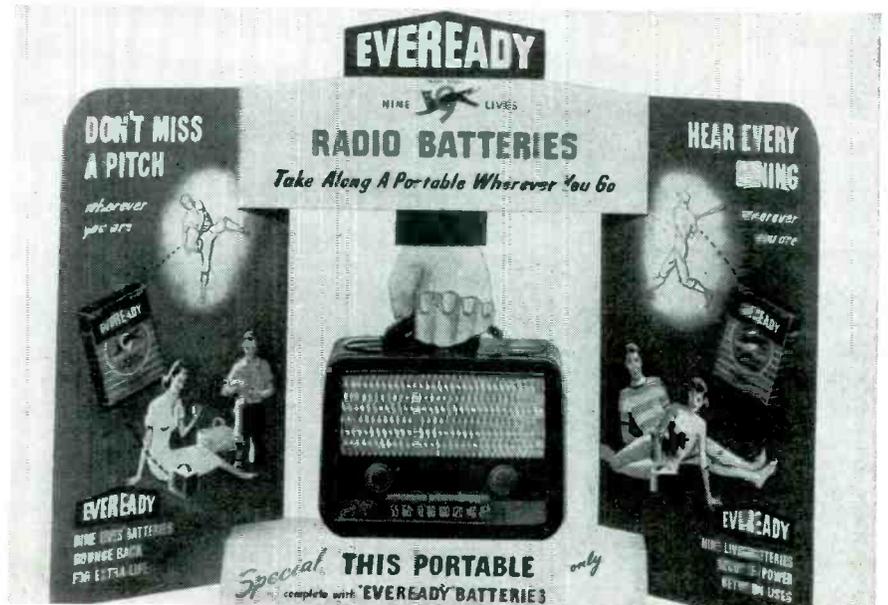
Enthusiastic acclaim marked the first showing of the Arvin clock-radio, the "Sleepytimer" now being marketed at \$39.95. Raymond P. Spellman, Arvin radio and TV sales manager is shown here demonstrating the unit to (left to right) Leonard Soderstrom and Ralph E. Henrich, of Lee Distributing Co., Buffalo, as Lee Hadin, Arvin regional manager, and Harlan B. Foulke (seated) vice-president of Arvin Industries, Inc., look on.

Kaye-Halbert's New Fleet of Trucks Will Speed Servicing



These new trucks, four of which are the convenient "walk-in" type are equipped with the latest television service and installation equipment. They are being used by Kaye-Halbert National Service Corporation to give better service to dealers in Southern California.

All-Season Window Display for Eveready Portable Radio Batteries



New display piece is major element of National Carbon Company's 1952 dealer helps kit, available on purchase of "Eveready" batteries totalling \$25.00 or more at dealer prices. Kit also contains pennants, streamer, dummy batteries, acetate "on the window" poster and replacement guide.

Recorders

(Continued from page 70)

addition to the ones in which the customer expresses chief interest.

In every home where a recorder is owned and used, new sales and "converts" are made. The dealer who has an attractive and efficient demonstration setup, who stocks tape and wire, and is able to service recorders is bound to enjoy a lot of recommended business.

Because the recorder is so new, there isn't much competition. There are no trade-ins, and very little price-cutting. In addition, *the recorder is not a seasonal item.* It can be merchandised all year round. Recorders can be sold at full list price, so that the dealer can make money on each transaction.

The recorder business is going into the stores which put genuine effort behind this attractive product, and in each community some establishment is going to become known as *the headquarters for recorders.* Those who just pick at the recorder business in a half-hearted manner will wake up one day to find that the competitor has the jump on them.

A studio demonstration center can be set up for very little money, and if worked properly and consistently, it can start any dealer off on the road to making real money.

Raytheon CORONA INHIBITOR

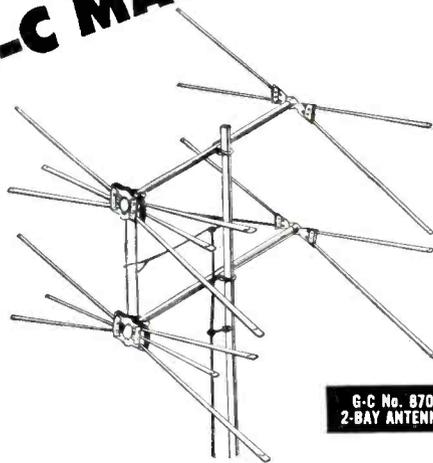
The Receiving Tube Division of Raytheon Manufacturing Co. has announced that the company has developed and are now producing picture tubes treated with the new Raytheon corona inhibitor. Under certain atmospheric conditions, servicemen have been plagued by a loss of picture brightness due to leakage, corona, and arc-over at the second anode connector on the bulb of a TV picture tube. This leakage from the second anode connection reduces the second anode voltage, and consequently the brilliance of the picture. In addition, there may be audible effects from the corona, which can be a source of alarm to the set owner. Raytheon picture tubes treated with corona inhibitor are said to eliminate trouble from this source.—Raytheon Mfg. Co., Newton 50, Mass.—RADIO & TELEVISION RETAILING.

National TV BOOSTER

Model TVB-2BX is an improved model booster featuring new balanced input and output circuits for greater gain, a built-in power transformer with selenium rectifier, a turret tuner with fine tuning control, and a mahogany-finish metal cabinet with pilot light to illuminate the selected channel. The new model will list for \$39.95, and is offered to the trade on a money-back guarantee. The National Co., Malden, Mass.—RADIO & TELEVISION RETAILING.

there's no finer
t.v. Antenna
for fringe areas!

THAN THE
G-C MASTER-LINE!



G-C No. 8702
2-BAY ANTENNA*

★ All-Weather Construction

★ Tempered Aluminum Di-Poles

★ Competitively Priced

G-C's popular Master-Line Antennas—designed for every location regardless of signal strength—are built right for long, trouble-free performance. That's why they're America's finest! Easy to install, too; pre-assembled cross bars save you time and labor.

*Also available in Single-Bay and 4-Bay

Complete line of TV Antenna Mounts, Parts and Hardware!

FREE!

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Send coupon today for your copy!

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DETACH AND MAIL COUPON TODAY!

GENERAL CEMENT MANUFACTURING CO.

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LOOK- NO NOISE!

Boosts the signal . . .
not local lead-in noise!

Eliminates effect of
external interference!

Gives higher signal-to-
overall-noise ratio!

Tunes itself automatically
on all channels.

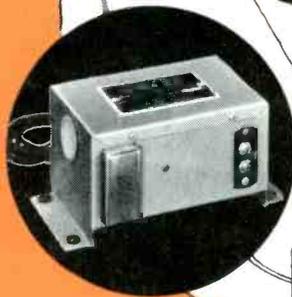
Lowest internal noise
factor—means less "snow."

Exclusive all-electronic
4-tube broadband circuit.

Uniformly high usable gain—
no limiting peaks.

Single twin-lead line* carries
power up—signal down.

MOUNTS AT ANTENNA WHERE A BOOSTER BELONGS



Junction Box
Concealed Behind
TV Set

AUTOMATIC SELF-TUNING Tenna-Top TV BOOSTER



PICTURES ARE SHARPER, BRIGHTER! SOUND IS CLEARER!

You can see and hear the difference when you hook up the TENNA-TOP. Because it is mounted at the antenna ahead of the lead-in...it amplifies only the wanted TV signals, not any local noise interference produced by automobile ignition systems, neon signs, diathermy, or other external noise picked up by the lead-in. You have the further advantage of E-V low-noise circuit. All this guarantees the best possible results with any TV set anywhere...even in toughest fringe areas or in all noisy locations. The TENNA-TOP is completely automatic. Turns "On" or "Off" with the TV receiver switch. It is easy to install, highly stable, trouble-free.

Model 3010 Tenna-Top TV Booster. List Price . . . \$88.50

Send today for Bulletins 163-165



E-V Tune-O-Matic TV BOOSTER

First with completely automatic self-tuning. Turned "On-Off" by TV receiver switch. Instantly boosts signal on any channel selected on TV set. Uniform high gain—low noise circuit assures better pictures and sound. Easily concealed in or behind TV set or elsewhere. All-electronic. Insures long-life service. Proved in thousands of installations.

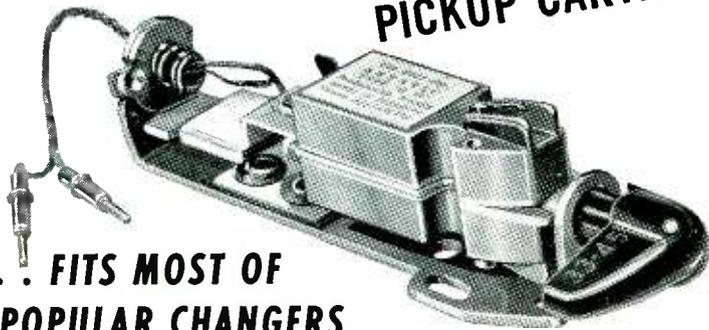
Model 3000. Super Tune-O-Matic. 4-stage. List \$57.50
Model 3002. Tune-O-Matic. 2-stage. List . . . \$39.50

Electro-Voice

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TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

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"TWIN CAC"
THE INDUSTRY'S FIRST MAJOR ADVANCEMENT
IN TURNOVER TYPE
PICKUP CARTRIDGES



**... FITS MOST OF
 THE POPULAR CHANGERS**

INTERACTION between the two needles has long reduced the performance quality of conventional designs in turnover pickup cartridges. Another difficulty has been that, if output and response characteristics are made ideal on one side, for one record type, reproduction on the other side is poor; so a compromise has to be made. It took a revolutionary new design in turnover cartridges to eliminate these problems . . . and that is exactly what Astatic engineers have come up with. The new "Twin CAC," Astatic cartridge model CAC-D-J, is the first turnover unit offering unlimited reproduction clarity, fidelity and brilliance of tone. It is the equal of the finest single-needle cartridge of them all, Astatic's own famous CAC-J.

LIST PRICE \$10.50

Code ASXDJ

FEATURES

- 1** Basic design principle combines two complete CAC assemblies, back to back, on a common plate.
- 2** Output and response characteristics of each side established independently of the other: 0.8 volt at 1 kc. on Audiotone 78-1 Test Record and 0.7 volt on RCA 12-5-31-V Test Record. Frequency range, 30 to 11,000 cycles.
- 3** Needles are, of course, entirely independent of each other, free of interaction. Needle pressure, 10 grams.
- 4** Unique but simple switching device in turnover mechanism connects only the cartridge or side being used to amplifier phonograph input.
- 5** Furnished complete with turnover bracket and knob assembly, with standard 1/2" mounting holes. Wiring terminating in pin connectors, graduated for two dimensions now standard on lead wire connectors. Easily installed without soldering.
- 6** Equipped with Type Q (3-mil) and Type Q-33 (1-mil), sapphire tipped needles.

• Write for complete details on the new Astatic "TWIN CAC" Turnover Cartridge. Ask also about the three new Astatic Picktop Models now available complete with this superb new cartridge.

EXPORT DEPARTMENT
 401 Broadway, New York 13, N. Y.
 Cable Address: ASTATIC, New York



TV Antennas

(Continued from page 79)

cies of the manufacturer's design. Front to back ratio is very high, and the theoretical antenna would have no pickup either from the ground or from the rear. Beam width is quite broad and blunt, even more so than the corner reflector.

More information on special types of TV receiving antennas will be printed in a subsequent article. Readers who have experimented with special types are invited to write in their experience.

Brach Names Slawson

The appointment of William J. Slawson to the post of distributor sales manager of Brach Manufacturing Corporation, Division of General Bronze Corporation, has been announced by Ira Kamen, director of TV sales. Mr. Slawson was formerly associated with John F. Rider Publisher, Inc. as sales manager.

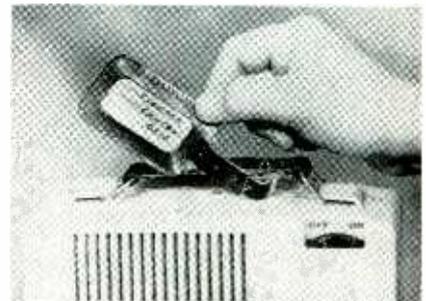
RMS "PIX-EYE"

A new test instrument for TV servicing, "Pix-Eye" utilizes a magic eye type indicator tube for instant spot check of picture tube and other receiver circuits. The instrument is plugged into the CRT socket of the receiver and various indications in the eye tube guide the service technician in determining if proper conditions for operating the picture tube are present at this point; and further, with the eye tube in operation, a check may be made of the brightness control circuits, contrast control circuits, low voltage circuits and filament circuits, all without need for removing the picture tube or the chassis. If the CRT itself does not respond with the same indications as the eye tube, it may quickly be concluded that the CRT is defective. \$9.95 is the suggested list price for the unit and an extension, model EX-5, supplied at extra cost, permits use of the Pix-Eye at the front of the set. Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.—
RADIO & TELEVISION RETAILING.

Shop Shortcuts

(Continued from page 84)

a permanent identification tag which is at the same time a servicing re-



minder, for the dealer's name is also imprinted on the tag, along with his telephone number and address. *H. Leeper, Canton, Ohio.*



**This installation may
sell sets to an
entire neighborhood**

Sell the best... Sell Skysweeper!

Why gamble with future profits? Why install anything but the finest antenna available? Tomorrow's sales depend upon the picture quality you deliver today. So make sure of brilliant, outstanding pictures by teaming up the quality receivers you sell with quality antennas . . . Ferro Skysweeper* all-purpose parabolical and conical antennas!

Skysweepers conquer distance . . . cut "ghosts" and interference to an irreducible minimum . . . reach out and pull in a strong signal even in remote fringe areas and difficult locations. Skysweepers have better balanced front-to-back ratios, provide greater gain, give ultra-high efficiency over all channels.

Made of lightweight, corrosion-resistant aluminum alloys, Skysweepers are all-weather, all-location models

built for heavy-duty service. And advanced engineering provides these exclusive features:

- Strong, high-impact, polystyrene reversible head block permits either a parabolical or a conical installation.
- Special corrugated pillow-block clamps for permanent positioning, stronger installations.

If you have your sets installed for you, insist that the service organization supply Skysweepers. Or, if you install your sets yourself, standardize upon these superior antennas for all your installations. For you'll put up more antennas in less time . . . you'll eliminate call-backs . . . and you'll make more sales!

Skysweepers can be used singly or stacked. Write today for installation instructions and free folder containing complete information on single, double and four-bay models.

*T. M. REGISTRATION PENDING



FERRO ELECTRIC PRODUCTS, INC.

A Subsidiary of Ferro Corporation

KIRKLAND, ILLINOIS

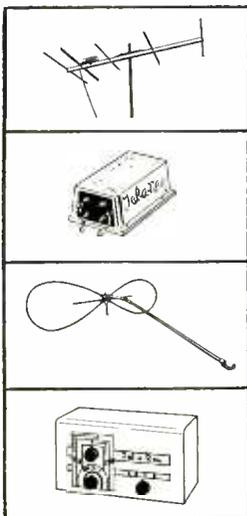
here's your new, fast-selling, big-profit item

**THE TEL-A-RAY
SWING-OVER*
TOWER**



* PATENT
APPLIED FOR

Here's a new big-profit item that will actually pull customers into your store — a tower that swings over to the ground for servicing! The Swing-Over Tower, an exclusive development of the Tel-a-Ray Laboratories, promises to make all other types of towers obsolete. It is the easiest tower for servicing ever made. Built from steel angles with welded construction, the Swing-Over Tower is guaranteed to withstand wind and weather damage. Yet one man can lower the tower top to the ground, or raise it, in just three minutes. Competitively priced and guaranteed, the Swing-Over will be your biggest sales-builder in 1952. Model TT1 (for ground installations) is illustrated.



These Tel-a-Ray products are steadily making profits for TV dealers across the country: Top, the Model T antenna, receives good images up to 200 miles . . . completely guaranteed against weather damage. The Preamplifier (Model TB), only low-priced antenna-mounted preamplifier on the market . . . high signal, low noise ratio. Butterfly swivel-mounted antenna . . . receives 13 channels and FM radio in primary areas . . . fully guaranteed. The Switching Booster (Model PTB1) . . . four antenna inputs . . . furnishes voltage for four preamplifiers . . . switch from one antenna to another with one knob.

No General Shortage of TV Sets Seen by Frank Andrea

Frank A. D. Andrea, president of Andrea Radio Corporation of Long Island City, N. Y., stated recently that he feels there will not be a general shortage in television during 1952 as predicted by so many industry and government officials.

"Without the restriction which would be placed in our industry as a result of an all-out war cannot foresee shortages during this year. The failure of FCC to permit the construction of new stations, the saturation point reached in present TV areas and the public's 'wait and see' attitude all combine to substantiate my belief that the industry will be able to meet consumer demands during 1952," Mr. Andrea stated. Asked about threatened material shortages Mr. Andrea said, "Just add up the inventories on January 1st, plus the estimates of production, even with cut-backs and the answer is evident. I believe 1952 will be a good year for TV—no shortages and no serious over production. I do believe, though, that the public will be more careful in buying and the swing will be to top quality merchandise. When John Doe bought his first receiver, he had to take somebody's word—today he is an expert and knows what to look for. The second purchase is a more important one and he wants more than anything else a trouble-proof receiver."

Mr. Andrea also announced that his company has ready a new line of TV receivers and that the suggested retail prices are the lowest in Andrea history. In commenting on the new merchandise, Mr. Andrea said, "We have decided to bring our prices in line with the leaders in the industry. The purpose is twofold—first to increase our television business with our present facilities recently acquired. Second to facilitate the job of opening our distribution nationally. I wish to stress however, that these new prices do not reflect any compromise with the traditional Andrea quality."

CBS-Columbia New Wholesalers

R. D. Payne, manager of sales of CBS-Columbia Inc., manufacturing subsidiary of the Columbia Broadcasting System, has announced the appointment of Appliance Distributors as CBS-Columbia distributors for the state of Washington.

Du Mont Names Rosenberg

Irving G. Rosenberg has been appointed director of operations, responsible for Allen B. Du Mont Laboratories, Inc.'s television receiver and cathode-ray tube divisions, it has been announced by Dr. Allen B. Du Mont, president. Mr. Rosenberg has been manager of Du Mont's cathode-ray tube division since 1946 and actively supervised its growth and expansion to a leading position in the picture tube industry. He has been with the Du Mont organization since 1942, starting in production control.



A CASH BOND OF PROTECTION
for You!

- THIS REPAIR SHOP IS BONDDED BY...
- 1 Guarantee all **radio and television** repair work for 90 days.
 - 2 Use only parts of recognized quality.
 - 3 Charge not over established prices for parts.
 - 4 Test customers' tubes as accurately as possible.
 - 5 Keep labor charges at a reasonable level.
 - 6 Perform only such work as is necessary.
 - 7 Maintain proper equipment for good repair work.
 - 8 Maintain high quality service.



Right... for Sound and Sight

"Here's why Tom gets my service business!"



Today's wary customers want to know *how you do business* as well as *how capable a technician you are*. That's why thousands of Radio and Television Service Dealers across the nation are discovering that, all other things being equal, their status as RAYTHEON *Bonded Electronic Technicians* tips the scales in their favor.

If you don't know how this exclusive Raytheon *Bonded Program* builds customer confidence and good will by cash-protecting your radio and television service 90-day guarantee, *at no cost to you*, you'd better get in touch with your Raytheon Tube Distributor. He'll be happy to tell you whether you can qualify for this important sales aid.



RIGHT... FOR SOUND AND SIGHT



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division
Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

Excellence in Electronics

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

Audio Input

(Continued from page 81)

is present, it should be checked, and if there is none, one should be added.

Hum, noise pickup, detection and microphonics can be caused, as mentioned above, by insecure solder joints and connections, and another place to check is at the jacks and plugs used at the input, if any, and at the volume control and/or equalizer, especially if it is on the input side. If the controls are on the input side, it would be wise to move them to the next stage, since noise pickup is emphasized otherwise.

Long leads, especially at high impedances, should be avoided, and where they exist, consideration should be given to their possible re-routing. Long shielded leads should preferably be grounded in several places and should be securely anchored for as much of their length as is possible.

Grounding properly is, of course, important as in any other equipment. All grounds at the input stage should preferably be made to one point to avoid ground loops which may, due to the resistance of the chassis, introduce unwanted impedances into a circuit.

Anyone who has experimented with grounds in an attempt to eliminate hum knows that the behavior of such circuits often defies theory and no stone

should be left unturned. The writer experienced a case of input hum which was traced to the place where the phono cable was plugged into the amplifier with an RCA-type phono jack. Although the cable shield was well soldered to the plug, and although the plug made good contact with the jack, and the jack was (in this particular case) grounded to the chassis, hum and pickup microphonics could not be eliminated until an *additional* grounding wire was connected between the cable braid and the chassis.

Hum in the input stages of tape recorders can be troublesome due to the fact that these units, which are usually portable, must combine in a relatively compact case one or more motors, an AC operated power supply and an extremely high gain input stage for both mike and recording head. Some of the techniques for reducing hum in such stages were outlined in an article on Magnetic Recorders in the October, 1951 issue of RADIO & TELEVISION RETAILING.

Hum Balancing Pot

Orientation of the power transformer, shielding and grounding of low level leads, and proper lead dress are of course important in these cases.

Using a pot to balance the AC filament leads may also be helpful in all types of equipment. Where the filaments have one side grounded at each tube socket, it would be necessary to rewire them, and where the center tap of the filament transformer was grounded, it would be necessary to lift this ground and ground the slider of the pot. In order to balance this pot, it is then necessary to run the gain wide open (with no input) in order to have as much hum as possible while listening for a maximum reduction.

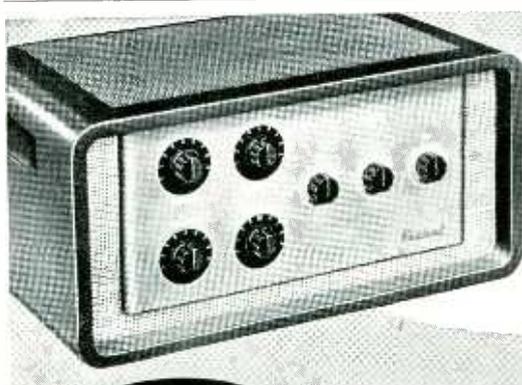
Although the redesign of equipment is usually beyond the average serviceman because the customer is not prepared to pay for it, a certain amount of this work can be sold where the customer feels that he must protect his investment in the equipment he bought.

This might include the relocation of tube sockets and components, and the re-routing of leads for better protection and isolation of the stage. In some cases of extremely compact equipment, where the initial design is inadequate for the grade of operation desired by the customer, and where any relocation and rewiring job would be too complicated and unpredictable (due to the small space available), moving the whole preamp stage may be possible.

This can be considered because, although the equipment is by definition portable, it is not often used that way by the particular customer in hand. In this case a new preamp stage is made external to the main equipment, where all the proper techniques for handling such stages can be employed.

Long leads external to the amplifier (such as mike and phono leads) are conducive to input hum. While the

(Continued on page 108)



NOW
You Can Sell
The PLUS in P.A.

Rauland

**"GREEN GEM" 32 WATT
P.A. AMPLIFIER**

Here's the universally applicable amplifier with the *plus* value built-in, offering *complete* P.A. facilities, unprecedented flexibility and brilliant new "Green Gem" styling. Features 3 microphone inputs (each convertible for use with a low-impedance mike by use of a plug-in transformer); 2 phono inputs with dual fader; true electronic mixing and fading on all 5 inputs; separate bass and treble tone controls; provision for remote mixing of 3 mikes. Housed in deluxe cabinet finished in new dark green hammerloid; metallic bronze control panel set in a perforated aluminum finish front section.

SELL THE COMPLETE RAULAND LINE!



60 WATT AMPLIFIER

Featuring 4 mike inputs, 2 phono inputs, separate bass and treble tone controls, true electronic mixing on all inputs.



16 WATT AMPLIFIER

Featuring 2 mike inputs, 1 phono input, true electronic mixing on all inputs—tops for medium-power applications.

Also 20 Watt and 30 Watt Mobiles

SPECIFICATIONS

Power Output: 32 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles. 48 watts peak output.

Gain: Mike—128db (2meg); 115 db (100,000 ohms); 115 db (150 ohms). Phono—83 db (½ meg). Voltage required for rated output: High imp. input—.005; low imp.—.0004; Phono—.3 volts.

Frequency Response: ±1 db, 40 to 20,000 cps.

Output Impedances: 4, 8, 16, 166 (70 volts), 250, 500 ohms.

Hum and Noise Level: 73 db below rated power output (unweighted).

Tubes: (10); 3-6SQ7, 3-6SC7, 2-6L6, 1-5U4G, 1-6X5GT.

The RAULAND 1932 P.A. Amplifier offers maximum facilities, a world of dependable power, superb tonal performance, and distinctive new styling. Get full details on this outstanding P.A. amplifier today!

See your RAULAND-BORG Distributor for full information on the complete years-ahead RAULAND "Green Gem" Public Address Line. Build a solid, profitable sound business around RAULAND'S dependability and quality.

SOUND EQUIPMENT
Rauland
INTER-COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

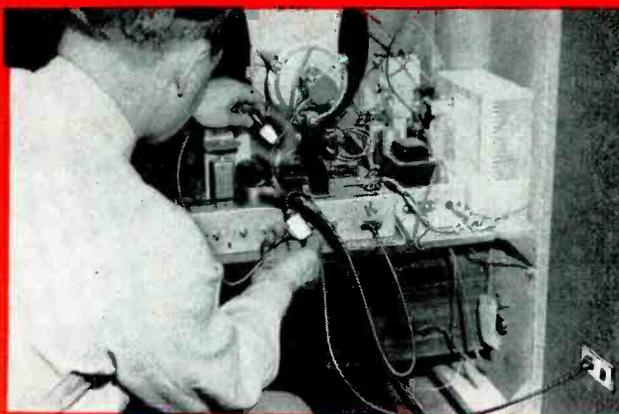
available

from your Teletron distributor...

1

Tele-lead

Handiest TV servicing aid yet. Permits power connection to receiver chassis when safety interlocking switch is broken by opening protective back. At the same time, it provides a trouble light to see what's what.



2

TV Picture Tube Selector

Replaces those bulky and seldom-at-hand charts and booklets formerly necessary to find correct replacements. Merely dial the type to be replaced—presto! there's the correct Teletron replacement. Also electrical and mechanical characteristics for those profitable conversion jobs!



3

Teletron Decal

Colorful decal easily transferred to store window, doors, inside displays, or on your truck or car. Immediately marks you as a quality-wise service organization. Ties right in with Du Mont fame!



Geared to your TV servicing! It's up to you to get these aids from your Du Mont Teletron distributor. They represent *plus* values above and beyond that biggest bonus—Du Mont's reputation for *quality, progressive engineering* and *customer satisfaction*. Drop in on your Du Mont Teletron distributor today. Ask for the aids. And get in on the fastest road to more profitable TV servicing.

DUMONT



CATHODE-RAY TUBE DIVISION ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

*Trade-mark

Alprodco

ALUMINUM TOWERS

TV • FM • AM

BROADCASTING
AND
RECEIVING

The Height of
Perfection

ALPRODCO AIRCRAFT ALUMINUM TOWERS

Lower Cost per Installation

Easy to Install

Light Weight

Strong

Long Lasting

Attractive

Alprodco Towers are sold
through local parts distributors.

Write for literature and
full details.

ADDRESS DEPT. A

Alprodco, Inc.

KEMPTON, INDIANA
MINERAL WELLS, TEXAS
DUBLIN, GEORGIA

(Continued from page 106)

original design of the equipment is usually such that the leads are not longer than they should be, it often happens that, for convenience purposes, they are extended. High impedance microphones should only be used close to the amplifier, whereas low impedance mikes can be used as much as 1500 feet away with low loss of cable. The use of TV cable and the installation of connectors on it is described in the article "Servicing Methods for Better Audio" in the February issue of RADIO & TELEVISION RETAILING. Sometimes it may be necessary to change the type of mike, where the use to which it is put dictates.

The remote preamplifier control unit, which is growing in popularity due to the convenience and flexibility it offers in multi-unit installations, suggests itself where a phonograph and/or mike are to be used at some distance from the power amplifier. With such a unit, long low-level leads can be avoided and the actual input cable to the main amplifier is operating at a high enough level that critical conditions are usually not encountered.

These units have many other advantages, of course, in that control of many functions can be grouped in one convenient place, and some additional functions may be introduced, such as elaborate equalization networks. It is a good idea to suggest such a unit where practical, and the extra sale will be decidedly advantageous.

An expedient which can be used in a few cases where layout of the input stage seems poor, and space requirements do not lend themselves to improvement, is to rewire the stage on a can-shielded vector socket; or it might be helpful, where the input tube is a pentode, to substitute a 6J7 and get the grid lead up out of the way.

Snyder Mfg. Helps Runyon Fund

Through the courtesy of Snyder Mfg. Co., of Philadelphia, their booth at the recent Automotive Accessories Show in New York was made available to the Damon Runyon Memorial Fund, according to an announcement made by Walter Winchell, treasurer of the Fund.

Steelman Clock Radios

Four new clock radios are the latest models announced by Steelman Phonograph and Radio Co., Inc. of Mount Vernon, N. Y. Style #450 E, retailing for \$29.95, features a solid wood cabinet in ebony finish. The radio is 5 tube (incl. rectifier) superhet, with built-in loop antenna and automatic Sessions clock. A similar model in ivory, style #450 Y, retails for \$32.95. Style #451 M, in a genuine mahogany cabinet with hand rubbed finish, 5 tube (incl. rectifier) superhet radio, Sessions automatic clock with luminous dial and hands, "Lullabye" and automatic appliance switches—retails for \$34.95. The same chassis in genuine Carena blonde wood cabinet, style #451 B, will retail for \$36.95.

anybody can make claims . . . we back them up!



GUARANTEED PERFORMANCE OR YOUR MONEY BACK!

TVB-2BX television booster \$39.95 list

Yes, your money back if this booster does not give you as fine a picture as any booster on the market! (1) New, balanced input and output circuits for greatest gain. (2) Built-in power transformer (not AC-DC) with long-life selenium rectifier. (3) Utilizes finest turret tuner ever designed. (4) Fine tuning control. (5) Smart metal cabinet finished in wear-resisting mahogany enamel. (6) Pilot light illuminates selected channel.

See your nearest National distributor



Admiral Campaign Coverage

Complete television and radio coverage of the Republican and Democratic National Conventions in July and election day returns on November 4 will be sponsored by Admiral Corp. over the full American Broadcasting Company TV and radio networks, John B. Huarisa, executive vice-president of Admiral has announced.

New Packard-Bell TV Line

There are twenty-nine models in the new Packard-Bell line. The new series features four screen sizes and a new Super-Power chassis designed and built especially for the West. This chassis,

which is now incorporated in all models, travelled a distance of 7,000 miles during rugged testing to insure complete customer satisfaction in all types of reception areas. Packard-Bell distributors and officials were on hand during all showings to explain the new features and demonstrate the sets. They reported a keen interest in the 21-inch models, newest in the entire line. These receivers are housed in deluxe cabinets, available in either combination TV-radio-phonographs or in consoles with full-length panel doors. General sales manager K. R. Johnson also reported a rush of early orders on the mammoth 24-inch television console, one of the favorites in the line since its introduction last year.

Name F. F. Duggan Crosley Assistant General Sales Manager

Appointment of F. F. Duggan as assistant general sales manager of the Crosley Division, Avco Manufacturing Corporation, has been announced by W. A. Brees, Avco vice-president and Crosley general sales manager. Mr. Duggan has been general sales manager of Avco's American Kitchens Division at Connersville, Ind., since September 1949. At the same time John W. Craig, Avco vice-president and American Kitchens general manager, announced that Charles K. Clarke, assistant general sales manager in charge of field sales for American Kitchens, had been named general sales manager to succeed Mr. Duggan.

Offer Trips to Raytheon Dealers

The vacation-land pleasures of Acapulco, Mexico, and Nassau in the Bahamas, plus a dealer's Treasure Chest, keynote Raytheon Television's 1952 bid for a larger share of the total TV market. Distributors learned this in a series of regional meetings held across the country by Belmont Radio Corporation, manufacturer of Raytheon television.

Every Raytheon dealer will have the opportunity to make this trip, and will qualify by agreeing to buy 50 Raytheon television receivers over a three-month period. A second purchase of the same package will enable the dealer to take his wife to Mexico with him. Those dealers who do not want to see Mexico will have the alternative of a week's trip to Nassau, with 30 sets in the three-month period the requirement to qualify. Wives may also make this trip. Backing up the dealers' agreement to purchase the required number and type of sets to qualify for the trips, Belmont has developed its biggest consumer merchandising program, including a Treasure Chest designed to create store traffic for all Raytheon dealers.

Big Motorola Line Announced

Three new lines of Motorola home, auto and portable radios have been introduced. There are 20 sets in the home radio line, including a clock-radio. Prices range from \$17.95 for a compact table model to \$54.95 for an AM-FM model. Motorola car radios include four custom models and five standard sets, ranging in price from \$39.95 to \$79.95. There are 8 new models in the portable line, ranging in price from \$24.95 to \$49.95.

CBS-Columbia Names Gaynor

The appointment of Paul Gaynor as vice-president in charge of merchandising of CBS-Columbia Inc., has been announced by David H. Cogan, president of the firm. Mr. Gaynor's responsibilities will include merchandising, sales promotion and publicity.



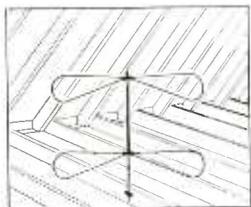
"CONICAL-V-BEAMS"

*REGISTERED TRADE MARK

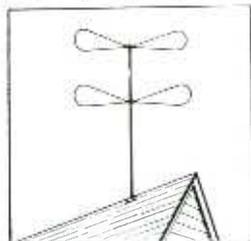
NOW! Improved "CLOVER-V-BEAM"

features PRACTICAL E-Z RIG DESIGN

Offers high sensitivity reception on roof, window or in attic
Weights only 24 ounces—
Minimizes wind, ice and weathering
Supplied completely assembled—installs easily and quickly



HIGH SENSITIVITY! Offers exceptionally high gain and high signal to noise ratio over the entire TV and FM bands. Low vertical angle results from 1/2 wave stacking—minimizes ghosts, airplane flutter and interference originating above or below. "Conical-V-Beam" dipoles provide 2 to 1 front to back ratio.



E-Z RIG SAVES TIME! Array comes compactly folded, completely pre-assembled and is speedily rigged by simply tightening two nuts. Servicemen acclaim its super-practical design and ease of installation in both indoor and outdoor applications.



ECONOMY PRICED! Growing demand for the improved "Clover-V-Beam" makes it possible to offer this service-free antenna at a new low price of \$4.75 list. For illustrated data sheet and suggestions for unusual applications, call or write the Telrex Engineering Department.

"CONICAL-V-BEAMS" are covered by Patent No. 23,346
CANADIAN and FOREIGN PATENTS PENDING



telrex INC.

CONICAL-V-BEAMS

AMERICA'S
OUTSTANDING
TELEVISION
BEAM

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

ASBURY PARK 2, N. J.

New Arvin Portable for April

A completely new 3-way Arvin portable radio will be in production early in April, Raymond P. Spellman, Arvin radio and television sales manager, has announced. Designated as model 650P—and advertised as the Arvin "Vacationer"—this three-way portable set will carry a retail price tag of \$44.95, less batteries. High-styled throughout, with classic lines accented by modern, streamlined curves, the new set's case is of durable polystyrene plastic with leatherette covering in the center section. A plastic-and-metal handle folds flat into the top of the set when not in use. The set will come in three colors—suntan, jet black and burgundy with the leatherette center section in complementary color. A striking feature of the new set is a shatterproof mirror set in the center of the dial ring. Semi-recessed control knobs are at opposite ends of the case, a massive circular tuning dial occupies a large area on the radio's face, and calibration ring and name-plate are finished in gold.

New Sylvania Receivers

A 20" black picture tube and super-power chassis in Sylvania's new cabinet incorporating a bookcase feature the "Pierce." According to the manufacturer, the "Pierce" gets 27 tube performance from 19 receiving tubes, eight of which are multi-purpose, plus four rectifier tubes, plus picture tube. The set is 35 1/8" high, 23 1/4" wide and 23 3/4" deep. Suggested list price: \$399.95.

Sylvania's completely new 20" mahogany table model offers deluxe receiver quality at an economy price. The set features a black picture tube, 27-tube performance (delivered by 19 receiving tubes, eight of which are multi-purpose, plus four rectifier tubes plus picture tube) 28% wider band and "studio-clear" sound, and retails at about \$299.95.

Westinghouse Combo Offers in Vac Cleaner Drive

In a promotion running from March 15 to May 15, Westinghouse is offering two special vacuum cleaner combination offers. One features a model F-11 upright and a model H-9 hand vac, with a total value of \$98.90, which can be bought by the consumer for \$74.95; the second offer features a T-4 tank unit and a speed polisher, carrying a retail value of \$113.20, to be sold during the campaign at \$89.95.

Motorola Expansion

To house its rapidly growing communications and electronics division, Motorola Inc., Chicago television-radio manufacturer, has purchased a new 200,000 square foot plant for \$1,250,000 and now completed the division's relocation. Paul V. Galvin, Motorola president, announced that the firm's radio division is now operating from its new quarters, at 4501 Augusta Boulevard, Chicago. The new plant is immediately adjacent to Motorola's main radio and television plant. It was formerly the home of Tropic-Aire.

New Snyder TV Aerial System

Snyder Mfg. Co., Philadelphia, through Dick Morris, sales manager, has announced production on its new in-door "Directonic" TV antenna system. The Directonic is an all-channel aerial featuring flexible tape elements which adhere in a horizontal position to any ceiling. The system comes packaged in an attractive self-service display kit.

Bridge Joins Akeroyd Firm

Arthur E. Akeroyd agency, Boston, announces that M. R. Bridge is now associated with this organization. Ray Bridge is well known in New England radio circles.

Magnavox 1 Yr. Tube Guarantee

The Magnavox Company is including with each of its television receivers a one-year factory picture tube guarantee without extra cost to the customer or the dealer, Frank Freimann, president, has announced. The tube guarantee is in addition to the present Magnavox parts warranty policy which provides for free replacement of any defective parts within 90 days from date of installation. "This important new Magnavox plus," Freimann pointed out in a letter to Magnavox dealers, "further enhances the value of Magnavox television receivers and combinations should reduce sales resistance, etc."

Magnificent

Is the picture quality in Eureka tubes . . .
unsurpassed for life-like clarity . . .
perfect shading . . . sharp
definition and thrilling
realism . . . make
it your choice!



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**Clarity,
Durability,
and Long
Life.**

**EUREKA TELEVISION and
TUBE CORPORATION**

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Tricraft

P-38

All-wave yagii type— TV ANTENNA

- Peak reception on every channel
- 7 separate and distinct radiating elements
- 23-degree beam rejects ghosts, interference and noise
- Designed for maximum strength—sturdy construction
- Can be stacked into two and four bay arrays
- Easily and quickly installed
- All pre-assembled
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Double-stacked
Antenna for
good fringe
area reception**

Sold through jobbers only!



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1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories



Universal Display Pieces



A novel set of four display blocks in primary colors, fashioned by the famous Peter Hunt, dean of design originals, comprises Universal's unique all-year round Display. Each block is a nine-inch cube, strongly built to support any of the items in the Universal Electric Housewares line. The blocks are easy to set up in a variety of decorative arrangements and add sparkling color to window and in-store display. Information regarding display may be obtained through Universal distributors.

Improves Open-Wire TV Line

The Fretco Corporation, 1041 Forbes St., Pittsburgh, Pa., has recently made a new improvement on their "Fretline" open wire transmission line. The product is now manufactured with a newly designed insulator made of clear prime virgin polystyrene. Due to the elimination of all coloring matter from this insulator, the results show even less loss and improper impedance of transmission, the manufacturer claims. The wire used on the new cable is hard drawn with precision tolerance and, according to Fretco Corp., will hold its shape even after extensive salt spray tests.

New Hickok Roll Chart

A new tube roll chart for Hickok tube testers is now available. This chart includes all the new tubes on which data was available at time of printing. Price \$1.00 to The Hickok Electrical Instrument Company, 10523 Dupont Avenue, Cleveland 8, Ohio.

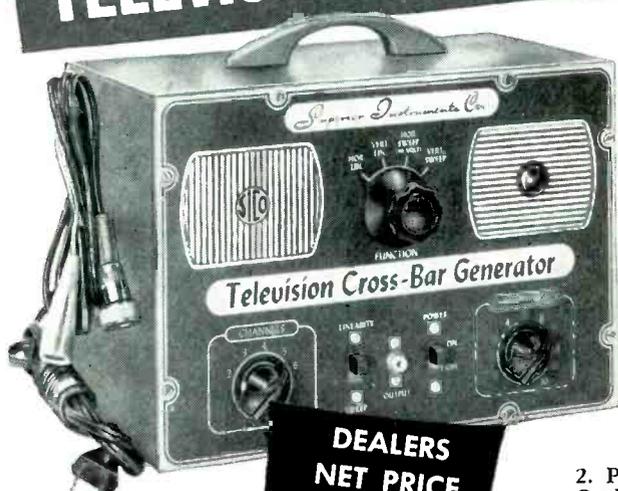
Mitchell Announces Prices

Full scale production on three completely new window type room air conditioners is under full swing by the air conditioning division of the Mitchell Manufacturing Company, Chicago. The three new models are the 1/2, 3/4 and 1 HP units. Prices of the line are as follows: M-122, \$329.95; M-342, \$399.95; M-2302, \$409.95; M-2082, \$419.95; M-1002, \$469.95; M-12082, \$479.95.

Coolerator NEW LINES

Three new deluxe models in the Coolerator freezer line include the FA-105, 10.5 cubic foot model for smaller families or those with limited space at \$399.95; FA-130, 13 cubic foot, at \$459.95; and FA-184, 18.4 cubic foot at \$614.95. New models in the Coolerator refrigerator and electric range lines will be announced in the April issue.—Coolerator Co., Duluth 1, Minn.—RADIO & TELEVISION RETAILING.

Superior's *new* TELEVISION BAR GENERATOR



**THROWS AN
ACTUAL BAR
PATTERN
ON ANY TV
RECEIVER
SCREEN!!**

TWO SIMPLE STEPS
1. Connect Bar Generator to Antenna Post of Any TV Receiver.

2. Plug Line Cord into A.C. Outlet and Throw Switch

RESULTS—A stable never-shifting vertical or horizontal pattern projected on the screen of the TV receiver under test.

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JOBBER**

**DEALERS
NET PRICE**

only
39⁹⁵

Manufactured and Guaranteed by

SUPERIOR INSTRUMENTS CO.
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Capehart Names Walker



James D. Walker, shown here, has been appointed manager of the New York region of the Capehart-Farnsworth Corp., it has been announced by Louis J. Collins, Capehart's director of sales.

Electrical Reactance Corp. Merges with Aerovox

W. Myron Owen, president of the Aerovox Corporation, New Bedford, Mass., announces that the Electrical Reactance Corporation has been formally merged with the Aerovox Corporation, and will henceforth be known as HI-Q Division, Aerovox Corporation, Olean, N. Y. Charles E. Krampf will continue as vice-president of Aerovox Corporation and will be directly responsible for the operation of the HI-Q Division. Tom Conway, general manager of Electrical Reactance Corporation, will continue as general manager of the HI-Q Division. There will be no change in personnel in any of the HI-Q Division plants.

New Emerson AC-DC Radio

New small Emerson radio, 706, features the use of a built-in Ferrite bar loop antenna. Set measures only 4 7/8" wide, 6 1/2" high, 4 7/8" deep. Sells at \$19.95 in walnut plastic, and \$22.95 in assorted solid and pastel colors.

Federal Launches Big Campaign on Rectifiers, etc.

Plans for the 1952 merchandising of miniature and industrial selenium rectifiers rectifier equipment, and NF cable manufactured by Federal Telephone and Radio Corporation, were announced at the annual sales conference.

Designed to emphasize to distributors, dealers, and service organizations the profit opportunities and superior performances of Federal products, the 1952 sales program is made up of a "Five Star Profit Center", the main item of which is an attractive, three colored self-feeding counter dispenser for miniature selenium rectifiers. The dispenser is designed to hold the assortment of rectifiers experience has shown to be the most popular at the distributor sales level. The unit will carry selenium rectifiers that will service 90 per cent of the existing television and radio receivers now equipped with this component. In addition to the counter dispenser, two service kits have been introduced to aid in servicing radio and TV sets. These kits each contain an assortment of eight rectifiers.

BY ACTUAL COUNT...

THE LARGEST AND MOST COMPLETE TV GUIDE IN THE INDUSTRY!

NEW 10th EDITION OF THE STANCOR TV TRANSFORMER REPLACEMENT GUIDE and CATALOG

NEW... Stancor Part Nos. A-8133 and A-8134

"Flyback" transformers—exact replacements for Admiral #79C30-1, 79C30-3, 79C30-4 in 80 Admiral TV models. See Stancor Bulletin #391.

This big new reference book lists transformer replacement information on 2416 TV models and chassis made by 82 manufacturers. The catalog section carries detailed electrical and physical specifications on 106 Stancor TV Replacement Transformers. A frequency chart shows the number of chassis that use each component.

To save your valuable time, this Guide lists all models and chassis components in numerical order under each manufacturer's name. Every replacement recommendation is listed with the manufacturer's part number for instant identification.

Get this up-to-the-minute TV Guide from your Stancor distributor now—or write directly to Stancor.

STANDARD TRANSFORMER CORPORATION
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GOLDEN WAND

INDOOR Television ANTENNA

STOPS COSTLY CALL-BACKS
\$6.95 list

You get *no* call-backs when you sell GOLDEN WAND Indoor Television Antennas because all flexible connections are completely enclosed to prevent breakage and connections at telescopic joints are positive and permanent.

Sell GOLDEN WAND and end costly call-backs. Sell GOLDEN WAND and make more money.

PEERLESS PRODUCTS INDUSTRIES
820 N. Pulaski Rd., Chicago 51, Ill.

Buy them from your Wholesaler

2 Models to suit all tastes
Model 50TV
Model TG84 (shown)

New RCA Victor Phono

A new 45-RPM table phonograph featuring an 8-inch electro-dynamic speaker and continuously variable tone control is announced by RCA Victor. The instrument plays up to 14 records without changing. Housed in a plastic cabinet with a grille front and a hinged lid, it carries the suggested list price of \$49.95.

Bendix Has New Washer

Bendix Home Appliances has a new automatic washer featuring an entirely new principle. Called the Snow White automatic washer, the new model is being introduced in a nation-wide promotion tied into the current re-release of Walt Disney's "Snow White and the Seven Dwarfs." Parker H. Ericksen, Director of Sales, said Bendix will capitalize on the movie with magazine, theater, newspaper, radio-TV and point-of-sale advertising. The Snow White washer, a tumble action model, has a "Magic Heater" which keeps wash water hot and makes it even hotter. The heater, a rod immersion unit, raises the temperature of wash water from 10 to 15 degrees if the water was 120 to 130 degrees on entering the washer. Water entering the washer at 145 degrees or above will not drop below the sanitizing temperature during the wash cycle. A new dial on top of the washer has two positions, "hot" and "warm." If it is turned to "hot," the heater will function but only during the washing cycle.

Tiers in New Post

The promotion of Joseph Tiers, Philadelphia, to the position of general merchandising manager and that of Robert Dewalt, Los Angeles, to sales manager for distributor sales has been announced by Walter M. Schwartz, Jr., president of the Proctor Electric Company, Philadelphia electrical appliance manufacturer.

New Du Mont Set Prices

Devon, 17" table, \$269.95; Chester, 17" console, \$329.95; Meadowbrook II, 17" console, \$369.95; Wickford, 21" console, \$399.95; Whitehall II, 21" console, \$489.95; Banbury, 21" console, \$459.95; Wimbledon, 21" console, \$479.95; Flanders, 21" console, \$519.95; Sherbrooke II, 21" combo, \$675; Royal Sovereign, 30" console, \$1795; Bl. Strathmore II, 17" console, \$339.95; Park Lane II, 17" console, \$349.95; Andover II, 17" console, \$349.95; Whitehall II, 21" console, \$449.95.

Big Line of New Zenith Sets

Fifteen new Zenith radio sets have been announced. The new receivers include ten clock-radios in decorator colors. Suggested retail prices of the clock-radios range from \$39.95 to \$46.95. A new table radio-phono, featuring a 7½" speaker, long-distance AM radio retails at \$119.95. The new Zenith portable, 402, sells at \$39.95, less batteries.

Proctor Partnership Plan

A specially-tailored new merchandising plan has been announced by Proctor Electric Company to enable its dealers to meet price-cutting competition. The company has reduced its prices to distributors and dealers in the "Proctor Partnership Plan," enabling retailers to make reasonable profit margins even in areas seriously affected by price cuts.

Evans Named by Du Mont

Alexander G. Evans has been appointed assistant national sales manager for the receiver sales division, Allen B. Du Mont Laboratories, Inc., it has been announced by Walter L. Stickel, national sales manager.

Two Promoted by Emerson

Emerson Radio and Phonograph Corporation announces the promotion of two key personnel of the purchasing division, advancing Stanley L. Abrams to director of Purchasing, and Irwin M. Koenigsberg to manager of the purchasing division. Benjamin Abrams, president of the company, referred to the promotions as part of a program of expansion of the purchasing division to keep pace with the accelerated activity required to handle the increase in the company's production of defense electronic equipment, and civilian receiver production. Stanley Abrams joined the purchasing staff in 1946 upon completion of his service with the U.S. Navy.

Finest TV Reception

the **Hi-Lo** TV Spiral Indoor **ANTENNA**

Model 101+

U. S. Patent No. 2,495,579
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GLAMORIZE YOUR DELIVERIES

It shows what you think of your merchandise

What it means to YOU

- Customers say, "How nice you handle your television sets"
- Customer does not look for scratches on these kind of deliveries
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Mr. Dealer . . . You have a wonderful opportunity to build good will plus getting your store recommended to your customers' friends

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- #300 TV Console cover fits to 30" . . . 16.50 ea.
- #222 TV Comb. and Range 19.95 ea.
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- #90LD E-Z-LIFT Kit shown on #222 and #200 12.95 ea.
- #100HD E-ZEE-LIFT KIT 19.95 ea.

Circular on request

NEAL PRODUCTS CO.
Marlboro 31, Massachusetts

#222 x #90LD

#350

#200 x #100

In La Pointe-Plascomold Post



Steven E. Losewicz, above, has been appointed production manager of the La Pointe-Plascomold Corp., Windsor Locks, Conn., announces M. M. Hancock, general manager.

"Ground Rules" Announced for Chicago Parts Show

"Ground rules" for the 1952 Electronic Parts Show at Chicago, May 19-22 will follow a definite pattern designed to insure a maximum attendance of bonafide distributors, and will adhere strictly to regulations set up in the past in the type of products which may be displayed, according to Kenneth C. Prince, Show manager. The board of directors has set up a detailed and explicit list of qualifications for attend-

ance, with three days set aside for distributors who handle a full and comprehensive line of component parts and equipment, and a fourth day for industrial buyers, industrial engineers, government agencies and those who fit into special categories in the electronic distribution field which in the past have been recognized as qualifications for admittance to the Show.

The rapid growth of the Show has necessitated setting up definite qualifications for admission as distributors, and these were carefully reviewed by the entire board of directors, this year, Charles A. Hansen, Show president said, in order that all persons eligible to attend might register in advance and be admitted without any delays or complications. This is expected to reduce the work of the Show credentials committees to a minimum, thus eliminating the necessity for persons selected for this work spending valuable hours away from the exhibition hall and display rooms during the Show. "Special guests" as such will be entirely eliminated and all persons attending will know well in advance of the Show exactly on which days they may be admitted. Press badges will be limited to working editorial members of the press, and advertising agency executives will be admitted under the auspices of the member-exhibitor companies they serve.

Products which may be exhibited are described as "only such radio parts and electronic equipment as is generally

sold to radio parts and electronic equipment distributors" and specifically prohibits complete sets designed as home and auto radios, TV receivers, home phonographs, hearing aids, health or diathermy equipment. It was pointed out that custom-built and short-wave chassis, and cabinets sold through distributors may be displayed.

NEDA Issues New Brochure

In answer to many inquiries by people outside the electronic industry, particularly in government circles, as to what constitutes an electronic parts wholesaler, National Electronic Distributors Association has prepared a four-page brochure outlining the basic structure and functions of electronic parts distributors. Covered in the pamphlet are sources of supply, material handled, customers served, type of employees, services rendered, status of electronic parts distributor and functions in wartime. George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich., and president of NEDA prepared the copy for the leaflet. A diagram indicating basic operations of electronic parts wholesalers in step by step pattern is also included. The brochure stresses that because of their unique status, electronic parts distributors are in a position to render exceptional services that are of a definite value in wartime. Copies of the brochure may be obtained from NEDA, 21 North LaSalle St., Chicago 1.

LOOK! NEW LOW PRICES
TELEVISION and FM TRANSMISSION WIRE

300 OHM TWIN LEAD TV WIRE

Fabricated by one of America's Leading Wire Manufacturers, this top quality wire is designed to insure uniform impedance throughout, and is ideal for both Television and FM transmission lines.

The low-loss 50-55 mil virgin polyethylene dielectric used in the web guarantees perfect insulation against every possible deterioration usually caused by constant exposure to the weather.

20-gauge 7-strand bare electrolytic copper wire insures a maximum flexibility, eliminates possible breaking when used as lead-in exposed to strong changing winds. Dealer's regular price, per 1,000 ft. \$24.50

OUR SPECIAL PRICE

5,000 ft. spools (Clear Only) per 1,000 ft. **\$18.50**

1,000 ft. spools (Specify Clear or Brown) per 1,000 ft. **\$19.50**

RG-59/U HIGH-FREQUENCY TV COAX CABLE

72-Ohm No. 22 Solid Copperweld Wire covered by polyethylene plastic insulation with bare copper braided shield and with black vinyl plastic outer jacket over-all making it impervious to acids, alkalies, oil and gasoline. Manufactured to meet U.S. Government Standards and Specifications. Puncturing voltage 20,000 V. Dealer's regular price, per 1,000 ft. \$65.00



OUR SPECIAL PRICE

Spool of 1,000 ft. **\$49.50**

THRIFTY DISTRIBUTING CORP. 15 W. HUBBARD ST. • CHICAGO 10, ILL.

Stromberg Announces Invader

The Invader (421 CM) is one of the three Stromberg-Carlson TV console receivers being distributed with the "Panoramic Vision" feature, showing a 245 square inch picture on its special rectangular kinescope tube with the cylindrically curved face. Fine tone is assured through the use of a concert-type 12-inch speaker and top-quality audio system, with ample baffle area for authentic reproduction of all sound values. There are 19 tubes in this receiver in addition to the kinescope and three rectifier tubes—a total of 23. A phonograph jack is included. Cabinet comes in African mahogany veneers and is 37 inches high, 24½ inches wide, and 19 inches deep. The Zone 1 price, including excise tax, is \$395; warranty is extra.

"Filmosound" Launched by B&H

Economical magnetic sound-on-film for amateur movie makers became a reality with the announcement of a new Bell & Howell 16mm combination optical-magnetic recording projector, the Filmosound 202. It was also announced that the company has developed a process called "Soundstripe" to permanently coat film for magnetic sound. The new projector is an all-purpose unit. It records and plays back magnetic sound at either 16 or 24 frames per second by means of a stripe of magnetic material on the film edge. As the

film is projected, sound is recorded and "stored" on the magnetic stripe, ready for instant playback. Commentary can be erased and re-recorded an unlimited number of times. The unit projects conventional optical sound films as well as silent films. It can also be used as a public address system and a regular magnetic recorder.

New Fada Line of TV Sets

Fada Radio & Electric Co., Inc., Belleville, New Jersey, has introduced a line of eleven new television receivers, all featuring the new "Power-Plus" control. According to Jack M. Marks, president of Fada Radio & Electric Co., Inc., "Power-Plus" control is a revolutionary new development, exclusive with Fada, which will bring superb TV performance to thousands of homes in outlying areas where reception has previously been considered impossible. In the "fringe" area, where the signal is weak and replete with interference and "noise", the control is positioned to block out interference, eliminate "noise", boost the signal and keep the picture strong and steady. In normal areas, it is set to bring in superior, high-definition pictures. In addition, Fada for '52 features its new ultra-sensitive turret tuner with Cascode RF amplifier. The Fada "Power-Plus" line ranges in price from \$199.95 to \$399.95 and includes 17", 20", and 24" table models and consoles in mahogany and blonde.



**GET RMS
PIX-EYE
CHECK PICTURE TUBE
and VITAL RECEIVER
CIRCUITS
ON-THE-SPOT**



**Model TE-5
\$9.95 LIST**

PIX-EYE speeds TV trouble shooting . . . eliminates the time, labor and danger involved in unnecessary removal of picture tube. Plug Pix-Eye into the CRT socket . . . to help you quickly analyze the picture tube for shorts, intermittents, opens . . . make instant check of—

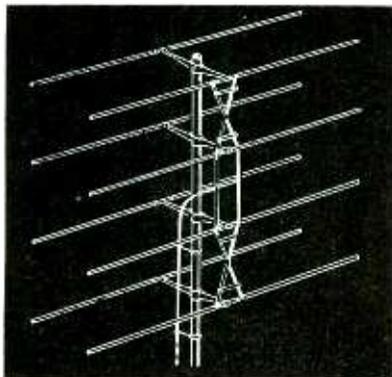
- brightness control circuits
- contrast control circuits
- video circuits
- low voltage circuits
- filament voltage circuits

Extension units EX-5 can be supplied for working at front of set. Take Pix-Eye on the call . . . keep one at the bench.

See your local RMS jobber today!

RADIO MERCHANDISE SALES, Inc.
NEW YORK 59, N. Y.

SUPERB HIGH FREQUENCY RECEPTION!



**WAMCO
DX 7 TV ANTENNA**

Does a terrific job on channels 7 and 9, excellent on channels 4 and 5. New four-stack full-wave length design improves signal strength in critical fringe areas up to 30%. Highly directional characteristic brings contrast up and eliminates shadow effects. Easy to assemble, light in weight for easy handling. Durable construction of all-aluminum seamless tubing. Individually boxed. Shipping weight 10 lbs. List price \$35.00.

Dealer Net Price \$21.00

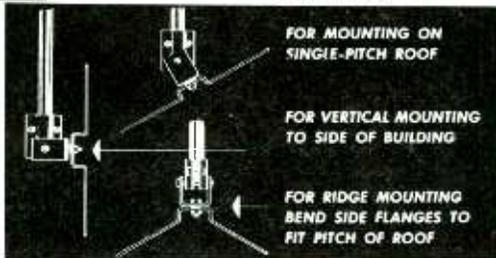
WAMCO No. 177 UNI-BASE

Handiest Antenna Mount Yet Devised!

Extra-rugged, easy-to-use. Real one-man mounting—fits any surface—flat, gable or ridge. 360° rotation. Full hinge action for raising mast. Strong, durable, rust-resistant.

List price \$3.25.

Dealer Net \$1.95



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Gentlemen, Please send me:

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. Wamco No. 177 Uni-Bases @ \$1.95 ea.

Name

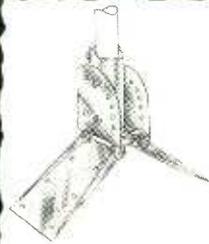
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PEAK & FLAT ROOF MOUNT Model PFM-1

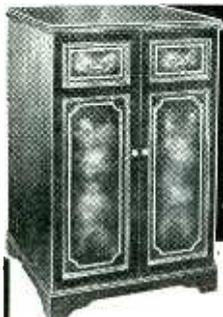
Heavy gauge steel, embossed for extra strength, hot dip galvanized. Adjustable flaps permit mounting on any peak, flat or pitched roof. Mast socket, mounted on swivel, accommodates masts to 1 1/2" O.D. With Hardware.

South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

New catalog mailed to all Dealers and Service Men. Write, if you haven't received yours!

SOUTH RIVER METAL PRODUCTS CO., INC.
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER OF FINEST LINE OF ANTENNA MOUNTS



Beautiful TV CABINETS

For Custom-Built Sets or Conversions

Series 503 TV Cabinets accommodate all 630, Radio Craftsmen & similar Chassis, all round & rectangular tubes. Complete with all mountings for tube & yoke. Fidelity-styled in Period, Traditional & Modern; hand-rubbed to high lustre in Mahogany, Walnut, Ebony or Blonde. 40" h, 24" w, 24" d.

Series 505 TV Combination Cabinets have identical features plus separate compartments for all FM-AM radio chassis, record changers & record storage. 40" h, 40" w, 24" d.

Series RP3 RADIO-PHONO COMBINATION CABINETS



Compartments for record changer, radio chassis, record storage and 15" or 12" speaker. Fidelity-styled in Period, Traditional & Modern; hand-rubbed to high lustre in Mahogany, Walnut, Ebony or Blonde. 36" h, 34" w, 19" d.

Write NOW for literature and prices.

STANDARD WOOD PRODUCTS CORP.
43-02 38th St., Long Island City 4, N. Y.

RCA Ready for UHF

As soon as UHF telecasting begins, RCA will have available to the public several new pieces of equipment to permit UHF reception. Three converters will be offered for use with present sets: a single channel converter to retail at about \$10, a two-channel converter for about \$25-\$30, and an all-channel, continuous tuning converter for about \$50. In addition, a 16-position turret tuner will be available which can be substituted for the tuner in present RCA sets utilizing a 45.75 MC intermediate frequency. This tuner will provide for 12 VHF channels and four UHF strips, or any other combination of VHF and UHF channels. New model RCA sets will incorporate this tuner as original equipment. Present VHF outdoor and indoor antennas will work in some cases and special UHF antennas have already been designed for maximum results in critical areas. A crossover network has been designed for use where both UHF and VHF antennas are in operation. Suggested downleads are tubular twin-lead or coax. It is expected that UHF telecasting may be a reality in late summer or early Fall this year, and production is being scheduled to make the converters and tuners available by that time.

Scott Adds 2 TV Sets to Line

Scott Radio Laboratories has announced the addition to its line of popular-priced Ravenswood TV receivers of 17-inch console and table top models with blond contemporary cabinets. Like the mahogany cabinet Ravenswood sets announced earlier, the new blond versions have the same Silver Anniversary chassis used in the higher-priced Scott instruments. Both new blond models have new, removable glass screens that extend the full width of the cabinet for improved appearance. Prices of the new blond sets were not announced, pending OPS approval, but are expected to be slightly higher than the corresponding models with mahogany cabinets. These are \$299 for the table set and \$349 for the console.

RCA Tube Department Offers Two Television Data Books

In response to numerous requests, the RCA Tube Department will make available to all dealers its two new TV data books, "RCA Kinescopes" and "Television Servicing". The books heretofore had been available only in conjunction with the company's "Treasure Chest" promotion campaign on television picture tubes. Because both books are regarded as important additions to the radio dealer's technical information library, they are being made available at a nominal charge to cover production and handling costs. Both are available from RCA tube distributors or from the Commercial Engineering Section of the RCA Tube Department, Radio Corporation of America, Harrison, N. J. "RCA Kinescopes" is listed at 25 cents; "Television Servicing", at 35 cents.

THE RIGHT WAY...



- 1/10 THE LOSS • LONGER LIFE
- MORE PROFITS • BETTER PICTURES

Fretline is the best in transmission line because of its low loss and its ability to withstand atmospheric conditions permanently. In remote signal areas Fretline has been the answer to installation problems. Ask anyone using Fretline.

Immediate Delivery from Your Jobber or Write for information, Dept. R-1-2

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1041 Forbes Street
Pittsburgh 19, Penna.



JFD CORSAIR

yagis

"zero-in" the show!

JFD all-aluminum "Corsair" Yagi antennas really "zero-in" the show... reaching far out on exact channel wavelength to bring in the strongest signal for the sharpest picture... and they're fast and easy to install—just swing the Quik-Rig elements into position and tighten the wing nuts.



5-element stacked high band Yagi no. 5Y7S-5Y13S

for free data sheet #59

write JFD Mfg. Co.

Brooklyn 4, N. Y. BEnsonhurst 6-9200

world's largest manufacturer of TV antennas & accessories



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have Ceramic Stack Spacers



A COMPLETE LINE OF VIBRATORS . . .

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RCA Victor Reprices

The RCA Victor Company has re-priced four recently announced new models. In cases where initial shipments of these models have been made, distributors have been rebilled in accordance with the new price structure. The receivers affected by the price revision are: The Colby (17T-150) a 17" table, with new suggested retail price of \$229.95. The former price was \$259.95. The Glenside 17T-151, an ensemble, 17", in mahogany, now listed at \$279.95, which was formerly list price for set without base. The Selfridge (21T-159), an ensemble in mahogany or walnut finish with a 21-inch picture tube, which now, with base, carries the list price of \$379.50—formerly the price for the set alone. The Meredith (21T-165), 21" console, now listed at \$399.50 in mahogany or walnut, and \$419.50 in limed oak. Formerly this set was priced at \$425 and \$445, according to finish. Prices of all sets in the current line now include a one-year warranty on the kinescope and 90-day warranty on all other tubes and parts.

To Fair Trade Jet 99

Landers, Frary & Clark has decided to Fair Trade the Universal Jet 99 vacuum cleaner and other items of the Universal home cleaning equipment at their retail level in states where appropriate Fair Trade Laws exist, and within the limits of the recent Supreme Court Decision.

TV Engineer Outlines Multi-Set Operation

No single system for multiple TV installations can meet all the conditions of every single installation problem, points out I. Pollack, chief development Engineer of the JFD Manufacturing Co., in outlining the requirements of such systems. A flexible line of components is needed, Pollack states, which will permit the serviceman to use his own good judgment in selecting the proper distribution system for each particular job by taking the following factors into account. The distribution system should: (A) Be able to operate properly with the amount of signal available at the antenna. (B) Have the proper number of outlets to match the number of TV sets to be serviced. (C) Give long trouble free service with a minimum of



JFD 2-set coupler

repair. (D) Be so designed that trouble in one set will not affect the operation of other sets in the same system, and (E) Realize a considerable saving as com-

pared to installing an equivalent number of antennas. Pollack pointed out that the new line of Tele-Plex multiple TV couplers and Hide-A-Way multiple TV pre-amp couplers makes it possible for servicemen to pick the units which will fulfill the above conditions for any installation.

Probably the type of multiple installation TV dealers will encounter most in this year is the two-set installation in the home. If the signal available is at least twice the amount necessary for the operation of one set (this is usually the case within a 20-mile radius of the transmitter) then the simple transformer-type coupler will fit their needs best and most economically. A similar type of coupler may be used for 3 or 4 set operation if the signal available is at least four times that necessary to operate one set.

A different problem confronts the installer in the fringe areas where the amount of signal available is barely enough to deliver a good picture to one set. The Hide-A-Way preamp coupler is said to deliver a signal (after amplification) at each of four outlets which is at least as much as was available at the antenna and in most cases two to three times as much. This means a better, snow-free picture in spite of making one antenna do the work of four. In addition to customer use, such a pre-amp coupler may be used by the dealer to demonstrate several sets on his floor with one antenna. Several of these pre-amp couplers can be used together where it is desired to operate more sets.

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- 10th** of preceding month for complete plates only—no setting.
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Fringe Areas Hold Vast Potential for TV Sales

THESE 3 VEE-D-X FRINGE AREA SALESMEN

WILL HELP YOU GET YOUR SHARE!

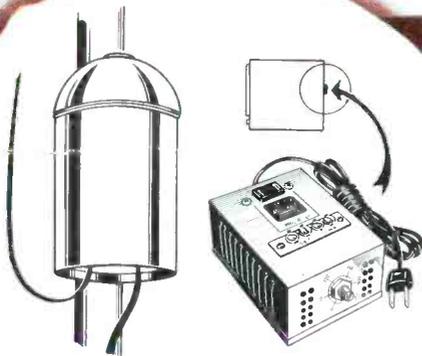


NEW VEE-D-X

Long John

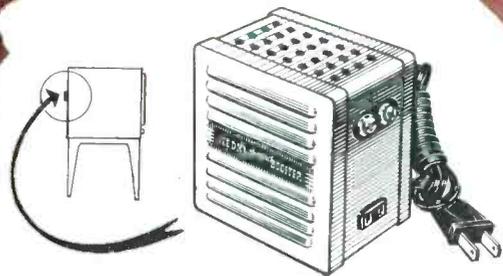
Provides 41%
More Gain Than
The Best
5 Element Yagi

You can lick those twin demons of fringe area reception—'snow' and 'flop-over'—with this sensational new, extra powerful 8 element Yagi. Produces as much gain as a double stacked Yagi array! Yet it costs less, is easier to install, and provides better roof-top appearance. Has famous VEE-D-X pre-assembled construction.



NEW ROCKET BOOSTER

This single channel mast-mounted booster provides powerful 18 db gain. Amplifies signal at antenna height where most favorable signal-to-noise ratio exists. Uses only single 300 ohm transmission line. Has two components — (1) the mast-mounted booster, and (2) a control unit which fits snugly against back of TV set.



OUTBOARD BOOSTER

The original single channel outboard type booster. Packs a powerful gain which provides brilliant picture quality in fringe areas. Easily and quickly installed by your maintenance men. Both-ersome tuning completely eliminated.

REMEMBER . . . for the **ULTIMATE IN SINGLE CHANNEL RECEPTION**—install Long John plus the new Outboard Booster or the mast-mounted Rocket Booster. In **EXTREME FRINGE AREAS** both boosters can be used in combination for added gain.

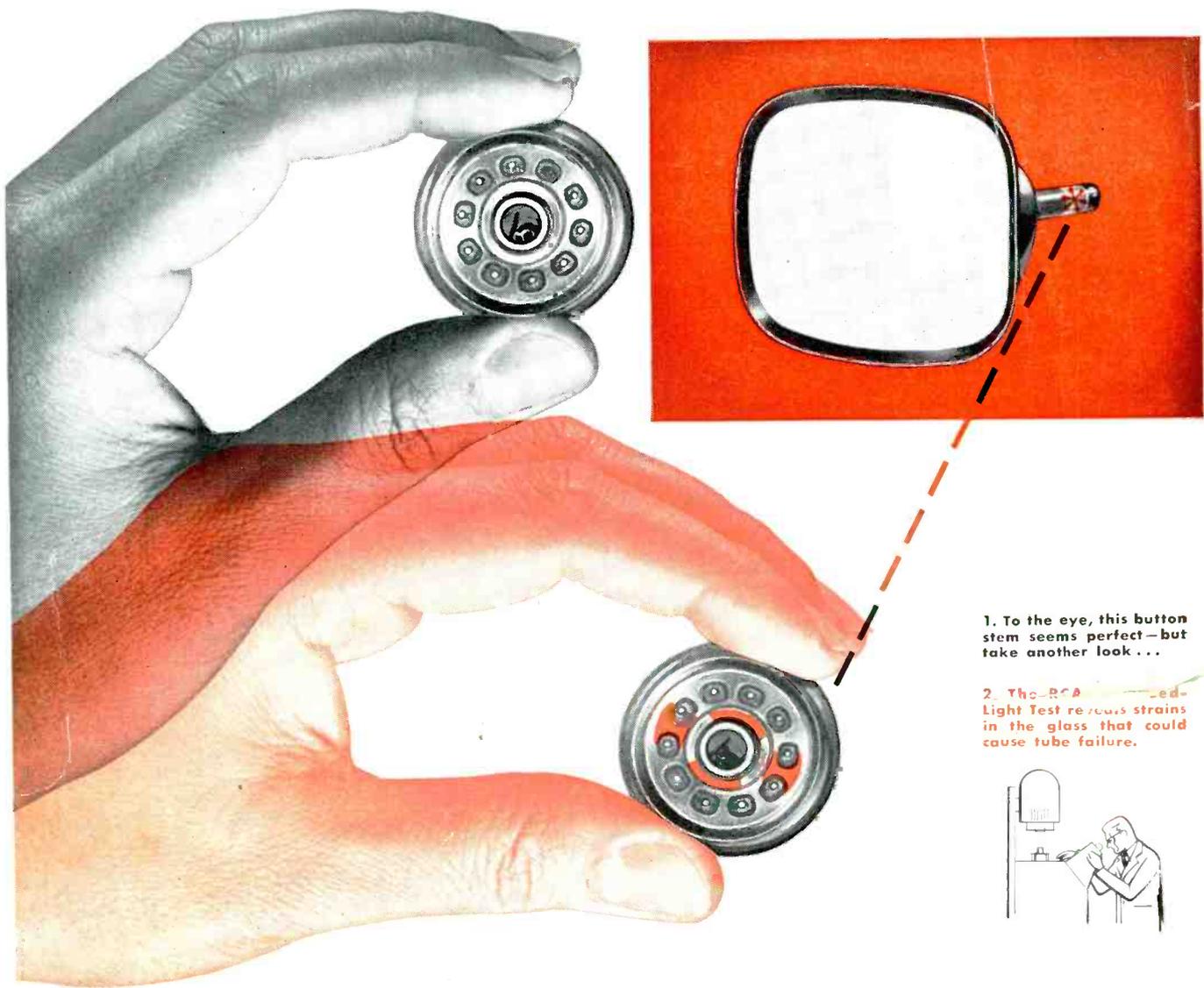
MAIL THIS COUPON. It will bring you added information on how to get your share of the fringe area market.

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Gentlemen:
Send me full information on Long John . . .
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VEE-D-X MAKERS OF
THE WORLD'S
MOST POWERFUL
ANTENNA SYSTEMS



1. To the eye, this button stem seems perfect—but take another look...

2. The RCA Red-Light Test reveals strains in the glass that could cause tube failure.



A **DOUBLE-TAKE** to safeguard your reputation

AT FREQUENT INTERVALS throughout the day, RCA production inspectors pick finished button stems hot off the griddles of the sealing machines, and subject them to an ingenious "polarized-light test." Reason? Even slight variations in sealing temperature can, and do, set up strains in the areas of glass-to-glass and glass-to-metal seals that could result in fractures. The Polarimeter... especially designed for RCA... reveals these otherwise invisible strains, and prevents im-

perfect assemblies from reaching the final production line.

By taking a second look, RCA virtually licks a possible fracture before it occurs... not only on button stems, but also neck-to-flare seals and the face-plate section adjacent to the rim seal of metal-shell picture tubes.

This constant vigilance and *quality control* at *all* stages of manufacture assure that RCA standards will be met on the final assembly line. In this way, RCA closely guards its own reputation

for quality... and yours as well.

In RCA picture tubes, the difference is *top-quality control*. That's why, dollar for dollar, RCA picture tubes have no equal.

With RCA Receiving Tubes, as well as RCA Kinescopes, **TOP-QUALITY CONTROL** makes the difference.



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