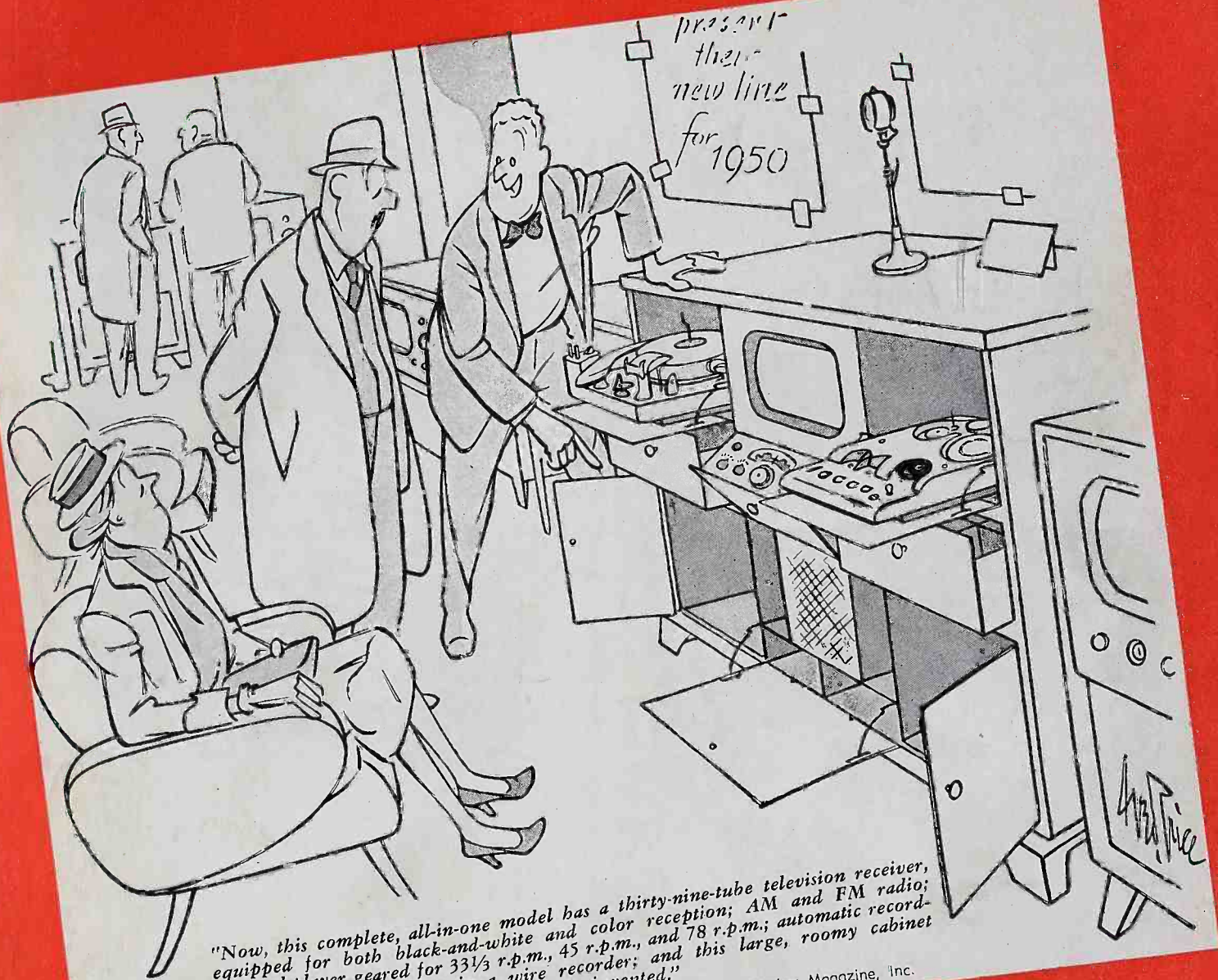


RADIO & TELEVISION RETAILING



"Now, this complete, all-in-one model has a thirty-nine-tube television receiver, equipped for both black-and-white and color reception; AM and FM radio; a record-player geared for 33 $\frac{1}{3}$ r.p.m., 45 r.p.m., and 78 r.p.m.; automatic record-changer; the latest thing in a wire recorder; and this large, roomy cabinet at the bottom, in case anything new is invented."

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In this issue: **TV-the Add-on Punch in American Selling!** • Costs of Doing TV Business • Pushing Sales of Portables • Selling 3-Speed Equipment • Profits in Room Air Conditioners • **SERVICING & SOUND**

June • 1950

CALDWELL-CLEMENTS, INC.

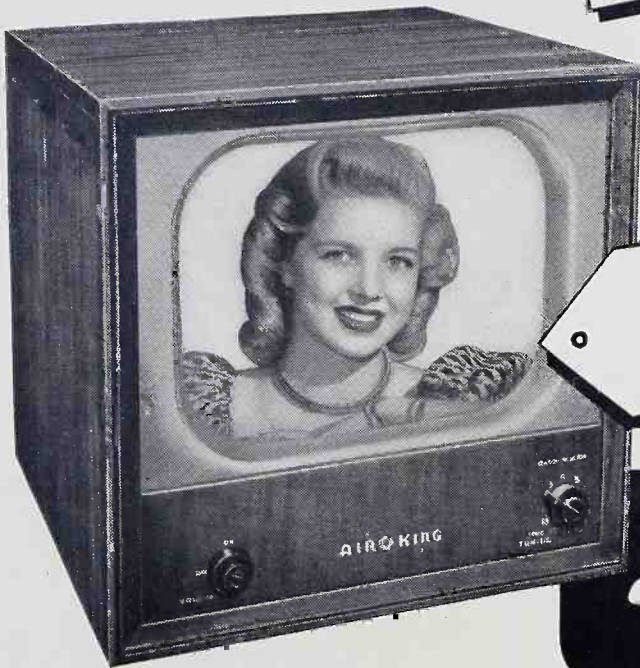
BEAUTIES!

★ Soft-Lite Full-View
16" Rectangular Tube

- ★ Tune with **ONE KNOB**
- ★ New Super-Power chassis
- ★ Beautiful compact cabinet



279⁹⁵*
MODEL 16 C1



249⁹⁵*
MODEL 16 T1



*Prices slightly higher
West of the Rockies

SEE THEM AT THE FURNITURE MARKET
SPACE 1454 MERCHANDISE MART BLDG.—CHICAGO

has everything!

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

RADIO & TELEVISION RETAILING

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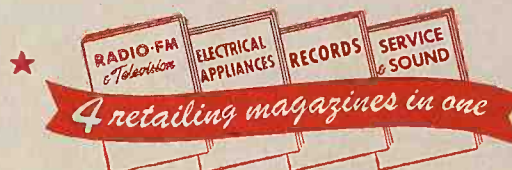
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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH

Sell Arvin Radio

PORTABLES

for every purse and preference



MODEL 446-P

Battery set
(less batteries)

\$16⁹⁵

Burgundy or
Sun-Tan



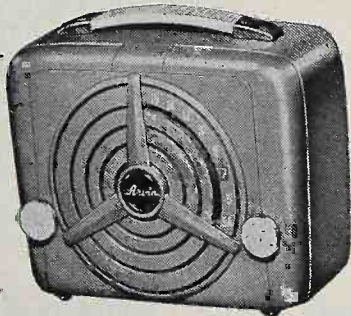
- 4 miniature tubes
- Compact—only 8 1/2" x 3 1/2" x 6 3/4"
- Light—weighs only 4 lbs. complete
- High sensitivity
- Undistorted tone
- Full 4" speaker
- Choice of 2 colors

MODEL 350-PL

3-way DeLuxe
(less batteries)

\$34⁹⁵

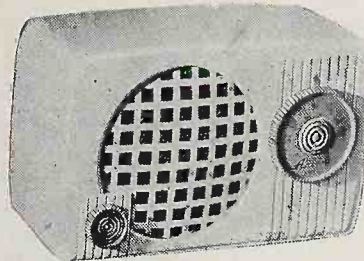
Kingfisher Blue,
Jade Green,
Sun-Tan, Burgundy



- The most compact high-powered portable available
- 3-way utility, AC, DC, or battery
- Exceptional sensitivity from 5 tubes and silenium rectifier
- Alnico V PM Super-Speaker
- Weighs only 6 lbs. complete
- Underwriters' listed

PRICE LEADERS

bright colors, amazing tone



MODEL 440-T

\$14⁹⁵

4 tubes
including rectifier.
Red, Yellow,
Green, Ivory,
Bronze, Burgundy

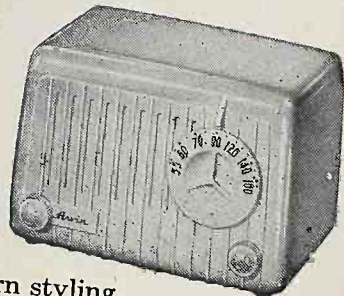


- Kidproof, Shatterproof
- Over 3 million sets in use
- Ideal for children
- Compact for easy packing
- Excellent tone
- Fine for home, hospital, hotel
- Choice of six smart colors
- Underwriters' listed

MODEL 355-T

\$16⁹⁵

5 tubes
including rectifier.
Ivory, Sun-Tan,
Willow Green



- Smart modern styling
- Built-in High-Q antenna
- 3 tuned IF circuits
- Choice of 3 colors

MODEL 341-T

\$12⁹⁵

4 tubes
including rectifier.
Sandalwood only

- Compact AC-DC superhet
- Amazing value at the price
- Shatterproof cabinet
- Underwriters' listed

SEE THEM ALL IN SPACE 441-2 AT THE SUMMER FURNITURE MART
CHICAGO, JUNE 20-29

Television and Radio Division, NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana

the complete table model line!

A COMPLETE RANGE OF TYPES ... COLORS ... PRICES!

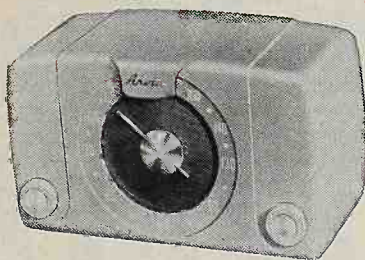
5-TUBE SETS

World's finest 5-tube performance

MODEL 450-T

\$1995

5 tubes
including rectifier.
Walnut only
(Available
June 15)



NEW

- Sleek, smart styling
- Milled ivory plastic knobs
- Polished brass dial pointer
- 2-gang variable condenser
- Rich "Velvet Voice" tone system
- Amazing tone and power
- Designed to meet Underwriters' standards



MODEL 451-T

\$2495

5 tubes
including rectifier.
Ebony, Ivory,
Sandalwood,
Willow Green,
(Available June 15)

NEW

- Most beautiful 5-tube set ever built
- Edge-lighted transparent lucite dial
- Sparkling crystal lucite knobs
- Perforated metal grille and dial pointer
- New "Velvet Voice" tone system
- New, more sensitive loop antenna
- Choice of four smart colors
- Designed to meet Underwriters' standards

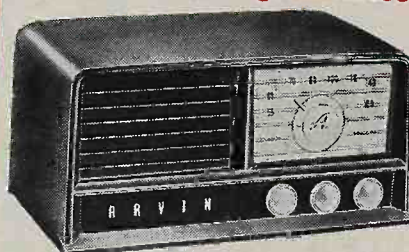
6 AND 8-TUBE SETS

Amazing long-distance reception

MODEL 461-T

\$2995

6 tubes
including rectifier.
Mahogany plastic



NEW

- Finest 6-tube table model on the market
- 3-gang variable condenser
- Tuned stage or radio frequency
- Full action automatic volume control
- Continuously variable tone control
- Razor-edge selectivity
- Rich, honey-smooth tone
- Ample power for great distances
- Heavy duty permanent magnet speaker
- Edge-lighted lucite dial

MODEL 460-T—Ivory, Willow Green, Sandalwood—
\$34.95

MODEL 481-TFM

\$4995

FM/AM receiver
8 tubes
including rectifier.
Mahogany plastic



NEW

- Straight AC, power transformer type circuit
- Illuminated, engraved plastic dial
- One stage radio frequency on FM
- FM tunes easily as AM
- 4-gang variable condenser
- Over 1500 milliwatts undistorted output
- Top-level AM reception
- Heavy duty magnetic speaker
- Built-in AM loop antenna, 7-ft. FM antenna
- Today's biggest value in FM-AM table models

MODEL 480-TFM—Rosewood, Willow Green, Sandalwood,
Ivory—\$54.95

**BACKED BY THE GREATEST NATIONAL AND NEWSPAPER
ADVERTISING CAMPAIGN IN ARVIN HISTORY**

Television and Radio Division, **NOBLITT-SPARKS INDUSTRIES, Inc.**, Columbus, Indiana

THEY'RE SELLING LIKE "HOT CAKES"

Sentinel PORTABLES!

Repeat orders and consumer sales in ever increasing quantities are evidence that *Sentinel* leads again in portables. Yes, every re-order testifies to the dramatic success of the super-performing "312" and the popular priced "335"—and to the profits by dealers who stock and display them.

New "312," 3-Gang Condenser Gives Super-Performance

Reaches out and pulls in distant stations where other sets cannot. Will satisfy the most ardent traveller or home-fan. A *Sentinel* engineering triumph! A model of efficiency and beauty. The smallest 3-gang portable on the market. AC-DC and Battery. Weighs only 6½ pounds.

New "335" Price—Performance—Color

A portable radio as personal as your watch and as carefully made . . . a diminutive jewel of a set but big, mighty big in performance. Weighs only 5½ pounds. In 4 beautiful sales-compelling colors. AC-DC and Battery. Priced to move fast.



Sentinel Radio Corporation
Evanston, Illinois

From PHILCO... at a New Low Price!



New Universal AUTO RADIO fits All Cars

Here it is from Philco, the world's largest manufacturer of auto radios—THE ONE SET YOU CAN SELL TO ALL CAR OWNERS. One model to stock! One sure-fire sales story! One simple installation routine. For the auto radio dealer who wants fast turnover, more profits from less inventory, *plus* a really hot price leader to spearhead his 1950 business—here it is from Philco. Be one of the first to feature the Philco 501 in your area, and cash-in on the big announcement advertising campaign—breaking soon.

PHILCO MODEL 501

UNMATCHED IN SALES APPEAL AND VALUE

- *Styled to harmonize with the newest cars—designed to fit in All cars, old and new.*
- *New miniature Tube Circuit gives 30% more output; amazing tone quality and range.*
- *Most compact 1-piece Auto Radio ever designed with 5 tubes plus rectifier and built-in speaker.*
- *Lowest price in years for such Auto Radio performance, quality and sell-on-sight appearance.*

Get this Eye-Catching Merchandise Display

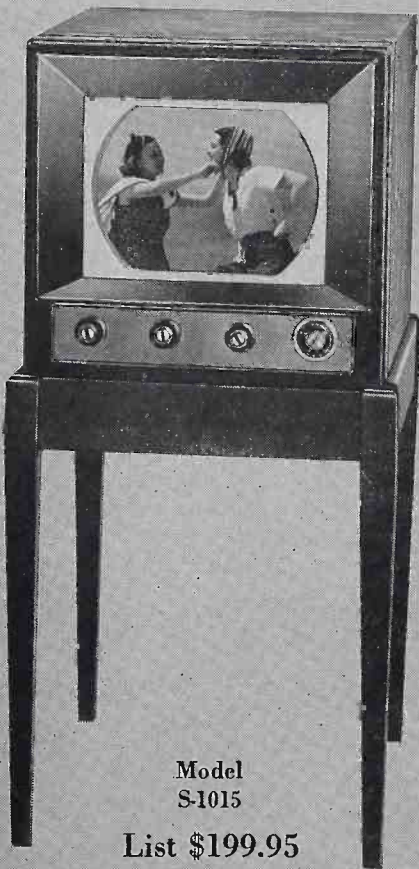
You're ready to do business the minute you place this new "501" display in your store. Handy size, takes less than 1 sq. ft. of counter space—19" high. Everything you need to advertise and promote sales is ready now.

SEE YOUR PHILCO DISTRIBUTOR





Model S-1055
List \$299.95



Model
S-1015
List \$199.95

Only Fada TV

**GIVES YOU ALL OF
THESE FEATURES . . .**

- ★ Black filter - Glass Picture Tubes
- ★ 'Fada-Scope' built-in Antennas
- ★ Fast Automatic Gain Control
- ★ New Noise Saturation Circuits
- ★ As easy to tune as a radio set
- ★ Advanced design vertical and horizontal hold circuits
- ★ Custom-built quality cabinetry

Every 1950 Fada Television model is a sensational performer in all areas. A complete line of 12½ and 16 inch table and console models with expanded and rectangular screens are brought to you at sensationally low prices.

Contact your Fada Jobber now . . . Learn why it will pay you to get on the Fada bandwagon of profitable TV selling.

"Pioneers in Radio and Electronics Since 1920"

FADA RADIO & ELECTRIC CO., INC.

BELLEVILLE, N. J.

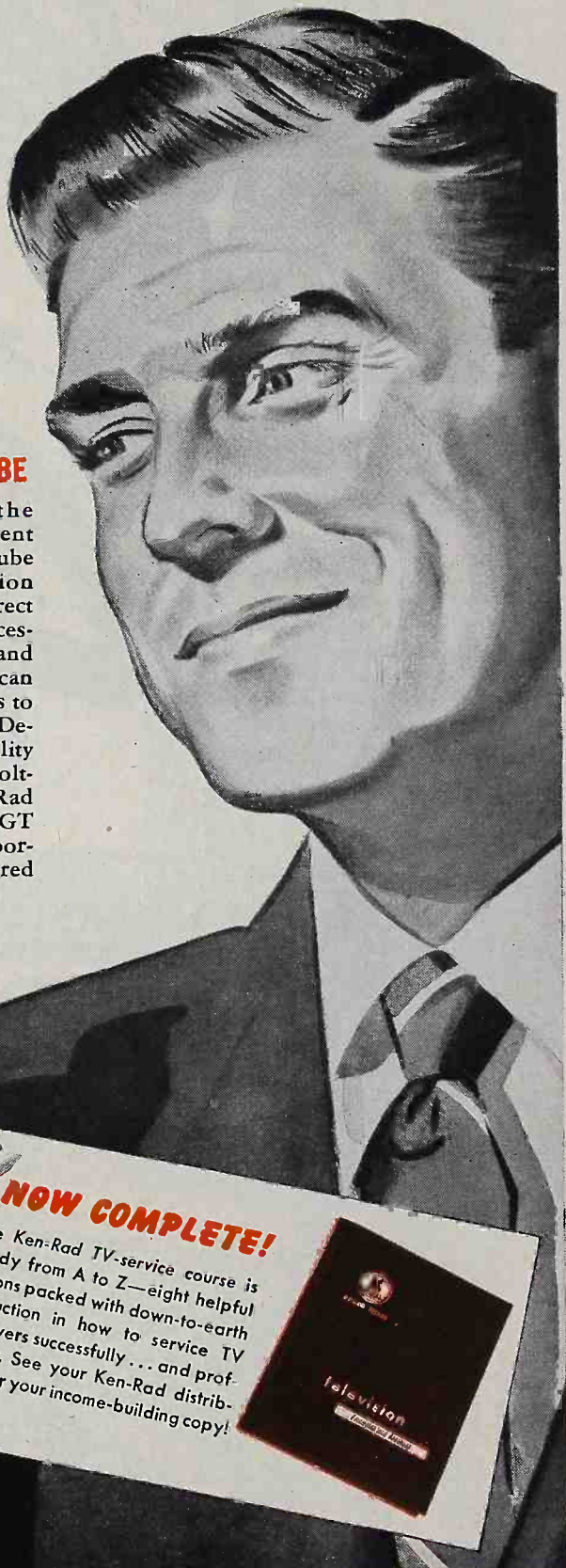
IF IT'S NEW...

KEN-RAD DEALERS HAVE IT!

THE way to get ahead, stay ahead, in radio-TV servicing, is stock and install Ken-Rad tubes! New types—because Ken-Rad designing sets the pace—come to you ahead of time. As 1950 home receivers appear in your neighborhood, G-E and Ken-Rad tube research enables you to service new sets with the ultra-modern types they require, whether TV-picture, metal, glass, or miniature. Ken-Rad tubes you receive today, fill tomorrow's needs!... 6AV5-GT is one of many advanced types you will find in modern TV circuits. Your Ken-Rad distributor has this new tube, and others, that will give you rail position in the race for more service business. Phone or write him at once!

6AV5-GT BEAM POWER TUBE

With its companion type the 25AV5-GT (heater requirement 25 v as against 6 v), this new tube serves as a horizontal-deflection amplifier in TV. Operating direct from a 125-v power supply, accessories such as a transformer and high-voltage filter capacitors can be done away with, which adds to circuit simplicity and economy. Design of the tube gives it the ability to withstand high surge plate voltages... By stocking the Ken-Rad brand, you will have the 6AV5-GT and 25AV5-GT—and other important new types—*now*, when required to service late-model receivers!



V NOW COMPLETE!

The Ken-Rad TV-service course is ready from A to Z—eight helpful lessons packed with down-to-earth instruction in how to service TV receivers successfully... and profitably. See your Ken-Rad distributor for your income-building copy!



KEN-RAD *Radio Tubes*
PRODUCT OF GENERAL ELECTRIC COMPANY
Schenectady 5, New York

182-JA4

Bendix Radio and Television

Announces

**4 Brand New
Business
Builders!**

Combining many of the features of the "luxury" sets, this smartly-styled mahogany table model is priced to promote store traffic in any market. The big 14" rectangular black tube, built-in antenna and concert speaker make it a beauty for on-the-spot demonstrations.



Values that Prove
the ol' Summer
Season ain't
necessarily Slow!

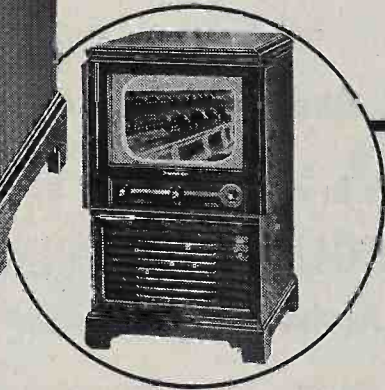
BENDIX RADIO
REG. U.S. PAT. OFF.

DIVISION of



BALTIMORE 4, MARYLAND

Here is quality that will stand out in any company—a masterpiece in performance and styling. With its 16" rectangular black tube, Bendix engineered AM, FM radio and 3-speed 3-size precision record player, this magnificent concert console will add real luster to your floor displays. →



← One moment it's a handsome, decorator styled mahogany cabinet, a truly fine piece of furniture—then, by opening the smart double doors you reveal the big 16" television console. This fine set is as practical as it is beautiful—and priced low enough to tempt even your most conservative customers.

WITH VALUES like these on your floor you'll have customers coming in, looking, listening and *buying* the year around. Bendix makes it possible for you to offer the bargains Mr. and Mrs. John Q. Public have been waiting for—bargains that mean extra store traffic summer or winter. Look at the features: big 14" and 16" rectangular black picture tubes, concert speakers, built-in antenna, phono-jack with switch, amazingly simplified tuning, a variety of beautiful cabinet stylings to blend with practically every decorating and space requirement. And wait till you see the *prices*—they're right on rock bottom for every model—a sure "come-on" in *any* season. But, stop in and see us at the Mart, get *all* the details on the Bendix Franchise—it's a honey from every angle.

MAKE IT A POINT TO SEE THESE AMAZING VALUES AT THE BENDIX SPACE 545D

American Furniture Mart, Chicago—June 19th to 29th

Be sure to ask about our Bendix Selective dealer Franchise. It means larger discounts, smaller inventories, faster service on orders and lower retail prices. You'll be interested in our Bendix advertising plan, too!



Here is the perfect answer for your "big picture" customers. Its 16" rectangular black tube provides an image of photographic quality with sharp contrasts and excellent detail. The Bendix advanced design "inter-carrier" sound system adds the final touch of quality—yet the price is remarkably low.

NEW PROFIT OPPORTUNITY FOR DISTRIBUTORS

NOW AVAILABLE WITH

Starrett

 Opticlear Television
And Room Air Conditioners

Starrett announces a change in sales policy from Direct-to-Dealer to
EXCLUSIVE WHOLESALE DISTRIBUTORS
— and invites applications from reputable, financially sound selling organizations

This change in distribution will provide Starrett dealers with improved local service, faster delivery, and even greater sales and merchandising cooperation. All this made possible by Starrett's huge expanded plant and most modern facilities for top-level service!

Newest, most modern plant in the industry...production assembly lines totaling over ONE HALF MILE long, now gives every Starrett Dealer assurance of meeting the phenomenal, steadily growing demand for Starrett products.

A YEAR AGO, WE SAID:

"No one but Starrett gives you so much to sell with profit." NOW... the Starrett Opticlear television line starts as low as \$159.95 retail for 12½" Table Model... other sets available in every bracket up to \$1295.00. Dealer-discounts up to 40%. Starrett room air conditioners start as low as \$239.95 retail.



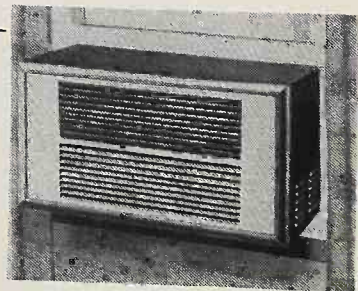
"THE PAUL REVERE" 12½" TUBE TABLE MODEL with exclusive, scientifically FILM-FREED* black picture tube, and built-in antenna...retails at \$159.95 in luggage finish

A YEAR AGO, WE SAID:

"Starrett advertising, promotion and merchandising will be the most effective sales-makers in TV" NOW...this vast plant expansion proves the selling-power of Starrett national advertising, Starrett quality, Starrett cabinet beauty.

A YEAR AGO, WE SAID:

"No one else offers the profit opportunities you get with Starrett." NOW, we expand these opportunities to all our dealers and to all those who have had to wait to carry Starrett, because our facilities were not yet geared to the unprecedented demand.



STARRETT ROOM AIR CONDITIONER

½ and ¾ hp models, with revolutionary innovations for efficient, trouble-free performance and economical operation. Starts as low as \$239.95 retail.

DISTRIBUTORS:

It's obvious that Starrett is a leadership proposition worth your immediate inquiry. Your inquiries will receive prompt attention. Write, Wire, NOW.

DEALERS:

Now you'll do even better with Starrett through this vast expansion program... through our new distributor set-up! Remember, distributors will be selected on the basis of their desire and ability to serve your best interests!

STARRETT'S POLICY OF SUPERB QUALITY AND HIGH DISCOUNTS WILL BE MAINTAINED

STARRETT TELEVISION CORP.

601 West 26th Street • New York 1, N. Y.
TELEVISION • AIR CONDITIONERS



► **SENSATIONAL** in performance! Strikingly beautiful in gleaming gold and rich browns! Revere Magnetic Tape Recorders fit hand-in-glove into your present sales picture as a *new source of healthy profits*. Now, for the first time, you can offer high fidelity, professional quality sound reproduction to your customers at a price well within their reach. Only Revere—a name synonymous with excellence and value—offers so potent a selling combination. There's a wide-open market for Revere Tape Recorders in homes, schools, churches, and clubs of your community. Let your customers hear true-as-life playbacks of their own voices on a Revere Recorder, and you'll make quick sales! Write for complete information.



REVERE CAMERA COMPANY • CHICAGO 16, ILLINOIS

Revere ... maker of fine
ciné equipment brings you a
**new source
of profits!**

Revere *Magnetic Tape* Recorders



Visit us in Booths 19-20
THE 1950 MUSIC INDUSTRY TRADE SHOW
Palmer House, Chicago
July 10-13



TR-200 RECORDER-RADIO COMBINATION

Combines the superlative features of Revere Tape Recorder with glorious-toned radio. May be operated separately or together. Radio programs can be recorded directly with mere turn of switch—no terminal points to connect. Powerful circuit assures amazing volume. Built-in antenna. Complete with microphone, radio attachment cord, two reels, magnetic tape, and case. **\$199⁵⁰**

T-100 REVERE RECORDER

Records every voice and tone with life-like fidelity. Full hour recording on every reel. Constant speed motor assures tone perfection—no flutter or wow. Instantaneous starts and stops. Fast rewind and forward speeds. Time and footage indicator. Powerful 5x7 inch elliptical speaker. Complete with microphone, radio attachment cord, two reels, magnetic tape, and case. **\$159⁵⁰**

TF-400 FOOT CONTROL.....\$17.50

TE-401 EAR PHONE (not shown) for private playbacks.....\$10.50

No Other Recorder—Wire, Disc or Tape—Offers So Many Advantages at Such Low Prices

Your time payment **PROFITS**

Depend on your time payment **SERVICE**

Far more than you realize, perhaps, the success of your time payment selling is tied up solidly with the character and extent of the service rendered by your financing agency.

It has to be a lot more than ordinary, because the very nature of the business of selling on "time" presents many out-of-the-ordinary problems.

For example, some financing institutions may limit the area in which they will serve you. But customers move around. Your service must be able to follow them.

The complete package of service Commercial Credit can give you is your best bet to increase your time sales and to keep your customers happy, with resulting profits and good will. The alert co-operation of trained experts in all phases of time payment financing is your best guarantee of smooth and profitable going.

One of these trained experts, your local Commercial Credit representative, is practically at your elbow now ready to answer questions, cite cases, show results. Call him in and see what he can do for you.



Helps Dealers Make
More
SALES • PROFITS
More
SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore, • Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

the magnificent
Magnavox
radio - phonograph - television



R FOR EXTRA PROFITS

... Factory-To-Dealer Distribution!

DEALERS profit two ways from the Magnavox policy of direct, factory-to-dealer distribution. First, by performing some of the functions of distributors, they enjoy higher markups than would otherwise be possible. And second, they realize many extra sales, for streamlined selling concentrates the business among the relatively few selected dealers. Furthermore, Magnavox markups do not shrink, for this is the company known for enforcing its fair trade prices wherever they are recognized by law.

**The Magnavox Company
Fort Wayne 4, Indiana**

A THREE-RING SALES

The RCA CIRCUS



FLOOR-STAND MERCHANDISER

Here's the store interior 'high-spot' of a promotion to boost your RCA Battery Sales! A Colorful, corrugated merchandiser to display a generous supply of RCA Batteries and a Portable Radio!

Height 46" — 14" deep. Ideal to keep near your counter all during your peak sales season.



ask about

COUNTY

A jolly clown—a force message. Full rich circus c



KUKLA, FRAN & OLLIE —and Screen Directors' Playhouse



—top TV and AM Shows—will tell folks from coast to coast about high quality RCA Batteries and the new toy packaging on Portable "A-B" Packs. This national advertising will identify

local Radio Dealers and Servicemen as the source for RCA Batteries. It's another reason why you're wise to stock and sell RCA—the Battery for the Radio Trade.



ATTRACTION... PROMOTION KIT



... with colorful circus wagon packaging on fast-moving RCA "A-B" battery packs!



RCA
RADIO A-B BATTERIES
famous for
TOP PERFORMANCE
LONG-LASTING POWER

WINS for the kiddies

WINDOW DISPLAY

make this a most appealing display. 13" x 20".

while they last we're giving away
TOP CIRCUS WAGONS
for the kiddies

with **RCA**
RADIO A-B BATTERIES
famous for
TOP PERFORMANCE
LONG-LASTING POWER

WINDOW STREAMER

STOP PASSERS-BY with this 35" x 11" streamer. Eye-catching in design — this streamer commands attention — gets you sales!

WHILE THEY LAST... GET EACH DISPLAY AND EIGHT CIRCUS WAGON SALES PREMIUMS WITH A \$25⁰⁰ PURCHASE OF RCA BATTERIES!



Illustrated above are the new shipping containers you'll find on all fast-moving RCA portable "A-B" battery packs. Place these displays and premiums in your window and on your counter.

Watch the attention—and sales—they get! The RCA Circus Promotion Kit calls attention to your store, your products, your service—and the premiums you give away!

For your RCA Circus Promotion Kit and a FREE ENTRY COUPON on the RCA Battery "Get the Facts" \$10,000 Prize Contest—see your RCA Battery Distributor today!



RADIO CORPORATION of AMERICA

RADIO BATTERIES

HARRISON, N. J.

At Chicago, Be Sure to See

Arvin TV

the Fastest Growing Name in Television!

CHICAGO MARKET

JUNE 20-29



SPACE 441-2

Sensational is the word for Arvin's complete new television line. Low priced table models! Big screen consoles! Radio-television-phonograph combinations! Dramatic new cabinets! Every big, wanted TV feature! And backed by the biggest national magazine and local newspaper advertising and promotion in Arvin history! See Arvin at the Market! *Get the full Arvin TV story before you make any commitments for 1950!*

Arvin—*Fastest Growing Name in Television!*

Television and Radio Division, NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana

MARVEL-LENS

Now! America's No. 1 Television Screen Enlarger
SELLS WHERE ALL OTHERS FAIL

SELLS DURING THE SUMMER!

This lens is NOT a seasonal item. People want BIG picture television all year around.

PERFECT FOR THE TRADE-IN PROBLEM!

Your customers expect more for their old sets than you can afford to give. They want new sets because they want big screen television. Sell them Marvel-Lens — they get BIG pictures; you get an extra sale and a satisfied customer.

Cash in on this tremendous need. Marvel-Lens provides powerful magnification AT CONTACT with a wide angle of vision and no bulk.

We are Advertising **MARVEL-LENS** over **TELEVISION** in

NEW YORK	INDIANAPOLIS	SCHENECTADY
BALTIMORE	NEW ORLEANS	SYRACUSE
CLEVELAND	SAN DIEGO	CHARLOTTE
PROVIDENCE	BOSTON	MINNEAPOLIS
NEW HAVEN	CINCINNATI	OMAHA
ATLANTA	DETROIT	SEATTLE

AND ADDING NEW MARKETS DAILY

Write For The Name Of Your Nearest Distributor
 Retail List Price

\$27⁵⁰

\$23⁹⁵

For Large Size

For Small Size

Plenty Of Profits For You



WITHOUT MARVEL-LENS ↑

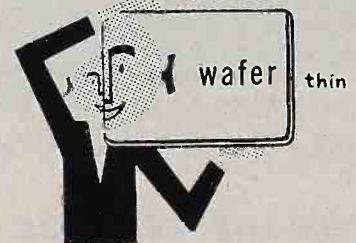
WITH MARVEL-LENS ↓



MARVEL-LENS

INDUSTRIES INC.

A & CLEARFIELD STREETS, Phila. 34, Pa.



What made Admiral
today's fastest-rising
power in all the
appliance industry?

*IDEAS!—and the ability
to make them work!*

The Idea: To build a top-of-the-line refrigerator with all the "most-wanted" conveniences ("No Defrosting", 84 lb., 20-below-zero freezer, huge Moist-Cold area) and still provide a terrific amount of space for the money!

The Record: Tough assignment? *Not too tough* for Admiral planners, designers, engineers, production men! Lights shone far into the night for many nights but by 1950 the trade was rocking with the news. Admiral had succeeded in bringing out a Dual-Temp that was better than ever before—with all the "most wanted" conveniences and then some—but featuring *50% more space at no additional cost!* The world's finest refrigerator now provides 10.6 cu. ft. of storage for only \$399.95! Admiral Corporation, 3800 W. Cortland St., Chicago.



Admiral

"FIRST IN '50"

REFRIGERATORS • RANGES • TELEVISION • RADIOS • PHONOGRAPHS

THIS IS THE YEAR OF DECISION... better decide to join Admiral—NOW!

RADIO & TELEVISION RETAILING • June, 1950



SELL RAYTHEON...

the best set in sight for
good sound reasons!

THE *Devonshire*

Raytheon sets new standards of sight and sound reproduction with the introduction of THE DEVONSHIRE, a great new combination that *has everything*. This

is the set you and your customers have asked for—at a convincingly reasonable selling price.

Pictures of perfection from 16 inch rectangular tube plus *crystal clear FM radio*, standard broadcast, of course, and a *high fidelity phonograph* with changer that plays records at *all three speeds*.

BELMONT RADIO CORPORATION
Subsidiary of Raytheon Manufacturing Co.
5927 W. DICKENS AVE., CHICAGO 59, ILL.

RAYTHEON
TELEVISION



Only \$399⁹⁵

Prices slightly higher in South and West

*See the complete Raytheon line at the Music Show—Space 38, 39, 46, 47, or Room 626.

WEBSTER-CHICAGO

Excitedly announces



Another  *Product*

the **DYNAMIC** "288"

with Console Response

The Webster-Chicago Model 180 portable wire recorder made history. 'Til now it's been the recognized leader in the field.

And now here's a really *new* wire recorder—an addition to the magnetic recording field at home-use price with professional quality!

The new "288" with its 28 brand new features boasts the exclusive *console response* sound system. Now recorded music retains those important highs and lows—gone is distortion, and in place of it the "288" provides unequalled tone fidelity.

You've got to hear the new "288" to appreciate this glorious new richness of tone. Here is a wire recorder that you can tell your customers to compare with *any* magnetic recorder at any price for true quality.

Of course, Record-O-Magic automatic controls, the strikingly handsome burgundy carrying case, super-sensitive microphone are all standard features of the dynamic new "288."



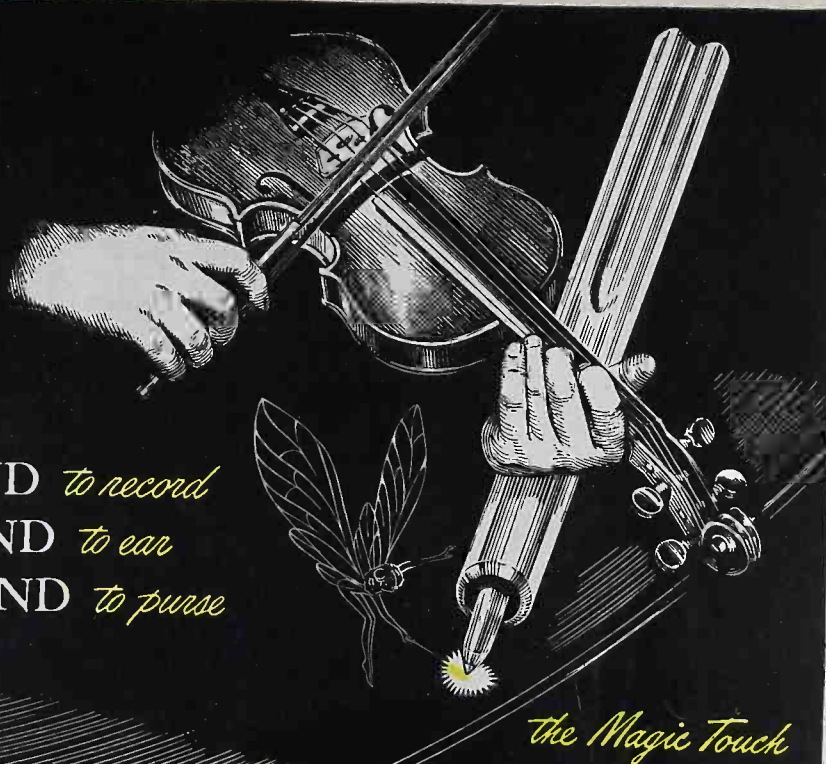
Console Response

New construction of the sound chamber gives lifelike, faithful sound reproduction.



WEBSTER-CHICAGO

5610 W. Bloomingdale Ave., Chicago 39, Ill.



KIND *to record*
 KIND *to ear*
 KIND *to purse*

the Magic Touch

Fidelitone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50c to \$5.00

PERMO, Incorporated
 CHICAGO 26,

EXTRA PROFIT—FASTER SERVICING

with these

Two Magnetic Tape Recording Products

For the Dealer:

The Carson Tape Splicer is a perfect accessory to sell along with every new Tape Recorder as well as to sell to those who already have recorders and have found by experience that a tape splicer would be helpful.
 List \$3.75

Regular discounts
 Samples to legitimate dealers and distributors—
 \$2.25

For the Serviceman:

Visi-Mag, a solution of iron powder in a suitable binder, can be of valuable help in the servicing and maintenance of magnetic tape recorders, particularly dual track recorders. With Visi-Mag you can make visible the recording on the tape. Easy to use.

For further information about these items write to

MAGNECESSORIES BOX 6960 **Washington, D. C.**

"Creed" Adopted for TV, Appliance Wholesalers

A "creed" for distributors of appliances, radio and television and a special market development approach to step up sales of dishwashers, disposers, freezers, clothes dryers and air conditioning units are featured in a new Appliance Division program developed recently at meetings of three appliance committees of the National Association of Electrical Distributors. The committees were Major Appliances, Radio, Television and Tubes, and Electric Housewares, headed, respectively, by K. G. Gillespie, Benjamin Gross and C. A. D'Elia.

The "creed" was adopted in the form of a statement of basic objectives toward which the activities of various committees in NAED's Appliance Division could be constructively directed. It reads: "1. We believe: That more goods for more people at lower cost is the proper objective for manufacturers, wholesale distributors, retailers and consumers. That each of the business agencies in this chain of production must prosper in order to meet the needs of consumers of their products. The practices which defeat the prosperity of one or more of the links of this chain eventually will defeat or produce an unnecessary burden for all of them.

"2. Therefore, we, as wholesale distributors of appliances, radio and television, after careful deliberation, propose to focus from time to time the attention of our associated business agencies to practices, good and bad, which enhance or defeat our joint purposes. Wherever our own shortcomings are exposed by us or others, we also intend to seek correction.

"3. Of immediate concern are several problems to which attention should be focused if wholesale distributors are to prosper or, in some cases, merely to survive. These are not necessarily chargeable to any single partner in the enterprise, but they do deserve the attention of top managements of manufacturers, distributors and retailers."

The report of a special committee for market development of new appliances indicated that all of the products mentioned in the first paragraph had reached approximately the same stage of development, with limited public acceptance, somewhat analogous to refrigerators in the early '30's. It pointed out that these products were now entering the "rapid growth" period in which "specialty selling" would prove an indispensable business builder. Specialty selling, it was stated, is costly. In order to do their part of the job of market development, distributors must undertake additional functions inherent in specialty selling. It should be recognized that the products involved have not by any means reached that point of public acceptance where they could be considered "demand merchandise." Similarly, dealers must also undertake a stepped-up promotion program.

WHEN WE UNWRAP... the 1951
JACKSON

RADIO-PHONOGRAPH
and TELEVISION Line
at the
CHICAGO
FURNITURE MARKET



There'll be
**LOWER
PRICES**
and
BIGGER PROFITS
**FOR
DEALERS!**

HERE'S WHAT DEALERS HAVE BEEN WAITING FOR...

- ★ An absolutely complete line of TV sets, radio-phono combinations, and radio-phono-TV combinations.
- ★ Cabinets by John Bergen, America's foremost furniture stylist.
- ★ A full line of dealer aids, mats, photographs, line folders, point-of-sale, spot radio announcements.
- ★ Prices protected for a full 90 days.
- ★ Tremendous national ad campaign.

Important Features of the **JACKSON '51 Line**

TELEVISION

2 Knob Control
RCA licensed
Built-in antenna
Interlocked picture and sound

RADIO-PHONOGRAPHS

Wide range audio response
Slide rule easy-to-read dial
3 speed changer
10 inch speaker

See for Yourself!

Visit us at the June Furniture Market, Room 845, The Furniture Mart, Chicago, Illinois.
If you do not plan to attend the Market, write for catalog and prices on the full 1951 Jackson Line.

JACKSON INDUSTRIES, INC.

**500 EAST 40th STREET
CHICAGO, ILLINOIS**

get set for a **PARADE** of prospects

with these

ZENITH Portable Radios
 AMERICA'S FINEST PORTABLES



Outdoor Activities Open New Sales Opportunities FOR YOU!

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

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

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

\$49⁹⁵†

Less Batteries

The TRANS-OCEANIC is always a best seller

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

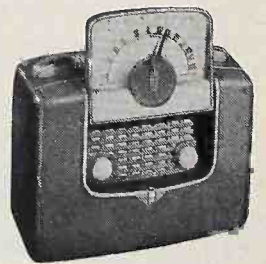
\$99⁹⁵†
 less batteries



Tops for Turnover TIP-TOP HOLIDAY*

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

\$39⁹⁵†
 less batteries



Powerful and Popular ZENITH ZENETTE*

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

\$39⁹⁵†
 less batteries



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



ZENITH RADIO CORPORATION
 6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

RADIO & TELEVISION RETAILING • June, 1950

RADIO & TELEVISION RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

TV -- the "Add-On" Punch in American Selling!

The stream of interest in Television has developed into a veritable torrent, sweeping TV receivers into first place as the country's Number One *sales* and *want* product.

Everybody's talking Television. It's being publicized at every hand. It's become the top topic in cartoon art, where every gag's a boost. Television is being plugged on the radio, in the newspapers, in the movies; on the stage and in the stock market. TV programming is attracting the best there is in talent. "TV or not TV?" is no longer a question with any performer. They all want IN!

The dealer is at the focal point of all this exciting business.

Because he's the man who puts the sets in the home and keeps them operating, he's in a position to make a lot of *add-on* sales. With his magic TV key he can sell each customer *more than a TV set*. He can sell 'em TV-FM-AM combinations to play the 3-speeds, and more phonograph records. He can sell portables and electrical appliances. He can sell phono conversion and replacement jobs. From here on, he'll be getting TV replacement business, too—selling larger-picture sets. The dealer is geared up to handle all the new things on the way, including color television.

Since the current torrent of interest in TV is not of a flash-flood sort but is a consistently growing development still in its infancy, merchants should plan to ride the crest for all it's worth, using TV to make those add-on sales.

What's Ahead!—in Radio,

LAST-MINUTE DEALER OPINION ON TV SALES slow-up. They say it's due to: 1. People beginning to budget their money for outdoor activities. 2. Increased supply of sets, resulting in more widely scattered sales. 3. "Saturation" in homes of many baseball fans who bought slews of receivers ahead of season's opening. Over whole picture, sales are still very good, though below those of first 4 months of 1950.

NO 10 PER CENT EXCISE TAX ON TV sets. The House Ways and Means Committee has refused to approve the proposed tax of 10% on television receivers. Many segments of the industry voiced disapproval; pointed out that consumers would have to pay more, and that the entire TV enterprise would be slowed up.

INVENTORIES IN HANDS of manufacturers, jobbers and retailers much lower at the end of May 1950 than same period last year. This goes for TV, radio, large and small appliances and phono records.

BIG EVENT COMING TO CLEVELAND is the Radio Parts Distributors Convention to be held August 27 to September 1, at the Auditorium. It's sponsored by the National Electronic Distributors Association. (NEDA).

"THE MARKET FOR VACUUM CLEANERS IS ONLY about 50% saturated, far below the saturation obtained by other major appliances, such as refrigerators and washers."—Alex M. Lewyt, president, Lewyt Corporation.

"THE ENTIRE RECORD PRODUCING and phonograph industry bogged down for a couple of years while the record companies fought over which speed was going to take over—and the customers bogged down with them," W. S. Hartford, general sales manager, Webster-Chicago Corporation, points out. "The 'speed war' is over now. The market is wide open. People want records but the records they want are the 45 and 33 $\frac{1}{3}$ RPM speed records. Over 15,000,000 of these people have phonographs that will play only 78 or 33 $\frac{1}{3}$ RPM records."

OUR SINCERE THANKS TO THE MANY DEALERS who filled out and returned those TV costs of doing business questionnaires, and for the interesting comments numbers of respondents made on business conditions. The editors of this magazine wish they could thank each and every one of you personally.

TELEVISION STATIONS ON THE AIR as of June 1 number 106, with three more stations still building (in Nashville, Jacksonville and Atlanta). No new stations are expected to come on during June. Sets in use have reached 6 million. Thirteen cities now have over 100,000 sets in use. These are:

Baltimore	Cincinnati	Los Angeles	Philadelphia
Boston	Cleveland	Milwaukee	Pittsburgh
Chicago	Detroit	New York	St. Louis
	Washington, D.C.		

BIG TV MANUFACTURERS ARE REALLY FACING A PROBLEM right now in trying to gauge production for the summer months. The trick is to make all the market will readily absorb; no more. They don't want to under-produce as they did last year. (It's taken them about eight months to catch up with the demand.) Last summer some of the smaller outfits kept on rolling sets off their lines, thus creating a few new millionaires.

NOW THEY SAY, "SELL ME THE TV SET RIGHT AWAY!" Just a short time ago when color video seemed a lot farther away than it does now, dealers reported that many were "waiting." Today, with color rumored to be right around the corner, numbers of merchants report no appreciable effect at retail level. This shows a terrific new increase in desire to own, plus confidence in the industry's ability to "convert" receivers in consumers' homes.



THOUSANDS WILL ATTEND THE MUSIC SHOW at Chicago's Palmer House, July 10-13. Numbers of new radio and TV models will be shown along with combinations, players, recorders, phono records and musical instruments. Special editorial features on the Show will appear in the July issue of this magazine. The big Chicago event is operated by the National Association of Music Merchants.

VIGOROUS MOVES AGAINST WIDE-OPEN FLOUTING of fair trade laws, initiated by manufacturers in the electric housewares field are seen by the Bureau of Education on Fair Trade as "a healthy sign of increasing recognition that effective and continuing enforcement is a major factor in preserving Fair Trade."

BIG RECENT SPURT NOTED IN DEALER co-op advertising in many of the big cities, with TV and major appliances leading other products.

BRISK ACTIVITY IN TV TRADE-INS reported by many dealers who wrote in to comment on the "Profitable TV Trade-Ins" article in a recent issue. Some examples of trade-in allowances made by those writing in are: \$150. for a one-year old \$400. set; \$150. for a two-year old \$450. set; \$250. for a one-year old \$550. set; and \$150. for a one-year old \$300. set. Some dealers commented that, although they thought the suggested allowances arrived at with our formula were good, they found customers had a much more inflated idea of the value of a used receiver.

Appliances, Records and Television

PRESENT SALES SLOW-UP IN TV described as being "more psychological than actual" by several merchandisers, who assert that too many people in the industry prepare for a seasonal decline by "slowing down their sales efforts." It is a fact that last year at this time the pipelines were filled, and running over. Now, they're about three-quarters full, having started out in January, 1950, empty as Mother Hubbard's cupboard.

BIG EXPANSION PROGRAM BY International Resistance Company, Philadelphia, to the tune of about \$1,500,000, will make available many more ½, 1 and 2-watt resistors. Says Harry A. Ehle, IRC vice-president: "Our decision to take on an expansion of this magnitude is, of course, based on our complete confidence in the future of television . . ."

THE BIG DRIVES NOW UNDER WAY TO GET 3-speed record players into millions of homes is going to hop up the record business to new sales levels. Look for the dollar sales of platters to break all records in 1951.

TO DOUBLE PRODUCTION OVER LAST YEAR, Motorola, Inc., will produce 2,500,000 TV sets, home radios and car radios in 1950, estimates Walter H. Stellner, vice-president.

WITH THE FLOOD OF NEW, SPECIALLY DESIGNED ANTENNAS, towers and boosters on the market, the "fringe" grows farther and farther beyond that one-time "horizon" and line-of-sight area, opening up much new business for retail merchants and their service departments.

TO DEALERS WHO ARE STILL HOLDING those TV costs of doing business questionnaires: Please fill out and mail at your earliest convenience. (You have an addressed, prepaid envelope.) The survey on TV costs is being jointly sponsored by RADIO & TELEVISION RETAILING and the Retailing Division of City College. (College of the City of New York.)

THERE'S A DEFINITE TREND AWAY FROM buying on time for the sole reason of "insuring" service. Consumers today are expressing the highest degree of confidence in advertised, established brands.

TV PICTURE TUBE BREAKDOWN RATE remarkably low, and this is a boon to users who have no contracts, as well as being profitable to manufacturers and service firms guaranteeing free replacement. The failure rate has been estimated at less than ½ of 1% for tubes under 90 days old and 5% for tubes under 1 year old.

HALLICRAFTERS COMPANY expects to produce about 250,000 TV units in 1950, with total company volume (including communications) of about \$40,000,000, reports William J. Halligan, president.

ENERGETIC DRIVE AGAINST TV PRICE-CUTTING being made by Chicago's Television Installation Service Association, Frank J. Moch, president. In a recent bulletin urging cooperative action, the TV industry is described as a "giant" who "is sick." "The cancer of price cutting is eating away its very life," writes the head of the organization, whose membership includes a number of prominent Chicago dealers.



WHY CUT PRICES ON TV, AMERICA'S top demand item? One dealer writes to us pointing out that when cars were scarce auto dealers made customers pay premiums; buy a lot of gimmicked up extras. When TV was scarce, says this merchant, a bunch of wild-eyed merchants cut prices, and threw in such "extras" as antennas, installations, tables and what-have-you.

HERE'S A TIP ON GETTING MORE WOMEN customers. An Eastern dealer says that his sewing machine department, rendering service, selling new machines and supplies, really brings them in. Says he can trace many TV, radio and appliance sales directly to his sewing machine set-up.

FUTURE EVENTS OF INTEREST TO READERS

JUNE 5-8: RMA 26th Annual Convention, Hotel Stevens, Chicago.

JUNE 12-16: National Association Electrical Distributors, Convention Hall, Atlantic City, N. J.

JUNE 18: Father's Day

JULY 10-13: National Assn. of Music Merchants (NAMM), Music Industry Trade Show & Convention, Palmer House, Chicago.

AUG. 7-19: U. S. International Trade Fair Chicago Coliseum, International

Amphitheater and Navy Pier, Chicago.

AUG. 27-SEPT. 1: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, O.

SEPT. 13-15: Pacific Electronic Exhibit, Municipal Auditorium, Long Beach, Cal.

SEPT. 23-30: First Consumer National Television and Electronics Exposition, 69th Armory, New York, N. Y.

SEPT. 25-27: 2nd Annual Radio and Television Service Convention and Exhibition, Broadwood Hotel, Phila., Pa.

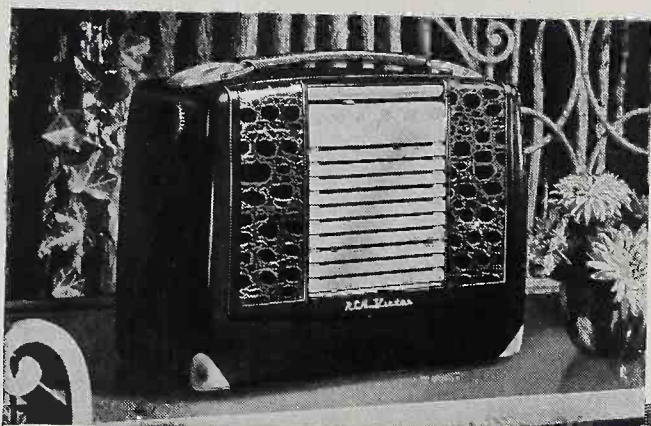
SEPT. 30-OCT. 8: Third Annual National Television & Electrical Living Show, Chicago Coliseum, Chicago.

OCT. 11-OCT. 14: 15th Annual Conference of the North Central Electrical Industries, Copley Plaza Hotel, Boston.

Summer Special!

Double-Barrel

1. The Pick of the Portables

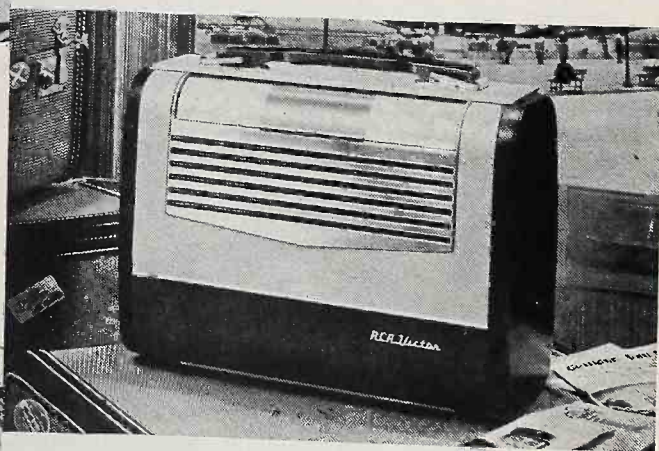


RCA VICTOR BX57

Here's the perfect set for customers who want peak performance, stunning beauty, unmatched convenience—all wrapped in one. Three-way powered, "Golden Throat" tone system.

RCA VICTOR BX6

A striking new version of the famous 3-way "Globe Trotter." Weatherized lightweight aluminum case. "Golden Throat" tone system.



And your price leader—

RCA VICTOR BX55

Your lowest priced postwar RCA Victor 3-way portable. The tone of the "Golden Throat" will sell the set for you.



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

Profit-Maker from

RCA VICTOR

2. The Pick of the Portable Advertising

POWER-PACKED MAGAZINE ADS

Your chance to fill the Summer sales gap . . . push RCA Victor, the Pick of the Portables. Now you can team up with hard-hitting RCA Victor magazine advertising—put it to work *for you!* It's a nationwide drive that is flooding your own area.

Look at the heavy ad schedule that'll be sending *portable* customers your way:

- LIFE—May 29 Featuring BX55
- CORONET—June Featuring BX6
- EBONY—June Featuring BX55, BX6, BX57
- EXTENSION—June Featuring BX55, BX6, BX57
- SATURDAY EVENING POST—June 3. Featuring BX55
- LIFE—June 26 Featuring BX55, BX6, BX57
- CORONET—July Featuring BX55
- EBONY—July Featuring BX55
- SATURDAY EVENING POST—July 1
Featuring BX55, BX6, BX57
- LOOK—July 4 Featuring BX55
- ARMED FORCE—July 3 Featuring BX55, BX6, BX57
- EBONY—August Featuring BX55, BX6, BX57

YOUR OWN NEWSPAPER CAMPAIGN

Tie in with RCA Victor magazine ads . . . make the most of RCA Victor window and counter displays. Ask your distributor for brand-new RCA Victor newspaper ad mats. He has a whole set of them. These co-op ads are specially designed to generate portable sales *for you!* They're *your* ads. Start 'em running in your newspapers *now*—start customers running your way, too!

A NATURAL PROFIT LINE

This year's RCA Victor line is designed for biggest sell-up profits—fits the bill for *all* your portable prospects. Customers will clamor for the smart functional styling . . . smooth "big set" tone and volume . . . lightweight construction that makes RCA Victor portables a treat to take *anywhere*. Cash in on portables this Summer! *Stock and push* RCA Victor.



For satisfied customers
push RCA long-life batteries

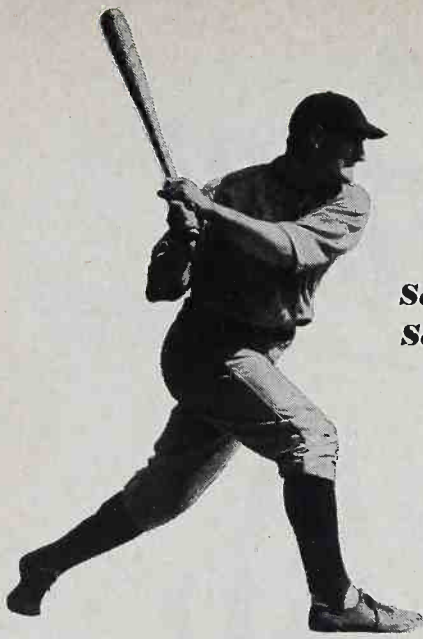


ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

RCA VICTOR



Only RCA Victor[®] Makes the "Victrola" "Victrola"—T.M. Reg. U. S. Pat. Off. DIVISION OF RADIO CORPORATION OF AMERICA



Hard-Hitting Sales

Seattle Dealer Expands TV, Appliance Volume via Progressive Servicing and Selling Policies; Explains Video Warranty Plan

• From a "hole-in-the-wall" radio repair shop 25 years ago, Mast's, Inc., has grown to one of the leading television and appliance retailers in the highly competitive downtown shopping area of Seattle, Wash.

The scale of Mast's present operation can be indicated by the fact that the firm now has approximately 12,000 square feet of floor space in display of appliances, radios, and television sets. Four salesmen and four service employees work under the supervision of founder and president Fred R. Mast, in this department. Assisting Colonel Mast in the sales and promotional end of the business is his son, Ralph K. Mast. Very instrumental in the success of the firm, Col. Mast emphasizes, has been the effort and business sense of his wife, who has worked with him most of his 25 years in business, and who managed the firm single-handed during five war years when her husband and her son were in the service.

Progressive merchandising and service policies, plus adaptability to changing economic conditions, are the principal reasons for Mast's steady and consistent growth. The firm was one of the first to merchandise television ag-

gressively in the Seattle area. More recently, it inaugurated its unique Television Owners Agreement which is finding acceptance with other Seattle television dealers as well. This agreement, which will be described in detail in this article, is accomplishing the dual purpose of stabilizing service costs and improving dealer-customer relationships.

Mast's started as a small radio and repair shop in an outlying Seattle business district. In its early years of growth, the firm moved several times to larger quarters in that district. Refrigerators and other appliances were added during this period. Within a few years Mast moved into the downtown area and later added sporting goods to his other lines of merchandise. Shortly after the beginning of the war, the firm moved to its present modern and attractive quarters.

Mast's began merchandising television aggressively as soon as the first TV station opened in the Seattle area. Knowing that people were reluctant to buy at first, they nevertheless invested a good proportion of their newspaper advertising budget in promotion of TV sets. Their reasoning on this was that if they kept hammering away on the television theme, people would come to associate Mast's with the new medium. It has worked out exactly that way, Ralph Mast reports.

Sales of television sets, accordingly, have amply justified the considerable advertising investment. There remained, however, one problem which they shared with most other television dealers. That was the service problem.

The sticker here, Ralph Mast explains, is the fact that more owners of TV sets do not anticipate the service



Long, attractive store front (above), of Mast's. Below, a mass display of washers, dryers and small appliances, clearly visible through backless front windows, gets much attention.

Part of the service room at Mast's, where complete facilities for repairs are provided.



Promotions Pay

expenses which they may have to assume. With a radio, the dealer has customarily given a 90-day free repair service, which he could readily assume with radio's fairly liberal mark-ups. With the lower mark-up which the dealer obtains with television sets, he can no longer afford free 90-day service.

The result is that the customer who is accustomed to this 90-day service guarantee, resents having to pay a service charge on his new television set. In some cases, he may refuse point-blank to pay it. For a variety of reasons, the dealer is hardly in a position to insist, and hence takes a loss in his service department. In addition, there is a residue of bad feeling which remains.

To remedy this condition, Col. Mast evolved his Television Owner's Agreement. This consists of a certificate which is signed by dealer and customer, setting forth the terms of an unconditional service warranty for which the customer pays a stated price. These terms include installation and initial adjustment, instruction in operation and care of the equipment, and assumption of all costs of labor and parts as needed for proper maintenance.

This warranty is sold to the buyer of a TV set for \$40 for the first year's duration. For combination sets, the cost to the customer is \$50. The warranty, of course, is sold only to buyers of new sets and for the first year's operation.

Service Coupons

In addition to the certificate, the customer receives a sheet of five service coupons. For each service call which is made, the customer gives one coupon to the service representative. If more than five calls are made within the year, he still receives free service. If less calls are made, however, the coupons are redeemable at the rate of \$5 apiece, at expiration of the agreement. The customer who has had no service calls, therefore, has paid out only \$15 for service insurance. In this way, the buyer who is lucky enough to receive a completely trouble-free set does not have to pay a high cost premium. This makes the service much more attractive to set buyers who might otherwise be inclined to gamble.

For customers who don't want to buy the full year service warranty, Mast's issues a 90-day certificate. This guarantees the customer the same service for the first 90 days, at a cost of \$20 for television sets, and \$25 for television combinations. Three service coupons are issued with this certificate, also redeemable for \$5 at the termination of the agreement. Purchasers of

Service contract and one of the redeemable service coupons sold to customers by Mast's, Inc., Seattle, Wash.

this warranty, further, are given a flat rate of \$5.75 for all service calls during the remaining 9 months of the first year period.

With either arrangement, the cost of the warranty is included in the conditional sales contract. Customers do not have to make an additional cash payment.

Customer acceptance of the arrangement has been almost unanimous, Col. Mast reports. The warranty was first offered by Mast's on February 1 of this year. During the first two month period, over 90 per cent of TV buyers accepted the service policy with their contracts.

From the firm's point of view, the results have been entirely beneficial. Though it is not a money-making idea, it keeps them from losing money on their service department. Equally im-

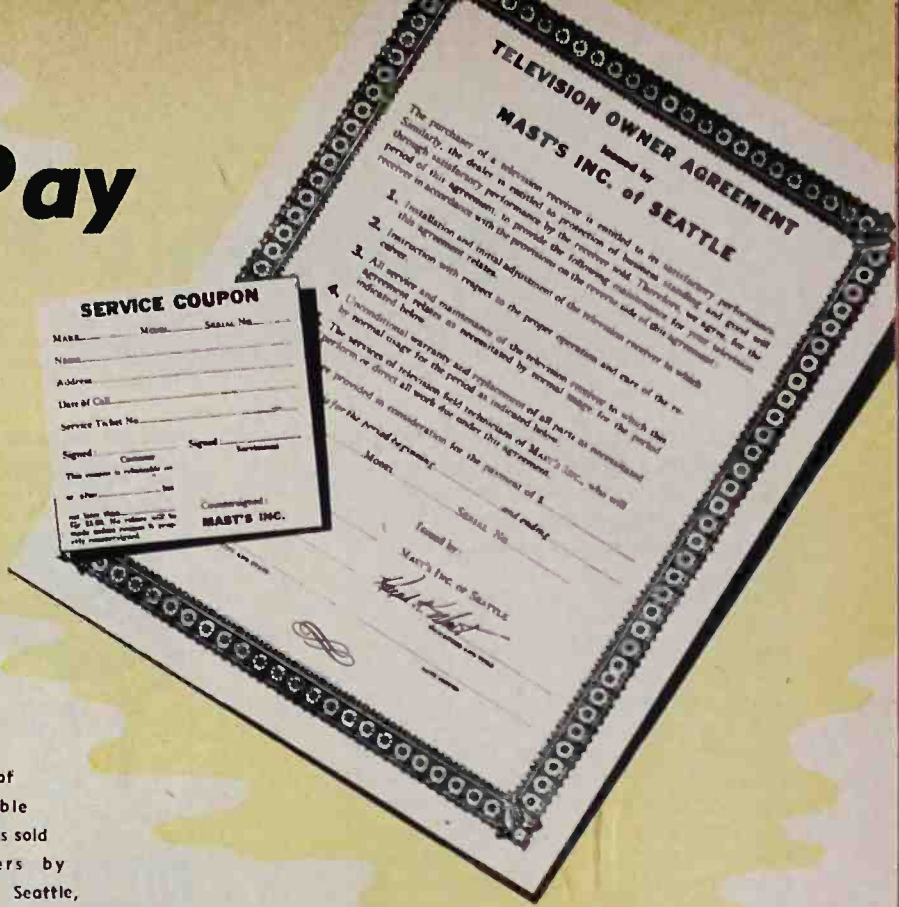
portant, it eliminates customer-dealer friction over service charges, thereby building future sales of TV sets.

Mast's, Inc., are further interested in promoting their idea with competing television retailers. They have, in fact, explained the plan in detail to other dealers, a number of whom have already adopted it. Their reasoning on this is that general participation will hasten consumer acceptance of television, thereby benefiting all retailers, including Mast's, Inc.

Their methods of television retailing explain only partially the Mast's success with radio, television and appliances. Other factors are attractive, attention-getting displays, and advertising.

The upstairs appliance section, for example, is impressive with its massed displays of refrigerators, washers, and

(Continued on page 87)



A part of the TV-Radio showroom. Well placed lighting fixtures and sound absorbing ceiling paneling help to put customers in a buying frame of mind.



Nation's Merchants Set

THEATRICAL NEW METHODS OF DISPLAYING Admiral television receivers and major appliances were unveiled at the reopening of Dynamic Stores' Broadway and 65 St., New York City.

The interior of the store has been redesigned to create the effect of three stages, all open and visible from the sidewalk. The entire front of the store, where 3,000 square feet have been added to the previous sales space of 12,000 feet, is covered with stainless steel and all-glass door will replace the conventional ones. A similar modernization program has been put into effect in Dynamic's other five stores in the metropolitan area, according to Jack M. Winer, president. All stores will eliminate conventional show-windows and will provide visibility directly from the street into the showroom proper. The front of the Broadway and 65th Street store presents an expanse of 75 feet of glass and stainless steel, topped by one of the largest and most dramatic neon signs ever built. It features Dynamic and Admiral television and refrigerators, is 75 feet long and nine feet high, and has 14 animated effects. It draws some 50,000 watts.

"WE SERVICE ALL WE SELL" is the motto of M. L. Coffin Co., 725 Broadway, Bangor, Maine. The firm uses advertising space in the Bangor Daily News to plug Coolerator.

"ENJOY IT TODAY! 2 YEARS TO PAY!" is the slogan Teletronix, Inc., uses in ads on Westinghouse refrigerators.

The Billings Electric Supply Co., below, of Billings, Montana, which found a new market in electrical appliances. Large windows give an unrestricted view of the entire store.



IS YOUR RADIO ON CRUTCHES?

Expert Repairs
• All Makes

20 Years Experience
We Call For and Deliver

ASSOCIATED STORES

618 CENTRAL PH. 7-1149

ATTENTION-GETTING SMALL AD (above) used by Associated Stores in the St. Petersburg, (Fla.) Times.

DEALER ADVERTISING THROUGHOUT COUNTRY. Cal's, 22 Hammond St., Bangor, Maine, uses big-space ads to promote sales of Hot-point products Tyree's, Inc., St. Petersburg, Florida, advertising GE appliances, features "plenty of parking space" in its newspaper copy Attractive ad layouts by Strong, Inc., Greenboro, N. C. on Admiral refrigerators In the Chattanooga, Tenn., area 33 dealers signing those big Westinghouse refrigerator ads.

A NEW, WINDOW-DESIGNING TECHNIQUE which stopped traffic at each of the three Loop-located Hudson-Ross stores was introduced by Richard Hirsch, president of Hudson-Ross, one of the outstanding radio-television dealers in Chicago. Each store window featured exclusively Zenith's FM-AM radios and Zenith's "Presidential Line" of TV receivers in combination with rare orchids and other floral displays from the Pacific.

Hirsch said that the use of floral pieces with merchandise was one of the most effective window-displays ever used by Hudson-Ross. He pointed out that each store drew crowds which stood three or four deep in front of the windows. Traffic in store aisles was tremendous.

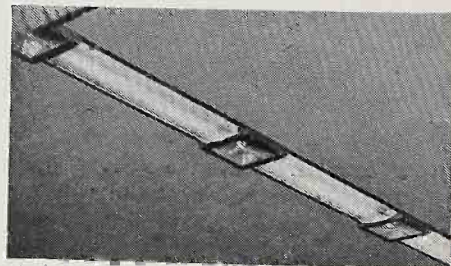
DISPLAY, BIG SALES FACTOR.

Originally incorporated as an individual and residential installation and wiring firm, The Billings Electric Supply Company of Billings, Montana (see cuts below) found a new market in appliances.

The new products, added during the building restrictions of the late war, soon forced them to larger quarters.

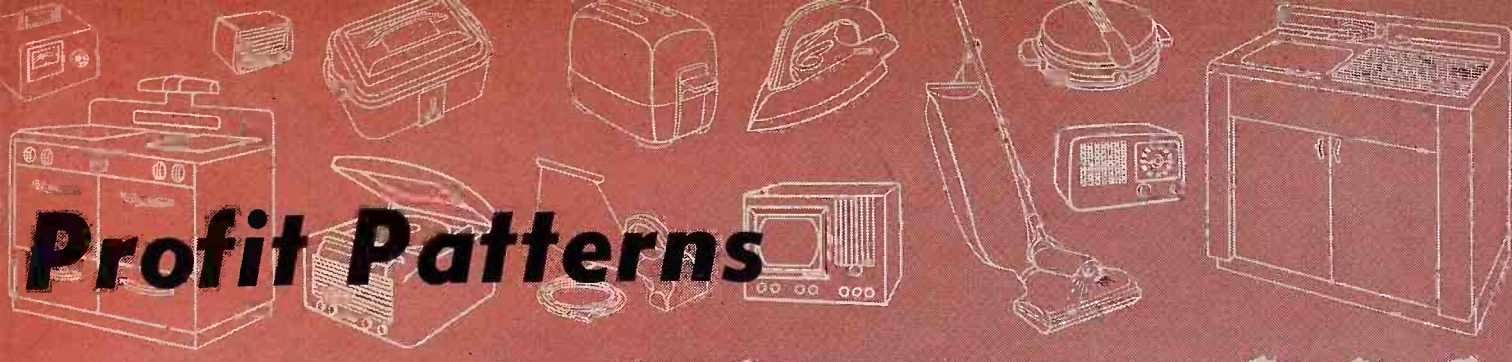
Among the novel arrangements in the new store are the spotlights throughout

Section of the set-in ceiling lights and spotlights at the Billings Electric Co. The spotlights are focused on individual displays, most of them visible from the street.



the ceiling. Inasmuch as the entire front is given to plate glass windows, all items on the 50' x 65' sales floor are readily visible from the street. Units of various types, such as GE laundry equipment, or kitchen items, to name a few, are grouped to simulate actual placement in the home. One or more of the ceiling spotlights are then focused on these displays and, with the aid of manufacturer's display material, give the passerby ideas.

Another business builder is the radio repair department. A study of sets brought in gives them knowledge of prospects in this line and also opens the



Profit Patterns

way for demonstrations on other items.

While electrical housewares are handled, the emphasis is placed on the heavier appliances, especially those to be installed in new homes.

Which all adds up to proving that repair and installation work, coupled with sales aids furnished by the manufacturer can also bring in orders for appliances.

KEEPS PROFITS UP

About the best protection the appliance retailer can have against over-ambitious trade-in allowances, or other profit-losing moves, is through training every salesman to estimate the trade-in value of an old product accurately against its resale price, according to Pincus Feinberg, head of Southern Electric Company, large Tallahassee, Florida dealership.

Despite a \$200,000 plus volume per year, Southern Electric Company has been forced to deal with only a minimum number of trade-ins, actually amounting to only 10% of unit sales. The reason, according to Feinberg, is the fact that every salesman on the staff is able to estimate accurately the resale price of a used refrigerator, the cost of reconditioning it, and all other factors which enter into the allowance.

"We do not use a blue book of any kind," Feinberg said. "Instead, we prefer to trade in used refrigerators on the basis of what it is worth on resale, plus haulage cost, reconditioning cost, etc. While our allowances are generally good, from \$25 to \$60, they are rationed out sparingly—and through good estimation, we have never taken in a box which proved valueless or so expensive to recondition that we lost money on it."

The system by which new appliance salesmen of the store are trained to estimate accurately is simple—consisting of requiring each new salesman on the force of the big store to operate the used refrigerator department for a long enough period to become thoroughly familiarized with value. Thus, a new salesman entering the staff is assigned first to the trade-in department. Here, Southern Electric Company accumulates used refrigerators until enough are on hand to stage a special sale. Inasmuch as the salesman gets experience in dealing with customers on used appliances, he soon finds "what the market will bear," and being furnished with figures on the allowance, reconditioning cost involved in each refrigerator, etc., he is bound to be more careful in taking trade-ins.

REFRIGERATOR TRADE-INS PROFITABLE

Both advantages of keeping trade-in refrigerators at a minimum, and showing a full profit on every trade-in resold, are accomplished by a novel "case history" system worked out by Earl Nichols, sales manager for Halle's, large dealership, at Colorado Springs, Colo.

Since the end of the war, Halle's has insisted on making a profit on trade-ins, and has found, through good management, a well-equipped repair shop, and most important, urging trade-in owners to "sell themselves", that this can be constantly possible. "We average a mark-up of 30% to 35% on every trade-in," Nichols said. "Primarily because we accept only first-class boxes, which are in demand, and which we can sell to a rather discriminating market. We refuse to accept any trade-in which costs us an over-large allowance, which involves any element of risk, or for which we do not already have a prospect on list. While following this system may cost up a few new refrigerator sales, we feel that in the long run, freedom from headaches and trade-in loss, make it worthwhile."

In this way, less than 20% of total new refrigerator sales involve a trade-in. The No. 1 reason is a novel policy of keeping "case histories" on the success of former customers in selling their own refrigerators via want ads, according to Nichols. Under the plan he urges each prospect who has an old box to trade, to advertise it in the classified section of local newspapers, pointing out that he will receive at least one-third, and maybe twice as much return by doing so.

In order to prove the soundness of the system, Halle's calls back a few days following release of such ads, to contact the former refrigerator owner, to determine "how he came out" on the offer. Invariably, the customer enthusiastically replies that he has sold the old box for \$50, \$75, etc. These facts are assembled, typed up on a sheet, and form a "case history of a trade-in" which is

always handy in encouraging still another prospect to do the same thing. "A lot of homeowners do not want to be bothered with the necessity of selling their own box, and merely shop among new appliance dealers for the largest allowance," Nichols said. "However, when we use the black-and-white figures to indicate a return of \$25 higher on the old box, invariably the customer will take us up."

Where such prospects do not follow this system, however, Halle's is careful to limit allowances to an amount which will permit a fair profit, even after complete reconditioning of the refrigerator. Allowances are usually comparatively small—and if the customer will not accept them, this dealer simply foregoes the sale.

All reconditioning of trade-ins is done in the rear of Halle's modern Colonial-atmosphere building. With 5 mechanics on duty in the shop, the company can do such an excellent overhaul job that it will guarantee refrigerators from 90 days up to one year. "Due to this selectivity program, we have very few refrigerators which cannot be put in first-class shape," Nichols said.

Halle's can handle complete cabinet refinishing by means of a paint spray booth, built in the right-rear corner of the store. Equipped with a huge sliding door, which moves up and down in guillotine fashion, the paint room is divided into two sections for sanding, acid-bath cleaning, spray painting and drying. Powerful exhaust fans purge the paint fumes, and the cabinet can be painted at minimum expense.

In this way, with the low allowance, it is possible to charge each reconditioning operation directly against sale of the box, and still maintain a 30% to 35% profit. With Colorado Springs population increased 20,000 in the past few years, there is a fine market for first-class, thoroughly reconditioned refrigerators, which has thus simplified this "headache" for the Colorado firm.



Costs of Doing TV Business

Actual Operating Statement of a Store Doing 64% TV Business

• "What does it cost to sell television?" The editors of RADIO & TELEVISION RETAILING are in the process of working out the answer to this question from the results of a recent survey. While this compilation is being done, an interim answer is provided by the operating statement reprinted on this page. This is an actual, detailed breakdown of the operations of a radio-appliance-TV retailer, 64% of whose sales volume was provided by television. The name and geographical location of this dealer, of course, cannot be revealed.

This statement is presented as an example of current experience in our field. It is not published as a *typical* example, for it is difficult to say at this stage just what is typical. It will, however, present a basis of comparison for readers to measure their own operations. The editors welcome any comment from readers concerning how their own ratios and percentages compare with these (and if possible, why).

The store whose statement is presented did a gross volume in 1949 of \$331,911.50, \$215,004.51 of which was accounted for by TV; the balance was done in major and traffic appliances. Income from installation and service (not included in the sales figure) came entirely from TV, although a small portion of the expense in this department was attributed to free (in guarantee) service of radios.

Considering the store's operation as a whole, the maintained mark-up was 28.4%. The gross margin (adjusted for a small gain due to cash discounts and a small loss on service) came to 28.5%. The net profit for the whole store was 2.7%.

Taking TV separately (the apportionment of expenses due to TV was in some cases estimated by the owner), the maintained markup was 25.7%. The gross margin (adjusted for a small gain due to cash discounts) came to 26%. The net profit on TV was 1.7%.

On appliances, the maintained markup was 33.5%. The gross margin was 33.7% and the net profit came to 4.7%.

It might appear from this analysis that TV pulled down the profit of this store severely. It must be considered, however, that TV added over \$200,000 to the gross sales, and almost \$40,000 to the gross profit, so that (regardless of the percentages) this retailer made more money.

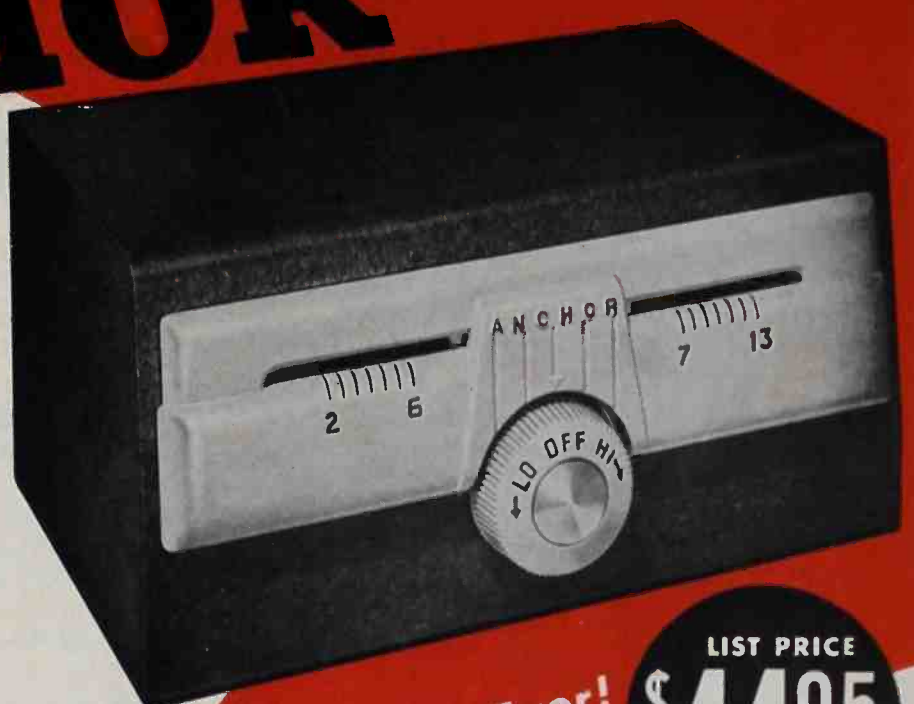
The dealer further feels that the lessons learned in 1949, which was his first big TV year, can be turned to good advantage to earn him larger profits in 1950.

Advertising and delivery expenses are rather large due to the fact that this dealer is not located in the heart of a big shopping center, and consequently must advertise to attract customers, and deliver to reach them.

	TOTAL STORE	TELEVISION ONLY
Sales:		
1. Total gross sales of mdse. (includes resale of trade-ins)	\$331,910.50	\$215,004.51
2. Less customer returns and allowances	none	none
3. Net sales of mdse.	331,910.50	215,004.51
Cost of Sales:		
5. Cost of inventory beginning of year	37,101.81	9,650.00
6. Cost of mdse. purchased	248,493.46	171,753.33
7. Transportation paid	2,000.00	1,250.00
8. Total mdse. handled (lines 5 and 6 plus line 7)	287,595.27	182,653.33
9. Less cost of inventory end of year	50,218.27	22,950.00
10. Cost of mdse. sold (line 8 minus line 9)	237,377.00	159,703.33
Margin		
11. Maintained markup (line 3 minus line 10)	94,533.50	55,301.18
12. Plus cash discounts on purchases	849.46	600.00
13. Gross income from installation & service	30,940.00	30,940.00
14. Less installation & service costs	31,490.00	30,940.00
15. Net income or loss from inst. & service	550.00 (loss)	—
16. Gross margin (line 11 plus line 12 plus line 15)	94,832.96	55,901.18
Expenses		
17. Salary of proprietor	3,925.00	2,943.75
18. Wages & commissions of salespeople	11,981.00	8,984.00
19. Other wages	7,055.81	4,516.72
20. Rent paid (includes heat, light, power)	15,500.00	4,650.00
21. Advertising	14,280.08	10,535.06
22. Delivery	14,938.67	9,560.74
23. Supplies	11,010.72	7,046.86
24. Interest paid	884.85	566.30
25. All other expenses	6,000.00	3,350.00
26. Total expenses	85,576.13	52,153.43
Profit		
27. Operating profit (line 16 minus line 26)	9,256.83	3,747.75
28. Other income	—	—
29. Net profit	9,256.83	3,747.75

ANCHOR

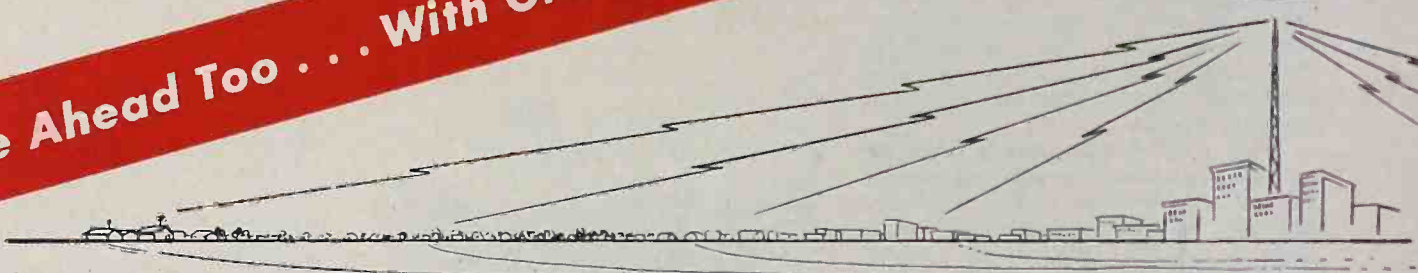
Ahead Again



New 2-Stage Pre-Amplifier
Increases Original TV Signal
Length **5 TIMES**

You'll be Ahead Too . . . With Greater Profits Than Ever!

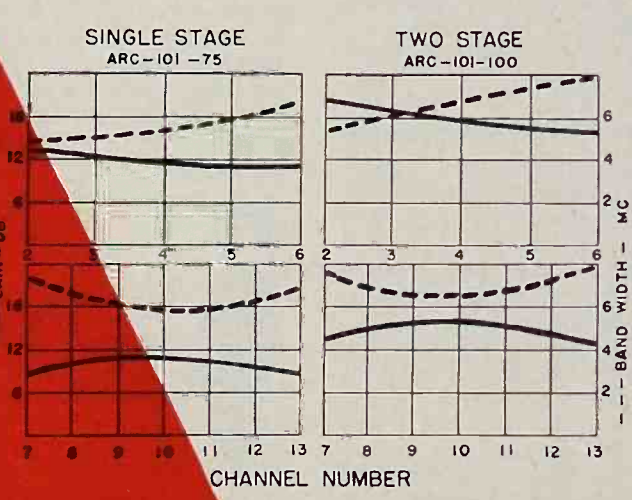
LIST PRICE
\$44.95



ANCHOR'S NEW 2-STAGE BOOSTER NOW Enlarges Your TV Market for Sales to Thousands of New Suburban and Fringe Area Residents

In 1949 the ANCHOR Single Stage BOOSTER improved television reception for 1 out of every 4 TV Set Owners. Thousands of apartment dwellers, suburban and fringe area residents the nation over demonstrated their preference by making ANCHOR the Number One BOOSTER in sets sold. ANCHOR developed this recognition only through its own top-notch performance by being able to deliver sharp snow-free pictures in most difficult conditions. Now ANCHOR has added the new Two Stage BOOSTER to their line to bring television, and the finest television reception, to everyone. The New ANCHOR Pre-Amplifier Will Out-perform Any Two Stage BOOSTER on the market.

ANCHOR'S performance has never been challenged. Disputed laboratory tests prove that ANCHOR's 2-Stage BOOSTER increases the original TV signal strength 5 TIMES.



- Single Knob Construction allows switching and tuning with a flick of the wrist.
- Radically new switching of tube and circuit components.
- Modernly styled with streamlined plastic escutcheon. Soft mahogany leatherette finish.
- Most stable non-regenerative unit available. The unit that is not returned.

ANCHOR ENGINEERING
WAYS A
AR AHEAD!

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



If You Can't Up Sales in This Market . . .

There's **SOMETHING WRONG** with

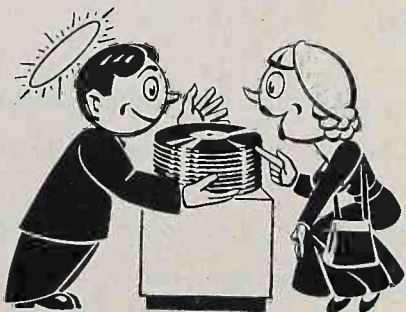
The Dealer Who Finds Out Where He's Falling Down — and

•The old country crossroads "general store" got away with murder. Handling a wide variety of products running the gamut from codfish, rubber boots and patent medicine to sulky plows, it could "specialize" in being "fresh out" of almost anything customers really wanted, and get away with it.

There were several reasons why the crossroads store could exist and sometimes make a profit in spite of its "feather-merchant" operation. First and foremost reason was the fact that the store was usually miles and miles away from the nearest competitor. Folk just had to patronize Dealer Jones or waste a lot of time traveling. Then too, the crossroads dealer had slews of customers in his clutches because they owed him money which they paid back in dribs and drabs. In other words, people bought from him because they had no alternative.

Today, the phono record shopper has an alternative he can use in the case of the merchant whose disc department is run along "crossroad store" lines. A customer will not be forever satisfied with "fresh-out-of" tactics, unsatisfactory relations with clerks posing as salespeople, cracker-barrel displays and slip-shod methods in general. One fine day such customers will use the alternative, which is simply the shifting of his patronage to another store or stores.

Almost every record department in the country has competitors virtually right around the corner, so none can hope to hold customers if it fails to stock the right selection of platters, and sell 'em the right way. Dealers who continue to employ poor selling and display methods are doing a disservice to themselves and to the industry as well, because they make buying so difficult that some customers will lose interest in record-playing.



Be a record "salesman"—not a "clerk"

10 STEPS TO MORE DISC SALES (At the Salesman's Level)

1. Sell discs to combo and player buyers
2. Offer substitutes or prompt ordering on out-of-stock items
3. Know your stock. Don't give negative answers to customers' requests
4. Be sure to offer suggestions for additional purchases—not just "what else?"
5. Learn to operate demonstration units with facility; keep in good working order
6. Wait on customers promptly, but approach them courteously, without eager-beaverism
7. Don't be an "order-taker"; be a salesperson, and you'll find you're selling much more
8. Find out what customers own now. Offer new equipment or modernization of units now owned
9. Tell shoppers about the 3-speeds, and the advantages of having equipment to play them all
10. Offer customers needles and other accessories. You'll increase your volume and their listening pleasure



Prompt filling of out-of-stock orders keeps customers happy; loyal to store.

"Shopping" tours by a staff member of this magazine reveal a number of sales-killing practices in record departments of all sizes. Some of the conditions prevail as a result of negligence at the administration level; others can be laid at the door of the salespeople themselves.

"Starved" Inventories

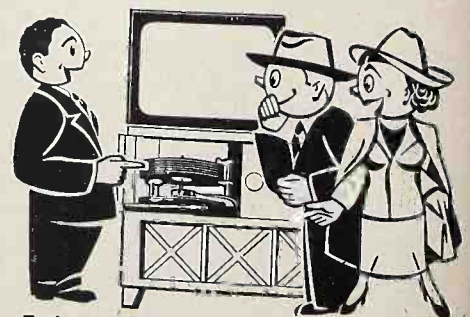
At the administration level, failure to provide an adequate supply of big-demand numbers seems to be an outstanding fault. One dealer interviewed intimated that he was buying from hand to mouth because he wanted to liquidate his old stock "first." He admitted that his walk-out rate was very high as a result. He said he realizes that he will lose a number of steady customers as a result. Such a dealer, and others in his position, face a very real problem in trying to get their money out of the old stock, but in under-buying of hot numbers they discourage not only their salespeople but

their customers as well. Buying the right records and the right quantity is today's Number One chore. However, he does it, the dealer must stock a fair supply of current selling platters if he wants to stay in business.

The "Wear-'Em-Down" Method

Also to be blamed on those at the administration level is the slow processing of orders for customers who've asked for out-of-stock platters, or worse, the failure on the part of the merchant to do anything at all about such orders. Though most good record departments make every effort to fill requests, too many of them fall into the habit of letting the orders pile up, and even after they've sent for the discs, a great many dealers fail to put the heat on the supplier. Too many stores and record departments maintain sketchy methods of notifying the customer by mail or by phone when the wanted platters arrive.

One very successful merchant, who is also trying to get rid of a big stock



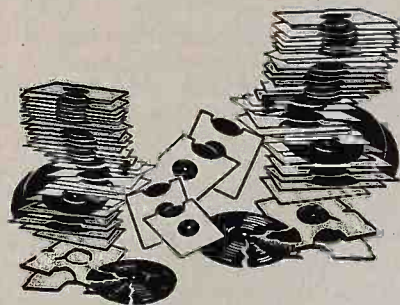
To keep record volume high, sell records when you sell a combo. Qualify customers to find out what kind of equipment they now own—sell them 3-speed players.

your PHONO RECORD SET-UP

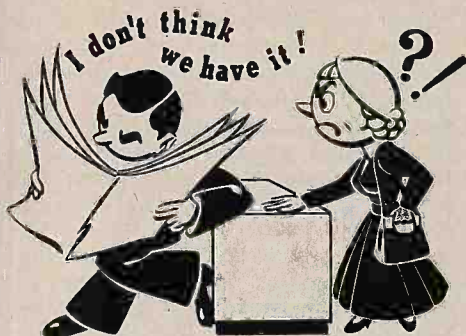
Does Something About It, Can Make More Dollars in Discs

10 STEPS TO MORE DISC SALES (At the Management Level)

1. Provide adequate selection
2. Speed delivery of "out-of-stock" platters
3. Make salespeople or clerks—hold sales meetings
4. Keep displays attractive and clean; designed to sell
5. Advertise effectively and consistently—in papers; by mail
6. Maintain peak-performing demonstration units for good reception
7. Don't permit store to be cluttered up. Keep aisles clear for customers
8. Learn local preferences so that *you can buy the kind of records they'll buy*
9. Keep easy-to-operate records on records; simplify bookkeeping so you'll know stock
10. At sales meetings, discuss problems with sales personnel—they know customer demands



Slipshod control of records makes for chaotic merchandising; results in high breakage.



Negative answers turn would-be buyers into stay-aways. Know your stock.

more to change his clerks into salespeople! He recommends holding a brief sales meeting each morning, as well as the staging of contests among salespeople at frequent intervals.

It is recommended that dealers who sell records read the dictionary definition of "clerk" wherein such individual is described, except for a single colloquial meaning, as being about everything the merchant doesn't want in the selling end of his business. "Salesman," on the other hand, is termed "a man who sells, goods, stock," etc.

Who Buys for the Store?

In the overall picture, very few salespeople or clerks buy records from the jobber or manufacturer. In nearly all instances, the bossman, be he owner or manager, orders the stock, though sales personnel do make recommendations. Because of this situation, the need for sales meetings is apparent.

In one store where one of our staff members watched a procession of customers walk out with their needs unfulfilled, the saleswoman shrugged her shoulders, and said, "I send list after list to the boss, but he won't order the records. He says, 'Let's sell what we have.'"

Unfamiliarity with local preferences

is another fairly common fault at the administration level. Knowledge of one's territory is a must.

Some other sales slower-uppers permitted by management include the maintenance of sloppy, dirty show-window and in-store displays, the failure to keep demonstration players at peak performance, cluttered aisles, disorderly arrangement of stock, and insufficient advertising.

Point-of-Sale Pitfalls

Poor salesmanship is encountered in many stores and record departments today. Unfamiliarity with the stock is an outstanding example. This is bad enough in itself, but is worsened when the salesperson gives such a discouraging and negative answer to a customer's request, as "I don't think we have it."

The real salesperson knows the stock, and is usually able to give an immediate answer to a request. Also, he knows how to take care of the "fresh-out-of" angle, suggesting a substitute record, or promising to get the wanted number promptly.

In record departments where instruments are sold, salesmen frequently neglect to sell a selection of discs to the person who buys a player or a combination, and a great many men

(Continued on page 82)

Clerks or Salespeople

Some (and too few at that) of the finest record departments in the country employ salesmen and saleswomen to sell records. These firms not only call their employes salespeople but train them to act like salespeople, selling customers instead of merely waiting on them. As one noted merchandiser points out, it doesn't cost the dealer a penny



Buy platters to suit local preferences. The dealer who doesn't know his territory will accumulate a lot of dormant discs to eat into his profit.

Sell 'Em Equipment to Play the Three Speeds

• The stabilization of the record industry at the present three speeds has brought the opportunity for considerable *plus business* to dealers in all sections of the country, in TV and non-TV areas alike.

The consumer, feeling the impact of the terrific ad campaigns launched to promote sales of the new discs and new equipment, is taking great interest in phono record playing. The demand is growing as more and more families realize that they're missing something in not having modern record playing equipment. The dealer can cash in on this brand-new and exciting trend if he will make *buyers* out of the *wanters*, and work hard to make prospects out of everyone.

RMA IS BOOSTING SALES

The Radio Manufacturers Association is making an extensive drive to increase sales of TV-radio-phono combinations, is urging TV makers to install phono jacks in sets, and is active in promoting phono modernization and replacement business.

As suggested in the article on selling up to combinations in last month's issue of this magazine, there's a remarkable opportunity to increase profits by pushing sales of TV-phonographs. For a few extra dollars, the customer gets a home entertainment unit that's complete and modern. In non-TV areas, the dealer can make real money selling AM-FM combinations.

In all territories, retailers have large potential business in combinations, complete phono units, plug-in jobs, and in conversion and replacement service. Though numbers of families now own three-speed playing equipment, the sales surface has hardly been scratched, and even those who do own a 3-speed changer are prospects for extra players or for



Steps to take to Up Sales of TV Combinations, AM-FM Combinations, Complete Phono Units, "Attachment" Record Players, "Modernization" Services.

Tell each and every customer about the desirability of owning 3-speed changers.

Quality every store visitor, every customer as to equipment they presently own.

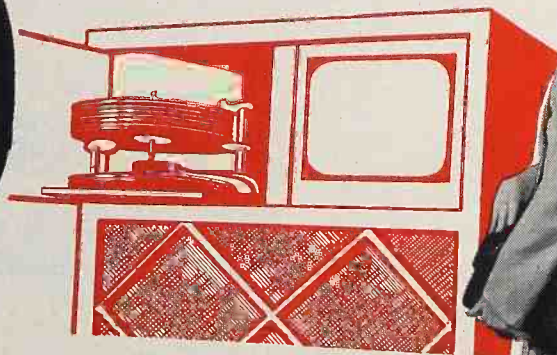
Make every endeavor to sell instrument buyers up to combinations.

Solicit sales through phone canvass, newspaper ads, direct-mail, radio spot announcements.

Set up show-window displays to sell combos, and to boost conversion and replacement sales.

Think of all people as prospects: Those looking at TV or radio sets; those owning old players or combos; those who do not own any record playing equipment.

Demonstrate combo players or "straight" phonos to every man, woman and child who comes to your store. Be sure to stress that the changers you handle play all three speeds. Prove that the customer who owns a 33 $\frac{1}{3}$ player is getting but a third of the enjoyment presently available to him.



modernization service to fine instruments they own.

All people are prospects for combinations or players. Those having old record playing units are certainly A.1. prospects, and in all communities there are lots and lots of homes without phono players of any kind.

The dealer who really wants to make money in this re-born record industry needs to do an out-and-out missionary job. He needs to forget the distant past and the recent past because the whole picture has changed. He should look at the present set-up as a brand-new business, and at his customers as folk who are *interested*, but who need advice, stimulation and explanation.

Simple Presentation

As previously stated, the big ad campaigns have had a telling effect on the consumer, but it's up to the dealer to complete the missionary work, presenting the 3-speed situation clearly and simply to his customers. In a drive for this business, the salesman should try to demonstrate combinations and players to every person who visits the store. He should explain the three-speed discs, and their features so that the customer will understand what it's all about. It is risky to assume that any person has all the information down pat in his mind. Take nothing for granted.

In addition to advertising combinations, players and conversion services, the merchant should make it a hard-and-fast rule to *qualify* every store visitor. This can be done by simply asking what phono playing equipment they now own. This technique leads right into a demonstration.

One of our staff members recently saw an incident occur in a store which

points up the necessity for definite *qualifications*. A customer bought an album of 78 RPM records. "I'd like to show you a phonograph that plays all records," said the salesman. The woman said, "I have a phonograph that plays all of them, both the large and the small." In a few minutes of further questioning, the salesman found out that the woman meant 10 and 12-inch 78 RPM discs when she said "all of them."

(Continued on page 80)

MR. DEALER! SELL "MODERNIZATION" FOR 33 1/3 LP PROFITS

STEP UP RECORD CHANGER SALES

Persuade your customers to modernize present radios and radio-phonographs to enjoy 33 1/3 LP convenience and lasting listening pleasure. Increase your service department profits. Sell more LP Records — both "pop" and classical.

STEP UP COLUMBIA 33 1/3 LP PLAYER ATTACHMENT SALES

Inexpensive Model 103 quickly converts radios, radio-phonographs and television sets to combination instruments. It plays all makes of LP Records — all sizes, too — 7-, 10-, 12-inch.

STEP UP ACCEPTANCE FOR THE ONE SPEED SYSTEM

Sell complete home entertainment in one unit! Demonstrate the advantages of the wonderful new combination sets that include the 33 1/3 LP changer, provide *hours* of uninterrupted recorded music.

Today's money-making opportunities in Columbia 33 1/3 LP affect every part of your business. Put 'em to work!



STEP UP NEW RADIO- TV-PHONOGRAPH COMBINATION SALES

Prove to your customers: "One Speed Is All You Need." Show them how Columbia 7-, 10- and 12-inch records offer *everything* in recorded entertainment — from 3-minute "pop" hits to 50 minute symphonies!



COLUMBIA RECORDS

Originator of 33 1/3 LP Records — One speed — One system — One Record for Every Type of Recorded Music

"Columbia," "Masterworks,"  and  Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

NEW RECORDS

for Summer Selling

MGM RECORDS' second release of 45 RPM records will be on sale beginning June 9. The release, which contains nine single records, includes Kathryn Grayson's "Jealousy," Lennie Hayton's "Slaughter on Tenth Avenue," Kate Smith's "God Bless America," Hank Williams' "Lovesick Blues," Billy Eckstine's "Bewildered," Blue Barron's "Cruising Down the River," and Art Mooney's "Four Leaf Clover." Two current MGM best-sellers are also included: Ivory Joe Hunter's "I Almost Lost My Mind," and David Rose's "Bewitched."



Tough, Max Kaminsky, Eddie Condon, Dave Bowman, Morton Stulmaker.

A new recording of one of the greatest scores in the ballet repertoire, Tchaikovsky's "Swan Lake" music, played by Andre Kostelanetz and his orchestra, has been released by **COLUMBIA RECORDS**. This album consists of selections from all four acts of the ballet, including a section which has never been recorded before, and is available both on a 12-inch LP and in an album of five 12-inch conventional shellac records.



July, they'll be featured on the stage of the Paramount Theatre in New York City.

CAPITOL's recording star, Gordon MacRae, has a double-barreled hit on his release of "Stars and Stripes Forever" (with lyrics) backed up by the catchy novelty "Hongi Tongi Hoki Poki."



DECCA has recorded the Arthur Miller Pulitzer prize play "Death of a Salesman" with the leading stage and screen star Thomas Mitchell starring as Willy Loman and the members of the original New York Company in all other roles. This is believed to be the first recording ever made of a modern American stage classic. Playing time for "Death of a Salesman" is 90 minutes. Every scene of the play is included on the album, available on both 78 RPM and 33 $\frac{1}{3}$ long play.



REMINGTON RECORDS has slashed the price on its entire popular and semi-classical catalog of long-playing 33 $\frac{1}{3}$ RPM recordings, which heretofore sold for \$2.85 each, to 99 cents each. Price cuts have also been announced on an entire classical series covering over 50 symphonies, opera, chamber music, concerti, lieder, etc., with 10-inch recordings selling for \$1.49 as against a previous price of \$3.85, and 12-inch records at \$1.99, whereas they formerly sold for \$4.85. Donald H. Gabor, president of Remington, sees this cut as a continuation of a trend toward lower prices for recorded music over the years, pointing out that in 1905 a cylinder record of a single aria sold for \$5.00.



As a result of the outstanding success of its new "Here Come the Dance Bands Again" albums designed for dancing, **RCA VICTOR** is issuing two new additions to this series. These include "Gene Krupa Plays 'Fats' Waller" and "Frankie Carle Plays Frank Loesser." RCA plans to make this series, which already includes fifteen dance band albums by top bandleaders, a continually expanding collection of top music recorded by the leading popular musicians on its roster.

RCA VICTOR's "Little Nipper" album version of Walt Disney's "Cinderella" has been one of the biggest selling kiddie sets in its history. A helpful push was given by extensive nationwide promotion via tie-ins with the movie showings, and also radio shows and contest. RCA disc distributors around the country have spark-plugged the drive, which included free theatre tickets, "Cinderella" art coloring contest tie-in, etc.



COLUMBIA RECORDS, which helped to launch a "Back to Dixieland" musical trend with its Jimmy Dorsey recording of "Johnson Rag" and "Dixie by Dorsey" album, has released another two sets in the classic two-beat tempo. "Dixieland Express," recorded this year, features Phil Zito and his five International City Dixielanders in a collection of standards and originals. This set is on both 10-inch LP and four conventional 10-inch shellac records. Re-issued on a 10-inch LP is an earlier Columbia jazz release, "Come Jazz," with Bud Freeman and his Famous Chicagoans, including Jack Teagarden, Pee Wee Russell, Dave

Ray Anthony and his orchestra have cut two sides for **CAPITOL RECORDS** from the hit musical, "Annie Get Your Gun," now running as a movie with Betty Hutton. Ronnie Deauville does the vocals on "The Girl That I Marry" and "They Say Its Wonderful." Ray and his band open June 1 for a 3-weeks engagement at Frank Dailey's Meadowbrook in Cedar Grove, N. J. For three weeks following, from June 21 through the 4th of



Continuing an association which began 33 years ago, **RCA VICTOR** signed a new contract with the Boston Symphony orchestra and the Boston Pops orchestra. The latter, under the direction of Arthur Fiedler, is being recorded during the 7th and 8th weeks of the annual Esplanade Series of concerts, which close July 1. Recording

(Continued on page 76)

EN ROUTE... FAST MOVING PACKAGE! ...THE DU MONT HANOVER!

Here comes a fast moving model—with a complete merchandising program!
It's the Du Mont Hanover...the perfect combination
of fine quality and attractive price.

Dealers who handle the Hanover have salespoints galore including:

- 1 **The New Du Mont Lifetone*** picture circuit for the most life-like telepicture ever achieved.
- 2 **The New Du Mont Sensituner*** for hairline focusing, sharp definition, high selectivity.
- 3 **The New Du Mont Steadibeam*** automatic signal compensator for uniform picture contrast.
- 4 **The New Du Mont Signallock*** that positively "locks" in the picture, filters out interference.
- 5 **Plus a great list** of DuMont improvements too lengthy to list here...improvements that keep DuMont the hall mark of television excellence.

Dealers who handle the Hanover are selling the very finest television circuit ever designed. The Hanover is the product of Du Mont's most advanced electronic thinking. Brilliant Du Mont developments make it television's greatest achievement.

That is why Du Mont has planned for you an all-out advertising and promotion program, together with a dealer promotional contest, to bring this remarkable set to the attention of your prospects. Your Du Mont distributor will tell you how you can tie in.

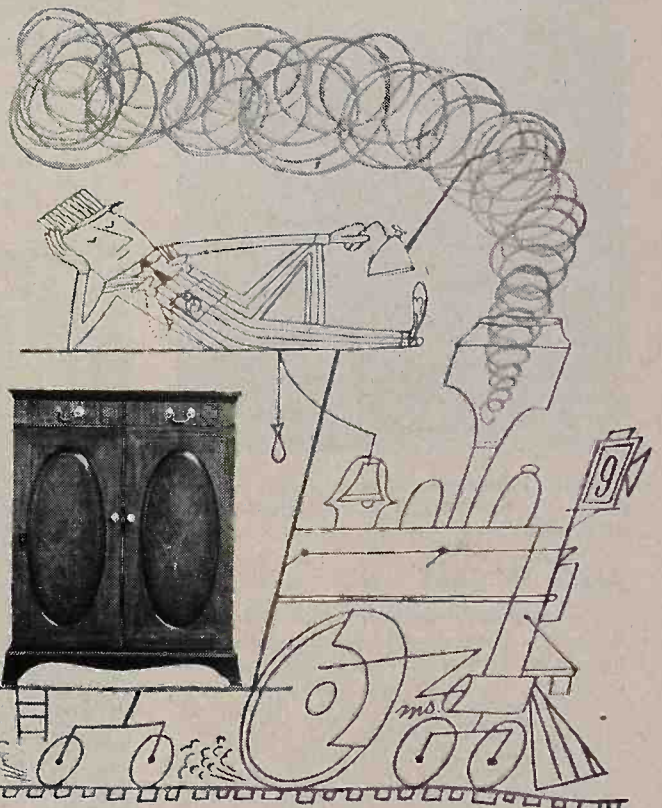
DU MONT

*Trade Mark

First with the finest in Television



for an All-Out DEALER CONTEST. Over \$10,000.00 in valuable awards for your promotion activities. See your Du Mont distributor for details.



THE FINEST TELESET* EVER BUILT... BIG 19-INCH LIFE-SIZE PICTURE

Copyright, 1950, Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

Latest Television

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information

Trans-Vue CLEARVIEW TV

A new 16-inch model with rectangular screen has been announced. Called the "Sweet 16" (shown), it is part of the Aristocrat line. Cabinet is 24 inches wide x 22 inches deep x 40 inches high, and is



available in mahogany, blonde mahogany and limed oak. List price is \$299.95. Trans-Vue Corp., 1139 Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Pilot 16-INCH TV

A 16-inch console, model TV-166, shown here, has been added to the line. It includes FM radio, phono-jack, and full-length doors equipped with a lock. List price is



\$399.50. Pilot Radio Corp., 37-06 36 St., L. I. C. 6, N. Y.—RADIO & TELEVISION RETAILING.

Meck TV SETS

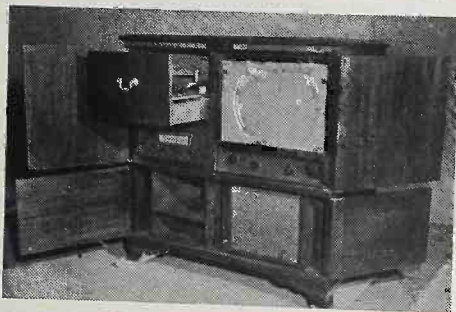
Six new TV models have been announced. A table model in mahogany cabinet, with 10-inch screen, listing at \$99.90 starts off the new sets. Another table model with 12½-inch tube, listing at \$149.90 and a console (12½-inch) for \$189.90 were also among the new models. Two 16-inch models, a table model and a console, list at \$199.90 and \$229.90, respectively. One 19-inch console was also announced. Its list price is \$349.90 in mahogany cabinet. John Meck Ind., Inc., Liberty St., Plymouth, Ind.—RADIO & TELEVISION RETAILING.

SELL MORE TV COMBINATIONS!

With the record industry stabilized at 3-speeds, the dealer has a real opportunity to make more profits selling customers "up" to television combinations. When properly presented, the TV-Phonograph has plenty of sales appeal, and it will give your customers a *complete* home entertainment unit. The May number of this magazine carried all the how-to-sell-up information, and there's more in this issue. In cases where you can't sell the combination, sell a 3-way player or a modernization service. More volume, greater profit and more customer satisfaction will result from getting 3-way playing equipment into the homes in your community. See article on "modernization" of old players elsewhere in this issue.

Tele-King COMBINATION

A 6-way console combination, including 3-speed Webster phono, 9-tube AM-FM radio, and 150 sq. in. TV, has been added



to the line. Known as model 416, it measures 41" high, 38" wide, 21" deep, and weighs 255 lbs. List price, in mahogany veneer cabinet, is \$499.95. Tele-King Corp., 601 W. 26 St., N. Y. 1, N. Y.—RADIO & TELEVISION RETAILING.

Magnavox TV MODELS

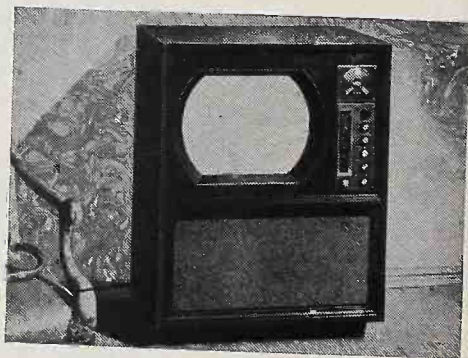
The Contemporary, available in two models, features a 16-inch TV tube. As model MV36C, it has a 28 tube chassis and lists for \$449.50. As model MV34C, it has a 24-tube chassis and lists for \$399.50.



Another new model, the Boulevard, shown here, is a 12½-inch TV set listing at \$239.50. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

DuMont WINSLOW

The Winslow, shown here, is one of five new models announced. It has a 19-inch picture tube, FM radio and a phono-jack for player attachment. List price is \$495. Two other 19-inch models are the Sherbrooke, with AM-FM radio and 3-speed changer, listing at \$695., and the Hanover, with FM radio and phono-jack, for \$565. Both of the latter are with doors. The other two models are 12½-inch sets: the Guilford,



console with FM radio and phono-jack, for \$329.50; and the Putnam, table model with FM radio and phono-jack, for \$269.50. DuMont Labs., Inc., 515 Madison Ave., N. Y. 22, N. Y.—RADIO & TELEVISION RETAILING.

Stromberg-Carlson HEPPLEWHITE

The new Hepplewhite, model 16 RPM, is an FM-AM, 3-speed phono, TV combination featuring a 16-inch rectangular, black glass picture tube. This new model lists for \$625., eastern zone, plus excise tax. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

Hallicrafters NEW TV SET

Model 747, a 16-inch rectangular "black" tube table model has been introduced. Cabinet is covered in leatherette. Available in dark mahogany at \$249.95 and a blond color for \$259.95. The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

and Radio Models

is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Emerson NEW MODELS

Three portable radios and two TV sets have been added to the line. The portables are model 646, at \$24.95; model 656 (shown), at \$39.95; and model 657, at



\$44.95. The TV sets are the model 655, 12½-inch table model, at \$159.95, and the model 658, 16-inch console, at \$259.95. Emerson Radio & Phonograph Corp., 111 8th Ave., N. Y. 11, N. Y.—RADIO & TELEVISION RETAILING.

Video 19 INCH TV

A new model, the 992, (shown), has been added to the line. It is an open face 19"



console. List price in mahogany is \$329.95. It is also available in limed oak at slightly extra cost. Video Corp. of America, 229 W. 28 St., N. Y. 1, N. Y.—RADIO & TELEVISION RETAILING.

Philtain PORTABLE

The "Trans-America" is the first Philtain portable radio to be offered. Called the PR-104, it is available in two models, 3-way and battery only. Slide rule type dial folds into a recess in the cabinet. Has 5 tubes, including rectifier. Priced at \$19.95 less battery. Philtain Electric Corp., 2131 S. Fairfield Ave., Fort Wayne 6, Ind.—RADIO & TELEVISION RETAILING.

Sylvania RADIOS

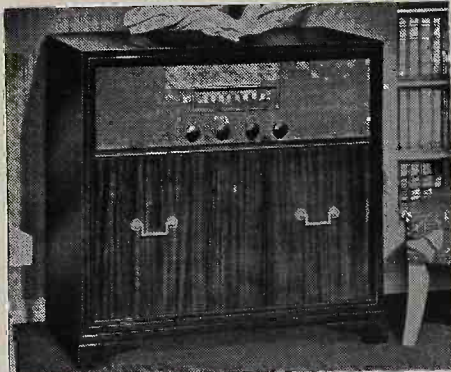
A new line of small radio sets, bearing the Sylvania name, has been introduced. In conventional table model, plastic cabinets, they are available in three colors: \$16.95 in black, \$17.95 in walnut, and \$19.95 in ivory. Colonial Radio Div., Sylvania Electric Products, Inc., 1280 Main St., Buffalo, N. Y.—RADIO & TELEVISION RETAILING.

Magnavox RADIOS

Two new radio-phonos have been announced. The Regency model, console FM-AM, 3-speed changer, lists for \$398.50. The Chippendale, a chairside model, also with FM-AM radio and 3-speed changer, lists for \$249.50. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

RCA RADIO-PHONO

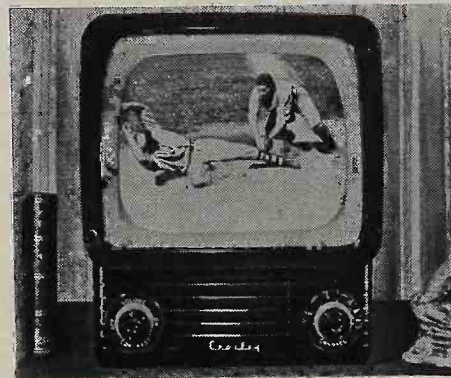
Model A-55, modern styled radio-phonon console, (shown here), features two record players, one for the 45 RPM system, the



other for 78 and 33 1/3 records. Available in mahogany or walnut for \$159.95, or in limed oak for \$169.95. RCA Div., Radio Corp. of Amer., Front & Cooper Sts., Camden, N. J.—RADIO & TELEVISION RETAILING.

Crosley 14" TV SET

Model NO-428, shown here, is a plastic cabinet table model set featuring a 14-inch rectangular tube. It retains the "Family



Theatre" design. Cabinet has a polished mahogany finish. List price is \$199.95. Crosley Div., Avco Mfg. Corp., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

Sightmaster 19" TV

A new 19-inch TV console, called the "Imperial," has been added to the line. Includes FM radio and the Patented Sight-mirror. List price is \$399. Sightmaster Corp., 20 E. 35 St., N. Y. 16, N. Y.—RADIO & TELEVISION RETAILING.

DeWald 14-INCH TV

Two new 14-inch rectangular tube TV sets, one console and one table model, have been added to the line. Both sets feature black faced tubes. Model ET-140, table model, lists for \$219.95; model ET-141, console, lists for \$269.95. Both have mahogany veneer cabinets. DeWald Radio Mfg. Corp., 35-05 37th Ave., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

International 16" TV CONSOLE

Called model D-16-019S, this new model retails for \$279.95. Features a 16-inch black picture tube and a 12-inch RCA speaker. Cabinet is mahogany veneer. International Television Corp., 238 William St., N. Y. 7, N. Y.—RADIO & TELEVISION RETAILING.

Sentinel PORTABLES

Two new models are announced for the 1950 season: the model 312, available in green or brown, and the model 335, shown here, available in white, brown, green or red. Both are equipped with dynamic



speakers, iron core IF transformers and built-in loop antennas. The 312 lists for \$39.95; the 335 is priced at \$29.95. Sentinel Radio Corp., Evanston, Ill.—RADIO & TELEVISION RETAILING.

GE PORTABLE RADIOS

Three new portables have been announced. Leading the new line is model 600, battery set in maroon cabinet at \$19.95. Model 601 is a 3-way set, also in maroon, for \$29.95. Model 650, deluxe 3-way set, is priced at \$39.95. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Apex RADIO-PHONO

A portable model radio phonograph, recently added to the line, features a two-tone carrying case, 5-tube superhet, and 3-speed record player. Known as model P. C. 25, it lists for \$49.95. Another model, in leather bound case, with automatic 3-speed changer, (model P. C. 26A), lists for \$84.95. Apex Electronic Distributing Co., 225 W. 17 St., N. Y. 14, N. Y.—RADIO & TELEVISION RETAILING.

Selling TV Sets in

Today's Market



Merchants Want More Margin; Cite Trade Evils in Highly Competitive Areas. Price-Cutting Still Number One Gripe. Present Sales Decline Seen as Seasonal

• The nation's TV dealers continue to complain about the low discounts, but, significantly enough, most of those interviewed agree that if price-cutting were to be curbed they would be able to operate profitably with the present small spread. Those merchants who have no desire to use low price as a business lure admit that they have their tongues in their cheeks when they clamor for more margin, because, as they explain, larger discounts would simply give the price-cutter more money to "play with."

"We're forced into price-cutting competition," is the way one Brooklyn, New York, retailer puts it. "The dealer gets stuck with superseded models, which he must sell, and sell at reduced prices, whether he wants to or not." He suggests price protection as the remedy, and points out that when the TV business was in the doldrums last year, the manufacturers hastened to offer them such protection.

Dealers agree that it's utterly ridiculous to slash prices of TV receivers in view of the fact that the television set is America's Number One demand item. They agree, too, that by and large, the consumer who doesn't own a receiver now, does not have a very good idea of prices. One very successful merchandiser says that the customer feels that any set, regardless of price, is a major investment, but that with today's economic situation in such good shape, a ten-dollar differential in price doesn't mean a thing to him.

"It's the old radio business all over again," says another retailer we interviewed. "Even when sets were scarce as hen's teeth, the chiselers continued their something off tactics. Late last

Fall I heard that a certain dealer was buying sets from other dealers, paying a premium over the retail list, then reselling them at list. Claimed he made a profit on the installation, and kept his customers. We're all crazy, I guess."

Quite recently there has been a slow-up in TV sales in many sections of the country. Seasonal decline and poor salesmanship is blamed by many for this situation. When sets are scarce, explains a dealer, salesmen are busy taking orders, and making money. When all stores are well stocked, and customers are wont to shop around, salesmen become discouraged. "Too many have been spoiled skimming off the cream," says this merchant.

Asked how business was, one retailer in a prosperous suburb, said, "Well, it's lousy, I guess." Pinned down for more details, he said that to a great extent his feeling about business was "psychological." "I always feel jittery when I have a big inventory on hand," he declared.

In spite of the gripes heard at every hand many dealers are making real money with TV, and will continue to do so for a long time. Set sales will increase rapidly, and from here on, service revenue will climb to dizzy heights.

That many dealers are finding the going rough, though, is seen in some of the statements by retailers throughout the country who answered a recent questionnaire mailed to thousands by this magazine. The following selected comments were received from merchants in highly competitive areas:

From an Ohio merchant: "Television merchandising has remarkable possibilities but there are many obstacles

the small business man like myself has to meet. These I list as follows: 1. Low discounts—23% to 27%. 2. Short supply, due to partiality by distributors and tie-in deals. 3. Chiseling and price-cutting on the part of retailers. 4. Declining prices after obtaining stock at higher market values. 5. Dealers who finance on no money down plans. 6. Taking of worthless trade-ins, and offering free antenna installations, etc. 7. Back-door selling by some distributors. 8. The number of consumers who can buy at wholesale."

Says a Maryland dealer: "Discounts should be about 12% higher on TV to cover the rapid change of models and also to give an adequate profit to the retailer."

"Home demonstrations eat up the profits on TV," writes a Utah dealer.

"Give the dealer 40% on TV," suggests a Southern merchant, who has six outside salesmen. He pays salesmen 10% commission on all appliances except refrigerators (8% on them) and he pays 6% on TV.

A Missouri dealer advises that he is able to make an average net profit of 6% on TV sales under present discount schedules.

Says a California dealer: "The selling of television sets here in _____, is a very weighty and tough problem due to the chiseling that's going on. Dealers try to outdo each other in give-aways with each sale. This is anything but sound merchandising in view of the current low discounts. However, if discounts were to be increased, the price-cutters would simply have more to play with. I'm for larger discounts for the small dealer who has the toughest time selling."

"What difference does the amount of discount mean so long as dealers sell sets on a \$10 profit?" asks a New York retailer. "If dealer discounts were raised even to 50%, the price-cutters would sell at 40 to 45 off. Strict enforcement of fair trade laws is what's needed, along with a clamp-down on misleading advertising. A dealer, in my opinion, must make a gross profit of 25% to cover expenses and show a fair net profit."

A dealer in the South says that "the manufacturers have taken the position that television sales must equal or sur-

(Continued on page 85)

3 NEW Sylvania Sets

Complete Your Console Line!



SYLVANIA 16" MAHOGANY CONSOLE

#247. Big picture television at its finest! 147 sq. in. of motion-picture clarity. All 12-channel reception, "one-hand" tuning, built-in antenna!

SYLVANIA 12½" MAHOGANY CONSOLE

(with doors) **#197.** 90 sq. in. direct view *Movie-Clear* TV with all 12-channel reception, long-distance chassis, built-in antenna!



SYLVANIA 12½" MAHOGANY CONSOLE

#245. 90 sq. in. of *Movie-Clear* TV. All 12-channel reception, long-distance chassis, built-in antenna!



WITH these magnificent consoles... you may now offer your customers a full choice of models, a wide range in price!

Packed with eye-catching sales appeal! Featuring the famous Sylvania *Movie-Clear* reception! These sets give your customers whiter whites, blacker blacks, sharper contrast and finer detail—all made possible by Sylvania's multi-tube

chassis! 3 rectifiers, the picture tube, **PLUS...** 24 working tubes including 8 dual-purpose tubes—delivering actual *32-Tube Performance!*

To cash in on this fast-selling TV line—phone your Sylvania distributor today! This is the line that will fulfill every customer desire! This is the line that gives, dollar for dollar, the finest TV performance available today! Display it for **SALES!**

SYLVANIA ELECTRIC PRODUCTS INC.

COLONIAL RADIO & TELEVISION DIVISION

254 Rano Street, Buffalo 7, New York

SYLVANIA

**MOVIE
CLEAR***

TELEVISION

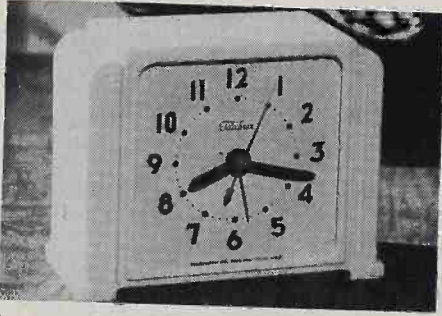
*Trademark

New Electrical

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information

Telechron CLOCKS

Three new electric clocks have been added to the line. The Advisor, kitchen clock in white plastic case, sells for \$5.95. The Telebell, shown here, has an ivory plastic case and sweep second hand. It lists for \$4.95. The Guest, a wide angle vision elec-



tric alarm clock, lists for \$4.50. The Nocturne, priced at \$6.95, formerly available in ivory, is now offered in brown. Telechron, Inc., 75 Homer Ave., Ashland, Mass.—RADIO & TELEVISION RETAILING.

G.E. NEW APPLIANCES

A new line of small appliances and fans has been announced. Two irons and two fans are new; other fans, the steam iron and mixer have been improved. The irons are the F-26 (2¾ lbs.) at \$9.95 and the F-32 (4½ lbs.) at \$8.95. The new fans include a 10-inch, single speed model for \$12.95 and a 12-inch, two speed model for \$29.95.

Improvement on the steam iron was made by locating the steam control on top of the handle. When filled, the iron weighs 4½ lbs. List price is still \$17.95. The redesigned mixer has a new selector band and juicer attachment; is still priced at \$34.95. Five other fan models have been improved and new prices on them are from one to six dollars less than previously. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Stewart VENTILATOR

A new fan ventilator is offered which mounts outside the building, leaving a 6-inch grille plate showing in the kitchen. Operates from a wall switch; has an automatic damper; Motor runs on 110 V., 60 cycle A.C.; special motors are available. Stewart Mfr. Co., 3205 E. Washington St., Indianapolis, Ind.—RADIO & TELEVISION RETAILING.

G-M WINDOW FAN

A new portable window fan, the SURF SW-20, 23 x 23½ x 11¾ inches, has been added to the line. Features a 3-speed switch and 20-inch fan. List price is \$54.95. G-M Laboratories, Inc., 4300 N. Knox Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING.

Philco REFRIGERATOR

A new 9.2 cu. ft. refrigerator, the model 903, has been added to the line. It includes a freezer compartment with space for 40 pounds of frozen foods. Overall size is the same as earlier 7-ft. models. List price on the 903 is \$249.50. Philco Corp., Tioga & C Sts., Phila., Pa.—RADIO & TELEVISION RETAILING.

Ilg FAN LINE

A complete line of portable cooling fans for home, business and industry has been announced. They range from the Ilg dual-air, bracket base double purpose unit, to the pedestal base Ilgwind fans. Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING.

Westinghouse LAUNDROMAT

A new laundromat, the model L-5, has been announced. It features a built-in scale for weighing the correct amount of clothes for each load. List price is \$269.95.

Also announced were two automatic clothes dryers: model D-3A (110 volt) and model D-3 (220 volt). Both use an air flow system of drying, and both list for \$199.95. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.—RADIO & TELEVISION RETAILING.

FASCO VENTILATOR

10-inch "Ceil-n-Wall" kitchen ventilator, model 1020, primarily designed for kitchen use. Ventilator can be installed for either single or three-speed operation. Balanced louvre in blade housing is double protection against drafts or cold. Outside wall hood, made from aluminum, is rust proof. Fasco Industries, Inc., Rochester 2, N. Y.—RADIO & TELEVISION RETAILING.

Display King TIMER

A variable timer is offered which will give 240 different on-off combinations. Can be set anywhere from 15 sec. ON, 1 sec. OFF to 15 sec. OFF, 1 sec. ON. Operates on 110 volts AC, and handles a load up to 400 watts. Gale Dorothea Mechanisms, Jackson Heights, L. I., N. Y.—RADIO & TELEVISION RETAILING.

Kool-Sleep AIR CONDITIONER

A self-contained window fan cooler has been announced, available with or without coin operating mechanism. Designed for hotels, tourist courts, etc., the unit requires no water or drain connections. Has 3-speed ventilating switch and separate cooling switch. Operating cost, about ½¢ per hour. Unit sells well under \$80.00 in most sections of the country. Kool-Sleep, Inc., Cambridge, Ohio.—RADIO & TELEVISION RETAILING.

Palmer 3-WAY FAN

The new window fan has 20-inch fan diameter. Has a 3-speed switch and expandable window fill-ins; fits windows 28 to 36 inches wide. Ivory baked enamel finish cabinet, 7¾ inches front-to-back. Palmer Mfr. Corp., Phoenix, Arizona.—RADIO & TELEVISION RETAILING.

Zim RECORD BRUSH

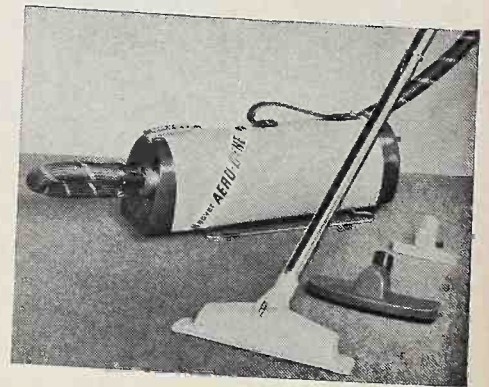
A small brush which clips on to any phono pickup and cleans records as they play is now being offered. List price for the brush is \$1.00. Much dealer display material has been prepared for this item. Zim Products, 6722 Devonshire, St. Louis, Mo.—RADIO & TELEVISION RETAILING.

Westinghouse FANS

A new line of giant fans has been announced. Available in 16 and 20 inch models, the fans also have an air jet vane accessory available, which increases the penetration power. Called the Whirlaire fans, the 16-inch models sell for \$69.95 and \$79.95; the 20-inch models for \$104.95 and \$114.95. The vane is \$9.95 for the 16-inch fan and \$13.95 for the 20-inch fan. Appliance Div., Westinghouse Electric Corp., Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Hoover AERO-DYNE 41

A new medium priced Aero-Dyne tank cleaner, shown here, featuring a disposable paper bag, has been announced. Called the model 41, complete with cleaning tools, it



will retail for \$59.95 plus a trade-in model, or \$64.95 without a trade-in. Has gray enamel body, steel ends and plastic handles. The Hoover Co., North Canton, Ohio.—RADIO & TELEVISION RETAILING.

Emerson CONSOLE FAN

Now offered is a Chippendale designed, 16-inch variable-speed console-window fan. Mahogany finished cabinet, with front and back protective guards. Approximately 60 speeds from which to select. Emerson Electric Mfr. Co., St. Louis 21, Mo.—RADIO & TELEVISION RETAILING.

RADIO & TELEVISION RETAILING • June, 1950

Appliance Products

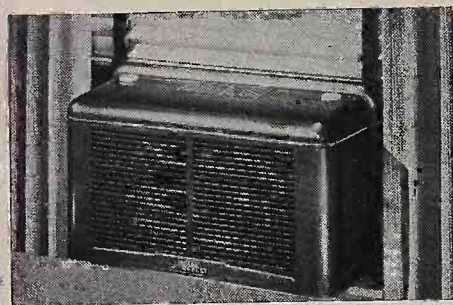
is presented as a news service to our readers entirely without any advertising consideration whatsoever.

GE CLOCK-RADIO

A porcelain white clock-radio is offered, the model 509. Designed especially for the kitchen, it will automatically operate various appliances up to 1100 watt total capacity. Eastern list price is \$35.95. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Mitchell AIR CONDITIONER

Available in two models, a new air-conditioner has been announced. Uses "Freon-12" refrigerant. Designed to cool, dehumidify, filter, circulate and ventilate, the unit



is available in two models, M-120 (½ H.P.) and M-340 (¾ H.P.). Mitchell Mfr. Co., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Palmer COOLER FAN

The Sno-Breze is a deluxe self-contained window fan cooler. It can be installed permanently or temporarily. Provides water cooled, filtered air. Automatic water filling assembly is available. Palmer Manufacturing Corp., Phoenix, Arizona.—RADIO & TELEVISION RETAILING.

Triple-O CORD SHORTENER

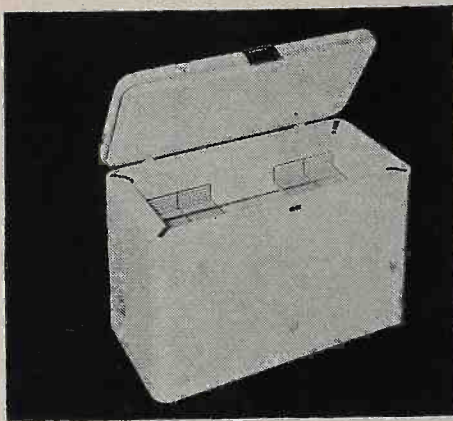
Newly announced item is a cord shortener, a small plastic plate with a slot in each end. Line cord on any appliance may be shortened by running the wire through the slot at one end, winding around the plastic plate, and through the slot at the other end. Cords can be shortened to any desired length to keep them off the floor. Cord Shortener retails for 19c. The Triple-O Co., P.O. Box 635, Omaha 2, Nebr.—RADIO & TELEVISION RETAILING.

Wiese KLIP-LITE

A new music stand light is offered. Available in three models, designed to clip onto different types of music stands, it is priced at \$3.65, \$3.75 and \$3.85. Lightweight construction of cast alloy. Uses standard 10 or 15 watt bulb. Wiese Manufacturing Co., P.O. Box 72, Davenport, Iowa.—RADIO & TELEVISION RETAILING.

Coolerator FREEZER

A new 10.3 cu. ft. freezer has been announced, the model FB-102 (shown), featuring a counterbalanced lid, built in lock and



temperature adjustments from 0° F. to -10° F. Holding up to 360 pounds of frozen foods, the FB-102 lists for \$211.95. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING.

Philips LADIES' RAZOR

The Lady Norelco, an electric razor designed for women, operates on AC or DC. It's designed to fit the palm of the hand. Made of ivory plastic, it comes in a satin lined, zippered suede-like case. List price is \$22.50. North American Philips Co., Inc., 100 E. 42 St., New York 17, N. Y.—RADIO & TELEVISION RETAILING.

Philco AIR CONDITIONERS

Ten new air conditioning units are offered. The 50-F-1 and 50-FL-1, ½ H.P. models, list for \$289.50. Models 75-F-1 and 75-FL-1, ¾ H.P. models, list for \$359.50. These last two models available for operation on 230 volts at \$10 extra. Model 75-FC, console model, at \$539.50; and model 100-FC-10, 1 H.P. console model, at \$589.50. Two water cooled models, the 150-FCW, 1½ H.P. 230 volt unit, at \$819.50; and the 200-FCW, 2 H.P. 230 volt unit, at \$869.50. All models feature a hermetically sealed power unit and all are covered by a 5-year warranty. Philco Corp., C and Tioga Sts., Phila., Pa.—RADIO & TELEVISION RETAILING.

Huffman LAWNMOWER

A lightweight electric mower, the Huffy-Mower, has been announced. It weighs less than 45 pounds and can get within one half inch of buildings, posts, etc. Wheel positioning adjustment permits cutting grass from one to three inches long. The GM-Delco motor has a constant speed of 1725 RPM. The Huffman Mfg. Co., Dayton, Ohio.—RADIO & TELEVISION RETAILING.

Speed Queen DRYER

A new automatic clothes dryer is offered. Dial control permits drying clothes to any degree of dryness. Features a vacuum drying system which draws heated air through the clothes. Speed Queen Corp., Ripon, Wis.—RADIO & TELEVISION RETAILING.

Cory SHARPENER

A new model electric knife sharpener has been introduced. The unit features a newly designed guide clip. Called the DKS-2, it will completely replace the previous model DKS. List price is \$11.95. Cory Corp., 221 N. La Salle St., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Carrier HUMIDRY

A low-cost ⅓ H.P. dehumidifying unit has been announced, a semi-portable unit in grey metal cabinet measuring 13¼" wide, 17¼" long and 22½" high. It weighs 60 pounds, lists at \$149.50. Carrier Corp., 302 S. Geddes St., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Fresh'nd Aire FANS

A three purpose window fan has been offered which can be used either as an intake or exhaust fan in the window, or as a spot cooling fan anywhere in the room. Designated as the Model W 800, it combines a standard Fanette (plastic) with an adjustable steel window bracket. List price is \$16.50. Also offered is the combination heater and fan shown here.



This is a 1320 watt heater unit and fan, Model 1320, priced at \$14.95. Also, a special bracket has been announced by the company for use in mounting any of its fans on ceiling or wall. It is available in two sizes, model UCM-20 (20-inch tube) at \$15.00 and model UCM-48 (48-inch tube) at \$18.50. Fresh'nd Aire Co., 221 N. LaSalle St., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Push Portables for Summer Profits



Peak Year for Carry-About Sets Anticipated—

New Ideas to Increase Sales

• The notion that portables are a summer novelty for use on the beach and at picnics has been replaced by the idea that they are an extra radio for the home which can also be used away from home. Nevertheless, the carry-about feature of these sets is no doubt their most dramatic sales feature, and we can expect that the peak sales of portables will be during the summer even though they may be used all year 'round. Thus the dealer has two sales angles to work on to move this type of merchandise and keep sales of radios up during the hot weather months.

First, there are the many uses of a portable as such, where a radio can't be socket-powered: at the beach, on trains and airplanes, on picnics, at sports events, etc. Then, if the customer demurs at buying a radio for part-time use, or simply needs more selling to clinch the sale, a 3-way unit can be suggested which is an all-year radio for any type of use, including portable.

The variety of merchandise available for sale in this line at present is a larger and more complete crop than has been offered by manufacturers in several seasons. As revealed by the "Portable Radio Specifications" which appeared in the April issue of Radio & Television Retailing, 32 manufacturers included 68 models in their 1950 lines. It is significant that over 4/5 of these models are "3-way" portables, the balance being straight-battery

units; over 60% have plastic cabinets, 30% are leatherette and the balance are metal. These two facts (that the larger percentage are plastic cabinets, 3-way sets) is indicative of the trend to more versatile receivers which may be used in the home as well as for portable occasions. The average price for all the portables offered was \$38.95, with some 3-way sets as low as \$19.95, and straight battery sets for even less.

As in the past, many of the new models will receive short wave, and a few will tune in the marine (long wave) band.

During the warm weather, every radio customer is a prospective sell-up to a portable. The obvious extra uses of the 3-way jobs more than outweigh the extra cost. As a matter of fact, it can be pointed out that many of the portables represent a better value, dollar-wise, than a comparable-sized radio.

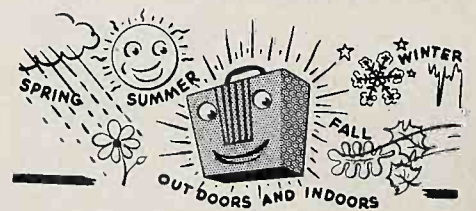
Display of portables in windows and on counters is an obvious must during the "outdoor" season, if possible tied in with a poster or display showing a beach, picnic or other outdoor scene.

Tie-in promotions with other types of retail outlets are very useful in merchandising portables. These include women's specialty shops, men's furnishing shops and sporting goods stores. Travel bureaus, railroad stations and bus terminals are also likely spots for these promotions. Arrangements may be made to display a portable radio

with your imprint at the point where bathing suits, sporting goods, travel tickets and the like are sold, catching the consumer at a time when he or she is in a vacation frame of mind. Such tie-in displays would merely call attention to the need for and pleasure in having portables on such occasions, and pointing out where they may be purchased.

An additional type of promotion which attracts attention to portables is to have someone walk around town carrying a portable radio, preferably in operation, of course. The dealer's imprint may be on the case of the portable, or the "carrier" may hand out cards. An interesting variation of this technique is to run a contest in which the "carrier" will be unidentified and consumers must find him or her and ask or answer some questions.

Newspaper and spot radio advertising can be utilized to highlight either of these types of promotions (tie-in or carrier). In addition, "testimonial" type copy is effective, along the lines of: "Used my portable for six months without replacing batteries;" "Receive 12 stations clearly on my 'X' portable at our camp at Blue Water Lake;" "Carry my 3-way portable from room



to room while house-cleaning," etc. In suggesting ad copy for this type of merchandise, it might be more effective to call these sets "3-way radios" than to call them "portables," since this wording plays up the versatility of the sets. "A radio in every room" idea can also be conveniently tied in with promotion of portables.

Needless to say, promotion of the sale of new portables should carry some sort of footnote to the effect that the dealer has a full stock of fresh batteries for all types of portables, and also has a skilled service staff capable of putting portables in tip-top condition for summer use. Those people who already have sets may need reminding to dust them off for warm-weather carrying about, and will bring important extra revenue to the store in so doing.

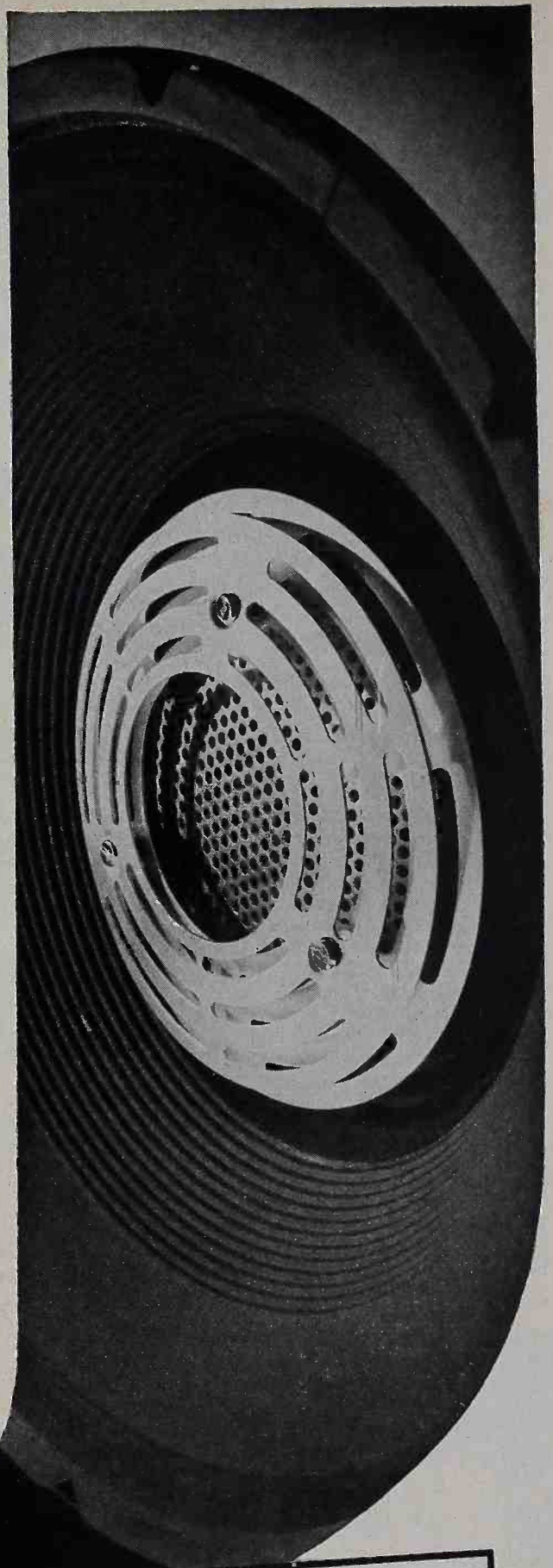
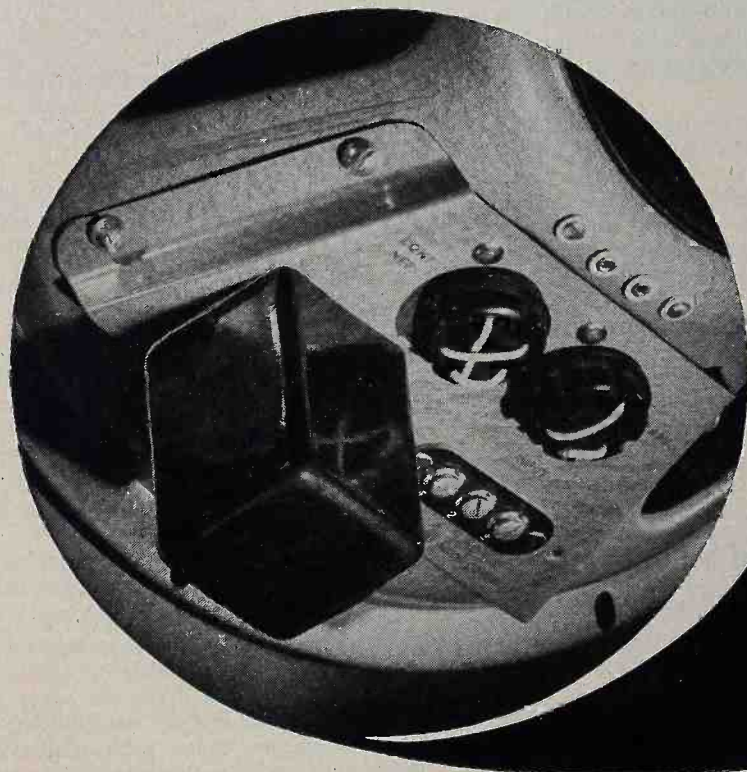
Unsurpassed!

Jensen *Model* 510 Coaxial Speaker

With its new high frequency driver . . . new high frequency horn . . . new low frequency unit . . . plus the new Jensen Acoustic Lens—all skillfully engineered into a coordinated unit, the H-510 gives you reproduction unsurpassed by any integral two-way system regardless of price!

Comparative tests have proved this time after time. Why? Because you instantly recognize the unusually satisfying, smooth, clean high fidelity performance . . . the easy-to-live-with quality that makes you *know* you want to own it *now*.

Ask for free booklet "Let Music Come to Life" and Data Sheet 152.



JENSEN MANUFACTURING COMPANY DIVISION OF THE MUTER COMPANY

6625 South Laramie Avenue, Chicago 38, Illinois • In Canada: Copper Wire Products, Ltd., 351 Carlaw, Toronto

10 Ideas to Sell More AIR CONDITIONERS



These "before-and-after" pictures tell a story. In the above photo, the living room is "unlivable," and the family fagged out and irritable. In the "after" picture at the right, the scene is reversed. Cool comfort makes the family gathering place a living room in every sense of the word—thanks to a room air conditioner. And remember, every visitor to such a home is a prospect for one of these modern, health-bringing units.

• The compressor-type room air conditioner can make money for dealers just as it can make many a user a happy customer—a customer who will furnish leads, and even demonstrate the appliance to all and sundry visitors to the home or office where the room cooler is doing its job.

Prime prospects for room coolers are in the homes, and in the professional, commercial and municipal offices and shops in the community. A step-by-step sales plan is presented here for the alert merchant who wants to increase his volume and his profits.

Idea 1. Set up a "cool" demonstration room or section in the store where the

There are many professional and commercial people who can be sold room air conditioners. These appliances provide comfort for patients, clients and customers since they maintain satisfactory temperatures; shut out noise and dust.



salesman can take the sweltering customer. Show them how the air conditioner works. (If your store is air-conditioned, use its obvious comfort to sell room air conditioners to every visitor.)

Idea 2. Display room coolers in your show-windows *now*. Urge early buying. Be sure to keep descriptive material near the units. Use manufacturer-supplied display pieces or cards you make up.

Idea 3. Advertise room coolers in the local newspapers. Be sure to point out in copy that (1) these units are *not* electric fans, but are smaller versions of the systems used in theaters and other places of entertainment, and (2) that they are *not expensive*. Also advertise other features such as "sound-proofing" and "dust-and-pollen" exclusion.

Idea 4. Demonstrate a room cooler to every store visitor, stressing the features outlined in Idea 3. Call your

regular customers on the phone, and suggest sending them a room air conditioner to try. Send direct-mail pieces to your customer and prospect list.

Idea 5. If you travel outside men, be sure to have them plug room coolers. If you haven't any outside salesmen, offer your servicemen a commission arrangement on leads furnished by them, and closed by you.

Idea 6. Choosing a scorching day, take a couple of room coolers in your truck or car and make some calls on residents, professional and commercial people. The hotter the day the lower the prospect's sales resistance.

Idea 7. (You may want to do this.) "Lend" a room cooler to a small beauty parlor, a "yarn shop" or similar place where women congregate. In exchange for the use of the unit, you will expect permission to advertise the air conditioner via signs, prominently displaying the store's name and address.

Idea 8. Install a room cooler in *your own home*. Helps sell neighbors and friends, and helps to *sell you*.

Idea 9. (You may want to try this.) Offer to *rent* room coolers at so-much a week, rental fees paid to apply to purchase. Some dealers use the "renting" technique quite successfully on appliances and TV, batting high sales-closing averages.

Idea 10. Make immediate follow-up calls on purchasers to obtain leads.

Photographs accompanying this article are from a Philco Corporation sales training film.

Sell ROOM COOLERS in—

- Homes in your community
- Professional offices
(doctors, dentists, etc.)
- Law offices, business offices
- Mortuaries (Many are now air-conditioned—sell those that are not.)
- Small restaurants and cafes; beauty parlors, photo studios
- Small non-competitive shops, private sanitariums, municipal offices

WEBSTER ELECTRIC

Introducing the new Ekotape Pla-mate



It's a Beauty!

**Portable . . . Smart Appearance . . .
Excellent Tone Quality . . . Simple to Operate**

The NEW EKOTAPE Pla-mate promises to be outstanding as a sales leader, for it has features and performance that are hard to beat. Priced right . . . with smart appearance and quality performance, it has real sales appeal.

The response of this new Ekotape exceeds 4000 cycles and provides accurate tone quality superior to the finest AM radio. It is easy to operate: One central control selects tape speed and direction . . . fast forward, standard forward for recording and playback, and fast rewind. A separate control is provided for record-playback to eliminate any possibility of accidentally erasing a recording. The EKOTAPE Pla-mate is inexpensive to operate as the 3 3/4" per second tape speed and "twin-track" recording give two hours of playing time with a seven-inch reel, or one hour of playing time with a five-inch reel of tape. The light weight and portable features make it easy to handle.

Be one of the first in your trade area to sell the EKOTAPE Pla-mate.

WEBSTER  ELECTRIC

Webster Electric Company, Racine, Wisconsin • Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

The TAPE RECORDER
with
Sales Appeal

FEATURES

- ✓ **✓ TONE QUALITY:**
The EKOTAPE Pla-mate has better tone quality than the finest AM Radio, with frequency up to 4000 cycles.
- ✓ **✓ PORTABILITY:**
Complete with microphone, cords and extra reels of tape, its light weight and small size make it easy to handle.
- ✓ **✓ ECONOMY OF OPERATION:**
The 3 3/4" per second tape speed and "twin-track" recording give two-hour playing time with a seven-inch reel of tape, one hour with a five-inch reel of tape.
- ✓ **✓ ENGINEERING EXCELLENCE:**
The Ekotape Pla-mate is designed and manufactured to the same high standards of quality that have made larger Ekotape models first choice of professional users.
- ✓ **✓ SIMPLICITY OF OPERATION:**
One central control selects tape speed and direction . . . fast forward . . . standard forward for recording and playback, or fast rewind. A separate record-playback control eliminates any possibility of accidentally erasing a recording.
- ✓ **✓ APPEARANCE:**
It's a beauty. The two-tone, acoustically correct cabinet is as smart as a piece of fine luggage. The harmonizing control panel with accents in satin finish aluminum makes the Ekotape Pla-mate as fine in appearance as in performance.
- ✓ **✓ EQUIPMENT:**
The Ekotape Pla-mate is furnished completely equipped with a microphone and cord; cord for connecting the recorder to external speaker, radio tuner or record player, and one five-inch reel of tape.

Are You KEEPING Your TV Installation PROFITS

... Or paying them back
in "FREE" Service Calls?

IT'S expensive... following up nuisance calls and "complaints" during guarantee periods...wasteful in truck operation, traveling time and labor. You can reduce your costs to a new low - with the high quality, all-around ruggedness and dependable performance of Federal lead-in cables!

Where noise level is low - Use Federal K-1046... with distinctive Federal-developed "silver" polyethylene insulation...providing 30 per cent more service life than ordinary polyethylene. K-1046 repels sunlight... fights heat... doesn't dry out, crack, buckle or leave conductors exposed. It holds its original characteristics longer...retains its impedance values. In Weatherometer tests, K-1046 surpassed all competitive types.

Where noise level is high - Use Federal K-111... shielded lead-in... another exclusive FTR development. K-111 is a top item in TV because it minimizes noise, snow and ghosts due to transmission line pick-up. Pictures are clearer, brighter and steadier... all the time. Actually, Federal's K-111 permits TV installations in many noisy areas where good, clear reception was impossible before!

See your distributor now for data and prices on Federal's K-1046 and K-111... for that next new installation or lead-in replacement. You can depend on these highly efficient 300-ohm lead-ins to keep service calls down... to keep profits UP. Insist on Federal... it pays to start with the best!

America's largest producer of solid dielectric high-frequency cables

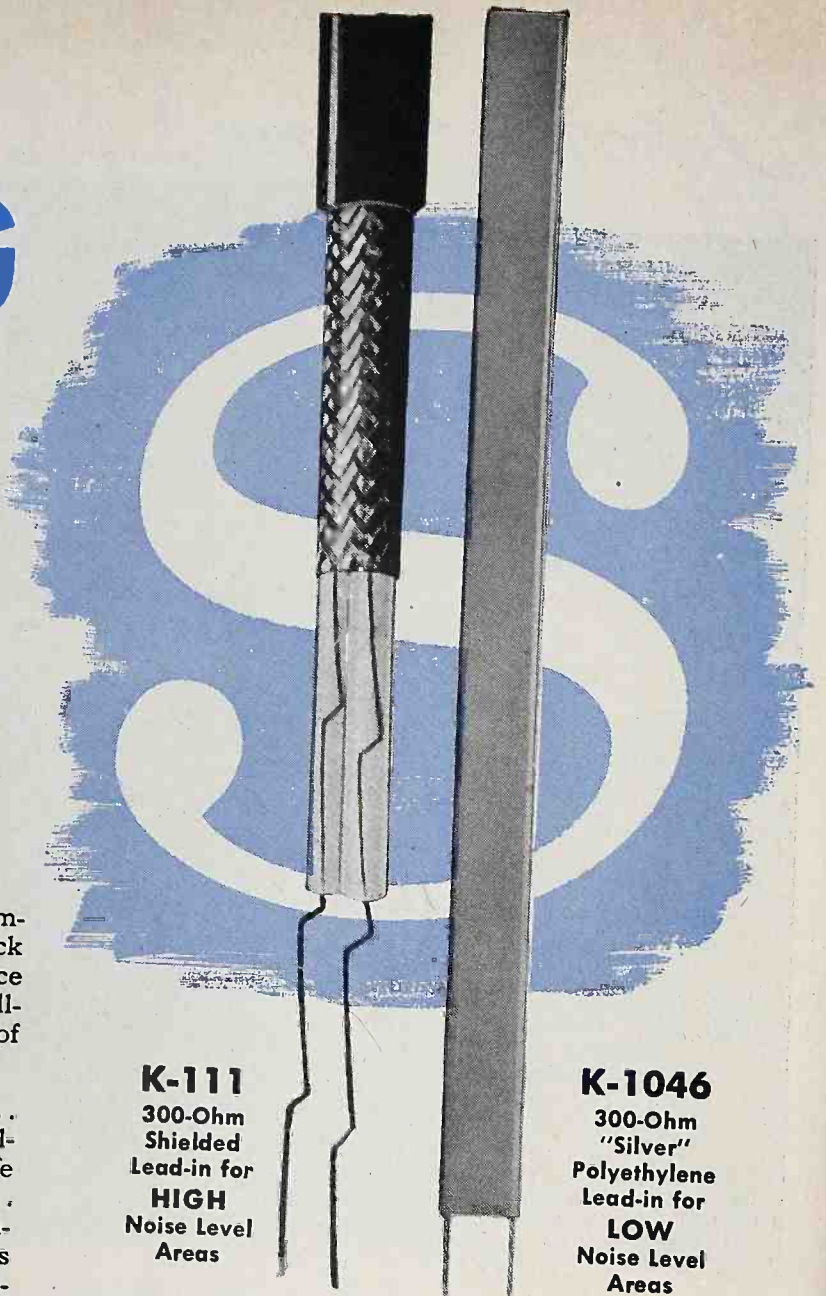


Federal Telephone and Radio Corporation



SELENIUM and INTELIN DIVISION, 100 Kingsland Road, Clifton, New Jersey
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

RADIO & TELEVISION RETAILING • June, 1950



K-111
300-Ohm
Shielded
Lead-in for
HIGH
Noise Level
Areas

K-1046
300-Ohm
"Silver"
Polyethylene
Lead-in for
LOW
Noise Level
Areas

These **2**
**Federal TV Lead-ins Protect
Your Profits in
HIGH and LOW
Noise Level Areas**

SERVICE & SOUND

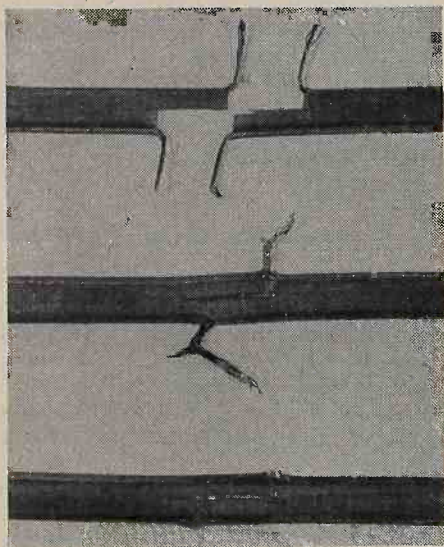
Section of **RADIO & TELEVISION RETAILING**

Shop Shortcuts Speed Servicing

Readers Contribute Ideas to Save Time and Labor, Improve Efficiency

Twin-Lead Splices

From Arthur Davis, New York City: The best rule for splices in TV lead-ins is not to make any, as they invariably result in a trouble point, due either to a poor impedance match (causing line reflections) or a rusted, intermittent or open connection (resulting in signal losses, noise and flashes, or lack of signal). If you must make them, however, try to preserve the wire spacing (so as to maintain the impedance) and make a good, clean, secure connection. I use a staggered splice to achieve this result, as shown in the picture. The stag-



ger is cut into one end, and then matched (in reverse) on the other piece. Then the leads are twisted together. At this point, the twin-lead is back in its original shape again. I then trim off the excess. As shown in the third view, the twisted leads were soldered, and the hot iron used on the plastic to melt it over the exposed leads. If you don't have the time or facilities to use an

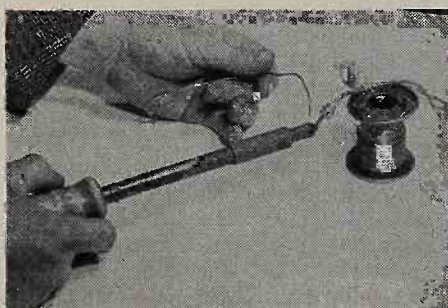
SHOP HINTS WANTED

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, N. Y."

iron (as for instance, outdoors), you can spray the connections with a plastic spray such as Krylon, or tape with one of the plastic electrical tapes. When I use tape, I try to keep it down to a minimum, as I believe too much tape affects the signal.

Soldering Tip

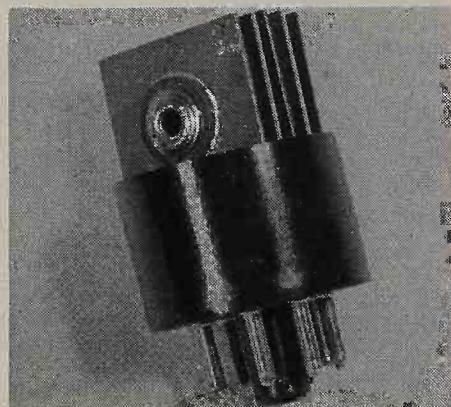
From R. Whitman, Greenwich, Conn.: When soldering leads on RCA phono jacks, speaker plugs, Amphenol plugs and the like, most people hold the tip upside down and try to melt solder down into it. This gets a lot of solder on the outside of the pin, but very little inside where it is needed. I have found the following method very easy, secure and neat: Put the tip down on the iron



and heat it a bit. Then tip it slightly so that the opening in the bottom is slightly exposed, and put the solder on the iron at this point. The hot tip will draw the solder up, with none on the outside. The jig I use to do this (as shown in the photo) is simply an alligator clip to hold the lead down in place. You can also set the iron in a stand and hold the lead down on it (hold it with a long nose unless your hands are pretty tough).

Selenium Rectifiers

From R. Samaritano, Chicago, Ill.: I usually replace burned out rectifiers with seleniums because it cuts down recalls, and also pleases customers because of shorter warm-up time. This is especially true of 3-way portables. I found that this substitution is simpler, both due to wiring and mounting, if the selenium is soldered into an old



tube base and plugged into the rectifier tube socket. I just put #18 solid wire pigtails on the rectifier (for stiffness), push through the proper pins in the tube socket, and solder in place. If an extra series resistor or other circuit component needs to be added, (Continued on page 89)

How to Shoot Intermittent

Use Logical Methods to Ferret Them Out of Their Hiding Places

By Solomon Heller

• Radio servicemen will readily agree that "intermittents" are the most difficult of all receiver faults to locate. They present thorny problems because: 1—The trouble may not appear when the serviceman is ready to work on the set. 2—If the trouble does appear, it may not last long enough to be tracked down. 3—Difficulty may be experienced in determining whether the disappearance of symptoms is due to the bridging or replacement of suspect components, or the jarring of the set incidental to this procedure. Unnecessary replacements are not infrequently made by servicemen who assume that because symptoms disappeared when a certain component was changed, the original component was defective.

Before we review the causes and treatment of intermittents, we should, perhaps, define the word. By *intermittent* we mean any defect that causes a normally operating set to *suddenly* stop operating in its normal manner, and start to distort, or hum, or play low, etc.

The first point that must be cleared up in dealing with intermittent defects is: Does the trouble lie within the receiver proper, or in the latter's aerial or ground system?

The aerial or ground system should generally fall under suspicion only when the customer complains of sudden fluctuations in volume. Normal reception will usually be noisy and full of static when aerial or ground wiring is the source of the intermittent. The noises will increase, and a loss in vol-

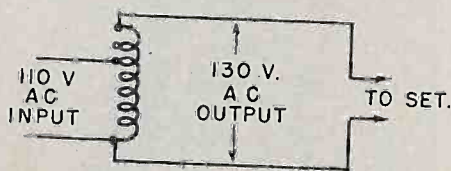


Fig. 1—Connecting auto-transformer to set.

ume may occur, when the defective wire is moved about. These accompanying characteristics should serve as clues to the source of trouble. If the temporary connection of a new and better ground, or the substitution of a long length of wire for the antenna, eliminates the static noises and fluctuations in volume, the trouble has definitely been localized. Visual inspection of the antenna and ground wiring will often

locate the defect. Look for partial breaks and poor connections in window leads, intermittent shorts in lightning arrestors, paint or rust on pipe sections to which the ground wire connects, etc.

When trouble in the receiver proper is indicated, problem No. 2 must generally be faced: How can an intermittent condition be coerced out of its normal, and into its abnormal phase? A variety of methods have been used to

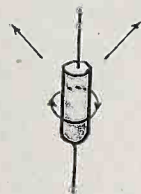


Fig. 2—Checking for an intermittent condenser. The unit is moved at right angles to its axis, as indicated by the 2 arrows at top; it is also rotated slightly about its axis, as indicated by the circular arrows. Don't use too much movement, or an innocent component may be damaged.

smoke the trouble into the open. They consist, in brief, of the application of excessive heat, excessive voltage, or mechanical force, to the various components of the receiver under test.

Advocates of the heat treatment cover the set with a wooden box or the equivalent, and allow it to stew, or else let the rays of an electric heater play on the components. The theory behind this is, that the guilty unit will collapse under the excessive heat. It is rumored that innocent components will sometimes lie down beside the corpse of the guilty one when this method is employed. Users of the method claim, however, that only the unfit units, or those that would have broken down at some future time anyway, give up the ghost; and that this is all to the good. Be that as it may, it is certainly not a method to be used on an old set, since a good many parts already on their last legs might be pushed into eternity; replacement of said parts edging the serviceman's profit toward the question mark.

When excessive voltage is to be used to make the intermittent component cry Uncle, some form of auto-transformer is employed (see Fig. 1). A line voltage of say 110 v. is boosted as high as 130 v. by this means. Intermittent components in plate or screen circuits may break down in consequence, due to the

higher voltages created in these circuits by the line voltage increase.

A disadvantage of this method, it has been pointed out, is that the increased d-c voltages in the plate and screen circuits may damage non-intermittent components. This objection (like the objection to the heat treatment) has been countered by the claim that any components broken down were potentially defective anyway. It should be noted that the method just outlined is useless when the intermittent component lies in a control grid or similar circuit, where d-c voltages are very low or absent.

An allied method is turning the set off and on rapidly. This procedure is sometimes quite effective in bringing the intermittent out of its hiding place. Sometimes the method is more effective if the set is turned off and on after it has heated up for a while; in other cases, it will succeed only when the set has been off for some time.

The "mechanical force" technique of bringing on intermittents consists of tapping, pulling, or otherwise moving suspect parts in such a way that the defect is made to occur. Condensers are wiggled back and forth at right angles to their axis, or else rotated slightly in a small circular arc about their axis (see Fig. 2). Coil leads are gently tugged. Tubes and volume controls are tapped, etc.

Localizing Trouble

Now that the chief general procedures for forcing the intermittent into the open have been outlined, let's get down to some specific trouble-shooting pointers. The serviceman will be considerably aided in locating the intermittent if he can narrow down the area of search. The following hints may prove of some value in making such a localization. (It is assumed that the intermittent defect has occurred, or been made to occur, and the resultant reception noted):

If all the stations are received, but reception is impaired, the chances are that the trouble is not in an r-f amplifier, converter, mixer or oscillator stage.

If the audio signal has become distorted, and no other symptoms are present, the trouble probably lies in an audio amplifier or power amplifier stage.

When no reception is present, but the set sounds "alive"—i.e., background

Troubles in Radio Receivers

noises are heard, and the set sounds as if it were tuned to a dead spot between stations—a defect in the oscillator stage is almost certainly present. The same holds true if only one station, of a frequency near 550 kc, is received. (550 kc, or the low end of the broadcast band, is close to the intermediate frequency commonly employed in broadcast sets (456 or 465 kc.) A signal at or near this frequency will therefore ride through the i-f amplifiers very often, and be detected and heard, even when the oscillator is inoperative.

Intermittent Tube Sockets

The following pointers on checking components may prove helpful, whether or not the serviceman has been successful in localizing the intermittent to a particular section of the receiver:

To check for intermittent tubes, tap each tube gently from various angles. If the intermittent can be made to occur when only one tube is tapped, but not when the others are struck, the defective tube has been located. (It should be noted that sometimes the socket, or a component associated with the tube, is to blame, rather than the

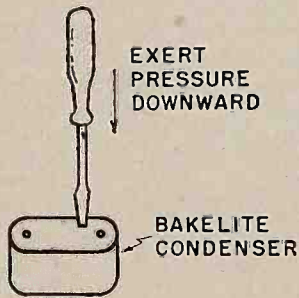


Fig. 3—Checking a bakelite condenser for an intermittent. Force a screwdriver vertically against the condenser as indicated, pressing down fairly hard. Also tap condenser.

tube itself.)

Socket contacts are very apt to become loose and cause intermittents. Wiggle tubes back and forth in their sockets, trying to produce the intermittent at will, to check for this condition. Another way to check for a defective socket contact is to measure voltages at the tube prongs, rather than at the socket contacts, when the defect in reception appears. If a socket contact is defective, voltage will be present at the contact, but not at the tube prong which it embraces.

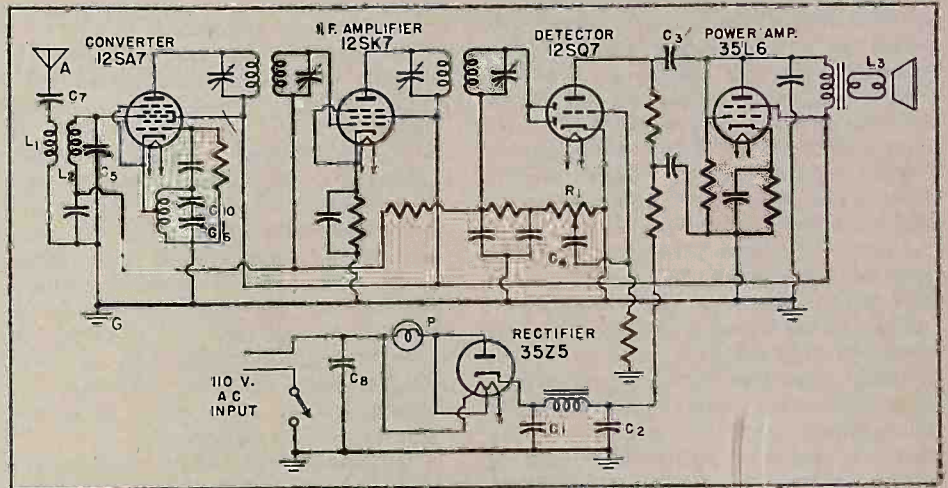


Fig. 4—Common hiding places of intermittents. Components apt to be the source of intermittent noise: C₁, C₂, C₈, R₁, C₅, C₆, C₁₀, A, G, P, power amplifier tube, detector tube. Intermittent low volume: C₈, C₄, C₇, detector tube. Intermittent inoperation: L₂, converter tube, i-f amplifier tube. Intermittent distortion: C₃, power amplifier tube. Intermittent hum: power amplifier tube, L₂, C₈, R₁.

When checking for intermittents in a set using bakelite condensers—the Philco 620, for example—test the condensers by holding a screwdriver in a vertical position against each of them and pressing down hard (see Fig. 3). The pressure is apt to produce the intermittent, if it is present in the condenser.

Band switches may be checked for possible intermittents by rotating them, and listening for noise during the rotation. Noisy switch contacts are very apt to cause intermittents. Ditto for push-button contacts. Clean all noise-producing switch or push-button contacts with carbon tet before continuing the troubleshooting.

A noisy volume control is apt to produce fading and intermittent operation. Clean or replace the control, before going on with receiver checks.

Another pointer—check prongs of all tubes for possible wax or other deposits that may be preventing good contact with the socket.

Check Filaments First

A final caution: Don't forget to check filament voltages, even when the filament circuits do not seem to be affected. A usually competent serviceman I know never thought of checking for filament voltage when an intermittent had been localized to the oscillator stage. Since the 35Z5 and 50L6 lit up adequately, he assumed that the other (metal) tubes were doing so too. The trouble was, however, an intermittently shorting 12SA7 heater. He ultimately located it, but not before wasting several valuable

hours in making unnecessary replacements.

Common nesting places of intermittent defects are indicated in Fig. 4. Good hunting on that next intermittent!

Unit-ized TV Chassis

New TV sets manufactured by Setchell-Carlson, Inc., of New Brighton, Minnesota, feature an entire chassis organized into 8 plug-in units. The unitized construction was developed to permit individual testing, repair and/or replacement of each section. While one unit is being repaired, for instance,



another can be substituted. The 8 units are: Front end, IF strip with detector, audio amplifier, video amplifier with AGC and sync separator, vertical sweep amplifier, horizontal sweep and high voltage, low voltage power supply, and AM radio tuner. The unitized construction also facilitates the incorporations of future new developments without changing the entire set.

Getting the MOST

Factors to Be Considered in Obtaining High S/N, Low Losses,

• There is a certain area around TV transmitters where a simple dipole antenna on a 6-foot mast will bring in strong, contrasty pictures, free of "snow," ignition noise and all forms of interference. This area (which we won't attempt to define in miles) is known as the "normal range" of TV. When you reach that distance where this so-called "normal installation" will no longer produce satisfactory results, you are entering the land of guy wires and stacks, known as the "fringe area." As far as we know, there are no outer limits to "the fringe."

Many installers have found fringe area reception within sight of a TV transmitter, which is one reason we won't attempt to define the limits of normal range. The principal difference between normal range and fringe area is not their location, but in the type of signals which are received, and in the techniques which must be used to get results for which customers are willing to pay.

Sets are operating satisfactorily in normal range areas with rusted and bent antennas (with possibly a dipole or a reflector missing); with twin-lead cracked and brittle, spliced, and flapping in the breeze due to insufficient number of standoffs, or standoffs pulled out by the wind; with antenna improperly matched to the transmission line and/or the set; and with the set operat-

ing at low efficiency due to worn out tubes or poor alignment.

As most fringe area installers have already discovered, conditions such as those cannot be tolerated where the signal is weak. Everything counts, and any minute detail which is properly attended to may improve the results.

Practically 100% of the components and techniques which are important in getting a good fringe area picture come ahead of the converter tube in the set: the antenna, the lead-in, and the RF stage are the principal elements which are important to getting a high signal to noise ratio, which is essentially the only factor to be considered in this connection.

In some areas, where the signal is so weak most of the time that all you can see is frame lines floating by, many TV technicians have realigned sets for a peak-type response curve instead of a flat-top, broad-band response. Although picture degradation may be the result (when compared with a normal range, full frequency response picture), the customer may see a satisfactory picture where none was obtainable before. The subject of alignment will be covered more fully in a separate article in a forthcoming issue, however. In this article we shall confine ourselves to the elements up to the grid of the RF stage.

The first factor to be considered is

financial: a fringe area installation will naturally be more expensive than a normal one, and there is a limit to what the customer will spend. If money were no object, the problem would be somewhat simplified. But since this is rarely the case, the dealer will have to weigh every factor.

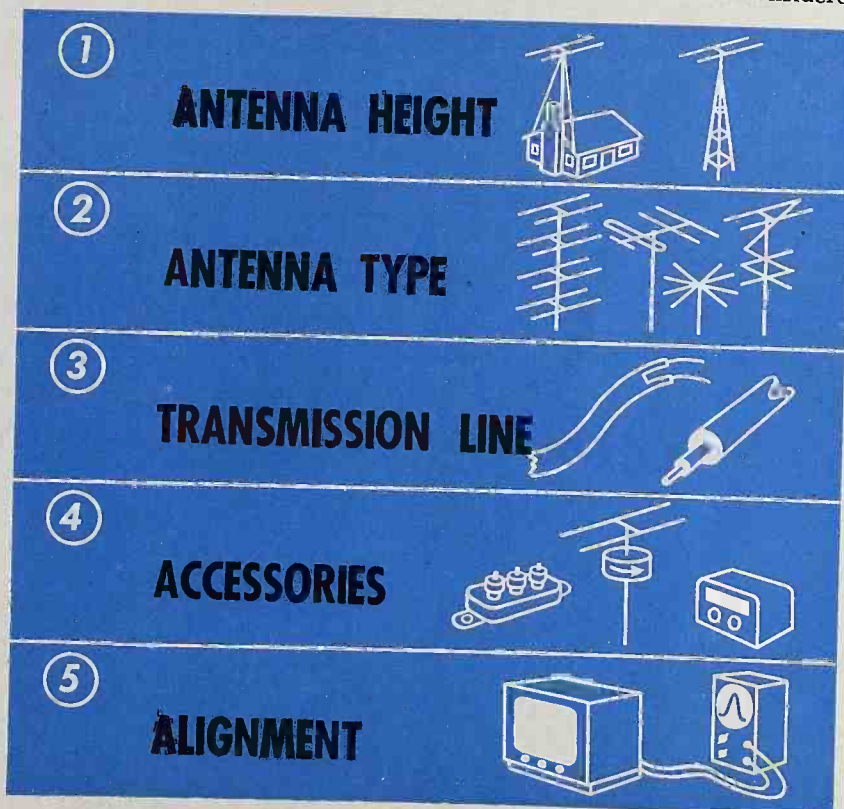
Conservative practice, with an eye toward safety as well as durability, would recommend the use of guy wires with masts over 12 feet high (above the point of support). The use of a self-supporting tower 25-feet high *might* be cheaper than a guyed mast of the same height considering the additional labor involved. On the other hand, the use of a 4-stacker on a 25-foot tower *might* produce as good results as putting a 2-stacker on a 50-foot guyed tower (and *might* be cheaper). These are some of the factors that the dealer must weigh in considering the techniques which are discussed in the following paragraphs.

Refraction of UHF Waves

Although fringe area TV dealers have by now disposed of the earlier theory that TV transmission is line of sight and is limited to the horizon seen by the transmitting antenna, nevertheless they also know that height is important. The closer they can bring the antenna up to a line of sight, the better the results are apt to be. There are some exceptions to this rule, but first of all, let us consider an example:

Town "X" is 95 miles from Station "A," which has a transmitting antenna 500 feet high. Assuming no obstructions along the way (such as mountains), the transmitter would have a line-of-sight to the horizon of 29½ miles, and the receiver in town "X," being 65½ miles beyond that, would need a tower over 3000 feet high to get on a line of sight with the transmitter. Naturally, such a tower is not necessary to get reception; but *in theory*, reception will improve as the antenna is raised up to that height. Higher than line-of-sight in any particular location is not apt to improve the situation any, however, which is one of the exceptions to which we referred earlier.

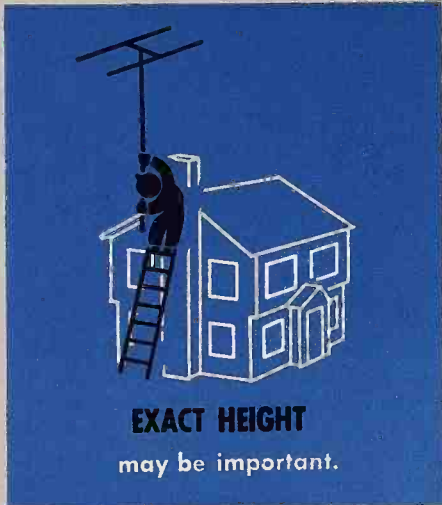
The reason why it is possible to get reception at 95 miles without a 3000 foot antenna is due largely to the refraction of the VHF waves. This might be likened to the way light is refracted (bent) in a medium denser than air, which phenomenon accounts for a stick of wood appearing bent in a glass of water. VHF waves are bent down around the curvature of the earth by the atmosphere. And one reason why



Out of FRINGE TV

and Maximum Energy Transfer in Weak Signal Areas

reception conditions vary in an extreme fringe area is because this bending varies with the temperature and humidity of the atmosphere. Fairly acceptable reception is often possible (at least at night) 95 miles from the transmitter with receiving antenna heights of about 50 feet instead of 3000, for-



tunately, due to this refraction.

The second exception to the rule, the "more height, more signal" is that the exact height may be critical. That is, 37 feet may give better results than 40, to cite an hypothetical example. This is said to be due to the fact that the height of the antenna bears some relation to the wave-length being received; and that a certain portion of the signal is reflected from the ground up to the antenna; and that, therefore, these reflected signals will tend to either reinforce or cancel the signal at the antenna. This cannot be stated as a rule, however, that reinforcement will occur at a certain number of quarter or half wavelengths, due to the varying contour and conductivity of the earth, the angle at which the signal arrives from the transmitter, and the frequency of the channel being received.

Furthermore, this tendency is limited by two other factors. First, above a certain height (varying again according to the contour and conductivity of the earth) we are said to be in "free space," where reflection from the ground is negligible. This is generally (but approximately) taken to be above 120 feet on channel 2, and 32 feet on channel 13. The second limiting factor is the antenna: antennas which are stacked vertically, and conical type antennas are said to cancel vertical pickup. This is useful not only in preventing cancellation due to ground reflection, but also in limiting pickup of sig-

nals which come from the ground, such as ignition interference.

Notwithstanding these two limitations, however, it is wise, where possible, to check signal strength while the antenna is being (experimentally) elevated, rather than to go ahead slapdash and put it up as high as possible.

After height, the next consideration is the form of the antenna itself. To increase signal pickup, the antenna may either be stacked vertically, or extended horizontally by means of parasitic elements. An antenna with two (vertical) bays and reflectors is a combination of both techniques. Stacked Yagis would, of course, be the extreme of combining both forms.

We can only generalize about the results of the various types, since actual results vary (sometimes irrationally) according to the exact construc-



tion of the antenna, the height, the channel being received, the terrain, etc. (By construction of the antenna we refer to the exact element length, diameter and spacing, according to manufacturer.) Generalizing, however, we may say that a dipole with a reflector will produce about as much gain over a simple dipole as will two dipoles stacked (but without reflectors). A Yagi with one director will (again, in theory) produce less gain than two dipoles stacked with reflectors, but a Yagi with two directors should produce more gain (slightly) than such a combination.

These considerations, however, are influenced, not only by the construction of the antenna, but by the physical weight and impedance factors, as well as the sharpness of directivity and the narrowness of bandwidth. The ef-

fect of adding elements to form a Yagi, as well as the effect of using different diameters for the elements, on impedance, gain, directivity and bandwidth were discussed in a previous article ("Impedance Consideration in TV Antenna Design," February, 1950 issue RADIO & TELEVISION RETAILING) and so will not be repeated here. Suffice it to say that, generally speaking, the impedance of an antenna consisting of two stacked dipoles with reflectors is higher than that of a Yagi, while the frequency response is broader. Therefore, this type of antenna lends itself better to reception of several channels, whereas the Yagi is more apt to be used where there is only one channel. If several channels are to be received in different directions, several Yagis might be used (one for each channel) providing the weight could easily be supported.

Lead-in Techniques

Coming from the antenna to the set, maximum results will, of course, be obtained when the antenna, transmission line, and receiver input terminals are properly matched impedance-wise. Noise pickup on the way down may be minimized by the use of shielded line or by twisting the twin-lead. Maximum transmission of energy and minimum line reflections will be obtained when there are no splices in the line. Maximum transfer of energy will be obtained when all connections (such as



line to antenna, line to set, line to arrester, etc.) are made in such a way as to maintain the impedance at its proper value. Spreading out the conductors of a transmission line will raise the impedance (spreading twin-lead to 1-inch between conductors will make the impedance between 400 and 500 ohms); where a perfect match is desired, this practice should be avoided.

(Continued on page 77)

How to Make Phono Conversions

Modernization of Old Players and Changers to Accommodate the New Speeds

• As pointed out in last month's article "Cash in on Conversion to Three Speeds," there is tremendous service business potential in bringing over 12 million home phonographs up to date.

Where a two or three speed changer is to be installed in an instrument which now has a 78 RPM player or changer, a new motor board will probably be necessary.

The accompanying templates have been distributed by the General Electric Company in "Radio Service Bulletin RSM-3, No. 46," and refer to panel cut-outs for GE changers. Service technicians familiar with these instruments, however, will find them to have an even wider application, since the same (or very similar) changers appear in many sets.

The top drawer is for use with the GE P-10 changer. This is a 2-speed changer comparable to the Webster 256 (with two plug-in GE variable reluctance heads). The center drawing is for use with GE P-13 and P-15 changers. These are Milwaukee changers, the first being a 2-speed job with two plug-in heads, the latter a 3-speed unit with the GE "triple-play" head. The RCA 960282-1 two-speed changer is essentially the same unit with a different tone arm. The bottom drawing is for GE P12 and P14 changers. These are VM type changers, the first being two-speed and the latter three-speed. The RCA 960285-1 is essentially the same unit (2-speed) with a different tone arm. The RCA changers both have turnover cartridges.

There are many other units using similar changers so that this data can have wide application. For instance, the Zenith S14022, S14024, S14025 and S14027 changers (three speed) are virtually the same as the GE P12 and P14 and the RCA 960285-1 with the exception of the tone arm, which in the Zenith is a Zenith "Cobra" arm.

The top illustration (for the P10) is supplemented by the following information: (1) Minimum height of phono compartment from surface of changer mounting board should be $8\frac{3}{4}$ inches to allow $\frac{1}{2}$ inch clearance to top record of ten 12-inch records stacked on spindle. (2) A minimum dimension of $2\frac{1}{4}$ inches beneath top surface of changer mounting board will provide $\frac{1}{2}$ inch clearance to bottom of changer mechanism and phono motor. (3) Dimensions 1 and 2 added together (11 inches) are the minimum vertical space in the cabinet opening for the record changer drawer. (4) The three $1\frac{1}{4}$ inch bores for seating changer mounting springs are flat-bottomed approximately $\frac{5}{16}$ inch deep. This depth gives $\frac{1}{4}$ inch stock for support, with mounting board of $\frac{9}{16}$ inch thickness. With boards of less thickness, the bore depth should be reduced to maintain $\frac{1}{4}$ inch supporting stock in the bottom of the bore.

The center illustration (for P13 and P15 changers) is supplemented by the following: Allow $5\frac{3}{4}$ inches clearance above the mounting panel for clearance of the hold-down arm when it is in the vertical position. Allow $3\frac{1}{8}$ inches below the top surface of the panel mounting board for clearance of the motor. Minimum dimensions to allow for 12-inch record overhang, pickup arm overhang, and hold-down arm overhang should be $13\frac{3}{4}$ inches wide by $12\frac{3}{4}$ inches deep.

The bottom illustration (for P12 and P14 changers) carries the following additional information: Allow clearance of $6\frac{1}{16}$ inches above the mounting panel for clearance of the hold-down arm. Allow $2\frac{3}{8}$ inches below the top surface of the panel mounting board for clearance of the motor.

For Milwaukee changers using GE variable reluctance pickups (similar to the GE P6, P11 and P13), GE has a replacement tone arm incorporating the "triple play" head RPX-050. With this cartridge, either of the two styli may be placed in playing position with a twist of the positioning knob accessible at the top of the tone arm. The substitute tone arm is GE stock No. RPA-013. This tone arm is used and is illustrated in the P15 record changer service note.

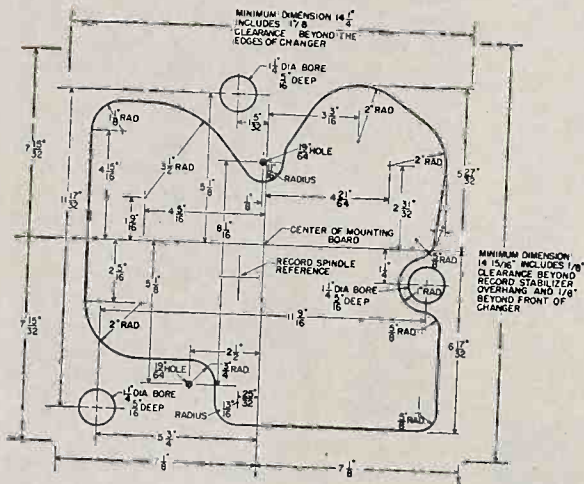


FIG. 1. P10 PANEL CUT-OUT DIMENSIONS

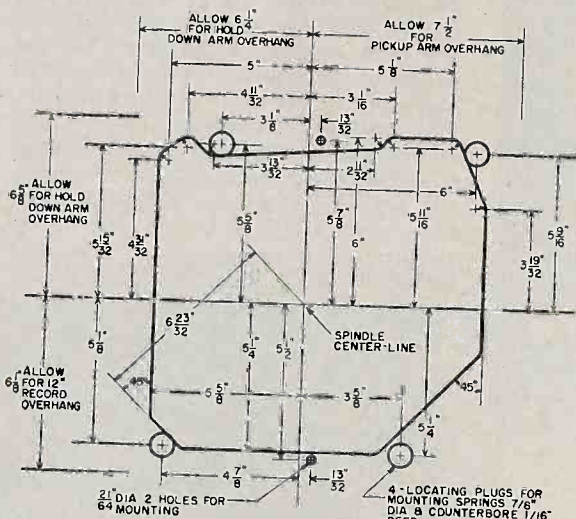


FIG. 2. P13 AND P15 PANEL CUT-OUT DIMENSIONS

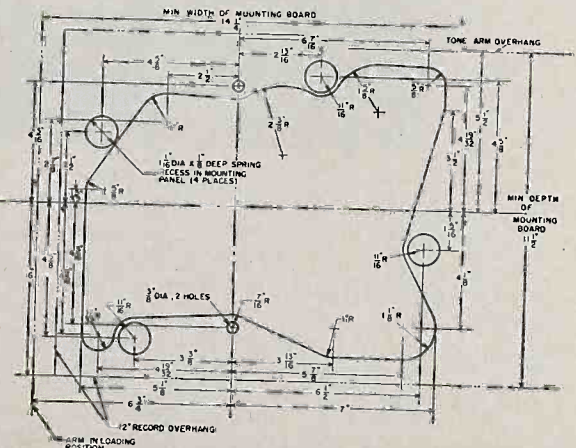


FIG. 3. P12 AND P14 PANEL CUT-OUT DIMENSIONS

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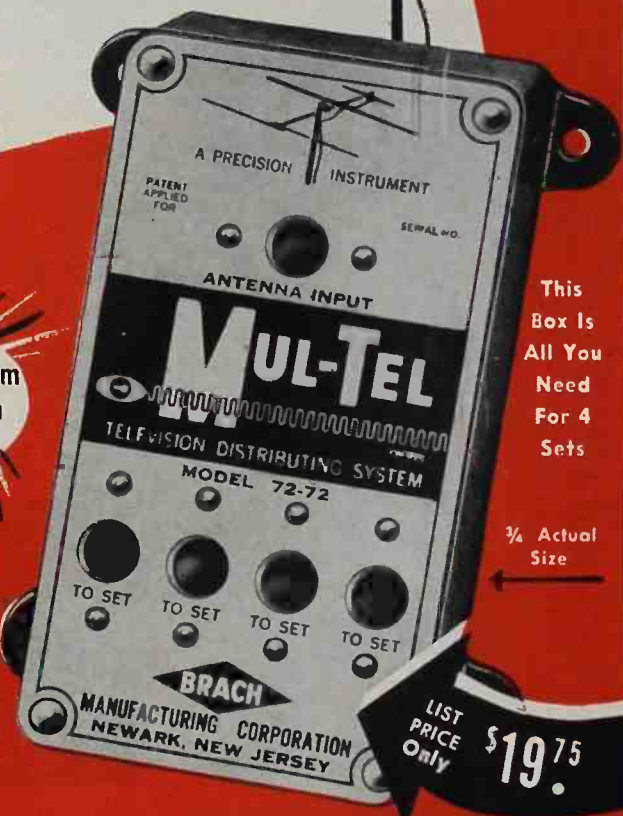
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Television Technician

Section of RADIO & TELEVISION RETAILING

Thompson-Ruby TV TOWER

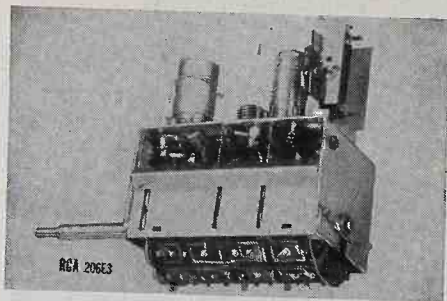
The new all-aluminum home antenna tower for TV features riveted tower sections shipped completely cartoned, ready for the installer to easily join together.



The tower is said to be adaptable to any type mounting due to its light weight and swivel base. Thompson and Ruby, Inc., Brownstown, Ind.

RCA TV TUNER

Model 206E3 is a new 12-channel TV front end employing printed circuit coils, rotary turret switching, and improved performance. It is designed for use with



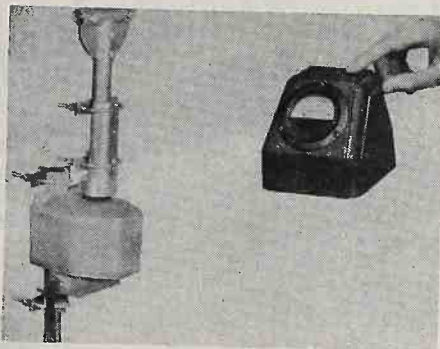
stagger-tuning IF system at 25.75 MC, as in the 630TS type receiver. The tuner is said to provide a voltage gain of between 28.7 and 34.9 DB for all channels. Tube Dept., RCA, Harrison, N. J.

RMS TV PRODUCTS

Four new products have been announced: "Super Nail" SN-3 can be hammered into masonry to support lead-in or guy wires; mast clamp SN125 is a self-gripping mast standoff which will support either twin-lead or coax; "Span-a-Clamp" SC is designed to stop breakage, noise and vibration on conical antennas, and snaps into dipoles by means of spring clips. The new booster SP-5 with one-knob tuning is said to feature peak tuning and close impedance match with wide bandwidth and greater S/N. Complete details on these products may be had by writing Radio Merchandise Sales Co., Inc., 1165 Southern Blvd., New York 59, N. Y.

Koenig TV ROTATOR

The "Tele-Beamer" TV antenna rotator features a direction indicator on the remote control unit which shows the antenna bearing at all times. Masts from 3/4" to 2" dia. can be accommodated. Construction is



said to be completely rustproof and weatherproof. Electrical stops turn off the motor when Tele-Beamer reaches one full turn. Also available without direction indicator. Koenig Engineering Co., 735 Southwest Blvd., Kansas City 3, Kansas.

Krylon PLASTIC SPRAY

Krylon is a new aerosol "bomb" which makes a transparent acrylic plastic available in the form of a spray, depositing a clear, protective coating on the object sprayed. Among the many protective uses for this product are: TV antennas may be sprayed to protect them from rust and corrosion; TV high voltage wiring and



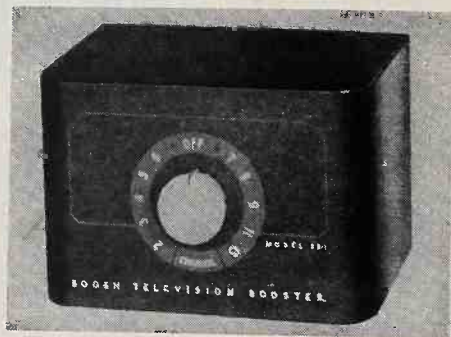
components may be coated to prevent corona and breakdown; Auto ignition wires, battery cables and terminals may be protected against moisture and corrosion, etc. In addition, the spray will preserve glossy finishes on chrome, brass, silver, etc. The Krylon plastic spray is manufactured by Foster and Kester Co., Inc., 2601 North Broad Street, Philadelphia 32, Penna.

Circle "X" TV ANTENNA

The construction of the Circle "X" antenna has been changed to provide for "Quick-Rig" assembly. The "Tee" connectors have been eliminated and the circular sections are now manufactured in such a manner as to permit the ends of these sections to telescope together. The change in construction is also said to have increased the gain of the antenna. Circle "X" Antenna Corp., 500 Market St., Perth Amboy, N. J.

Bogen TV BOOSTER

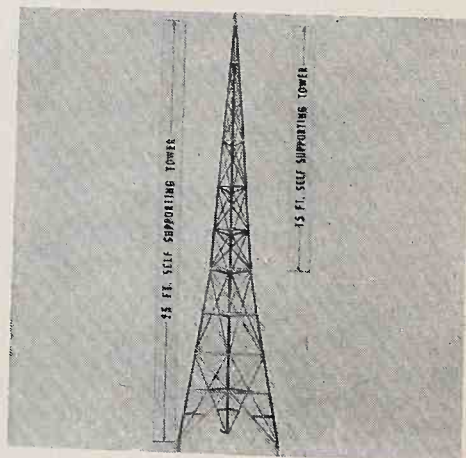
New all-channel TV preamp utilizes two 6J6's and selenium rectifier, and features a single tuning control plus automatic power switch: the booster turns on



automatically when TV set is turned on, and off when TV set is off. Model BB-1 has metal cabinet, BB-2 has mahogany-finished wood cabinet. David Bogen Co. Inc., 663 Broadway, New York 12, N. Y.

Parris-Dunn TOWERS

Both self-supporting and guyed towers are available in heights up to 85 feet. The guyed TV towers are complete with mast adapters, angles, guy wires and all



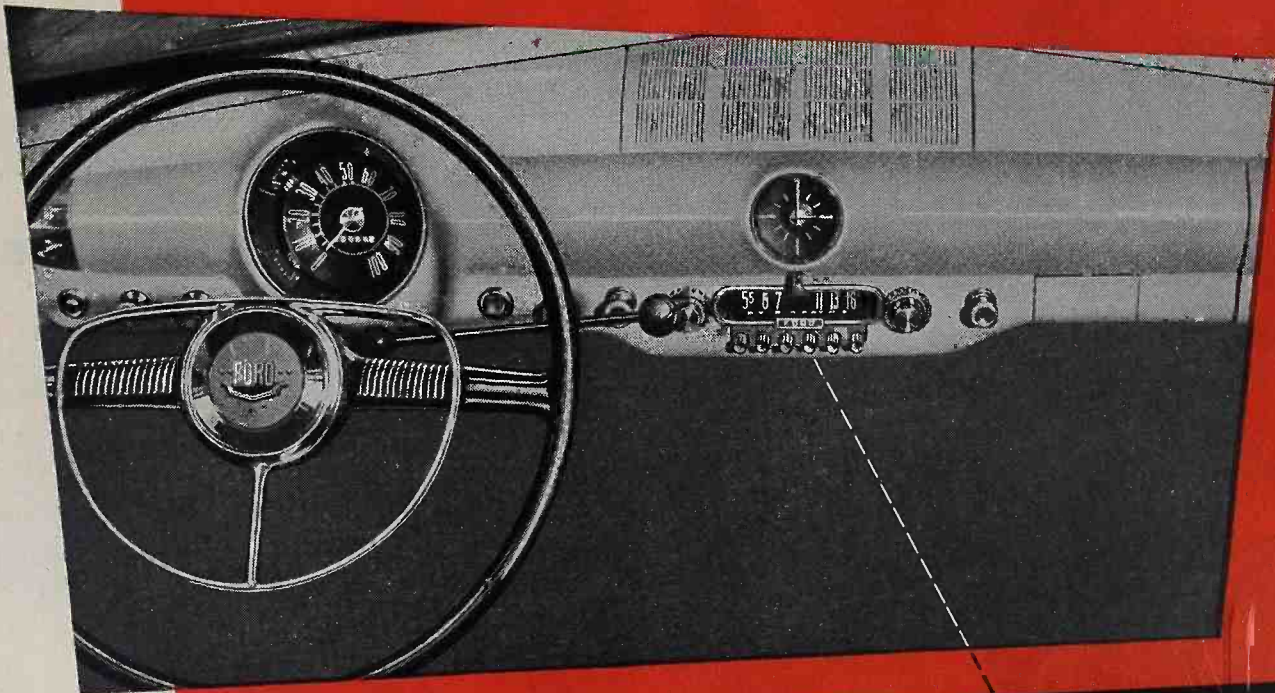
hardware. The self-supporting towers are furnished with a ladder, and are also complete with mast adaptors and all hardware. The 25 ft. self-supporting tower shown weighs about 400 lbs. Parris-Dunn, Clarinda, Iowa.

DuMont RECTANGULAR TUBE

The new type 16TP4 features the DuMont bent-gun design and gray filter face-plate. Picture 14-7/8" wide is provided in more compact cabinet than 16" round tubes. Overall length is 18 1/8". Allen B. DuMont Laboratories, Inc., 750 Bloomfield Ave., Clifton, N. J.

GE PICTURE TUBE

Type 14CP4 is a new 14-inch rectangular picture tube with useful screen area of 99 square inches (comparable to 12-inch tubes) and a neutral density face-plate. Electron gun is designed for use with an ion trap. General Electric Co., Electronics Park, Syracuse, N. Y.



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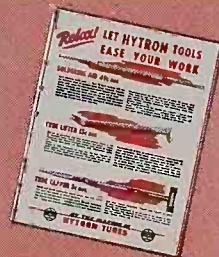


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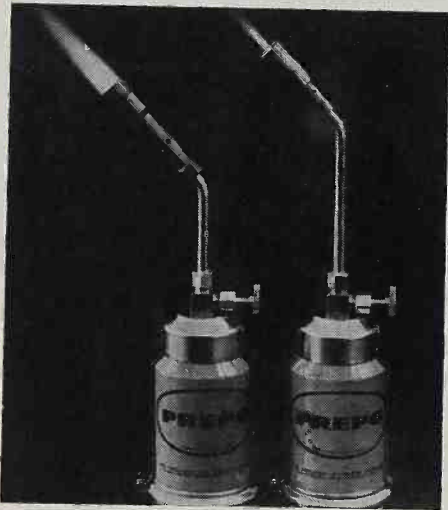
New Aids To Servicicers

Clarostat CONTROLS

The high voltage coupler and spacer assembly, 59-186, with nylon insulator shaft RN-3", for use in TV and other high voltage circuits, is now available in all Clarostat "Pick-a-Shaft" type controls, types AM and AT. The high voltage coupler shaft is rated at 10,000 volts breakdown test. Clarostat Mfg. Co., Inc., Dover, N. H.—RADIO & TELEVISION RETAILING

Prepo HAND TORCH

Prepo hand torch for sweating on cable lugs, soldering, and many other electrical jobs, is said to light instantly without pouring, priming or pumping, and features light weight (24 ounces). Two jets are provided, one for pin-point flame, the other



for broad flame. Burners clamp onto can of "Prepo" fuel, which is a low-pressure, self-pressurizing fuel. The torch and fuel are distributed nationally by the Appleton Electric Co. of Chicago. The manufacturer is Pressure Products Corp., 140 North Dearborn St., Chicago 2, Ill.—RADIO & TELEVISION RETAILING

Pyramid TRANSFORMERS

A new "Amprobe" current transformer, model A-5-1 is a pocket-size volt-ammeter for electricians, maintenance men, etc. Seven ranges are provided: 6.5/13/26-



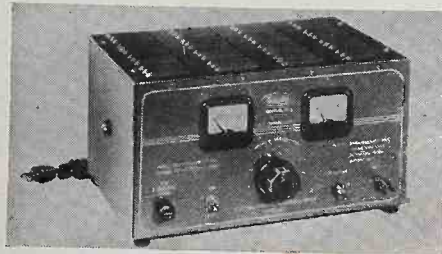
/65/130 amperes and 150/600 volts. The split-core transformer will handle conductors up to 1-1/8 inch diameter. Pyramid Instrument Co., 49 Howard St., N. Y. 13, N. Y.—RADIO & TELEVISION RETAILING

Televac VTVM

The new VTVM is a combined RF and DC instrument with ranges extending from 0-1 MV (full scale) to 1 KV for DC; the RF ranges extend from 0-10 MV (full scale) to 10KV. With accessory probe these ranges extend to 30KV for DC and RF. Response is said to be flat within 10% up to 300MC. Millevac Instruments, 111 Weaver St. Schenectady, N. Y. RADIO & TELEVISION RETAILING

Electro POWER SUPPLY

Model "BJ" junior provides DC source of filtered power, utilizing selenium rectifiers, and is said to provide low cost per ampere output. The unit supplies



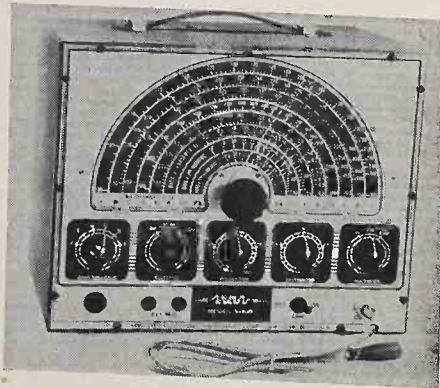
to 12 1/2 amps, 6 volts, continuous duty, with intermittent rating up to 25 amps. Supplies 3 to 9 volts at other ratings. Electro Products Laboratories, Inc., 4501 N. Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING

Ideal SOLDERING TOOL

A new "Standard" 1000-watt economy model Thermo-Grip soldering tool has been announced, operating on the resistance heating principal. Touching the work with the tool completes the secondary power circuit, and heating commences instantly. "Plier," "Fork," and "Pencil" attachments are available. Ideal Industries, Inc., Sycamore, Ill.—RADIO & TELEVISION RETAILING

Approved SIGNAL GENERATOR

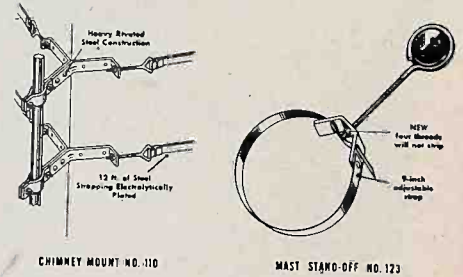
Model A-200 RF signal generator covers 100KC to 75MC in eight bands: 100-250KC, 190-500KC, 420-1000KC, 3-9MC, 9-25MC, 18-50MC and 27-75MC. Tubes used are 6SN7



oscillator, 6SH7 AF oscillator and modulator, 6SH7 cathode follower output stage, and 7Y4 rectifier. Approved Electronic Instrument Corp., 142 Liberty St., N. Y. 6, N. Y.—RADIO & TELEVISION RETAILING

Industrial ANTENNA HARDWARE

A new line of antenna hardware has been announced, including mast clamp stand-off (No. 123) and mast chimney



CHIMNEY MOUNT NO. 110

MAST STAND-OFF NO. 123

mount (No. 110), featuring steel strap banding around the chimney. For complete details of the line, write Industrial Precision Products Co., 325 N. Hoyne Ave., Chicago 12, Ill.—RADIO & TELEVISION RETAILING

Miller TOOL RACK

The Miller Magnetrick Rack consists of a 10-inch 2-pound PM that is detachably mounted on 12x12" plywood for wall or counter use. Magnetricks holds knives, chisels, screwdrivers and other tools, as well as small parts like screws, washers and springs, on its magnetized bar. L. B. Miller Co., Stamford, Conn.—RADIO & TELEVISION RETAILING

Remco PHONE SET

Remco "Walkie-Talkie" 2-way communication set using sound-powered phones is recommended for TV and radio



repair men, electricians, industrial, home and office use. The plastic phones require no batteries or external source of power. Remco Industries, 314 Market St., Newark, N. J.—RADIO & TELEVISION RETAILING

Waterman OSCILLOSCOPE

The new S-14-B is a wide band "Pocket-scope" said to have amplifier fidelity constant within 2 DB from DC to above 700KC. Time base is continuously variable from 1/2 CPS to 50KC, amplifier sensitivity is 50 MV RMS/inch. Input attenuators and gain controls are said to be non frequency-discriminating. Waterman Products Co., Inc., 2445 Emerald St., Philadelphia 25, Penna.—RADIO & TELEVISION RETAILING

HOT-X

Quicker Installation

Lower Cost



Snyder
PHILADELPHIA

\$2⁹⁵
LIST



HEAD-LINE

TV

CONICAL XA-1

SERVICEMEN'S KIT

Includes Array and Universal Mast Clamp with
4 Hi-Tensil $\frac{3}{8}$ " Aluminum Alloy Elements



SNYDER MFG. CO.

ONTARIO RESEARCH CORP.

ANTENNA-ENGINEERS®

PHILADELPHIA

Export: ROBURN AGENCIES, INC., N.Y.



*You need only
one good swat
to make a hit!*

You need only one brand
TO SCORE BIG BATTERY SALES!

You're smart to stick to "Eveready" radio batteries—the most widely-advertised batteries in the world . . . the batteries known and preferred by your customers! They've learned that "Eveready" batteries give long, satisfactory playing life in *any* portable. You know that selling *just one brand* — "Eveready" — streamlines inventory, cuts overhead and builds big battery business with easy profits!



The terms "Eveready", "Nine Lives", and the Cat Symbol are trade-marks of

**NATIONAL CARBON DIVISION
UNION CARBIDE AND CARBON CORPORATION**
30 East 42nd Street, New York 17, N. Y.

District Sales Offices:
Atlanta, Chicago, Dallas, Kansas City,
New York, Pittsburgh, San Francisco

"BATTERY-ENGINEERED BY BATTERY MANUFACTURERS FOR BEST BATTERY PERFORMANCE!"

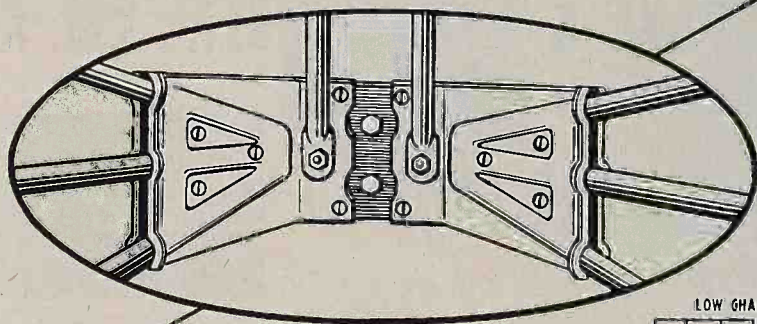
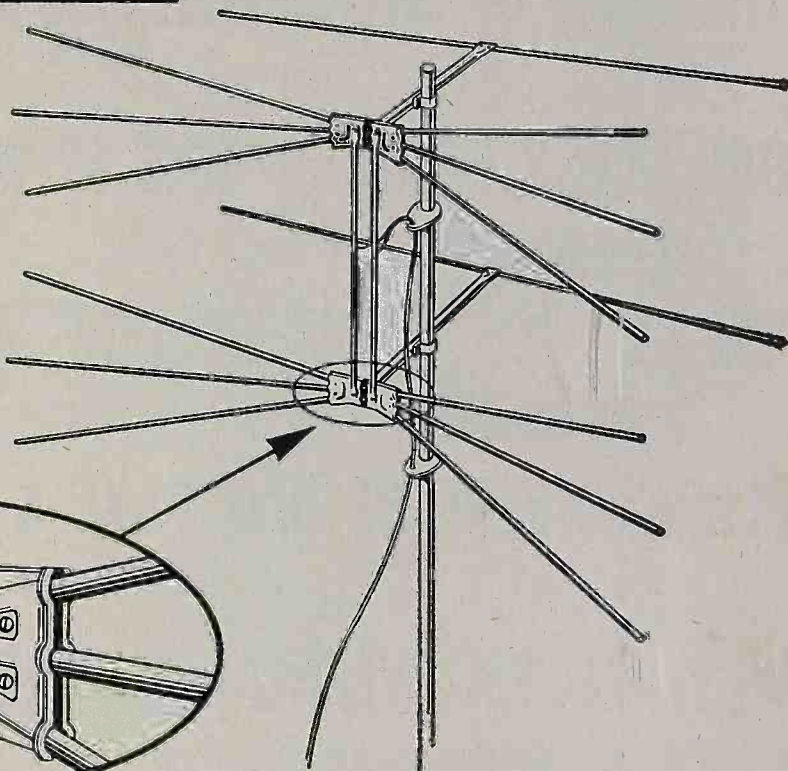
**ANOTHER TACO
REQUIREMENT-DESIGNED
TYPE ALL-CHANNEL**



TRI-X

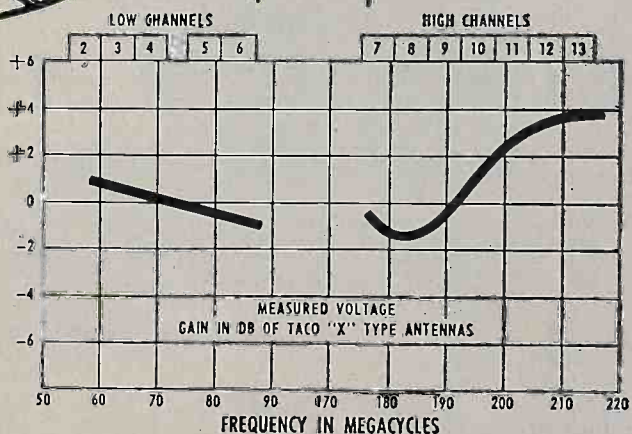
● For 16 years Taco has been providing the serviceman with the antenna best suited to his particular needs. For each TV area with its own specific conditions as to channels operating, directivity and signal strength, Taco has provided the best design.

For areas where additional gain is desired on channels 11, 12, and 13, the new Taco Tri-X is now offered. Designed as an alternate for the Lazy X, this new Taco antenna incorporates all the latest developments of the unparalleled Taco Engineering and Research facilities.



The new apex design used in the Taco Tri-X eliminates the inherent weak point of X type antennas. Heavy aluminum fans, ribbed for extra strength, are bell-mouthed on ends of grooves thus leaving no sharp edges in contact with element rods. Special Taco noise-snubber eliminates bothersome wind-whistle effect. Jiffy-Rig construction provides the fastest, most practical assembly.

SEE YOUR JOBBER FOR PRICE AND DETAIL



Graphic illustration showing gain of Tri-X compared to Lazy X. Through low-band difference is negligible. In high-band operation the Tri-X shows considerable gain over the Lazy X on channels 11, 12, and 13.

MR. TV SERVICEMAN:

Don't risk your reputation or lose TV receiver sales by gambling with unproven antenna equipment. Taco equipment has proven itself for the past 16 years. Avoid those costly call-backs due to electrical or mechanical failures in antennas.

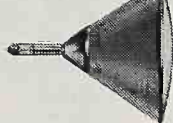
RADIO AND ELECTRONIC EQUIPMENT



TECHNICAL APPLIANCE CORP.

SHERBURNE, N. Y. • IN CANADA: STROMBERG-CARLSON CO. LTD. TORONTO 4, ONTARIO

THIS IS THE FACTORY  THAT CUSTOM-MAKES

TELEVISION PICTURE TUBES   THAT CARRY

THE NAME OF *Sheldon*. THIS IS HOW WE WASH

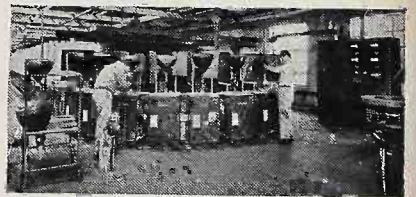


OUR GLASS BLANKS. THIS IS WHERE WE PHOSPHOR-COAT

'EM  NOW WE TAKE 'EM  OVERHEAD TO

PLACES WHERE WE DAG, BAKE &  SEAL 'EM. AGAIN

WE TAKE 'EM OVERHEAD TO THE EXHAUST



& THEN  WE BRING 'EM OVERHEAD TO AGE,

BASE & FINAL TEST 'EM  TO MAKE SURE THAT EVERY

Sheldon TUBE GIVES THE FINEST POSSIBLE T-V PICTURES.



Write for the NEW "General Characteristics and Dimensions" chart. *Just off the press!*

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

68-98 Coit Street, Irvington 11, N. J.

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

SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

It Sells Itself

Because It Has Everything!

THE RADIART TELE-ROTOR

MAKES ORDINARY TELEVISION GOOD-
AND... GOOD TELEVISION BETTER



✓ **MOST POWERFUL** . . . of all TV rotators! It's heavy duty motor turns a 150-lb. load with ease!

✓ **MOST STURDY** . . . Rugged, thick wall aluminum alloy castings, steel gears PLUS a full 12 ball bearing movement!

✓ **QUICK, TROUBLE-FREE INSTALLATIONS** . . . TELE-ROTOR goes up quickly. Stays up trouble-free without call backs!

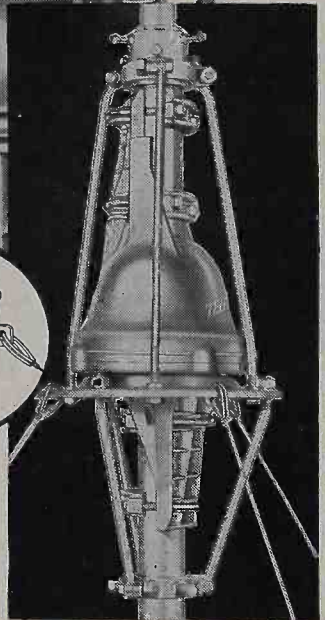
✓ **DEPENDABLE PERFORMANCE** . . . when you install a TELE-ROTOR, you know it will perform under any and all conditions!

Available in the following models:

- **TR-1** . . . rotator and Control Unit with end of rotation light (uses 4 wire Cable) **\$37.45**
- **TR-2** . . . Compass Control Rotator with illuminated "Perfect Pattern" dial (uses 8 wire Cable) **\$44.95**

**WATCH RADIART
FOR TWO SENSATIONAL
NEW TV ANTENNAS**

Here are two NEW accessories to the TELE-ROTOR to give it added versatility for extraordinary installations. The "Super-Structure" will "support a ton" . . . and the "Floating Guy Collar" is adequate for most guyed installations.



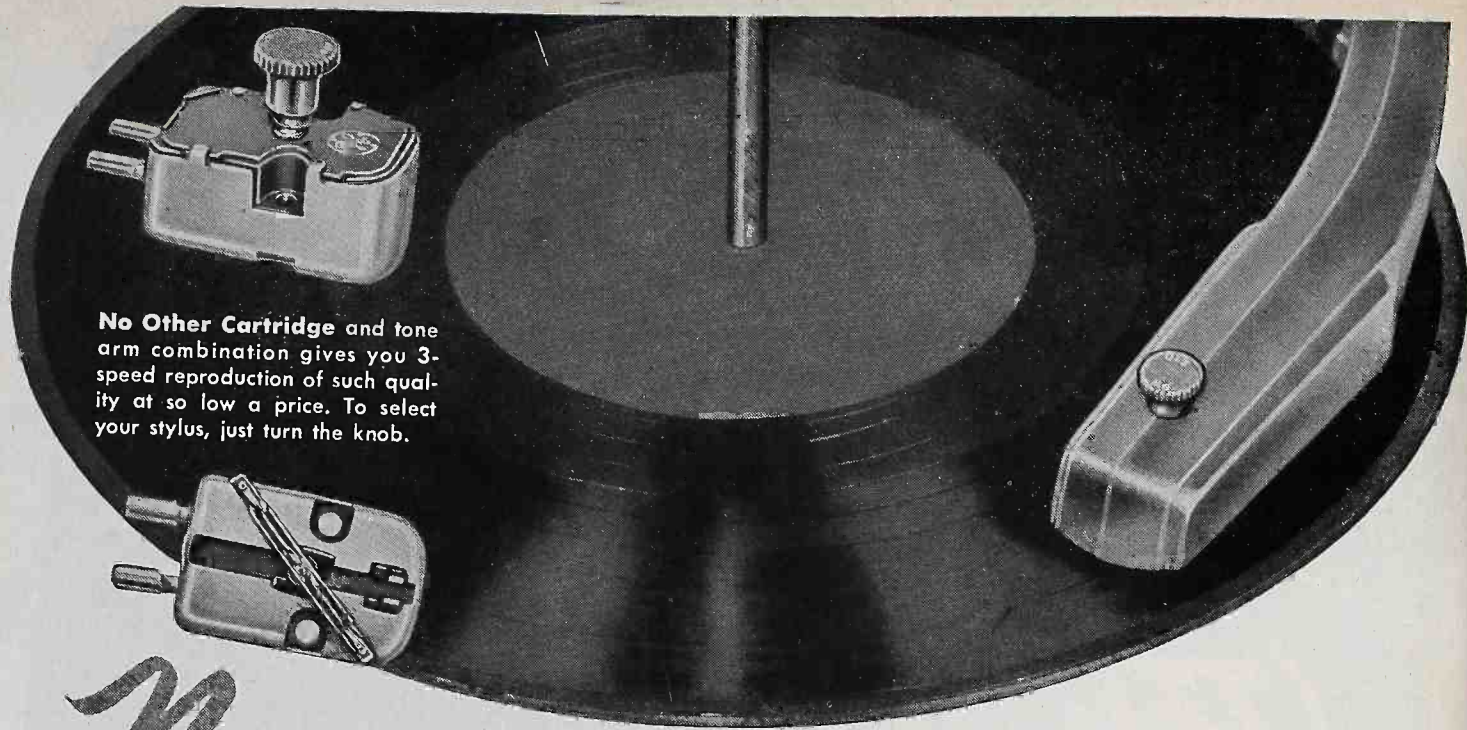
You Can't Beat a RADIART ANTENNA on a TELE-ROTOR . . . It's TOPS!



THE **RADIART** CORPORATION
CLEVELAND 2, OHIO



- ROTATORS
- VIBRATORS
- TV ANTENNAS
- AUTO AERIALS
- POWER SUPPLIES



No Other Cartridge and tone arm combination gives you 3-speed reproduction of such quality at so low a price. To select your stylus, just turn the knob.

New GENERAL ELECTRIC TONE ARM PLAYS 3 SPEEDS WITH ONE CARTRIDGE!

SUPERB QUALITY AT LOW COST!

A simple twist of the red button—*without changing the position of the cartridge in the tone arm*—and you can play 33 $\frac{1}{3}$, 45 and 78 rpm records at a constant pressure of 6 to 8 grams!

Nothing to take apart—nothing to add... the famous General Electric Triple Play Cartridge is actually built into the tone arm for quick, simple operation. To switch from a standard to narrow groove stylus just depress and turn the red knob on top of the arm. This positions the stylus without moving the cartridge. To change from narrow groove back to standard—turn the knob again... that's all there is to it.

Complete tone arm assembly—including Triple Play Cartridge with diamond or sapphire styli—is now available to distributors and dealers *at a price so low it will rock the trade!*

Write or wire today for full particulars and ask for descriptive bulletin R78-028: General Electric Company, Section 2660, Syracuse, New York.

MAKE IT EASY FOR YOUR CUSTOMERS

Demonstration of this new tone arm offers dramatic proof that it's the simplest, most economical answer to quality reproduction at low cost!

Call your distributor today and stock this merchandise!

You can put your confidence in—

GENERAL  **ELECTRIC**

AND NOW!

1,000,000

Units

**THAT'S PROOF THAT
RADION HELPS ITS
DEALERS MAKE MONEY!**

Not because of big-heartedness but just because Radion knows the angles—knows that the best way to build its own business is to build up *yours*, the dealer's. And the best way for Radion to build *your* business is to help build up your set sales for you—to *move that merchandise*, sets and all, THROUGH your hands. That's the angle that has made Radion *tops* in indoor TV antennae sales—is now leading Radion to *expanding* the "package installation" idea, *sustaining* its strong traffic items by its "two-jumps-ahead" design and superlative quality. All of which means *more money for YOU*. Send for complete facts—NOW!

Radion

THE RADION CORPORATION
1137 Milwaukee Ave., Chicago 22, Illinois

THE RADION CORPORATION
1137 Milwaukee Ave., Chicago 22, Illinois

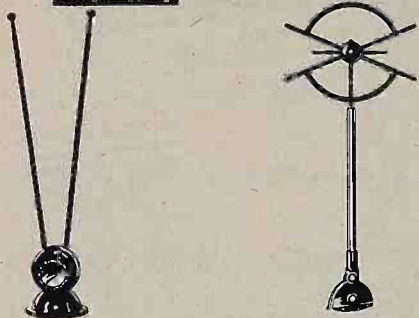
R-6

For Money-Making Data on Radion Products, Check Here:

- () TL-10 Lead-in Package () Suburban No. TA-51
() Metropolitan No. TA-49
() Town & Country No. TA-53 Outdoor Mount

Name.....
Company.....
Address.....
City.....Zone.....State.....

**RADION builds cures
for YOUR HEADACHES!**



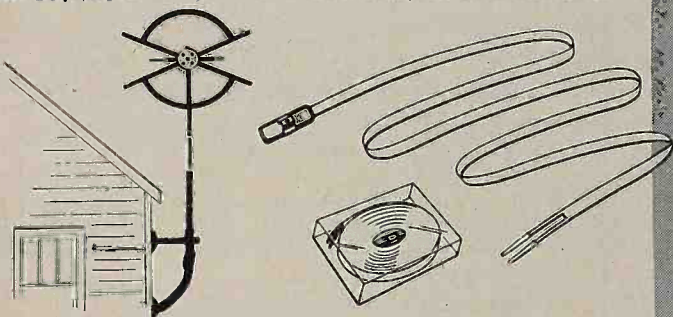
THESE HELP SELL T-V SETS FAST

THE METROPOLITAN . . .

Radion's famed TA-49 . . . the antenna that helped make TV history . . . recognized tops for all indoor installations . . . more than a million in use. Packaged complete. List, \$6.95.

THE SUBURBAN . . .

Radion's new TA-51 . . . a packaged conical . . . the only one with complete channel coverage and full orientation. Completely weatherized . . . fully assembled . . . ready to use. List, \$9.95.



**THESE MAKE INSTALLATIONS QUICKER
AND MORE PROFITABLE!**

THE TOWN AND COUNTRY

Sensational TA-53 . . . the packaged outdoor antenna that so often clinches set sales in fringe areas . . . gets good reception on all channels . . . minimizes local interference. Another Radion "traffic triumph" backed by hard-hitting advertising to boost YOUR sales. Packaged complete.

LINKED LEAD-IN

The new TL-10 . . . ten foot lead-in stripped, split . . . terminals already on . . . packaged complete with combination standoff and insulator. For 20 feet, snap 2 lengths together. A natural for counter sales . . . a time- and money-saver for service departments! List, 69¢.

"This book might easily be worth \$100.00 to you!"

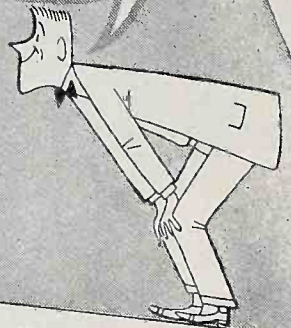


SERVICING TV RECEIVERS

• SYLVANIA ELECTRIC PRODUCTS INC.

\$2.

"The most complete TV servicing book ever printed"



FREE NOW!...

with your order for 100 Sylvania Receiving Tubes or 3 Sylvania Picture Tubes

Could be this book'll be worth its weight in dollar bills. For it explains in clear, plain language and illustrations how to identify TV set trouble . . . and what to do about it.

Contains more than 100 pages . . . filled with diagrams and photos to help you more quickly locate trouble . . . solve problems . . . improve your TV set repair business.

FREE only until August 31st

Remember, you can't buy this book. It's yours *free* from your regular Sylvania distributor during June, July, and August, with the purchase of 100 Sylvania Receiving Tubes or 3 Sylvania Picture Tubes.

So call your distributor today . . . while his supply lasts. Ask him for the book that will improve your television service, and the tubes to improve your profits . . . SYLVANIA.

JUMPING PICTURE—NOISY SOUND

Characteristics
 1. Picture is unsteady, jumps and is erratic
 2. Thin white horizontal line through picture
 3. Sound is distorted by noise

Cause
 A. Insufficient lead
 B. Shorted or frayed external lead wires

Remedy

SPLIT PICTURE (VERTICALLY)

Characteristics
 1. Horizontal bar in center of screen
 2. Half of picture on each side of bar
 3. Picture sections top and bottom
 4. Two pictures vertically in a single frame
 5. Vertical frequency too high or too low

Cause
 Vertical hold control not properly set (R163)
 Resistor in vertical oscillator amplifier section is changed in value (R163)
 Shorted or leaking condenser (C167) in vertical oscillator amplifier circuit
 Shorted turns in vertical locking oscillator transformer (T28)

Remedy
 Manually reset vertical hold control
 Check for resistance value with ohmmeter referring to manufacturer's service guide
 Check for short in circuit with ohmmeter. Replace defective component
 Check transformer for continuity or a short with ohmmeter. Replace if defective

HERE'S WHY YOU NEED THIS BOOK

- Shows more than 80 actual photos of screen test patterns. Shows how to identify trouble by pattern behavior.
- Gives simple, concise instructions for making repairs, proper adjustments.
- Contains complete circuit diagrams of typical television receiver.
- Explains latest television developments.
- Tells about television test equipment and what each instrument will do.
- Provides a practical dictionary of television set trouble.

SYLVANIA ELECTRIC



RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

VEE-D-X

LOW PRICED

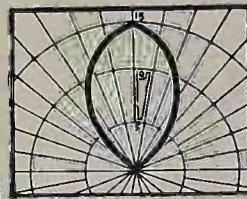
Yagi Arrays

- Transformer ratio of stepped-up driven element provides perfect match to 300 ohm line.
- Lowest standing wave ratio insures maximum transfer of signal.
- High front to back ratio prevents co-channel interference.
- Sharp horizontal pattern helps reject unwanted interference of all types.
- Extra high forward gain makes this the ideal antenna for single channel fringe reception.
- Not designed to replace the famous heavy-duty RLY and EC series.

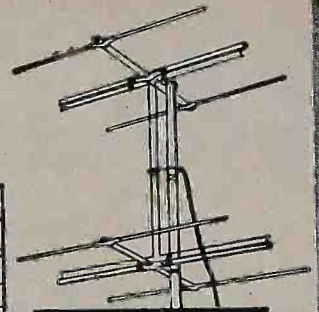
J SERIES

JA

V. S. W. R. = 1.34
Z = 335 ohms



Gain in decibels



LOW CHANNEL
\$17.35 list
HIGH CHANNEL
12.50 list

For double stack as shown

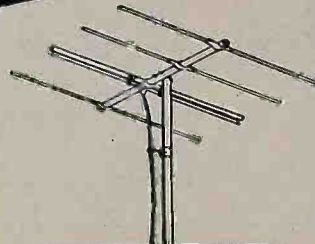
Including phasing rods

JB

V. S. W. R. = 1.26
Z = 315 ohms



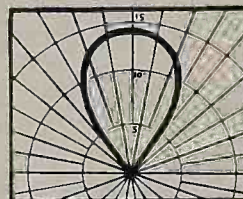
Gain in decibels



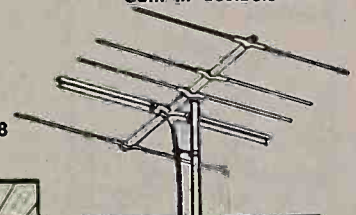
LOW CHANNEL
\$13.20 list
HIGH CHANNEL
6.95 list

JC

V. S. W. R. = 1.28
Z = 317 ohms

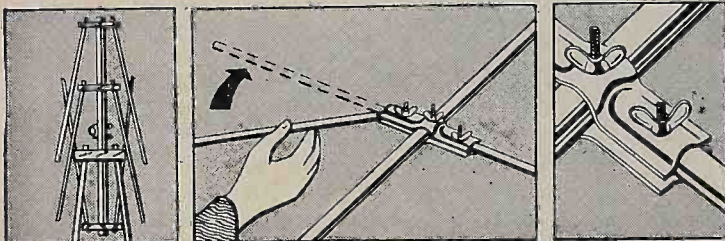


Gain in decibels



LOW CHANNEL
\$14.60 list
HIGH CHANNEL
7.95 list

PRE-ASSEMBLED FOR FAST, EASY INSTALLATION



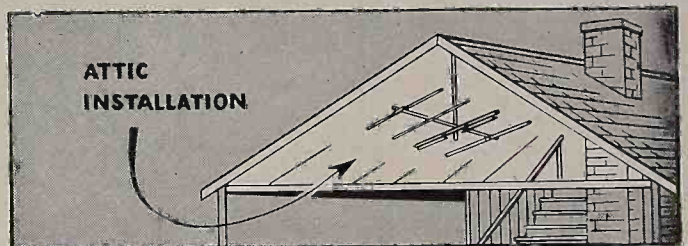
All the parts are in one package ready for assembly. The new clamp type construction makes it easy to swing each element in place and secure it firmly with the wing nut. No bag of hardware to fuss with — no bolts or screws to lose.

THESE ANTENNAS STAY UP

Only the highest quality duraluminum alloys are used.

Yield Strength 36,000 lbs. per sq. inch
Ultimate Strength 41,000 lbs. per sq. inch
Shearing Strength 24,000 lbs. per sq. inch
Endurance Limit 20,500 lbs. per sq. inch

ATTIC INSTALLATION



Because of the high gain of this antenna, many people have found that they can obtain excellent results with a single bay attic installation.

LAPOINTE-PLASCOMOLD CORP.,
UNIONVILLE, CONNECTICUT

5

Send me information on the entire line of VEE-D-X antennas and accessories.

NAME

COMPANY

STREET

CITY ZONE STATE

WESTERN UNION

W. R. MARSHALL, PRESIDENT

1201

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

MAY 23, 1950

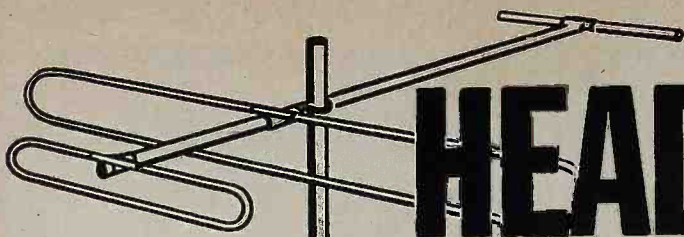
TO THE TELEVISION INDUSTRY

FIVE JUDGES OF APPELLATE DIVISION NEW YORK SUPREME COURT UNANIMOUSLY DENIED MCGRAW-HILL'S APPEAL FROM JUSTICE DICKSTEIN'S EARLIER SUPREME COURT DECISION IN FAVOR OF CALDWELL-CLEMENTS, INC., RESTRAINING MCGRAW-HILL'S ELECTRICAL MERCHANDISING FROM EXPANSION INTO TELEVISION FIELD UNTIL MID-1951.

JUDGE DICKSTEIN SAID MCGRAW-HILL IN SELLING RADIO & TELEVISION RETAILING TO US "HAD EARLIER DIVESTED ITSELF OF ITS RADIO-TELEVISION PROPERTY, RESTRICTED ITS FREEDOM OF COMPETITION, AND NOW SEEKS TO RE-ENTER THE FIELD IN UNLIMITED DEGREE....IT ENLARGED PARTICIPATION IN A MANNER WHICH THE PARTIES AGREED WOULD NOT BE DONE....IT HAD FOR ITSELF CLOSED THE DOOR TO RADIO AND TELEVISION FOR SUCH TREATMENT."

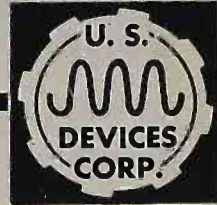
BACKED BY THIS UNANIMOUS DECISION IN BOTH COURTS, CALDWELL AND I, THROUGH RADIO & TELEVISION RETAILING, SERVING DISTRIBUTION AND MAINTENANCE, AND TELE-TECH, IN ENGINEERING AND MANUFACTURING, REAFFIRM OUR PROMISE TO GIVE TELEVISION AND TELECOMMUNICATIONS A SUPERIOR PUBLISHING SERVICE.

M. CLEMENTS, PUBLISHER



HEAD *of its* CLASS

APPROVED by
UNDERWRITERS' LABORATORIES, INC.



The Brilliant, New

U.S. Devices Corp.

ANTENNA ROTATOR

is

Incredibly Superior

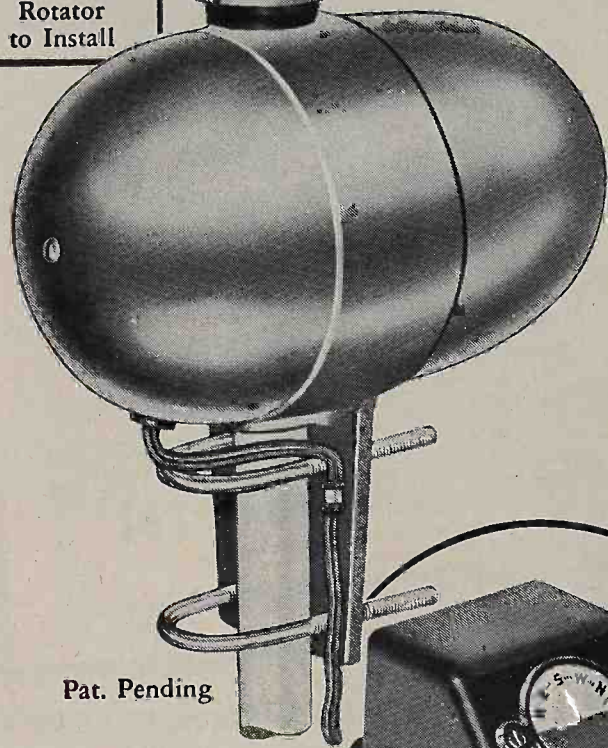
in

**ENGINEERING • CONSTRUCTION
MATERIALS • PERFORMANCE
DURABILITY!**

We Prove it with Facts, not Fancies...

No other rotator has more than 3 of the following
... U.S.D. HAS ALL 19! Heavy Duty Tandem Reversible Motor • In-line Thrust • In-line Reamed Bearings • Cast-In Self Lubricating Bearings • Insulated Strain Relief for Lead-In • Magnetic Brake to Prevent Coasting • Ball in-line Thrust Bearing • Self Locking Worm • 4 Wire System • Thrust Plate • Adjustable Worm Thrust • Ball Worm Thrust • Single Screw Terminal Cover • Stream Line Design • Machined Brass Worm Gear • Hobbed Brass Gears • Steel Main Shaft • Up to 1 1/2 Inch Mast Top and Bottom • Rubber Moisture Sealed Housing.

Will take any Antenna or Stacked Array
•
The Easiest Rotator to Install



Pat. Pending

U.S.D. Control with Accurate Directional Indicator. Positive Lock-Stop. Hairline Tuning in Two Directions.



PLACE YOUR ORDER WITH YOUR DISTRIBUTOR

Model 501 Rotator and Control Box (with End of Rotation Light) **\$39.95**

Model 502 Rotator and Control Box (with Directional Indicator) **\$49.95**

—Prices slightly higher in the West—

Manufactured and
Unconditionally Guaranteed by

U. S. DEVICES CORP.

Antenna Rotator Division

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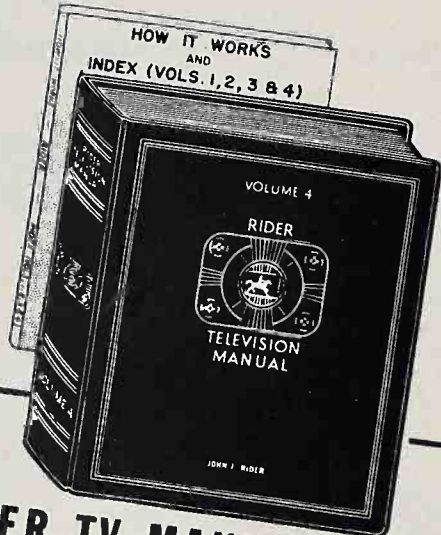
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NOTE: The Mallory TV Service Encyclopedia, 1st TV Edition, makes reference to only one source of TV receiver schematics—Rider TV Manuals.
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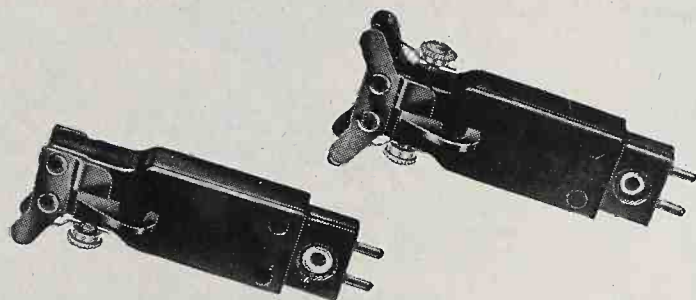
RIDER MANUALS mean SUCCESSFUL SERVICING

The little **SHURE** cartridges

that fill the Big need

for High Fidelity

Phonograph Reproduction . .



THE
NEW SHURE "VERTICAL
DRIVE"

CRYSTAL PICKUP CARTRIDGES

Big things often come in little packages . . . So it is with the superlative new Shure "Vertical Drive" Crystal Cartridges. They reproduce *all* the recorded music on the new fine-groove recordings—a reproduction that meets the strict requirements of high compliance and full fidelity. The "Vertical Drive" cartridges are requisite for the critical listener—the lover of fine music. They are especially recommended for those applications where *true fidelity* is essential.

SINGLE
MODELS:

W23A for
standard
width-groove
records.

W21A for fine-
groove rec-
ords.

TURNOVER
MODELS:

W22A and
W22AB for
both standard
and fine-
groove re-
cordings.

Unusually highly compliant, these "Vertical Drive" Cartridges will faithfully track standard records with a force of only 6 grams—micro-groove records with a force of only 5 grams (an added protection for treasured recordings). Will fit standard or special mountings. Have more than adequate output for the average audio stage.

See Your Shure Distributor for NEW Cartridge Replacement Chart with Handy Numerical Listing.

SHURE

SHURE BROTHERS, INC.

Microphones and Acoustic Devices

225 WEST HURON STREET, CHICAGO 10, ILL. • CABLE ADDRESS: SHUREMICRO

New Phonos

Steelman PHONOS

A complete new line of portable phonos has been announced. Single speed manual portables in the line are priced from \$12.95 to \$34.95. Three-speed manuals are priced at \$24.95, \$29.95, \$34.95 and \$49.95 and the 3-speed automatic for \$79.95. Steelman Phonograph and Radio Co., Inc., 742 E. Tremont Ave., Bronx 57, N. Y.—RADIO & TELEVISION RETAILING.

Rek-o-kut RECITALIST

A new portable, 3-speed, phonograph has been announced. Called the "Recitalist," it plays records up to 16 inch. Includes microphone input and permits mixing of live music or voice simultaneously with recording being played. Price is \$179.95. Rek-O-Kut Co., Inc., 38-13 Queens Blvd., L. I. C., N. Y.—RADIO & TELEVISION RETAILING.

Scott RADIO-PHONOS

Two new combinations have been announced, both with two unit chassis, 14 tubes, including rectifiers, and provision for connecting TV or other unit to the sound system. Automatic 3-speed changers are included. The Kenilworth, in dark mahogany, with full-length doors, priced at \$395. The Sheffield, in blond modern cabinet, is priced at \$425. Also announced were two chassis for custom installations. Model 800-B, 24-tube set with push-button selector, lists at \$695; model 510, 14-tube set, lists for \$225. Both include 3-speed record changers. Scott Radio Labs., Inc., 4541 Ravenswood, Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

Record News

(Continued from page 40)

sessions with the Boston Symphony under Dr. Koussevitsky will be conducted at the conclusion of the Berkshire Music Festival, which this year runs from July 8 to August 13. The new RCA long-play 33 $\frac{1}{3}$ RPM records feature several Boston Symphony recordings, including Beethoven's Seventh (with Charles Munch conducting), Schubert's Unfinished, the Beethoven Fifth, the Tchaikovsky Fourth and the Brahms's Third symphony (all with Koussevitsky). New recordings with Munch will be made upon his return in the fall from Europe to begin his second season as permanent conductor of the Boston Symphony.

Lauritz Melchior, star of the Metropolitan opera and one of the greatest heroic tenors in musical history, has been signed by DECCA RECORDS to star in the recording of an album of Sigmund Romberg's famous operetta, "The Student Prince." The album will also feature Jane Wilson, Lee Sweetland and Gloria Lane, with the chorus and orchestra under the direction of Victor Young.

(More Record News elsewhere in this issue.)

Fringe TV

(Continued from page 57)

ed. Transmission lines should be strongly secured, and protected against abrasion. Long horizontal runs should be avoided where possible. Re-routing to avoid local sources of interference may be necessary (such as door-bells, motors, etc.). Lightning arrester, if used, should have tight, clean connections; if outdoors, they should be protected from the weather where possible, and from strain on the conductors. A plastic compound over the terminals will help to protect them from rusting.

Arriving at the receiver, we find that the exact length of transmission line may be critical. Therefore, careful installers usually bring the slack line to the set and test operation before cutting and tacking it in. Shorting out the conductors (of twin-lead) with diagonal cutters (gently, so as not to pierce the leads) for a foot or two from the receiver back will usually reveal "bright spots," at which points maximum transfer of energy is obtained. The line is then cut at one of these points, and terminated there. The spacing of these points will vary according to the frequency tuned in, and therefore the weakest channel is tuned, or else a compromise is obtained.

Probably the final elements which may be considered in this antenna-to-receiver path is a booster. Most fringe area dealers have found that boosters improve the results. As pointed out in a previous article on that subject in this magazine, boosters may do two other things besides boost: they may add additional selectivity (which means possibly increased rejection of interference as well as sharper, higher gain response curve), and they may improve the impedance match between antenna and set (by tuning). The consideration of length of transmission line which was discussed above is equally (if not more) important with regards to the length of line between the booster and the set. Here again, cut for the weakest channel or a compromise, if more than one channel is to be boosted.

A final consideration, which perhaps should have been mentioned earlier, is the possible use of an antenna rotator. When an antenna is obtained which is considered satisfactory as to gain on all the necessary channels, but these channels are in different directions, a rotator may save the weight of additional (fixed) antennas. The rotator also makes orientation at installation unnecessary.

Majestic Service Notes

Majestic Radio & Television, Inc., of 70 Washington St., Brooklyn 1, N. Y., has released Preliminary Service Instructions on their new #94 and #97 series of TV chassis for use by service organizations. The new instructions cover models 12T2, 12C4, 16T2, 16C4, 16T2, 16T4, 19C6 and 19T4. Copies can be obtained from local Majestic distributors.

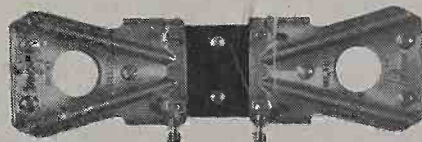
Here's *Telrex* quality AT LOW COST— "THE METRO" CONICAL-V-BEAM*

This Antenna structure is built to give years of trouble-free service.

- No Fragile Castings
- No Plastic Moldings
- No Paper-thin Fittings

The "METRO" has that famous TELREX-QUALITY construction throughout.

NOW! EVERYONE CAN AFFORD TELREX PERFORMANCE & QUALITY!



The new "METRO" Element Clamp is second to none in mechanical and electrical structure.

1 Rugged, heavy gauge "Butterfly" of corrosion resistant, aluminum alloy.

2 Universal Clamp holds either solid or tubular elements.

3 Full 3 inch element clamping channel for permanent contact.

4 Laminated, high impact, low absorption, phenolic insulator for minimum loss and maximum strength.

5 Rust-proof, seamless aluminum crossarms for strength and light weight.

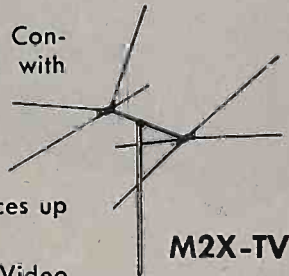
6 Maximum Sales and Profits — Abundant Sales Aids and Literature — Compelling National Advertising — Technical Assistance.

Uni-Directional Conical "V" Beam with Reflector.

Channels 2-13 plus FM.

Ideal for Distances up to 50 Miles.

Full Audio and Video Band Pass.



M2X-TV

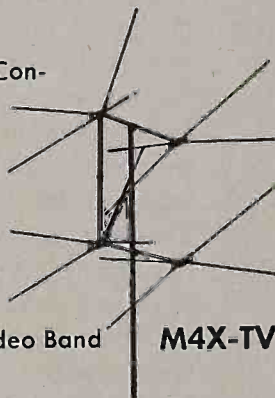
★ ★

Uni-Directional Conical "V" Beam with Reflectors.

Channels 2-13 plus FM.

Hi-Gain 2 Bay for Distances up to 100 Miles.

Full Audio and Video Band Pass.



M4X-TV

Patents Pending
Copyright 1950

Telrex INC.
CONICAL-V-BEAMS*

* REGISTERED TRADE MARK

Be sure it's a "CONICAL-V-BEAM"
—Look for the TELREX* Trademark

AMERICA'S
STANDARD OF
COMPARISON

ASBURY PARK 2, N. J.

**TOP SALES PROVE TV
SET OWNERS WANT THE
QUALITY PERFORMANCE
AND QUALITY APPEARANCE
OF**



*... The
Astatic
MODEL AT-1
Television Booster*

YES, the proof is in! When TV set owners want improved reception, they want the best in boosters — as witness the soaring sales of Astatic's Model AT-1. This is the powerful booster with four tubes, and such exclusive features as dual tuning and variable gain control, the latter permitting pinpoint tuning for exact amount of boost required for best picture and sound. The Astatic AT-1 Booster not only outperforms any other on the market, but it looks the part — in handsome, furniture-finish mahogany or blond cabinet to complement the finest receivers and other costly furnishings. These are typical advantages which have made the Astatic Model AT-1 Television Booster the undisputed leader today. Why not write for complete details, technical data?

Astatic Crystal Devices manufactured under Brush Development Co. patents



New Products

Aerovox MINIATURE CONDENSERS

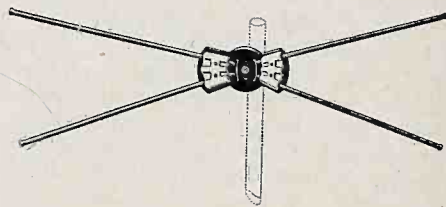
Aerolite "micro-miniature" capacitors, Type P83Z, measure $\frac{3}{16}$ " in diameter and $\frac{7}{16}$ " long. Construction is molded plastic with metallized dielectric. Available in 400 VDC (.0005-.003 mfd.) and 200 VDC (.005 and .01 mfd.). Aerovox Corp., New Bedford, Mass.

Trio TV ANTENNA

The new "controlled pattern" antenna system consists of two double dipole Yagis phased by the tunable "Phasitron" to provide addition of voltages from the desired direction and cancellation of undesired voltages. Uses two 300-ohm lines. Separate antenna systems available for each of 12 channels, though considerable gain is achieved on adjacent channels. Trio Mfg. Co., Griggsville, Ill.

Snyder TV ANTENNA

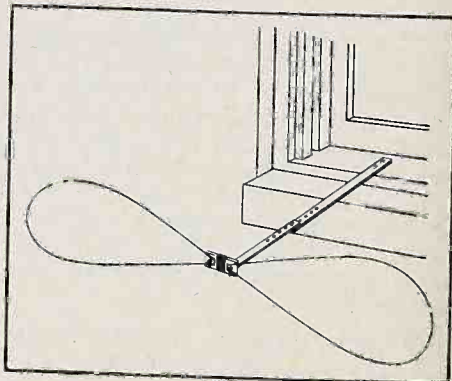
The "Hot-X" TV antenna, code number XA-1 is a conical type in the Snyder Head-Line economy-built series. Kit in-



cludes array and universal mast clamp with four $\frac{3}{8}$ " aluminum alloy elements. Snyder Mfg. Co., 22nd and Ontario Sts., Philadelphia 40, Penna.

Telrex WINDOW ANTENNA

The new, closed loop, conical TV window antenna, known as the "Superex" features an extremely low price. The "Superex", while especially designed for window mounting in private and multiple dwellings, is also suited for concealed indoor



use, as in closets, behind furniture, etc. Tremendous reception advantages over conventional indoor and "built-in antennas" are claimed. Each antenna is complete with a mounting bracket which simplifies window installation and permits orientation for maximum signals and for reduction of "ghosts". Telrex, Inc., Neptune Highway, Atlantic City, N. J.

New Tel-o-Tube Address

The executive and sales offices of Tel-o-Tube Sales Corporation are now located in new and enlarged quarters at 580 Fifth Ave., New York 18, N.Y.

Radion Produces Its Millionth Antenna

The production of its millionth indoor portable television antenna was reported recently by The Radion Corporation, a Chicago firm with plant at 1137 Milwaukee Avenue.

When the epochal unit rolled off the assembly line, President Ralph Leonard announced plans for the production of an outside TV antenna similar in design, construction and engineering principle to the indoor product. It will be ready for the market at once, he said.

Both units are the invention of Leonard, who until 1948 was unknown in the electronics world. He sparked the idea of creating an inside antenna of simple design for television that would yield under general conditions the same or more efficiency than the expensive



Ralph Leonard, president of Radion Corp., Chicago, presents a gold Radion TV antenna, the one-millionth, to L. L. Kelsey (left) and Larry O'Brien (right).

outside aerial with its costly installation. He said he worked out his invention on the kitchen table in his apartment. "Just a salesman puttering around," he said.

"I took a model of my creation to a convention of radio-television technicians at a Chicago hotel in May, 1948," Leonard explained. "The experts encouraged me to go into production, and in September that year I was underway in a store front machine shop. Radion managed to produce 100,000 antennas by the first of the year. A backlog of orders forced us to expand. We built 750,000 units in 1949, and now have stepped up production to 25,000 a week. We are working double shifts, and have set our goal at 2,000,000 units by 1951."

The Radion, as known to the trade, is a dipole type antenna, and retails at \$6.95. Its tubes extend and telescope from a base which resembles a regulation pool ball. The outside antenna, soon ready for the market, will list at \$9.95. It does not involve an installation problem, according to Leonard.

You're Right 3-Ways With BURGESS



1st The RIGHT Line!

BURGESS is America's Best-Known Line of radio batteries. America's best-sellers, too! Cash in with sales on the tradition of quality that has made Burgess Batteries famous throughout the world. And remember BURGESS is the complete dry battery line—the line that helps you sell all portable radio battery customers!

2nd The RIGHT Promotion

FREE SALES-BUILDING KIT—Includes a sturdy floor display merchandiser that puts your minimum stock battery assortment out front where they sell themselves; a big, bold 9"x22" window streamer; a lively new counter-window card; new enclosures; ready-to-run ad mats; dummy display cartons; and the big, new 1950 Burgess Replacement Guide that answers all your replacement questions.

3rd The RIGHT Advertising

BURGESS is advertised in leading national magazines with a heavy concentration of male readers—your best battery customers. Eye-catching, colorful advertising all during the portable radio season will pre-sell millions of portable radio battery users—will pre-sell your customers on Burgess quality and long life.

Get This Minimum Stock Assortment that Serves Over

63%

of All

Portable Radios

6 No. XX45 67½ v. "B"

6 No. M30 45 v. "B"

6 No. G3 4½ v. "A"

6 No. 4F 1½ v. "A"

48 No. 2R 1½ v. "A"

3 No. F6A60 7½,

9 and 90 v. "A&B"

3 No. T6Z60 7½,

9 and 90 v. "A&B"

Ask Your Distributor

about this Burgess Portable

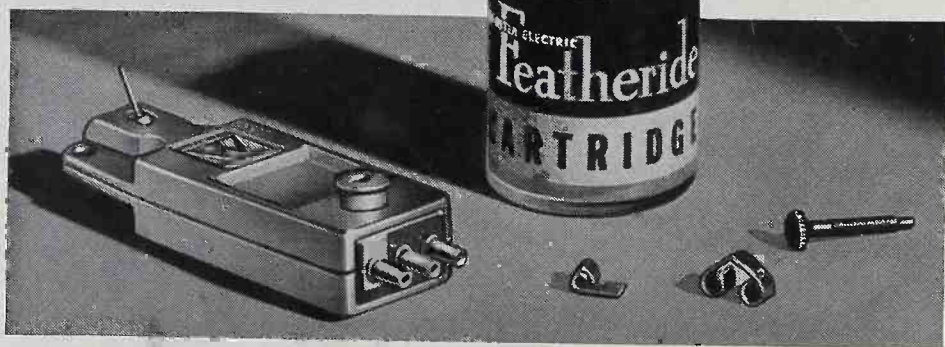
Battery Promotion and how to get your FREE Sales-BUILDER Kit of Promotional Material.

BURGESS BATTERIES

America's Best-Known Line of Portable Radio Batteries



Here's
a honey of an idea
for reducing
inventories



THE "Featheride" REPLACE-ALL MODEL W. S.* CARTRIDGE

replaces more than 50 crystal cartridges
now in current use

Servicemen and radio parts jobbers welcome the Featheride Replace-all Model W. S. Cartridge with Dri-Seal, for it replaces the large stocks previously necessary to meet requirements. Here you have one cartridge replacing more than 50 models. You save investment—you don't have to maintain large stocks—you have only one cartridge to order.

The exclusive Dri-pack container assures the greatest protection during shipping, storing and handling. The "Model W. S." is a honey of an idea—order a supply today.

Pat. Pending

- FEATURES
1. Because of its three-terminal construction, this one cartridge will develop either 1.5 volts or 4.0 volts.
 2. Only 3/4 ounce tracking pressure.
 3. May be installed in any 1/2" R.M.A. standard tone arm.
 4. Crystal protected with Dri-Seal against humidity and moisture. This means longer life.
 5. Factory tested, osmium tipped removable needle for 78 r.p.m. records.
 6. Packed in Dri-pack container with rest button, terminal clips, extra needle screw, spacers and instructions.
 7. List priced only \$5.50 each. See your jobber today for Model W. S. Specification Bulletin.

WEBSTER ELECTRIC



Webster Electric Company, Racine, Wisconsin • Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Sell 3-Speeds

(Continued from page 38)

inch 78 RPM discs when she said "all of them."

Don't take anything for granted. Describe the three speeds briefly. Outline the various features, and be sure to advise customers that their old units can be modernized.

In demonstrating equipment, always start at the top of the line. Show the customer the best combination you have in stock, and insist that your salesmen do the same. Don't let them "size up" customers. The person who can't afford the highest priced set you stock will be flattered nonetheless for having it demonstrated to him. The desire to own the best is an inherent human trait.

In merchandising quality instruments for playing records, it is important to "sell" records as well, and we mean this both literally and psychologically. Literally, it means that a selection of discs should be sold with the unit, and it also means that the features of the new discs should be stressed as the reason for buying a three-way player. In addition to vastly improved tonal qualities, the new records have great sales appeal storage-wise.

Finally, a few points on selling:

1. Don't call playing equipment "changers." Call them *automatic* phonographs.
2. Don't say that the unit "plays all records"; say, instead, that "it plays *all* the new records automatically."
3. Up sales of combos through suggesting time-payment plans in cases where outlay of cash seems too large to customer.
4. *And most important:* Remember that you have something to sell in playing equipment to *every person in your community.*

New Recoton Packages



The Recoton Corp. has redesigned and repackaged its Superosmium (\$1.00) and Nylon (\$1.50) phono needles. Each needle is encased in a new, attractive, lucite jewel container that has many other uses. The containers come in 3-color self-selling display cards. With each needle customers receive a free record brush.

New TV Service Firm

A new television service organization has been formed with 32 cooperating service centers covering the entire Metropolitan New York and New Jersey area. The Main Office is centrally located at 1860 Broadway, New York City.

This new organization is called Trans-
vision Television Service, but their operation includes all makes of television sets. The service is under the management of Bernard Sterler, who has had many years of experience in the television field.

U. S. Devices Corp. Reps

U. S. Devices Corporation, South Plainfield, N.J., manufacturer of the new U.S.D. antenna rotator, which is now being offered to the trade on a nation-wide scale, has announced appointment of the following representatives: Perlmuth-Colman & Associates, 1335 South Flower St., Los Angeles; Henry Lavin Associates, P.O. Box 196, Meriden, Conn.; LeRoy Schenck, 9 West Park St., Newark 2, N.J.; L. D. Lowery, 1343 Arch, Philadelphia 7, Pa.; Forrest C. Valentine, 912 Ft. Wayne Bank Bldg., Fort Wayne 2, Ind.; Fred B. Hill, 256 First Ave., No., Minneapolis 1, Minn.; Ralph M. Hill & Gordon E. Gray, 1 North Crawford Ave., Chicago 24; Hames H. Podolny, 5844 Beacon St., Pittsburgh 17, Pa.; John M. Maynard, 4707 Shenandoah, Dallas, Texas; H. A. Roes & Co., 1805 Grand Ave., Kansas City 8, Mo.; Wolfe-Marsey Sales Co., 74 Park Ave., Rochester, N.Y.; Norman W. Kathrinus, 1218 Olive St., St. Louis 3, Mo.; Murphy & Cota, 5 Ivy St., North, Atlanta 3, Ga.; R. C. Nordstrom & Co., 15840 Second Blvd., Detroit 3; Earl S. Dietrich, 320 Hanna Bldg., Cleveland, Ohio; Jas. J. Backer Co., 2321 Second Ave., Seattle 1, Wash.; and Ronald G. Bowen, 852 Broadway, Denver 3, Colo.

Telrex Testing Labs

Telrex, Inc., Asbury Park, N. J., designers and manufacturers of the Conical-V-Beams, has acquired, as part of its over-all expansion program, a new testing site on which it is constructing a fully equipped laboratory. The new laboratory, which will supplement existing facilities will be devoted largely to antenna design and development work. The 3 acre tract, second highest point on the East Coast, is located in Belmar, N. J., just a stone's throw from the former site of Marconi's historic transatlantic radio transmitter.

Recoton Representative

The appointment of William M. Faulkner as sales representative for the Recoton Corporation has been announced by Jack Karns, sales manager of the firm. Mr. Faulkner will cover the New Jersey, Pennsylvania, Maryland, Washington, D. C. and Delaware territory.



Outstanding ALL-CHANNEL Performance

THE "end-fire". DUBL-VEE sets a new standard in TV antenna performance. Higher gain, sharper directivity, and closer match assure superlative reception — clearer, steadier, sharper pictures. In fact, a single DUBL-VEE actually outperforms double-stacked models of most other types. Rugged — easy to assemble — economically priced. Your best buy at any price.

Clearer Pictures—higher gain brings in stronger signal — especially on higher channels

Clearer Pictures — narrow beam cuts down multi-path ghosts

Clearer Pictures—better impedance match on all channels maintains high signal strength

Clearer Pictures — true horizontal polarization—no out-of-phase ghosts

Clearer Pictures—no parasitic elements — all driven

Clearer Pictures—designed by the pioneers in the antenna industry

MODEL VV

Write for Bulletin B

THE WORKSHOP
ASSOCIATES, Inc.

135 CRESCENT ROAD,
NEEDHAM 94, MASS.

\$10.95 LIST

Model 2VV Double-Stack \$21.95 List

Specialists in High Frequency Antennas

Meck Wholesalers

Leader Television & Radio, Inc. of Huntington, Ind. has been named distributor for the television and radio-phonograph-television line of John Meck Industries, Inc., John S. Meck, president has announced.

The firm is headed by Eben Lesh and is located at 65 W. State in Huntington.

Meck added that the appointment of the Leader firm is part of his program for expanding the Meck distributor system to keep pace with increased production, scheduled to produce 250,000 television receivers in 1950.

Universal's 108th Birthday



Charles A. Lynch, pres., Joseph Woodwell Co., Pittsburgh; Marion McKeivitt, regional director, Laboratory for Modern Living, Landers, Frary & Clark, Chicago; and Wallace Russell, sales manager, Joseph Woodwell Co.; celebrated Universal's 108th Anniversary at the recent Cleveland "Stroke-Sav-r" iron meeting attended by Ohio, Pennsylvania and Michigan distributors.

Phono Record Set-up

(Continued from page 37)

and women on salesfloors today fail to qualify customers as to the record-playing equipment they presently own. It is needless to point out how important it is to obtain such information in these days when there are three disc speeds. If all salesmen and saleswomen would consistently qualify all shoppers, a tremendous increase in sales of platters and players would result.

Failure to suggest *additional* purchases of records, needles and other accessories to *record-minded* customers in the store is another sales weakness encountered in many establishments. In a number of instances, the salesperson would ask whether there was "anything else" the customer wanted, or some other such question which begs a "no." The disc salesman should have a number of *suggestions* to offer, since he can tell by the purchases made, a great deal about the particular customer's preferences in records.

Failure to wait on customers promptly is another example of poor salesmanship found in many stores. The successful merchant insists that his salespeople approach shoppers at once with offers to help them make selections, even in cases where self-service facilities exist. If properly done, the prompt greeting of customers does not discourage "browsing," which is effective in inducing customers to "sell themselves."

With the phono record industry stabilized at three speeds, and with slews of record-minded customers with folding money, the merchant who does away with crossroads store methods, and who makes salespeople of his clerks, can increase his volume in platters, and can make a neat profit in so doing. Making a drive for more business means getting playing equipment to handle the three speeds into more homes, and, consequently selling more discs. To accomplish this, we must upgrade salesmanship, and maintain a management that's keenly aware of the need for better merchandising.



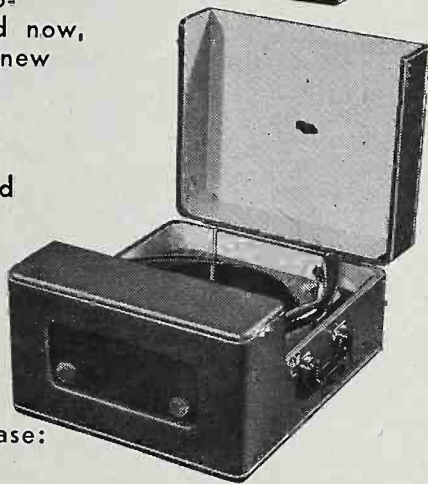
The V-M tri-o-matic is completely new — completely automatic — easy-to-operate — and now, it's available in two brand new amplified models!

V-M tri-o-matic 975 portable; the ideal package for music lovers who like to move around — and take their music with them! lightweight, compact, handsome leatherette carrying case (wood frame), three-tube amplifier (including rectifier, 5" alnico speaker, tone and volume controls.

V-M tri-o-matic 970, amplified base; plugs into any AC outlet. The most compact, 3-speed automatic phonograph on the market! smooth functional styling blends well with any period.

The V-M tri-o-matic is also available as a replacement unit.

GET FULL DETAILS ON THE NEW V-M TRI-O-MATIC LINE TODAY FROM YOUR JOBBER OR REP.



V-M CORPORATION
Benton Harbor, Michigan

Magnavox TV Show



Frank Freimann (right), executive vice-president of the Magnavox Company, Fort Wayne, Ind., joins with his advertising agent, L. J. Sholty (left), and the star of the company's newly-sponsored TV program, Sid Caesar, to celebrate the beginning of the series.

Larger Duotone Offices

The Duotone Co., Inc., formerly of 799 Broadway, N. Y. C., have moved their office to larger quarters at Locust St., Keyport, N. J.

Gross Tells Dealers How to Up Summer TV Sales

Today's outstanding technical advancement in television should point the way to firm summer sales this year, according to S. W. Gross, president of Tele-tone Radio Corporation.

The manufacturing executive told a meeting of his sales staff recently that electronic improvements and research in TV now enable the average set to pick up programming at greatly increased distances from the source of the broadcast. He urged an optimistic view of the warm weather sales picture which, he said, was now showing signs of holding a solid position among the other seasonal sales periods of the year.

Much higher sensitivity in video receivers, Mr. Gross pointed out, has been achieved through the improvement of tuners and general circuit changes which have been incorporated in current TV units as a result of intensive testing and field experience in the past year and a half. Dealers, he stressed, should now launch advertising and promoting campaigns to inform the public more adequately of the power of TV reception today—and prove to them that television program enjoyment will continue throughout the summer. In most areas, TV fans can take their sets with them if they go out of town, since they will be able to receive many shows clearly away from home.

The Tele-tone president added that video programs would be plentiful during the vacation months as most of the big entertainment features were being continued during that time. Baseball, boxing, wrestling, auto and horse racing, and even roller derbys, Mr. Gross pointed out, would carry right on through the warm weather to provide interesting viewing for the sports-minded in the TV audience.

"The amazing ultra-sensitivity of reception in receivers available to the public today will bring in their favorite programs in any reasonable location the year 'round," declared the Tele-tone president. "Wide-awake dealers should strongly emphasize the fact that these vastly superior sets are being sold now at the same, or lower prices than the earlier, less sensitive and smaller screen models."

An additional incentive for buying, he added, is the fact that the sudden and tremendous demand for video receivers which occurs every fall would render it impossible for many people to buy the set they want after July and August. The dealer should advise his customers of this inevitable fall shortage of sets, and urge as many as possible to do their purchasing in the summer when they have their choice of models, cabinet style and picture tube size without a long waiting period for delivery. Shortages, Mr. Gross warned, usually lead to higher prices and therefore many television sets can be purchased at lower cost during the summer.

Vee-D-X TV ANTENNAS

The "J" series is a new low-price line of Yagi antennas featuring high gain and pin-point directivity for fringe area reception. Model JA is a 2-bay 3-element antenna, JB is a 4-element unit and JC is a 4-element unit. The pre-assembled antennas unfold and clamp in place quickly. Construction of the driven element is said to provide a match for 300-ohm line. La Pointe-Plascomold Corp., Unionville, Conn.



tenna, JB is a 4-element unit and JC is a 4-element unit. The pre-assembled antennas unfold and clamp in place quickly. Construction of the driven element is said to provide a match for 300-ohm line. La Pointe-Plascomold Corp., Unionville, Conn.

TV Consumer Show

Leading TV manufacturers will participate in the industry's consumer show at the National Television and Electronics Exposition to be held in New York, Sept. 23 to 30. The show, to be held at the 69th Regiment Armory, will give consumers an opportunity to see the latest development in television by various manufacturers under one roof. The 8-day exposition will feature on-the-spot telecasts and broadcasts of leading network shows, with sustained entertainment furnished by radio and television stars. A complete advertising program has been mapped out for the exposition and "aimed at" attendance, being handled by a public relations firm, is set at 150,000.



*It's up quick...
It's up right...
and it stays up!*

Easy-Up

TOWERS AND ACCESSORIES

Put your TV antennas up in the air for best reception. Take advantage of Easy-Up's well-planned help for a quick, simple, attractive, permanent installation.

TOWERS

(For heights 30 ft. or more)

A world of strength wrapped in a light, trim package. Molybdenum steel cross-braces and tubular steel uprights, all electrically welded then all-over galvanized. And cross-braces galore — 90 in each 10 ft. section! Rotatable 360° after installation. Four-way hinged base fits peaked roof or flat.

MAST ACCESSORIES

(For heights under 30 ft.)

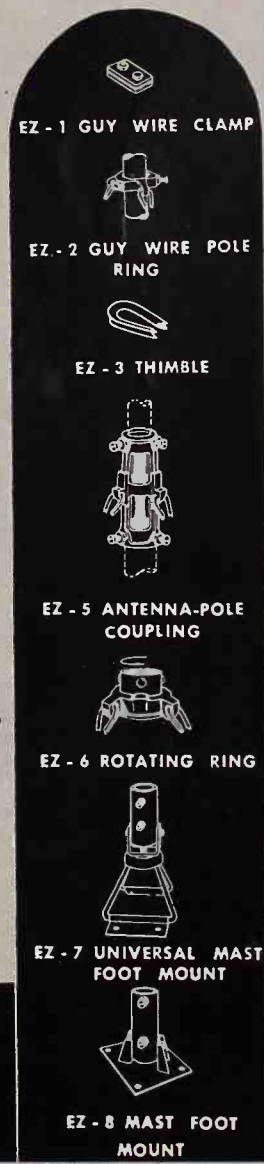
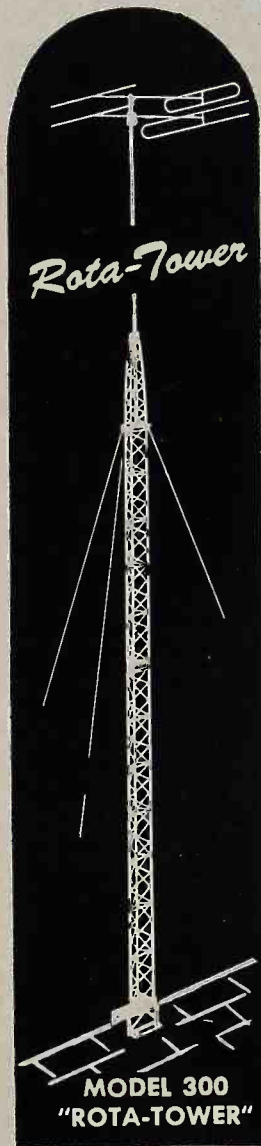
Stock Easy-Up and you have a full line of handy, time-saving fittings for TV antenna masts. Excellently designed, sturdily built... they eliminate fuss and bother... give you a workmanlike job.

See us at Room 639-A, Hotel Stevens,
May Parts Show

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN





Make Your
Service Calls

MORE PROFITABLE
Specify

Jensen NEEDLES
FOR ALL REPLACEMENTS

A Size and Shape to fit any Record Player

It's easy and profitable to recommend a new Jensen Needle when making a service call. What's more, it's still easier to order any needle required from your jobber by number. He can supply you from stock at once. A new needle assures a satisfied customer.

Free Replacement Needle Wall Chart

With this Chart, a quick glance gives you the number of the needle you need. Send for yours today.

Jensen
INDUSTRIES, INC.

332 South Wood Street, Chicago 12, Illinois

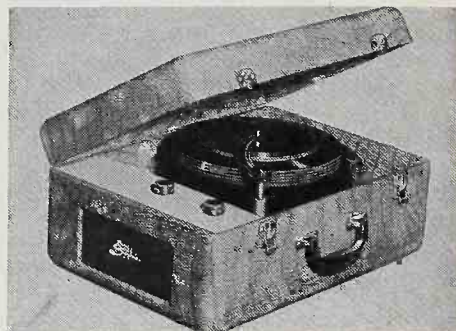


Jensen Needles come to you individually packed in a dust-proof container.

New Phonos

Symphonic PHONOS

Two portable 3-speed phonographs have been added to the line. Model 533, featuring a solid wood, leatherette covered case,



lists at \$34.95. Model 559 (shown), offers the same features as the 533, plus an automatic changer, and lists for \$69.95. Symphonic Radio & Television Corp., 292 Main St., Cambridge 42, Mass.—RADIO & TELEVISION RETAILING.

Duosonic PHONOGRAPHS

Eight new models have been added to the line. They include four single speed portables and four 3-speed portables. The single speed sets are: model 31, \$18.95; model 41, \$23.95; model 44, \$28.95; model 34, \$23.95; model 47, \$32.95; model 48, \$25.95; model 79, \$38.95; and model 97, \$79.95. The latter four are 3-speed models. Sonic Ind., Inc., 221 W. 17th St., N. Y., N. Y.—RADIO & TELEVISION RETAILING.

Music Master PHONOS

Four new long playing portable phonos have been announced. Two are single speed, the models 131 and 144, listing at \$17.95 and \$27.95 respectively. Two are 3-speed sets. The model 148, priced at \$27.95 and model 177, priced at \$37.95. Tone Products Corp., 225 W. 17 St., N. Y., N. Y.—RADIO & TELEVISION RETAILING.

Webster CHANGERS

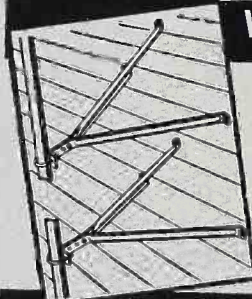
A new replacement 3-speed record changer has been announced. It features a feeler mechanism which regulates the swing of the tone arm to the size of the record. Complete portable unit, model 62, added to the line, incorporates these same



features. The model 62 lists at \$79.95. Also announced is the model 357 (shown), and the model 551, plug-in changers for TV sets. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

JENSEN — THE OLDEST NAME IN SOUND ENGINEERING

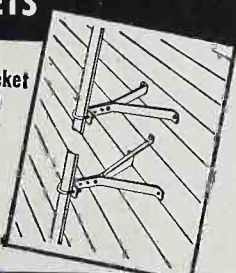
South River's 2 New Outstanding ANTENNA WALL BRACKETS



Duo-24"
Wall
Bracket
\$6.25
List

Duo-12"
Wall Bracket
\$4.20 List

Also
Duo-15"
Wall
Bracket
\$4.50 List



Write for complete catalog detailing new products and regular famous South River line.

SOUTH RIVER METAL PRODUCTS COMPANY, INC.
Dept. RR, 17 Obert Street, South River, New Jersey

TV Market

(Continued from page 44)

pass the sales of cigarettes, and consequently, have been taking on dealers who have no earthly business in the television field. In ———, one manufacturer has 92 dealers, where, before the war, he had but 30. We need more discounts and less outlets."

"The people in the TV retail business must be crazy to cut prices on a great demand item like the television receiver. When automobiles were scarce, did the car dealer give anything off? No, his customers paid a premium. Discounts at present are all right. Selling methods are all wrong."—From a Midwest merchant.

Another Midwest dealer states that "there is not enough profit margin in television, and no 2% discount. Too many wholesalers are insisting on tie-in deals, and the manufacturers change models and prices too often. We've had no trouble selling sets, but have had trouble getting them."

What he thinks is wrong with the TV business is explained as follows by a Pacific Coast retailer: "1. Dumping of discontinued models. 2. Damaged and inoperative sets on which distributor refuses to make adjustment. 3. Price changes without price protection. 4. Spiffs to salesmen to get them to sell dogs. 5. Expenses of demonstrating sets in homes under present low discounts."

"The television discounts are rather on the low side but one could make a fair profit if he didn't have the competition of the cut-pricers," says a New York merchant.

Comments of a Pennsylvania retailer: "Television is the only business which has been ruined in its infancy by price-cutting. The blame seems to lie with the manufacturers and distributors being too much interested in putting out sets regardless of prices. Now that the damage has been done, the only way to make it profitable for the dealer is to give him a larger mark-up so that he can make out, even if he competes with price-cutting."

"TV is experiencing growing pains," says a Florida dealer. "Most sets in our area being sold at a discount. There are 10 times too many retail outlets for the population. Many TV sets being built to a price, with quality secondary."

From a Wisconsin retailer: "The profit margin on TV is too small to meet most of the headaches connected with service. Manufacturers have come out on top of the heap by continually lowering prices without giving rebates. They have accomplished this by changing models."

Electro-Voice Manager

Electro-Voice, Inc., Buchanan, Mich., has announced the appointment of Howard T. Souther to the position of manager of its new Speaker Division. Mr. Souther was formerly vice-president of the Stephens Mfg. Co.

2 great names combine to give you unquestionably the best chassis in all TV!

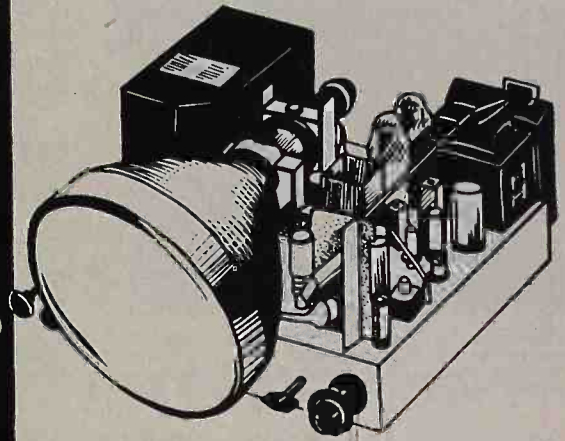
RCA # 630

**CHASSIS WITH
KEYED AGC
BY**

**TRAD
TELEVISION**

**ONLY
\$164.50**

**complete with
RCA 16" TUBE,
receiver tubes,
hardware, knobs, etc.**



- Keyed Automatic Gain Control
- Voltage Doubler
- Full 31 tubes and components

• Expertly engineered by Trad

• Licensed by RCA

• 63° or 70° Yoke and Speaker included

*All this quality and
performance at a price
that can't be beat!*

**TRAD
TELEVISION
CORPORATION**

Plant: Asbury Park, New Jersey
ASbury Park 2-7447
Sales: 377 Fourth Ave., New York, N. Y.
MURray Hill 3-9757

HAVE YOU A JOB FOR A TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equipment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

Placement Manager, Dept. P110-6

COMMERCIAL TRADES INSTITUTE

1400 Greenleaf

Chicago 26

Executives Promoted by Admiral Corporation

The board of directors of Admiral Corp., television and appliance manufacturer, has elected Clarence S. Tay, former general manager of the corporation's four distributing divisions, to be president and board chairman of these divisions, Ross D. Siragusa, Admiral's president and board has announced.

Admiral Executive



Clarence S. Tay, who has been elected president and board chairman of Admiral Corporation's distributing divisions. He was formerly divisional general manager.

At the same time, Siragusa said, the present branch managers of these divisions, located in Chicago, New York, Milwaukee and Boston, have been elected vice-presidents and directors of their branches. Lynn C. Park, Admiral treasurer, has been elected a director and secretary-treasurer of each branch and similarly George Driscoll, Admiral

secretary, has been named assistant secretary of three branches and a director as well of the New York division.

Others promoted by the board and their new offices are as follows: Appli-ance Distributors, Inc., Chicago, T. C. Carey, vice-president and director; Admiral Corporation New York Dis-tributing Division, Inc., T. J. Hodgens, vice-president, general manager and director; E. R. Glauber, vice-president and director; Admiral Corporation, Mil-waukee Distributing Division, Inc., R. O. Habenstreit, vice-president and director, and Admiral Corporation Bos-ton Distributing Division, Inc., E. M. Perkins, vice-president and director.

Sylvania Appoints Boyd



Howard M. Boyd, above, has been appointed sales manager for the parts division of Sylvania Electric Products, Inc., according to an announcement by Arthur L. Chapman, manager of the parts division and the Colonial Radio and Television Division.

Heads Continental El. Co.

H. A. McIlvaine has acquired control and been elected president of Continental Electric Co., Geneva, Ill.—a company he founded 20 years ago.

"We expect to set up facilities for the manufacture of TV picture tubes of all sizes for the television industry," explains Mr. McIlvaine, who was identified with some of the earliest cathode-ray experimentation and supervised embryonic engineering developments of this tube at Purdue University many years ago.

"Continental Electric Co. is today the recognized leader in the field of photo-tube manufacture," added Mr. McIlvaine, "and at present, under the trade name of Cetron, we supply over 91% of the projector manufacturers."

"In addition, Continental will continue to expand its present line of thyratrons, rectifiers, and other tubes, together with new products for the home."

W. S. Sims is executive vice-president in charge of production, and Edward C. Hanson is remaining as sales and advertising manager.

Turner Appointment

R. P. Evans, president of The Turner Company, Cedar Rapids, Iowa, recently announced the promotion of Benno Von Mayrhauser to the position of chief production engineer for The Turner Company.

NEW!

New
"PHASITRON"

The TRIO "CONTROLLED PATTERN"

PATENT APPLIED FOR

TV ANTENNA SYSTEM MODEL 604

Eliminates Venetian Blind Effect!

USES NEW "PHASITRON" and DOUBLE DIPOLE YAGI

ELIMINATES CO-CHANNEL INTERFERENCE

With 17 db Gain in Forward Direction!

TRIO MFG. COMPANY takes pride in announcing the greatest advance in TV antennas for fringe areas. It's the new TRIO "Controlled Pattern" Antenna System, the culmination of extensive research by G. N. Carmichael, TRIO's Chief Engineer, and one of the nation's foremost antenna authorities.

The new lightweight, yet rugged antenna not only provides terrific gain in the forward direction, but overcomes that ever increasing problem in fringe areas — co-channel interference. This is how the unique system works: high voltage from two double dipole Yagis is phased by the use of the new tuneable "PHASITRON" to provide addition of voltages from the desired direction and cancellation of undesired voltages.

How well the system works is demonstrated by the fact that with voltage ratios up to 25 to 1, i.e., one signal is 25 times as strong as the other, the signal from the weaker will provide a sound carrier free from chatter and a picture free from venetian blind effect. The "PHASITRON" also permits tuning for maximum signal regardless of changing vertical wave angle. Uses two 300 ohm feed lines of random length, two DOUBLE-FOLDED Yagis for exact impedance matching. Separate antenna systems available for each of 12 channels, though considerable gain achieved on adjacent channels.

For Full Details Write for Illustrated Folder on Model 604. ©1950 by

TRIO MANUFACTURING COMPANY

GRIGGSVILLE, ILLINOIS

Sales Promotions

(Continued from page 31)

related major and traffic appliances. Windows are the low sill, backless variety so that the room's interior is easily visible from the sidewalk. Window displays are devised which will attract the interest of pedestrians but will not interfere with a view of the room. The display room is brightly illuminated.

The stairway to the basement is placed between the women's wear and the appliance section. One entire room here is devoted exclusively to display of television sets, with a smaller display area for radios. The exceptionally well equipped radio and television service room is also located in the basement.

Mast's advertising is aimed directly at the customer of moderate means—in other words, the "mass market." Ads are full page in size, or nearly so, and are hard-hitting with bold, black lettering. Value and price are prominently featured, along with installment buying facilities. Col. Mast and Ralph



Col. Mast and son, Ralph, working over an ad layout.

make up the ad layouts, and have had good success with their efforts.

An example of the pulling power of their ads was observed in the case of a special radio promotion in the summer of 1948 (before television in Seattle). In one month's time, Mast's sold over 300 console radios, through promotion and good values. Over 500 consoles were sold that summer.

Mast's feel that unless an ad is big, it is partially wasted. The same amount of money spent on a series of small ads, they have found, brings fewer sales than if spent on a single large one. Their advertising program, accordingly, calls for one full-page ad per week in one of the two Seattle newspapers.

Steele Joins Akeroyd

Arthur E. Akeroyd, manufacturer's representative for the New England area, with offices at 419 Commonwealth Ave., Boston, announces that Donald E. Steele has joined his organization. Mr. Steele has been associated with the electronic industry for the past twenty years in sales and engineering. He recently resigned from the Engineering Specifications Department of Raytheon Manufacturing Co.

Raytheon Tube Guarantee

Raytheon has announced a new guarantee policy on television picture tubes. All Raytheon cathode ray tubes are now guaranteed for a full one year period. F. E. Anderson, Raytheon replacement tube sales manager, in announcing this new policy to distributors also expressed Raytheon's desire to process necessary adjustments with an absolute minimum of red tape, when he said, "Along with our new one year guarantee policy on Raytheon television picture tube it is our earnest expectation that we will be able to give customers the easiest and quickest adjustment service through our new return tube control system."

Philco Showmanship



This novel display case, which tells and sells the features of the Philco model 631 portable radio, is demonstrated here by Albert J. Rosenbraugh, radio sales manager of Philco Corp. The display case contains order blanks as well as a sales story.

THE SYMBOL OF *Quality* IN TELEVISION

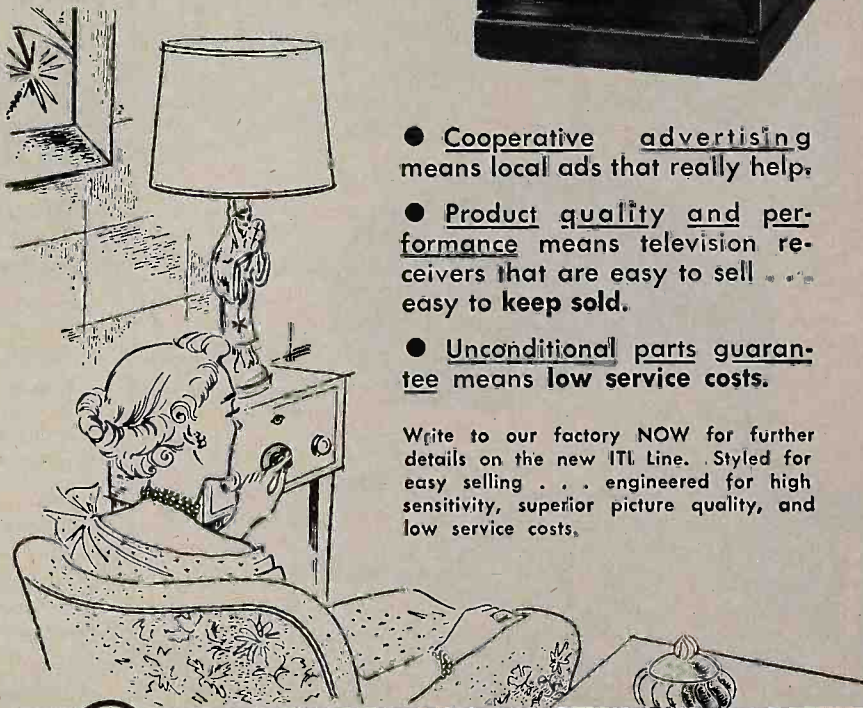
DEALER POLICIES AND WHAT THEY MEAN TO YOU!

- Exclusive territories means freedom from price cutting . . . protected profits.
- Direct-To-Dealer merchandising plan means longer discounts . . . to 43% . . . averaging over 35%.



- Cooperative advertising means local ads that really help.
- Product quality and performance means television receivers that are easy to sell . . . easy to keep sold.
- Unconditional parts guarantee means low service costs.

Write to our factory NOW for further details on the new I.T.L. Line. Styled for easy selling . . . engineered for high sensitivity, superior picture quality, and low service costs.



INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE

Gregory 3-0900

CLIFTON, N. J.

MERIT

SINCE 1924—FINE RADIO PARTS

News

FREE!

MERIT TV "REPL" GUIDE

MAY 1950 ISSUE

**63 MANUFACTURERS—
575 MODELS — MOST
COMPLETE, UP-TO-DATE
LISTING**

Get this easy-to-use, time-saving guide to correct replacements for all popular television receivers. Simplifies servicing, cuts repair-bench time. Write us today for your free copy.

USE MERIT TV!

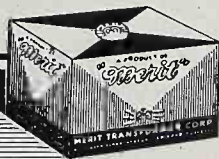
ONE SOURCE FOR

TV Tape-Marked Components:
Powers, Blocking Oscillators,
Vertical Outputs, Focus Coils,
Deflection Yokes, Flybacks.

WATCH FOR
Merit's future
issues of the
TV "Repl"
Guide.

TAPE-MARKED TO HELP YOU!

Handy tape marking on every Merit Transformer shows permanent hookup data for quick reference. Originated by Merit



MERIT TRANSFORMER CORP.



4419 NORTH CLARK ST., CHICAGO 40, ILL.

COMMAND PERFORMANCE



RECORD PLAYERS

Performing miracles in quality . . . price . . . construction . . . design . . . and fidelity.

VOLUME SALES



SOLID PROFITS



18 Models in full price range. All speeds in manuals and automatics

RMA

RCA Licensed Manufacturers

Distributors — write for brochure.

SYMPHONIC RADIO & ELECTRONIC CORP.

292 MAIN STREET · CAMBRIDGE, MASS.

NEW Departure in Antenna Design!

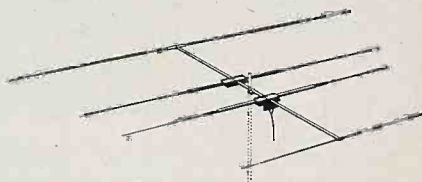
PEAK RECEPTION

on all Channels —

with the NEW

Tricraft P-38

Uni-directional FM and TV ANTENNA!



- Good reception in every channel
- Receives ONLY from direction of station
- 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
- Available with or without masts
- Detailed, illustrated and technical literature available upon request

TRICRAFT ANTENNAS are available from leading jobbers!

NEW CATALOG Our new catalog is NOW available. Write for your FREE copy.



Tricraft Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

Service Shortcuts

(Continued from page 53)

I solder one lead of the selenium to an unused pin and use it for a tie point. When the rectifier is pushed down in the tube socket, and the leads pulled tight prior to soldering, it is held in place quite securely. If you think that the leads in the bottom of the tube socket may short out to one of the other pins, a little spaghetti will take care of it.

Skinner & Pelton "SILAVOX"

New item offered is an earphone attachment for television sets. Three position switch provides: 1. Silavox only; 2. TV Audio only; 3. Both (for deaf listeners). In-



stalled in a few minutes, it includes two sets of earphones and additional jacks for two more sets. List price is \$17.95. Skinner & Pelton, Inc., 100 N. LaSalle St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Starrett Policy Change



Mitchell Fein, above, Vice-president of Starrett Television, New York, has announced a major change in the company's sales and distribution policies. A changeover has been made from its direct-to-dealer distribution and its products will now be sold exclusively through wholesale distributors. Starrett's present dealers have been informed of the change. They will continue to be serviced directly by the factory until distributors are set up in their own area, after which, the changeover will be made gradually. There are no changes in list prices or dealer discounts.

Universal Distributors

R. M. Oliver, general merchandise manager, Electric housewares Division of Landers, Frary & Clark announces the appointment of the Leidy Electric Co. of Phillipsburg, N. J.; Roskin, Inc., of Middletown, N. Y.; and Rutkin Electric Co. of Asbury Park, N. J.; as distributors of the universal line of electric housewares.

Dual Motor Rotor

C & G Tool Manufacturers, Inc., 39 Main Street, E. Orange, N. J., announced that after many months of research in their engineering department, they are now ready to show to the trade their new and unique 1950 model of their dual electric motor antenna rotor. This rotor has two motors, one for forward and one for reverse rotation. According to Louis Simpson, sales manager of C & G, this dual motor will give double the life of any single motor rotor and will be the lowest priced electric antenna rotator on the market today. The torque of the rotor is great enough to carry any stacked array up to 150 pounds, according to Mr. Simpson.

All production facilities at the 30,000 sq. ft. plant are now working full shift to supply advance orders from distributors. C & G is also manufacturing a complete line of chimney and wall mounts for antennas.

G-E Dishwasher Display

A background display and display service for the General Electric dishwasher is now available to GE retailers through their distributors. The background serves as a permanent display unit for the dishwasher and is serviced with one standard and four seasonal display pieces. Cost is \$30.50.

Mr. Executive:

Here's The Best ADVERTISING YOU Can Get.

"The Jones's Are Getting Television!"

That's the story grapevined to the entire neighborhood even before the set is unloaded. Here is an excited television-minded audience. Here is the place where your service men can really do a job selling your service. Your men dressed in personalized, distinctive Master Work Uniforms tells this select audience, "Here's a first-class Television Set installed by first-class television men."

The cost of this effective advertising medium is surprisingly low! Without obligation, write for complete information.

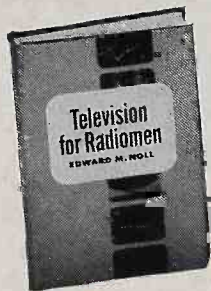
GEO. MASTER GARMENT CORP., Dept. T-6 Ligonier, Indiana



IMPORTANT!

If You Do Not Know The Name Of The MASTER Representative In Your Locality — Write Us, And We Will Have Him Call On You.

LEARN IT YOURSELF



E. M. Noll's
Complete course
of study and
working
instructions
in the book

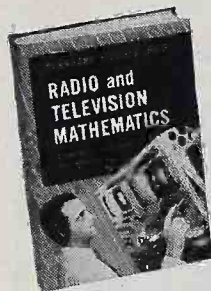
TELEVISION FOR RADIOMEN

will help you take advantage of the good jobs open to skilled television technicians today.

● This book is not only a valuable handbook on television installation and servicing. It is also a complete course in television fundamentals. Written by a man widely known for his articles on television in the radio magazines, it explains in practical, easy-to-understand terms the construction and operating principles of every part of the television receiver and the essentials of television transmission.

● Full working instructions show each step in the installation, adjustment, alignment, and trouble-shooting of today's receivers, with especially helpful material on antennas and handy charts for locating trouble quickly and accurately.

WHAT IS YOUR PROBLEM?



You will find
the answer
in the 721
problems and
SOLUTIONS
in

RADIO & TELEVISION MATHEMATICS

● Here are step-by-step solutions to every problem commonly arising in work on receivers, power supplies, antennas, amplifiers, tubes, transmitters, etc. If you are ever "stuck" on a calculation; if you need a check on your figuring; or if you want to refresh your memory on the formulas to use for a certain problem—you will find your answer quickly and easily in this book.

● Good practice for your FCC exams. This book shows you how to solve every problem requiring mathematics in the FCC STUDY GUIDE for licenses of all classes. You will find no better handbook for practice in solving problems with ease, speed and accuracy.

SEE THEM FREE

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

Please send me a copy of the books checked below. I agree to remit in full or return the books within ten days without further obligation.

Television for Radiomen, \$7.00

Radio & Television Mathematics, \$6.00

Signed..... T

Address.....

Universal Shows Range



Universal's Select-a-Range, with the "Convenience Level," at the showing of the range at the housewares show of J. L. Hudson Co., Detroit, Michigan.

Name V. K. Ulrich to NU Tube Sales Position

Appointment of Vinton K. Ulrich as manager of the renewal tubes sales division has been announced by Kenneth C. Meinken, president, National Union Radio Corporation of Orange, New Jersey.

Vin Ulrich has been closely associated with the radio trade since 1935, first with Caldwell-Clements, Inc., publishers of Radio Today, where he held the position of managing editor, and secondly with Hytron where he directed sales of transmitting, special purpose, and renewal tubes. During the war, he assumed engineering assignments and was appointed a Consultant of the Office of Scientific Research and Development. Following the war, Vin managed Hytron's commercial engineering department.

Zenith Vice-President

Leonard C. Truesdell has been elected vice-president in charge of household radio by Zenith Radio Corp., it was announced by H. C. Bonfig, vice-president and director of sales. Truesdell joined the company in 1949 as sales manager of household radio and television, a new office necessitated by expanding production.

New Meck Jobbers

John Meck Industries, Inc. has expanded its distribution set-up with the appointment of four new distributors, John Meck, president of the firm has announced.

Mayflower Industries, Inc., New York, N. Y., headed by Morris Segal, will handle distribution of the television and radio-television sets in the metropolitan area.

In Minneapolis, Minn., Harry W. Olson, 406 Marquette Ave., was named distributor. Frankel Electric Co., 2532 Fifth Avenue, Rock Island, Ill., was named distributor for that area. The Frankel firm is headed by Larry Frankel. In Des Moines, Ia., distribution is being handled by C & H Home Service, 230 E. Third Ave.

Admiral Distributor

The newly formed State Distributing Co. of Jacksonville, Florida, has been named a distributor for Admiral Corp., Wallace C. Johnson, vice-president in charge of sales has announced.

For AC CURRENT
ANYWHERE....
NO MAGIC just
use

ATR

INVERTERS



ATR

**STANDARD AND
HEAVY DUTY**

INVERTERS



For Inverting D. C. to A. C.

Specially Designed for operating A. C. Radios, Television Sets, Amplifiers, Address Systems, and Radio

Test Equipment from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D. C. Districts.

NEW MODELS NEW DESIGNS
NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
Auto Radio Vibrators

See your jobber or write factory

ATR

AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931

SAINT PAUL 1, MINNESOTA-U. S. A.

Lewyt Premium



To take advantage of the summer buying, Lewyt Corp. offers this 11-piece Family Picnic Set as its summer answer to the trade-in problem. This kit has a \$14.95 value; dealers may obtain it for considerably less than half-price from their distributors—thus making the trade-in a more profitable one. It consists of 4 plates and cups, two hot-cold Thermic bottles and a large blue steel carrying case.

New Products

Turn-Vue TV TURNTABLE

A television turntable is offered which fits all table model sets. Provides easy turning of TV set to attain direct view from



any angle. List price is \$4.95. Turn-Vue Corp., 501 Fifth Ave., N. Y. 17, N. Y.—RADIO & TELEVISION RETAILING.

Ferrar BABY SITTER

A new one-way intercom, which will broadcast over an unoccupied radio frequency for a distance of 300 feet, is being



promoted as a baby sitter. Needs no installation or wires. List price: \$19.95. Ferrar Radio & Television Corp., 55 W. 26th St., N. Y. 10, N. Y.—RADIO & TELEVISION RETAILING.

SINCE 1916

...the name to remember



PORTABLE PHONOGRAPHS



Don't Fail To Visit **BOOTH 81** Music Industry Trade Show July 10-13



Write for folder on complete line

Electronic and Acoustic models. 3 Speed and Standard

WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

TRIPLE YOUR TV SALES!

TENNA-TRAILER SAVES TIME AND MONEY IN "ON THE SPOT" ONE MAN DEMONSTRATIONS



The new Price Tenna-Trailer will put you way out front of your competition. It enables you to quickly raise a 51 foot mast. One man can set the versatile unit in position, crank up telescoping mast, rotate for best signal — all in a matter of minutes. You'll be thrilled with its ingenious, sturdy construction!

MAST AVAILABLE SEPARATELY

With adaptor kit, Tenna-Trailer becomes means for erecting permanent rotatable Mast installations on the ground.

Trailer is ruggedly constructed of steel, furnished complete with tires and standard trailer coupler with ball. Unit trails easily, stands rigid in high winds, yet is the lowest price portable mast in the field.

Write for illustrated folder for full details. Don't delay! You, too, can get the jump on your competition with the Price Tenna-Trailer!

- Complete, Trailer with Mast, Net \$225.00
- Tenna-Trailer Mast only, Net \$75.00
- Stationary Mast only, for permanent installations, List \$75.00



PRICE TENNA-TRAILER CO. WATSEKA, ILLINOIS



the most
Beautiful,
Easiest to Install,
Lowest-Cost

**Mast
for TV** is the

ALL-ALUMINUM

**MILNER
MAST**

patent applied for

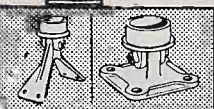
**Check These Points
Before You Buy a Mast**

- 50 ft. Mast complete weighs less than 50 lbs.
- Minimum wind resistance. No painting, no rusting, no corrosion
- Threaded section of Mast tubing stronger than the tubing itself
- No climbing—entire assembly is done from the bottom even on 100 ft. heights
- Can be erected from horizontal position up to 40 ft.
- Rotatable from the bottom
- Less space to stock
- All shipments prepaid

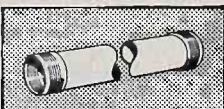
Get full details, write
MILNER MANUFACTURING CO.
Jackson, Mississippi



All-aluminum fittings. Universal top adapts to any size antenna.



Can be placed anywhere. Bases designed for any type installation.



Tubing in 10-ft. sections is joined by special rolled thread design (patent applied for).

Atwater Distributors

Atwater Television Co., Brooklyn, N.Y., manufacturers of quality TV receivers, appointed 6 new distributors, it was announced by I. R. Ross, director of sales. The distributors are: Chambers Electronic Supply Co., 1667 Central Parkway, Cincinnati, Ohio; Elgee Electric Co., 418 No. High St., Columbus, Ohio; Link & Company, 173 Elliott St., Buffalo, N.Y.; Milmore Distributing Co., 16241 Manning, Detroit, Mich.; Sun Lumber Co., 743 No. Main St., Woonsocket, L. I.; and Baerco, 3167 E. Main St., Columbus, Ohio.

Walter with Norge

H. T. Walters, service manager for the Firestone Tire and Rubber Company's appliance and radio divisions since 1945, has announced his resignation, to accept a position with the Norge Division of Borg-Worner.

Joins Raytheon



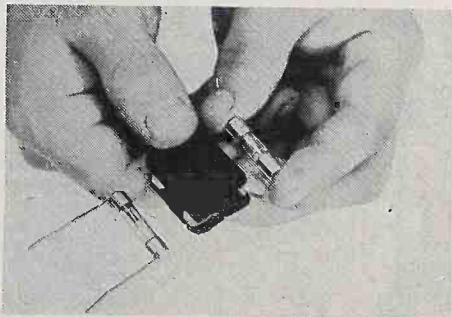
Captain David R. Hull, USN (Ret.), above, has joined Raytheon Mfr. Co., Waltham, Mass., as assistant to Wallace L. Gifford, vice-president in charge of Equipment Divisions.

Tele King Sales Reps

Harvey L. Pokrass, president of Tele King Television Corporation, New York, announces the appointment of the Blackman Sales Company of 8373 Melrose Ave., Los Angeles, as the Tele King sales representative for the 11 Western states and Hawaii.

Littelfuse FUSE HOLDER

The "Snap-On TV Fuse Holder" snaps onto the blown pigtail fuse within the set. This eliminates time and trouble usually encountered in replacing soldered-in pigtail



fuses. The Snap-On fuse holder fits onto the existing fuse and becomes a permanent part of the set. Each time a new fuse is needed it can be slipped into the holder. The device sells for 15¢. Littelfuse Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

New Fringe Areas Open
With Each New TV Station

CHAMPION STEEL TOWERS

Will Solve Your Problem

FOR THAT
FRINGE AREA
STURDY
EASILY ERECTED
PRICED RIGHT
GUYED TOWERS

45 Feet
65 Feet
85 Feet

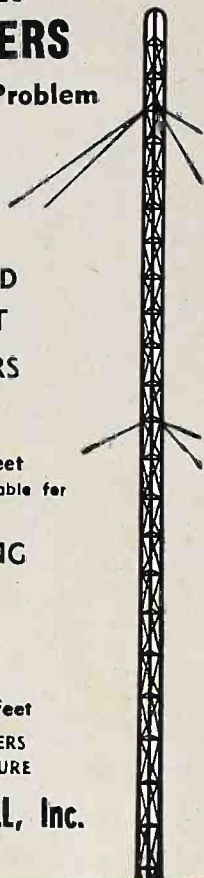
(Extra 20' Sections Available for Greater Heights)

SELF-SUPPORTING
TOWERS

40 Feet
53 Feet
67 Feet
80 Feet

DEALERS and JOBBERS
WRITE FOR LITERATURE

NORMAN M. SEWELL, Inc.
LANSDALE
PA.



**MODERN DISPLAYS
NEED LIGHTED MOTION!**

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION Display-Way
To Boost Your Sales!

MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

There's nothing like "712" to revolutionize your window trim, because motion plus correct lighting is the key to successful displays. Sturdy construction, guaranteed, carries up to 200 lbs. Table 18" in diameter. A.C. only.

Write for our complete ROTO-PRODUCTS catalog!



GENERAL DIE AND STAMPING CO.
Dept. TV, 262 Matt St., New York 12, N. Y.

Duosonic

LONG PLAYING
PHONOGRAPHS

"the tone of the master"



THE most popular name in phonographs today is DUOSONIC, which stands for the ultimate in phonograph perfection . . . exceptionally rich in tone, dependable in construction, richly styled for unusual beauty . . . they are the choice of progressive dealers everywhere . . . available in models and colors to suit every taste and budget.

Franchises are still open. Write about the availability of this top line for your territory.

Address all inquiries to Dept. TRD 4.

SONIC INDUSTRIES INC.
221 West 17th St.
New York 11, N. Y.
Manufacturers of Super Sonic TV+FM Amplifiers

News of the Reps

Wolverine Chapter: Gerald Wilson, 403 Second Avenue, Jackson, Michigan, elected to full senior membership.
 California Chapter: Harold L. Newnan, 420 Market St., San Francisco, elected to full senior membership.
 The Mid-Lantic Chapter: Andrew J. Foley, Jr., 640 Federal St., Camden, N. J., elected associate member.
 Mississippi Valley Chapter: Theodore B. Lowell, P.O. Box 21, Normandy, Mo., elected to senior membership.
 Southwestern Chapter: J. Earl Smith, 505 N. Ervay St., Dallas, Tex., elected president.
 Jack Yount, 1423 Pleasant Grove Drive, Dallas, Tex., elected vice-president.
 Hal F. Corry, 3522 Gillon Ave., Dallas, Tex., re-elected secretary-treasurer.
 Buckeye Chapter: John R. Covert, 600 Grant St., Pittsburgh 19, Pa., elected to associate membership.
 Empire State Chapter: Maury Farber, 157 Hartwell Rd., Buffalo, N. Y., elected to senior membership.
 Los Angeles Chapter: Appointed a new inter-industry committee with Herry Hill as chairman: George David, Carl A. Stone, Dave Marshank and Harry Lasure.
 New York Chapter: Paul Nichols and Robert E. Sargent, 1819 Broadway, N. Y., elected to full senior membership.

Sylvania Protects Price

J. K. McDonough, director of sales of the Colonial Radio and Television Division of Sylvania Electric Products, Inc., has announced the establishment of a price protection policy on all current Sylvania Television models.

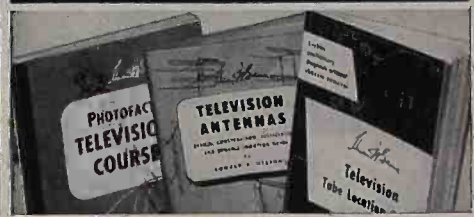
In a memo to Sylvania distributors, McDonough stated in part: "In the event of a price change, dealers will promptly report to you their inventory of completely new and unused sets by model and serial number. You will be responsible for reimbursement of price differentials to dealers, reporting them to the factory together with a claim based upon your own inventory. Immediately upon receipt of your claim for price adjustment, the factory will credit your account with the amount to which you are entitled."

Crosley's Dealer Accounting System

A complete accounting system, that incorporates up-to-date business and management techniques, has been devised by the Crosley Div. of Avco Mfg. Corp. for the use of its franchised major appliance dealers. The system is contained in a manual that outlines only the necessary accounting functions to provide the dealer with complete control of his business activities.

PHOTOFACT BOOKS HELP YOU 4 WAYS!

1. SAVE TIME
2. SAVE WORK
3. EARN MORE
4. LEARN MORE



PHOTOFACT TELEVISION COURSE

Gives you a clear understanding of TV principles, operation and practice. Complete coverage of all phases. 216 pages; profusely illustrated; 8 1/2 x 11". Used by thousands. Order TV-1 Only \$3.00

TELEVISION ANTENNAS

All you need to know about TV antennas—describes all types, tells you how to select, how to install, how to solve troubles. Saves time; helps you earn more. 192 pages; illustrated; handy pocket size. Order TAG-1 Only \$1.25

TELEVISION TUBE LOCATION GUIDE

Accurate diagrams showing the position and function of all tubes in hundreds of TV receivers. Diagnose trouble and replace tubes, in most cases without removing chassis. Over 200 pages; pocket size. Order TGL-1 Only \$1.50



1948 RECORD CHANGER MANUAL

Covers 45 models made in 1948, including LP and dual-speed changers, plus leading wire recorders. Original data based on actual analysis of equipment. Over 400 pages; de luxe bound, 8 1/2 x 11". Order CM-2. Only \$6.75

AUTO RADIO MANUAL

Complete PHOTOFACT Service data on more than 100 post-war auto radio models. Complete, accurate, uniform information. Covers over 24 manufacturers. Makes auto radio servicing easier and more profitable. Over 350 pages. 8 1/2 x 11". Order AR-1 Only \$4.95

THE RECORDING & REPRODUCTION OF SOUND

A complete, authoritative treatment of the entire subject. Covers all phases of recording and amplification. 364 pages. 6 x 9", cloth binding. Order RR-1 Only \$5.00

NEW! DIAL CORD STRINGING GUIDE

New Volume 2, covering receivers produced from 1947 through 1949. The only book that shows you the one right way to string a dial cord in thousands of receivers. Handy pocket size. Order DC-2 Only \$1.00

HOWARD W. SAMS & CO., INC.

Order from your Parts Jobber Today, or write direct to HOWARD W. SAMS & CO., INC., 2205 E. 46th St., Indianapolis 5, Ind.

My (check) (money order) for \$ enclosed. Send the following books:

- TV-1 RR-1 AR-1 TGL-1
 TAG-1 CM-2 DC-2

Name

Address

City Zone State

Music Master

STONE PROVEN PHONOGRAPHS



THE phonographs that are setting a new high standard of comparison. Your customers want appearance . . . performance . . . value . . . **MUSIC MASTER** offers them all. Extra rich in tone and beauty, plus extra dependable performance, their construction is a triumph of sleek, modern styling. Exclusive new features also give you many more extras at no extra cost. Available in wide choice of models and colors . . . all priced to give you the fast turnover you need.

Address all inquiries to Dept. TRM 2

PRODUCTS CORPORATION

Tone

225 West 17th St. New York 11, N. Y.

New GE 24-Inch Tube

A 24-inch television picture tube which will produce a direct-view picture almost as large as your daily newspaper page, has been made by the General Electric Company here.

For pictures this size it was previously necessary to employ projection methods using a magnifying lens system to enlarge the image as it appeared on the face of a small picture tube. This method resulted in loss of picture detail and brilliance, GE engineers say.

Dr. W. R. G. Baker, GE vice-president, said the company plans limited production by fall.

Phoenix Adds Space

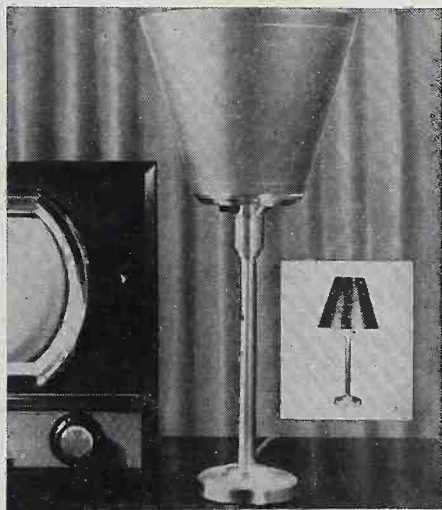
Phoenix Electronics, Inc., manufacturers of Speed-Tennas, Speed-Mounts and accessories, has added 3000 square feet of manufacturing area to its plant in Lawrence, Mass.

Mitchell Names Russell

The appointment of Lewis M. Russell as advertising and sales promotion manager of the Mitchell Manufacturing Company, Chicago, is announced by Bernard A. Mitchell, president. Mr. Russell will handle the promotion of Mitchell's lighting fixture, room air conditioner and radio specialty divisions as well as their new television line. Formerly advertising manager of the Culligan Zeolite Company, Northbrook, Ill., Mr. Russell spent many years as director of advertising and sales promotion for Hotpoint's refrigerator and home laundry equipment divisions.

GW TELEVISION LAMP

Combination reading and torch light is offered for TV viewers. Lamp is 25-inches high; finished in copper and brass and has 3-way switch. Big feature is the in-



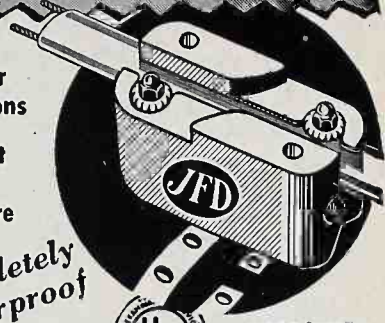
vertable shade, which will direct light up to prevent glare on TV screen. List Price is \$11.95. Godfrey and Wing, Inc., 3141 Superior Ave., Cleveland 14, Ohio.—**RADIO & TELEVISION RETAILING.**

The ORIGINAL and Still the BEST LIGHTNING ARRESTER

for all weather conditions

will not absorb moisture

completely waterproof



APPROVED for OUTDOOR-Indoor Use!

Protects Television Sets Against Lightning and Static Charges

JFD SAFE TV GUARD

Fits Any Type of Twin Lead

No. AT102 for Regular Twin Lead
No. AT103 for Oval Jumbo Twin Lead
No. AT103 Also for Tubular Twin Lead
BOTH Models Conform With Fire Underwriters and National Electrical Code Requirements for OUTDOOR installations.

\$2.25 EACH

SIMPLE TO INSTALL . . . For maximum efficiency, arrester should be mounted outside window nearest to TV receiver, with ground wire attached to nearest grounded point. No stripping, cutting or spreading of wires necessary. Supplied complete with 4 ft. length of Ductile Aluminum Ground Wire for Wall Mounting, and Strap for Mast or Grounded Pipe installation.

JFD MANUFACTURING CO., Inc.
6127 16th Avenue, Brooklyn 4, N. Y.
First in Television Antennas & Accessories

NEW MUSIC LOVERS AMPLIFIER
the GROMMES CUSTOM

undisputed best... "Ears" or Instruments!



MODEL 50 PG Dealer's Net \$45.00

MODEL 200 PG Dealer's Net \$150.00

Exclusive feedback circuits. Model 200 PG offers frequency response of ± 0.1 DB, 10 to 50,000 CPS. Distortion at 20 watts is 0.2%—no phase shift or transient oscillations of any kind. Write today for free technical bulletin.

PRECISION ELECTRONICS, INC.
641-43 MILWAUKEE AVENUE • CHICAGO 22, ILLINOIS

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RADIO TELEVISION RETAILING

5th
10th
1st

of preceding month for all ads requiring proofs, copy position, foundry work, key changes, etc.

of preceding month for complete plates only—no setting.

of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.

480 LEXINGTON AVENUE
NEW YORK 17

1950 PROFIT GUIDE
W-J
WALKER-JIMIESON, INC.
CHICAGO, ILL.
TELEVISION AND RADIO SERVICE-DEALERS SUPPLY HOUSE
WALKER-JIMIESON, INC.
311 SOUTH WESTERN AVE., CHICAGO 12, ILLINOIS (CAMA 4-2525)

PACKED WITH NEW PROFIT ITEMS

Complete buying guide for service-men, dealers. New TV accessories, TV installation equipment, TV test instruments, tubes, radio accessories and other electronic supplies. Thousands of repair parts cross-indexed for quick, easy selection. Same-day shipment. Catalog sent only to those entitled to wholesale prices.

SEND For Your FREE Copy Now

WALKER-JIMIESON, INC. 104
311 S. Western Ave., Chicago 12, Illinois

Please send your 1950 Free Profit Guide

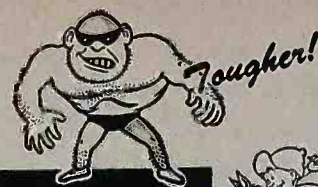
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June, 1950

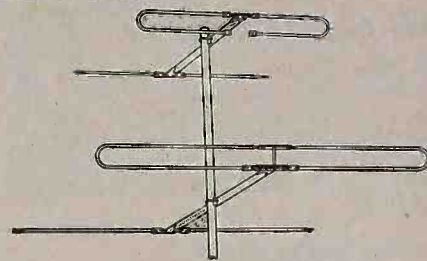
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PHOENIX

Speed-Mounts
and
Speed-Tennas



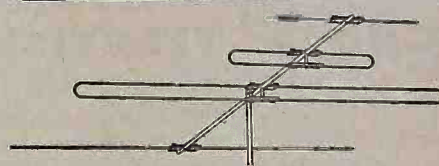
Phoenix Folded Dipole PAR-12

High and low frequency can be oriented separately. Completely pre-assembled speed-rig. Maximum gain over complete band. Complete with all hardware, less mast.



Phoenix CHIMNEY SPEED-MOUNT PAM-5

Fits any type of chimney. Fast, one-man installation. All steel—cadmium plated. Adjustable clamp holds masts 3/4" to 1 1/2".

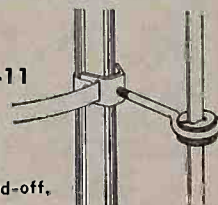


Phoenix IN-LINE SPEED-TENNA PAR-3

High gain consisting of director, high and low folded dipoles and reflector. Speed-rig. Low loss insulation. Complete with all hardware, less mast.

Antenna Mast STAND-OFF INSULATOR PAM-11

Attaches in 10 seconds to any size mast. Polyethylene insert. Strong, permanent 3 1/2" stand-off.



SEE US AT THE SHOW
BOOTH 618

PHOENIX ELECTRONICS, INC.
Lawrence, Mass.

AT LEADING JOBBERS
Write for folder V of complete line of television accessories.

New TV Models

Starrett SUMMER LINE

A new line of TV sets, to be merchandised for the summer only, has been announced. The sets all feature a 19-tube chassis. They are: model 101, 12½-inch table model, luggage finish, for \$129.95; model 150, 12½-inch table model, mahogany, for \$139.95; model 175, 12½-inch open console, for \$179.95; model 201, 16-inch table model, mahogany, for \$189.95; and model 250, 16-inch console, mahogany, for \$219.95. Starrett Television Corp., 601 W. 26th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Tele-Tone 16-INCH TV

A new 16-inch TV set has been announced. Called the model TV #317, it is available in walnut for \$229.95, and in mahogany, at a slightly higher cost. Tele-Tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Conrac NEW LINE

A new line of TV receivers has been announced. Including only 16- and 19-inch models, the new line features the RCA short picture tube. Also featured are black filter glass faces, and jacks for phono attachment. All are 24 tube circuits. Retail prices start at \$389.95. Conrac, Inc., 649 W. Foothill Blvd., Glendora, Calif.—RADIO & TELEVISION RETAILING.

Westinghouse Manager

A. Earle Fisher, has been appointed merchandise manager of the Westinghouse TV-Radio Division in Sunbury, Pa., Joseph F. Walsh, sales manager announced recently. Mr. Fisher, formerly southeastern district manager for the division, will aid in distribution organization, development promotions in new TV markets and will assist district managers on special projects in the field.

Arvin Affirms Name

Change of the corporate name from Noblitt-Sparks Industries, Inc., to Arvin Industries, Inc., has been proposed, and, according to the plan of the board of directors, will become effective on Monday, July 3rd. Q. G. Noblitt, board chairman and co-founder of the firm, initiated the action with the backing of Dr. Frank H. Sparks, president of Wabash College, who with Mr. Noblitt launched the firm in 1919. The company's policies, products and operations will be unaffected by the name change.

New Sylvania Offices

Sylvania Electric Products, Inc., has announced the consolidation of its New York offices in a new headquarters at 140 Broadway, New York 19, N. Y. All of its principal departments are now located here.

New Catalogs

Ray-Dyne Mfg. Corp., White Rock, South Carolina: A new 12-page catalog shows the latest line of Ray-Dyne Phonographs, which includes kiddie phonographs with acoustical tone-arms, children's console combinations, electric amplified portables in single and 3-speed models, and 3-speed portable combinations. Kiddie consoles are available in straight phono, radio-phono and desk-type combinations.

Phoenix Electronics, Inc., Lawrence, Mass.: The latest catalog makes available to dealers and jobbers complete information about the entire line of TV Speed-Tennas, Speed-Mounts, and accessories. Included are illustrations and technical data on folded dipoles; conical antennas; chimney, wall, ventpipe, roof and universal mounts; standoffs and a wide array of hardware and installation equipment. The catalog is free.

Walker-Jimieson, Inc., 311 S. Western Ave., Chicago 12, Ill.—The new 1950 catalog covers TV, radio and electronics parts, tubes, tools, test equipment, accessories and other electronic supplies. Catalog will be sent free to those entitled to buy at wholesale.

IT'S HERE! THE EASY TO ERECT

ENERGY HYDRAULIC TELEVISION MAST

"NO GUY WIRES NECESSARY"

An all hydraulic sectional mast extended with hand or power pump. Mast constructed of cold drawn seamless steel tubing. Cadmium plated for permanent rust protection.

EASY INSTALLATION

ENERGY Masts can be installed in a short time, either clamped to side of building or set in concrete away from building, then raised and lowered hydraulically as service requires.

Weight of 60 foot mast is 330 pounds, 22 feet in length collapsed.

Hand or power pumps can be furnished.

- One mast can serve many outlets.
- Mast will withstand 100-mile wind.
- Manufactured in two sections —40 feet and three sections —60 feet.
- Also recommended for two-way taxi and "Ham" radio installations.

Ideal for Portable Demonstration Antenna

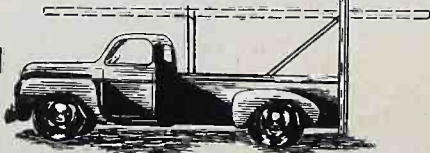
Smooth quick operation, ideal for commercial car demonstration.

For any test location, can be set up in a few minutes.

Write today for literature and prices.

ENERGY FARM
EQUIPMENT CO.

Monticello, Iowa



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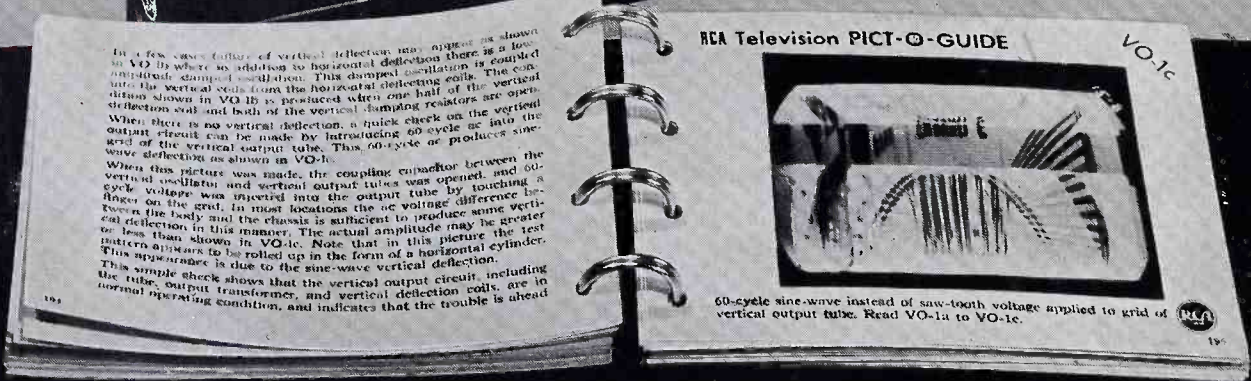
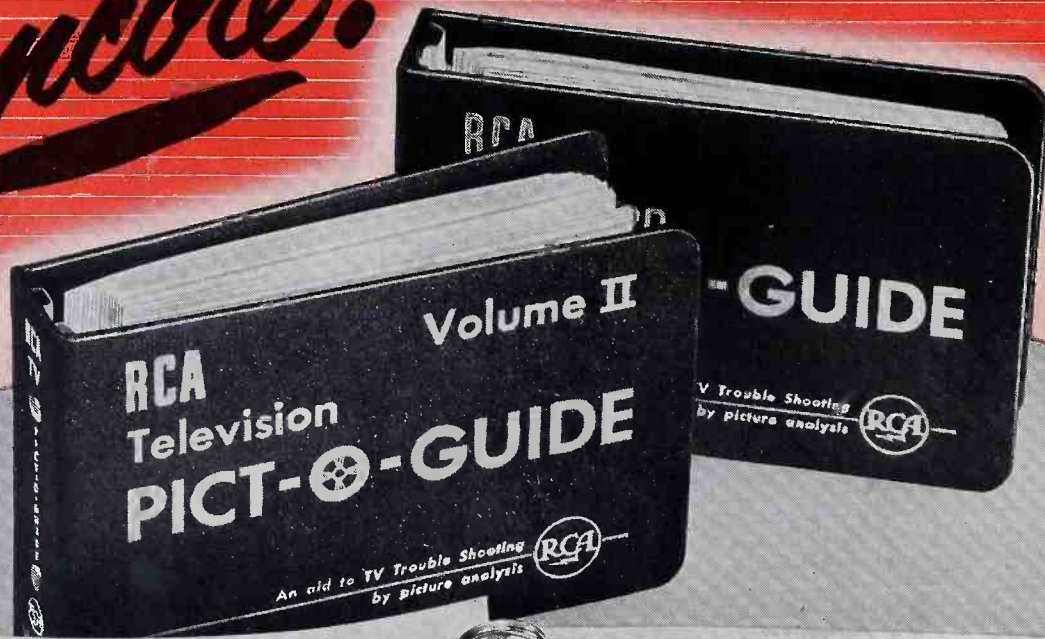
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