

TV • AM • FM • Appliances • Records • Servicing

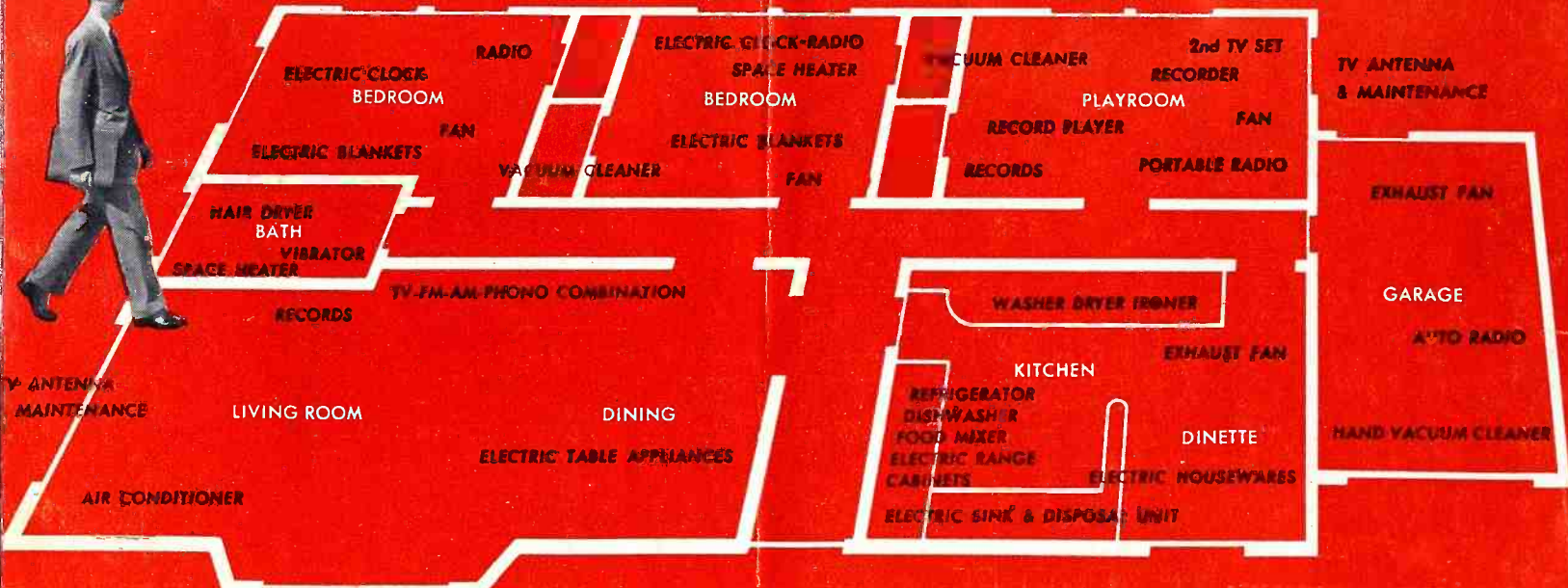
# RADIO & TELEVISION RETAILING

IN TWO PARTS • PART ONE



"Outside Selling" Means

## SELLING INSIDE THE HOME!



In This Issue: Beating the Summer Slump • Take the Tax Off TV • Sell UP to Move High-Priced Sets • Push Summer Player Sales • Makers of Electric Housewares • Servicing & Sound

June • 1951  
CALDWELL-CLEMENTS, INC.

**IMMEDIATE DELIVERY!**

**giant 17" screen**



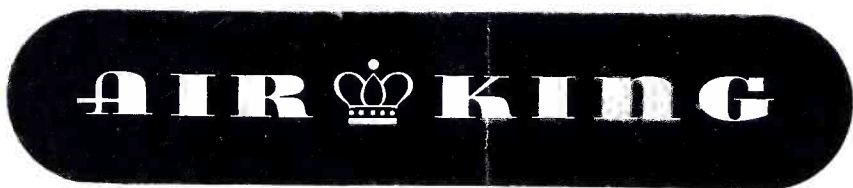
**\$199<sup>95</sup>.**  
Slightly higher South and West

**ANNIVERSARY MODEL 17 M3.** Giant 17 inch screen. Ebony black metal cabinet. Gold knobs and mask. Big, clear, steady picture. Adaptable for color converter and UHF.

**FEATURED IN BIG SPACE NEWSPAPER ADVERTISING CAMPAIGN  
IN 55 MAJOR TELEVISION MARKETS**

Tie in with this sales producing promotion. Merchandising aids, newspaper mats available through your Air King distributor.

**30th  
Anniversary  
Special**



**America's only  
Custom-tuned  
Television**

**AIR KING PRODUCTS CO., INC. • 170 53RD STREET, BROOKLYN 32, N. Y.**  
While at the Chicago Radio Parts Show, be sure to visit the Air King Exhibit at Room 1454, Merchandise Mart

# RADIO & TELEVISION RETAILING

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

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

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JUNE, 1951

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### PART TWO—OUTSIDE SELLING! The Answer to the Summer Slump

Photo Credits: Devaney, Cover, pps. 24, 27, 30, 32; Galloway, pps. 25, 27, 30, 31, 33; Lewis, p. 27; Gendreau, p. 31; FPG p. 65.

### Latest Product Specifications, Directories, etc., that have appeared in RADIO & TELEVISION RETAILING:

#### Specifications:

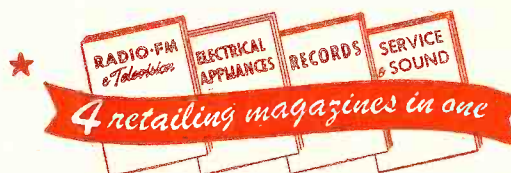
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#### Directories:

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#### Reference Charts:

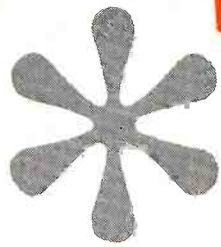
FM Coverage Areas	July '50, part II
Battery Replacement Chart	Apr. '51, p. 73
Four Field Statistics	Jan. '51, p. 38



Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.

learn the

# FACTS



# ultra high

recently the Federal Communications Commission announced plans for 1,807 new TV stations throughout the country. These new stations will

**but**

... you should understand the problems presented by the advent of Ultra High Frequency telecasting as well as the gigantic sales bonus it promises. Before you make your plans to capture your share of this market you should ask yourself these questions:

**Q 1:** Do all TV receivers now on the market or in use have built-in provisions for receiving these new Ultra High Frequency stations?

**A 1:** The answer is **NO**—most makes of TV sets were not built with UHF in mind—they require a converter!

**Q 2:** Do Zenith sets require a converter?

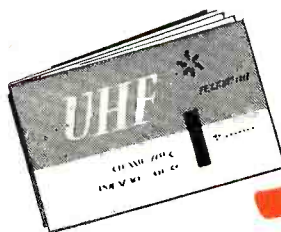
**A 2:** **NO**—Every Zenith set ever built and sold to the public has built-in provision for tuner strips to receive these new UHF channels.

**Q 3:** When will these new UHF stations begin operation?

**A 3:** Just as fast as possible once the UHF channels are formally assigned by the Federal Communications Commission.

ZENITH RADIO CORPORATION  
6001 West Dickens Avenue, Chicago 39, Illinois  
Please send your free booklet "UHF Television . . . What It Is . . . What It Means To You"

\_\_\_\_\_(NAME OF DEALER)  
\_\_\_\_\_(ADDRESS)  
\_\_\_\_\_(CITY & STATE)  
\_\_\_\_\_(INDIVIDUAL'S NAME)



**free!**

Handbook on UHF titled: "UHF Television . . . What It Is . . . What It Means To You." Write for free copy and we'll rush yours as soon as the booklet is off the press. You owe it to yourself and to your customers to *know* the answers on UHF telecasting.

# about **UHF**\* television

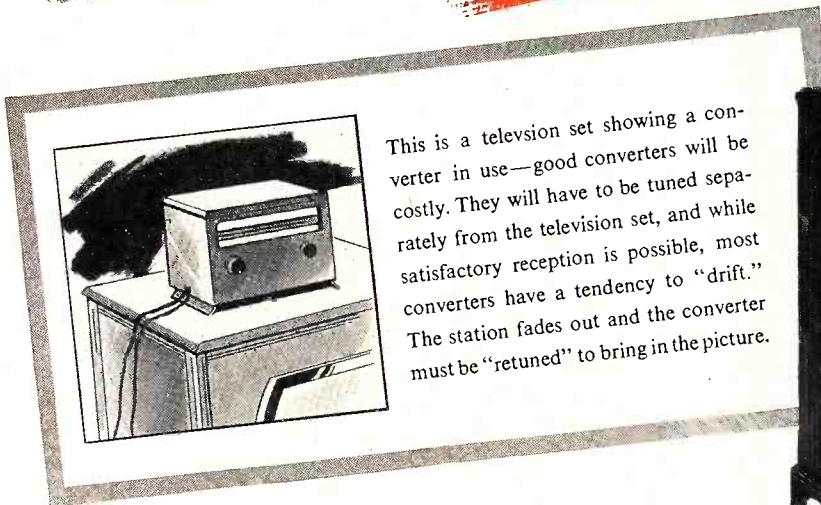
## *frequency*

represent a vast new market, almost beyond your comprehension! To you as a TV merchant, Ultra High Frequency television means

**NEW TV STATIONS!**

**NEW TV PROGRAMS!**

**NEW TV SALES!**



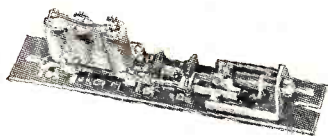
This is a television set showing a converter in use—good converters will be costly. They will have to be tuned separately from the television set, and while satisfactory reception is possible, most converters have a tendency to “drift.” The station fades out and the converter must be “retuned” to bring in the picture.



This is a Zenith set equipped to receive the new Ultra High Frequency stations. It functions exactly as it always has—with the “one knob tuning” for which Zenith is famous.

- No unsightly converter to mar the beauty of the cabinet!
- No complicated switches, dials, buttons to push!
- No continuous re-tuning!
- No dangling wires!

Zenith builds sets for the future... always



This tiny UHF tuner strip is the secret of Zenith's UHF reception. One of these strips for each desired UHF channel goes into the set along with the VHF strips already in use. That's all there is to it!

# ZENITH

®

ZENITH RADIO CORPORATION  
6001 West Dickens Avenue • Chicago 39, Illinois

Zenith (Registered Pat. Office)

# Everybody's Tuning it!

## "THE STANDARD BOOSTER"



Model B-51

## *in tune with the tuner*

The new and improved "Standard TV Booster" is daily winning greater acceptance by dealers and customers alike in every Television market.

Here is the booster that gives real customer satisfaction, superior performance, trouble-free operation. The Model B-51 is engineered by a company that has demonstrated the greatest TV tuner know-how in the business.

Have your local distributor show you the outstanding features and money-making possibilities of this great new "Standard TV Booster."

*Standard* COIL PRODUCTS CO. INC.

CHICAGO • LOS ANGELES • BANGOR, MICHIGAN

RADIO & TELEVISION RETAILING • June, 1951



The "Standard Tuner" is used by over 75 TV set manufacturers. Nearly 50% of the TV sets made today are equipped with this outstanding front-end.

# QUALITY FIRST... A PHILCO POLICY

BACK OF Philco's phenomenal rise to the top in refrigeration is one of the industry's most progressive engineering, development and research programs. Here is an example of the results being achieved by this never-ending quality crusade—a unit so quiet, it can't be heard above normal activities in the average home.

*How Quiet  
can a Refrigerator  
be?*



TYPICAL SOUND LEVELS IN DECIBELS	
_____ QUIET OFFICE _____	40
_____ AVERAGE DWELLING _____	35
_____ PHILCO REFRIGERATOR _____	30
_____ WHISPER _____	25
_____ AT 5 FEET _____	20
_____ RUSTLE OF LEAVES _____	18
_____ THRESHOLD OF HEARING (A.V.) _____	15

**"JUST ABOVE A WHISPER" SAYS  
SUPER SENSITIVE SOUND METER IN  
PHILCO QUALITY CONTROL CHECKS**

From each day's production a quantity of Philco refrigerators goes to the laboratories for a complete quality check-up... including the sound meter test. As shown in chart above, Philco standards require quietness approximating a whisper—yes one of the strictest sound tests in the industry.



**NOISE CONTROL  
A "MUST" IN PHILCO  
QUALITY CONTROL**

Sound study is a full-time project in the Philco refrigeration test laboratories... with specially trained men and special equipment. Such constant vigilance... not only in quiet operation, but in every phase of refrigerator performance... is assurance that each Philco you sell will deliver to its owner the highest standard of service money can buy today.

**24% RESERVE POWER IN  
PHILCO SUPER POWER SYSTEM**

Freezes faster, maintains uniform proper temperatures with less time "on" per day. Saves current... gives longer life by actual test than units of less power. Better engineered for quietness with internal spring mounting and other Philco features.



**QUIETER BY FAR THAN  
NOISE LEVEL IN THE HOME**

What really counts is what your customers hear... and a Philco operates so quietly, it can't be heard above the normal noise level of the average household... as shown in chart above.

**PHILCO** *Famous for Quality the World Over*

# Phil Spitalny's first choice...

IS THE OVERWHELMING CONSUMER CHOICE, TOO!

PHIL SPITALNY, for years one of the nation's top orchestra leaders, is firmly sold on his new Model 288 Electronic Memory Wire Recorder. Now he can use the newly-designed *natural voice* play-back sound chamber to hear his orchestra exactly as it sounds to his audience. And when you add to this another great new feature such as the non-spill recording head, you have a magnetic recorder that stands alone for quality, performance, and low price. And that means *sales*. It means sales because the Webster-Chicago Electronic Memory Wire Recorder is the first choice of consumers, too!



## WEBSTER-CHICAGO

5610 Bloomingdale, Chicago, Ill.



*Electronic Memory*  
*the Ultimate in Magnetic Recording*



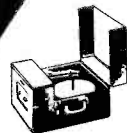
Dictation Machines



Diskchangers



Tape Recorders



Portable Fonographs



Home Fonographs



# "TO CUT COSTS, WE HAD TO CUT CALL-BACKS!"

"Call-backs tied up our repairmen  
—wasted valuable working time.  
Quality tubes solved the problem  
for us . . . G-E tubes!"

"We were building up a big log of repair time that we couldn't invoice—and profits were narrowing in consequence. Too many of our Cincinnati and Covington customers kept phoning in that their sets wouldn't work, anywhere from a day to a week after our repairmen had been there. The trouble was mostly tube failures. We had to stop that in its tracks—and we did, by going over 100-percent to quality tubes. . . . When we say 'quality tubes' here at Tel-Rad Center, we mean, first of all, General Electric tubes. Our whole staff agrees on that!"

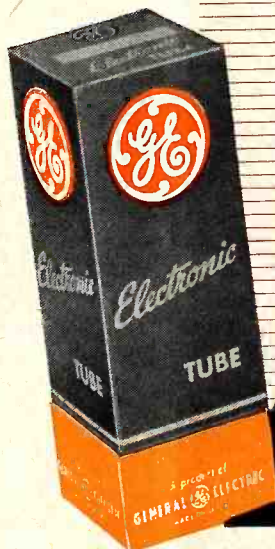
Says

EVERETT GAUDILL, *Manager*  
Tel-Rad Center  
829 Madison Ave., Covington, Ky.



Receiver owners, Tel-Rad finds, ask to be shown the G-E label on tube cartons. They've learned that when quality tubes—G-E tubes—are installed as replacements, their TV sets will perform better; will give many more hours of trouble-free enjoyment.

How well-made can tubes be? Study G-E tubes to find out! Below, a polariscope is used to check G-E receiving-tube stems for glass strains that might result in warping or fracture. Only one of many scientific G-E factory tests for top tube quality!



FOR QUALITY TUBES TO CUT DOWN YOUR CALL-BACKS, SEE YOUR G-E TUBE DISTRIBUTOR!

GENERAL  ELECTRIC

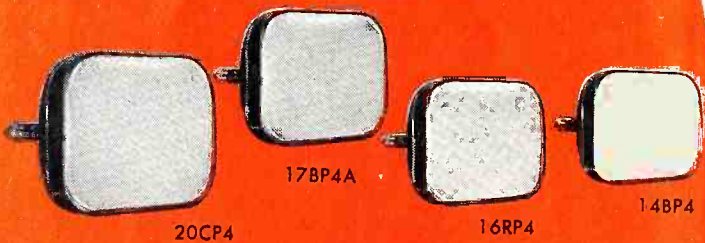
181-KA6

WHAT YOU GAIN WHEN YOU BUY...

# HYTRON

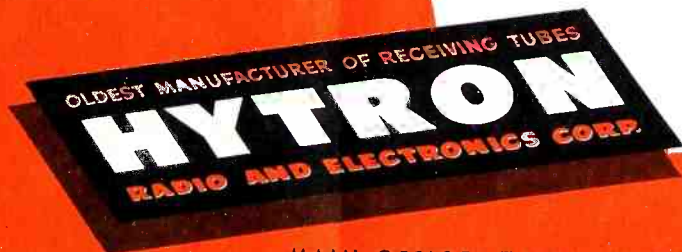
*Studio-Matched*

## RECTANGULARS



LEADING TV SET MANUFACTURERS PICK HYTRON RECTANGULARS:  
 ADMIRAL • AIR KING • BENDIX • CROSLY • EMERSON  
 HALLICRAFTERS • HOFFMAN • MOTOROLA • NATIONAL  
 OLYMPIC • SENTINEL • SETCHELL-CARLSON • SPARTON  
 STROMBERG-CARLSON • TRAV-LER • WESTINGHOUSE  
 AND OTHERS

WATCH ALSO FOR  
 THE NEW HYTRON  
 14-, 17-, and 20-INCH  
 ELECTROSTATIC  
 RECTANGULARS



- 1 **You get THE ORIGINAL.** The *studio-matched* rectangular tube is Hytron's baby. Its logically designed screen matches the 4 by 3 aspect ratio of the studio picture. Quite naturally, Hytron's new rectangular is fast becoming the most popular picture tube.
- 2 **You get UNIFORMITY.** Hytron's new picture-tube plant is the most modern in the world. It was designed especially to mass-produce Hytron *studio-matched* rectangulars of uniform dependability.
- 3 **You get A COMPLETE LINE.** Hytron offers you 14-, 16-, 17-, and 20-inch *studio-matched* rectangulars. All the popular rectangulars (and the popular types of round tubes too).
- 4 **You get THE QUALITY LEADERS DEMAND.** Nine out of ten leading TV set makers choose Hytron. More and more leading service-dealers pick Hytron. Because their own experience proves Hytron *studio-matched* rectangulars give "amazingly clearer, sharper, more brilliant pictures." Demand this same performance for yourself. Demand original Hytron *studio-matched* rectangulars.

MAIN OFFICE: SALEM, MASSACHUSETTS

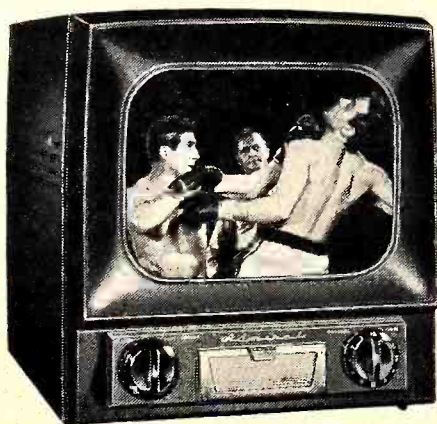
# Admiral

## Take Action

to promote **TV** business

**NO NEW MIDSEASON LINE**—Present models will be continued until introduction of new 1952 line next January.

**LOWEST PRICE EVER**—Admiral's prices today represent the ultimate in TV values. In view of steadily rising manufacturing costs, anticipated trend is definitely upwards. Inclusion of the excise tax in the list price is an established Admiral policy.

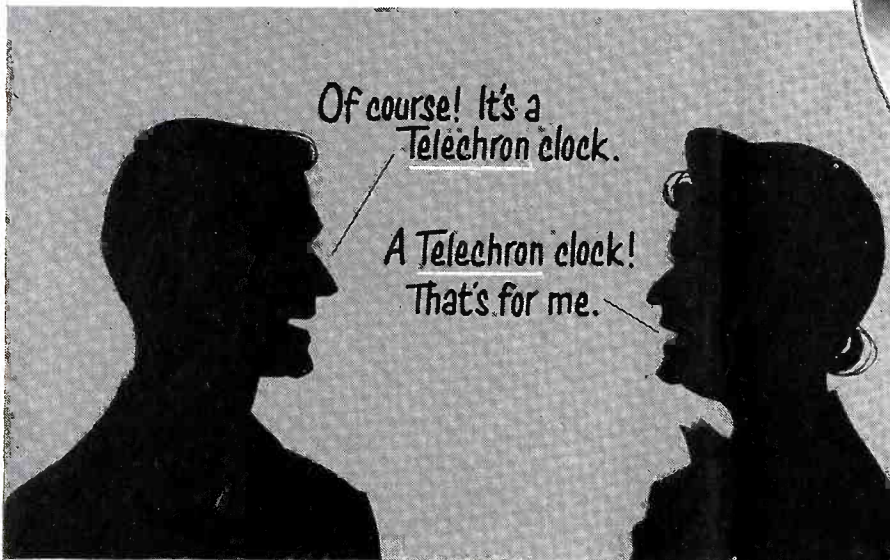


### **NEW SALES MAKER ADDED!**

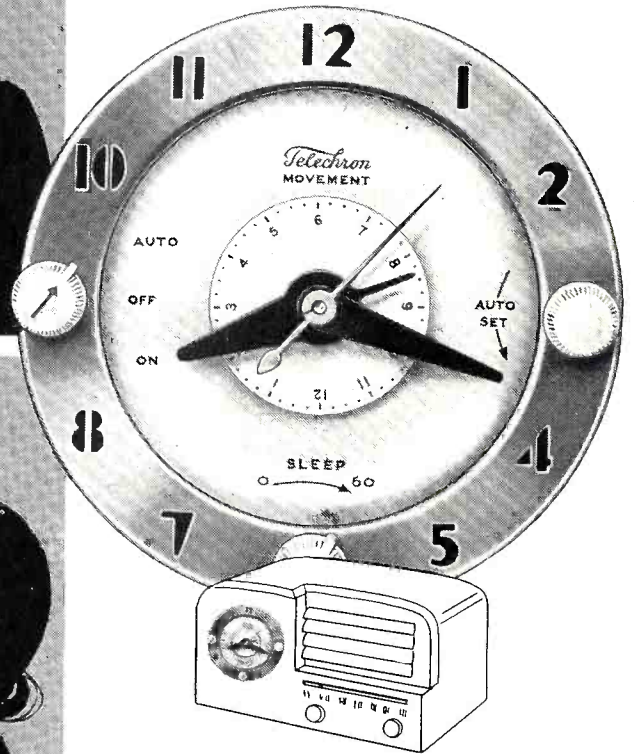
**14" TV AT \$159.95**

Recently Admiral introduced a brand new 14" table model at \$159.95, excise tax included . . . a sensational price leader that has been added to the line to bring customers in and provide the step-up opportunity essential to alert merchandising in today's buyer's market. For further details, and other sales-making Admiral promotions, contact your Admiral distributor.

**Admiral Corporation • Chicago**



...and that's  
what  
clinched  
the  
sale!



*Telechron*  
®  
**TIMERS**

*The Low-Cost Plus  
that Clinches the Sale*

**Moral:** The Telechron trade-mark is a big sales feature because Telechron clocks (and timers) can't run wrong.\* Take advantage of the influence of Telechron electric clock advertising... plus that of more than 10 million satisfied owners of these clocks. Promote clock radios equipped with Telechron timers. Remember, too. These convenient, automatic "servants" are non-competitive with TV—additional sales for you. TELECHRON INC., 146 MAIN STREET, ASHLAND, MASS.

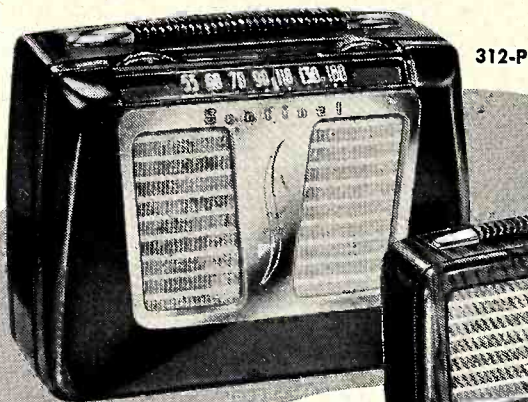
A GENERAL ELECTRIC AFFILIATE.

\* Telechron Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right.  
RADIO & TELEVISION RETAILING • June, 1951

# Sentinel<sup>®</sup>

# Sets **SNUB**

# Service Calls!



312-P

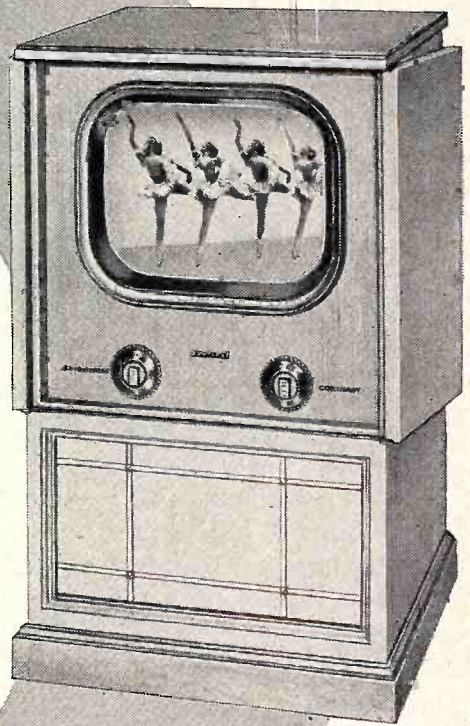


335-P



## And I'll tell you why!

... or, at least, give you a few of the major reasons. First, *Sentinel* sets are designed by top ranking engineers — not by cost accountants. Second, components are tested separately, *before* assembly. Third, *Sentinel* workers are on an hourly pay rate — no piecework, no speedup! Fourth, *Sentinel* TV sets are tested and re-tested throughout assembly — and on completion by Quality Control Managers. That enough? For more, ask your distributor or *Sentinel* direct. SOON!



Model 431-CVB  
Colorfast Korina  
Model 431-CVM  
Mahogany



Model 429-TVM  
Mahogany  
Model 429-TVB  
Colorfast Korina

# <sup>®</sup> Sentinel

SENTINEL RADIO AND TELEVISION • Evanston • Illinois

Climb aboard this Sensational



**Emerson**

**PAN-AMERICAN**

**3-WAY PORTABLE PROMOTION**

*Feature the set heard clear 'round the world!*



**EXCITING NEWS!** Pan-American Clipper captains proved the performance of Emerson's Pan-American 3-Way Portable at every flight stop 'round the world. Sworn statements of *clear*, perfect reception give *your* prospects dramatic *new* proof that wherever they live, wherever they go . . . LIFE-TESTED EMERSON IS THEIR BEST BUY.

**ADVERTISING POWER!** Emerson's telling the story of the Pan-American Portable in national magazine and newspaper ads, from coast to coast! In exciting new co-op ads . . . window material . . . store displays . . . literature. The WORKS! So climb aboard this greatest volume-building portable promotion ever . . . for *sky-high sales!*



*Feature this Set For SKY HIGH SALES*

Pan-American 3-Way Portable Model 646 \$29.95 (less batteries)



**WIN** Trip For 2 to MEXICO

with all expenses paid!

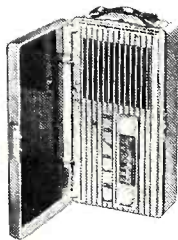
That's what Pan-American and Emerson are offering Emerson dealers for the best Pan-American Portable window displays. Get *your* entry blank and window material from your Emerson distributor NOW!



3-Way Long-Range Portable Model 657, \$44.95 (less batteries)

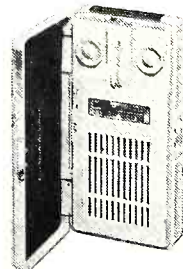


3-Way Super-Powered Portable Model 656, \$39.95 (less batteries)



3-Way Pocket Portable Model 584, \$39.95 (INCLUDING BATTERIES)

Pocket Portable Model 640, \$24.95 (INCLUDING BATTERIES)

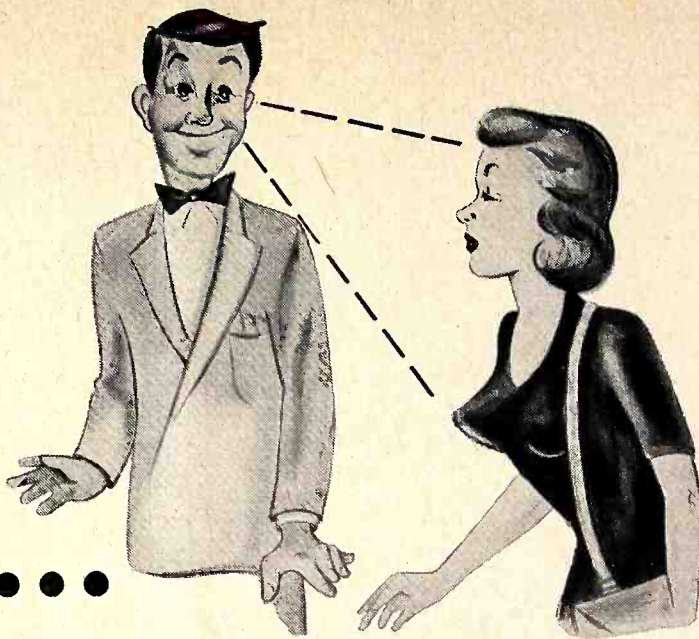


**Emerson LIFE-TESTED**

Television and Radio

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y. Prices slightly higher in South and West.

**NO  
EYE  
STRAIN...**



**WITH A  
Sheldon "Telegenic" Picture Tube  
*where*  
BLACK IS BLACK - WHITE IS WHITE -  
*and between*  
ALL THE NATURAL INTERMEDIATE SHADING!**

PLEASANT, visual-comfort, continuous viewing without eyestrain can only be had on a picture tube screen that has neither "tints" nor color to befog the picture. A "yellow" or a "blue" screen tube compels the viewer's eyes to compensate for the inequalities and exaggerations in picture tone values, such as muddy "off" blacks and glarey or tinted highlights. Anyway you look at it, this causes eyestrain.

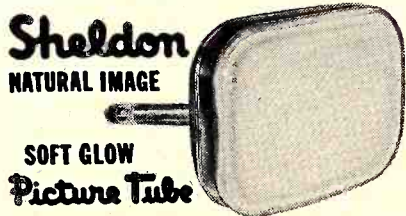
That is why SHELDON was the first to standardize on a "black and white" screen. Its picture tube screens cause NO EYESTRAIN and NO GLARE... they give the utmost in picture quality.

**SHELDON ELECTRIC CO.**

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

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

To You in the Television Industry,  
**TRY A SHELDON TUBE IN YOUR  
OWN SET FOR SEVEN DAYS**  
— and BE CONVINCED!



**MAIL COUPON TODAY**

SHELDON ELECTRIC CO., 68 Coit Street, Irvington 11, N. J. 6  
Send Me FREE

Booklet, Visual Proof of Sheldon Picture Quality  
 "Television Mis-Information", Sheldon's Famous Trade Magazine

"Tube Specifications Wall Chart"—June Edition  
 "ION BURNS—and How to Prevent Them" Folder

Name..... Position.....  
Company.....  
Street..... ADDRESS TO WHICH THIS SHOULD BE MAILED  
City..... Zone..... State.....

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



**More Than 300 Offices Assure Fast Credit Approval.** COMMERCIAL CREDIT's nationwide facilities, plus the experience gained in the financing of millions of home appliances, result in quick, sound, efficient credit decisions. Good sales will *not* be lost through superficial credit rejections.



**COMMERCIAL CREDIT PLAN** Helps Dealers Sell More Appliances. There are many advantages, plus the added convenience of being able to buy appliances with a small amount down with easy payments for the balance, which help you sell *more* appliances to *more* customers.



**Insurance Protects Customers.** Property Insurance cancels the unpaid balance in event of damage to, or loss of, merchandise, as defined in the policy. COMMERCIAL CREDIT PLAN also features Life Insurance Protection, which cancels unpaid balance in event of purchaser's death.

## Time selling is big business for appliance dealers

**COMMERCIAL CREDIT Financing Creates Good Will.** Dealers everywhere report a large volume of repeat sales and sales' profits brought about by the outstanding features of the COMMERCIAL CREDIT PLAN. COMMERCIAL CREDIT's automatic sales follow-up keeps you informed of credit status of your time payment customers.



### COMMERCIAL CREDIT'S COMPLETE SERVICE IMPORTANT FACTOR IN INCREASED TIME PAYMENT SALES

**T**IME payment prospects represent a major part of your sales opportunities. That's why it is vitally important for you to investigate the COMMERCIAL CREDIT PLAN *now*. This *complete* financing package offers you both wholesale and retail plans . . . allows you to finance your stock from factory to customer through *one* dependable financing source!

COMMERCIAL CREDIT offers customer many advantages, too . . . property and life insurance protection, nationwide service and many other features.

Because COMMERCIAL CREDIT offers *more* advantages, gives *broader* protection and benefits to both buyer and seller . . . *more dealers* finance *more* home appliances through COMMERCIAL CREDIT than any other national financing plan!

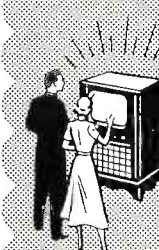
Write, phone or wire your nearest COMMERCIAL CREDIT office today for full information on how COMMERCIAL CREDIT can help you boost appliance sales and profits.

## 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.*

### EIGHT WAYS BETTER!

1. Wholesale Financing
2. Fast Credit Approval
3. Life Insurance Protection
4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Collection Service
7. Builds Customer Good Will
8. Nationwide Facilities





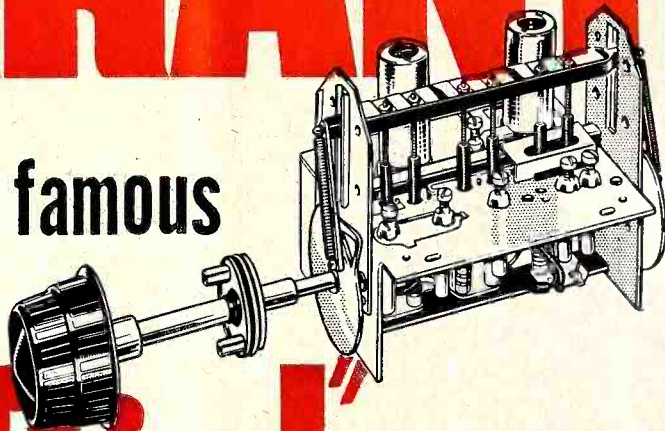
Another Raytheon



Another proof of Raytheon dependability!

# LIFETIME GUARANTEE\*

on Raytheon's famous



the **HEART** of the TV set!

# Ray-Dial TUNER

**HERE'S ANOTHER PROOF** of the dependability of Raytheon TV! For now . . . Raytheon offers a lifetime guarantee on all parts except the tubes in its famous "Ray-Dial" Continuous Tuner!

**THERE'S GOOD REASON** for this offer. Because Raytheon engineered and builds its own "Ray-Dial" Tuner. It's a unique mechanism, designed for trouble-free performance . . . a minimum of moving parts, less things to get out of whack. And it's a *continuous* tuner . . . you tune TV just like you'd dial a radio . . . simply, easily, accurately.

**THE HEART OF THE TV SET**, the tuner is mighty important to any TV buyer. And this lifetime guarantee on the "Ray-Dial" Tuner can be mighty important to you! So tell the story . . . and sell more Raytheon TV. For further information, contact your Raytheon distributor or write us.



**BELMONT RADIO CORP.**

5921 W. Dickens Ave., Chicago 39, Ill.  
Subsidiary of RAYTHEON MANUFACTURING CO.

\* Guarantee applies only to original registered owner. Covers replacement only on all parts except tubes.

It pays to push

# Raytheon tv

### THE CONSTELLATION

—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 38" high, 22 1/2" deep.



Raytheon TV Presents  
**JOHN CAMERON SWAYZE**  
Sundays on NBC. See local paper for time and station.



# NEW INDICATOR ION TRAP

*A  
Rauland  
"Exclusive"*



## Speeds Service—Builds Profits

Rauland's new Indicator Ion Trap is winning the cheers of more service men and dealers every day—because of the time and trouble it saves in Ion Trap Magnet adjustment, and because it eliminates mirrors and guesswork.

Now it's a matter of seconds to adjust the ion trap magnet with absolute precision. The service man simply moves the magnet until the signal glow is reduced to minimum.

This important new Rauland development is incorporated in all Rauland tubes produced today—as a feature of Rauland's new Tilted Offset Gun. This gun offers the additional advantages of giving only a single Ion Trap Magnet and of maximum sharpness of focus.

Only Rauland offers this advanced feature—one of half a dozen post-war developments from Rauland.

For further information, write to . . .

### **RAULAND**

The first to introduce commercially these popular features:

- Tilted Offset Gun
- Indicator Ion Trap
- Luxide (Black) Screen
- Reflection-Proof Screen
- Aluminized Tube

## **THE RAULAND CORPORATION**



*Perfection Through Research*

4245 N. KNOX AVENUE · CHICAGO 41, ILLINOIS



# Profits FOR THE DEALER Not Promises!

That's the Big Reason Why More and More Profit Wise TV dealers Are Now Featuring



Dealers who want profits instead of promises are finding their answer with Tele King. Today, more than ever before, the Tele King Franchise offers the dealer the values that assure quick turnover . . . the quality and performance that assure ever increasing consumer acceptance . . . the discounts that assure bigger profits on every sale . . . a policy that assures the dealer greater protection. For all the facts about the unusual Tele King profitable franchise, get in touch with your local distributor or write direct to factory.

## TELE KING 20-INCH 202 SERIES

Available in choice of rich mahogany veneers or modern limed oak finish. Styled for eye-appeal, built for performance appeal, priced for buying appeal. A best-seller everywhere!

### **Buyers! Dealers!**

See Us During the Music Show at Chicago. We'll be at Palmer House During the Entire Week of the Show.



TELE KING CORPORATION

601 WEST 26th STREET, NEW YORK 1, N. Y.

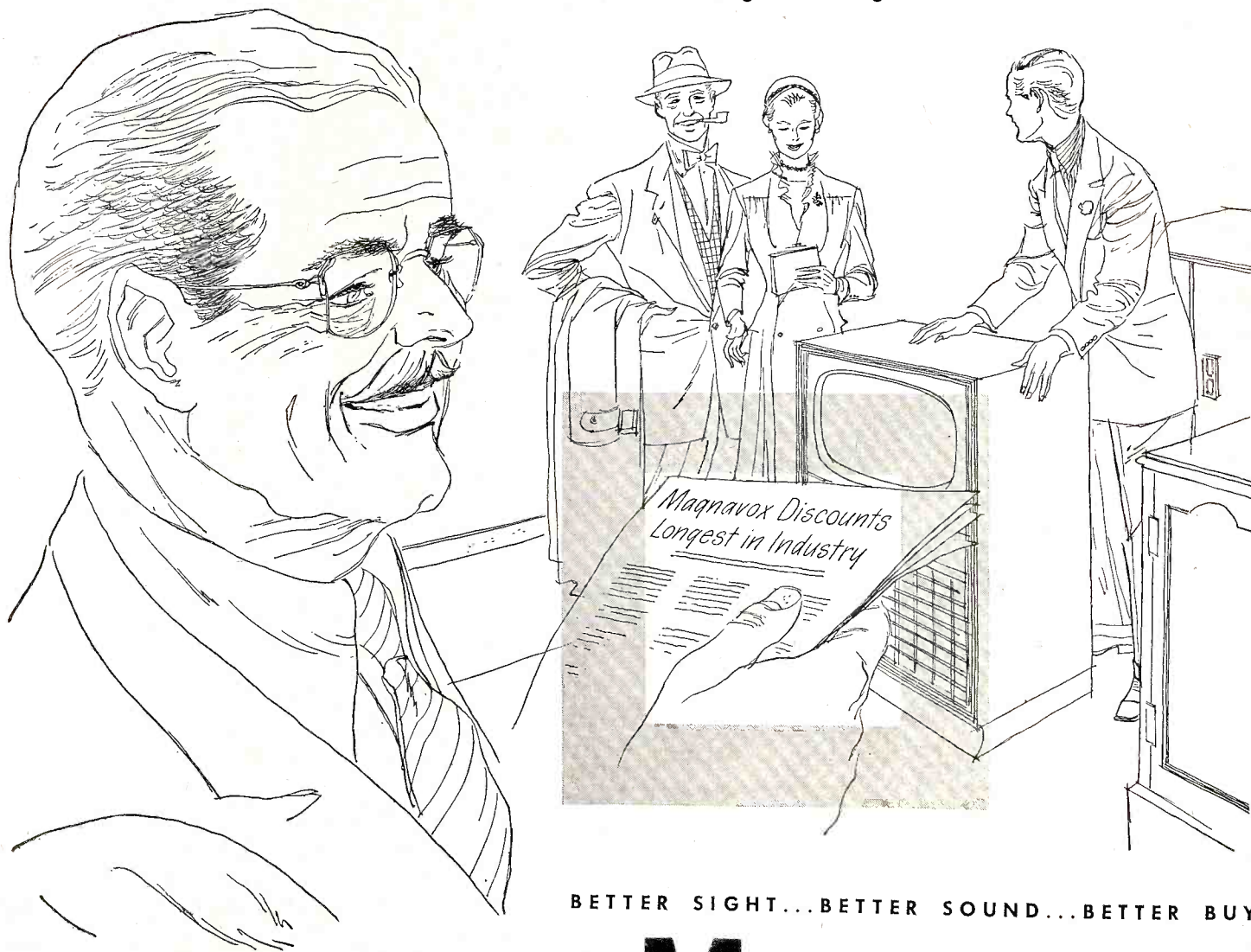
**You're Way**  
*Ahead on Discounts*  
**with Magnavox**

• Long discounts are the shortest way to profits, and Magnavox dealers enjoy the longest discounts offered by any leading television-radio-phonograph manufacturer. These go as high as 38 $\frac{1}{3}$  per cent on TV

receivers, up to 45 per cent on radio-phonographs! Furthermore, Magnavox Fair Trades its prices wherever permitted by law, protects a dealer's undiluted market, deals directly with him, provides consistent, effective advertising support and assists the dealer's merchandising activities in every reasonable way. No wonder the Magnavox franchise, a partnership through Selective Distribution, is so attractive for *you!* The Magnavox Company, Fort Wayne 4, Indiana.

★ ★ ★

WE CORDIALLY INVITE YOU to come in and see LATEST MAGNAVOX MODELS at our permanent Chicago Showroom, 1116 Merchandise Mart during the Chicago Markets—June 18 to 28



BETTER SIGHT...BETTER SOUND...BETTER BUY

**Magnavox**

*One of a series of advertisements in business papers on "Why Magnavox Is Your Best Profit Opportunity."*

# RADIO & TELEVISION RETAILING

IN TWO PARTS  
PART TWO  
•  
JUNE 1951

**The Editors Present**  
*the Answer to*  
**the Summer Slump...**

## OUTSIDE SELLING!

**MR. RETAILER:**

**To Keep Sales UP**

**When Store Traffic Is DOWN...**

**Take These Steps**

There's a  
**GREAT FUTURE** in TELEVISION...  
**America's Fastest-Growing Industry!**

TV is new. TV is exciting. TV is the industry with a future—and a glowing future it is!

Great things are on the way for all of us in Television who are willing to fight for his future—this golden goal!

The replacement market grows in size each day.

Color TV and UHF are on the way.

Great new potential markets are still virgin fields for selling Television.

Faith, fortitude and foresight in TV will pay off for those who fight now for the great TV tomorrow!



Take These Steps to Build S

# SKILLFUL SELECTION OF OU



Step 1

is the first important step. . . . And important one. Careless hiring (includes straight-commission men) in loss of money, time, customer and loss of harmony among members of salesforce. Select your salesmen as you would select business associates.

Step 2



**THE PAY PLAN** should spur incentive. The compensation arrangement should be profitable to both dealer and salesman. The salesman should understand all of the compensation angles.

## SOME TYPICAL DEALER SET-UPS

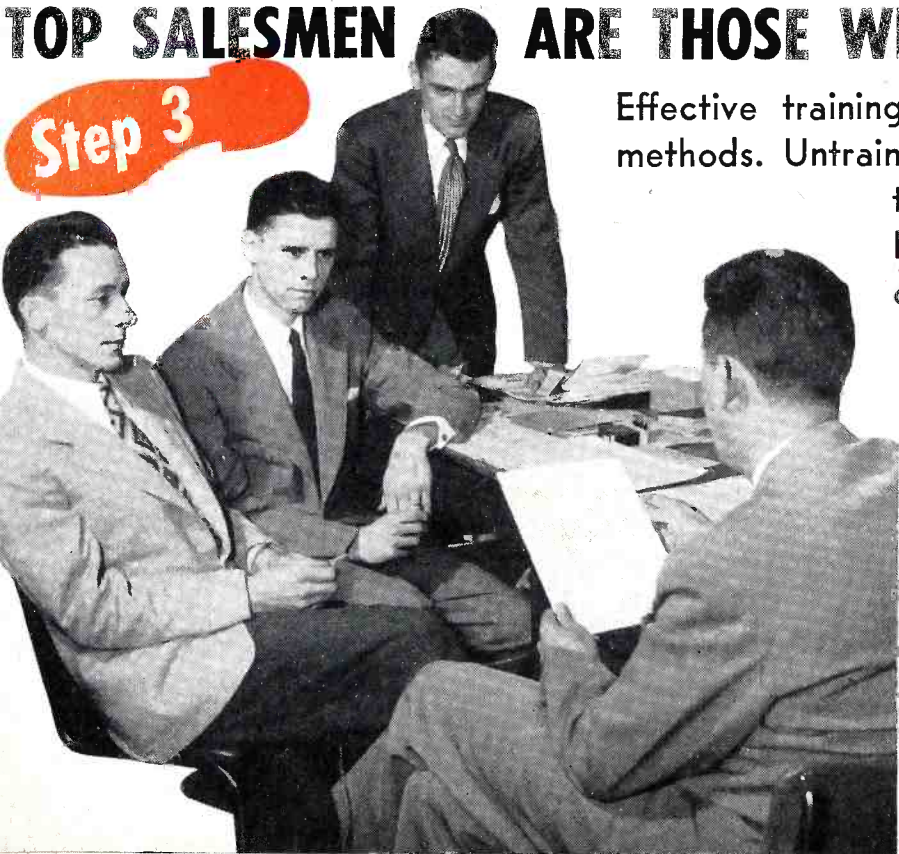
**Merchant A:** Pays \$50 a week drawing account; 5% commission on his fastest-moving TV sets; 7% on other receivers, and 10% on major appliances. Territories are fully "protected" for salesmen.

**Merchant B:** 3 outside salesmen, who go in car with a sales "overseer." Pays salesmen straight commission—10% on TV and appliances; 2 to 3% override to overseer, plus car expense to latter.

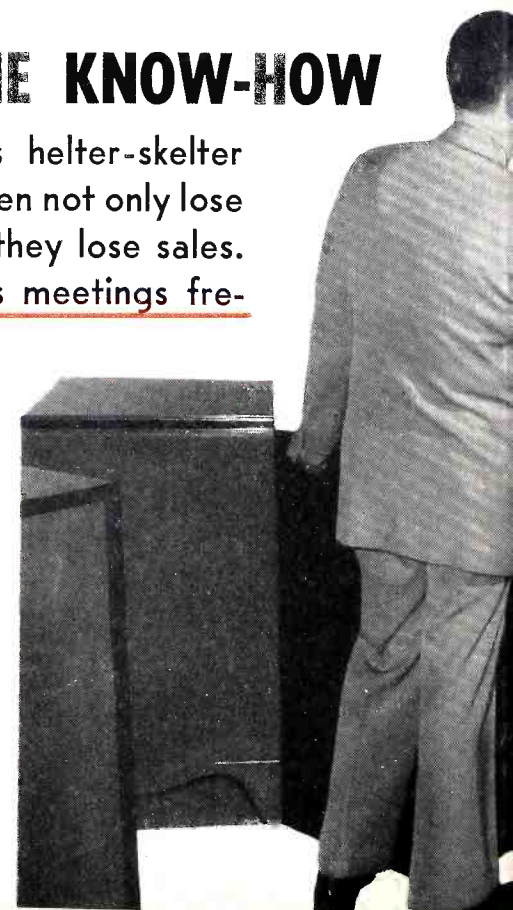
**Merchant C:** Pays new salesmen straight salary, \$200 per month until training period ends. During this time they get 2% on TV; 3% on appliances. Later they are put on drawing account of \$50 per week; with 7% on TV; 10% on radio and appliances. In cases where others close sales, the salesman who has such accounts "protected" gets 2% on TV; 3% on radios and appliances.

# TOP SALESMEN ARE THOSE WITH THE KNOW-HOW

Step 3



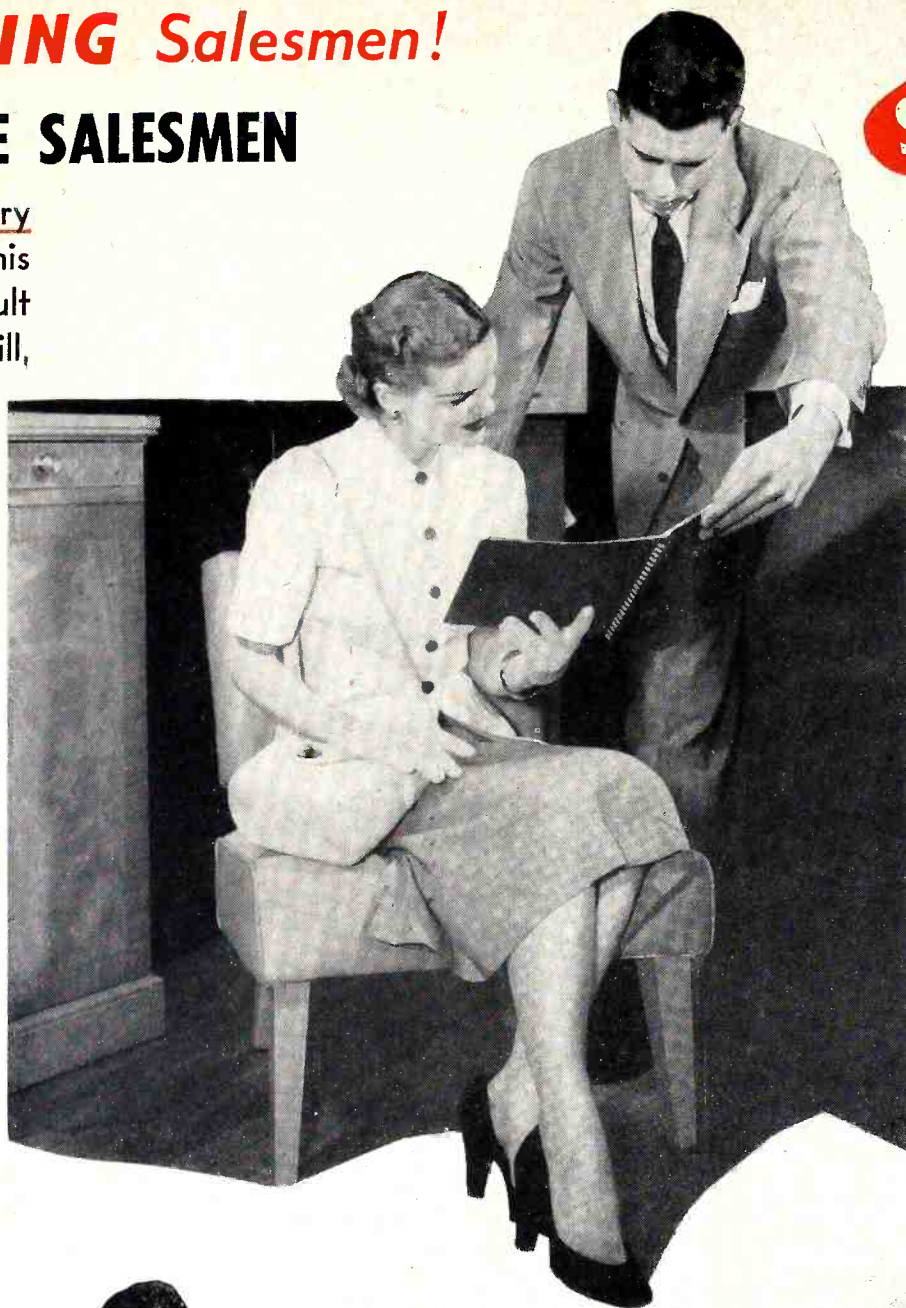
Effective training prevents helter-skelter methods. Untrained salesmen not only lose time, but they lose sales. Hold sales meetings frequently.



**LLING Salesmen!**

## IDE SALESMEN

a very  
d this  
result  
d-will,



**Step 5**

### A SALE BEGINS . . .

The young housewife shown in this scene is in the market for a TV set, and electrical appliances. The young salesman we have seen being hired and trained meets Mrs. Prospective Customer face to face, during his evening floor time. Since the young housewife is "scouting" around for the products, and cannot place order without talking with her husband, the salesman makes an appointment to call at the home.



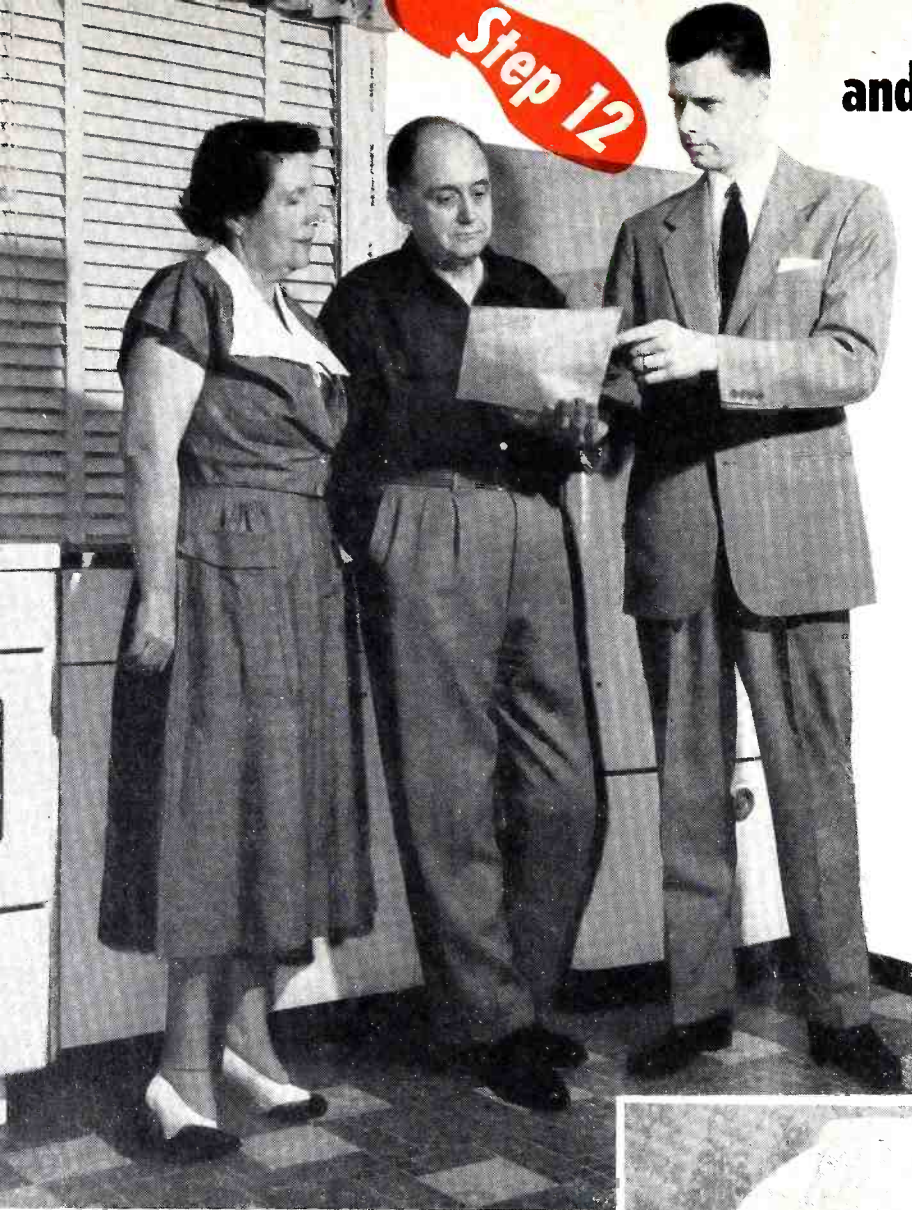
**Step 4**

### FAMILIARIZE SALESMEN with PRODUCTS and PRODUCT DEMONSTRATION



**Step 12**

## and **IN THE KITCHEN . . .**



The young salesman, who doesn't mind working hard to make sales, is asked about the possibilities of trading in the family refrigerator for a larger one having a food-freezing compartment. Though he doesn't make this sale right now, it's dollars to doughnuts that he's in a good position to get an order before long. You see, it's like this: when the TV set has been delivered, the salesman will make an after-sale call, and can talk about that new refrigerator again on that occasion. Also, he'll get some live leads from this family. The prosperous salesman makes money for himself and for his firm. And he makes friends as well. Such friends are not just people he gets money from. They are genuine friends who have learned to trust and respect the energetic, sincere salesman who goes out after business and doesn't fear asking for it.

*... and Don't Forget...*

**YOUR SERVICERS SHOULD BE "SALESMEN"**

Since the technician who goes into the home is looked upon as an unprejudiced expert, it is vitally important that he be trained to "sell" good-will, and to get leads. A servicer who gripes to customers about the boss, or who ridicules the things the salesman told the customer about the product, is a "competitor", not an associate. All dealers should select and train servicers to become sales-minded emissaries of good-will. Smart dealers offer commission arrangements to technicians and repairmen who bring in leads, or who close sales (as many of them do). Select and train good men. Give the gate to the gripers!



In-store photographic scenes were taken in the attractive new Rose store, Plandome Road, Manhasset, New York. Established 23 years ago in Manhasset, Rose is known as one of the outstanding dealerships in suburban New York City. A complete article on the operation of this progressive establishment will appear in a forthcoming issue of **RADIO & TELEVISION RETAILING**.

**RADIO & TELEVISION RETAILING  
CALDWELL-CLEMENTS, INC.**

480 Lexington Avenue • New York 17 • PLaza 9-7880



# RADIO & TELEVISION RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

## Why Liquidate If Shortages Are Ahead?

Up until now, the editors of this magazine haven't talked much about *shortages*. Instead, they urged dealers to *buy carefully, and to continue a fast selling pace*. A lot of people must have thought we were crazy, preaching a *fight-for-sales* doctrine at a time when manufacturers were pouring out products like water spilling over Niagara Falls. And when distributors and dealers were buying "like mad" to build up tremendous inventories; and while consumers were wrapping up their own sales.

Everybody and his brother expected acute shortages, and nobody can blame them for such belief. The newspapers, radio, and about every other news medium sang the song of shortages night and day.

### Reasons for the Present Sales Slow-Down

When people found out that the expected inroads into civilian production had not been made, and that money, while easy to get, was hard to hold, they just about stopped buying, bringing the "seasonal" slump, *the industry has experienced for a great many years*, in ahead of time. The distributors stopped buying from the factories because the dealers had stopped buying from them. And the public quit its mad buying tempo because receivers and appliances were easy to get—and there was no hurry. And, too, earlier buying had "saturated" many a home. In addition, the public's sales resistance was greatly intensified by the tightened terms of Regulation W, to say nothing of the sharp increases in the costs of living.

### See Sellers' Market Here This Autumn

Now, however, factors point toward possible shortages on TV sets, and some major appliances before the end of the year. Slowly, but surely, the big Government defense orders are coming in on a market where many manufacturers *have voluntarily cut back civilian production because of the sales slump*. One day before long, the old inventories will be depleted, and maybe by late Fall, TV receivers *could be this hard to find!*

People have plenty of money. Employment is high. Costs of materials, parts, and the labor to make a finished product are continuing to rise. Under such conditions, it seems more than likely that a return to a seller's market will arrive in the Fall.

A "prosperity-around-the-corner" theme won't immediately help the dealer who is presently struggling to keep his head above water, but it can give him the incentive to hang on a little longer for that sure-to-come, turn-and-climb market likely to arrive a few months hence.

We may be sticking our necks out, but we do believe, from all the evidence at hand, that brisk sales and considerable shortages will be here full-blast before the end of 1951.

# What's Ahead! — in Radio,

**SPOTTY SALES CONDITIONS** MAKE the present TV market hard to figure out. There's been poor response to pressure advertising in most sections of the country, with customers shopping around for the cheapest sets. Business, however, is good in numbers of communities, particularly in small cities and towns. The old-established dealerships seem to be weathering the storm much better than many of the newcomers. Reason probably is that firmly-entrenched merchant has a larger customer list to draw from, and doesn't have to resort to inducement-selling to attract new buyers.

**TALKS WITH A GREAT MANY MERCHANTS** regarding the sales slow-down find almost all of them blaming the tightened credit terms. Meanwhile, terrific pressure is being put on the Federal Reserve Board to relax terms, and also to permit trade-ins to be used as down payments.

**THE SERVICE DEPARTMENT IS THE BUSINESS** life-saver, a great many heavily-inventoried TV dealers are finding out. TV service volume continues to run high in most shops. An Eastern merchant reports that his store is operating in the black right now because of profits he makes in maintenance.

**"SIZE OF SOME INVENTORIES SHOWS** fears of shortages were exaggerated, capacity to produce underestimated. Experts predict business lull will be brief as contracts being speeded. Stepped-up defense output expected to offset current dip."—Bulletin from N. Y. State Department of Labor.

**BECAUSE OF HIGH TAXES, HIGH COSTS OF LIVING,** customers in the fairly high income brackets asking about credit, and balking at stiff terms, report dealers. One merchant, who 2 years ago was doing a 60 per cent cash business, now estimates that 65 per cent of all his present-day customers want to pay on time.

**HECTIC PAST AND PRESENT MARKET IN TV** kept and is keeping dealers on the run. Business was off early in the Spring of '50, but it picked up after Korea (June 24), lasted well into late August. Sales continued at a brisk pace, but were at a disappointing level during Christmas. January, 1951 saw a spurt in TV sales, which, however, was short-lived. Spring '51 drop in set sales about did away with the shortage of a number of TV accessories.

**"THE CONCERN THAT HAS A DEFINITE ADVERTISING PLAN** has a chart by which to steer. Adverse currents and storms may force it to leave the course for a time, but if it has an appropriation and plan written out, it can at least make an attempt to get back on the main course."—M. R. Wilson, sales manager, Thor Corporation.

**"IN CONNECTION WITH THE TREMENDOUS** potentialities of television, one need not look beyond the sensational impact of the Kefauver Committee to begin to appreciate the dynamic effect that television has already had on our lives and our habits." H. C. Bonfig, Zenith VP.

## Television Receivers in Use, by Market Areas

Figures, projected to June 1, 1951, are based on the population living within the 0.1-millivolt contour, which is considered to fall approximately 60 miles from station.

City	Families	Sets Installed	% Saturation	Number of Stations	City	Families	Sets Installed	% Saturation	Number of Stations
Ames, Iowa	195,200	49,000	25%	1	Pittsburgh	729,200	247,000	34%	1
Atlanta	311,000	99,000	32%	2	Providence	406,100	141,000	34%	1
Baltimore	461,000	292,000	63%	3	Richmond	133,700	70,500	53%	1
Birmingham	252,400	47,500	19%	2	Rochester, N. Y.	216,700	795,000	37%	1
Bloomington, Ind.	49,300	15,400	32%	1	Schenectady	322,500	151,000	47%	1
Boston	1,084,000	720,000	66%	2	St. Louis	567,700	275,000	48%	1
Buffalo	309,400	195,000	63%	1	Syracuse	205,200	111,000	54%	2
Charlotte, N. C.	330,800	63,000	19%	1	Toledo	300,100	89,000	30%	1
Chicago	1,668,400	910,000	55%	4	Utica	124,100	39,500	32%	1
Cincinnati	432,600	249,000	58%	3	Washington, D. C.	450,600	249,000	55%	4
Cleveland	804,800	465,000	58%	3	Wilmington, Del.	135,400	61,000	45%	1
Columbus	327,300	141,000	43%	3					
Davenport, Iowa	205,100	51,000	25%	2					
Dayton	275,500	123,000	45%	2					
Detroit	907,200	450,000	50%	3					
Erie, Pa.	84,800	45,500	54%	1					
Grand Rapids, Mich.	194,500	79,000	41%	1					
Greensboro, N. C.	162,100	59,000	36%	1					
Huntington, W. Va.	187,500	39,000	21%	1					
Indianapolis	390,200	120,000	31%	1					
Jacksonville	113,800	28,700	26%	1					
Johnstown, Pa.	310,100	77,000	35%	1					
Kalamazoo, Mich.	153,700	36,000	23%	1					
Kansas City, Mo.	471,900	111,000	24%	1					
Lancaster, Pa.	215,900	86,500	40%	1					
Lansing	206,900	47,200	23%	1					
Louisville	256,400	85,000	33%	2					
Memphis	269,900	81,000	30%	1					
Milwaukee	373,600	232,000	62%	1					
Minneapolis	452,900	257,000	57%	2					
Nashville	205,700	25,500	12%	1					
New Haven	515,400	149,000	29%	1					
New York	3,887,000	2,300,000	59%	7					
Norfolk	204,200	61,500	30%	1					
Omaha	217,600	68,000	31%	2					
Philadelphia	1,343,900	835,000	62%	3					

NON-INTERCONNECTED CITIES				
City	Families	Sets Installed	% Saturation	Number of Stations
Albuquerque	133,100	8,100	6%	1
Binghamton, N. Y.	84,100	35,300	42%	1
Dallas, Ft. Worth	369,800	111,000	31%	3
Houston	307,500	71,000	23%	1
Los Angeles	1,537,800	890,000	58%	7
Miami	154,600	56,500	37%	1
New Orleans	257,700	53,500	21%	1
Oklahoma City	239,000	81,500	34%	1
Phoenix	89,600	38,500	43%	1
Salt Lake City	83,700	39,500	47%	2
San Antonio	157,000	42,500	27%	2
San Diego	182,100	89,000	49%	1
San Francisco	974,300	171,000	18%	3
Seattle	425,400	77,000	18%	1
Tulsa	152,500	67,000	44%	1
Total Stations	107	Total TV Sets	12,752,700	
Total Families	26,571,500	Average Saturation	48%	

# Appliances, Records and Television

DEALER ADVERTISING NOWADAYS stressing trade-ins, easy terms. In effort to overcome resistance to Regulation W's requirements, lots of ads reading, "\$5 a month until your down payment is accumulated," and "\$5 reserves . . .", etc., being used. Trade-ins selling well in almost all markets. In New York area, 7-inch table models bring \$50 to \$60; 10-inch tables, about \$75. Not too many 12-inch jobs being turned in since customers want too much for them, basing requests on original price they paid.

*"MY BUSINESS IS AHEAD OF LAST YEAR," reports one TV-appliance retailer, who says that while his TV sales are slow, he's moving sets out every day. He says that the situation is nothing more than the "seasonal slump," come ahead of time, because "a great many people bought early last year." He looks for business to pick up in September. Says effects of Regulation W are felt more acutely in a dull market, doesn't believe terms will seriously affect business this Fall.*

"CHICAGO HAS 275 COIN-METER LAUNDRIES which do an estimated business of \$5,720,000 yearly, according to a power laundry spokesman. Juke box washer establishments throughout the United States do a business of 300 million dollars, says this same authority."—From bulletin, American Home Laundry Manufacturers' Association.

*WORLD SERIES ON TV Coast-to-Coast hookup? Just returned from a nationwide trip, Walter L. Stickel, national sales manager, receiver sales division of Du Mont, says that the westward progress of coaxial cable and microwave facilities from Omaha, has progressed to the point where televising the annual Fall classic coast-to-coast could be possible.*

ELECTRIC IGNITION AS APPLIED TO THE GAS RANGE, by Norge, thus eliminating the continuous-burning gas pilot light, won top honors in the 6th National Home Safety competition sponsored by Lewis & Conger, New York.

SESSIONS ON STORE MANAGEMENT, business and production prospects, promotion and salesmanship, will give those attending the Music Show something solid to take back with them. National Association of Music Merchants, sponsoring the event, to be held at the Palmer House, July 16-19, will also celebrate its fiftieth anniversary. This year's show will occupy about 10 per cent more exhibit space than last year, according to William R. Gard, executive secretary.

*A GREAT MANY RETAILERS ARE DOING good business volumes but are naturally pessimistic because their inventories are still large, and they are having extreme difficulty trying to keep their financial houses in order. Distributor salesmen are having a tough time, too, since dealers are buying from hand-to-mouth, or not at all. On the bright side, lots of experts are expecting a sharp upward turn of the market, possibly in September.*

\$250,000 VOLUME IN A TRADING AREA of less than 7,000 electrified homes! Exeter-Hampton Electric Company, progressive Exeter, New Hampshire dealership, sells, among other products, 300 GE water heaters a year, reports GE's News Graphic, a dealer bulletin. C. W. Caldwell, general manager, has an explanation for this remarkable sales performance: Continuous promotion, using-the-user, and particularly house-to-house canvassing.

LEONARD ASHBACH, PRESIDENT OF MAJESTIC Radio has announced the establishment of Majestic Research Fund, Inc., endowed for \$500,000, under which grants up to 48 scholarships per year for five years will be made, each worth about \$2,000. Scholarships will be limited to persons over 35 years of age seeking a "Second Chance" for education. First 48 awards will cover 3-year courses in America Television Institute of Chicago. Advisory board comprises Dean H. L. Masson, Engineering Graduate School, New York University; Dean Erich Hausman, Brooklyn Polytechnic Institute; Prof. R. T. Livingstone, and Prof. David Bendel Herz, Columbia University, and G. A. Bishop, director of research, Textile Workers of America.

## FUTURE EVENTS OF INTEREST TO READERS

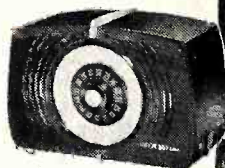
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|--|---|--|
| June 4-7: Radio & Television Manufacturers Association Meeting, Stevens Hotel, Chicago, Ill.                   | July 16-19: National Assoc. of Music Merchants 50th Annual Convention and Trade Show, Palmer House, Chicago, Ill. | Aug. 22-24: Pacific Electronic Exhibit, Civic Auditorium, San Francisco, Calif.                  |
| July 9-13: 15th National Housewares and Home Appliance Manufacturers Exhibit, Auditorium, Atlantic City, N. J. | July 16-20: Western Summer Market, Western Merchandise Mart, San Francisco, Cal.                                  | Sept. 3-7: Boston Gift Show, Hotel Statler, Boston, Mass.  |
| June 17: Father's Day.   | July 30-Aug. 10: Chicago Gift Show, La-Salle Hotel and Palmer House, Chicago, Ill.                                | Sept. 11-13: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, Ohio. |
| June 18-28: Home Furnishings Market, American Furniture Mart & Merchandise Mart, Chicago, Ill.                 | Aug. 19-22: 4th Western Housewares Show, Biltmore Hotel, Los Angeles, Cal.  | Sept. 16-20: Philadelphia Gift Show, Hotel Benjamin Franklin, Philadelphia, Pa.                  |
| June 25: National Appliance and Radio Dealers Association Mid-Year Meeting, Stevens Hotel, Chicago, Ill.       | Aug. 20-24: New York Gift Show, Hotels Statler and New Yorker, N. Y.  | Sept. 23-27: Washington Gift Show, Hotel Willard, Wash., D. C.                                   |
| July 1-6: New York Lamp Show, Hotel New Yorker, N. Y.  |   | Oct. 8-12: National Hardware Show, Grand Central Palace, N. Y.                                   |

# 13 Selling Hints for

**FOR FAST CLOSURES . . .**

**Show 'em an RCA VICTOR First**

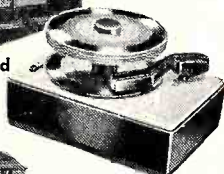
Try these tested and proved selling hints today—



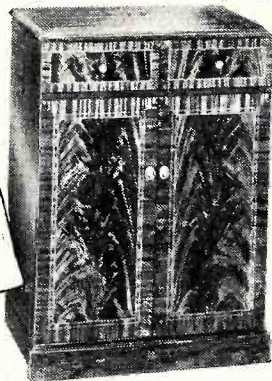
X551



The Highland (7T112)



45J2



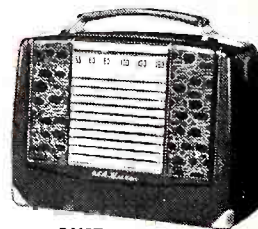
The Regency (7T123)

**"Don't Miss these Television Shows!"**

Feature prominently in traffic spots the programs for the week with this lettering . . . "DON'T MISS THESE TELEVISION SHOWS!"

Display a "Victrola" 45 record changer attachment plugged into RCA Victor television and radio sets. It makes a "bargain" offer!

Let your serviceman take along and sell an RCA Victor portable when making repairs in customers' homes.



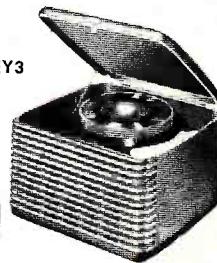
BX57



BX6

Add a "P.S." to all your customer correspondence asking, "Incidentally, have you seen the new RCA Victor portable radios?"

During this big portable season ask every customer to pick up the "Victrola" 45 Personal phonograph by its convenient carrying handle. Display it open and closed.



45EY3



**ONLY RCA VICTOR HAS THE "GOLDEN THROAT"**

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U. S. Pat. Off.

**RCA VICTOR—World Leader in Radio**

RADIO & TELEVISION RETAILING • June, 1951

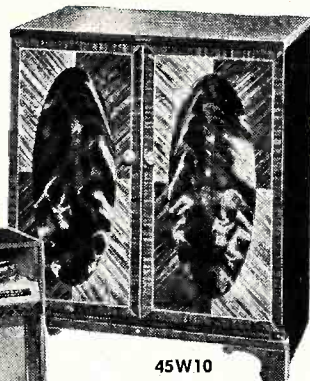
# Bigger Profits in June!



Show the graduation and wedding gift buyer the RCA Victor "Personal" radio. It's a "cinch" to sell every time!

B411

In June, show newlyweds the 45W10, featuring AM-FM radio and a 45 rpm phonograph.

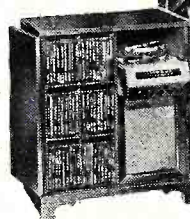


45W10

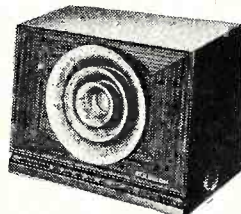


The New Fairfield (7T122)

Leave "LIFE" magazine atop the Fairfield. Open it to the ad featuring this best-selling RCA Victor television console.



When customers balk at the price of a console, show them the table radio 9X571 before they get away. It features a big "console-size" 8-inch speaker.



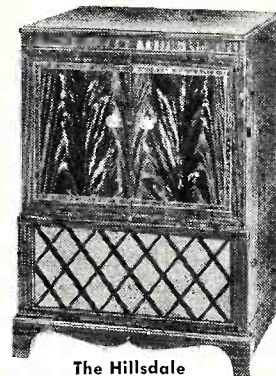
9X571



The Newport (7T103)

Cash in on special telecasts—use the Newport in RCA Victor home demonstrations. It's an easy-to-manage, top-performing instrument that really sells TV.

Go after your former small-screen customers to sell them the big 19-inch RCA Victor console—the Hillsdale!

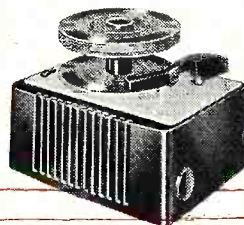


The Hillsdale (9T126)



The York (9T105)

Display a small-screen trade-in set alongside the 19-inch RCA Victor York—big-screen television's top table model value.



45EY2

Keep a "Victrola" 45 table phonograph playing softly by the cash register to get plenty of demonstrations... plenty of sales... plenty of repeat business with records.

## RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

... First in Recorded Music ... First in Television

# In Spite of Credit Curbs, You Can Increase

**"Lay-Away" and Rental Plans Effective. New Market Among One-Time**



A defeatist attitude toward tightened credit terms is stymying the efforts of many a salesman. Some dealers and salesmen have developed a bad case of the jitters, in spite of the fact that to a great many customers, the new terms are still "easy" and financially attractive.

• The post-Korean Regulation W and its tightened counterpart were designed to put the brakes on instalment selling. They have accomplished that to no uncertain degree, but the fact remains that good business in time-payment sales can still be done.

One of the first steps to take in a drive for more instalment business should be the determination on the part of the dealer to sell himself and his salesmen away from any defeatist attitudes they may have acquired.

That the present controls are rigid, and have and are hurting sales cannot be denied, but there remain numbers of ways—all legal—under which stores can increase time-payment sales. The first thing to do is to realize that there are millions of people who can afford to buy one's products under present regulations, and who will not consider such terms out of their financial reach. The

second thing to do is to try to *capitalize* on the tightened regulation itself by selling yourself and your customers on the fact that a larger down payment and a shorter maturity arrangement is advantageous to both. Even without credit restrictions of any kind, the smart dealer always tried to get a "good" contract. He knew that the majority of contracts that went bad were the extra-easy, extra-long ones where nothing but a token down payment had been made.

From the customer's viewpoint, too, there are many advantages in making substantial down payments on short-maturity contracts, and chief among them is the saving in interest charges. Also, the customer who cleans up payments quickly is in a position to make other necessary purchases sooner than the one who has the long-drawn-out contract.

## **Inform the Customer**

As stated before, the selling job starts right in the store among the personnel. If members of the sales-force fear quoting terms to customers on the premise that the information will scare them away, many good time sales will be lost. An important point to remember is that now, as in the past, numbers of consumers buy on time because they believe that under such conditions they get better guarantee protection. While no dealer should sell such idea to prospective purchasers, he shouldn't overlook the fact that such customers exist, and that, by and large, the great majority

of them can afford to pay cash, and, therefore, are certainly in a financial position to meet the new Regulation W terms—and even stiffer ones.

The right way to go about selling under present curbs is to *believe* in advance that the customer can afford to make the required down payment and can meet the necessary monthly instalments. And, also, to offer instalment plans to *all customers*. This is necessary because some folk will hesitate asking about time-buying, or may not know that instalment facilities are available in the store.

This writer found during a tour of stores that numbers of salesmen when asked about terms commenced immediately to apologize for the drastic Regulation W. "The new credit terms chase a lot of people away," one salesman told a would-be customer. He should have been willing to change his methods when the customer asked, "What new credit terms?" About every dealer in the United States knows that time-buying requirements have been tightened. It would be interesting to know how few consumers know it. In some stores visited, salesmen took still another tack. When asked about credit terms they did a lot of double talk designed to avoid coming right out with the facts. It is likely that numbers of customers were antagonized, and justly so, when it came time to read the figures in black and white on the contract.

By and large, a great many salesmen have become so jittery over Regulation W that their sales volumes

## **Take These Steps to Sell More Credit Business**

- "Sell" yourself that the credit terms can be met by many customers
- "Sell" yourself that short-term, high-down payment contracts are better contracts
- "Sell" advantages of immediate use to your customers
- Sell "Lay-away" plans—home trials and demonstrations
- Advertise "easy terms"—without making exaggerated claims
- Don't beat about the bush in explaining terms to customers
- Don't "apologize" for terms. Believe that most can meet them
- Sell the advantages of credit to those erstwhile cash buyers
- Follow up the paid-out accounts; getting new contracts

# Time-Payment Sales Volume

**Cash Buyers Waiting to Be Tapped. Good Salesmanship a Must**

have slumped to new depths, particularly in the "time-buying belts" in the large cities. "I double up my fist and put it in my pocket when a customer asks about time-payments," one salesman told us. "If I tell them right off the bat, they walk out. If I beat around the bush, they'll balk at signing the contract." This salesman admits to selling under tension, but his case is not typical since he operates in a section of a certain city where methods have always been to sell "easy terms" competitively—such terms often being more important than the list price or the product make.

For dealers who are in typical, average communities, Regulation W should be looked at in a realistic manner, not as a *curb* but as a challenge—a challenge to do good business in spite of it.

## Selling Techniques

In addition to selling himself that he can do business with W, the dealer can employ a number of effective merchandising techniques geared distinctly to his particular neighborhood. In sections where time-buying is a firmly entrenched practice among consumers, the merchant can meet a great many objections to the present terms by offering lay-away plans, a procedure OK'd by the Federal Reserve Board. Under this plan, the customer makes small payments at pre-determined intervals until the amount laid away equals the sum required as a down payment. The merchandise is not delivered by the dealer until the full initial down payment has accumulated.

Though this country is certainly instalment-buying conscious there are a great many people who have never bought on time. It is reasonable to assume that most of such people haven't used instalment buying for one of two reasons. First, because they always had the cash to lay out, or second, because they felt that buying on time wasn't dignified. Such folk represent a virgin field. So far

The larger the down payment, and the shorter the maturity period, the sooner the customer owns the product outright, and is in a position to buy more merchandise. The smart salesman sells the advantages of instalment buying to all groups—to those who've been used to paying cash, to those whose contracts have been paid out, and to those who may think buying on time is undignified (or not good business).

## About Regulation W

Was in effect during World War II  
Revived, Sept. 18, 1950. Terms: 15% down—18 months to pay  
Regulation W "tightened", Oct. 16, 1950. Terms: 25% down—  
15 months to pay. (present terms)

as the first part of the group is concerned, it may well be that high income taxes and rising living expenses will cause many to be willing to buy via instalment plans rather than wait until they feel that they can part with the necessary ready cash. The enterprising merchant can offer what will seem to be exceptionally attrac-

tive terms to the erstwhile cash buyer.

The second group of "nevers", the folk who don't believe in buying on time, can be sold by the sincere salesman who points out the *advantages*, rather than trying to combat the customer's objections. First and foremost among these advantages is the

(Continued on page 47)



# It Will Pay You to

# Take a New Look at

**Consumer Habits, Preferences and Trading Areas Have Changed Radically in the Past Few Years. The Alert Dealer Needs to Keep Abreast of the Trends**

• In every community in the country the most successful stores are invariably those skillfully "tuned in" to do business with the local folk along lines of least sales resistance. Such dealerships, however, keep abreast of the times, varying their merchandising techniques to gear them to changing trends.

Every now and then the dealer should make a thorough mental survey of his trading area and its people in order to weigh and evaluate any changes likely to affect his business.

Since the end of World War II most communities have undergone radical change from what they were in pre-war days. People have changed and so have neighborhoods. The dealer who hasn't kept up with things that are going on is likely to fall by the wayside, a victim of competitors better equipped to do business with the *new consumer—today's customer*.

Let's take a look at this *new customer*. In pre-war days we had three groups of prospects: The rich class, the middle-class and the poor class. If we are to believe certain prominent sociologists, the middle-class has just about disappeared from the American scene. But the dealer knows that this is not the case. If he will look around at the folk in his own community, he will be more likely to hold to the belief that the poor class is disappearing. This one-time poor class, because of high employment and good wages has now become yesterday's middle-class. To prove this, make a mental picture of your pre-war "wrong-side-of-the-tracks" neighborhood. This was the territory avoided by the pre-war canvasser. The folk who resided there had very little cash to spend, and were considered to be

extremely poor credit risks. Today, such people who once bought \$9.95 radios now own TV sets, refrigerators, home laundry equipment and other labor-saving and entertainment devices.

To get another look at *today's customer*, consider the one-time "rich" family who lived in that enormous house, long since torn down to make room for a real estate development of small new homes. Unable to cope with the heavy overhead of running the town mansion, and plagued with such problems as domestic servants, heating, etc., a great many members of the former rich class have joined the ranks of the middle-class. The pre-war middle-class still exists, and in spite of what we hear to the contrary, this middle-class or "white-collar" man has raised his standard of living, and has more money now than he ever had before. He has now been joined by the one-time poor class, and by many people who used to be considered wealthy.

## **They All Want the Best**

When we combine all of the foregoing facts we get a pretty good view of the typical customer of today. We see him as an individual in *one class*, made up of what used to be several well-defined, sharply different groups. The important thing for the dealer to realize in all of this is that *customers are more alike today than they ever were before*. They may vary in degrees of formal education, culture, social background and what-have-you, but they are all more or less alike in buying habits.

Before the start of World War II, the dealer used to sell the best of everything to the man in the mansion, the so-so merchandise to the white-collar man, and the cats and dogs to the poor little guy who was poison to the finance company.

Now things are vastly different. Almost all customers *want quality*, and most of them *buy quality*. In most small towns

## **TODAY's Neighborhoods Are—**

More "mixed" than they ever were previously  
Likely to have good prospects on "both sides of the tracks."

and cities, neighborhoods are so mixed because of the housing shortage that no one could make an accurate survey income-bracket-wise by trying to go by the appearance of homes. Only in some large cities do "slums" stand out as separate areas, and even in them the standards of living have risen markedly.

Because of the all-out demand for high quality, and the brand-consciousness exhibited by the average consumer, borax merchandise in our field has about disappeared. Nowadays, every customer *wants* the best he can possibly afford to pay for. The pre-war "poor man" didn't even bother about wanting the best. He just bought the cheapest product he could lay his hands on or did without.

It is indeed fortunate for the dealer that he is able to more or less group all of his customers into one common category. If he studies *today's customer* carefully he and his salesmen will be able to do a better selling job. If, on the other hand, he continues to operate his business on old-fashioned lines which broke down customers into the several familiar groups, he may be losing plenty of business without realizing why.

Former yardsticks used in "sizing up" a customer are out of date today. Years ago, the salesman "went by" appearance. The well-dressed customer got the de luxe treatment; the middle-class, withal respectable-looking person, the ordinary treatment, and the poorly-dressed individual was shown the borax products first, and wasn't permitted to take up too much of the salesman's time. The dealer who has "special" kinds of salesmanship nowadays for what he thinks are "special" kinds of customers is going to let some uncouth-appearing guy walk out to another store to buy a \$500 TV set in order to spend his time selling some Fancy Dan a light bulb.

## **TODAY's Customers Are—**

- More alike in buying habits than ever before
- More alike "class-wise" and "income-wise"
- Younger than they were before World War II
- Quicker to reach a buying decision
- More brand-conscious than ever before
- More QUALITY-Minded than PRICE-conscious
- More willing to take a salesman's word
- Not likely to fall for "gimmicked" advertising



# Your Customers

Because "classes" as such are fast disappearing, and American people, by and large are more alike, particularly when it comes to buying products in this field, let's examine the *new customer* thoroughly. Let's look into his likes and dislikes in order that we may sell more merchandise to more and more satisfied customers.

## New Selling Techniques

To begin with, the *new customer* prefers to shop in a store where merchandise is clean, and attractively displayed. The store can be "homey" or formal. But it shouldn't be "too much" either way. If it's a "homey" store it doesn't have to be full of dust and cobwebs, and fitted out with cuspidors. If it's formal, it shouldn't have the atmosphere of a funeral parlor. And in passing, let's remind the dealer in rural areas, that the farmer is the *new customer*, also. Sharply increased income, automobiles, radio and TV, and modern improvements have taken him out of the rube class. Today's farmer is a business man who's no longer the prey of city slickers who ask him if he's "got two tens for a five." Some of the finest and most modern stores today are in farming areas.

Today's customer is far less "suspicious" of salesmen than he used to be, and the dealer can capitalize on this fact. One of the chief reasons why modern customers trust salesmen is because they are more familiar with brands than they ever were before. Other factors are the absence of cats and dogs in this field, and the virtual disappearance of door-to-door racketeers who used to stick folk with shady deals. People no longer believe in the old adage that "a buyer needs a thousand eyes—a seller none", and this is a very good thing for salesmen because it permits them to ask for an order *at any time*, and in a forthright manner without scaring



away a customer. The *today's new customer* expects the salesmen to ask him to buy, and this means that there's an end to that will-o-the-wisp "psychological moment" business of the past. The modern "psychological moment" is any time during the conversation, as long as the salesman actually does ask.

The *new customer* makes up his mind much faster than the pre-war purchaser did. This is a reflection of stepped-up living tempos and more

money to spend. Before the war, long months of sales effort were frequently spent in seemingly endless calls on prospects in the market for big-ticket items. Today's modern consumer will buy fast from the salesman who speeds up the whole process without using disagreeable tactics.

Today's *new customer* likes and expects to be shown high-priced models *first*. Such gesture is flattering to the shopper, and never comes in the way of a shock, as no modern customer is going to be flabbergasted by

(Continued on page 86)

## TODAY'S Modern Merchant—

- Doesn't judge people by appearance
- Shows modern customers the best first
- Keeps his store "youthful" to attract young people
- Doesn't go hog-wild in making his store too "homey" or too "formal"
- Asks for the order any time—his idea of the "psychological moment."

# MEMO to the Congress



UNDER 21  
36% of the population

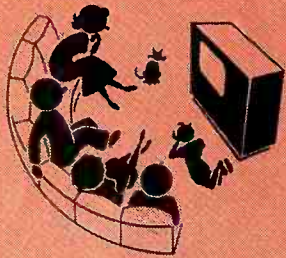


OVER 50  
22% of the population

58% OF THE POPULATION is under 21 and over 50 . . . and 75% of these groups have no TV sets in their homes. Yet *they* should be television's greatest beneficiaries. Even before the proposed tax, these groups had little buying power to purchase TV and it will be entirely out of their reach under the proposed tax.



TV IS A POSITIVE FACTOR in reducing juvenile delinquency. It takes kids off the street! Temptations don't come when kids are watching wholesome television. Only one out of four has a set in his home; the other three are left to their own impulses to find amusement. Do you know where your children are tonight?



HOME LIFE is now centered at the TV set because families and friends gather day and night. It matters not that your neighbor likes wrestling or that you like the drama. The important thing is that TV draws families closer together. What's happening to the old haunts? . . . the clubs, town hall steps, pot-belly stove and hitching rack?



NEWSPAPERS AND TELEVISION are the greatest disseminators of news—greatest molders of public opinion—greatest force to combat subversives. Officialdom would be a great sufferer if obstacles were put in the path of television. The government itself relies on TV and radio for quickly contacting the nation. Newspapers are not taxed. Why tax television?

*Ask your Congressman to Vote AGAINST*

Copies of these pages have been mailed to every Senator and every Representative, in addition to other Washington officials. Readers are urged to communicate with their own Congressmen, expressing their individual views on the

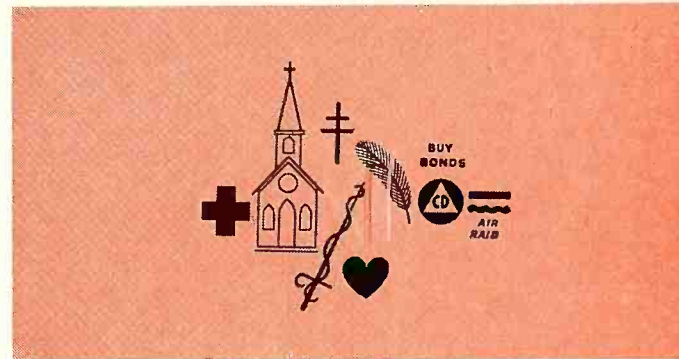
high taxes (25%) which have been proposed for television. Specifically Radio & TV Retailing urges the Congress to:  
(1) Remove the tax and make it "free television." TV is not a luxury.

# — Don't tax television sets!

DON'T BRACKET TV with mink coats and Scotch whisky. Remember what happened in the early days of the automobile when *it* was thought to be merely a luxury and menaced by exorbitant taxes. Television today is a utility and a force for good, even if only in its infancy.



TV BROADCAST STATIONS give more time on the air (equivalent of money) to religious services and charities than any other industry in America, bar none. Examples: March of Dimes, American Red Cross, Savings Bonds, Community Chests, Civilian Defense, Cancer Fund, Boy Scouts and scores of other worthy causes.



THANKS to the engineering ingenuity of television manufacturers, the average selling price of TV sets was reduced 50 per cent in a 4-year period. But wait . . . government taxes, credit restrictions, material allocations, etc., have already increased those prices 40 per cent.



TELEVISION provides a vast video audience for the great leaders who shape the destiny of America. During the Senate Crime Investigation conducted by the Kefauver committee, TV stations sacrificed hundreds of thousands of dollars in income in order to bring the witnesses and their testimony into millions of homes. Don't put a tax on *free* television. TV and radio form the only free service we have left in this country.



## the Proposed Tax on Television Sets

- (2) Ease the credit restrictions on this one article of merchandise going to the American home.
- (3) Make materials available so that sets can be produced, and produced economically, giving the manu-

- facturers an opportunity to get their prices down.
- (4) Ask the FCC to hasten the lifting of its allocation freeze so that TV may be extended into vast areas where it is as yet unknown.

# Your Customers WILL BUY

**Lively Promotion, Tied-in With Outdoor Activities Can Sell Discs.**

● Right now many record dealers are concerned over the phono record industry's traditional "summer slump." They're wondering what there is they can do, if anything, to overcome it. Some are willing to give up and say "the record business has always had a summer slump, and there's nothing that can be done about it." Fortunately, these dealers are becoming fewer in number, and the fewer there are who feel this way, the better are the chances for those who do care to do something about it.

Supposed reasons are sometimes offered as being the causes of the slump: *People go away on vacations*; but entire neighborhoods do not up and leave for the entire summer. *People spend more time outdoors*; but they still look to music for entertainment. They attend outdoor movies, concerts and dances where they are stimulated to buying records, and they still enjoy listening to phonograph records in the cool comfort of their homes.

Reasons such as these are not enough to explain the hot weather dip in the record sales curve. Only

the defeatist attitude can explain it; the attitude that says "sales are impossible, so why even try"; for such an attitude, if widespread, would surely cause a sales slump at *any* time of the year. It's an unhealthy and hopeless attitude, and the first step in doing away with a "summer slump" is in doing away with this attitude.

## **It Can Be Done**

Let's face the facts: phono records can be sold just as well during the summer as during any other time of the year. Retail dollar sales for June and July, 1950 were up more than 75% over the same period in 1949. They can be just as high, or higher, this summer if the proper effort is put into it.

In past years, with many dealers refusing to make any effort during the summer, manufacturers often held back any big releases until after the summer doldrums, fearing that the full sales potential of a disc or album would not be realized if it was released during the summer. This, of

course, did not help any in stimulating summer sales.

But now, the manufacturers are sure that hot-weather sales *can* be good and are planning a number of big, promotion-backed releases for the summer. Including a number of movie and show albums, the new releases present plenty of promotion potential to the dealer for local tie-ins.

It takes more, however, than just stocking the items and using the manufacturers' promotional material to have a successful summer. The dealer must not only take full advantage of all the promotional material offered by the manufacturer, but should devise more of his own. This might include adapting the manufacturers' material to fit his specific locality more exactly, or adding to the manufacturers' material.

## **Use Album Covers**

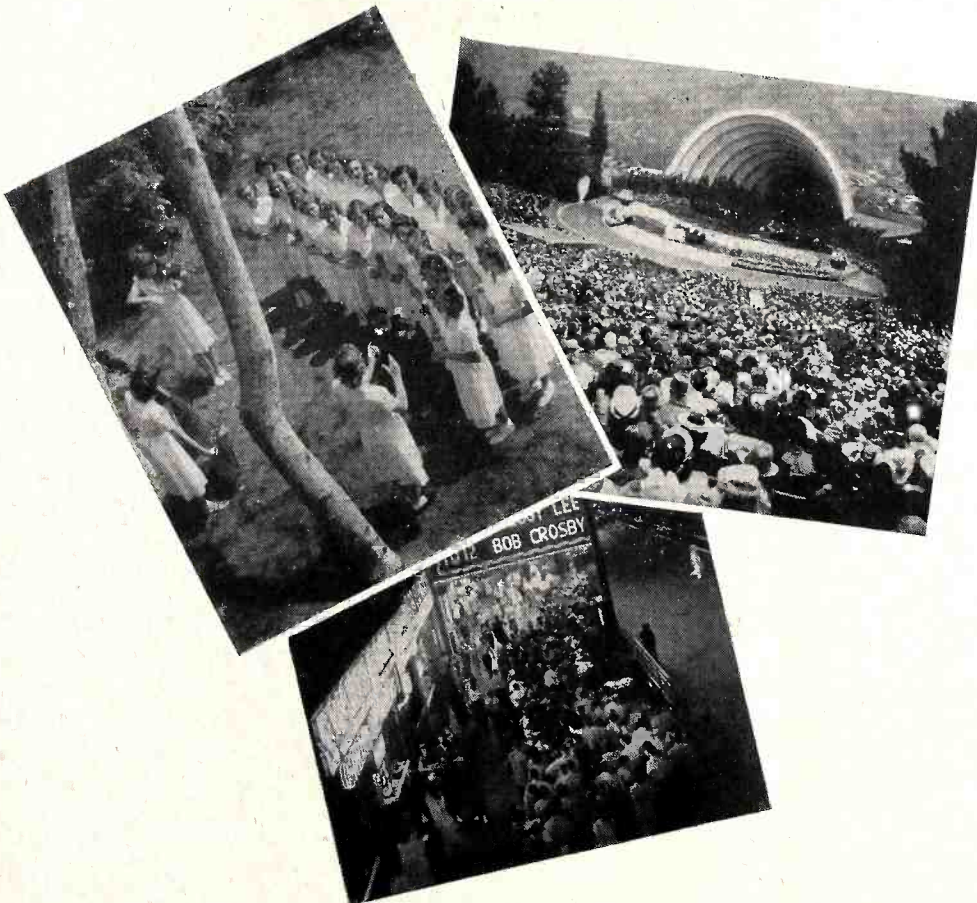
While on the subject of manufacturers' promotional material, it might be well to give more consideration to the actual album covers and jacket designs. There's much money, thought and effort put into the design of these covers. They're planned to attract the customer and to sell the records. The days are gone when shelves were loaded with cumbersome 78 RPM's and selling was done largely from show cards and catalog listings. Selling now can be done from the open displays of the actual records.

The new speeds offer advantages not only in quality and price, but in their adaptability to attractive displays. Each cover is a display in itself, a silent salesman, which, thanks to the light weight, can be handled and displayed easily. Take advantage of the work that went into these covers. Display them in racks and holders which are designed for them and which show them in full view and leave them readily accessible. Don't be afraid of their being handled by the customer. It won't hurt them, but it will help to sell them.

## **Year Round Equipment**

It was mentioned before that people spend more time at outdoor activities during the summertime. It was also stated that these activities include such things as concerts, movies and dances. Music plays a major part in all these forms of recreation and the fact that people attend them even in hot weather is proof enough that music is a much sought after form of entertainment in any kind of

Contact these outdoor crowds in summer. Music still supplies recreational pastime for most folk regardless of the weather. Go out after them and you'll sell them.



# Records This Summer

***It Will Pay to Keep Your Store in Their Minds.***

weather. Tie-ins with such activities as these should produce good results during the summer, just as they do during the other seasons. Promote the fact that the same or similar music is available at your store; music which can be enjoyed in the cool comfort of the home at whatever time and as often as desired. Keep plugging the comfort and convenience angle, it's a terrific hot-weather appeal.

## ***Urge Phone Orders***

Make your phone number readily available; use it on all your promotional material. Suggest ordering by phone as an added convenience. With all the schools turned out for the summer it shouldn't be difficult to arrange for free delivery service on all orders. You might even arrange to pay the young "messengers" with phono records. Similar arrangements can be made for the distribution of handbills and circulars at outdoor concerts, movies and dances.

But be sure to get out and contact these outdoor activities. And check your area for outdoor shows and fairs. If people go outdoors during the summertime, go outdoors after them. Let them know what you have to offer, and you'll bring them into your store.

This brings up another point. In bringing folk into your store during the summer, you've got to give your store some "hot-weather appeal." Trim it down for summer activity. Get as much open floor space as possible. Avoid the crowded and congested appearance that makes a store seem hot and uncomfortable. Give it that cooling effect with plenty of free air space. And keep the actual temperature down. Use your fans, or better still, an air-conditioning unit. For store and window decorating, stick to cool pastel colors; you can get quite a cool effect with just light blue crepe paper streamers.

A cool and comfortable store is a terrific asset during hot weather, so advertise the fact that your store is cool. Put a sign in your window inviting folk to enjoy the cool comfort inside. And suggest some pleasant coolness with your window display. Too often in hot weather, a record display in a show window contains a number of discs which are draped over their supports like soggy pancakes. This is certainly no way to suggest crisp coolness. Be sure all display discs are firmly supported or are laid out flat, so when the sun hits



**Keep thoughts of phono records in summertime activity.**

them, they'll keep their shape.

Try to get some motion in your window display. In the hot weather things seem to slow down and much activity and motion ceases. A moving display in your window will attract much attention and keep your window away from that summer dead-stillness.

Another vein for bringing in extra disc sales during the summer, which, in fact, will help to boost volume in winter too, is disc mailing. This is a safe bet now with lightweight, unbreakable discs. The same corrugated board squares which the manufacturers use for packing can be used in wrapping for mail.

Disc mailing can be promoted as a gift service. With summer's flock of weddings, graduations, etc., the gift mailing idea not only offers an extra service to the customer, but suggests giving records on these various gift-giving occasions.

And don't forget the tie-in sales of other summer merchandise to keep

the summer dollar volume up. A natural tie-in item which will also help to boost record sales is the portable phonograph. Not only is this an ideal summertime item in itself, but its sale opens the door to loads of additional disc sales.

Use all the means available, and use them well, and your dollar volume in discs during the summer will avoid that depressing dip. Things in general slow down during the summer, and it takes more effort to get things done. This applies to phono records as well as to anything else—it's more effort on the part of the customer to shop for them and to buy them. Consequently, it will take more effort on the part of the dealer to get them to buy. But they will buy; that has been shown. They'll buy during the summer just as well as at any other time. And if it takes more effort, resolve now to give it that necessary effort, and do away, once and for all, with the "summer slump" in the industry.

# Selling UP Will Help Move

**Terrific Competition for the Price-Buyer's Business Leaves De Luxe Field**

• The present soft market can hurt a lot of salesmen by making them price-conscious to the extent that they will assume that every person who comes in the store is shopping for price.

Such assumption is bad medicine since it breeds underselling, and robs a salesman of the courage and imagination he needs to sell more high-profit items, both now and in the good days ahead. And, in addition, such premise is false. There isn't a store in the country, including those of the most notorious price-cutters *whose clientele is composed solely of chiselers.*

Even in a distressed market like this present one it is actually often *easier to sell up than it is to sell down.* Here's the way it works out: The out-and-out price shopper can always get a lower price elsewhere, hence he walks out of your store no matter what figure has been quoted, what inducements offered. Where he finally signs up, no one knows!

Dealers all over the country will back up this latter statement.

"They wouldn't buy if I threw in the kitchen sink," says one New York

dealer. "The big chains are cutting so low that no one can meet the competition." But the big chains will tell you that *they are not selling, either.*

Maybe it would be good business to show the price shoppers nothing but the high-priced models!

## TV Interest Still High

Perhaps the wave of price-cutting, and the general sales slow-down has had such a bad psychological effect on salesmen that they've forgotten how to offer a big-ticket instrument to the customer. Perhaps they're taking it too much for granted that every customer is out for price, and hasn't enough money to make the required down payment.

People do have money. Plenty of it. People are improvement-minded to the extent they never were before. People are just as red-hot over television as they ever were—perhaps more so. But, because of high costs of living, including taxes, it's much harder to sell them; much harder to get that big down-payment. They are buying more deliberately, more carefully.

## The Salesman Who Believes All Customers Are Chiselers Can't Sell the Better Sets

The fact that the public is "specializing" in buying the lowest priced sets is due to a great extent to the fact that a great many salesmen are "specializing" in selling nothing else but the low-end models. Salesmen need to overcome price consciousness, and to realize that a great many people can and will buy the best if the instrument is properly presented.

What is needed to sell better instruments to the average person is *better salesmanship*, coupled with a firm determination not to allow price-consciousness to get the upper hand.

The practice of "selling up" has gone by the board in this soft market. In its place there has sprung up a brand of selling that is of the sheer desperation type. Show-windows and advertising sing cut-prices, below-cost prices, and at-your-own-price prices. And yet this distress-selling technique has failed miserably in producing results.

"Price inducement means nothing in this market," says one dealer. "No matter how low I advertise sets, they want more off, and finally walk out to go somewhere else."

"Maybe I should advertise *high prices*," said another merchant. "People won't respond to the low ones."

Since it's been seen that low price alone won't move sets, selling up, in this tough market may actually get results. It is a fact that flocks of people have been shopping around for bargains, and have been pushed around in many cases where they asked for certain models, advertised in ads or in show-windows at cut prices. "They're all gone, now," is a familiar line such shoppers hear, and it is probably true that a lot of such disgrusted folk finally end up paying some dealer list for a set.

## More Profits This Way

There's a right way to "sell up". And this right way is to try to sell the customer the best instrument *he can afford to buy*, and to conduct such effort in a sincere, courteous, considerate and unhurried manner.

Selling up the right way builds more profit for the firm, and more customer good-will. On the other hand, strong-arm, impatient methods seldom get results, usually resulting in a high walk-out rate in the store.

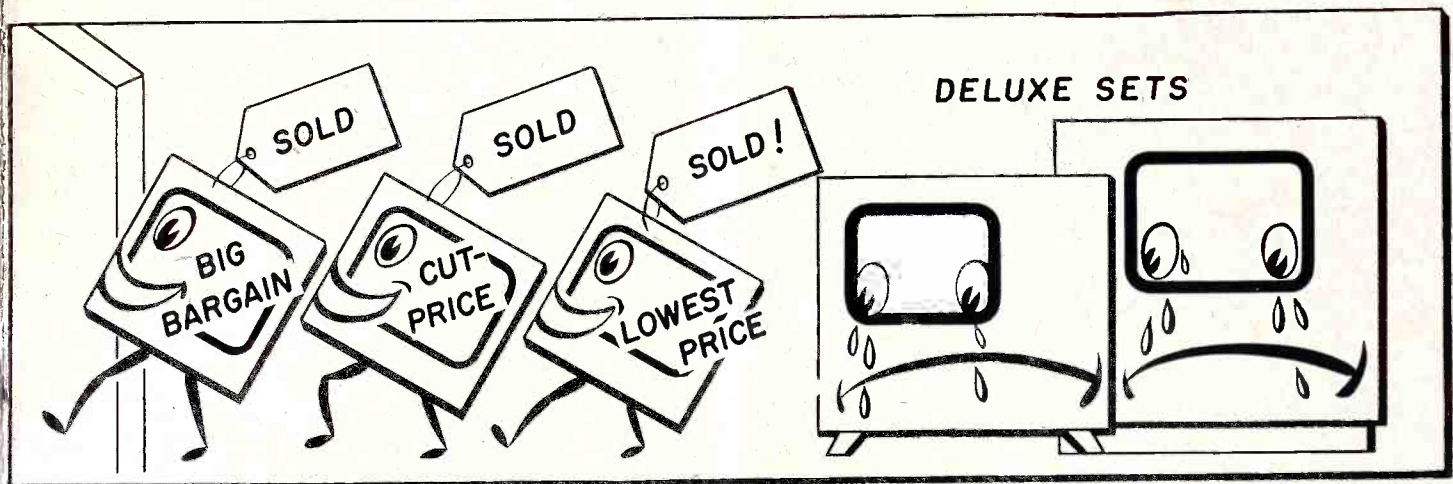
Since one can't accurately size up the would-be customer by appearances, it is good business to take it for granted that the customer *can be sold a fine receiver.* The technique indicated, then, is to show the best first, unless the customer specifically asks to be shown a certain set.

The most common fault seen in selling up methods today follows the lines of the same old routine that's antagonized customers for a great many years . . . the beating down of the low-priced product the customer came in to inquire about. When the salesman says, "oh, you wouldn't want



# Those Big-Ticket Sets!

**Underworked. Better Salesmanship, Outside Salesmanship Can be Effective**



that receiver," when the prospect comes in, often as the result of an advertisement specifically stressing the value of that particular set, such customer has a right to be skeptical about anything the salesman may have to say about a higher-priced instrument.

It should be the natural inclination of every salesman to sell the best to his customers. Certainly, it is the desire of every customer to own the best. This being the case, then, the only thing standing between the lowest priced product and the highest priced one is the difference in price between the two units.

In cases where the customer cannot actually afford the higher-priced unit, and makes this fact known to the salesman, continued attempt to push the more expensive set will often offend the customer sufficiently to cause him to leave without buying anything. In cases where the salesman has a pretty good idea that the customer can afford to pay for a better receiver, he is overlooking a good bet if he fails to try to sell up.

Many dealers are heavily inventoried on high-priced receivers, which certainly are not moving well at all. In a great many instances, the de luxe models are being neglected because the cheaper models sell faster in a price market. Yet every merchant

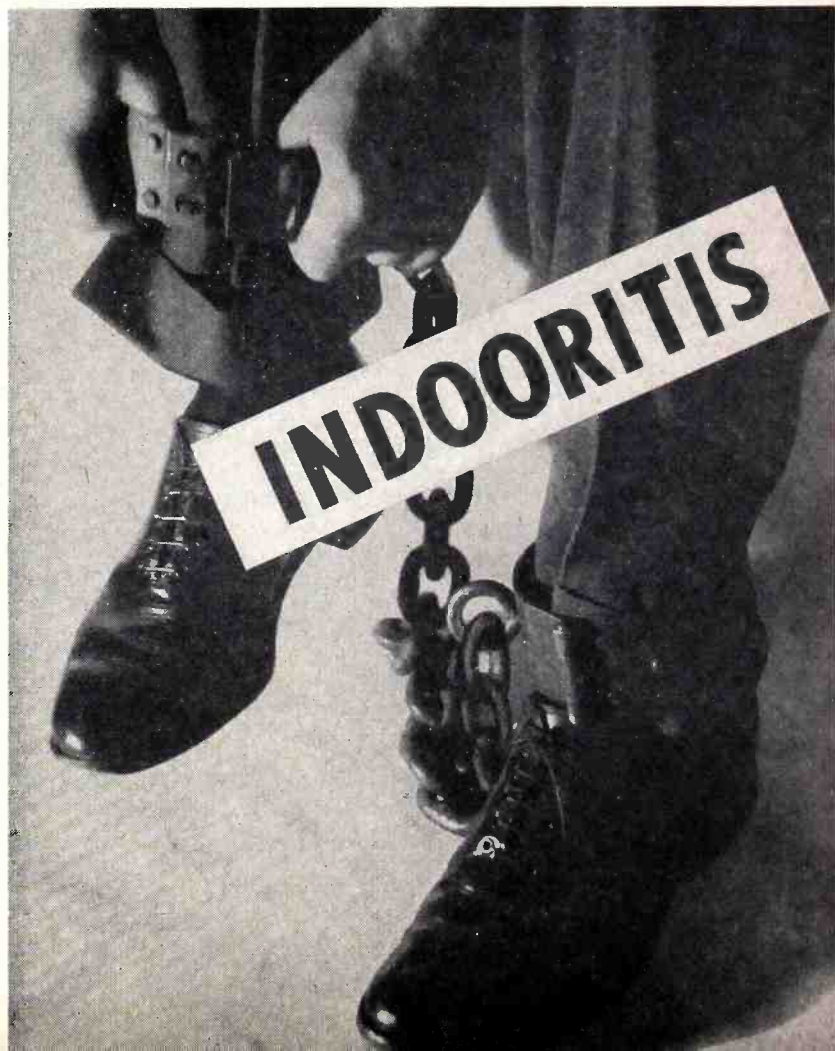
knows that somehow or other, some time, he must move those receivers.

Genuine attempts to sell up are bound to get results. The salesman must believe in several things to do a good job. First, he must believe that there are a great many customers today who can afford the best. Second, he must sell the quality of the receiver to the quality buyer—not just the price. Third,—and this is very important, he must follow up the prospect who shows interest in a fine set, but who doesn't buy on the spot. And he must follow them up soon.

All indications point toward a very good TV selling season just a couple of short months distant. The sales-force must be geared up to sell in this great market. It cannot continue to specialize in selling low-priced units if it wants to get the big sales on the way.

*In every community there are plenty of customers who can be sold fine television receivers, and who can afford to pay cash for them.*

*Selling up inside the store will produce results today, and selling big-ticket sets on outside calls can be done, and is being done by a number of dealers who continue to have faith in the television business in spite of the hectic conditions they have been operating under for so long.*



## The "FOOT-CUFFED" Salesman Sells the Cheap Sets!

The salesman who throws off the shackles of "indooritis" and goes outside after business can help reduce the store's heavy inventory of de luxe sets. There's less competition in selling the better sets, and there's less competition in the outside field. Many people are just waiting to be sold by the salesman who goes after the quality-buyer.

# MORE NEWS

from *Capehart*

The hottest number  
in TELEVISION

20 INCH TABLE MODEL

only \$359<sup>95</sup>\*

\*Includes Fed. Excise  
Tax. Price for Zone 1.  
Warranty extra.

Here's Capehart's answer to your demand for an instrument that fits today's trend to bigger pictures. Featuring a 20-inch rectangular direct view tube and the famous CX-33 Chassis, in a mahogany veneer cabinet, the "Bostonian" gives a full scale picture that is clearer and sharper for the most demanding viewer. Add Capehart's policy of realistic pricing to meet today's careful budgeting, and it's easy to see why all who have seen the "Bostonian" are putting it down as the "set of the year"—for sales and profits!

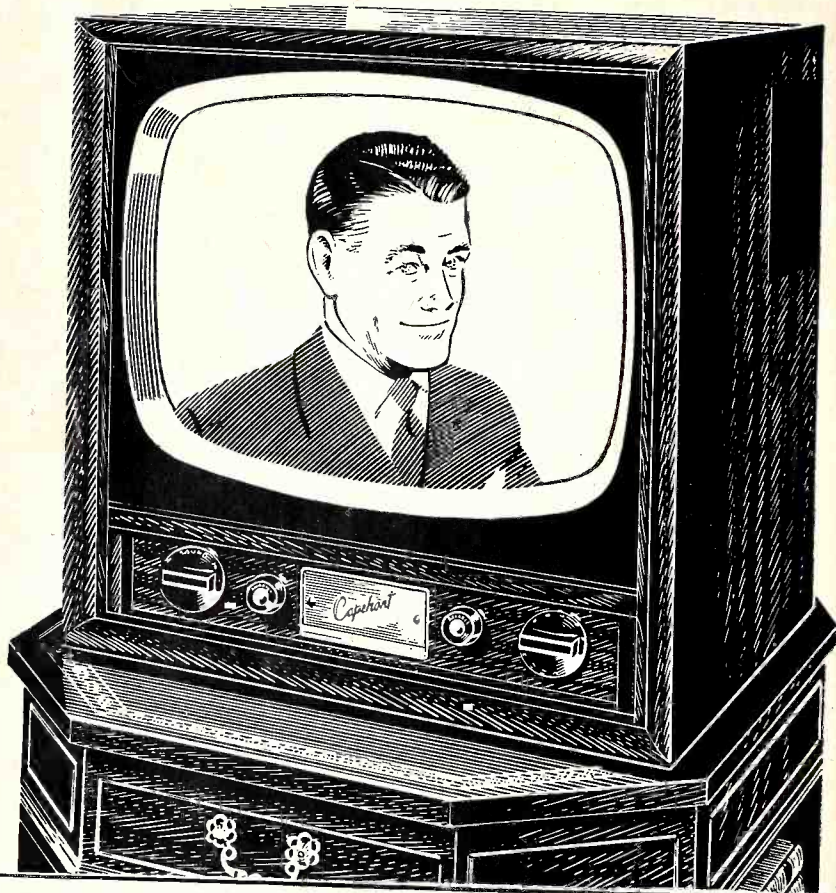
Here's another example why the Capehart selected dealer franchise has many profit-winning advantages! Look into it today. See your distributor or write E. Patrick Toal, Director of Sales at Fort Wayne.

WHEN IN CHICAGO... be sure to visit the Capehart Salon, Room 1118, at the Merchandise Mart.

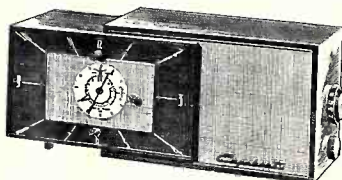


CAPEHART-FARNSWORTH CORPORATION  
Fort Wayne 1, Indiana

An Associate of International Telephone  
and Telegraph Corporation

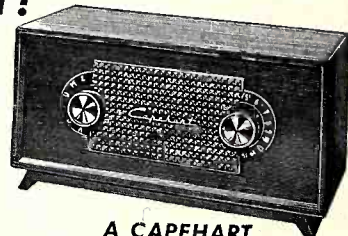


STILL MORE PROFIT-MAKING NEWS  
FROM CAPEHART!



The best looking clock-radio  
on the market

The Capehart Clock-Radio is not only an accurate timepiece, it serves as a tireless servant... reminds of appointments, turns on appliances. Beautifully styled in a choice of colors. A \$49<sup>95</sup> sure sales winner!



A CAPEHART  
table model radio

True Capehart quality in miniature. Handsomely designed in dark green plastic... unbelievably beautiful tone. It's all set to make a big splash in the table-radio market...boost profits for you! \$32<sup>95</sup>



# New Radio and TV Sets

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

## Capehart 20-INCH TV

New additions to the TV line include two 20-inch table models. They feature mahogany and bisque-finish korina cabinets, and list at \$359.95 and \$379.95 respectively. The Atlantac, model 331-B, has polished bisque finish. The Bos-



tonian, model 331-M, is housed in mahogany cabinet. Shown here is the model 335-M, the Berkshire, featuring a 20-inch rectangular tube and the CX-33 chassis. List \$550. Capehart-Farnsworth Corp., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING.

## Privat-Ear RADIO

Featuring a small earphone and built-in earphone, this set operates on two tubes from two small batteries. Fifty mile and over range is claimed. Set measures  $2\frac{1}{4}$  x  $5\frac{3}{4}$  x  $\frac{7}{8}$  inches, weighs less than 8 ounces, including batteries. Private-ear Corp., 2016 Bronxdale Ave., New York 60, N. Y.—RADIO & TELEVISION RETAILING.

## Mitchell RADIO SET

A new five tube table model radio has recently been added to the Mitchell



radio and TV line. Called the Nocturne (shown here), it is available in two models: no. 1252 in walnut finish at \$24.95 and no. 1253 in ivory finish at \$29.95. Both are AC-DC models, and both cabinets are molded plastic. Mitchell Manufacturing Company, 2525 Clybourn, Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Stromberg WOODSTOCK

A new radio-phonograph model, the Woodstock, has been introduced by



Stromberg-Carlson. In Chippendale-styled cabinet, with full length doors, the set is designated model 1608 PFM. It features 3-speed phono, 12-inch speaker, and separate tone controls. Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

## Admiral 14-INCH TV SET

Announcement has been made of a new 14-inch table model TV set, priced at \$159.95, including federal excise tax. This latest addition to the Admiral line contains all technical features of the other Admiral sets. It is the lowest priced ever offered by the company. Admiral Corp., 3800 Cortland, Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Kingsley SLIDE-AWAY DOOR

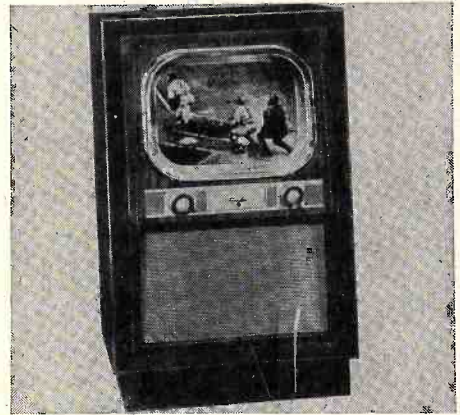
All models in the Kingsley TV line feature the slide-away door. All 20-



inch consoles, the models are available in Chinese, Period, Modern and French Provincial styles. All of the sets list at approximately \$750.00. Kingsley Television, 160 John St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

## Trans-Vue TV LINE

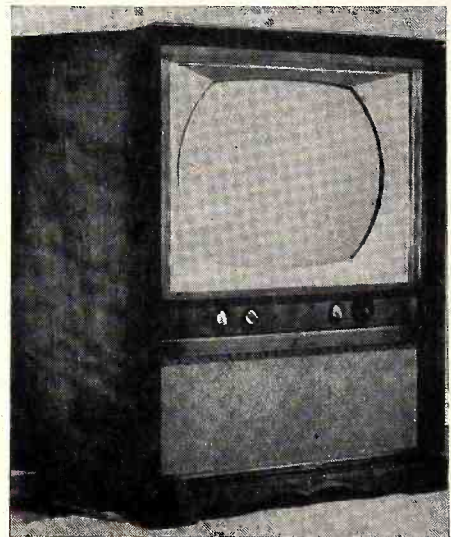
The complete Trans-Vue television line includes model 1720T, 17-inch table model at \$269.90 in mahogany, \$284.90 in blond; three 17-inch mahogany consoles, 1750C, \$319.90, 1785C, \$339.90, and 1785CB, \$359.90 (blond); a 20-inch console, 2000CD, \$449.90, also in blond, at



\$479.90; a 17-inch combination, 3170C, \$449.95, also in blond at \$479.95; and a 20-inch combination, 5120C, \$599.95, also in blond at \$639.95. Trans-Vue Corp., 1139 S. Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

## Conrac NEW TV LINE

A new line of television receivers by Conrac has been introduced. It features 16 Console styles in mahogany, walnut,



blond and maple cabinets as well as a choice of 16, 19, 20 and 24-inch picture tubes. All consoles are certified genuine mahogany by the Mahogany Association, Inc. Conrac, Inc., 649 W. Foothill Blvd., Glendale, Calif.—RADIO & TELEVISION RETAILING.

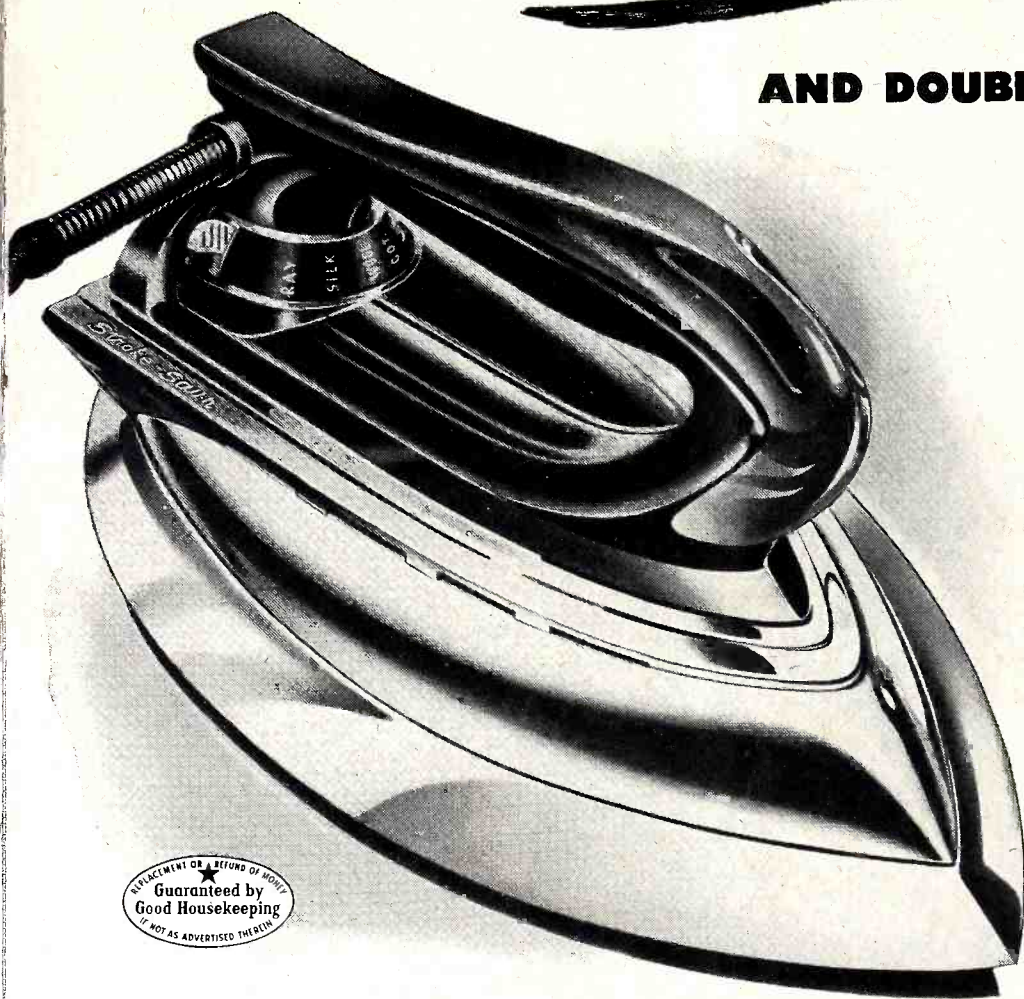
# Makers of Electric Housewares

Key to Symbols:	CA—Casseroles	CM—Coffeemakers	HE—Heaters, space	LI—Liquefiers	PL—Hot plates
B—Blankets	CH—Chimes, door	EG—Egg cookers	IF—Ice cream freezer	M—Mixers	RO—Roasters
BR—Broilers	CL—Clocks	FA—Fans	IR—Irons, hand	MI—Mills, coffee	TO—Toasters
BW—Bottle warmers	CP—Corn poppers	FR—Fryers	JU—Juicers	P—Pads, heating	VA—Vaporizers
	DR—Dryers, hair	G—Grills, waffle, sandwich	KN—Knife sharpener	PC—Pressure cooker	VI—Vibrators

- AMERICAN ELECT. APPL. CO. (Ameco), 5014 Fort Hamilton Pkway, Brooklyn, N. Y. BR, PL
- AMERICAN ELECT. HEATER CO. (American Beauty), 6110 Cass Ave., Detroit 2. IR
- ARVIN INDUSTRIES, INC., Columbus, Ind. F, G, HE, IR, RO, TO
- ATLAS TOOL & MFG. CO., 5147 Natural Bridge, St. Louis, Mo. FA
- ASQUITH ASSOCIATES, INC., (Chrom-Ever), 131 State St., Boston, Mass. FA, M, PL
- AUTH ELECT. CO., 34-20 45 St., Long Island City, N. Y. CH
- BERSTED MFG. CO., Div of McGraw Electric Co., Fostoria, Ohio. FA (Eskimo & Zero), IR, PL, TO, CP, G (Fostoria), M (Eskimo & Whiz Mix), HE (Focalipse & Sun Valley), HD, VI, KS, P (Eskimo)
- BUFFALO FORGE CO., 205 Mortimer St., Buffalo, N. Y. FA
- BURPEE COMPANY, Barrington, Ill. FR
- CAMFIELD MFG. CO. (Blue Ribbon), Grand Haven, Mich. CM, TO
- CARDINAL MFG. CO., 1629 N. 14 St., St. Louis 6, Mo. IR
- CASCO PRODUCTS, INC., 512 Hancock Ave., Bridgeport, Conn. IR, P
- CHELSEA FAN & BLOWER CO., INC., Irvington 11, N. J. F
- CHICAGO ELECT. MFG. CO. (Handyhot), 6333 W. 65 St., Chicago, 38. CP, FA, FR, G, HE, IR, JU, M, PL
- CIRCULATORS & DEVICES MFG. CORP. (Frigid), Brooklyn 32, N. Y. FA
- COROAIRE HEATER CORP., 1124 Hanna Bldg., Cleveland 15, Ohio. HE
- CORY CORP., 221 No. La Salle St., Chicago 1. CM, KN
- DIEHL MFG. CO., Somerville, N. J. FA
- DOMINION ELECT. CORP., Mansfield, Ohio. CM, CP, DR, FA, FR, G, IR, PL, TO
- DORMEYER CORP., 4300 N. Kilpatrick Ave., Chicago 41. M
- DULANE, INC., River Grove, Ill. CP, FR
- ELECTRIC STEAM RADIATOR CORP., Paris, Ky. BW, VA
- EMERSON ELECT. MFG. CO., 8100 Florissant Ave., St. Louis, Mo. FA
- EVANS PRODUCTS CO., Plymouth, Mich. FA
- S. W. FARBER, INC., 415 Bruckner Blvd., New York 54. BR, CM
- FINDERS MFG. CO., 3669 S. Michigan Ave., Chicago. BR, F, G, IR
- FRESH'ND AIRE CO., 221 No. La Salle St., Chicago 1. FA
- GENERAL ELECT. CO., Bridgeport, Conn. B, CL, FA, G, HE, IR, M, P, RO, TO
- GENERAL MILLS, INC. (Betty Crocker), 1620 Central Ave., N.E., Minneapolis, Minn. IR, TO
- A. C. GILBERT CO., 319 Peck St., New Haven, Conn. DR, FA, M
- HAMILTON BEACH CO., Racine, Wisc. M, VI
- HILL-SHAW CO., 311 N. Desplaines St., Chicago. CM, PL
- HANKSCRAFT CO., 1007 E. Washington Ave., Madison, Wisc. BW, EG
- HOBART MFG. CO. (Kitchen Aid), Troy, Ohio. IF, M, MI
- HUNTER FAN & VENT. CO., 390 S. Front St., Memphis, Tenn. FA
- ILG ELECT. VENT. CO., 2873 N. Crawford Ave., Chicago. FA
- INGRAHAM CO., Bristol, Conn. CL
- IONA MFG. CO., 24 Clark St., East Hartford, Conn. M
- JOHNSON FAN & BLOWER CORP., 1319 W. Lake St., Chicago 7. FA
- KISCO CO., INC., 39th & Chouteau St., St. Louis 10, Mo. FA
- KNAPP-MONARCH CO., 3501 Bent Ave., St. Louis 16, Mo. BR, CM, G, IR, PL, TO
- KORAL ELECTRIC MFG. CO., 43-22 Van Dam St., Long Island City, N. Y. HE, IR
- LANDERS, FRARY & CLARK (Universal), New Britain, Conn. B, CM, G, IR, LI, M, P, PL
- MANNING-BOWMAN & CO., Div of McGraw Electric Co., Meriden, Conn. BR, CM, CP, FA, G, IR, P, TO
- MEIER ELECT. & MACHINE CO., 3525 E. Washington St., Indianapolis, Ind. FA
- MERIT-MADE, INC., 37 Franklin St., Buffalo 3, N. Y. TO
- MIMAR PRODUCTS, INC., Brooklyn 5, N. Y. DR, FA
- NATIONAL DIE CASTING CO., 3635 Touhy Ave., Chicago 45. HE, JU
- NESCO, INC., 270 No. 12th St., Milwaukee, Wisc. CA, PC, RO
- NATIONAL ENGINEERING & MFG. CO., Kansas City 6, Mo. FA
- NATIONAL PRESSURE COOKER CO., Eau Claire, Wisc. FR, IR, PC
- NATIONAL STAMPING & ELECT. WORKS (White Cross), 3220 W. Lake St., Chicago, Ill. B, CM, G, IR, TO
- NUTONE, INC., 1451 Merchandise Mart, Chicago 54. CH
- JOHN OSTER MFG. CO., Racine, Wisc. DR, LI, M, VI
- PALMER MFG. CORP., Phoenix, Ariz. F
- PRECISION MFG. CO. (Rainbow), Dover, N. J. G, IR, PL, TO
- PREVORE ELECT. MFG. CORP., Brooklyn 16, N. Y. G, BR, PL
- PROCTOR ELECT. CO., 3rd & Hunting Park Ave., Philadelphia 40, Pa. B, IR, RO, TO
- THE RITTENHOUSE CO., INC., Honeoye Falls, N. Y. CH
- RIVAL MFG. CO. (Steam-O-Matic), 15 & Wabash Ave., Kansas City 1, Mo. BR, G, IR, JU
- ROBBINS & MYERS INC., Memphis, Tenn. FA
- ROMAR CORP. (Fleck) Asbury Park, N. J. BR
- ROTISS-O-MAT CORP., Astoria, N. Y. BR, RO
- ROYAL FAMILY OF KITCHENWARE, INC., 2787 E. 14 St., Brooklyn, N. Y. CM, FR
- RUTENBER ELECT. CO., Marion, Ind. FR
- SAMSON UNITED CORP., Rochester, N. Y. FA, G, IR
- SESSIONS CLOCK CO., Forestville, Conn. CL
- SETH THOMAS CLOCKS, Thomaston, Conn. CL
- SIGNAL ELECT. MFG. CO., Menominee, Mich. FA
- SILEX COMPANY, Hartford 2, Conn. CM, IR
- STERN-BROWN, INC. (Superstar), 42-24 Orchard St., Long Island City 1, N. Y. BR, G, IR, PL, TO
- F. A. SMITH MFG. CO., Rochester, N. Y. FA
- SON-CHIEF ELECTRICS, INC., Winsted, Conn. G, IR, PL, TO
- SUNBEAM CORP., 5600 Roosevelt Road, Chicago. CM, IR, M, TO
- O. A. SUTTON CORP. (Vornado) Wichita, Kan. FA
- TELECHRON, INC., 144 Main St., Ashland, Mass. CL
- TOASTMASTER PRODUCTS DIV., McGraw Elect Co., Elgin, Ill. TO
- TOAST-O-LATOR CO., INC., 10-23 Jackson Ave., Long Island City 1, N. Y. TO
- TOASTSWELL CO., 620 Tower Grove Ave., St. Louis 10, Mo. TO
- VICTOR ELECTRIC PRODUCTS, INC., 2950 Robertson Ave., Cincinnati 9, Ohio. FA
- WARING PRODUCTS CORP., 25 W 43 St., New York 18. LI, IR
- WESTINGHOUSE ELECTRIC CORP., Mansfield, Ohio. B, CM, FA, G, HE, IR, M, P, PL, RO, TO

# Sell "Half the Time"

**AND DOUBLE YOUR SALES!**



## UNIVERSAL *Stroke-Sav'r*

**AMERICA'S FASTEST IRON**

**Double your sales** with the Stroke-Sav'r . . . the iron that cuts ironing time almost in half! Scientifically controlled tests prove that the Stroke-Sav'r is nearly twice as fast as ordinary irons, saving 26 minutes of an ironing hour. Proved easier, too, saving 4 out of 10 strokes!

It's easy to sell the iron that can *cut ironing time almost in half!* Show them the

Stroke-Sav'r . . . the iron that is faster . . . takes less effort than any other on the market today, and you've made a sale! Acclaimed by Home Economists for its contribution to better, easier ironing . . . proved by housewives for its time-saving advantages, Stroke-Sav'r is the iron women are asking for—make it your leader for '51 and Double Your Sales!

**Money Back Guarantee.** Offer your customers a 10-Day Home Trial. Universal authorizes a full refund of the entire purchase price if they are not absolutely convinced the Stroke-Sav'r is the finest iron they ever owned.

### SAVES TIME 3 WAYS



**1. SAVES TIME! Revolutionary Shape** lets you iron in any direction. Its teardrop streamlining and completely rounded heel prevent bunching or wrinkling.



**2. SAVES TIME! 37% Larger Ironing Surface**, one-third larger than most other irons, saves hundreds of extra strokes and hours of time.



**3. SAVES TIME! Lower, Wider, Bevel** extends completely around iron, and glides easily under buttons, into pleats and ruffles without interrupting strokes.

# UNIVERSAL

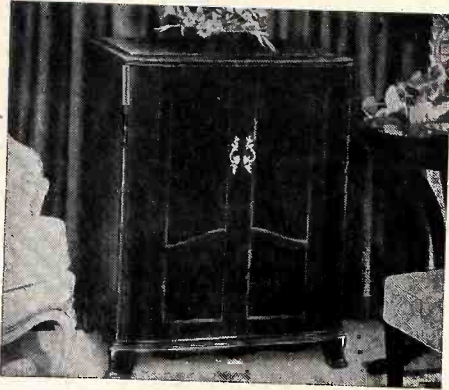
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

# New Radio and TV Sets

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## RCA Victor TV CONSOLE

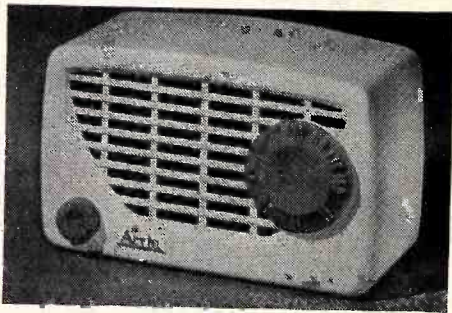
A 17-inch television console in French provincial styling has been announced. Called the model 7T125, it features full-length doors; is available in mahogany, natural walnut, or maple finish. Is



equipped with a phono jack. List price on the 7T125 is \$425.00. RCA Victor Div. of Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

## Arvin TABLE RADIOS

The first new sets in what will become the 1952 line have been announced. Called the 540T series, they list at \$18.95. Available in a choice of



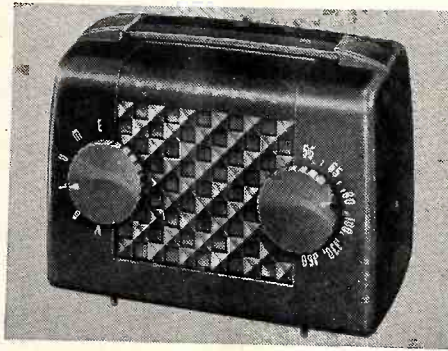
six colors: flame, citron, cherry, avocado, ivory and pebble. Faceplate of the set is a cross-hatched metal embossing over a plastic grill cloth. Tuning dial and volume control are in rose-beige plastic. Arvin Industries, Inc., Columbus, Indiana.—RADIO & TELEVISION RETAILING.

## Regal 20-INCH TV SETS

Twenty inch model in the Regal TV line include two full door consoles, models 20D36 and 20D22, one half door console, model 20HD31, two open faced consoles, models 20C31 and 20C22, and a 20-inch table model, 20T22. Regal Electronics Corp., 603 W. 130th St., New York 27, N. Y.—RADIO & TELEVISION RETAILING.

## Motorola PORTABLES

New additions to the Motorola line of portable radios include the model 51L1, Music Box, shown here. This three-way set weighs slightly over four pounds, with batteries. List price is \$29.95. Other models include the Playmate Junior (model 51M1), priced at \$44.95. Case is enameled steel. Cover operates on-off switch and protects controls when not



in operation. Model 61L1, the Town & Country, also a 3-way set, lists for \$49.95. All sets are available in either maroon or in forest green case. Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

## Mitchell TV SETS

A new line of television receivers has been announced. The new console-type models, T17-M in mahogany finish and T17-B in blond finish (shown here), list at \$303.95 and \$313.95 respectively. Both models feature 17-inch rectangular, dark-faced picture tubes. Federal ex-



cise tax and one year parts guarantee for model T17-M is \$26.09 and for the T17-B, \$28.68. Mitchell Manufacturing Company, 2525 Clybourn, Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Raytheon CHINESE-MODERN

Featured in the 1951 Raytheon TV line is the Chinese-modern combination 17-inch television, radio and 3-speed pho-



nograph shown here. Called the Santung, model RC1719, the set offers all the features found in other models in the Raytheon line, including rectangular tube, the Ray-Dial continuous tuner, built-in Ray-Tenna, Alnico-5 magnetic speaker, and Hi-Lite picture power, in limed oak cabinet. Belmont Radio Corp., 5921 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

## Stromberg "STAFFORD"

Latest addition to the TV line is the 17-inch table model called the Stafford. The black rectangular tube is set at an angle to avoid reflections. Cabinet is mahogany veneer, measures 20" high, 21½" wide, and 19½" deep. List price for the eastern zone is \$299.95. Stromberg-Carlson Company, Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

## Bace REMOTE CONTROL TV

Model B20RCF remote control 20-inch television receiver has been announced. It features a 20-inch black face rectan-



gular tube, Bace 630K 34-tube two unit chassis, remote control up to 100 feet, automatic brightness control, and keyed AGC. Bace Television Corp., Green & Leuning St., So. Hackensack, N. J.—RADIO & TELEVISION RETAILING.

# COMING



## The Big New Westinghouse SUMMER THEATRE



### GOOD SEASONAL SELLER

**THE KINGSTON.** Every exclusive Westinghouse feature in a good-looking black plastic case. Single Dial Tuning. Big, clear 17" pictures. Top quality—low price! Model 658T17.

Westinghouse Television announces a big, new summer television program to add impetus to your summer selling season.

**GOOD DRAMATIC PLAYS AND COMEDIES—  
TOP TELEVISION ACTORS AND ACTRESSES**

*Plus*

**BETTY FURNESS, each week, with potent selling demonstrations of Westinghouse Television and other Westinghouse home products.**

Westinghouse believes that good television program fare during the summer months will help provide an incentive to buy now. And so, Westinghouse will stay on the air this season, bringing your customers and prospects another top dramatic show. See your wholesaler about a good summer floor-plan . . . and you're sure to do business, even during the "dog days" ahead.

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

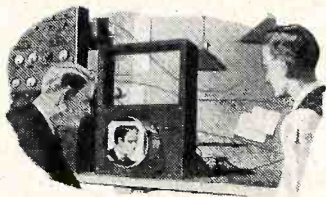
# Westinghouse

Visit Westinghouse in Chicago—at the Furniture Mart, June 17 to 30, and the Music Merchants' Show, July 16 to 19.

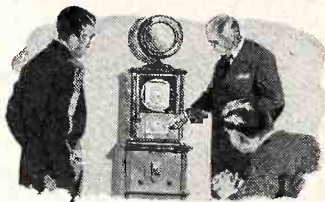
Why Leading Dealers make

# Du Mont

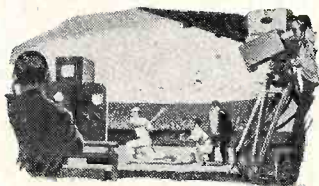
their Leader Line



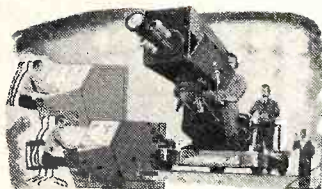
**First in development** — in 1931, Dr. Du Mont developed the cathode ray tube from a laboratory curiosity to the tube that made electronic television commercially practical.



**First with home receivers** — Du Mont built the first commercial home receivers in 1939. In 1946, Du Mont was first with a line of fine receivers; first with the 20-inch tube; first with the 30-inch tube—the world's largest television tube.



**First in telecasting** — Du Mont operates the first television network. Its key station, WABD, New York, was the first fully equipped, high-powered station on the air.



**First in precision electronics** — Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

In every field of selling, successful retailers always "hitch their wagon to a star" . . . a leader line . . . a line with widespread public acceptance that creates store traffic; that results in increased over-all sales.

As an outstanding example—television dealers carrying Du Mont invariably make it their leader line. They appreciate the prestige of the Du Mont name . . . the quality and performance superiority of the Du Mont product . . . the value of Du Mont traditional leadership in all phases of television.

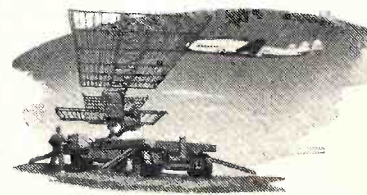
Furthermore, they appreciate what these advantages mean to them both in present and future sales to an ever-growing list of satisfied customers . . . the chief essential in any continuing retail success.

It is no wonder, then, that America's farsighted and successful television dealers welcome the opportunity to build their television activities around Du Mont . . . to make Du Mont their leader line.

TELEVISION'S MOST COVETED FRANCHISE

**DUMONT** 20<sup>th</sup> YEAR AS PIONEER

*first with the finest in Television*



**First in radar** — In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw for security reasons. This idea, developed in secrecy, became radar.

# Pricing TV Trade-Ins

See Chart Below for Accurate Evaluations  
That Mean Greater Profit



Kenneth A. Hathaway, first honorary lifetime member of "The Representatives" of Radio Parts Manufacturers, Inc. Announcement of his election was made by James Y. Schoonmaker, national president of the association.

## OPS Regulation Requires Service Ceiling Prices

An announcement from the Office of Price Stabilization makes it necessary for all service dealers to file ceiling price schedules by mid-June. Dealers affected should determine their own ceilings as the highest prices charged in the base period from Dec. 19, 1950 to Jan. 25, 1951. Customers may demand a receipt which gives a description of the work done. The OPS says this order, called Ceiling Price Regulation 34, applies to television and radio repair shops.

## 19 New Members

National secretary-treasurer, Leroy W. Beier, announces the election of 19 new members of "The Representatives" of Radio Parts Manufacturers, Inc. "These new members now bring our total national membership including both seniors and associates, up to approximately 500, a new record," Beier said.

## New Servicing Center



The new service center and reconditioned trade-in showroom of Mort Farr, Upper Darby, Pa. Antenna tower extends 100 feet above the street level.

• With the swing to larger size screens there will soon be a vast new market for selling big-screen sets. This market will be much larger for the dealer who accepts small screen trade-ins, but he must be able to do it without losing his profit by overpricing the old set.

The dealer must be careful not to offer too much on a trade-in set just to get a sale. The smartest way to avoid going overboard is to set a definite figure for the trade-in allowance, and to subtract this from the selling price of the new set. The dealer who gives a discount on a new set, gives an allowance on a trade-in, and then makes the discount or allowance bigger as soon as he encounters sales resistance, often not only loses the customer, but hurts his reputation. No potential customer likes to be able to say to himself, "I'll bet *all* his prices are adjustable—Jones will ask as much as he thinks he can get, and the only way to deal with him is to knock down his price." This sort of thing has hurt plenty of stores, and it can be avoided only by never giving the customer an opportunity to feel you've asked a higher price than you will finally be satisfied with. It is just as bad to offer too much on a trade-in when trying to make the sale as it is to undercut on the new list price.

The accompanying chart is offered here to be used as a dealer aid in somewhat the same way the automobile dealer uses his trade-in books.

Figures shown in the accompanying chart are not intended to show exactly what the dealer should offer on any and all trade-ins. Naturally he will figure what his market for trade-ins has been in the past, although he can increase this market if he pays a low enough price for the used set to allow him to profitably recondition it and still sell it at an attractively low price.

The dealer should be prepared to stand behind the used set once he has resold it. This means that he'll have to figure on putting it in good shape not only appearance-wise, but electrically. Often this means a new picture tube, either at the time of reconditioning, or later, in the service guarantee. The wise dealer makes a definite service agreement on all used sets he sells, puts a reasonable price tag on them, and then lives up to his guarantees. Customers expect such service and they are entitled to it; *at the proper price!*

### Trade-In Pricing Pointers

- Don't pay too much just to get a sale.
- Use the chart as an aid; customers will have more respect for your statements.
- Use the price modifications—allow for condition of cabinet, allow for condition of chassis.
- Sell the traded-in set with a firm guarantee, after entirely reconditioning it.

The dealer will know when to class a set as a "de luxe" receiver and when to allow for it as a medium, or average set. With the accompanying chart at hand, he will be able to show the customer how he figures trade-ins, and thus keep the latter's confidence and respect. Too often the owner is inclined to overrate the market value of his old receiver. It is always difficult to convince Mr. or Mrs. Smith that their old faithful set is not worth much, and at the same time keep from antagonizing them. This chart will help you show them you are being fair.

## TV Trade-In Chart

Size screen	Age	1-2 yrs.	2-3 yrs.	Pix tube needs replacing	Add for radio	Add if space for changer
7"	6 mo-1 yr.					
10" average	...	\$25	\$15	—\$15.	....	....
10" de luxe	...	35	25	—20	\$5	\$5
12" average	...	50	40	—20	5	5
12" de luxe	<b>\$65</b>	55	40	<b>—30</b>	<b>7.50</b>	5
17-16" average	85	75	60	—30	7.50	5
17-16" de luxe	80	70	62	—40	7.50	7.50
19-20" average	110	100	90	—40	7.50	7.50
19-20" de luxe	130	120	...	—60	7.50	7.50
	175	150	...	—60	7.50	7.50

Above are suggested prices for table models; **add \$10 for consoles**, consoles with doors add \$15.

Subtract for cabinet refinishing—\$25-35. **Or reconditioning, \$10.**

Subtract for other repairs in addition to picture tube—this is COST, whether it's in your shop or the customer's home.

Typical example: Receiver shown in heavy type—**12" set one year old, console with radio**, needs pix tube and needs slight reconditioning work on cabinet. \$65 base price, less \$30 for new pix tube—\$35. Add \$10 for console—\$45. Subtract \$10 for cabinet work—\$35. Add \$7.50 for radio. \$42.50 allowance. This set should sell, with mark up, for \$100 or more, after reconditioning.

# Success Through Ads That "Make People Talk"

**Iowa Television Company Uses Big Space to Get Profitable Results**



Dealer Bob Eaton in front of a background of "shocking," "surprising" ads. Eaton has been in the TV broadcasting business, and is a pioneer in the radio field.

• "The thing that we try to do in our advertising is to get people talking about us, whether they are cursing us or praising us, it doesn't matter to begin with, as long as they're talking about us," said Bob Eaton, owner and manager of Iowa Television Company of Des Moines, Iowa. "I maintain that if I get one hundred people talking about me and my business, fifty of them will say, 'Yeah, I know he's down there on the corner; I'll have to stop in and see him.' If I get one thousand people talking about me, five hundred will say, 'Yes,

I'll have to stop by and see him.' And if I get ten thousand people talking about Bob Eaton down on the corner, five thousand will come to see what's going on; and then we're in!"

Bob always runs full page ads in the local newspapers that are of the shocking, surprising and business-getting type.

At the top of a recent ad is a large WHY? in a new type called "Provincial," created by Bob Eaton. The top reads, "WHY? Is the whole town talking. Because: Television is our business; for the PAST—PRESENT—FUTURE." Bob's picture always ap-

pears some place in the ads, as well as the phrase, "Visit Bob Eaton's Little Television Heaven."

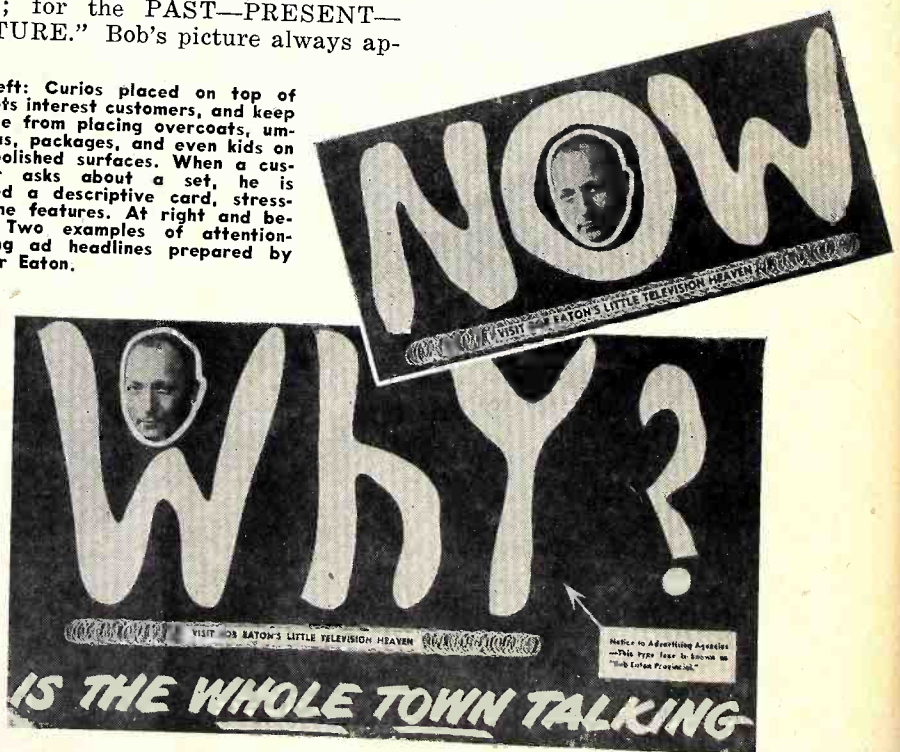
Eaton believes that it is very important to display large attractive signs, which he has made, and all literature from the factories, where prospective customers will see them when they are looking over his television sets. Several signs in black and red, on the wall read, "First, Oldest, Largest" and "Don't Wait. Get Television Now!" Eaton thinks that when they are in the Iowa Television Co. store folk may not even be aware of what they are reading; but later they may think, "Why should I wait? I should get television now!" And they may not even be aware of what is making them decide to buy now. Bob puts literature received from manufacturers on the sets in order that folks may read it. He puts issues of magazines on the sets, containing ads of the specific receiver, with the magazine opened at the page where the advertisement appears. He believes that it is much more effective to use the complete magazine rather than a torn-out ad.

On top of each TV receiver is a postal size card telling the important things about that set, and when a customer asks about the receiver, he is handed the card. This has proved to be a very effective method in bringing folk back to buy a set they like.

(Continued on page 78)



At left: Curios placed on top of TV sets interest customers, and keep people from placing overcoats, umbrellas, packages, and even kids on the polished surfaces. When a customer asks about a set, he is handed a descriptive card, stressing the features. At right and below: Two examples of attention-getting ad headlines prepared by Dealer Eaton.





# WHEN AMERICA MOVES OUTDOORS

*sell the TV  
they can  
take along*



Model 4080T

# Arvin TV ONLY \$129<sup>95</sup>

Plus Federal Tax  
and Warranty

## perfect for porch, patio or terrace!

- Weighs only 40 lbs.—easy to carry!
- Antenna included—just plug it in!
- The ideal "second set" for any family!
- No-Glare 8½-inch "Black" Tube gives clearer picture!
- Just 2 easy controls—simple as tuning a radio!
- Handsome cabinet, choice of three House & Garden colors: Mahogany, Willow Green, Wheat Blond.
- Service-free AC circuit.

Arvin 4080T is the hottest promotional set in the industry. It's a born business-builder for summer when your customers are getting out, away from their big TV sets. Order now for immediate delivery.

See it in **SPACE 441-442**  
**American Furniture Mart, Chicago**  
**June 18th to June 28th**

Television and Radio Division



### Sell it for porches!

Arvin 4080T is easy to move, fits almost any table, plugs into any electric outlet. It's a natural for outdoor pleasure!



### Sell it for terraces!

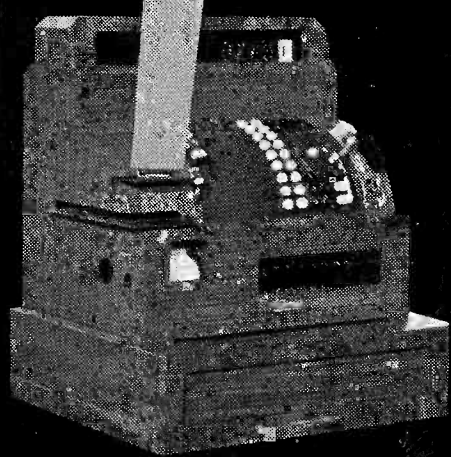
Show your customers how Arvin 4080T can add to the enjoyment of fine summer evenings, wherever an electric cord can reach!

Phone, write, or wire for distributor's name.

• **ARVIN INDUSTRIES, Inc.**  
Columbus, Indiana (Formerly Noblitt-Sparks Industries, Inc.)

Sell  
superb  
summer  
listening!

Sparkling Variety  
For  
Everyone's Taste



SHIRLEY BOOTH      JOHNNY JOHNSTON

in  
**A TREE GROWS  
IN BROOKLYN**

with  
ORIGINAL BROADWAY CAST  
Exclusively on Columbia Records

Andre KOSTELANETZ  
Plays MUSIC OF  
**VINCENT YOUMANS**

Hallelujah! • Time on  
My Hands • Tea For Two  
Without A Song, etc.

Dorothy KIRSTEN Sings  
THE SONGS OF  
**JEROME KERN**

With Percy Faith Orchestra  
and Chorus

I've Told Ev'ry Little Star  
All The Things You Are  
Dearly Beloved, etc.

**CARMEN**

THE COMPLETE OPERA  
Principals, Chorus and Orchestra  
of L'Opera Comique de Paris

**ROSE MARIE**

(Abridged)

Dorothy KIRSTEN      Nelson EDDY

Indian Love Call  
Rose Marie  
The Mounties and others

Oscar LEVANT Plays  
Gershwin VARIATIONS ON  
**"I GOT RHYTHM"**

and  
SECOND RHAPSODY  
for Piano and Orchestra  
Morton GOULD and Orch.

**TWILIGHT CONCERT**

Program No. 1

Wm. Tell Overture,  
Clair de Lune,  
Farandole, Hungarian  
Rhapsody No. 2, etc.

Program No. 2

Orpheus in Hades,  
Festivals, Hora  
Staccato, etc.

Artur RODZINSKY  
conducting

Columbia Symphony Orch.  
Two LP Records or two 45 rpm Sets

DORIS DAY  
Sings Songs From  
**LULLABY OF  
BROADWAY**

Fine and Dandy  
Somebody Loves Me  
Lullaby of Broadway  
In A Shanty in Old Shanty  
Town, etc.

BENNY GOODMAN  
**CARNEGIE HALL  
JAZZ CONCERT**

Two LP Records or three  
45 rpm Sets

The Golden Era Series  
Presents  
THE  
**LOUIS ARMSTRONG**  
STORY

Four LP Records or Four  
45 rpm Sets

CHECK YOUR STOCKS TODAY!

**Columbia**  
Lp  
**Records**

Originator of LP, Leader of LP  
First, Finest and Foremost in  
Recorded Music

# Discs for Summer Sales

Promotion Backed Records to Spark Hot Weather Buying

Big promotions are planned by **RCA Victor** for the recently released "Mr. Imperium" recordings. Ezio Pinza and Fran Warren do eight songs on the LP version, six numbers on the 45 and 78 sets. Promotion for the album includes special co-op ads, wide disc jockey playing, radio commercials, and autographed albums as



contest prizes. A large counter card blow-up of Mr. Pinza is also available. Another big summer release by Victor includes 3 albums and 5 singles, new additions to the large list of Boston Pops orchestra favorites. Including Hungarian Dances, Nos. 1-6 (Brahms), Strauss Waltzes (Johan Strauss, jr.), and Souza Marches, the new releases are done in the ever-popular Boston Pops style, under Arthur Fiedler, who has conducted the 63-year old orchestra for more than twenty years.

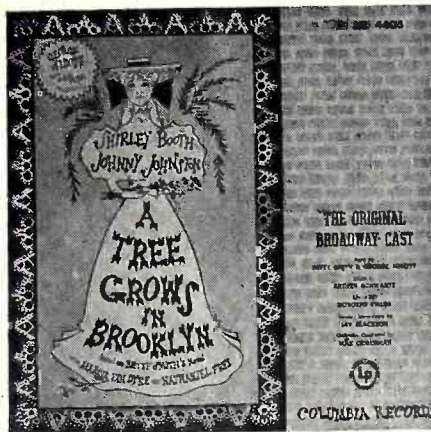
**MGM Records'** sound track album bidders for summer sales include the "Royal Wedding" set with Fred Astaire and Jane Powell, and waxings from "Show Boat," featuring Kathryn Grayson and Howard Keel, and



"An American in Paris," featuring Gene Kelly. Another album features Jane Powell in songs from her motion picture "Rich, Young and Pretty." Typical of the MGM theater tie-in material planned is the window streamer shown here which was prepared recently for Macklin Marrow's recording of "Theresa." Additions are planned too for the "Dance Band"

series and the vocalist series. Dance collections include fox trots by Raymond Scott, tangos by Harry Horlick, square dances by Carson Robison and rhumbas by Noro Morales. Vocalist sets include Billy Eckstine, Sarah Vaughan, Mel Torme, Kathryn Grayson and Lena Horne.

Latest addition to **Columbia Records'** show album library is the new musical comedy hit, "A Tree Grows In Brooklyn," based on Betty Smith's best-selling novel. The complete show score consists of thirteen songs, Overture, Finale and a ballet sequence. Songs are done by Shirley Booth and



Johnny Johnston with a supporting cast. It is available on a single 12-inch 33 $\frac{1}{3}$  record or in albums of eight 10-inch 78 RPM and eight 7-inch 45 RPM records. Includes such popular tunes as "Love Is The Reason," "Look Who's Dancin'," and "He Had Refinement."

Another Columbia release, the Music of Vincent Youman, by Andre Kostelanetz, and his orchestra, offers a number of timeless favorites including "Time on My Hands," "Carrioca," "Without A Song," and a number of others.

A recent **Coral Records** release, Cliff Steward and the San Francisco Boys doing "My Marietta" sounds like the melodious type of novelty number that really catches on. It's backed by "You Better Stop Tellin' Lies About Me."

Three new releases by **Capitol Records** include two recordings made in Germany by Telefunken. One of these offers "Finlandia," by the Goteborg Symphony orchestra and "España," by the Berlin Philharmonic orchestra, two ever-popular light classics. The other Telefunken recording offers songs from five operettas by Franz

Lehar, played by the German Opera House orchestra. On the reverse side are excerpts from "The Chocolate Soldier," "A Waltz Dream," and "The



Three Waltzes," by Oskar Straus, played by the Berlin State Opera orchestra. The other release, for the more serious listener, contains a horn concerto by Haydn and a concerto grosso by Handel.

**Decca Records'** releases for special summer promotion include a reissuing of the Decca Faith series, with many new additions. For greater impact, the series was released all at once and is being covered by an overall



promotional campaign which includes mounted and eased lithos of each of the albums, a special catalog supplement featuring the albums, and a special hanger which lists all the albums.

Typical of the appeal of the Faith series albums is the Bing Crosby album "Beloved Hymns" shown here. A number of the individual discs are new additions to the albums in the series.

At last—the perfect  
**REPLACEMENT NEEDLE!**



The Genuine...  
the Enduring...

**DUOTONE**  
"diamond"

\* FOR POPULAR  
TYPE SINGLE NEEDLES  
(Others Slightly Higher)

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

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



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

**AVAILABLE NOW!**  
AS4-LP DIAMOND for COLUMBIA LP PLAYERS  
RS8-LP DIAMOND for RCA 45 and LP PLAYERS

Please rush new illustrated needle Guide to:

NAME.....  
FIRM.....  
STREET.....  
CITY.....STATE.....

**New TRAV-ELECTRIC Model**

**STURDY  
MINIATURE  
CONVERTER**

2½" x 2½" x 3½"  
60 CYCLE AC.  
40 WATTS  
110 VOLTS

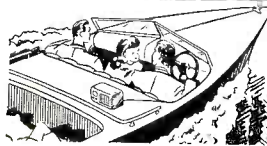
Just  
plug into  
**CIGAR  
LIGHTER**



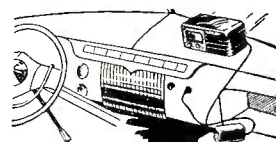
operates  
**Radios, Shavers  
Turn-  
Tables  
Small  
Dictating  
Machines  
etc.**

**\$15.95**  
List Price

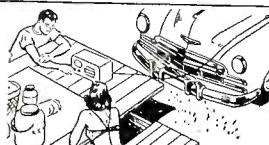
Model  
6-1160



IN BOATS



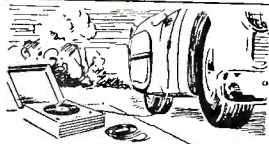
IN THE CAR—IN THE TRUCK



AT PICNICS—OUTINGS



ELECTRIC SHAVER



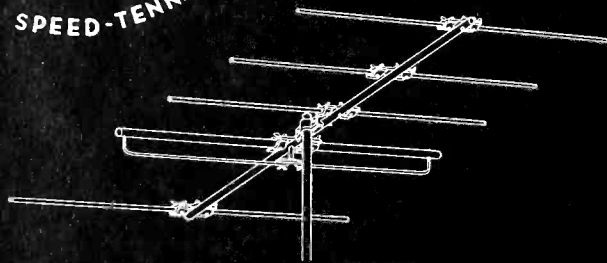
PORTABLE PHONOGRAPH



Dictating MACHINE

**Terado Company—1068 Raymond, St. Paul 8, Minn.**

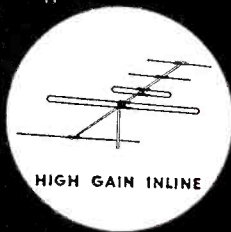
**Phoenix**  
SPEED-MOUNTS... HARDWARE  
SPEED-TENNAS



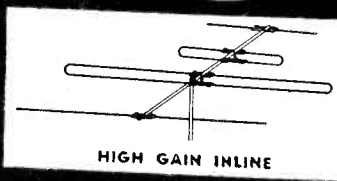
**NEW!  
SENSATIONAL  
GAIN!**

**PHOENIX YAGI**

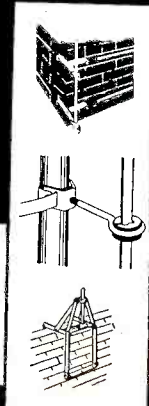
- \* QUICK RIG
- \* 300 OHM IMPEDANCE
- \* EXCLUSIVE MAST-CLAMP DESIGN
- \* STURDILY BUILT FOR TROUBLE-FREE PERFORMANCE



HIGH GAIN INLINE



HIGH GAIN INLINE



**PHOENIX ELECTRONICS, Inc.** LAWRENCE MASS.

# Credit Curbs

(Continued from page 25)

establishment for the customer of a gilt-edged credit rating, useful to him in many different ways. Other benefits include use of the product at once, and the ability to budget the cost along with the other household expenses. Clever salesmen who are successful in doing missionary work with the second group of "nevers" point out that time-buying of products is just as dignified as making monthly payments for gas, electric, water and telephone services, to name but a few of the bills paid on "time."

Advertising "easy terms" is a legitimate practice, and is effective even under the new regulation. In cases where customers feel that the terms offered are not "easy," the dealer can prove that the opposite is true by making comparisons between the "65-weeks-to-pay" plan and the "open account" credit which is due thirty days after purchase.

Another source of credit business, overlooked by a great many retailers, exists among those customers whose time-payment contracts have been paid out or are about to be completed. The psychological time to call on them is at hand when they have paid in full or have but a couple of payments left. A successful New Orleans dealer practices this technique with great success and resells a great many folk. Another advantage to the dealer in this technique lies in the fact that he already has a credit rating on the customer.

For the dealer who believes in home trials and home demonstrations, there is a great opportunity to increase sales through the offering of time contracts in connection with these merchandising practices. Here again, in spite of the tightened Regulation W, much business can be had by the salesman who can show the advantages of immediate use to the purchaser.

Summing up, merchants who take a defeatist attitude toward the curbs on instalment business stand to lose many sales they could have made had they taken more optimistic viewpoints, and had sold on the assumption that most of their customers can afford to meet the terms. After all, Regulation W is the law, and as long as it stands, it must be observed to the letter. Under the present terms, a customer can lay down \$50 and have a \$200 TV set installed in his home, and pay for it on truly easy terms—an attractive proposition to a great many people.

While all businesses handling credit sales have felt the effects of the Regulation, many firms are beginning to find ways and means to recuperate from the first shock, and are reporting healthy volumes of time-payment sales.

## New Olson Warehouse Opened



Olson's newest Radio Warehouse opened for business in Chicago's busy "Radio Row". Located at 623 W. Randolph Street and occupying 12,000 feet of floor space, in two entire buildings, the operation is one of the big cogs in Olson's distribution system.



45 rpm  
33 1/3 rpm  
78 rpm

There's real sales appeal in this newest V-M tri-o-matic record changer! New styling and color make the V-M 920 a "furniture accessory," to blend with any room setting — and the new low price makes it an attractive bargain for any music lover!

Equipped with a six-foot plug-in cord and a four-foot phono cord, the V-M 920 tri-o-matic plays through the amplifying system of any radio or TV set.

\*registered, spindle design patented



## V-M CORPORATION

Benton Harbor, Michigan

it's the  
**NEW**  
**V-M**  
**tri-o-matic\***  
**920**  
**RECORD CHANGER**

### FEATURES

- **AUTOMATIC SET-DOWN SELECTION** — All size records, 7", 10", 12". No controls necessary.
- **AUTOMATIC INTERMIX**—10" and 12" records of same speed.
- **AUTOMATIC MANUAL OPERATION** — No extra control necessary for manual operation.
- **POSITIVE RECORD PROTECTION** — Records are LOWERED—NOT DROPPED — on spindle shelf, and flat air cushion dropped to turntable.
- **COMPLETELY AUTOMATIC OPERATION** on all records — 33 1/3, 45, and 78 rpm; 7", 10" and 12".
- **AUTOMATIC SHUTOFF** — All sizes, all speeds. Tone Arm returns to REST and motor shuts off.
- **DUAL NEEDLE** — Reversible Cartridge.
- **COMPLETELY JAMPROOF**—All moving parts, including Tone Arm, may be held at any time without damage to mechanism.
- **SIMPLE, CENTRALIZED CONTROL**— Easily accessible in any installation.
- **UNDERWRITERS APPROVED** — Entire machine designed to pass Underwriter's Approval, mechanically and electrically.
- **RECORD CAPACITY** — Twelve 10" or ten 12", 33 1/3 or 78 rpm; twelve 7", 33 1/3 or 45 rpm.
- **SHIPPING WEIGHT** — 9 1/4 lbs.

## New Record Firm

Announcement has been made of the formation of Speech Art Studios, 30 Rockefeller Plaza, New York, to manufacture and sell records. Firm will produce recordings of literary selections, drama and speeches of general interest. First release is the recent speech by General MacArthur. The firm is preparing an album of MacArthur's historic speeches, including the above and his "I Shall Return" speech from Corregidor, a recording of his acceptance of the Japanese surrender, and others.

## New Astatic Guide

The Astatic Corp., Conneaut, Ohio, has published a new Phonograph Cartridge Directory and Replacement Guide. It has a complete listing of cartridge models of all major manufacturers. Cartridges made by Astatic competitors are listed with the recommended Astatic replacement of each. Another section carries a listing of discontinued Astatic Cartridges and the proper, current replacements for them. Available in quantities, the new directory may be obtained by writing the company for form S-168.

## Decca Vice-President



Announcement was made recently of the appointment of Leonard Schneider (above) as executive vice-president of Decca Records, Inc.

**Only General Industries provides a Complete line of**

### RECORD-CHANGER MOTORS

Three Speed  
Dual Speed  
Single Speed

### TURNTABLE MOTORS

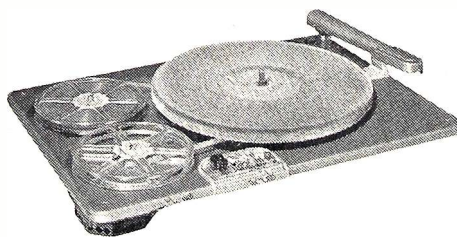
Three Speed  
Dual Speed  
Single Speed

**PLUS the popular, profitable**

### MODEL 250

Tape-Disc

### RECORDER ASSEMBLY



Records on tape\*  
Records on discs\*

Plays back both\*  
Plays any 78  
R.P.M. Record\*

\*When connected with proper amplifier

It's the famous General Industries *Smooth Power* line, backed by years of proved dependability in America's leading radio-phonographs and other sound reproduction units. Write today for complete information, including specifications, design features and dimensions. Quantity price quotations available on request.



**The GENERAL INDUSTRIES Co.**

DEPARTMENT I • ELYRIA, OHIO

## Phono Mfrs. Show Booth

The Phonograph Manufacturers Association is planning a booth for the Music Show, wherein displays will explain the purposes of the association. At a recent meeting the association decided that no merchandise will be shown at the booth. The meeting, conducted by president Roland J. Kalb, Steelman Phonograph & Radio Co., Inc., was attended by: Alfred H. Suekoff, Portofonic Sales; Al Herbst, Tone Products; Isadore Rothman, Electronic Creations; Fred Buhlman, Hedco Mfg. Co.; Ben Birns, Sonic Industries; and Jerry Herold, Herold Radio & TV Mfg. Co.

## Music For Israel

It was announced recently that a shipment of music library materials has been sent from Chicago to Tel Aviv, marking the first results of the Americans for a Music Library in Israel, 425 S. Wabash Ave., Chicago, Ill. Max Targ, president of the organization, termed it "a unique and inspiring adventure in international cooperation and good will."

## Capitol O-C Discs

Recently released Capitol 45 RPM records feature the "Optional Center." Hole in the center permits playing on 3-speed players. Pushing out the center with the thumb leaves a large hole for playing on 45 players. This feature eliminates any need for "adaptors" on 45 RPM records for owners of 3-speed players.

## Lowell Changes Name

Lowell Metal Products Corporation, St. Louis, Missouri, manufacturers of ceiling and wall speaker baffles and allied acoustical equipment, has announced a change in name to Lowell Manufacturing Company, same address. No changes in personnel are anticipated, according to word received from Ben W. Lowell, head of the firm.

## Web-Cor Show Display

The main emphasis in the Webster-Chicago display at the recent 1951 Parts Distributors Conference and Show in Chicago, was on its new models 106 and 107 record changers, recently introduced. The 106 is an automatic, 3-speed changer for custom installation and replacement. This model features a muting switch that silences the amplifier during the record-changing process. It also features an automatic stop that shuts off the motor and returns the pickup arm to rest position when the last record has been played.

## RCA Victor Radio Shows

The RCA Victor Division of the Radio Corp. of America has announced that it has signed to sponsor seven major radio programs each week on the full NBC network. Involved in the purchase are the sole sponsorship of two new half-hour programs, "The Private File of Rex Saunders," and "RCA Victor's Musical Merry-Go-Round." Co-sponsored shows are NBC's five-show "Spring Tandem," which includes the "\$64 Question"; "The Boston Pops Orchestra," "Screen Director's Playhouse," "The Man Called X," and "The Magnificent Montague."

## NEDA Committee Named

Arthur C. Stallman, president of National Electronic Distributors Association, has announced the appointment of a committee to supervise details on manufacturers' display booths at NEDA's Second Annual Electronic Parts Distributor Show to be held in Cleveland, Ohio, September 10-13, 1951. Members serving on this committee are: Chairman, Joseph A. DeMambro, DeMambro Radio Supply Co., Boston, Mass.; Aaron Lippman, Aaron Lippman & Co., Newark, N. J.; W. D. Jenkins, Radio Supply Company, Norfolk, Va.; George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich.; Milton Fischer, Fischer Distributing Co., Inc., New York City.

## New Sales Managers

Dwight D. Thomas, vice-president of Thomas Distributing Company, Los Angeles and San Diego wholesale appliance merchandisers, announced the assignment of Walter W. Costello as sales manager for the "Universal" line of major and traffic appliances as well as the new specialty sales division. Tom Powell was appointed radio and television sales manager.

## Reassures Dealers

Bendix radio and television dealers recently received a letter and ad reprint from the company giving a statement and discussion of the attitudes, policies and dealings the company has with its dealers. The advertising reprint carried reassurance for the future of the industry.

## "Bass-Reflex" Term Now In Public Domain

Pointing out that the term, "Bass-Reflex," originally a Jensen trade name, has become the commonly accepted word for a vented loudspeaker enclosure, Ralph P. Glover, product manager of Jensen Manufacturing Company, Chicago, announced that the company now considers this phrase to be in the public domain.

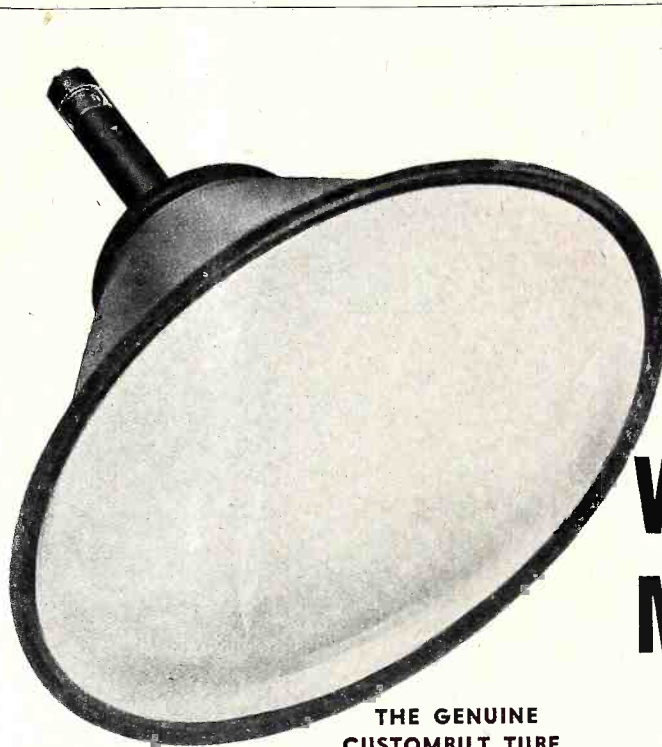
## Kalb Gives Lectures

Roland J. Kalb, vice-president of Steelman Phonograph & Radio Co., Inc., Mount Vernon, New York, has

been selected for a series of lectures at Adelphi College, Garden City, Long Island. The first of these, delivered by Mr. Kalb, was on "Human Relations in Industry" and "Opportunities in Physics."

## New Scott Dealers

Hellwagen Music Company, 251 North Main St., Dayton, O., and William H. Turner Company, Kokomo, Ind., have been appointed as dealers for the Scott Line of radio-phonograph and TV receivers. L. M. Sandwick, vice-president of Scott Radio Laboratories, has announced.



**YOUR  
DUD  
IS  
WORTH  
MONEY**

THE GENUINE  
CUSTOMBILT TUBE

**NOW YOU CAN TRADE YOUR OLD TUBES  
FOR NEW *Custombilt* TUBES  
GLASS OR METAL**

NEW "Plus Money" OPPORTUNITY FOR DISTRIBUTORS AND DEALERS

*Diamond and Custombilt Television Tubes*

*Now...* in the face of imminent shortages . . . you can assure yourself of an unlimited number of cathode tubes — the same Custombilt tubes that are purchased by prominent manufacturers for their finest TV sets.

The TV-"Q" Custombilt Corp. Exchange Plan works very simply. We will replace your old tubes with brand new ones of identical size and style . . . from 10" to 20" in glass or metal and guaranteed for one year.

(Reflection-Free Screens Are Now Available)

For more information and prices ask your distributor . . . or write to Tube Division.

NOTE: Information on Other Products on Request.

**TV-"Q" *Custombilt* CORP.**

469 STRAIGHT ST.

• Phone ARmory 4-6218

• PATERSON, N. J.

# Protecting TV Cabinets

**Damage Costs Dealer Money. Read Here How to Care for Sets, Where to Store and How to Maintain Them**

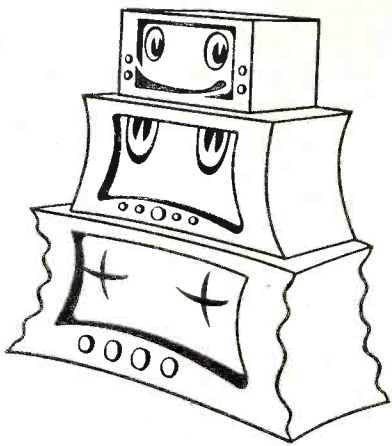
• Several months ago, a Midwestern dealer was conducting a two-week sale and needed some extra space in his showroom.

He, therefore, temporarily placed a number of fine television sets, minus packing cases, in the cellar of his store, just as he had done in the past with ranges, washing machines and the like.

A couple of weeks later he was a considerably poorer man. Dampness, probably the greatest enemy of finished woodwork, had completely ruined the cabinets. The profits from his two-week sale were more than wiped out by the loss of the cabinets. Additional losses were incurred through lack of sales during the time the sets were being replaced.

What this merchant forgot was that a television set is much more than a device to bring entertainment in the form of sound and picture. It is also a piece of furniture. Usually it is a good one.

If a dealer wants to avoid damage to his sets, dissatisfied customers, loss of profits and associated business



Sets piled on top of one another can result in costly damage.

headaches, he would do well to learn to think of his sets as furniture which must be protected.

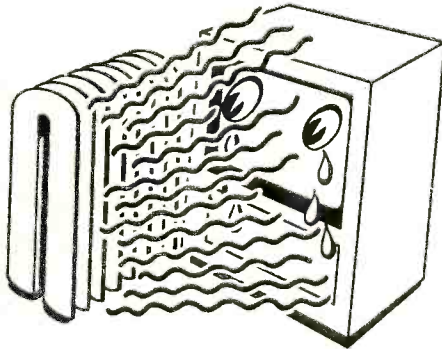
According to Charles P. Geyh, manager of the cabinet department, receiver manufacturing division, Allen B. du Mont Laboratories, Inc., there are a number of ways to protect sets from the moment they arrive at the dealer's storeroom up to the time they are delivered to the customer.

Geyh's first bit of advice is to avoid storing sets on top of each other.

Sets come to dealers carefully packed according to Interstate Commerce Commission regulations. Protective wadding is placed along the

top edges of the cabinets. But if two or more sets weighing several hundred pounds are stored on top of a third set, that protective wadding may be pushed against the bottom cabinet with such force that "press marks" appear in the finish. These can often be removed if they aren't too deep, but it's an extra expense for the dealer.

As has been pointed out, dampness is ruinous to fine cabinets. It causes joints to expand and crack and makes lacquer peel. The answer to the dampness problem is simple. Don't store sets in damp places! Extreme exposure to dampness may also result in corrosion of metal parts and components.

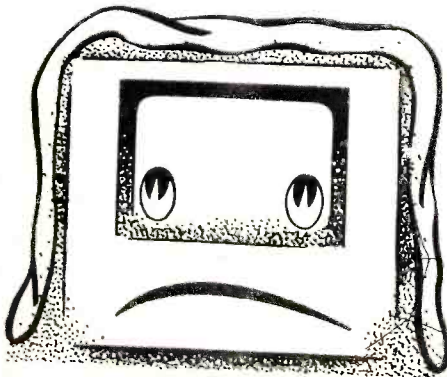


Extreme dryness and heat splits joints and cracks finishes of set cabinets.

Extreme dryness is almost equally bad. It splits joints and cracks finishes. Wherever possible, cabinets should be kept away from the vicinity of furnaces, hot pipes and hot air vents.

When a dealer delivers a set to a customer living a short distance away, there is always the temptation to save time by not covering the set properly. In some cases sets are wheeled outside stores and left uncovered on the sidewalk for a few minutes until the truck driver decides to throw a shipping blanket over

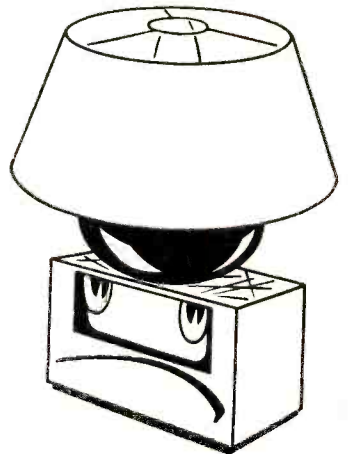
Shipping blankets covered with dust and grit can mar those highly polished surfaces.



Protect cabinets from weather. Cold air striking warm cabinet can cause checking.

the set and put it in his truck.

Sometimes no harm is done. The set is soon covered and on its way. But if it is winter and the set is taken uncovered out of a warm store into a temperature under 30 degrees, the dealer is asking for trouble. Cold air striking a warm cabinet surface can cause "cold checking." Small cracks appear all over the finish and the dealer is faced with the expense of having the finish done over. To



Protect cabinet tops. Don't place heavy objects on them. Cover top with pad..

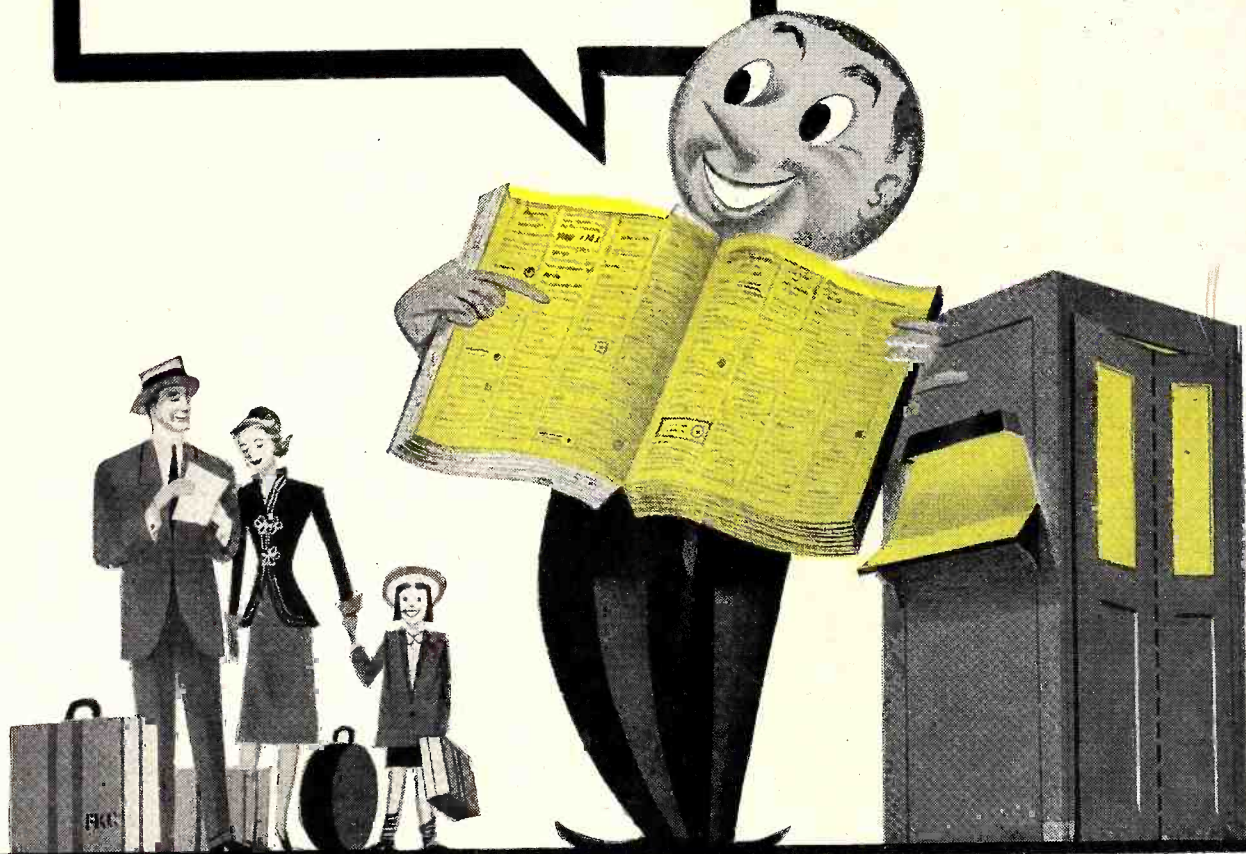
avoid this, wrap the set in a blanket or put it in its carton *before* it leaves the store.

The dealer, warns Geyh, should also inspect shipping blankets regularly to make sure they are clean. Too often such blankets toss around the bottom of trucks on return trips and pick up grit and grime. On the next delivery, they are placed around other sets and roped to the side of the truck. The jouncing action of the truck plus the

(Continued on page 80)



**"At your  
service,  
stranger"**



**M**ORE and more families are on the move today—resettling in suburban areas—going to new jobs in towns and cities all over the country. That means new business for radio and television dealers everywhere.

Where do these strangers look to find the things they want to buy? They go right to the buying guide they've been accustomed

to use—the 'yellow pages' of the telephone directory. How do we know? Nationwide surveys prove that 9 out of 10 shoppers use the 'yellow pages' for buying information.

Help these prospective customers find your store. Make sure you are identified in the 'yellow pages' under headings of all the products and services you offer.

**FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.**



# Sales Tips

## and Profit-Pointers

**New Ideas to Increase the Dealer's Volume of Store Sales**



### SELLING MORE VACUUM CLEANERS.

One successful dealer always sends a new cleaner to the customer's home along with the old one he's repaired, instructing the man who delivers to suggest that the customer try the new one with a view toward trading it in. In this way, the owner can make a comparison right in the home, and will often buy the new cleaner then and there.

\$ \$ \$ \$ \$



### PLAN TO SELL MORE CHILDREN'S RECORDS than ever before during 1951.

Suggest juvenile discs as birthday or other event gifts to all store visitors; feature the records in ads, and in special show-room and in-store displays. When folk come in with small fry, let the youngsters hear a couple of records. The kids are doing a big job in selling TV to parents, and they can help sell phono records too.

\$ \$ \$ \$ \$



### THE DISPLAYING OF HARSHLY-WORDED SIGNS such as "Not Responsible for Repair Work After 30 Days," "All Repairs Strictly Cash," etc., antagonizes many customers, and has a decidedly bad psychological effect.

Such signs suggest that the dealer distrusts any and all store visitors—treating them as strangers. The merchant who feels that such messages help him, should take pains to word the signs courteously in order to convey friendliness, and appreciation for the business customers give him.

\$ \$ \$ \$ \$



### IT PAYS TO CALL ON DISTRIBUTORS NOW AND THEN.

Such visits may be most profitable since the dealer can pick up merchandising ideas, establish himself as a friend, and can get a lot of display ideas in some of the modern establishments supplying his needs.

\$ \$ \$ \$ \$



### ROOM AIR CONDITIONERS WILL SELL WELL this summer season and since it's predicted that supplies may be short,

dealers should order right now, and should set up plans for active selling campaigns. Telephone or personal canvass of the business and professional people in one's community will bring satisfactory sales results.



### WHILE THE AMOUNT OF MONEY involved in a prospective sale should govern the time spent in sales effort, it doesn't

follow that if the amount is small the effort should be "small." Many salesmen who sell both large and small-ticket products fail to display enthusiasm in front of the customer when showing an item selling for, say \$15. Small sales add up in volume, and, if the product is worth selling at all it's worth selling right.

\$ \$ \$ \$ \$



### TRY SENDING YOUR SALESMEN OUT IN THE BUSINESS district to solicit sales

of recorders to doctors, lawyers, music teachers, municipal officials, police departments, and to commercial firms where inventory-taking is a problem.

\$ \$ \$ \$ \$



### WHEN A CUSTOMER MENTIONS THAT HE'S CONSIDERING a competi-

tive make the clever salesman doesn't dwell on the subject of the product handled by another. He may make a brief remark, such as "oh, yes, that's a good make," or, if specifically requested to do so he may draw some comparisons to suggest that his product has superior features, etc. He doesn't keep mentioning that "other" name, nor does he run down the other fellow's item because he knows that every knock may prove to be a boost.

\$ \$ \$ \$ \$



### "STORE HOUSECLEANING" CAN BRING EXTRA dollars to the dealer.

He can make a drive to sell all of the shelf-warmers and slow-movers on hand. Somebody is always in the market for something. Some products have been shunted aside because they didn't sell well at first. It may be that they will move now if proper effort is put behind them. Give the salesmen something extra to move them—put some real promotion behind the dust-gatherers, and you'll be surprised to see how fast they'll find new homes.

\$ \$ \$ \$ \$



### THE "INNER SANCTUMS" MANY DEALERS use as their offices are hidden

away, and for a very good reason—they're cluttered up this high with papers and junk! Often, such rooms can be spruced up to become presentable places where the dealer can sign up special orders, or discuss private business matters with his customers.

## Admiral Dealer Sign



Flexibility of the new plastic-fluorescent dealer signs is illustrated by this Admiral display. The formed top panel holds a 15-watt fluorescent lamp that edge-lights the outer border. Copy, in yellow, maroon and white, is fused into the Plexiglas face.

## GE Warranty Policy

A new warranty policy on television replacement picture tubes has been announced by the General Electric Tube Divisions, according to John T. Thompson, sales manager of replacement tubes. This new warranty is applicable only to TV picture tubes sold for replacement purposes through franchised GE and Ken-Rad receiving tube distributors and their dealers.

## Krich-N. J. Promotion

Mervin Marcus has been promoted to district manager in the Radio and Television Department, Krich-New Jersey, Inc., Newark, N. J., RCA Victor distributors in the Northern New Jersey territory, it was announced by Frederic M. Comins, manager.

## Five Point Ad Plan

Lauren K. Hagaman, director of advertising and public relations for The Magnavox Company, recently outlined a five point program as a basis for merchandising or promoting an advertisement program. 1) A national campaign should be a long series of local campaigns; 2) Everyone concerned should understand and tie-in with the campaign; 3) Make the advertising schedule known to all; 4) Let one medium sell another, don't let them compete with each other; 5) Use a gimmick, any trick, device or idea that will help dramatize your point.

**For extra profits, push portable radio sales now**

## Capehart News Photos

Capehart television helped the Los Angeles Evening Herald & Express score a real news "beat" on April 12, when the arrival of the battleship U. S. S. Missouri at Long Beach, California, was photographed direct from a Capehart television screen and the pictures rushed to the paper, well ahead of regular news photographs. Believed to be the first photographs of "on-the-spot" reporting direct from a television screen, the shots show the "Mighty Mo" coming into port and the deck activity at the time of landing.

## Thomas Bonus Plan

Thomas Electronics Inc., television picture tube manufacturers in Passaic, New Jersey, are coordinating merchandising with advertising in order to gain increased prominence in the picture tube replacement market. When Robert E. Burrows, newly appointed general sales manager for Thomas announced this plan for promotion of the "Thomas Phototron" he explained that in the inevitable replacement boom, service men who buy Thomas tubes will get an added bonus in the form of a certificate which has a currency value.

## EVERYONE WANTS AN "ORIGINAL"



A copy is never as good as the original. That's why TRIO TV Antennas are "wanted" antennas. TRIO has consistently led the industry in developing better, more efficient antennas. Never "just like" another, every new TRIO model is original and represents an improvement over any existing TV antenna.

\* Patent Pending — No licensing arrangements granted for duplicating principle of this antenna.

### TRIO YAGI SETS THE PACE

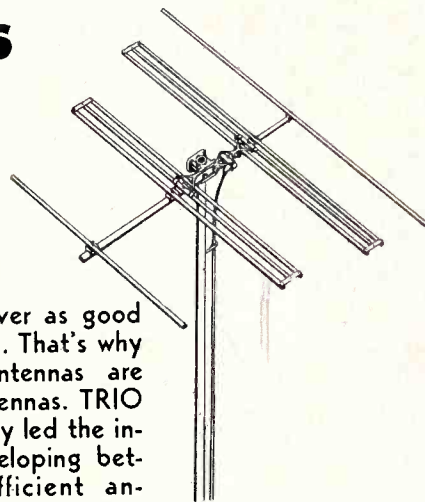
An example of TRIO's original design is the amazing dual channel TRIO Yagi — a single-bay 4 element yagi that provides full 10 DB gain on two channels! Available for channels 4-5 and 7-9, this revolutionary antenna makes bulky stacked arrays obsolete by providing excellent fringe area TV reception where other antennas fail!

### HOW IT WORKS

Antenna consists of 4 elements whose function is different on the two channels. For example: in Model 445, the elements, on channel 4, act as reflector, dipole, director, director, in that order; while on channel 5, the same elements act as reflector, reflector, dipole and director. Careful design insures proper impedance match with standard 300 ohm lead.

### COMPARE THESE ADVANTAGES

- Provides gain on both channels 4 and 5 (or 7 and 9) Equal to Any Two conventional 4-element yagis!
- One bay replaces bulky stacked array!
- One lead replaces old-style 2-lead systems!
- Less weight-per-gain than any other TV antenna!
- Greatly reduced installation costs for complete TV coverage!
- Can be stacked for additional gain.



\* MODEL 445, the famous Single-bay TRIO Yagi for TV channels 4 & 5. Supplied less mast and transmission line.

**Model 445.** Single or stacked Yagi for Channels 4 & 5.

**Model 479.** Single or stacked Yagi for Channels 7 & 9.

**Model 645.** "Controlled Pattern" System consisting of 2 bays offset stacked and "Phasitron." Eliminates co-channel interference. For Channels 4 & 5.

**Model 679.** "Controlled Pattern" System for Channels 7 & 9.

**Model 304.** Single Channel Yagi with Double Dipole for Channels 2 to 13.

**Model 604.** Same as Model 645 except for single channel operation.



# TV Leads Sales for Florida Dealer

*Located in a One-Channel Area, Sets Are Moving Fast at McFarlanes*



The McFarlanes new store in Ft. Lauderdale, does a lively business in receivers, specializing in the higher-priced sets.

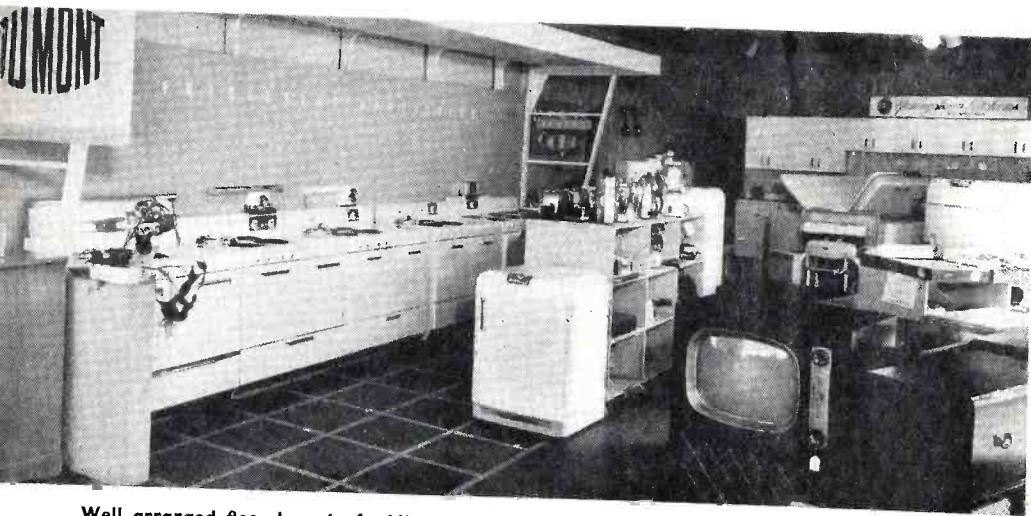
• Despite the fact that the only available TV reception is Miami's WTVJ, 25 miles away, TV sales are leading all other products at McFarlanes, Four-Way dealer at 300 E. Las Olas Blvd., Ft. Lauderdale, Florida.

Carrying Frigidaire, Deepfreeze, Youngstown cabinets, and Ironrite white goods, as well as a complete line of electric housewares, the McFarlane brothers started business in 1938, two blocks from their present site. They moved to their present new store two years ago.

In radio and TV they carry RCA, Capehart, Zenith, Dumont, Admiral and Emerson. Most of the sales at McFarlanes are made to year round residents, rather than to the winter tourist trade. The majority of the TV sets they sell are consoles, and about two-thirds of these are blond finished. At times, when they were not able to get all the blond finish sets they needed, they have gone to the expense of refinishing mahogany cabinets in order to fill orders. Maintaining its own service department makes McFarlanes better able to handle a task like that.

The lone TV station, WTVJ, in Miami, puts on some mighty good programming, and the demand for TV sets at McFarlanes exceeds their supply. The McFarlanes maintain outside and inside salesmen, and a saleswoman at the record department.

In the record department, 45 and 33-1/3 RPM's lead sales. A small stock of 78 RPM single discs is kept, but requests for albums in 78 RPM are usually satisfied by switching to another speed, never overlooking the tie-in sale of a phonograph where possible.



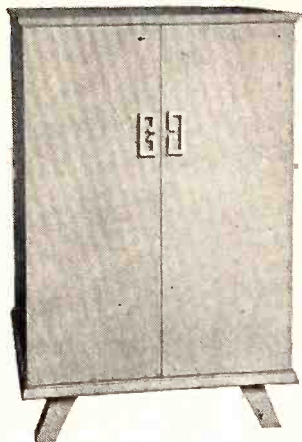
Well arranged floor layout of white goods (above), and TV sets (below, left, showing record department at the rear) and more appliances (below, right) is designed for attractiveness and customer comfort.



A STYLE RANGE FOR ALL...

...A PRICE RANGE FOR ALL!

*modern*

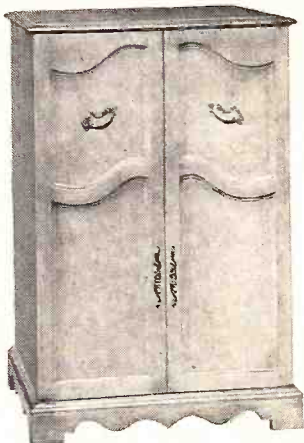


The DEL MAR  
Model 5178

GREAT NEW  
*Sparton*

# MIDSUMMER TV LINE

*provincial*



The ROCHELLE  
Model 5175

Here's just a hint of the exciting line ahead for Sparton dealers this coming season.

There are cabinet styles to grace any modern or traditional setting. Chassis that are quality-engineered and quality-built for top-performance, trouble-free operation . . . big-tube models at popular prices.

Yes, Sparton dealers will be selling the finest TV line anywhere for engineering . . . for styling . . . for value and profit. And they'll be backed by aggressive national advertising and a generous local cooperative program.

On top of that, Sparton dealers will be protected from price cutting, dumping, multiple mark-ups, over-franchising and other profit killers by SCMP—Sparton Cooperative Merchandising Plan—and by Sparton's guaranteed price-protection policy.

Drop in and see the first showing of the complete Sparton line at The Chicago Home Furnishings Market, June 18 to June 28, Space 509 B.

*traditional*



The RUTLEDGE  
Model 5158

*Sparton*  
RADIO • TELEVISION

DIVISION OF  
THE SPARKS-WITHINGTON CO., JACKSON, MICH.

# Teach Your Servicemen to Adopt a Sales Attitude

**The "Unbiased Experts" Can Effectively Suggest Replacement Sales to Customers**

• Many dealers are still lukewarm about their service operations. They still look on service as a necessary evil. Yet the most successful dealers use service as a sales builder.

There is no mystery about why they do this. The service man is the one member of the firm who has the most ready access to the prospect's home. He has the opportunity to see what appliances are there, how old they are, and what state of repair they are in. He has an opportunity to make suggestions and recommendations that the salesman never has. The service man is regarded as an unbiased, objective expert who has the straight, unvarnished low-down on what makes these things tick and which ones are best. He can with all honesty suggest that the time has come to replace this older appliance with the latest model, and not be regarded suspiciously by the customer.

Moreover, there is usually an element of gratitude in the relations between a customer and a service man, that is not unlike your own relations with a doctor. You don't like to get sick; it's a source of real annoyance. But when the doctor comes with his best bedside manner; when he expresses sympathy and confidence, and assures you that he will have every-

*By Roger H. Bolin, assistant to vice-president, consumer products, Westinghouse Electric Corporation.*



thing running smoothly soon—you just naturally are grateful to him for his assurances and prescriptions.

So it is with a service man. If he is trained to build confidence, if he expresses regret at the annoyance caused by failure of an appliance, if he does a thorough craftsmanlike job of fixing it without cluttering up the customer's home, if he takes a minute to explain what he is doing and why

things will be better from now on—he usually makes a friend.

This requires a definite attitude on the part of dealer management, and a careful plan of continuous training. The tendency of many service men is to walk into a home and say, "Lady, you don't have to tell me what's wrong with that range. That's the 12th one just like it I've seen this week. I don't know why the factory doesn't fire the whole engineering department and start over."

## **Patience Is a Must**

And the tendency on the part of too many service people handling incoming complaints on the phone, is to not take too much of the customer's lip. By virtue of their jobs, they hear nothing but complaints. But they can harm or help the reputation of the store every time they pick up the phone. They have to start with the fact that the person on the other end is annoyed, and that they are probably going to be unreasonable. And yet she is a customer. The trick is to handle her in a way that will make her feel that the store's management is greatly upset at this inconvenience she is suffering, and that its most important job that day is to get her appliance operating satisfactorily.

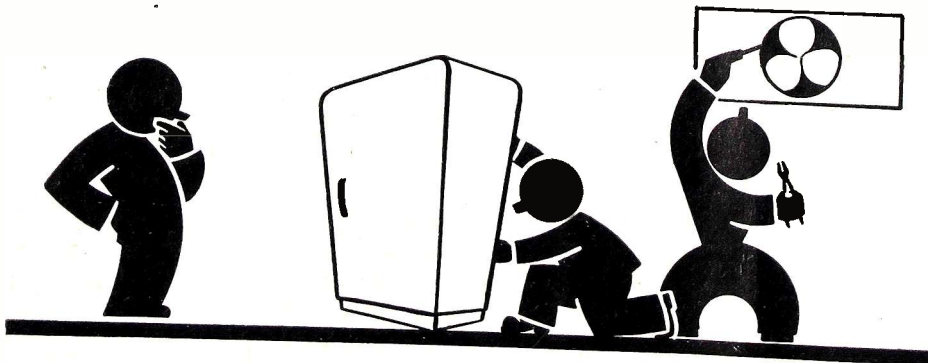
## **Your Service Man—**

- Has ready access to the prospect's home when he calls to put into operation that television set or appliance
- Can with all honesty suggest the necessity for buying a newer model without being regarded suspiciously by the customer
- Can help you sell many more products if he is properly trained in a program followed through by management

## **Management Attitude**

Making the service department a sales tool has to start, of course, with the management attitude. Store management must set the pace. They must lay down the program and see that it is followed. They must see that the folks on the phone, the repairman on the bench and the man who goes into the home—not only know their stuff—but also adopt a sales attitude. Extra compensations may have to be established to do this, but retailers who are using their service department this way say that it pays rich dividends.

One of the greatest contributions that could be made to the appliance business in my opinion would be the organization of a definite program, in cooperation with the distributors and dealers in their community, for training service personnel. This would stress the proper technique of handling service calls to assure customer satisfaction and produce increased sales.



# New Appliances

## Westinghouse Film Spots

A new series of 34 film demonstrations is now being made available for retailer television use by the Westinghouse Electric Appliance Division through its distributors. All films are 16 mm and products demonstrated include refrigerators, ranges, laundry equipment, roaster ovens, vacuum cleaners and fans.

## New Lewyt Plant

The Lewyt Corporation of Brooklyn, New York, manufacturers of the Lewyt Vacuum Cleaner, announced its plans recently for the construction of a new \$3,800,000 plant in Nassau County, Long Island.

## Youngstown Booklet

Eight practical ways to finance a Youngstown Kitchen are described in a new booklet for use by retail dealers. It is also being distributed by the factory's inquiry department, with a booklet inserted in each consumer catalog. Entitled "8 Ways to Pay for Your New Youngstown Kitchen and Increase the Value of Your Home," the booklet points out that kitchen modernization is a safe and practical investment.

## New Hoover President

Frank G. Hoover, announced his resignation as president of the Hoover Company at the annual stockholders meeting recently for reasons of health. He will be succeeded by John F. Hattersley, executive vice-president. Mr. Hoover will retain his post as a member of the board of directors.

## Coolerator Meetings

Coolerator distributors is conducting more than fifty field service meetings for their service organizations and for dealer servicemen, according to John E. Unger, Coolerator national service manager. Schools will be directed by distributor service managers assisted by Coolerator field service engineers.

## Eureka Ad Campaign

Eureka vacuum cleaners are being promoted by a national advertising campaign. Featuring the Eureka Automatic 3 in 1 Wonder Cleaner, the ads are offering a free trial.

## Distributors Appointed

E. A. Tracey, vice-president of the Air Conditioning Division of the Mitchell Manufacturing Company, Chicago, announced the appointment of three new distributors for the Mitchell line of window-type air conditioners. They are: Nelson Radio & Supply Company, 451 St. Louis St., Mobile, Alabama; Teague Hardware Company, Montgomery, Alabama; and Ray Thomas Company, 1601 South Hope St., Los Angeles, Cal.

## Monitor WASHERS

The Prestomat washer, recently introduced, does five loads of laundry in 27 minutes. The new Pulsator, which propels water and air together through the clothes, is the new washing principle.



The dryer takes 1½ minutes to damp dry a load of wash. It is separate from the washing tub. Operation is quiet, cabinet is built on casters. Monitor House, 640 W. 249th Street, New York 71, N. Y.—RADIO & TELEVISION RETAILING.

## Palmer SNO-BREZE

Shown here is the model F-1800D, evaporative cooler model. Featuring a three speed switch and 16-inch fan, the unit retails for around \$60.00. Finish is baked enamel. Other models in the line, from the 20,000 CFM blower cooler



to the 1000 CFM midget model, include the B3500 blower cooler. This model, designed for homes, offices or commercial buildings, is powered by a ½ HP motor. Retails for around \$135.00. Palmer Manufacturing Corp., Phoenix, Arizona.—RADIO & TELEVISION RETAILING.

## GE AUTOMATIC BLANKET

A newly designed functional bedside control electric automatic blanket has been announced. Control has an illuminated dial which lights up when the current is on. The new double-bed one-control blanket, model PB15A1, lists for \$55.95. The twin-bed blanket, model PB15A4, lists for \$52.95. General Electric Company, Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

## Hotpoint RANGE

A new automatic electric range with lighted pushbuttons has been introduced. It lists for approximately \$50 less than previous models in this class. Called the RD-12, it features three large storage drawers, twin Masda cooking



lights, oven timing clock, dual timing unit for surface and oven, raisable Calrod cooker, two appliance receptacles, and a concealed heat oven unit. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

## Sparton REFRIGERATORS

A new line of domestic electric refrigerators has been announced. Consisting of two models, the 9 cu. ft. and the 10 cu. ft., emphasis is on the latter. This de luxe model, called the Big 10, features a freezelooper, chill chamber, adjustable shelves, door shelves, butter bin, and hermetically sealed compressor. The Sparks-Withington Company, Jackson, Michigan.—RADIO & TELEVISION RETAILING.

## Gale Dorothea OSCILLATOR

A new animation mechanism has been introduced. Any degree of oscillation up to 90° can be provided. A choice of 10 different rates of oscillation, from 4 to 30 cycles per minute, is available at the factory. Will swing, evenly and smoothly any load up to one pound. Single unit costs \$6.75. Quantity prices on 5 or more units. Free illustrated folder called "119 ways to use back-and-forth motion," is available from Gale Dorothea Mechanisms, Elmhurst, Long Island, New York, N. Y.—RADIO & TELEVISION RETAILING.



New growing market provides a

# Terrific Sales and Profit Payoff!

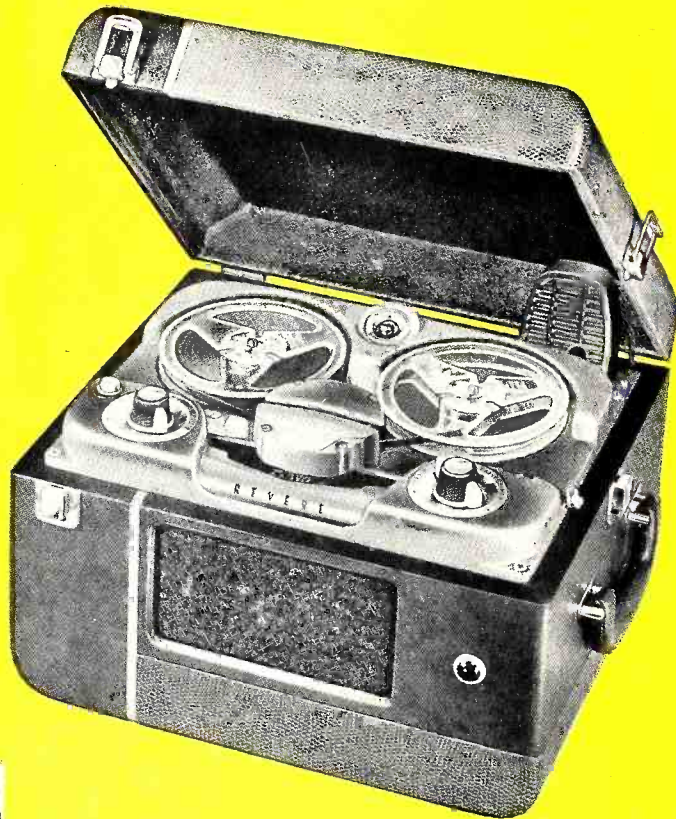
## Dealers Everywhere Cash In on the Dynamic New Revere Tape Recorder

Every day, more people discover the advantages of owning a Revere Recorder! This potent sales-producer not only provides a new source of extra profits, but does wonders as a general business stimulant and creator of store traffic. As the newest idea in gift giving, Revere opens an even greater new sales potential!

### First In Features!

The success of dealers everywhere who feature the Revere Recorder has been phenomenal! Revere's unexcelled fidelity of sound, unusual compactness and lightweight portability, and amazingly low price make it the unquestioned leader in the entire recording field. Revere also offers fast forward and rewind speeds . . . full hour's listening on every reel . . . erasable, re-usable tape, easily edited with scissors and Scotch tape . . . and handsome, luggage-style case. Write today for complete information!

REVERE CAMERA COMPANY  
CHICAGO 16



**RECORDER COMBINATION**  
Tape recorder with built-in radio. Records directly from radio by turn of switch. Model TR-200.  
**\$20950**

**MODEL T-100**  
With microphone, radio attachment cord, 2 reels (one with tape), and carrying case.  
**\$16950**



### Demonstrations Mean Sales!

One demonstration is often all that is needed to clinch a sale! Customers marvel at Revere's ease of operation and true-as-life sound. Set up a Revere Recorder display and watch the attention it gets! Revere is the biggest new profit-booster since television!

# Revere

## TAPE RECORDER

Largest Selling Tape Recorder in America



# SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

## "Appearance" Counts in Selling Service

The day of the "character" radio-man who, although reliable, was not a good salesman and was considered something of an eccentric, is gone. Today we are seeing the development of the radio serviceman into a solid businessman. His store, his employes and his work all must reflect an alert, efficient, progressive attitude if he's interested in staying around.

True, there are certain stores and shops still run by men who've been in the same neighborhood for twenty years. These men have steady customers and it matters much less what impression they make today; their work is known to be good. But the greatest number of servicemen today are in direct competition for new business.

To many servicers, especially those who are vigorously going after permanent business-building, the things spoken of here will not be new. But to those who are constantly trying to improve themselves the accompanying checklist will show that not all points of customer contact are being as carefully considered and covered as they should be, for best public relations.

The most important salesman for any service department or shop, outside of the job itself, is the appearance of the technicians who fix the sets, deliver them, and go into homes. Among the increased number of younger men working as outside TV technicians many are not as careful as they should be to avoid the impression of sloppiness or inefficiency the customer may get from their looks. An installer who is unshaven, or one whose hair falls over his face and ears, or one whose clothes are dirty or torn, does not impress the customer as a man whose advice is to be carefully considered.

The outside technician is to many people today almost as important a person as the family doctor, and if he appears to be a serious, responsible person, customers are much more inclined to respect his efforts in the many difficult situations which can arise in TV installation and repair.

In delivering sets, the technician should not try to carry a big set in by

himself. Perhaps 95% of the time he'll get the set in OK, or with only a scratch or two(!), but Mrs. Jones has heart failure as she watches him and may wonder if that's the way he fixes sets, too. For any but small table sets, see that two men handle transportation. And see that they know how to *carry* the receivers.

If customers are able to see into your service shop, they get a definite idea of what to expect from how it looks to them. No one expects a workshop to look like a showroom, but there's no need to have sets all over the bench and floor, mixed in with antenna parts and cable, and the bench littered with tools and spare parts. Anyone who has tried working in a well-kept shop knows that it is easier—and, for that reason alone, smarter—to keep everything in its place. So even if the customer doesn't see the shop, it should be well arranged and cleaned up carefully *once each day*. But if customers can see it, all the more reason!

We have all had to repair the white plastic portable Mrs. Jones keeps near the stove or sink in her kitchen. After a few months you can scrape the grease off with a knife. The five min-

utes taken cleaning up the set can add up to more good will for you than half an hour spent talking to her or tracing line noise in her house. Consoles which need a refinishing job should get it, if you can get the customer to agree to the slight additional cost. Needing less than that, no set should go out of the shop unless it has been lightly polished and the dial plate or picture screen glass carefully cleaned. If the set has a record player, put in a new needle. If it takes a cheap needle, replace it free of charge. If it needs a sapphire, call up and get an OK, but see that it's in good shape, even though the complaint that brought it in may not have involved the needle or cartridge.

Finally, another good "outside salesman" is one who works very quietly, unnoticed but effective in his own small way; your printed material. The impression made on the customer by your bills, by the set receipt he carries with him, or by the card your serviceman leaves in his door all make a difference in the way the customer thinks of you. These printed aids can all be effective by being simple without being plain, good-looking without hitting him over the head.

### How Does Your Setup Look to the Customer?

#### Appearance of service department—

- Are all repair sets neatly in place, out of the way?
- Are tools where they belong, on the wall?
- Are all spare parts in bins and trays?

#### Appearance of technicians—

- Neat, serviceable clothes?
- Properly kept personally—shaven, haircut, etc.?
- Do they have carrying cases for tools and tubes?
- Do they carry sets into homes carefully and efficiently?

#### Appearance of sets upon return to customers—

- Are cabinets, dials, faceplates wiped clean?
- Pilot lights replaced, cables tightened?

#### Appearance of bills, marking tickets, not-at-home call cards?

# Servicing and Replacing

## Review of Some Tuner Difficulties;

• One of the most important and critical sections of the TV receiver, and yet the section which takes the worst physical beating at the hands of the consumer is the front end, or as it is more commonly called, the tuner. It has two or three tubes and incorporates variable inductances or capacitances to allow for changing the tuned circuits for operation on any of the 12 channels now in use. It is this need for changing channels which leads to the hard use of the tuner.

Children are notoriously impatient of TV shows which fail to hold their interest, and in a large percentage of homes it is the children who use the sets most. Their desire for fast-moving programs leads them to become channel jumpers—they twist the channel switch from one channel to another many times an hour, and in most cases without any gentleness or care for the delicate mechanism.

It is this mechanism, the tuner, which determines more than any other part of the system, except the antenna, just what the quality of reception will be. The tuner and the antenna decide what will be the signal-to-noise ratio of the reception, since it is in the tuner that the very weak signal has to compete with pulse and wave-type interference, and attempt to override tube noise in bringing in the picture. Small changes in other parts of the set are not so critical for they will often still allow

tolerable reception, but changes in tuner operation are noticed at once, since whatever happens in the tuner is amplified by the other sections of the set.

### Non-Mechanical Trouble

Fortunately, *electrical* failures in the front end are confined percentage-wise largely to electron tube failures. The great bulk of tuner repairs are mechanical adjustments or replacements which are needed because of the rough treatment tuners get in use. The reason that there are few component failures in tuners is because applied voltages seldom exceed 150 volts. This is because of the low signal levels dealt with in the tuner. If higher voltages were used, the tube noise would reach figures too high to allow reasonable signal-to-noise ratios. Elsewhere in the set we run into much stronger signals and therefore have higher supply voltages applied. But the ratings of condensers and resistors are such that they will in general work in any section of the set. The result is that the lower applied tuner voltages leave the components working further inside the safe voltage and current rating limits.

The *mechanical* troubles are usually associated with wear or breakage of the contacts in the switching assembly. In some tuners there are rotary switches which change the amount of inductance in each tuner circuit. In

others we have the continuously-tuned front-end with its variable inductances which change by means of sliding contacts. And there are tuners with a regular old-fashioned variable condenser for tuning stations. In addition we have the turret-type tuners which change the amount of inductance by means of a number of strips with different sized inductors mounted inside them, and the newest tuners are using printed inductances which are found now both on the wafer-switch tuners and the turret-type tuners.

### Three Common Causes

There are three places in which mechanical failure is most likely to occur in front ends. First there is the detent, or assembly that provides a stepping action in the rotation of the selector so that the various values of capacity or inductance are stopped at precisely the right place. These assemblies must turn easily, yet they must stop very definitely at the position for each channel frequency. The second possible point of mechanical trouble is the contacts (this applies only to the turret tuners) which connect each different channel strip into the circuit. There are usually six to ten of these contacts for each channel. These contacts are subject to wear, sometimes to arcing, and often to accumulations of dirt, dust, and grease. Finally the tuner stationary contacts for meeting the channel strip contacts (or the selector switch blades in wafer-switch types) get even more wear than the contacts for individual channels. These stationary tuner contacts are in most cases spring contacts, and the springs of some models have broken a great deal in the past. The replacement of these contact springs has become a minor art in some shops.

When a contact-spring failure occurs it is often wise to use the most modern, latest-designed tuner which will fit into the set, rather than replace the tuner with a model similar to the original which sometimes may incorporate some of the faulty features which led to the breakdown of the original. This is advisable instead of replacing just the contact springs because the labor cost of contact-spring replacement can run very high, even though the parts cost may be less than that of a tuner replacement.

In recent months the relatively high number of contact breakages and detent failures has been greatly re-

### Tuner Checklist Procedure

1. Assuming that trouble is present both sound & pix, all channels, determine that trouble is in tuner, not IFs, by plugging in and out 1st IF tube. Then check tuner tubes.
2. Check antenna—open, shorted, intermittent.
3. Check filaments—visual for open. Check fil. by-passes.
4. Check B supply to tuner. Check AGC applied to RF stage.
5. Check oscillator injection voltage (AC signal to mixer).
6. Measure voltages; then resistances (if voltage is wrong).
7. Inspect contacts visually. Clean and lubricate.
8. Replace tuner if necessary.

# Television Front Ends

## How to Locate and Overcome Them

duced, due to improvements in design which could be made only after many months of field consumer use. Yet there continue in use many of the front ends which will in the future need this sort of replacement.

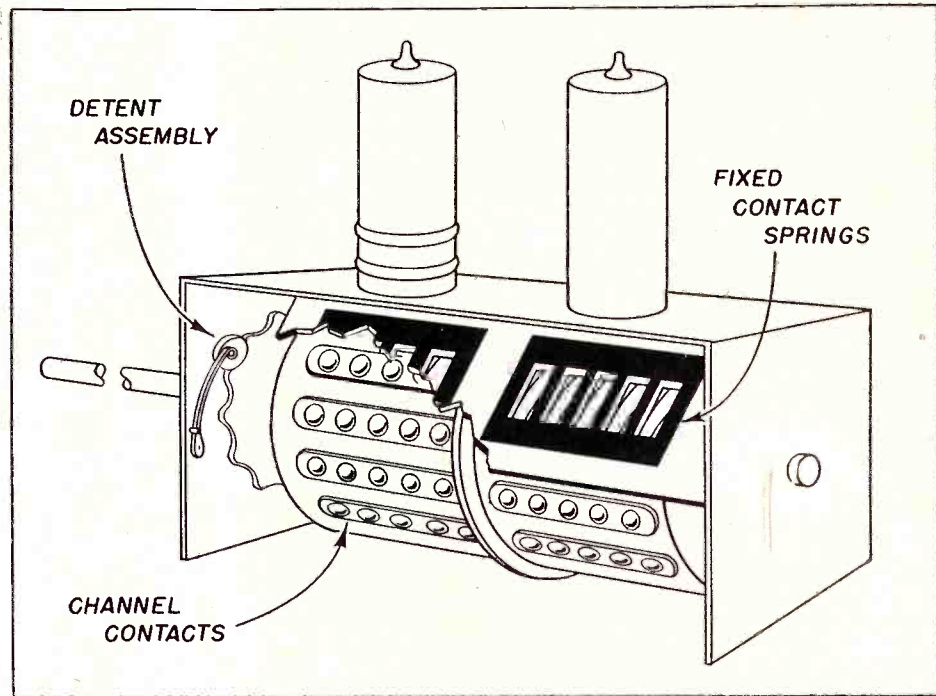
The technician should make himself thoroughly familiar with the several tuners now available as replacements for the originals. In some cases the manufacturers can quickly supply original-type tuners through their distributors. In other cases, however, it will be found faster and sometimes wiser, as pointed out earlier, to use a similar type replacement, or "universal" tuner. Just be sure the IF frequency is correct, and that the replacement is the right type for the set, whether intercarrier or dual IF sound channel.

In removing the tuner for physical replacement, first have the new tuner handy. Observe carefully the leads going to the rest of the chassis. These will usually be B plus, heater, AGC lead, IF output, and of course the antenna input. If the leads are not clearly color-coded make a quick drawing of them before removing. After unsoldering the leads, take out the four or five self-tapping screws which normally secure the tuner to the main chassis, and remove the tuner. The new front end is set into the chassis and the new leads soldered into place according to the drawing. When this has been done, make an ohmmeter check from plate to ground on one of the tuner tubes, to be certain that the leads are wired correctly to the supply points. Then the tubes may be inserted and the receiver turned right side up, the antenna hooked in, and the set switched on.

### Fringe Improvements Possible

A substantial amount of the time the manufacturer supplies information on improving the operation of the replacement tuner in fringe areas. Among the methods for doing this are reduction of the AGC voltage or of the bias bus applied to the RF stage, increasing the Q of the tuned circuits by removing or making larger the loading resistors across tank circuits, and changing the loads on the RF grid inputs.

If the replacement front end is not an exact original type for that set it is wise to check the plate and AGC voltages under operating conditions with a VTVM to see that they are near the values set up by the maker of the new tuner. If they are too



Shown are the points where mechanical troubles are most often encountered.

high then the decoupling resistors must be increased accordingly.

Most tuners for replacement are now supplied with some alignment so that usually just a bit of trimmer adjustment will bring the channels in properly. The adjustment of individual channels to put the sound in the center of the fine-tuning control should come only after the correct trimmer adjustments on the tuner itself have been made. Be sure to consult the manufacturer's instructions on adjustment of the oscillator, antenna, or RF trimmers.

Routine maintenance of tuners consists of new tube replacement (due to aging—low emission) and lubrication of the contacts. Most contacts, unless otherwise specified by the manufacturer, should be cleaned with carbon tetrachloride. Use a light brush, a hypodermic syringe such as is used for volume controls, or a cloth, and then lightly lubricate, using a light grease such as Lube-Rex or Lubriplate. In some cases with wafer-switch types, carbon tet and lubricant can be mixed half and half, placed in an atomizer, and the mixture sprayed into the tuner without removing it from the cabinet. The selector is rotated during this operation. After spraying, the cleaner evaporates, leaving the lubricant only. Precautions must be observed in using inflammable cleaners to be sure they

have completely evaporated before the power is applied.

In many tuners microphonics are encountered. With the trend towards intercarrier IF in most receivers there is less and less danger of microphonics, however. Thus there is less need for shock mounting and the entire assembly is getting simpler as time passes. The most common cause of microphonics is the oscillator tube. Next suspected comes a number of small condensers or leads in the oscillator stage which may be loose, or which, though rigid, may vibrate. You may cement these to the frame of the tuner if they are already close enough, and in this way may often eliminate microphonics. But this will call for some realignment of the oscillator. Care must be taken too, that not too much cement is applied. Loose tube contacts, coils working loose on coil forms, and loose cores in IF transformers can all cause microphonics or intermittents. Use cement to secure these where needed.

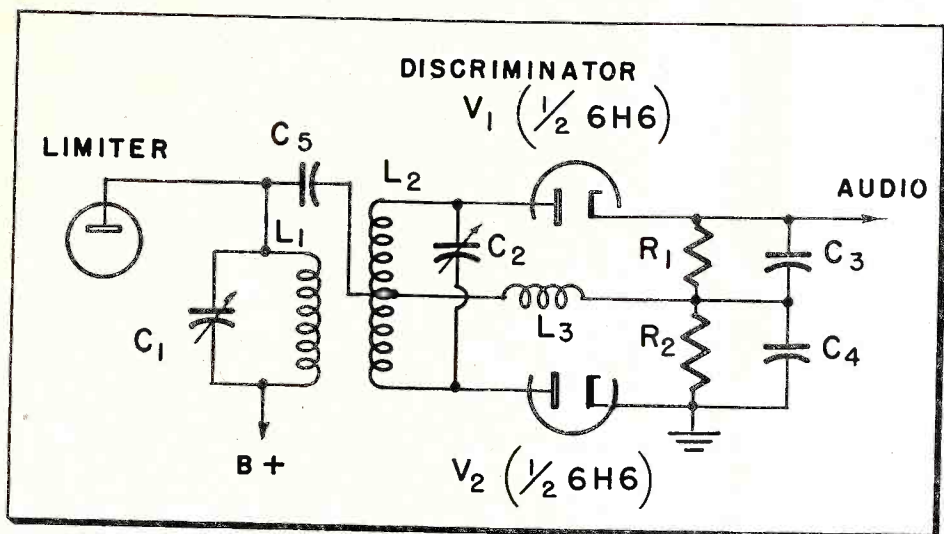
Oscillator drift may be caused by a bad oscillator tube, bad switch contacts, or intermittents in miniature condensers due to warm-up expansion.

If the set is entirely dead, that is, if there is no oscillator hiss or atmospheric noise in the audio and on the raster, the oscillator is often dead. A quick check to definitely localize

(Continued on page 88)

# Operation of the

Fifth of a Series of Articles on FM Detectors;



signal is associated with the resting frequency (see fig. 3B).

When intermediate frequencies above and below the center one (which is 10.7 mc in practically all FM receivers) are coming in, the phase relations between the voltages on  $V_1$ 's plate becomes different from the phase relations of the voltages on  $V_2$ 's plate. The net or resultant voltage on  $V_1$ 's plate will, therefore, no longer be the same as the net voltage on  $V_2$ 's plate. The currents flowing through  $V_1$  and  $V_2$  also become unequal, causing unequal voltage drops to appear across  $R_1$  and  $R_2$ .

These opposing voltages across  $R_1$  and  $R_2$  no longer cancel completely, but only partially. Some voltage is left over, in other words, and it appears at the discriminator output. This voltage will be either positive or negative, depending upon which tube conducts more (see fig. 2). The amplitude of the voltage will depend upon the frequency deviation of the carrier—that is, as the intermediate frequency deviates further above the center i-f, the discriminator voltage output gets more positive; as the fre-

Fig. 1—Typical discriminator circuit. The full name of this circuit is the Foster-Seeley discriminator.

By Solomon Heller

Last month we saw how the audio modulated the frequency of the carrier to produce an FM signal. Now that we have a signal, let us examine a typical discriminator circuit, and see how it demodulates that signal. We'll summarize its operation first, then analyze it in detail.

The i-f output of the limiter is applied to the discriminator input in two ways (see fig. 1): 1—capacitatively, through condenser  $C_5$ . 2—inductively, from  $L_1$  to  $L_2$ . The i-f signal is consequently split up into differently-phased voltages.

When the carrier or center i-f is coming in (the frequency to which  $L_1$ ,  $C_1$  and  $L_2$ ,  $C_2$  are tuned) the voltages, and the phase relations of the voltages, on the plate of one tube, are the same as those on the plate of the other tube. Since the circuits of  $V_1$  and  $V_2$ , as well as their voltage inputs,

are identical, equal currents flow through the two tubes. Equal and opposing voltages are consequently developed across  $R_1$  and  $R_2$ , causing the discriminator output to be 0. This is what we want to happen when the carrier is coming in, since no audio

Fig. 3—A) 30-cycle 4-v audio signal at transmitter. B) Effect of modulating FM carrier with audio signal shown in (A). When the audio signal increases in amplitude, the carrier frequency rises. When the audio signal decreases, the carrier frequency goes down. The audio frequency is the same as the rate of change of the carrier.

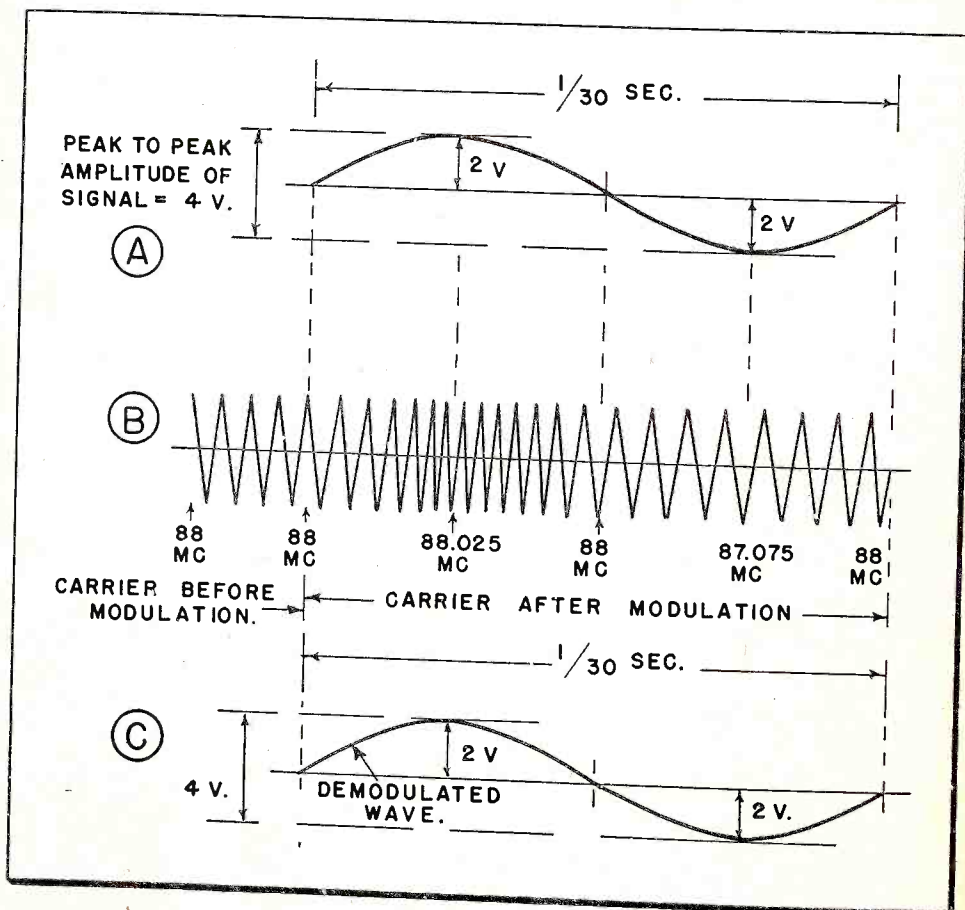
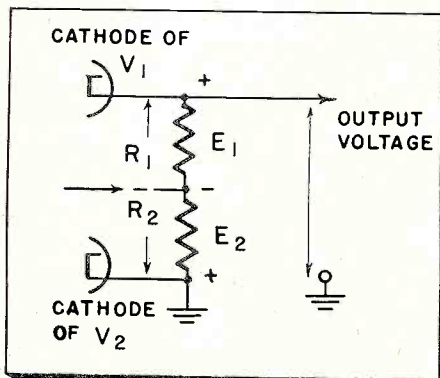


Fig. 2—Currents from the two diodes of the discriminator flow in opposite directions as indicated by the arrows, causing voltages of the polarities shown to be developed across  $R_1$  and  $R_2$ . When  $E_1$  is larger than  $E_2$ , the voltage output will be positive; when  $E_2$  is larger than  $E_1$ , the voltage output will be negative.



# Foster-Seeley Discriminator

## Phase Relations Are Examined

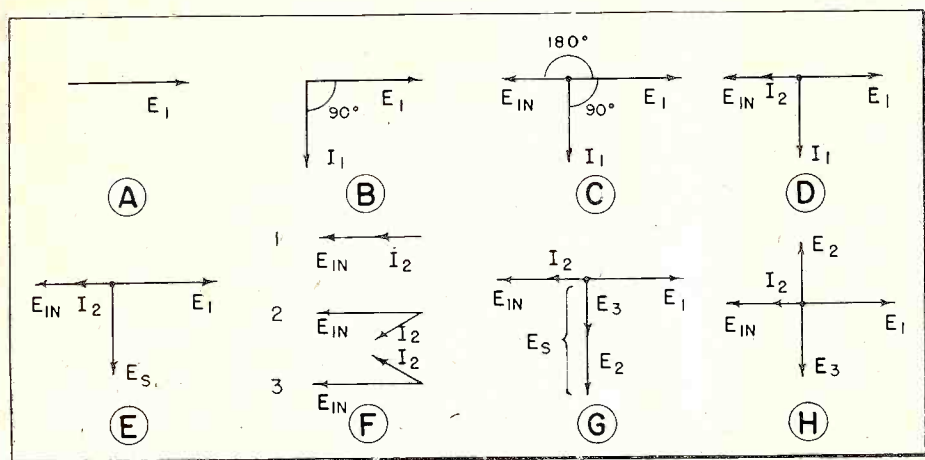


Fig. 4—A) Voltage induced in  $L_1$  by current  $I_1$  flowing through it. B) Phase relation of  $I_1$  and  $E_1$ . C) Phase relation of  $E_1$  and  $E_{1N}$ . D)  $E_{1N}$  and  $I_2$  are in phase at resonance. E)  $I_2$  lags  $E_s$  by  $90^\circ$ . F)  $I_2$  is in phase with the applied voltage  $E_{1N}$ , at resonance. 2— $I_2$  leads  $E_{1N}$  when the incoming frequency is below resonance. 3— $I_2$  lags  $E_{1N}$  when the incoming frequency is above resonance. G) Slight alteration in fig. 4E to show that  $E_s$  may be divided into component voltages  $E_2$  and  $E_3$ . H)  $E_2$  and  $E_3$  of fig. 4G may be represented as opposing voltages, since they cause opposing voltage outputs in the discriminator.

quency deviates further below the center i-f, the audio output voltage becomes more negative (fig. 3c).

The voltage or amplitude variations appearing at the discriminator output are proportional to the frequency deviations of the i-f carrier. These frequency deviations are, in turn, proportional to the voltage or amplitude variations of the original audio signal. Therefore the audio signal's amplitude variations are reproduced.

Its frequency characteristic is reproduced as well, because the voltage output of the discriminator varies at the same rate as the deviation frequency applied to the discriminator. Since this rate is the rate or frequency of the audio signal that fathered the deviation, the audio signal's frequency characteristic is reproduced.

Let us now examine the circuit action in detail. To understand it better, we must determine the phase relations of the voltages present on the plates of  $V_1$  and  $V_2$ . This phase-snooping operation will not succeed unless we first spy on the phase relations of voltage and current in the primary of the discriminator trans-

former, since these are the poppa and momma of the voltages and currents in the secondary.

The signal voltage applied to  $L_1$  induces a voltage in it which we will call  $E_1$  (see fig. 4A). The current through  $L_1$ —let's tag it  $I_1$ —will lag the voltage induced in it by  $90^\circ$  (since current lags voltage  $90^\circ$  in an inductance). We can represent  $E_1$  and  $I_1$  vectorially as indicated in fig. 4B.

$I_1$  likes to earn his salary, so it goes to work and induces a voltage in  $L_2$  which we can call  $E_{1N}$ . The phase relation of  $E_{1N}$  and  $I_1$  is worth looking into.

Now, the voltage induced in the secondary of a coil always bucks the primary voltage that has induced it. Therefore  $E_1$  (primary voltage) and  $E_{1N}$  (voltage induced in secondary) will be opposite in direction, or  $180^\circ$

out of phase, and may be represented vectorially as indicated in fig. 4C.

Note that placing  $E_{1N}$  and  $E_1$  in this phase relationship brings  $I_1$  into a  $270^\circ$  lagging phase with respect to  $E_{1N}$ . This is perfectly logical, as any three-eyed reader can see at a glance. Since we (probably) don't have many three-eyed readers, however, it should be pointed out in clarification that  $I_1$  induces both voltages  $E_1$  and  $E_{1N}$ ; that if  $I_1$  is  $90^\circ$  electrical degrees behind  $E_1$ , and  $E_{1N}$  is  $180^\circ$  electrical degrees behind  $E_1$ , it stands to reason that  $I_1$  will be  $270^\circ$  degrees behind  $E_{1N}$  (see fig. 4C).

$E_{1N}$  causes a current  $I_2$  to flow through  $L_2$  and  $C_2$ . If we can determine the phase of this current with respect to  $E_{1N}$ , we will be that much further toward our goal of determining what voltages exist on the discriminator plates.

Now, at first glance (as well as at 2nd, 3rd and 4th glances) the reader might be inclined to say: " $I_2$  lags  $E_{1N}$  by  $90^\circ$ , since current through an inductance always lags the voltage present across it by  $90^\circ$ . 5th, 6th and 7th glances are needed here, however. Even though  $E_{1N}$  is the voltage induced in  $L_2$ , it is not the voltage present across  $L_2$ . This situation can be more clearly illustrated if we consider  $E_{1N}$  as a generator in series with  $L_2$  (see fig. 5). It should now become apparent that  $E_{1N}$  is the voltage applied to both the condenser and coil in series, not to the coil alone.

$E_{1N}$  causes current  $I_2$  to flow through  $L_2$  and  $C_2$ , as we pointed out a minute ago. This current is in phase with  $E_{1N}$  when  $L_2$   $C_2$  are resonant (since a series resonant circuit is resistive at the resonant frequency, causing cur-  
(Continued on page 84)

Fig. 5—A)  $\frac{1}{2}$  of  $E_s$ , the voltage developed across  $L_2$ , is applied to each discriminator plate. B) Voltage  $E_s$  across  $L_2$  is continually reversing in polarity with respect to ground.

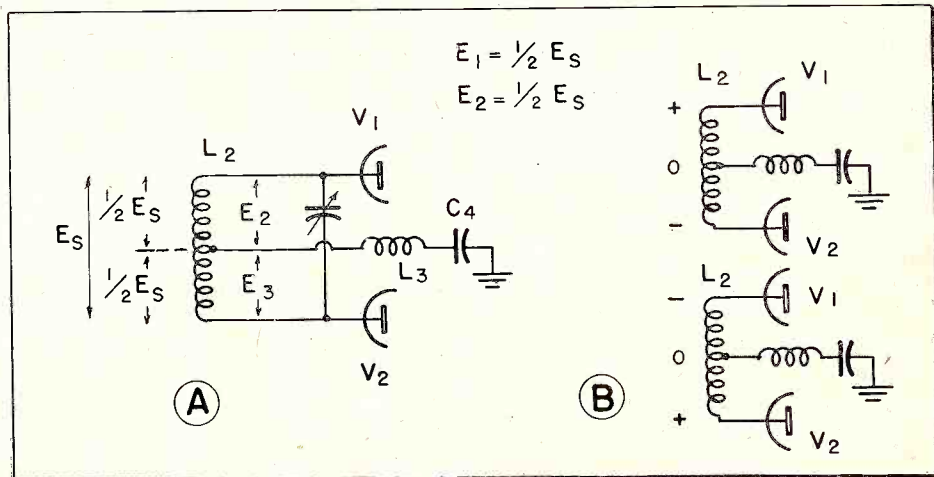
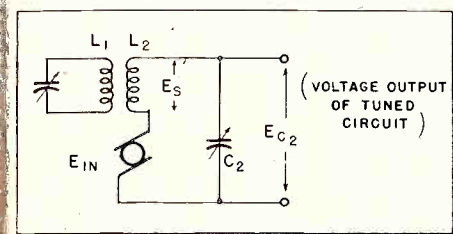


Fig. 5—Voltage induced in the coil of a series-resonant coil-condenser hook-up acts as if it were a generator in series with the coil.



# Schools Need Good Sound

**Dealer Who Starts Early Gets Contract;**

• Now that spring is behind us and summer almost here another season for selling PA systems is with us again. As people move out of doors for recreation and gatherings, so the need for outdoors sound systems increases. Radio is playing a bigger and bigger role in the public's mind today, with the impact of TV and increased defense construction. So today more than ever the potential PA customer is pre-sold.

The dealer who wants to increase his sound business during the seasonal radio and TV slump will look around his community for people and places which need and can use sound systems, and will go after them aggressively. The schools are a better-than-ever market for big installations, so let's take a look at how one dealer sold several thousand dollars in equipment on one job.

## Preparation for Selling

Our dealer is one of four in a town in North Carolina. Recently the locality experienced a boom due to a large government-sponsored project being located there, and the school which was built in 1916 suddenly was crowded to twice its capacity. Our man decided he was going to be the dealer who got the PA installation for the new, modern school for over a thousand students which the town had voted to build. As soon as the site was picked he got busy with his sound

catalogs and pictures of a big installation which had been made the year before in a large metropolitan school (Archbishop Stepanic School—White Plains, N. Y.), and made up a suggested plan for the school board to use as a guide in laying out its requirements for the architect. He had simple, easy-to-understand sketches drawn showing the general location of speakers and microphones, record players and intercom units throughout the school plant. Then he took these, along with an estimate of the costs involved, to the school board.

## Follow Through

He had drawn up his suggestions on the basis of every possible real use for sound in the educational setup in his town, figuring that it is always easier to cut down on an installation if the customer decides it's too expensive, than it is to add onto the cost later. The board adopted almost every one of his suggestions.

Twice they asked him in to board meetings to explain and describe certain features of the sound facilities. It follows almost without saying that after the architect had drawn the plans, the board had approved them, and the town had voted the bond issue, the board members gave *him* the job. This was in spite of the fact that among the bids submitted one was a little lower than his. But by this time he was the expert on PA in the *minds of the board members.*

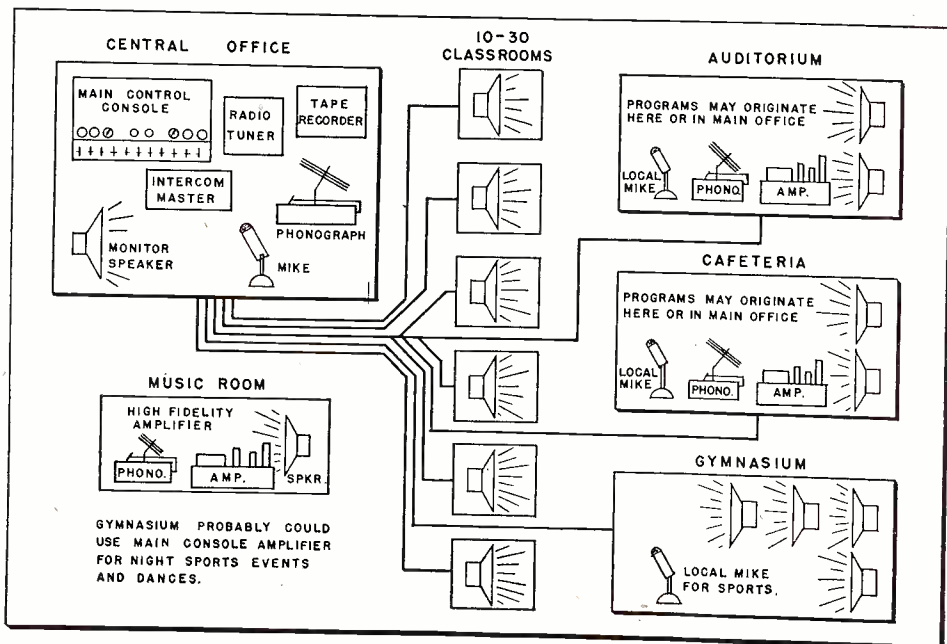
The school which he equipped for the town includes a gymnasium in which both sporting events and dances are held, a couple of playgrounds and athletic fields for fair weather sports, and a cafeteria where about half the students have their noonday meal.

The main control center is in the central office of the main building, where the principal can address anyone in the building at any time. Speakers are in every classroom, in the gym, cafeteria, auditorium, and out of doors. Thus from the office can be fed phonograph records, tape recordings made off the air or in the school, including announcements which may be repeated at will, direct off-the-air broadcasts of public events or music, or speeches and announcements of all sorts over the microphone. From this point any room or combination of rooms can be selected, or all the speakers at once, should it, for example, be necessary to locate someone in a hurry, not knowing where he is. He included an intercommunication system between the office and all other locations. He pointed out that the cost of either an intercom or inside phone system is lowered way below its normal cost if it is installed as part of a PA system because there is usually a great deal of labor involved in running the long lines, to say nothing of the ordinarily required speakers in each room. In this sort of installation, the speakers in the classroom are also used as microphones for talk-back in the intercom network.

## Additional Facilities

In addition to a heavy duty amplifier in the office, he had smaller amplifiers, mikes or turntables and speakers in each of the other locations except the classrooms; the auditorium for plays and concerts (sound reinforcement) speeches and musical events; the cafeteria for playing music or announcements that were purely local—intended only for cafeteria use; the gymnasium for announcing and describing sports events and for music for dances, and on the playing fields for announcements and music; and music room for music appreciation, of course.

Beyond these facilities that he suggested and later installed, it would have been good where possible to have included switches and busses for future classrooms in this building



# Systems — Sell Them!

## Effective Preparation and Follow-Up Pay Off

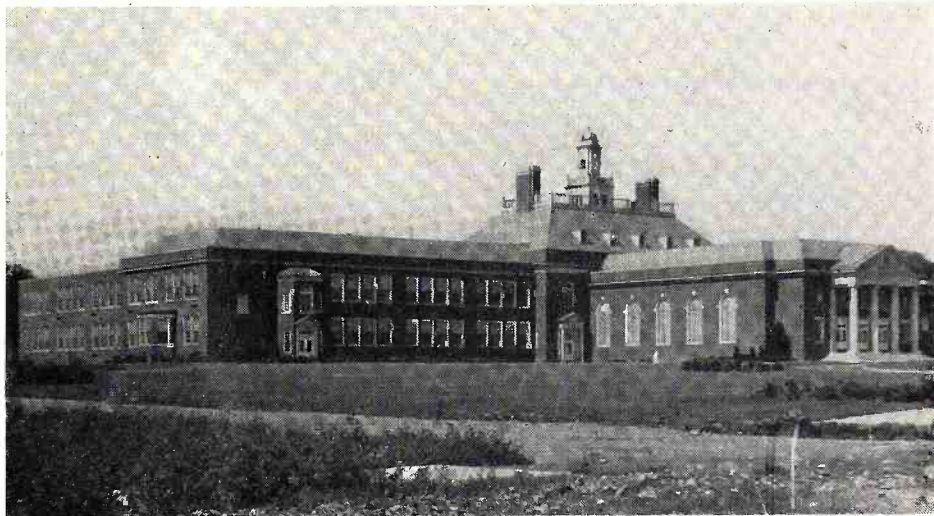
which was constructed, as so many schools are, with a view to adding a wing in future years. Another convenience which makes the system more flexible is the inclusion of a bridging transformer at the control console in the main office to take programs off the telephone lines, or to feed them into the telephone lines for sending programs out over the local AM or FM station.

There are now on the market consoles made for school systems which combine most of the features mentioned before, and the manufacturers in most cases are glad to cooperate with the progressive dealer who has enough foresight and local influence to sell the big PA job.

Many of the larger PA consoles include two separate channels. That is, they can be used for paging in some parts of the building even while a program is being fed from mike, phono, tape recorder or radio to other outlets in the system. If a smaller (single channel) amplifier is used in the main console, the need for auxiliary amplifiers in auditorium, cafeteria or gym will be increased.

### Go Over the Ground

The dealer who wants to increase his sound business will find that having a form made up with a tentative plan for the installation or improvement of a public address system will oftentimes half make the sale for him. By going over the ground, walking around the school, plant, recreational area or whatever the prospective place is just once, for perhaps half an hour, he can see the improvements that a few loudspeakers and an amplifier and one or several microphones can make. With the physical layout in mind he can make up a proposed list of equipment, prices, and installation costs, leaving plenty of leeway for price adjustments and precise measurements after the job has been tentatively sold. If this information is put on an estimate or proposal-contract form and submitted to the school superintendent, park supervisor, etc., preferably at a meeting right "on location," it can be sold with ease. Most institutions have budgets which call for a great deal of salary and upkeep expenditures, and not very much new equipment. But there usually is a provision for some percentage of new equipment. There is always a procedure for increasing this percentage,



Modern schools are using more and more PA and sound equipment every year, as educators become more aware of what they can do with such aids. Large schools have equipment running into thousands of dollars. And, development of new types of products, such as tape recorders, creates new uses for equipment in older schools.

however, when someone in authority is convinced that it will increase the efficiency or usefulness of the institution. In the case of schools the local school board usually has the say-so about the spending of money. A school of five hundred students has a yearly budget running into many, many thousands of dollars, and it is usually no problem at all to get approval for two to nine hundred dollars, provided the expenditure is for permanent equipment.

A manual, *School Sound Systems*, explaining the functioning of various pieces of equipment in school PA systems is available without charge from

either the Radio Section, U. S. Office of Education, Washington 25, D. C., or the Radio-Television Manufacturers Association, 1317 F. St., N.W., Washington 4, D. C.

In selling the school installation you need not pose as an expert on anything except that which you are—sound. Most school officials are well aware of the value of PA systems—so it's just a matter of giving them that extra little boost, in giving them facts and figures. Get out your paper and pencil today and start figuring your profits for tomorrow's PA sales to your local institutions. They're waiting for you!

### To Sell More PA Sound

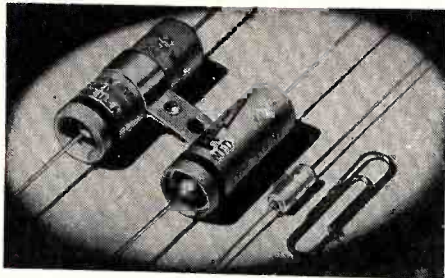
1. Look around and see what facilities can use PA—schools, clubs, playgrounds, parks, swimming pools?
2. Go over the ground once and make a sketch of the layout.
3. Make up an estimate based on this sketch.
4. Put both estimate and sketch in simple presentable form for the potential customer.
5. Make an appointment "to talk it over" with him.
6. Present your sketch and estimate as "suggestions."
7. Sell the job aggressively, go out after the big ones!

# Television Technician

Section of RADIO & TELEVISION RETAILING

## Aerovox CONDENSERS

A new line of capacitors with even smaller size and higher operating temperature than previously attainable is now on the market. Shown in the picture is the new miniaturized condenser type-123Z, with a paper clip and two



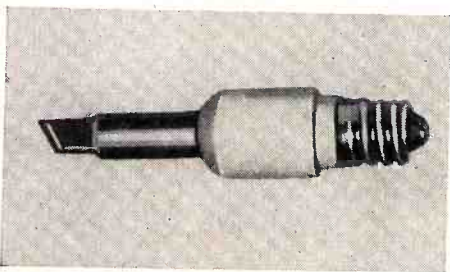
previous-series condensers of the same capacity—.01 at 200 v.—for comparison of size. Rated at 85 deg. C. and capable of working at up to 100 deg. C., or boiling, the new condensers are made by the Aerovox Corp., New Bedford, Mass. RADIO & TELEVISION RETAILING.

## vee-D-X STACKING ARRAYS

A recent announcement states that special stacking harnesses for the Vee-D-X JC yagi may now be ordered for stacking either as a vertical or a horizontal stack, depending on the fringe area encountered. Made by the La Pointe-Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

## Ungar ELECTRIC KNIFE

A new tip is now being supplied to fit the Ungar handle. Designated the no. 540 Combination Knife, it is used



for cutting, stripping, and marking plastics and insulation materials. Ungar Electric Tool Co., Inc., Los Angeles 54, Cal.—RADIO & TELEVISION RETAILING.

## JFD YAGI

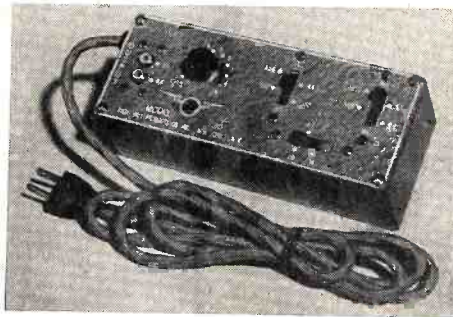
A new series of 4 element yagi TV antennas has been added to the JFD line. Pre-assembled, the parts snap into place and are tightened. Made in aluminum, the yagis are available for any channel, single, stacked, or double stacked, from the JFD Mfg. Co., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

## Walsco KIT

As part of the 12th anniversary of the company, the Walter Schott Co. is offering through its distributors a free gift package with every purchase of \$2.00 worth of Walsco hardware or \$10.00 worth of their antennas. The package contains tuner contact lubricant, radio cement, Contactene injector for noisy volume controls, and two other service aids. Its value is set at \$2.00. The Walter L. Schott Co., Los Angeles 18, Cal.—RADIO & TELEVISION RETAILING.

## RCP AM-FM GENERATOR

A pocket-sized signal generator which includes AM, modulated FM in four frequencies, and a 400 cps audio generator is being offered at a list price of \$32.50. Trimmers are used in the instrument for recalibrating both AM and



FM, and it may be used on either AC or DC safely. Measuring 7" by 2<sup>7</sup>/<sub>8</sub>" by 2<sup>3</sup>/<sub>8</sub>", it is made by Radio City Products Co., 152 W. 25th St., N. Y. 1.—RADIO & TELEVISION RETAILING.

## Sonic BOOSTER

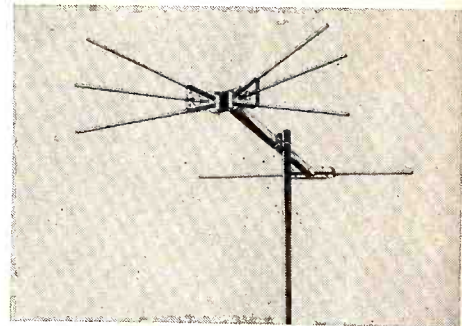
An improved booster, called the Super Sonic TV Booster, model IT7, which incorporates higher usable gain with full bandwidth and higher signal to noise ratio than any other leading brands, the maker states, is now available at \$37.50 list, in a bakelite cabinet from Sonic Industries, Inc., 221 West 17th St., N. Y., N. Y.—RADIO & TELEVISION RETAILING.

## Sylvania PICTURE TUBES

Now in production, and expected to be in dealers' hands in sixty days are two new picture tubes of the electrostatic-focus type. The sizes are 17" and 14", rectangular, and both have gray filter face plates. They are designated 14GP4 and 17FP4, require 12,000 volts for the second anode and 2600 for focusing voltage. Added parts necessary for operation include another high voltage rectifier and a high voltage pot. Sylvania Elec. Products, Inc., RADIO & TELEVISION RETAILING.

## Telrex ANTENNA

Introducing a new lower-priced line of "Conical-V-Beams", Telrex, Inc. makes available to the volume antenna user an economy antenna in four models of varying sensitivity. Bulletin V-2



describing this new low priced line, called the "Vanguard" series, is available from Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

## Video Products CHASSIS

"Video-630" chassis stated as capable of bringing in a clear, sharp picture at a distance 200 miles from the transmitting station is announced by the manufacturer, Video Products Corp. Said to be the result of a two year field-development program it is made to accommodate all sizes of picture tubes. Video Products Corp., Red Bank, N. J.—RADIO & TELEVISION RETAILING.

## Dumont ELECTROSTATIC

Added to the Dumont line of Teletrons are two electrostatically-focused picture tubes, the 17FP4 and the 20GP4. Similar in most respects to the Dumont 17BP4A and the 20CP4, these tubes require focusing voltages of approximately 23% of the second anode voltage. Allen B. Dumont Labs., Inc., Clifton, N. J.—RADIO & TELEVISION RETAILING.

## Eddy TV TOWERS

A new steel tower which, although 50' high, has its center of gravity only 17" from the ground, is now available for fringe reception where extreme strength is necessary. Lower sections are 12 gauge steel tubing, top three sections are 13 gauge tubing. All parts slide together and secure with a set screw. They are covered with heat-baked enamel. The towers are stated to be capable of withstanding up to 80 mph winds, and can be climbed easily for work on the antennas. Dealer cost for the 50' tower is \$90, from Steel Tower Div., Eddy Stoker Corp., 4711 West North Ave., Chicago 39.—RADIO & TELEVISION RETAILING.



# Golden Opportunity

for men in  
radio-electronics

to prepare for better pay jobs in

# Television Servicing



YOU STUDY AT HOME

In your spare time, you learn pre-tested "How-to-do-it" techniques with "How-it-works" information in easy-to-study lessons. The course is based on the experience of the RCA Service Company in servicing thousands of home television receivers.

No vocational field offers more opportunities for "career" jobs and good pay than television—America's fastest growing industry. The demand for TRAINED and EXPERIENCED TV SERVICEMEN is growing. There is a big shortage of such men now and will be for several years to come.

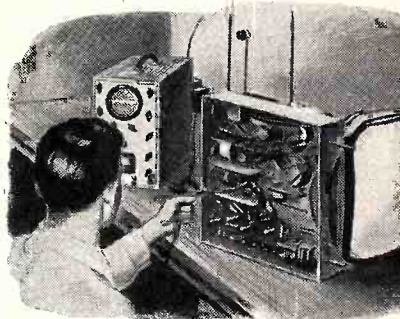
## RCA INSTITUTES Home Study Course in TELEVISION SERVICING—

### A Service to the Industry

Because of the critical shortage of TRAINED and EXPERIENCED TV SERVICEMEN, RCA Institutes is offering this highly specialized and practical home study course as a service to the working members of the radio-television-electronics industry. Its object is to train more good servicemen and to help make good servicemen better.

Never before has this course been available to anyone outside of RCA. It is now offered to you, through RCA Institutes, one of America's oldest and most respected technical training schools. The course covers most major makes and types of TV receivers. Available exclusively to men in the radio-television-electronics field. Not offered to the general public, or under G.I. Bill.

The cost is low . . . only \$9 a unit for 10 units or \$90 total, on an easy pay-as-you-learn plan. At successful completion of the course you earn an RCA Institutes certificate that can lead straight to a better job at higher pay.



YOU KEEP WORKING ON YOUR JOB

Because you work in the radio-television-electronics industry, your job provides the laboratory work of the course. There are no kits, parts or equipment to buy. Self-employed independent radio and television servicemen are eligible for enrollment.

### PLENTY OF GOOD JOBS OPEN TODAY

Radio-Television jobbers, dealers and service companies offer lifelong opportunities with excellent salaries for qualified service technicians. Manufacturers of television receivers are looking for men with good service training as inspectors, testers and troubleshooters. Many experienced servicemen go into business for themselves. Others hold their regular jobs and earn extra money servicing TV receivers in their spare time.

Radio-electronics manufacturers busy with defense equipment contracts offer excellent job opportunities for men with a television technician background. Servicemen called into military service are further reducing the supply of skilled TV servicemen available for civilian activities. Think what television servicing offers you in terms of a lifetime career and financial security.

★ LOWER RATES FOR GROUPS! Employers in the radio-electronics industry who desire to enroll six or more of their employees for this course, may do so at lower rates for the group. A special group application form is available for employers desiring to take advantage of this offer. ★

**SEND FOR FREE BOOKLET.** Find out complete details of the RCA INSTITUTES Home Study Course in TELEVISION SERVICING. Don't pass up this opportunity to prepare yourself for a money-making career in the television industry. Illustrated booklet explains all the features of the course. Mail coupon in an envelope or paste on a penny postcard—NOW!

## MAIL COUPON NOW!

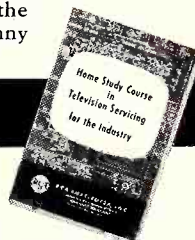
RCA INSTITUTES, INC.  
Home Study Department, RT-651  
350 West Fourth Street, New York 14, N.Y.

Without obligation on my part, please send me copy of booklet "RCA INSTITUTES Home Study Course in TELEVISION SERVICING." (No salesman will call.)

Name \_\_\_\_\_  
(Please Print)

Address \_\_\_\_\_

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

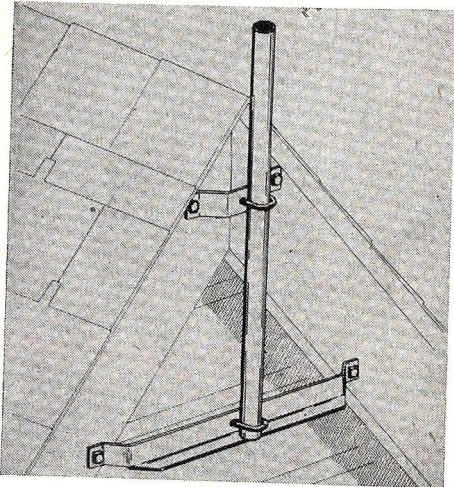


**RCA INSTITUTES, INC.**  
A SERVICE OF RADIO CORPORATION OF AMERICA  
350 WEST FOURTH STREET, NEW YORK 14, N.Y.

# New Aids for Servicicers

## Kenco EAVE MOUNT

A new antenna eave mount which eliminates many of the problems formerly associated with mounting an antenna on the end of a house takes masts up to 1½" dia., and is made of heavy steel. It is footed for ease in orienting the antenna, and mounts with



four lag bolts into wood. Costing \$3.95 list, including all hardware and bolts, it is made by the Kenwood Engineering Co., Inc., 265 Colfax Ave., Kenilworth, N. J.—RADIO & TELEVISION RETAILING.

## IRC LOUDNESS CONTROL

A compensated volume control which adjusts the balance of bass and treble to the mid-frequencies automatically as the volume is changed has been engineered by IRC to fill the need for this sort of control in better audio systems and sets. Said to be less expensive than previous loudness controls, this device is gaining in popularity with technicians and consumers alike who desire the utmost in audio. A 14 page booklet describing the control in detail may be had by writing to the company. IRC Industrial Department, 401 N. Broad St., Phila., Pa.—RADIO & TELEVISION RETAILING.

## Webster TURNOVER CARTRIDGE

Model AX crystal cartridge is a universal two-needle, three speed changer part which, the company estimates, will replace 90% of the two-needle, three speed cartridges in use today. Unit is complete, including twist mechanism, needles, cartridge, and instructions. If used for replacement of a unit in which the twist mechanism is part of the arm, the cartridge can be quickly removed from mechanism for that purpose. Webster Electric Co., Racine, Wis.—RADIO & TELEVISION RETAILING.

## Eico MULTIMETER

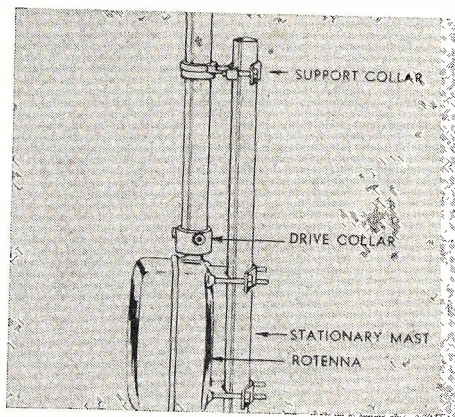
A new 20,000 ohm-per-volt meter is now being manufactured in both kit and fully-assembled form. It has 31 different scales, 1% resistors throughout, and is hand-calibrated and tested. In addition to the usual scales it shows decibels. In kit form it costs \$29.95, and completely assembled and tested it costs \$34.95. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

## Vocatron INTERCOM

Operating on the carrier current principle, this intercom system needs only to be plugged into the AC line, and the user can then talk to another vocatron unit anywhere up to ½ a mile away, so long as a main power line transformer does not intervene. The price for two units is \$79.50 list, dealers cost \$53. Manufactured by the Vocaline Co. of America, Old Saybrook, Conn.—RADIO & TELEVISION RETAILING.

## Walco ROTATOR

A new rotator for TV antennas is called the Rotenna. This device has a continuously indicating control box which shows the antenna direction at all times. It features high starting torque, small size, and weather proof construction. The six conductor rotor wire and the Rotenna are supplied



through jobbers and from the maker, Walco Products, Inc., 60 Franklin St., East Orange, N. J.—RADIO & TELEVISION RETAILING.

## Ram FLYBACK TRANSFORMER

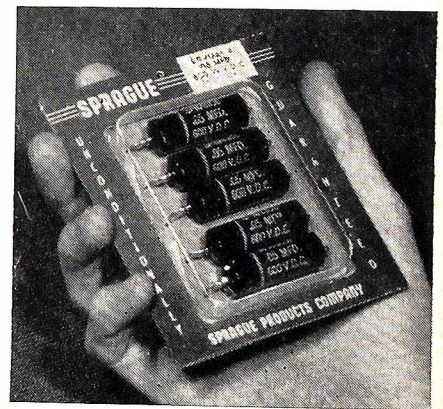
Designed particularly as a replacement unit for conversions, the new model X053 horizontal output transformer will supply sweep for all tubes up to and including any 20" type. Built to stand up to 23 KV, it needs no special width or linearity coils, and will not produce Barkhausen oscillations. For information write direct to the manufacturer, Ram Electronics, Inc., S. Buckhout St., Irvington-on-Hudson, N. Y.—RADIO & TELEVISION RETAILING.

## Workshop DUBL-VEE

Operating on the end-fire principle, with no parasitic elements, the antenna now being marketed is said to have very high gain and sharp directivity. It is made in three models including two which have stacking bars for greater gain. The Workshop Associates, 135 Crescent Road, Needham Heights 94, Mass.—RADIO & TELEVISION RETAILING.

## Sprague CONDENSER PACKAGE

The company's Telecaps can now be had in handy packages of 5, mounted on a card, covered by a clear plastic



protective dome. Supplied in five values at 600 volts, they are available from Sprague distributors everywhere. Sprague Products, Corp., North Adams, Mass.—RADIO & TELEVISION RETAILING.

## Hytron ELECTROSTATIC 20FP4

This is a rectangular tube with the new electrostatic anode focusing. Anode cap voltage is usually 12 KV while the focusing anode requires about 2500 volts at 25 microamps. This allows elimination of the focus coil. The tube uses a single magnetron trap and has a relatively flat face with a built-in neutral gray filter. Specifications are available from the Hytron Radio and Electronics Corp., Salem, Mass.—RADIO & TELEVISION RETAILING.

## Teletune BOOSTER ANTENNA

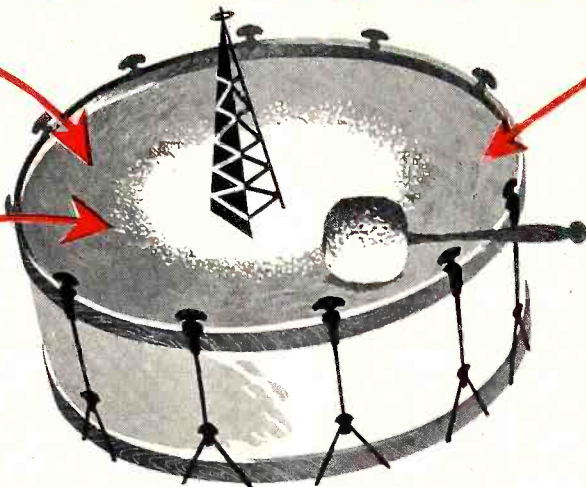
Combining an indoor antenna and a booster in one unit, the new Teletune unit is said to be enthusiastically approved by leading national TV manufacturers. The rich appearance enhances the looks of the room and the electronic design is such that it improves reception either with or without an outdoor antenna. Further information is available from City Tool Accessories Corp., 3831 W. Lake St., Chicago 24.—RADIO & TELEVISION RETAILING.

# Get Out! Out! Out! and you'll make money

## with SYLVANIA TV

TRIPLE  
YOUR TERRITORY  
HERE IN THE  
FRINGE AREAS

ALL THIS,  
AND THE TERRITORIES  
YOU SHARE WITH  
COMPETITION TOO!



IT'S ANOTHER  
TELEVISION  
BOOM!



## HOW FAR ARE YOU WILLING TO GO TO MAKE REAL MONEY NOW?

PEOPLE won't buy television sets right now? What people? The ones that came in and bought them off the floor without a demonstration? People that lived where most any receiver would do so that even though you sold plenty of them you still got a lot of hard competition? Those were great days to be selling any TV line.

And the great days and big profits are coming back again for Sylvania dealers. We know that *it will be sooner than you think* with Sylvania.

But why wait a minute? *Right now* there are rich profits to be made, as large as there ever were in the business, if you sell the tremendous new market that is wide open in the "fringe area."

The Sylvania line is the one line that guarantees you can offer clear "fringe area" reception. These people haven't bought, or aren't satisfied, but they want TV. What a sales opportunity!

## AND SYLVANIA IS THE BEST BUILT SET ANYWHERE

Look at these Features:

Movie-Clear\*  
Pictures  
Studio-Clear\*  
Sound



**Picture**—Sylvania picture tube—the finest black tube made—sharp from edge to edge with sharp, clear definition from black to white... **Chassis**—Bigger, runs cooler, lasts longer. A minimum of 20 tubes, plus picture tube and four rectifiers... **Interference Eliminated**—Exclusive Sylvania "Triple-Lock" keeps picture in, interference out... **Perfect Interlace**... No high voltage shorts—Picture tube high voltage is *barrier-insulated*... Big speakers, fool-proof controls—Built-in Antenna... No-glare tilt face plate... Equipped for quick conversion to UHF... **Cabinets**—A luxury line of cabinets with eye-appeal that starts to sell them from the window and on the floor before you demonstrate.



### Read what an Allentown, Pa. woman said:



"I just had to write and tell you how pleased we are with our 1951, 17-inch Sylvania.

"Living in a 'fringe area' we hesitated buying a set until something could be done about eliminating this trouble, but with the possibility of not being able to buy a set until after the crisis—we plunged and am I happy we did.

"We are envied by our neighbors for our excellent reception. Our neighbors represent 10 to 15 different television companies and it is necessary for them to use boosters, in order for them to get some likeness of a picture on Channel 10. Our Sylvania *without* a booster brings Channel 10 in so sharp. One

gets Channels 3 and 6 so sharp and clear one imagines they are sitting in a movie theatre.

"My neighbor informed me today he was going to turn his set in for a Sylvania..."

And we get letters like this from every "fringe area"

Get **OUT** Now. Hit that "canvas" and come back like a champion. Those people are just waiting to be shown. One set on a street will sell a neighborhood. Get out where there's no real competition for Sylvania. You'll make yourself some real money and you'll make yourself some real friends.

**DISTRIBUTORS**, You Triple your Market with Sylvania TV.

"FRINGE AREA" DEALERS, forget those Main Street moans—there's gold in those suburbs.

A Few Distributor Franchises Are STILL OPEN TO QUALIFIED ORGANIZATIONS

Write, Wire or Phone TODAY!  
CASH IN ON THIS MARKET  
Get Out and Get it in!

# SYLVANIA

RADIO & TELEVISION DIVISION  
254 RANO ST., BUFFALO, N. Y.  
VICTORIA 2450

Ask your service man about Sylvania. It's the service man's line.

A complete line—Television Combinations, Consoles, Table Models and Radios.

© Sylvania Trademark

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



Left to right: Winston Ross, vocalist; Mary Proctor, (Mary Riedel, Proctor Electric's director of women's activities); John Scott, announcer; and Mel Bailey, producer of "Lanny Ross Calling" radio show. Mary was interviewed recently on the show's "Women in Industry" program, regarding her simplification ironing helps for the homemaker.

### Add New Yagi Antenna

The T-V Products Company of 152 Sandford St., Brooklyn, N. Y., has added 5-element Yagi antennas to its line. Designed with the new "Quick-As-A-Wink" construction, these antennas have only 2 bolts to tighten. The entire antenna is completely pre-assembled, and is quickly opened.

### Amphenol Names Rous

William H. Rous, sales manager for the American Phenolic Corporation, Chicago, was elected vice-president of the company at the annual meeting of the board of directors. Mr. Rous began his association with "Amphenol" as secretary to the president, Arthur J. Schmitt.

### TV Sets at Auction Average 60.8% of List

A large number of new TV receivers were recently sold at public auction in New York City by Monarch-Saphin Co., Inc., metropolitan three-store chain. The operation was conducted by a regular auctioneering firm in the ballroom of the Capitol Hotel, and ran for four days. Regular credit terms were extended, and installation and service were also sold as usual. Observed buying some sets were other dealers.

A RADIO & TELEVISION RETAILING reporter observed the auction and gathered some pertinent figures. In the middle of the day the ballroom, where the auction was held, nearly filled to its about 400 seats. The average number of sets sold during one period was 29 per hour.

The auction ran for nine hours each day, from 11 AM to 8 PM. With the same pace maintained throughout this time the daily sale would reach 261 sets per day. During the observation by this magazine there seemed to be a slightly heavier offering of the large sets than might be expected in the normal distribution, so the totals below may be generous, if the usual ratio of small sets to large sets held throughout the whole auction.

The observed average list price of sets was \$425.97. The observed average auction selling price was \$258.23. This indicates that the sets sold at 60.8% of list. On the basis of 29 sets per hour the daily sales could reach \$70,000 and the list worth of sets sold would be \$111,200 per day.

The auction, originally scheduled to run six days, or until the 8,000-set stock was gone, came to an end in its fourth day. Mr. Saphin stated that the total number of sets sold was 6,942. This contrasted with the probable visible floor sale of about 260 per day, or under 1,100 for four days, which RADIO & TELEVISION RETAILING computed on the basis of its on-the-spot counts. Mr. Saphin explained this apparent discrepancy by stating that about 85% of the total sales were made direct, over-the-counter, from price lists established as a result of bidding on the various models.

#### Three Part Pattern

The pattern of sales as thus established by this "auction" emerges as one in which there were three distinct parts. First a sample set was put on the block and auctioned off. Second, in many cases after the successful bid had been accepted, the auctioneer would announce that there were one or more additional sets of the same model available at the same price. Third, tally sheets were kept up to date for inspection by prospective buyers, who could then buy any remaining sets from subsequently-available lots. These last buyers must have taken the bulk of the sets, in this way accounting for over five times the number of sets sold in front of the audience through the first two methods.

## New Books

### Radio-TV Receiver Text

"Receiver Circuitry & Operation," by Alfred Ghirardi and J. Richard Johnson, published by Rinehart Books, Inc., 232 Madison Ave., N. Y. 16. A clear exposition of the principles and most popular practices in radio and TV set operation and construction today, this book is excellent both as a reference for the practical radioman and experimenter, and as a text for the beginning radioman. Mr. Ghirardi needs little introduction to most servicemen, having been writing on radio for many years. Written in an easy-to-read style it covers record changers, loudspeakers (including "hi-fi"), home disc recorders, variable-reluctance pickups, and many relatively recent developments in the domestic receiver field. Profusely illustrated with photographs, drawings and schematics, this book of 669 pages sells for \$6.00.

### Conversion Guide

"Converting to Large Picture Tubes," published by the American Distributing Co., Baltimore 17, Md. A thorough and extremely practical handbook for big-screen conversion of over 20 different popular TV receivers of the past several years, this book includes before and after photographs, drawings for woodwork, and step-by-step procedures. It covers work both on converting from small tubes to 16" and 19", with new cabinets, and the conversion of a number of 10" screens to 14" rectangular with retention of the original cabinets. 42 pages full of detailed information, it costs \$1.00.

### TV & FM Antenna Guide

"Television and FM Antenna Guide," by Edward M. Noll and Mathew Mandl, published by the MacMillan Company, 60 Fifth Ave., New York 11. A complete and comprehensive study, with emphasis on the practical everyday problems which the serviceman is called on to solve, is this book by two well-known TV writers. Both teachers, they have specialized in antenna design and research for several years, and this is the result of their considerable work on the subject. The book is divided into two parts. The first gives a thorough grounding in antenna theory, with the examples taken from current TV practice. The second part (and the larger) deals with commercial antennas, including UHF types, and gives detailed design and constructional data for building antennas from scratch in situations where it is necessary. It covers such practical points as tools for installation, making the site survey, and methods for mounting antenna on various bases. It contains 311 pages and costs \$5.50.

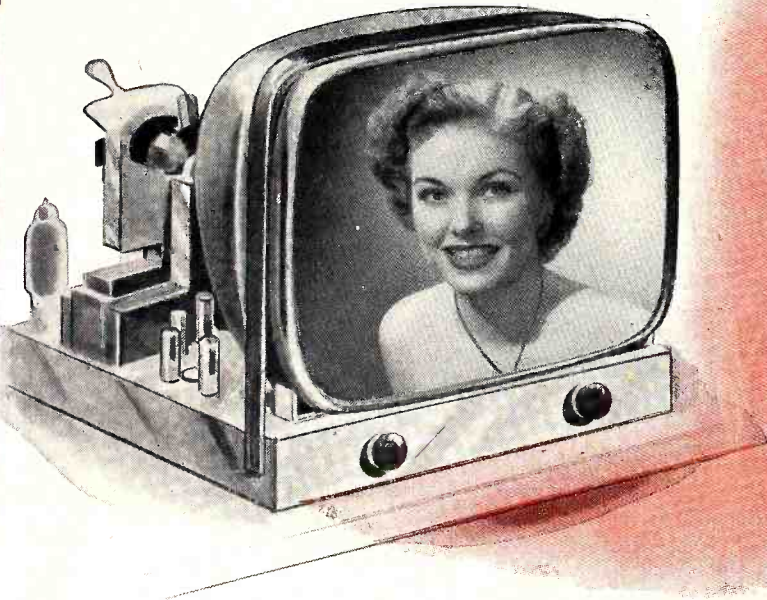
# Replacements and Conversions with Television Tubes please everyone..



*Thanks to  
Raytheon's 101*

RAYTHEON TELEVISION PICTURE TUBES will please *you* because they are mechanically and electrically perfect. 101 basic quality tests, checks and inspections made during the various steps of a Raytheon Tube's construction — components, chemicals, processing, assemblies — assure unexcelled performance. You can make conversions and replacements with complete confidence that your skill plus RAYTHEON quality will result in superb picture reproduction.

Your customers will be delighted with Raytheons because they'll be receiving the finest TV picture they've ever seen. It will be a



crisp, clear, contrasty, longer-lived picture — thanks to the superior quality of Raytheon Tubes — a quality that could only result from the knowledge gained through Raytheon's more than 25 years of experience in the pioneering and manufacture of all kinds of high fidelity electronic tubes.

Team your skill with Raytheon Quality. You'll find it pays in many ways. See your Raytheon Tube Distributor today.

**Right for  
Sight . . .**



**RAYTHEON MANUFACTURING COMPANY**

Receiving Tube Division

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

RADIO AND TELEVISION RECEIVING TUBES, CATHODE RAY TUBES, SPECIAL PURPOSE TUBES, SUBMINIATURE TUBES, MICROWAVE TUBES

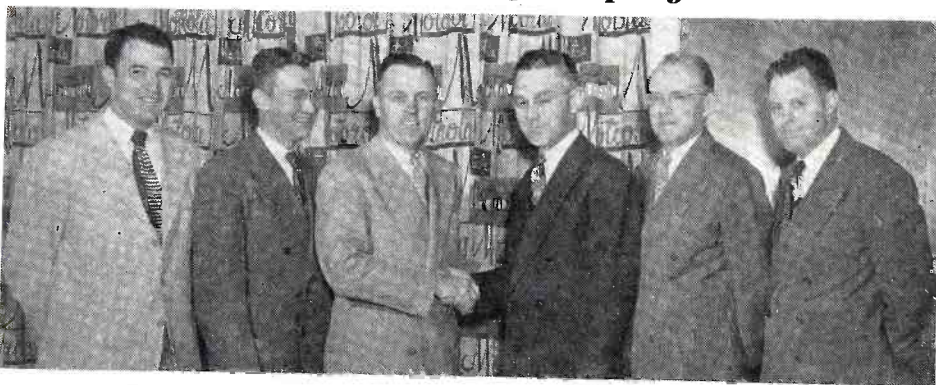
COPYRIGHT 1951

## Present Ford Award to Sylvania Electric



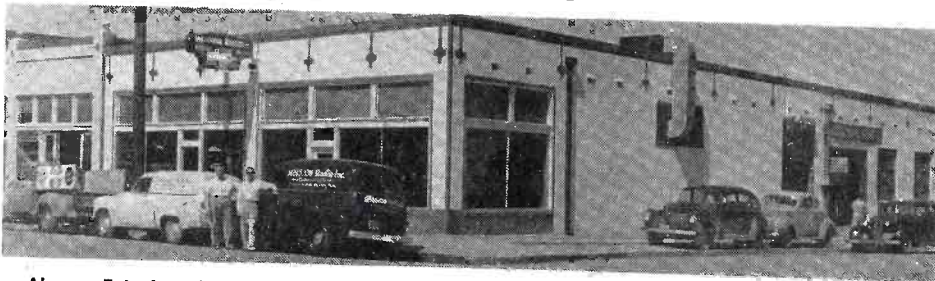
Members of the Sales Managers' Association of Philadelphia and Sylvania Electric Products Inc. are shown gathered around the Howard G. Ford Award plaque, presented to Sylvania Electric by the association. Left to right: Richard H. DeMott, chairman & president, SKF Industries, Inc., and president of the association; Robert H. Bishop, vice-president in charge of sales, Sylvania Electric Products Inc.; D. A. Prouty, chairman of Howard G. Ford Award Committee; Don G. Mitchell, president of Sylvania Electric; Howard G. Ford, founder of Ford Award; and Max F. Balcom, board chairman, Sylvania Electric.

## Top Staff at Boyd Distributing Company



Cecil H. Boyd, president of the Boyd Distributing Company, Inc., is shown with his newly appointed staff. Left to right: J. C. O'Donnell, promotional manager; R. L. Harbaugh, sales manager; Mr. Boyd; Richard Brown, general manager; G. D. Hanna, credit manager; and R. A. Hansen, operating manager. Also announced was the appointment of Ivan B. Conwell as manager of the record department.

## New Mission Radio Store in Texas



Above: Exterior view of the new Mission Radio Store in San Antonio, Texas. Left to right, with three of the trucks used for delivery, are: Hank Fischer and Bob Callsen. Below, left to right: Don Smith, Sylvania; Arden Still, Sylvania; H. M. (Hank) Fischer, president of Mission Radio, Inc.; and Bob Callsen, sec'y-treas. of Mission Radio.



## Customers Aren't Born, They're Made

By R. L. Gross, Jobber Sales Manager  
V-M Corp., Benton Harbor, Mich.

If your front door isn't swinging in to let in customers as often as you like, you have a decision to make. You can hang some crepe on the cash register and wait for things to get better or you can make the door swing the other way and put your salesmen and saleswomen on the sidewalk going after sales.

Door to door selling is not only on the way back, it's here. According to reports, it's paying off. You may think you can't afford to put additional people on your payroll to do this job but—can you afford not to?

A sale can only be made when you first have a prospect. If the prospects won't come to you—go to them! You know your sales community—you know where the money is—put your products in front of them where they are completely at ease—not mentally conditioned to walk away from the counter when you make that closing pitch. Where do these ideal conditions exist? In the prospect's home.

You are coming into the summer season when extra personnel is readily available at minimum wages. The vacationing student is a good individual to put out as your representative. You can probably get such high school and college students at nominal salaries plus commissions, or even commissions only. You will never be able to test house to house selling more reasonably.

Try making up a booklet on the items you handle. This booklet can be mimeographed or you can go to a more elaborate type of presentation. You will find your distributors in a position to furnish either photographs or sales literature to include in your presentation booklet.

You can actually put records in the booklet. Millions of people aren't acquainted with the improved quality and other additional features of the new 33 $\frac{1}{3}$  and 45 RPM records. These same people are prospects for V-M three speed phonographs or attachments.

You will recall the figures in a recent survey showing that 64% of the surveyed group intend buying a three speed piece of equipment. This 64%, applied only to the 15 million people still using one speed reproducing equipment, gives you some idea of the potential. The potential, of course, exceeds the 15 million figure. Every marriage, every student, class rooms, service clubs and many other potential customers must also be considered.

Give the suggested door to door campaign some thought—the more you think about it, the more ideas you will get. The possibilities are unlimited.



channel for channel

model for model

# RADIART TV ANTENNAS

*Outperform ALL Others!*



regardless of price!

★ We can't make all the antennas in the world . . . so we make the best of it. Whatever the need . . . whatever the location . . . there is a RADIART antenna that will do the job better — and at no greater cost! Servicemen everywhere prefer RADIART antennas because of their many advantages! Easily and quickly installed . . . they stay up without maintenance and costly call-backs. The fine manner in which they perform is a credit to the installation company! AND . . . the complete variety of types makes it easy for servicemen to select the best antenna for his area Recommended by all good distributors.



LAZY-X CONICALS



STRATE-LINE ANTENNAS



YAGI ANTENNAS



HI-LO ANTENNAS



FM ANTENNAS



INDOOR ANTENNAS



TELE-ROTORS



SUPER-VEE ANTENNAS



IT'S RIGHT WHEN IT'S RADIART

THE **RADIART** CORPORATION  
CLEVELAND 2, OHIO



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

# THIS SUMMER



Play the **Baseball Market**  
with the **WORKSHOP DUBL-VEE**

U.S. PATENT NO. 2-538-915

Baseball television is big business — well over half\* of the total viewing audience in the summertime. To get the full drama of "grand slam" home runs and hair-trigger plays on your television screen, you need a superior antenna. This is where the Workshop Dubl-Vee fits the picture. Its high gain and sharp directivity bring in strong, clear, steady pictures. Ghosts and snow are reduced to the barest minimum even in the toughest locations, and performance is boosted on the difficult high channels 7 to 13. For good baseball and summertime profits get the Workshop Dubl-Vee.

\*Estimated at 63 per cent.



**THE WORKSHOP ASSOCIATES**  
INCORPORATED

*Specialists in High Frequency Antennas*  
135 Crescent Road, Needham Heights 94, Massachusetts



## New GI Sales Rep

Announcement was recently made that Perry Saftler, 53 Park Place, New York 57, N. Y., has been appointed as eastern representative for General Industries' (Elyria, Ohio) line of motors and recording assemblies. Saftler will serve both manufacturers and distributors.

## Motorola Appoints Pecara

Edward A. Pecara has been appointed the new sales promotion manager of Motorola Inc., Chicago television, radio and electronics manufacturer, it was announced by Robert W. Galvin, executive vice-president.

## Thurrow Names Two

H. M. Carpenter, president of Thurrow Distributors, Inc., of Tampa, Jacksonville, Miami, West Palm Beach, Orlando, and Tallahassee has announced the elevation of Paul L. Bishop to the position of executive vice-president of Thurrow Distributors, Inc. Simultaneously with this announcement, Mr. Carpenter has also appointed Mr. Raymond P. Boyne as appliance sales manager of Thurrow, handling major and traffic appliances and radio and television merchandise.

## Opens New Showroom

The opening of a new showroom, offices and warehouse marked the recent expansion of a widely known Michigan merchandiser. Under the direction of Ralph T. "Cy" Perkins, president, the Perkins Sales Company held open house in its new headquarters on Woodward Avenue in Detroit. The New building comprises a huge showroom, offices and a large warehouse from which all operations of the Perkins Sales Company will be conducted.

## New Fada TV Model



Latest addition to the Fada TV line is the "Avon", (shown above), model 1070. This 17-inch rectangular tube table model features a moulded plastic front with mahogany veneer cabinet. Matching table is available. Has a built-in "Fada-scope" antenna and continuous tuning. Also features automatic frequency control horizontal hold, stabilized vertical hold, and noise saturation circuits. List price is set at \$199.95.





*Redskin*  
Molded Paper Tubular



*Chieftain*  
Dry Electrolytic



*Sioux*  
6000v TV Tubular

*These three braves  
scalp TV Capacitor  
problems!...*



### SANGAMO'S TV TRIO

*Used as original equipment    Tops for replacement needs*

Sangamo offers three top television capacitors that you can use with confidence. You'll like these tested, *proved* performers for their quality, their small size and their stability.

The **REDSKIN** is a plastic molded paper tubular that is easy to work with—on production line or on the bench—because its strong, tough casing stands rough handling and the flexible leads can't pull out! It gives long life at 85° operation.

The **CHIEFTAIN** is a dry electrolytic that fits anywhere! Tiny, but durable, it is ideal for application in tight spots beneath a chassis. Bare tinned-copper wire leads make it easy to mount. Maintains uniform capacity when subjected to heat and high ripple currents.

The **SIUOX** is a 6,000 volt paper television capacitor with a new standard of permanence. Designed to withstand continuous operation at 85° C, it is mineral oil impregnated to provide longer life and more stable performance over a wide range of operating temperatures.

A trial of these replacement capacitors will convince you. See your Jobber . . . if he can't supply you, write us.



*Your Assurance of*



*Dependable Performance*

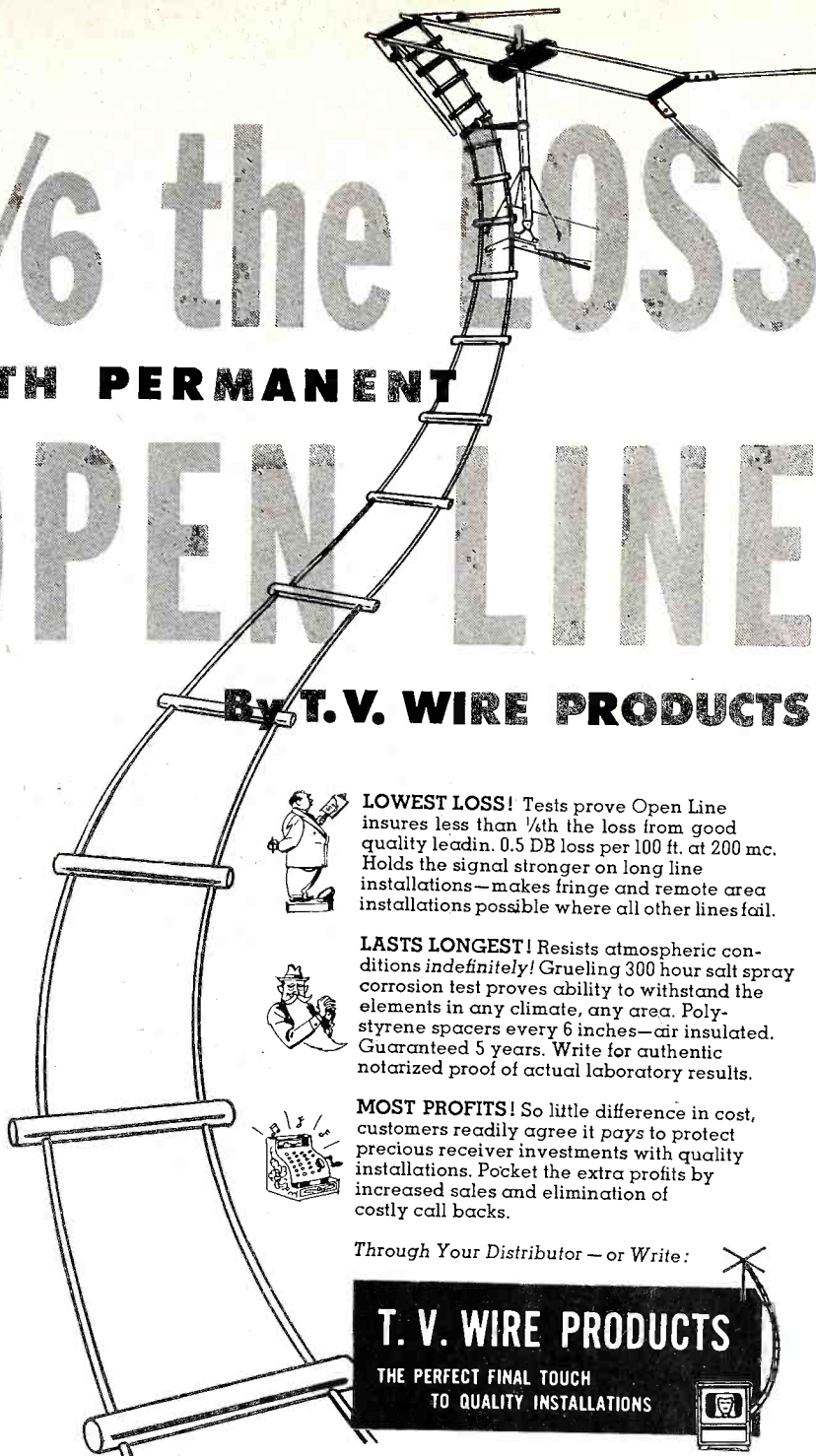
**SANGAMO ELECTRIC COMPANY**  
SPRINGFIELD, ILLINOIS

IN CANADA: SANGAMO COMPANY LIMITED, LEASIDE, ONTARIO

8C50-7D

# 1/6 the LOSS WITH PERMANENT OPEN LINE

By **T. V. WIRE PRODUCTS**



**LOWEST LOSS!** Tests prove Open Line insures less than 1/6th the loss from good quality leadin. 0.5 DB loss per 100 ft. at 200 mc. Holds the signal stronger on long line installations—makes fringe and remote area installations possible where all other lines fail.



**LASTS LONGEST!** Resists atmospheric conditions indefinitely! Grueling 300 hour salt spray corrosion test proves ability to withstand the elements in any climate, any area. Polystyrene spacers every 6 inches—air insulated. Guaranteed 5 years. Write for authentic notarized proof of actual laboratory results.



**MOST PROFITS!** So little difference in cost, customers readily agree it pays to protect precious receiver investments with quality installations. Pocket the extra profits by increased sales and elimination of costly call backs.

Through Your Distributor — or Write:

**T. V. WIRE PRODUCTS**

THE PERFECT FINAL TOUCH  
TO QUALITY INSTALLATIONS

4852 SANTA MONICA BLVD., LOS ANGELES 27, CALIF.

**WIDER PROFIT MARGIN!**

with the new...

**TELE-TUNE  
TV BOOSTER ANTENNA**



**sensational!**

write or call today

**CITY TOOL ACCESSORIES CORP.**  
3831 West Lake Street • Chicago 24

**new!**

**4**

**QUICK-SELLING  
FEATURES**

- Vastly improves reception of television sets.
- Rejects and reduces "Ghosts," Noise and "Snow."
- Provides additional pickup.
- Enhances any room with its rich appearance.

## New TV Tube Developed

American Television, Inc., of Chicago, Illinois, announced recently the introduction of a new, more efficient and considerably cheaper television and picture tube. The tube has been in development for almost a year under the direction of the famous Dr. Lee de Forest. American Television embarked upon this project in an attempt to develop a tube that would eliminate some quantities of essential metals that might become scarce during a national emergency. Originally, Dr. de Forest, head of the research department of American Television, estimated that the job could be done, but that ten per cent efficiency would of necessity be sacrificed. In spite of this original premise, the new tube which was demonstrated in Chicago recently, is claimed by the firm to be more efficient than tubes now being manufactured.

## Packard-Bell Combo

Packard-Bell's exclusive new phonograph, radio-phonograph-recorder combination, has been added to the company's current line, sales manager Ken Johnson has announced. Known as Model 811, the set features a dual-speed automatic home recorder, with separate turntable; automatic 3-speed record changer, and standard Packard-Bell 8-tube radio chassis. It is available in mahogany, walnut, maple, and blonde oak finishes.

## Defense Contracts

Haydu Brothers Co., Plainfield, N. J., has just been awarded three prime contracts from the Army Signal Corps for special purpose receiving and transmitting tubes announced George K. Haydu, president and Joseph T. Bozzelli, general sales manager.

## Rep Dinner

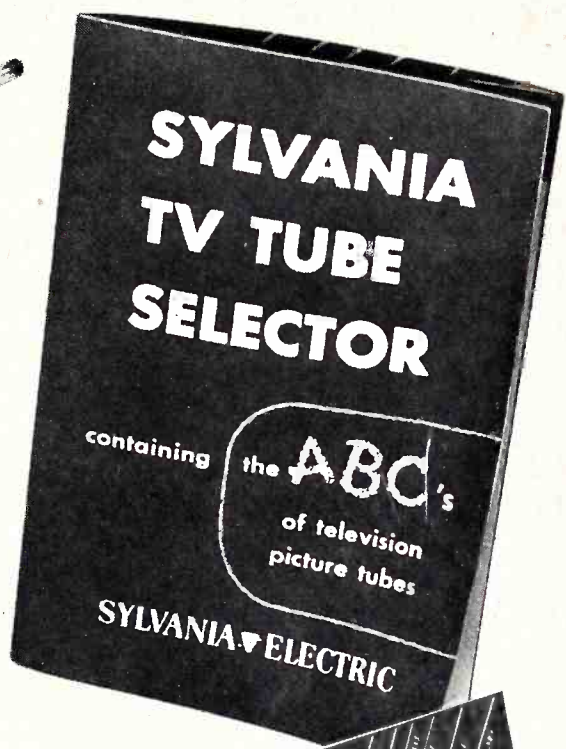
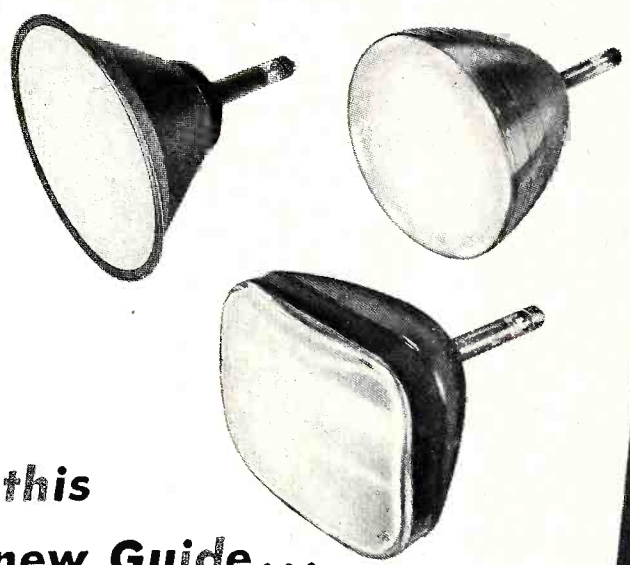
The annual combined dinner and social sponsored jointly each year by the New England Chapter of "The Reps" and the Yankee Chapter of NEDA was held recently at the Hotel Somerset, Boston. According to Messrs. Stallman and Calamaras, national president and executive secretary respectively of NEDA, this was the most successful and well attended of any affair of its type in the country. As a gesture of cooperation and good will manufacturers from such distant points as Milwaukee, Cleveland, Chicago were present.

## Speaker Bracket Set

Jensen Manufacturing Company, loudspeaker manufacturer has announced a set of brackets for its "Viking" line of speaker models from 3½ inches to 6 inches in size. The unit package is called the "Viking CTM Universal Bracket Set."

19AP4?  
19AP4A?  
19EP4?

# ARE YOU CONFUSED ABOUT PICTURE TUBES?



Get this helpful new Guide...  
**FREE FROM YOUR SYLVANIA DISTRIBUTOR**

HERE'S the handiest little pocket guide since television came of age! At a glance, it gives you the information you need concerning 100 different types of Television Picture Tubes.

*Especially prepared for service men, it quickly indicates the difference between similar tubes having different suffix letters. More, it gives you facts about face plates, shape; glass or metal construction, conductive coatings, and price. A column is also left for your personal pencilled inventory notes.*

Remember this guide is FREE. Your Sylvania distributor has them now. Ask him to give you a "Sylvania TV Tube Selector" when you next stop in or phone for those top quality Sylvania Tubes.

TUBE TYPE	SUFFIX	FACE PLATE	SHAPE	METAL OR GLASS	CONDUCTIVE COATING	SLIT PRICE	INVENTORY NOTES
14CP4		C	O	G		\$35.00	
14DP4		C	O	G			
14EP4		C	O	G			
15AP4		C	O	G			
15CP4		C	O	G			
15DP4		C	O	G		58.50	
16AP4	A	C	O	G			
16BP4		C	O	G			
16CP4		C	O	G			
16DP4		C	O	G			
16GP4	A	C	O	G			
16HP4		C	O	G			
16JP4		C	O	G			
16KP4		C	O	G			
16LP4		C	O	G			
16MP4		C	O	G			
16NP4		C	O	G			
16OP4		C	O	G			
16PP4		C	O	G			
16QP4		C	O	G			
16RP4		C	O	G			
16SP4		C	O	G			
16TP4		C	O	G			
16UP4		C	O	G			
16VP4		C	O	G			
16WP4		C	O	G			
16XP4		C	O	G			
16YP4		C	O	G			
16ZP4		C	O	G			
17AP4		C	O	G			
17BP4		C	O	G			
17CP4		C	O	G			
17DP4		C	O	G			
17EP4		C	O	G			
17FP4		C	O	G			
17GP4		C	O	G			
17HP4		C	O	G			
17JP4		C	O	G			
17KP4		C	O	G			
17LP4		C	O	G			
17MP4		C	O	G			
17NP4		C	O	G			
17OP4		C	O	G			
17PP4		C	O	G			
17QP4		C	O	G			
17RP4		C	O	G			
17SP4		C	O	G			
17TP4		C	O	G			
17UP4		C	O	G			
17VP4		C	O	G			
17WP4		C	O	G			
17XP4		C	O	G			
17YP4		C	O	G			
17ZP4		C	O	G			
18AP4		C	O	G			
18BP4		C	O	G			
18CP4		C	O	G			
18DP4		C	O	G			
18EP4		C	O	G			
18FP4		C	O	G			
18GP4		C	O	G			
18HP4		C	O	G			
18JP4		C	O	G			
18KP4		C	O	G			
18LP4		C	O	G			
18MP4		C	O	G			
18NP4		C	O	G			
18OP4		C	O	G			
18PP4		C	O	G			
18QP4		C	O	G			
18RP4		C	O	G			
18SP4		C	O	G			
18TP4		C	O	G			
18UP4		C	O	G			
18VP4		C	O	G			
18WP4		C	O	G			
18XP4		C	O	G			
18YP4		C	O	G			
18ZP4		C	O	G			

This Selector will save you lots of time and bother... eliminate errors. Get your FREE copy!



# SYLVANIA ELECTRIC

Sylvania Electric Products Inc., Television Picture Tube Division, Emporium, Pa.

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



*Largest  
Selling Dealer*

**AT ANY PRICE!**

*Regency*

# TV Cabinets

(Continued from page 50)

rope rubs the gritty blanket over the cabinet. It arrives at the customer's home looking as if it had been dragged there rather than trucked. The set is returned promptly and the dealer is minus one angry customer.

Geyh says that scratches or other marks on the tops of sets are noticed more quickly than scratches elsewhere. It is a good idea to protect

cabinet tops with decorative pads while they are in stores. In fact, the Du Mont company now makes such pads available to its dealers.

In using protective pads in stores or in giving or selling them to customers, Geyh says to remember two points. Don't allow dust and grime to get between the pads and the cabinet and don't place heavy objects on top of the pads. The dust will act as an abrasive on the finish.

In the first case, dust under a pad can be ground into the surface and cause more scratches than would normally appear without a pad. In the second case, heavy objects, such as

lamps which rest on three or four buttons or studs, can cause press marks right through a pad unless shifted regularly. Pads which support glass covers can also leave press marks if heavy objects are placed on the glass.

Since scratches show up most readily on the top of sets, always dust or rub the tops *with* the grain and not across it. Try both ways on a floor model as an experiment and you will see that finishes rubbed across the grain show already existing scratches more easily.

## Can Be Repaired

Many pieces of furniture, as shipped, have scratches or blemishes in the finish itself or very slight dents and discolorations in the wood underneath. They are almost always minor in nature and can be "brought up" to varying degrees of nicety depending on the competence of the "touch-up man" who works on them. What might appear to the untrained eye to be serious damage is often easily repairable.

It will frequently pay off in increased sales to have an expert furniture repair man visit your store at regular intervals so he can "bring up" cabinets having scratches which may have occurred in handling or moving in the store. In this way every set in your line keeps the A-1 appearance that is so important in making sales.

## Many Kinds of Polish

Geyh has a word of advice to dealers who want to recommend waxes or polishes by name to their customers. "Don't."

A polish which works well on a cheap finish may be ruinous to a good finish, or vice versa. It depends on the chemicals in both the finish and the polish and not on how expensive either may be. There are so many types of polishes and cleaning compounds on the market, it is impossible to recommend one by brand name without knowing the set and the type of finish it has.

The best "out" is simply to say that a reputable polish suitable for good furniture can generally be used on television cabinets which, Geyh says, are usually better finished than other furniture of an equivalent grade.

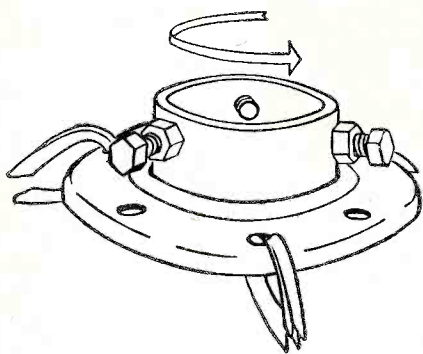
Television cabinets are usually sturdy and capable of withstanding any normal handling. They are made of mahogany, limba or Korina, walnut, oak and other woods found in standard furniture.

Manufacturers have gone to considerable effort to give the public fine cabinetry with Hepplewhite, Sheraton, Chippendale, Colonial, Regency and many other styles represented.

Considerate treatment of these fine pieces by the dealer will add up to additional profits and better customer relations in the long run.

# Easy-Up . . . Makers of Quality Towers and Pole Accessories, Now Gives You

## A NEW ROTATING POLE RING



Now ready . . . our new all-steel Rotating Pole Ring, at a new low cost. Stronger, neater, more versatile than previous models. Inner ring clamps on any pole up to 2" diameter by means of three heavy bolts with lock-nuts. Outer ring is free to rotate so that antenna can be oriented at will after installation. Choice of six locations for anchoring guy wires; comes with three thimbles ready inserted. Of course, entire assembly is positive weather-proofed.

MODEL EZ-10

DEALER PRICE ONLY \$1.95

### A COMPLETE LINE . . . COMPLETELY GOOD

TOWERS (RESIDENTIAL AND EXTRA-HEAVY DUTY) • GUY WIRE CLAMPS AND THIMBLES • GUY WIRE POLE RINGS (ROTATING AND STATIONARY) • ANTENNA-POLE COUPLINGS • MAST FOOT MOUNTS

*Easy-Up Products are sold nationally through authorized jobbers and distributors only.*

### TOWERS FOR ALL NEEDS

Easy-Up is the original high-strength, light-weight TV Antenna Tower. Still the preferred tower for ease of installation and all-around performance. Write for details.



## Easy-Up Tower Co.

RACINE • WISCONSIN

## NEDA Honors Its Past Officers With Plaques

In appreciation of their generous donation of time and effort in behalf of the association, National Electronic Distributors Association has presented its past officers with a plaque engraved with the recipient's name and office, and showing the date of service. The past officers are: Aaron Lippman: president—1947-8; vice president—1943-4; treasurer—1944-7, 1948-50; advisory council—1950-1; Louis W. Hatry: President—1948-50; first vice president—1947-8; advisory council—1950-1; Arthur C. Stallman: president—1950-1; first vice president—1948-50; treasurer—1947-8; Lealis L. Hale: secretary—1947-50; Guy B. Paine: vice president—1947-8; Carl C. Brown: vice president—1948-50; A. W. Greeson, Jr.; second vice president—1949; A. D. Davis: vice president—1943-7; R. V. Weatherford: secretary—1946-7; Dahl W. Mack: first vice president—1950-1; Hoyt C. Crabtree: secretary—1950-1; Max I. Epstein: treasurer—1950-1; W. D. Jenkins: chairman of board of directors—1949-51.

## RCA Promotes Portables

RCA Victor has opened its 1951 portable radio sales promotion campaign by making available to its dealers a complete package of promotion, advertising, and publicity aids to support the factory's push behind four portable radios and a portable 45-RPM phonograph.

## Easy Window Displays

Easy Washing Machine Corp. has announced a third annual window display contest for all Easy dealers with \$11,700 in cash prizes. The contest runs from June 11 through June 25.

## New GE Tube Book



General Electric's new handbook on essential characteristics of receiving type tubes is shown above. The reference book, prepared primarily for the service technician, contains data on essential characteristics and ratings essential to fast, efficient, trouble shooting. Basic diagrams for each type are shown on the page with the data.

WEBSTER ELECTRIC one of the original manufacturers of crystal cartridges

**FOR OVER 20 YEARS**  
a complete line of cartridges


*Engineered to meet your requirements*

Webster Electric has been making cartridges for years and years... starting way back when cartridges were nearly as big as baseballs. The line of cartridges has constantly changed and improved to meet current requirements. Each year has brought improvements until cartridges are now available in thumb-nail size and versatile enough to meet the requirements of 78, 33½ and 45 RPM.

Webster Electric has the experienced engineers, manufacturing know-how and long-range experience to make cartridges to meet all of the industry's requirements.

When you need a new cartridge submit your problem to Webster Electric. When your record players or changers are equipped with Webster Electric cartridges, you can be assured of the best in dependable performance.

Webster Electric Company, Racine, Wis., Established 1909

**WEBSTER**  **ELECTRIC**  
RACINE ♦ WISCONSIN

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

# MEET THE COUNTRY'S FOREMOST TV-MUSIC DEALERS

THROUGH THE JULY

## MUSIC SHOW ISSUE OF RADIO & TELEVISION RETAILING

THE PREFERRED PUBLICATION

—spotlighting new merchandise and helping thousands of distributors and dealers to decide on the lines they will sell.

**N.A.M.M.**  
50th Annual Convention & Show  
Palmer House, Chicago  
JULY 16-19

JULY						
SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Issue date of  
RTR's Annual  
MUSIC SHOW ISSUE  
30,000  
Circulation

4-day rendezvous  
of America's  
leading TV-MUSIC  
dealers, distributors  
and manufacturers.

START THE NEW SEASON WITH HEAVY DEALER ADVERTISING IN JULY

- 1—Nationwide dealer circulation two weeks before the show, including America's 10,000 biggest dealers.
- 2—Distribution at the show in the Palmer House and at principal hotels used by visitors.

*Closing date June 10—Reservations early, please.*

**RADIO & TELEVISION  
RETAILING**

*Products featured at,  
or simultaneously  
with, the Music Show*

TELEVISION  
RADIO  
PHONOGRAPHS  
COMBINATIONS  
PLAYERS  
RECORDS  
NEEDLES  
RECORDERS  
PICK-UPS  
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and other types of  
musical instruments

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CHICAGO 6—201 N. Wells Street. Phone RAndolph 6-9225  
LOS ANGELES 5—2506 W. 8th St. PHONE DUnkirk 7-6149



## New Record Changer



Recently announced is the Webster-Chicago model 106 (above), 3-speed record changer. Plays all sizes automatically.

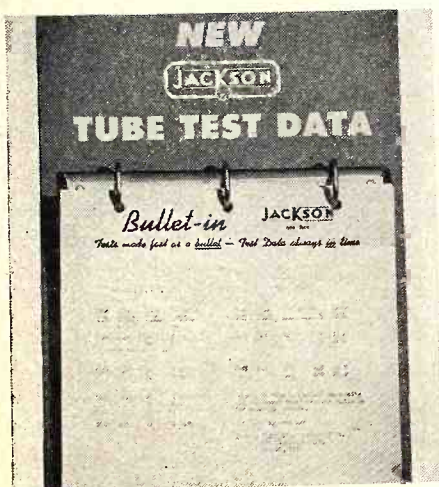
## Emerson Ups Prices

Emerson Radio and Phonograph Corporation has informed its distributors by wire that as a result of the recent reductions in list prices of the Emerson television line, the company has greatly exceeded its expectations and has already achieved the desired objective. Under the circumstances, list prices are increased effective June 1st. "We will, however, fill any orders on hand to the best of our ability through May 31st. Any unshipped orders after that time will be shipped at the new prices," said Mr. Benjamin Abrams, president.

## Commercial Credit V-P

E. C. Wareheim, president of Commercial Credit Company, Baltimore, announced that its principal installment financing subsidiary, Commercial Credit Corporation, has elected Michael Sheehan as vice-president in charge of advertising and sales promotion.

## Tube Test Data



The "Bullet-in" holder pictured above is being furnished free to 20,000 distributors of radio and television equipment by Jackson Electrical Instrument Co., Dayton 2, Ohio. About two weeks after a manufacturer has made the characteristics of a new tube available, a test setting data bulletin is issued to distributors. Display of the bulletin enables customers to copy the data for use until a revised roll chart is issued. This keeps dealers and technicians up to date on new tubes.

## FM Discriminator

(Continued from page 79)

of  $E_s$ ,  $E_2$ ; and the lower half of  $E_s$ ,  $E_1$ . There are some interesting things about  $E_s$ , or voltages  $E_2$  and  $E_3$  (of which it is made) that we should note.

First,  $E_s$ , like any decent, law-abiding voltage existing across a condenser, resistor or coil, is positive at one end when it is negative at the other. Another interesting point about  $E_s$ : it is continually reversing its polarity, just like any self-respecting AC wave. At one instant,  $E_s$  makes the top of  $L_2$  positive (with re-

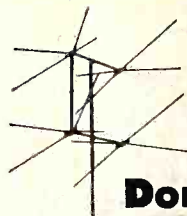
spect to ground), and the bottom negative—the next instant, the top of  $L_2$  is made negative, the bottom positive (see fig. 6B). Since  $E_s$  reverses,  $E_2$  and  $E_3$  also reverse themselves.

Still another noteworthy thing about  $E_s$ : When  $E_s$  makes the top of  $L_2$  positive, and the bottom negative,  $V_1$  will conduct, where  $V_2$  will not. When  $E_s$  makes the top of  $L_2$  negative, and its bottom positive,  $V_1$  will twiddle its thumbs, while  $V_2$  conducts.

Well, let's relax for a month. Let's think of a round-the-world cruise (it's cheaper than taking one) and put some tan on our phases (ouch). Refreshed after such pleasures, we can come back next month to wrestling with vectors.

## "CONICAL-V-BEAM"\*

\*Registered Trademark



*"Just as Good"*  
—IS A FABLE!

**Don't be 'sold' an imitation**

**BE BRAND CONSCIOUS — DEMAND** a genuine TELREX for the ultimate in TV reception. Many imitations short cut and cheapen the product so that results are often disappointing.

The genuine TELREX "CONICAL-V-BEAM" is manufactured in 24 models—one to meet every TV reception problem, whether in a primary, secondary, fringe, or extreme fringe area.

The TELREX "CONICAL-V-BEAM" is the only antenna devised supplying FULL AUDIO and VIDEO BANDWIDTH and highest Signal to Noise Ratio!

The TELREX "CONICAL-V-BEAM" gives longer lasting customer satisfaction than any other antenna, irrespective of price.

Millions of installations all over the Americas' attest to the Telrex claim that NO OTHER antenna can perform as well as a "Conical-V-Beam."

Get a genuine TELREX "CONICAL-V-BEAM" —

**SEE AND HEAR THE DIFFERENCE.**

### NEW VANGUARD



**VU 2X-8**  
**\$8.80**  
List

Four Low Cost Models Write for Form V-2

### DEALERS — SERVICEMEN —

"TELREX NEWS" can be mailed direct to your place of business. This timely service periodical contains the most authentic antenna technical data available. It's FREE — Write on your Company letterhead or post card with Company stamp.

"CONICAL-V-BEAMS" are produced under Re-issue Patent No. 23,346

**THE SKILL TO DESIGN...  
THE FACILITIES TO PRODUCE...  
THE ABILITY TO DELIVER**

*telrex INC.*

**CONICAL-V-BEAMS**

AMERICA'S  
STANDARD OF  
COMPARISON

ASBURY PARK 2, NEW JERSEY

# IF IN DOUBT,

# THROW IT OUT!

That is our rule for raw materials going into Planet electrolytic capacitors. The manufacturing standards set for high-quality Planet capacitors will not allow compromise in the matter of materials and components.

Aluminum foil, condenser paper, chemicals — all items used in our electrolytics — are purchased against strict specifications from thoroughly reliable sources, then subjected to exhaustive analysis and tests before usage.

Screening out all possible trouble at the source makes the finished product trouble-free — eligible to bear the Planet trademark.

For complete information, write for the latest Planet Catalog, C-2.

**PLANET MANUFACTURING CORPORATION**  
225 Belleville Avenue, Bloomfield, N. J.



## New Look

(Continued from page 27)

the price quoted on any TV set or appliance in the store, even though he may not be able to afford it. However, the *new customer* resents refusal on the part of the salesman to show a low-price unit specifically asked for, or to have the salesman make disparaging remarks about such product.

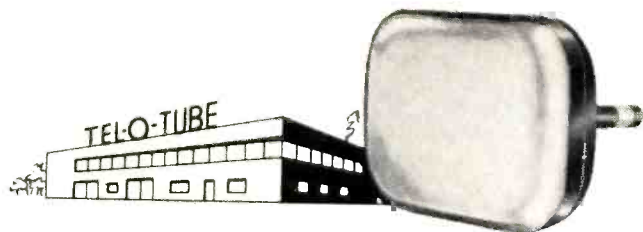
*Today's customer* is too smart to be fooled with "gimmicked" advertisements. The dealer who deliberately misrepresents in his ad copy will find that most folk won't fall for it in the beginning, and that the majority of those who do will walk out of the store without buying. The merchant can *put plenty of pressure* in his ad copy and still keep it above-board. Best of all he can do *more business* with the honest ad than he can do with the "shady" one. Misleading advertising copy belongs in the gas-light era when people fell for ads offering cures for cancer and consumption.

### After-Sale Attention

*Today's customer* expects and deserves after-sale attention. The merchant will find that the making of after-sale calls results in repeat business and numbers of customer-recommended sales. In addition to bending over backward in trying to put that "headache" TV installation in proper order, or to quiet that noisy refrigerator, calls at the home by the salesman or the dealer will make the irate customer feel a lot better about the whole thing. And such calls will benefit the dealership since even the most vociferous complainer will be willing to give the product another chance. Ducking responsibility won't go with today's customer. It's nothing but a moth-eaten practice in which both customer and dealer lose.

Another thing for dealers to realize about today's customer who purchases big-ticket items is that for the most part he is *younger* than he was pre-war. For this reason the dealer needs to keep his organization "youthful" in its customer relationship practice. Taking a look back at the days before the war, the dealer will realize that most of the expensive radios, refrigerators, washing machines, ranges, oil burners and similar high-priced products were bought by the middle-aged and old folk. Now the picture has changed radically with so very many young families in the homes in all communities. As a rule, the young customers will not be willing to do business with the dealer who runs what appears to them to be an old-fashioned store, with old-fogyish methods.

(Continued on page 88)



# TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 20 inches Round and Rectangular

## Electrostatic Focus Tubes

Send Today For Complete Specifications

**TEL-O-TUBE CORPORATION OF AMERICA**

E. PATERSON NEW JERSEY

Sales Office: Tel-O-Tube Sales Corporation

580 5th Ave. New York 19, N. Y.

"HAVE YOU HEARD  
THE SOUND OF QUALITY?"



**NEWCOMB SOUND IS BETTER**

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

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

**HEPPNER**



Again leads  
WITH A NEW  
**UNIVERSAL  
ION TRAP**

for use with 90%  
of the TV picture tubes

By the use of a simple clip developed by HEPPNER, the magnetic strength of the trap may be varied, making it a universal ion trap for replacement purposes.

**Features**

- Clip varies magnetic strength
- Speeds up service work
- Eliminates multiple stocking
- Single magnet, snap-on type
- Competitively priced

Heppner is the world's largest producer of Ion Traps—Specialist in PM focusing devices, horizontal output transformers, P.M. centering devices.

*Buy from the Leader*

If jobber doesn't stock, write direct to

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Telephone Round Lake 6-2161

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The Hottest  
item since  
the picture  
tube!



the  
**TURRET  
BOOSTER**

- Operates on Intermediate Frequency—one setting for all channels.
- Removed or installed without disrupting wiring of set.
- Fully concealed within set—no exterior units.
- Improves reception—increases video output 15% upwards.
- Improves receivers having poor sound (Emphasis placed on sound by IF coil adjustment.)
- Comes on when receiver is on—no extra switches to complicate the tuning of the receivers.

\*Less additional tube.

WRITE FOR  
FURTHER  
DETAILS

Money Back  
Guarantee

**BARB-CITY INDUSTRIES, Inc.**  
1151 FOURTH ST. DEVALB, ILL.



**ATR**

# "A" BATTERY ELIMINATORS

Makes it easy to DEMONSTRATE AND TEST D.C. APPARATUS FROM A.C. LINES



## for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noise-less, Interference-Free Operation and Extreme Long Life and Reliability.

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.

# New Look

(Continued from page 86)

There are many other angles to pleasing this modern customer now buying a record-breaking volume of TV, radios, appliances, phono records, phonographs and recorders. Let's study him carefully in order to better gear our stores to his known likes and dislikes. And, in addition, let's study our own selves, and our businesses. Are we selling via pre-war methods? Are we continuing to be price-conscious ourselves in a market where *quality* is wanted by all? Do we realize that there is business today on the "wrong side of the tracks", and all around the town? Or are we continuing to direct sales effort toward "income groups" which are no longer distinctly separate?

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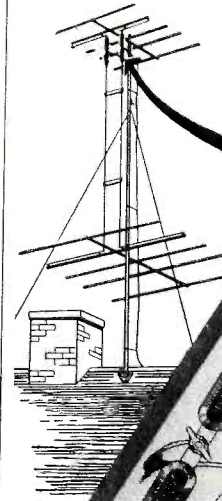
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## Not Necessarily Alignment

Improper alignment may sometimes be a cause of low gain, poor high frequency response (loss of detail), or bad low frequency response (smear of large dark elements). But simply because improper alignment *can* cause these faults, don't assume it *is* causing the trouble. Often it will be something much easier to correct (and more likely to occur). Among the things that can give symptoms similar to wrong alignment are; low oscillator voltage, shorted or open by-passes (giving wrong voltages anywhere in tuner or IFs), resistor value changes, and low tube emission. The job of aligning a set is a tedious one when done properly in the shop, and should not be undertaken unless really necessary. To save time and labor, use the procedure in accompanying checklist when front end troubles are suspected.

# Amazing VEE-D-X MIGHTY MATCH

Permits The Use Of A Single Transmission Line Between Separate High And Low Channel Antennas Mounted On The Same Mast.



Only \$4.20 LIST SET OF 4 FILTERS

**Saves**  
300 ohm transmission line • Installation time and money • Extra accessory costs

THE LaPOINTE-PLASCOMOLD CORPORATION  
Windsor Locks, Connecticut

Tune out Acoustic Feedback

# THE NEW Bogen ANTI-FEEDBACK CONTROL



This revolutionary control actually "tunes out" acoustic feedback in the sound distribution system. One of nine important features of the new Bogen HX50 — fifty watt amplifier. Write for FREE complete literature.

**David Bogen**

CO., INC.  
663 BROADWAY NEW YORK 12, N. Y.

# PERFORMANCE IS WHAT COUNTS!

## ANCHOR'S

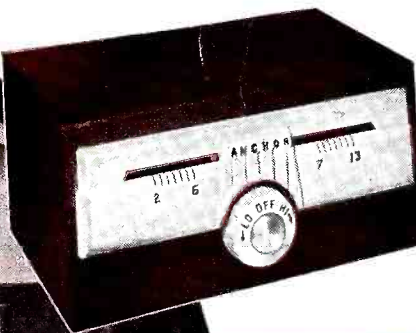
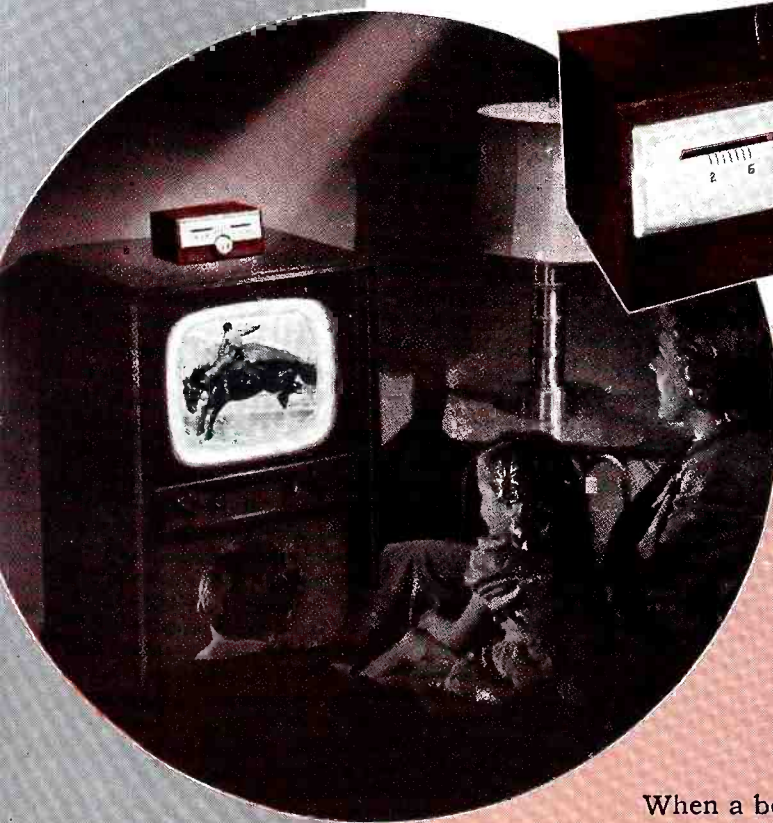
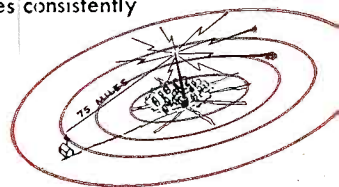
### superiority of performance

### *remains unchallenged!*



#### THE ANCHOR *Suburbanite*

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



#### THE ANCHOR *Granger*

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



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

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



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

### ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS



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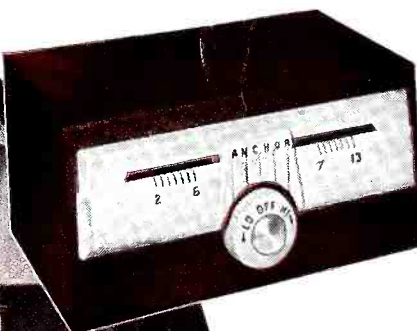
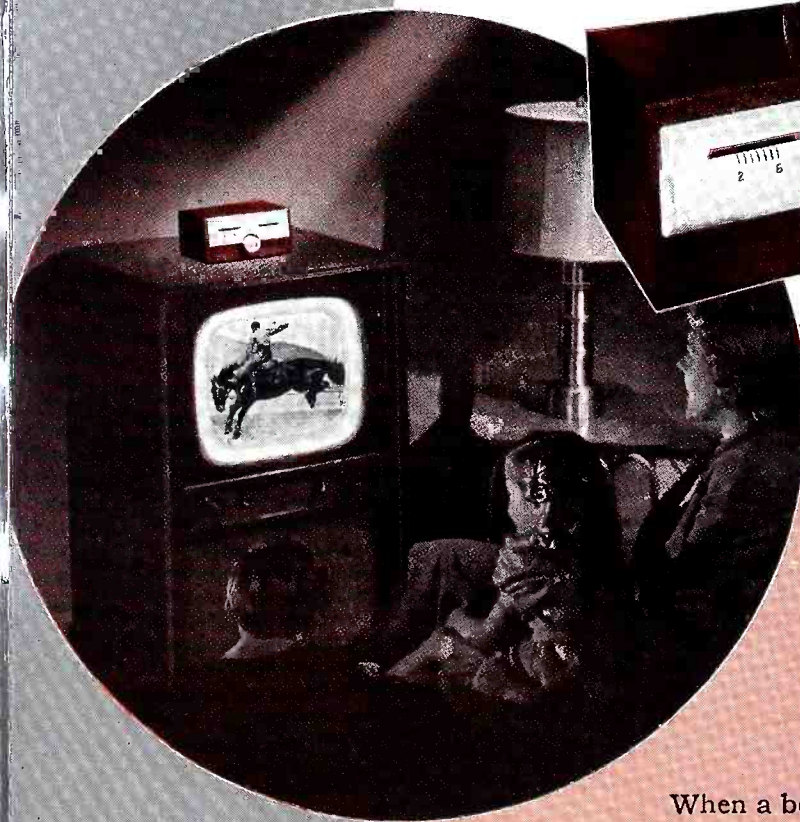
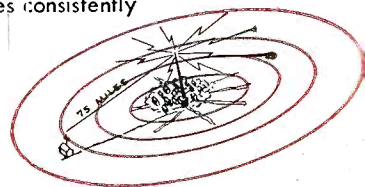
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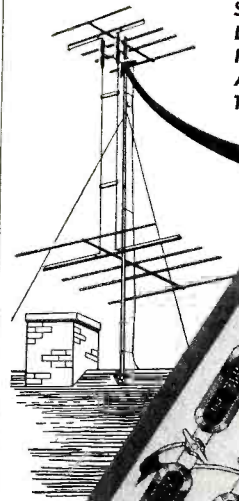
the fault at or before the oscillator is to try intermittent shorting across the antenna terminals. After RF and oscillator tubes have been tried unsuccessfully, inject a signal from your signal generator at the mixer grid. Couple it to the grid with a small (5-10 mmf) condenser and inject maximum output at the frequency of the oscillator for that particular channel. Use the strongest local channel on the air. If the oscillator circuit is really the seat of the trouble you will now get a signal, even though it may be weak or very distorted.

### Not Necessarily Alignment

Improper alignment may sometimes be a cause of low gain, poor high frequency response (loss of detail), or bad low frequency response (smear of large dark elements). But simply because improper alignment *can* cause these faults, don't assume it is causing the trouble. Often it will be something much easier to correct (and more likely to occur). Among the things that can give symptoms similar to wrong alignment are; low oscillator voltage, shorted or open by-passes (giving wrong voltages anywhere in tuner or IFs), resistor value changes, and low tube emission. The job of aligning a set is a tedious one when done properly in the shop, and should not be undertaken unless really necessary. To save time and labor, use the procedure in accompanying checklist when front end troubles are suspected.

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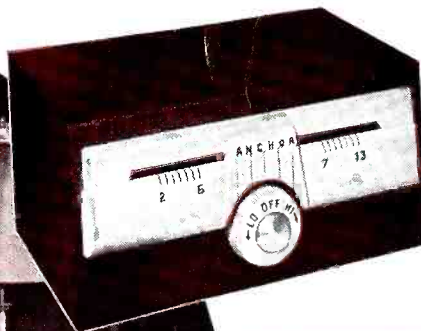
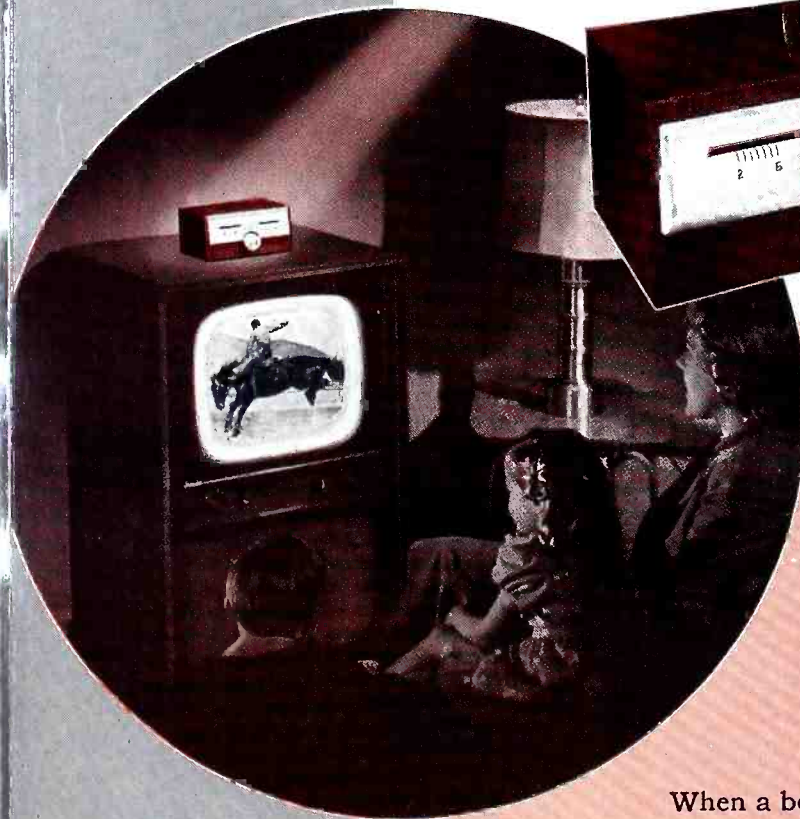
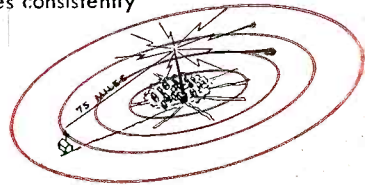
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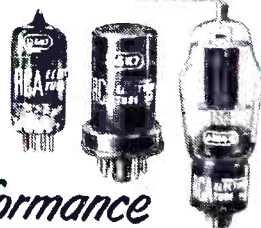
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