

RADIO & TELEVISION RETAILING



*Friendly
Considerate
Christmas Selling
Can Build
Permanent Customers
for 1950*

AM, FM, TELEVISION, ELECTRICAL APPLIANCES
RECORDS & PHONOGRAPHS
HOME RECORDERS, SERVICING AND SOUND

December • 1949

CALDWELL CLEMENTS, INC.



**High Temperature
is Tough
on Long Life...**

But

**Mallory Capacitors
Can Take It!**

It takes a superior capacitor to operate at 185° F. And MALLORY CAPACITORS DO IT!—tests have proved that the characteristics of Mallory Capacitors are practically unchanged after 2000 hours at a temperature of 185° F.

Without a high degree of purity and cleanliness no capacitor could give this remarkable performance.

NEW IMPROVEMENTS IN MALLORY FP CAPACITORS . . . Feature stronger anode tabs—withstand higher discharge currents—improved high surge separators—still greater heat resistance—extra heavy rubber seal—heavier cathode tab—special etched cathode.

Mallory capacitors are untouched by human hands; production workers wear rubber gloves. And Mallory specifications on chloride content of the gauze are even more rigid than on hospital gauze, for gauze is the base on which aluminum is sprayed to create the anode plate.

You can count on Mallory Capacitors for longer shelf life—longer life in an inactive set—lower RF impedance—and ability to withstand higher ripple current.

Mallory Capacitors cost no more than ordinary capacitors—they're easy to install, and when they're installed they're *dependable* . . . and that means the kind of service that satisfies customers. Order from your Mallory distributor.

*Don't Miss the Mallory Television Service Encyclopedia.
Get Your Copy From Your Mallory Distributor . . . Only 35c!*

P. R. MALLORY & CO. Inc.
MALLORY CAPACITORS . . . CONTROLS . . . VIBRATORS . . .
SWITCHES . . . RESISTORS . . . RECTIFIERS . . .
VIBRAPACK® POWER SUPPLIES . . . FILTERS
*Reg. U. S. Pat. Off.
APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

IN THIS ISSUE

DECEMBER, 1949

Including "Radio & Television"
and "Radio & Television Today"

Established in 1922
as ELECTRICAL RETAILING

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Radio & Television Retailing*

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

★ *AM, FM, Television*

COVER—Friendly Considerate Christmas Selling Can Build Permanent Customers for 1950

WHAT'S AHEAD—In Radio, Appliances, Records and Television . . .	25, 26, 27
HOW TO MAKE YOUR SHOW-WINDOW A MAGNET	30, 31
PROFITABLE STORE GEARED TO COMMUNITY	32, 33
HOW TO CHARGE FOR PROFITABLE TV SERVICING	38
NEW TELEVISION RECEIVERS	44
NEW AM, TV, PHONO UNITS	46
FIRM RESOLUTIONS FOR '50!	48

★ *Records, Phonographs, Accessories*

CASH IN ON DISC HITS	40
EXTRA DOLLARS IN SELLING "SPECIAL" DISCS	34, 35
NEWS OF THE INDUSTRY	Begins on p. 41

★ *Electrical Appliances*

A VACUUM CLEANER PROSPECT IN EVERY HOME	36
NEW ELECTRICAL APPLIANCES	50
APPLIANCES OF DEALER INTEREST	62

★ *Servicing and Sound*

DC COUPLING IN VIDEO AMPLIFIERS	57
PA FOR MUSIC DISTRIBUTION	58, 59
TELEVISION TECHNICIAN	60
NEW SERVICE & SOUND UNITS	62
NEWS OF THE INDUSTRY	Begins on p. 64

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Ewing Galloway p. 48, 36



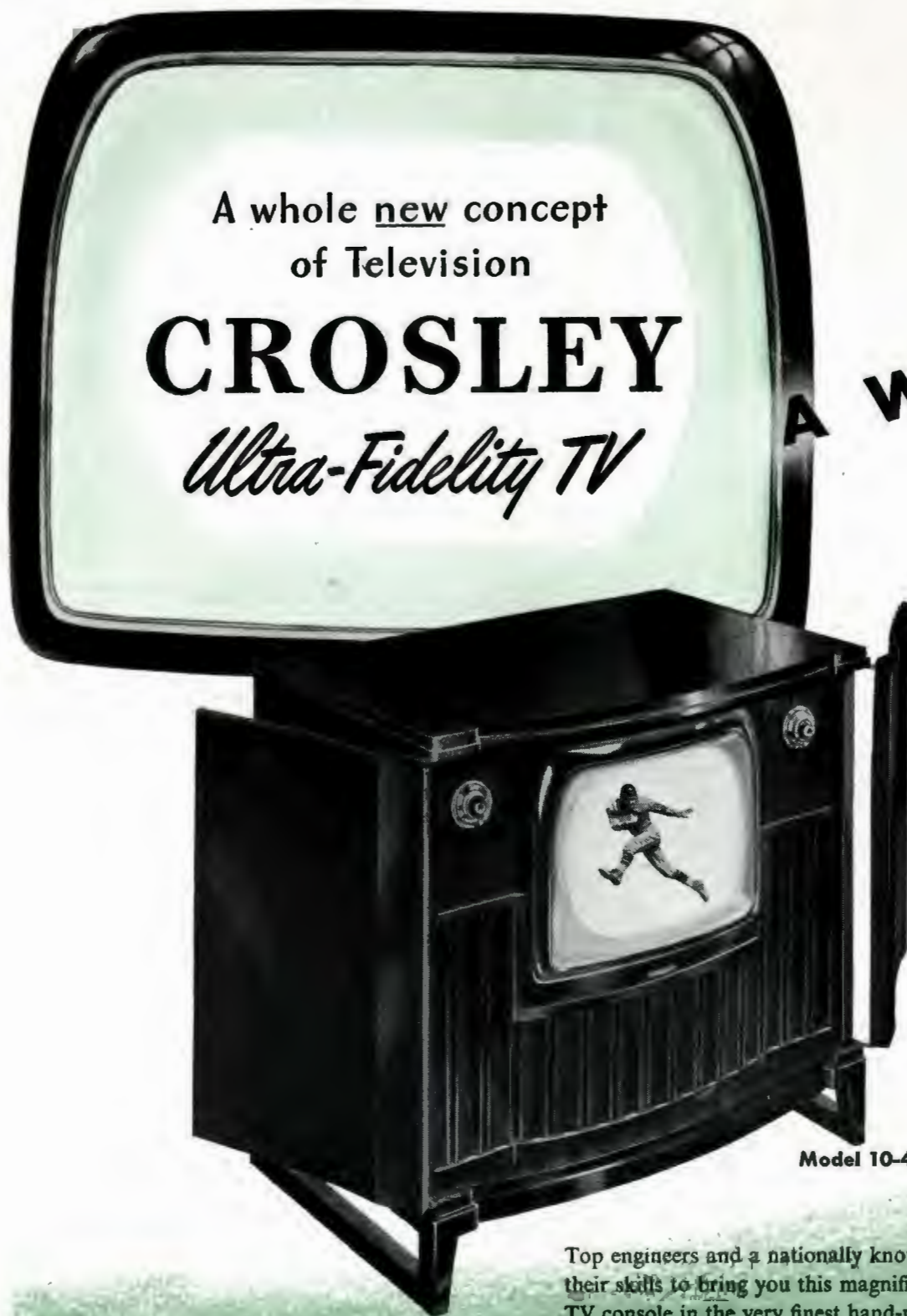
CALDWELL-CLEMENTS, INC.
480 Lexington Ave., New York, N. Y.

A whole new concept
of Television

CROSLEY

Ultra-Fidelity TV

A WHOLE



Model 10-414

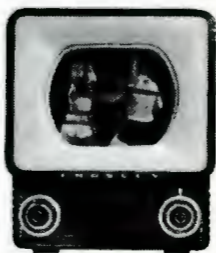
Top engineers and a nationally known designer combined their skills to bring you this magnificent new Crosley TV console in the very finest hand-rubbed Cordovan-finished mahogany veneer. Clear, brilliant pictures on a huge 16" picture tube—in a unique setting that gives the atmosphere of a theatre. (There's Model 10-416 too, without doors.)

From any viewing angle



THE CLEAREST PICTURE!

NEW CONCEPT OF TV SALES!



Model 10-401

A splendid table model, cased in durable plastic, with a bright, clear 10" picture tube.



Model 10-404

A handsome 12½" picture tube table model, with lovely cabinet styled in the finest Cordovan-finished mahogany veneer.



Model 10-412

A beautiful console for gracious living, with big, brilliant 12½" picture tube. (Model 10-418 identical, but without doors.)

Look for this *Family Theatre* screen, exclusive hallmark of every Crosley TV receiver.

So excitingly beautiful and different is the new Crosley TV that it opens better opportunities for selling—with sets designed for the *family* (yes, for *every* member, for *every* age group). As you build your sales with Crosley, you build an enviable reputation in your community—offering a happy contribution to family life.

Here's what Crosley's profitable, new merchandising and sales approach is based on:

A Whole New Concept of Beauty—superbly designed cabinets . . . handsome furniture any woman will be proud to have in her living room for years to come . . . designed for family convenience with viewing screen at the comfort level and simple controls located for easy, relaxed tuning . . . picture tube framed by the lovely contours of a theatre proscenium arch.

A Whole New Concept of Performance—Here are the big, new selling features you get with *all* Crosley 1950 TV! New wide-angle screen that can be seen from any viewing angle . . . unituner that makes TV tuning as easy as radio tuning . . . fade eliminator that eliminates fading, "airplane flutter," and other video noises . . . Electronic Picture Stabilizer that holds picture firm and steady . . . high sensitivity for long distance and poor reception areas . . . built-in antenna . . . independently mounted cathode ray tube, to make servicing far easier.

THE CROSLEY TRADEMARK is your assurance that the product embodies the finest engineering and skilled manufacturing for the ultimate in today's TV performance.

CROSLEY Division
Cincinnati 25, Ohio

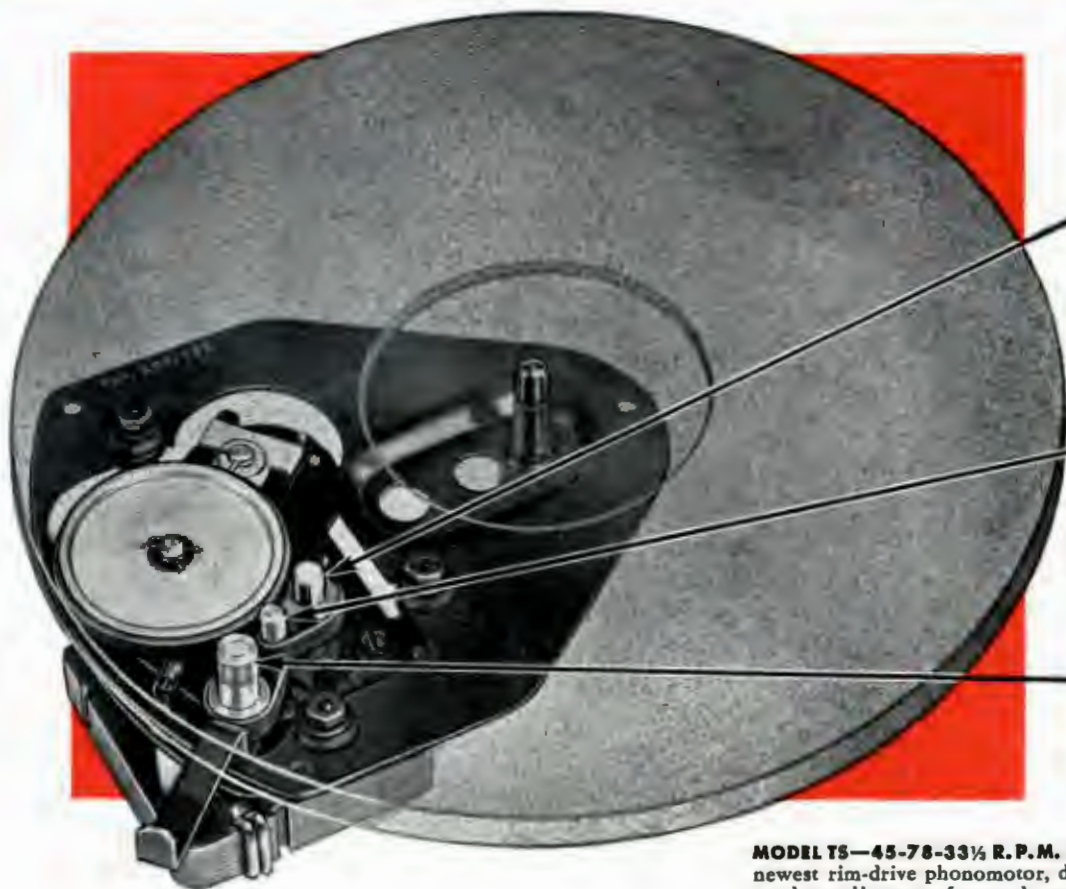


Better Products for Happier Living

Shelvardor* Refrigerators... Farm and Home Freezers... Electric Ranges
Electric Kitchens . . . Steel Cabinets . . . Sinks . . . Electric Disposers
Electric Water Heaters... Radios... Radio Phonographs... Television

GENERAL INDUSTRIES

leads the Parade



33 1/3
RPM

78
RPM

45
RPM

MODEL TS—45-78-33 1/3 R.P.M. General Industries' newest rim-drive phonomotor, designed to accommodate *all* types of records now on the market.

...with this low cost **THREE-SPEED PHONOMOTOR!**

It's GI's Model TS...the *one* motor designed and engineered to meet *all* requirements for true record reproduction at 33 1/2, 45 and 78 R.P.M. Already time-proved in actual service, this latest addition to the famous GI phonomotor line today is being used in a wide range of portables, table models and console radio-phonographs. Outstanding features: standard narrow-flange

turntable for easy, compact installation . . . simple, yet positive speed shift mechanism with external control lever . . . dependable, quiet *Smooth Power* motor for long, trouble-free service.

For full details—blueprints, performance specifications and quotations—write, wire or phone today.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

*The Independent Dealer and Service Man
performs his full functions and
retains his full benefits with*

PHILCO TELEVISION

From the beginning, it has been Philco's firm conviction that the sound growth of the television industry depends upon preserving for the dealer and independent service man their full functions, responsibilities and profits. We saw no reason why these vital links in the chain of distribution could not render in television, to the advantage of the buying public as well as themselves, the same service they performed in radio. That's why, from the first, Philco refused to make "sales agents" out of their dealers and to appropriate the legitimate profits of the television dealer and service man.

The strength and soundness of that policy is becoming more and more apparent each day.

On every Philco television sale, the Philco dealer retains his identity, his responsibility and contact with his own customers. And the independent service man retains the opportunity to establish himself as an individual in his community and to reap the full business profits which properly belong to him.

That has been and will continue to be the Philco policy in television. On this foundation we believe the public will receive the highest benefits and Philco dealers and service men will enjoy the biggest profits . . . as we bring to market the greatest advancements, performance, quality and value in the television industry.

PHILCO

Famous for Quality the World Over

Television Arithmetic

\$200 Television Set + \$5 Antenna = \$5 Picture

\$200 Television Set + \$25 Antenna = \$225 Picture

Yes... it's as simple and basic as that. Just like 2 plus 2 equals 4. Let all of us square up our thinking and recognize OPENLY that in a great, great majority of cases, the television buyer can get the full value from his set ONLY with a good outdoor antenna properly installed.

Certainly, there is great value for the indoor antenna. We make them ourselves, and good ones, too, BUT...

We'll be the first to admit that the best indoor antenna cannot compare with even the poorest outdoor antenna for picture quality. In certain "ideal" conditions, an indoor antenna will perform satisfactorily, BUT...

Let us not abuse this "condition" by recommending indoor or "built-in" antennas where they will not give the customer his full dollar's worth. It is up to the Television Industry to see that the American Public gets its money's worth in television and that means simply... A GOOD OUTDOOR ANTENNA SHOULD BE INSTALLED WHEREVER POSSIBLE.

The indoor antenna is a good short cut to quick consumer sales, BUT DOES NOT GIVE THE CUSTOMER THE PICTURE HE IS PAYING FOR! This is the truth about television antennas... as related to picture quality. Tell it to your customers, let them decide for themselves.

**THE MAKERS OF THE COMPLETE LINE OF GOOD TELEVISION ANTENNAS
THAT MAKE GOOD TV SETS EVEN BETTER!**



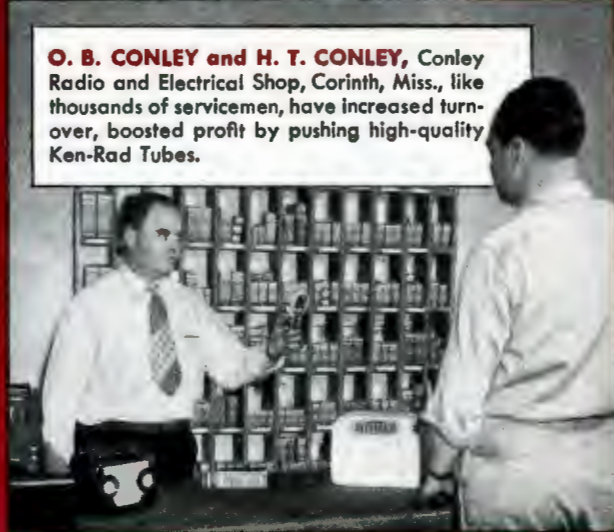
THE RADIART CORPORATION • CLEVELAND 2, OHIO

*Reprints of this advertisement
available upon request.*

"NO BETTER TUBES SOLD THAN KEN-RAD TUBES —SALES PROVE IT!"



O. B. CONLEY and H. T. CONLEY, Conley Radio and Electrical Shop, Corinth, Miss., like thousands of servicemen, have increased turnover, boosted profit by pushing high-quality Ken-Rad Tubes.



"Ken-Rad Tubes have been a steady seller for us ever since we started in business.

"Now, I don't pretend to be a merchandising expert—but when an item satisfies customers and brings them back for more, year after year, the reason is simple.

"It's quality. Quality and value that stand out.

"Ken-Rad Tubes sell fast, stay sold because you can't beat them on either count."

"NO BETTER TUBES MADE THAN KEN-RAD TUBES —TESTS PROVE IT!"



ROBERT E. MOE, Division Engineer, Ken-Rad plants, is one of many experts who help direct the testing of Ken-Rad Tubes. Besides noise and microphonics, these quality tubes are checked for static characteristics, life, shorts, appearance, gas, air and hum.

"I help make Ken-Rad Tubes. And I know—there are no better tubes made!

"Ken-Rad Tubes have to prove their quality over and over again at every stage of production.

"On the right, a Ken-Rad Tube is receiving the microphonic and noise check, with the aid of an amplifier having a known response and a specified gain. The tube is tapped by a motor-driven tapper, and the resulting audio output is checked on a standard VU meter.

"This is only one of the numerous quality tests Ken-Rad Tubes must pass before being shipped to you.

"Good? They've got to be good!"



KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

THE SERVICEMAN'S TUBE
... backed by profit-making sales aids which your Ken-Rad distributor will be glad to show you. Phone or write him today!



Good Listening! for EVERYONE!

with the NEW Genuine JENSEN WIDE-RANGE LOUDSPEAKERS

16 COMPLETELY NEW MODELS

Three 15-inch Coaxials, one 12-inch Coaxial
Eleven 5-inch to 15-inch Single-Radiator Models

- No longer is truly *good* listening ruled out by cost or size restrictions. Now music can come to life for everyone, for Genuine JENSEN Wide-Range Loudspeakers include *small sizes* as well as large . . . *low cost units* as well as more expensive models.
- Not alone in frequency range but also in smooth response, wide-angle distribution, low distortion, good efficiency and power handling capacity . . . in all 7 Performance Points Genuine JENSEN Wide-Range loudspeakers establish new standards of reproduction quality.
- So whether you choose a 5" single-unit direct-radiator type loudspeaker at \$8.00 list, a 12" Coaxial at \$33.40 list, or a 15" Coaxial with the new JENSEN Wide-Angle Acoustic Lens, you get superior performance all the way . . . in every attribute that makes for enhanced listening pleasure.

New WIDE-ANGLE ACOUSTIC LENS

Typical of JENSEN leadership in loudspeakers engineering is the Acoustic diverging Lens used on Model H-510 illustrated at the left. Adapting optical principles to acoustics, this lens acts in conjunction with the h-f horn to distribute h-f radiation uniformly over a wide angle . . . insures constant balance and high quality reproduction throughout the whole room.

Write now for Data Sheet No. 152 describing all the new loudspeakers in the new Genuine JENSEN Wide-Range series, and booklet, "Let Music Come to Life."


Genuine

This trademark identifies an advanced-design loudspeaker . . . with performance to meet today's exacting requirements for faithful music reproduction . . . achieved through the most modern applications of acoustics.

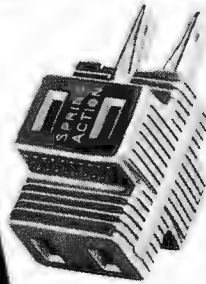
JENSEN MANUFACTURING COMPANY
Division of the Muter Company

6625 SOUTH LARAMIE AVENUE • CHICAGO 38, ILLINOIS
In Canada: Copper Wire Products, Ltd., 351 Carlaw Ave., Toronto

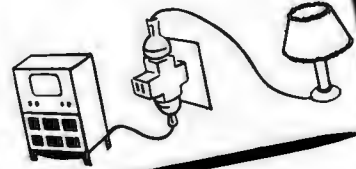
*This time
We're not talking about
Sheldon "Telegenic" Picture Tubes But...*



Spring Action
REPLACEMENT
PLUGS



Tapmaster
ONE-PIECE
RUBBER
CUBE TAPS



Tapmaster ALL-RUBBER, SOLDERLESS, 3-WAY EXTENSION CORD SET
THE FIRST EXTENSION CORD SET
ENGINEERED FOR PERMANENT EFFICIENCY

DEMAND GENUINE

INSERT THIS PLUG . . . IN THIS CUBE OUTLET

...and THEN NOTE -
Spring-Action Plug will make Perfect Positive Contact in any outlet.
Special solderless internal connections of wire to plug and service block permit pulling and tugging of wire with no damage to cord set. (Strain Relief)

Three positive plug-holding outlets in the one-piece, unbreakable, soft-rubber service block.
Can be stepped on without damaging or dislodging connected plug because of heavy rubber construction.

GENUINE

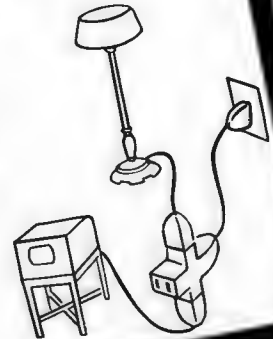
UL

Tapmaster EXTENSION CORD SET
Irvington, N. J., U. S. A.

ALLIED ELECTRIC PRODUCTS, INC.
WORLD'S LARGEST MANUFACTURERS OF ATTACHMENT PLUG CAPS

Available in 6', 9', 12' & 15' Lengths

9 FEET CAT. NO. 810



**YOUR
CONNECTIONS
ARE IMPORTANT!**

Poor contact means voltage drop and arcing which result in pictures diminished in size, intermittent pictures and sound, overheated parts, damaged tubes, and many causes of television and radio set troubles. They can be traced to either a worn wall outlet or a defective line plug. Don't borrow troubles! Use **SPRING-ACTION** connections!

Replace the line plug with a genuine **SPRING-ACTION** Replacement Plug. It's the *shape* and *independent action* of each blade that assures positive contact at all times.

If you need a multiple outlet, use the **TAPMASTER**

ALLIED ELECTRIC PRODUCTS INC.
68-98 Coit Street • Irvington 11, N. J.

Branch offices: **CHICAGO 7, ILL.** **LOS ANGELES 6, CAL.**
& Warehouses: **426 S. Clinton St.** **2559 W. Pico Blvd.**

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

one-piece Rubber Cube Tap. Or if your line cord needs lengthening, you can save yourself many a headache by using a **TAPMASTER** All-Rubber Extension Cord Set. These two products incorporate **SPRING-ACTION** blades as well as internal contacts that eliminate arcing. Any plug will make good connection in the One-Piece All-Rubber **TAPMASTER** Cube Taps and Extension Cube Blocks. **MR. SERVICEMAN**:—Always carry these 3 connections in your kit. Your **JOBBER** can supply them to you.



GOOD CONNECTIONS — GOOD RECEPTION

**"Sells on sight
60 miles from
a station!"** *says*
STUART GREENLEY



THE NEW 1950

**DAYLIGHT
TELEVISION**



Model 12#1—Complete home entertainment center! Big 12½-inch tube television with built-in antenna. 3-speed automatic phonograph. Plays all 3 sizes, all 3 speeds automatically with the amazing G-E Electronic Reproducer. FM-AM radio. Genuine mahogany veneered cabinet, full length doors.



Model 10T4—Lowest-priced G-E Daylight Television. Built-in antenna. 10-inch tube. New wide-angle screen. Compact, modern cabinet veneered in genuine mahogany.



Model 12C105—G-E Daylight Television Big 12½" tube in a handsome, full-height console. Built-in antenna. 12" Dynapower speaker for superb tone. Genuine mahogany veneered cabinet. #12C101—turns on level cast.



Model 10C101—G-E Daylight Television 10" console model Big, wide-angle screen. Built-in antenna 10" Dynapower speaker for superb tone. Genuine mahogany veneered cabinet.

"TV reception in Flint is so difficult that most dealers dropped TV like a hot potato. But we sent out two travelling TV studios equipped with G-E Daylight Television sets and demonstrated right in the prospect's own driveway. Our first two weeks on wheels sold 21 G-E receivers. Seeing was believing! You have to have good receivers, good salesmen, good servicemen—60 miles from the nearest TV station."

Stuart Greenley
Greenley's, Flint, Mich.

● The 1950 G-E models are loaded with new features! Amazing new life-like picture quality, plus greater eye comfort. Plus built-in antennas! Plus sensational Automatic Sound! Just tune the best picture—the sound is right every time! No re-tuning sound when changing channels. No drift effect. You can tune out many local interferences. For TV that sells on sight, don't waste a day—phone your G-E Distributor now or write today to General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.



Model 12T1—New G-E Daylight Television table model with big 12½-inch tube. Wide-angle screen. Built-in antenna. Beautiful cabinet veneered in genuine mahogany.



Model 10T1—G-E price leader! 10-inch conventional tube. New wide-angle screen takes up almost entire cabinet width! Compact rosewood plastic cabinet only 11¾" wide.



GREENLEY'S TRAVELLING STUDIOS

"Dealers wouldn't come to us, so we went to them with specially designed trailers with plate glass windows, portable telescoping tower mast extends to a height of 70 ft. and TV antenna mounted on top. Seeing was believing."

You can put your confidence in—

GENERAL  ELECTRIC



ALWAYS OVERSOLD NEVER OVERLOADED

How Emerson's Basic Dealer Policy Takes The "Guess and Gamble" Out Of Your Business

26 YEARS OF EMERSON LEADERSHIP have perfected a basic policy that pays off in profits and growth for Emerson Dealers.

It's a policy that keeps you *always oversold—never overloaded*.

It protects your inventory...guarantees prices...insures product salability...frees you from worry about obsolescence, dumping, close-outs and profit-slashing deals.

What's more, it's a policy that builds up your business with powerful merchandising and advertising cooperation.

This year, more than ever before, Emerson dealers have cashed in on the tremendous popularity of Emerson Radio and Television receivers. They've enjoyed the biggest year in Emerson history—with the demand for 1950 building up to even greater proportions!

That's why the Emerson Franchise is considered the most valuable and

profitable in the industry...*the set up to get your net up*. Sound dealer policy plus outstanding consumer acceptance have made Emerson the *sure line of success* in Radio and Television today!

At this Christmas season we wish to extend our thanks to all Emerson distributors and dealers whose cooperation has made this progress possible.

Merry Christmas
AND A
Prosperous New Year
FROM EMERSON

Emerson Radio and Television



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

REG. T. M.

FOR EASIER,
QUICKER SALES—



SELL THE TERRIFIC EASIER LOADING

OF RCA VICTOR "45" RECORDS

Clinch sales with
these great features of the
Victrola "45" System!

- Superior tone
- Low cost
- Simple, trouble-free
- Easier to load—no more "spindle-seeking"
- Non-breakable records
- Small, easy-to-store records
- Color-coded for easy selection
- Regular new releases

Listening pleasure *without loading problems*, as achieved by RCA Victor "45's", is a major record advance in itself! "45's" offer FAR easier loading than any other kind of record! 4 big reasons why:

EASIER because small, light "45's" slip together into a "stack" almost at a touch.

EASIER because pure Vinylite "45's" don't have to be handled with kid gloves—they're non-breakable!

EASIER because there's no "spindle-seeking" with "45's". Thanks to the big center-hole, the records practically slide onto the spindle by themselves!

EASIER because all records are the same size . . . gone are the vexing problems of mixed 10- and 12-inch records!

Show the shoppers what a pushover it is to load "45's" with one hand! Get them to try it—and they'll quickly want to enjoy that ease of handling ALL the time. They'll swing to "45"!

AND REMEMBER—LOWER PRICES TO CONSUMERS MEAN BIGGER VOLUME FOR YOU!

RED SEAL
RECORDS
ONLY

95¢*

ALL
OTHERS
ONLY

65¢*

BLUEBIRD
"45's"
ONLY

46¢*

WORLD'S FASTEST AUTOMATIC
CHANGER NOW
ONLY \$12.95

*Plus excise tax

VICTROLA "45"

RECORDS AND PLAYERS



RCA VICTOR DIVISION, RADIO CORP. OF AMERICA
"Victrola" is a registered trademark of RCA Victor Division of RCA Corp.



COMMERCIAL CREDIT PLAN

In a market trending steadily toward more competitive conditions, your financing set-up will be increasingly more important. The complete service provided by Commercial Credit through trained and experienced representatives will best meet your every requirement.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of
Commercial Credit Company, Baltimore • Capital and Surplus \$100,000,000

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

Sell Everything that Everybody wants

with the

RAYTHEON

20/20 TeleVISION Line!



THE CRITERION \$349⁹⁵
176 Sq. In. Picture

**THE FAMOUS RAYTHEON NAME
MEANS FINER TELEVISION**

Long a research leader and supplier to the electronics world, Raytheon now lends its engineering skill to the production of TeleVISION sets which bring your customers the finest television reception at the lowest prices!

*See our exhibit at the Furniture
Show, Chicago, Jan. 9-20.*

Sell All These MOST-WANTED EXTRA-VALUE FEATURES

- Adjustable, Built-in Ray-tenna Aerial
- Super Circle Screen
- Pre-Fixed Sharp Focus
- One Touch Control for Picture and Sound
- Ultra-sensitive Fringe Area Reception

SALES APPEAL FOR EVERYONE WITH THE RAYTHEON '50 LINE!

The new 1950 line of Raytheon 20/20 TeleVISION receivers—includes a full selection of beauty-styled consoles and table models. Raytheon Super Circle picture sizes range from 74 to 176 sq. in.—*more picture for the money!*



THE CHALLENGER
176 Sq. In. Picture

\$299⁹⁵

Prices slightly higher
in West and South

BELMONT RADIO CORPORATION

Subsidiary of the Raytheon Manufacturing Company

5927 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

EXPENDITURE PLACED IN EACH CHICAGO NEWSPAPER BY GENERAL ADVERTISERS SPENDING \$2,500 OR MORE FOR CHICAGO NEWSPAPER ADVERTISING OF HOUSING EQUIPMENT AND SUPPLIES AND RADIO AND TELEVISION SETS—First Six Months 1949

	Chicago Tribune	Paper B	Paper C	Paper D	TOTAL
1. Westinghouse Electric Corp.....	\$ 40,451	31,924	20,395	7,319	\$100,089
2. Radio Corp. of America.....	54,473	12,160	5,109	8,024	79,766
3. General Electric Co.....	38,993	20,837	7,678	7,913	75,421
4. Philco Corporation.....	32,440	11,952	5,168	3,893	53,453
5. Zenith Radio Corporation.....	32,202	6,143	2,978	3,179	44,502
6. Admiral Corporation.....	29,884	3,593	645	713	34,835
7. Allen Du Mont Laboratories, Inc.....	22,020		10,567	1,047	33,634
8. Crosley Division—Avco Mfg. Corp.....	19,020	4,530	6,223		29,773
9. Motorola Inc.....	17,211	7,831	3,240	127	28,409
10. Bigelow-Sanford Carpet Co., Inc.....	19,350	7,719			27,069
11. Kelvinator Division—Nash-Kelvinator Corp.....	24,729				24,729
12. Hotpoint Inc. Division—General Electric Co.....	13,715	3,451	3,560		20,726
13. Alexander Smith Carpet Co.....	7,170		5,464	7,448	20,082
14. Reynolds Metals Co.....		5,546	6,631		12,177
15. James Lees & Sons Co.....	11,610				11,610
16. Timken Silent Automatic Div.— Timken Detroit Axle Co.....	10,258				10,258
17. The Maytag Co.....	3,596	3,776		2,550	9,922
18. Corning Glass Works.....	3,870	2,626	1,394	1,940	9,830
19. Easy Washing Machine Corp.....	9,472				9,472
20. Norge Division—Borg-Warner Corp.....	8,326			950	9,276
21. Lennox Furnace Co., Inc.....	9,108				9,108
22. Columbia Bedding Co.....	8,812				8,812
23. Thor Corporation.....			4,106	4,668	8,774
24. National Unit Division.....	3,596	2,800		1,900	8,296
25. American Central Division—Avco Corp.....	2,402	1,888	1,035	2,904	8,229
26. Farnsworth Television & Radio Corp.....	5,460	663	527	1,530	8,180
27. Malleable Iron Range Co.....	7,809				7,809
28. A & M Karagheusian, Inc.....	7,740				7,740
29. Kroehler Mfg. Co.....	7,740				7,740
30. Haggard & Marcusson Co.....	6,890				6,890
31. Iron Fireman Mfg. Co.....	6,803				6,803
32. Pepperell Mfg. Co.....	6,250				6,250
33. Estee Bedding Co.....	5,693				5,693
34. Simmons Co.....		5,664			5,664
35. Ben Mont Papers, Inc.....	3,870	1,741			5,611
36. Goodyear Tire & Rubber Co., Inc.....			5,585		5,585
37. Wheeling Corrugating Co.....			2,748	2,799	5,547
38. American Safety Razor Corp.....		5,146			5,146
39. Bendix Home Appliances, Inc.....	5,026				5,026
40. Sunroc Refrigeration Co.....	4,662		306		4,968
41. Mohawk Carpet Mills, Inc.....	4,836				4,836
42. Stromberg-Carlson Co.....	2,875		1,763		4,578
43. Trimz Co., Inc.....	3,790		695		4,485
44. Petroleum Heat & Power Co.....	1,933		2,215		4,148
45. Frigidaire Division—General Motors Corp.....	2,542	175	1,093	91	3,901
46. Gibson Refrigerator Co.....	3,870				3,870
47. Stewart-Warner Corp.....	3,844				3,844
48. National Enameling & Stamping Co.....	3,808				3,808
49. Arthur Beck Co.....	3,596				3,596
50. G. N. Coughlan Co.....	3,596				3,596
51. Duo-Therm Division—Motor Wheel Corp.....	3,534				3,534
52. International Harvester Co.....	3,480				3,480
53. The Royal Lace Paper Works, Inc.....		1,984		1,278	3,262
54. Chicago Faucet Co., The.....	2,992				2,992
55. Crosfeld House, Inc.....	2,888				2,888
56. Chicopee Mills, Inc.....	2,868				2,868
57. The Scott & Fetzer Co.....	2,831				2,831
58. Heywood-Wakefield Co.....	2,250	533			2,783
59. Enameled Utensil Mfrs. Council.....		2,728			2,728
60. Tennessee Eastman Corp.....	2,697				2,697
61. Hoffman Specialty Co.....	2,678				2,678
62. Republic Light & Furniture Co.....		2,600			2,600
63. Burnham Boiler Corp.....	2,273	85		145	2,503
TOTAL	\$553,832	148,095	99,065	60,418	\$861,410

How the "blue chip" hardlines advertisers buy space in Chicago . . .

LISTED at the left are the 63 general advertisers who spent \$2,500 or more during the first six months of 1949 for Chicago newspaper promotion of housing equipment and supplies and radio and television sets.

Better than 64 cents out of every dollar they spent was placed in a single Chicago newspaper—the Chicago Tribune.

When these "blue chip" advertisers, spending \$861,410 for Chicago newspaper space, place in a single Chicago newspaper \$553,832, or 64.3% of the total, the fact is too important to be ignored by any manufacturer or distributor of hardlines merchandise.

Their expenditure in the Chicago Tribune was \$405,737 more—274.0% more—than they placed in any other Chicago newspaper. It was \$246,254 more, or 80.1% more, than they placed in all other Chicago newspapers combined.

Here is fresh evidence of the community position which gives the Chicago Tribune its unique ability to deliver for advertisers in the multi-billion dollar Chicago market.

To sell your 1950 line with greatest economy and effectiveness in Chicago, build your promotion around the Chicago Tribune—and see that your Tribune schedule is adequate to your opportunities here. Tribune rates per line per 100,000 circulation are among America's lowest.

CHICAGO TRIBUNE

WORLD'S GREATEST NEWSPAPER

September average net paid total circulation: Daily, Over 955,000—Sunday, Over 1,525,000

Chicago Tribune representatives: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 E. 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13. MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

RADIO & TELEVISION RETAILING • December, 1949

Tube Testers for Today and Tomorrow...

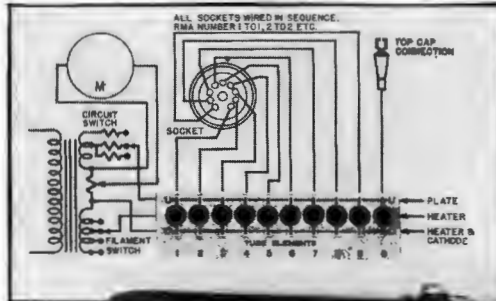
SPECIFY

TRIPLETT

**UP
and
DOWN**

Lever Switching Connects Each Tube Pin to Proper Circuit

1. **ALL ELEMENT CHECK** — Thorough conclusive test of tube elements, shields and taps. The only commercial tester to get at each tube pin and make an open and short check.
2. **NO HUNTING FOR SOCKETS** — No plugging into wrong socket. Circuit flexibility requires only one socket for each type of tube base.
3. **CIRCUIT CLARITY** — Lever switch numbering corresponds to RMA tube pin numbers, connected to bring out each active tube element. A simple up or down motion of the lever instantly makes the connection.
4. **OPERATION SIMPLICITY** — Minimum of control settings plus straightforward arrangement of this outstanding emission circuit. Generally not more than five of the 10 lever switches need be set.
5. **"PICTURE" YOUR CIRCUIT** — Assures confidence in tests and enables special tube checks for balanced circuits, special loads, etc. "Trick" switching circuits make it more difficult for the serviceman to "picture" his test circuit.
6. **SET UP YOUR OWN TEST FOR NEW TUBES** — The "pictured" circuit and straightforward test procedures enable the user to set up data for new tubes. A feature rarely found in commercial type tube testers.
7. **INDIVIDUAL CONTROL FOR EACH TUBE ELEMENT** — Takes care of roaming elements, dual cathode structures, multi-purpose tubes, etc., in addition to standard value tests.



TUBE TESTER MODEL 3413

Triplett lever switching circuit arrangement has 7 distinct advantages contributing to maximum flexibility, simplicity of operation and anti-obsolence.

**NET DEALER \$66⁷⁵
PRICE**



... Combination

Volt-Ohm-Mil-Ammeter Model 3480

This tester combines the Tube Tester Model 3413 with complete facilities for voltage current and resistance analyses . . . a real economy for those shops requiring a combination tube tester and volt-ohm-mil-ammeter . . . Attractive two tone metal case with detachable hinged cover . . .

TECH DATA

D. C. Volts: 0-3-12-60-300-1200, at 10,000 Ohms/Volt.
 A. C. Volts: 0-3-12-60-300-1200, at 2,000 Ohms/Volt.
 D. C. Amps: 0-12, at 250 Millivolts.
 D. C. Milliamps: 0-1.2-12-120, at 250 Millivolts.
 Ohms: 0-1000-10,000 (10-100 at center scale).
 Megohms: 0-1-50 (10,000-500,000 Ohms center scale).
 Output: Output Jacks, Condenser in series with A. C. Volt ranges.
 Scale: 5.6" long on top scale arc. 0-1000 Ohms and 0-50 Megohms on top arc.
 0-12-60-300 A. C. and D. C. Volt figures are on four separate arcs. Scale markings are black on white except A. C. are red on white; 0-1K Ohms scale is green on white.



MODEL 3480 \$98⁷⁵ . . . U.S.A. Dealer Net

SEE AT YOUR RADIO PARTS DISTRIBUTOR OR FOR MORE INFORMATION . . . WRITE

TRIPPLETT ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO, U.S.A.

In Canada: Triplett Instruments of Canada, Georgetown, Ontario

Precision first...to Last



3 SELLING FEATURES THAT HELP MAKE

Westinghouse

YOUR EASIEST-TO-SELL TELEVISION LINE...

1 SENSATIONAL ELECTRONIC MAGNIFIER



A flip of the knob turns regular-size picture to GIANT CLOSE-UP

2 SYNCHRO-NOUS TUNING

When picture is sharply tuned, sound is always perfect, too.

3 BUILT-IN ANTENNA

No antenna needed... just plug it in for perfect reception in a great number of cases.

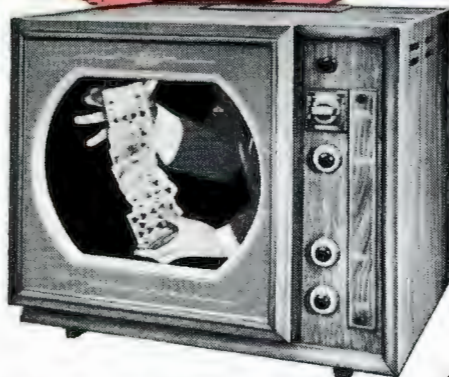


The 605T12—12½-inch Table Model with Electronic Magnifier. New picture clarity with a choice of full-vision picture or giant electronic close-up... new built-in antenna... adaptable to UHF... phono-jack provided for record player attachment. Only **\$269⁹⁵**

The 603C12—12½-inch Television AM-FM Radio, Three-Speed Record Player. Electronic Magnifier gives big-picture television... AM-FM radio... automatic record player plays all speeds and all sizes of records on market today... built-in antenna... TV adaptable to UHF. All this for only **\$450⁰⁰**



The 604T10—10-inch Table Model at a Down-to-Earth Price. Top performance at an amazing low price... improved sensitivity for bright, steady pictures in fringe areas and better pictures everywhere... built-in antenna... adaptable to UHF. Only **\$199⁹⁵**



The 600T16—Giant 160-square-inch Picture from 16-inch Tube. Your prospects who want a big direct-view picture will want the 600T16... biggest picture from any 16-inch set... built-in antenna... adaptable to UHF... phono-jack... new high sensitivity. A big value. **\$375⁰⁰**



The 601K12—12½-inch Console Ideal for Limited Space. Beautiful clean-lined compact cabinet in mahogany or blonde... built-in antenna... adaptable to UHF... phono-jack for external record player... syncro-tuning of sight and sound. Only **\$325⁰⁰**

Prices slightly higher Denver and West. Prices subject to change without notice

GET YOUR WESTINGHOUSE TELEVISION FRANCHISE NOW!

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

Sales Sensation of the Year...

New Zenith "Black" Tube Television



\$28995*

Plus Federal Excise Tax

New Zenith "Saratoga"

An unprecedented value in television entertainment. With new Glare-Ban "Black" Tube—television's greatest picture improvement! Has "Big B" Giant Circle Screen and sensational new "Picturemagnet" built-in aerial. Plus Zenith's exclusive One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. In handsome cabinet of genuine mahogany veneers.

ZENITH TELEVISION

New Zenith "Lexington"
Quality television at its finest! New Zenith Glare-Ban "Black" Tube—gives greatly improved picture clarity in lighted rooms. With "Giant C" Giant Picture Screen and Zenith's exclusive built-in "Picturemagnet" aerial. Simplified One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. An exquisite console in genuine mahog. **\$39995*** any veneers.

Plus Federal Excise Tax



Of course, Zenith Has a Built-In Antenna—the Amazing "Picturemagnet"—Plus the New Super-Sensitive Circuit—Giant-Picture Screen and Many Other Zenith "Firsts"

Never before have there been such amazing television improvements available to you as in these new Zeniths! Zenith† gives you pictures with great depth and detail—photographic realism. Sensational Zenith Glare-Ban "Black" Tube (Blaxide) increases picture clarity—eliminates objectionable blur and glare. And now in many locations, no need for a separate aerial inside or out with Zenith television... just plug in, and Zenith's exclusive "Picturemagnet" does the rest.

Yes, of course Zenith has a Built-In Antenna—

PLUS These Sales-Proven Zenith Features

- ★ **One-Knob Automatic Tuning**—one twist brings in station, picture, sound. Does automatically what on many other sets takes up to 5 or 6 manual tuning operations.
- ★ **"Gated" Automatic Gain Control**—Zenith's exclusive, automatic protection against "picture flutter."
- ★ **Genuine Armstrong FM Sound**—the FM of the experts. Glorious toned, static-free, even in worst storms!
- ★ **Giant Circle Screen with Picture Control**—gives you a choice of circular or rectangular pictures at the flick of a finger!

ZENITH TELEVISION

Zenith has the great values



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

**Suggested retail prices. West Coast prices slightly higher. Prices subject to change without notice.*

New Zenith "Regent"

Television FM-AM Radio-Phonograph Combination. With new Glare-Ban "Black" Tube and "Big B" Giant Circle screen. Has Zenith's new built-in "Picturemagnet" aerial plus exclusive Duo-Picture Control and Simplified One-Knob Automatic Tuning. Matchless radio reception with Zenith's new Super-Sensitive FM and famous Long-Distance AM. Revolutionary new 3-Way Cobra† Tone Arm and Record Changer plays all records, all sizes, all speeds—automatically! All exquisitely combined in a superb "Queen Anne" cabinet of genuine mahog. **\$48995***

Plus Federal Excise Tax



**5000 SERVICEMEN
HAVE PROFITED FROM
SYLVANIA'S DEALER
ADVERTISING CAMPAIGNS**

... and YOU can do the same by ACTING NOW!

Another of Sylvania's famous profit-building campaigns is getting under way! The campaign runs through the months of January, February, March and April—with half-page ads like this in LIFE, THE SATURDAY EVENING POST, LOOK, COLLIER'S, and RADIO AND TELEVISION BEST. The ads tell your customers and prospects to come to you for radio and television service.

But that's just the start! THEN... you tie in with this national advertising by using Sylvania's complete kit of display and direct mail material—all built around the ads—designed for you—and ready for you now!

Sylvania's previous campaigns paid off in a big way for thousands of dealers and servicemen. Be ready to cash in on this latest big push!

HERE'S WHAT YOU GET IN THE SYLVANIA KIT:



LOOK FOR THIS
SIGN OF DEPENDABLE
RADIO SERVICE

Does your radio give out with squeals and grunts? Then call the serviceman who displays the Sylvania sign. Because your radio needs expert care, the kind this fellow is trained to give. He has Sylvania test equipment to root out trouble spots... high-quality Sylvania radio tubes to bring you the crystal-clear reception you want. Hear your old set perform as it did the day you bought it. Get it fixed at the Sylvania sign of dependable service.

SYLVANIA RADIO TUBES

PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



DECALS. You get as many Decals as you need—in 8 or 12 inch diameter. Your choice of wording—RADIO SERVICE or RADIO TELEVISION SERVICE. Sylvania's ads make these Decals nationally known—cash in on their familiarity!



1 POST CARDS. You get 4 sets of Postal Card Mailings—one for each month in the campaign. They're in 3 colors—imprinted with your name and address! You pay *only* the government postage on each card—that's *all* you pay for the entire kit! **EVERYTHING ELSE IS FREE.**



2 WINDOW DISPLAYS. You get 2 Window Displays—featuring the same illustrations as the Sylvania national ads. 3-dimensional—4 colors—2 by 3 feet. 2 COUNTER CARDS, too, 12 by 18 inches.



3 AD MATS. You get 4 Newspaper Ad Mats—two sizes for each 2-month period. Sizes are one and two columns wide, 7 inches deep. Easy way to tie your local newspaper advertising in with Sylvania's national ads!



4 STREAMERS. You get 2 Window Streamers—in 2 colors—11 by 26 inches. Like the other items in the campaign, Streamers feature *both* radio *and* television service.



5 RADIO SPOT ANNOUNCEMENTS. You get 4 booklets of Radio Spot Announcements—one for each of the 4 months in the campaign. When you've planned your schedule, just hand the spots to your local radio station—they're all ready to use!

Mail coupon today for full details on the complete campaign!

Sylvania Electric Products Inc.
Advertising Dept. R-2112, Emporium, Pa.

Please send full details of your new 1950 January, February, March and April Service Dealer Campaigns.

NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

SYLVANIA ELECTRIC

RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS

Knockout!



12 1/2" Console
\$ 239.95
WALNUT FINISH
(MAHOGANY FINISH \$249.95)

BIG MARK-UP
FAST TURNOVER FOR YOU
LIST PRICE GUARANTEED 60 DAYS

MODEL
A-2012



has everything

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

OUT FRONT... *at a new low price*



10¢
SUGGESTED LIST PRICE



Sell 'em like soda pop... in the easy-to-sell, handy-to-have Carry Kit.

NOW... chalk up new selling records with the best "A" battery money can buy!

Here's selling history in the making! ... RCA's famous VS036 "Sealed-in-Steel" A Battery with the special "Radio Mix" now costs no more than an ordinary flashlight cell!

Stop and think of this in terms of turnover and extra profits—and you'll agree that the RCA VS036 is today's best buy in batteries by far. Customers are quick to note the

extra listening hours they get from RCA-VS036s... actually 25 per cent more than from ordinary flashlight batteries in high-drain portables! That brings 'em back for more!

Remember, too, that you can stock up on VS036s with no need to worry about shelf life. *The RCA-VS036 stays fresh for years.*



Get sales action with the RCA "Magic Motion" illuminated display. See your RCA Battery Distributor today about the new RCA "Magic Motion" Illuminated Display expressly designed to help you sell more VS036 A batteries at the new low price. See the display in action, and you'll want one or more immediately for your window or counter.

ALWAYS KEEP IN TOUCH WITH YOUR RCA BATTERY DISTRIBUTOR



RADIO CORPORATION of AMERICA

HARRISON, N. J.



...and a
Happy New Year!"



To
STROMBERG-CARLSON
DEALERS
the best of everything
in '50!

EXCITING NEW LINE OF 19-INCH AND 12½-INCH RECEIVERS!
UNEXCELLED VALUES!

SMART NEW CABINETRY WITH STYLE APPEAL!

PROVISION FOR UHF!

BUILT-IN "TELE-TENNAS" UP AND DOWN THE LINE!

HIGH UNIT PROFITS ON WANTED RECEIVERS!

For full information, see your Stromberg-Carlson Distributor

THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON



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

RADIO & TELEVISION RETAILING

Including "Radio & Television"
and "Radio & Television Today"

Established in 1922
as ELECTRICAL RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

REFRIGERATION SALES EXPERTS LOOKING FOR 1950 to be a better year than '49 was. Some foresee sales of refrigerators to be boosted via increased new homes and upped competition in apartment house renting circles. Thousands of "dogs" in existing multiple dwellings will have to be replaced when and if the time arrives when inducements will have to be offered prospective tenants.

STARTING '50 OFF WITH THE CUPBOARD BARE! Big difference between the beginning of 1950 and the start of 1949 will be that last year while the pipelines were well filled, 1950 will be ushered in with inventories of radio, TV and appliances hovering around the zero point. This condition will help many a manufacturer, wholesaler and retailer to start off the New Year with a clean slate.

THE GRAYBAR ELECTRIC COMPANY will distribute nationally the complete line of Altec Lansing sound products, according to G. F. Hessler, Graybar vice-president.

SALES OF CHRISTMAS TREE lights this year expected to break all records. Dealers will have ample stocks, big selection.

"TELEVISION TODAY MEANS MORE TO the electrical industry than any business to emerge in the past two decades," Joseph B. Elliott, vice-president in charge of RCA Victor consumer products, told the 14th annual conference of the International Association of Electrical Leagues at Cleveland. In spite of the fact that the TV receiver at 2 cents a kilowatt hour costs the consumer but $\frac{2}{6}$ th of a cent an hour to operate, this small cost per set could well mean \$18,500,000 additional revenue for the nation's electrical utilities.

A TELEVISION MANUFACTURER, who sponsors his own video show to help dealers merchandise their sets, has found in a survey that 38.5 per cent of the dealers with sets on were showing patrons his program. The manufacturer is John Meck, president of John Meck Industries, Inc., Plymouth, Indiana. As an aid to dealers, Meck sponsors a one-hour program four afternoons a week over Chicago TV Station WNBQ.

LAYOFFS OF WORKERS IN SOME COMMUNITIES, due to shortages of raw materials, will result in curtailed Christmas shopping volume in such areas, numbers of dealers report.

AS TV PROGRAMS CONTINUE TO BUILD star performers, look for a marked trend toward featuring video favorites on phono records, a gesture favorable to both businesses.

SHORTLY AFTER THE FIRST OF the year, watch for a startling news announcement in the phonograph record field.



IN BOND, OREGON, WHICH FORBIDS door-to-door selling, a vacuum cleaner salesman rang the doorbell of the city police judge, according to an item in a bulletin issued by the Vacuum Cleaner Manufacturers' Association.

"THREE-WAY HEADACHES" is the way one service department manager describes some of the multi-speed phono record changers coming into his shop for repairs.

Status of TV

The following stations are expected to go on the air this month: WXEL, Cleveland, O.; WOI-TV, Ames, Iowa; WOAI-TV, San Antonio, Texas; KPHO-TV, Phoenix, Ariz. Sets in use in the U.S. as of December 1 have reached 3,165,000 with 94 stations on the air.

What's Ahead!—in Radio,

PORTABLE RADIOS WILL PROVE to be red-hot Christmas sellers for those merchants who have good selections and aggressive selling methods. In selling the carry-abouts, most retailers are running into but few requests for trade-in transactions. An added feature in portable selling is seen in the fact that very few of the sets are being offered at cut prices—even in the slash-'em stores.

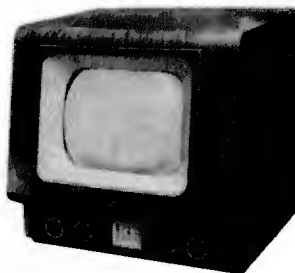
ONE MANUFACTURER PLANS TO MAKE at least three times as many compressor-type room coolers in '50 as he produced last year—and expects to sell them all, too. Other air-moving devices which seem likely to break sales records in '50 include attic ventilators and exhaust fans of all types.

BIG TURNOUT AT THE ALL-INDUSTRY Refrigeration and Air Conditioning Exposition last month at Atlantic City. More than 200 exhibitors showed \$5,000,000 worth of equipment covering four acres of floor space. Many innovations were shown.

NEW YORK CITY WILL HAVE MILLION TV SETS by Xmas. With nation's output of video receivers now reaching well above 300,000 a month, and 23% of these coming into the N. Y. metropolitan area, Yuletide this year will see more than a million TV receivers in operation in New York and suburbs. These million sets, with their antennas and installation costs represent an outlay of nearly half a billion dollars by the owners. For the whole country more than a million TV receivers will be made during the closing quarter of '49, bringing total output for year above 2,700,000 TV sets.

WALTER WINCHELL HAS RETRACTED his piece to the effect that RCA Victor is planning to abandon its 45 RPM playing system. In making the correction, the columnist said, "The Source for the inaccuracy will now drop dead."

BRITISH-MADE TV SETS FOR THE AMERICAN MARKET were shown at the recent "Radio-lympia," Britain's national radio exhibition. Masteradio and Romac had sets built to American standards, the latter being a 21-tube model with 12-inch screen. Pye, Ltd. also showed an



American-type 12-channel receiver shown in the accompanying photo.

THOSE MYSTERIOUS MEN, the gray and the black marketeers in steel, being mentioned frequently these days by numbers of manufacturers who are expressing the hope that they will never again have to do business with such case-hardened operators. No matter how scarce the metal may become, such speculators seem to have "Bessemer Mucho"—at a price.

A FEW MONTHS AGO, DEALERS WOULD-N'T buy TV sets for love or money. Then, in nothing flat, came an acute shortage followed by allocations and a feverish demand on wholesalers for television receivers. One thing about the radio business is that it's always exciting. Members of the industry need to be hardy individuals to take the stimulations and depressions in stride.

THE FIRST TV LABORATORY specifically installed for fringe area testing now in operation by Admiral Corporation. The lab, with 95-foot towers, is located at Harvard, Illinois, 70 air miles from Chicago transmitters; 80 miles from those at Milwaukee.

THE "THREE D'S" WON'T SELL themselves. Dealers who actively promote sales of dishwashers, disposal units and clothes dryers report satisfactory volume and not too much competition. Watch for a special article on selling the "Three D's" in a future issue of this magazine.

"SURVEYS SHOW THAT THE AVERAGE AMERICAN home needs four times the amount of light it now has to reach the standards set by illumination scientists for adequate light."—George E. Whitwell, vice-president in charge of sales, Philadelphia Electric Co.

SIX TO TEN FEET IS THE GENERALLY comfortable and practical viewing distance from TV receivers with fifteen to nineteen-inch tubes, according to Dr. Theodore H. Conklin, president of the N. Y. State Optometric Association.

WHAT'S AHEAD IN RADIO & TELEVISION RETAILING: A series of articles on modern methods for selling more refrigerators and food freezers, a feature on finding, training and paying salesmen; a study of costs of doing TV business; an article on that controversial subject of whether or not to charge for estimating repairs. Also scheduled for early in 1950 is a directory of manufacturers of large and small electrical appliances. In addition, there will be valuable material on many phases of selling the "Big Four" products—Radio, Records, Appliances and Servicing.

Appliances, Records and Television

REVOLUTIONARY NEW FLUORESCENT lamp, in 20 or 40-watt sizes, developed by Westinghouse. Firm says it's five times more efficient than any sun-lamp of previous manufacture, and that it has a life of 4000 hours. Suggested use is in dairy barns, poultry houses, etc. Lamps will retail at about \$4.50 for the 20-watt, \$7 for the 40-watt unit.

"DUE TO THE EASE OF OPERATION of home laundry appliances and the savings in cost, the commercial laundry is giving recognition to an alarming trend away from its services on the part of Mrs. Homemaker."—Howell G. Evans, treasurer of the American Home Laundry Manufacturers Association, and vice-president of the Hamilton Mfg. Co., Two Rivers, Wisc.

THE CORPORATION KNOWN AS Barlow & Seelig Mfg. Co., makers of washers and ironers, of Ripon, Wisconsin, is now the Speed Queen Corporation.

IN A FULL-PAGE AD in the Milwaukee Journal, Samson's Good Housekeeping Stores offers delivery of TV sets on trial to the home via special truck, "withir the hour."

MORE THAN 2,000 APPLIANCE DEALERS in Chicago and suburbs have received from the Chicago Tribune the second issue of the Chicagoland Radio and Appliance Dealer News, a six page sales promotional pamphlet. Featured on the cover and in the lead article is Joe Rak, 5142 Fullerton Ave., Chicago, who, after losing his job as a set-tester for a radio manufacturer in 1936, opened his own radio and appliance store and developed a business volume which totaled \$196,000 last year.

A DIVERSIFIED LINE OF products for '50, backed up with promotional plans for every week in the year, will help the dealer to do away with seasonal slumps. Hibernation and estivation are forms of dormancy no profit-minded merchant will tolerate.

ELECTRIC BLANKET SALES CONTINUE to climb. 1949 production will be considerably higher than the previous year. Watch for production figures on large and small electrical appliances in the January, 1950, issue of RADIO & TELEVISION RETAILING.

THREE-QUARTERS OF A BILLION DOLLARS is the value of the immediate market for electrical appliances among American farm families with electric service, according to an estimate based on results of a sampling survey recently completed by the Edison Electric Institute's farm section. At the end of this year, it is estimated that about five million farms will be electrified.

HUGE 12 X 6 FOOT CRYING TOWEL was sent by Ed. Frolich, sales manager of Warren-Connolly Co., New York distributors, to Hallicrafters Co., Chicago, complaining of the shortage of Hallicrafter TV sets in their area. The towel was presented as a "heartfelt



token of our fine relationship" to William J. Halligan, head of the Chicago manufacturing firm, shown at left. Holding towel, at left, is Rollie J. Sherwood, Hallicrafters sales manager, and, at extreme right, R. E. Strand, sales promotion manager of the New York distributing firm.

PROCTOR ELECTRIC CO., Philadelphia, has prepared a hard-cover, illustrated "Cookbook of Laundering," giving 1016 tested "recipes" for making washing and ironing easier. The volume is bound with shiny blue plastic coated covers, and sells for \$2.95 in book stores and electrical appliance departments of retail stores.

FUTURE EVENTS OF INTEREST TO READERS

DEC. 4-7: The American Society of Refrigerating Engineers, 45th Annual Meet, Edgewater Beach Hotel, Chicago.

DEC. 21-22: National Farm Electrification Conference, Stevens Hotel, Chicago.

JAN. 15-17: National Appliance & Radio Dealers Assn., (NARDA) Annual Meeting, Congress Hotel, Chicago.

JAN. 30-31: National Assn. of Music

Merchants, (NAMM), Board of Directors, Midyear Meeting, Shamrock Hotel, Houston, Tex.

FEB. 1-2: National Assn. of Music Merchants, (NAMM), Regional Conference, Shamrock Hotel, Houston, Tex.

FEB. 6-10: Western Winter Market, Merchandise Mart, San Francisco.

MAY 22-26: Parts Distributors' Conference & Show, Hotel Stevens and Exhibition Hall, Chicago.

JULY 16-19: National Assn. of Music Merchants (NAMM), Music Industry Trade Show & Convention, Palmer House, Chicago.

AUG. 7-19: U. S. International Trade Fair, Chicago Coliseum, International Amphitheater and Navy Pier, Chicago.

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

Merry
Christmas



"Victrola"—T. M. Reg. U. S. Pat. Off.

RADIO & TELEVISION RETAILING • December, 1949



nce again we come to the end of a year marked with the unqualified success of a new venture.

Thanks to your confidence in RCA Victor's planning and foresight, we were able to introduce the result of many years of hard work... the RCA Victor 45 rpm system of recorded music. And thanks to your merchandising support, "45" was brought to music lovers across the nation.

In television, too, we shared the success of placing RCA Victor instruments in more American homes than any other make. We saw Eye Witness Television remain, without a doubt, America's favorite.

But we are not content to live for the success of the past. We will continue our search—in our laboratory and in our factory—for the yet-to-come improvements which will maintain RCA Victor as your top-quality instruments... your biggest profit makers.

To you, our friends and associates, we at RCA Victor again say "thanks"... "a Merry Christmas"...

and a
Happy and Prosperous
New Year



RCA VICTOR  

 ONLY RCA VICTOR MAKES THE VICTROLA

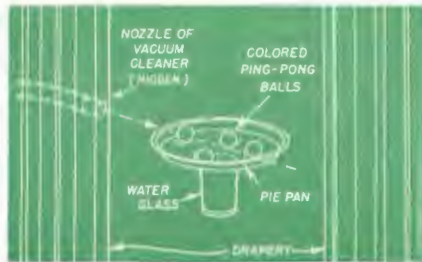
DIVISION OF RADIO CORPORATION OF AMERICA

How to Make Your

Draw Attention Through Use of Motion, Color and Unusual Displays.

Novel Ideas Presented by RADIO & TELEVISION RETAILING.

All Can Be Built in Dealer's Service Department.



Perpetual Motion

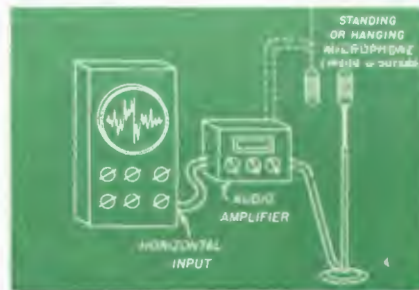
Reprinted by popular request, this is a sure-fire traffic-stopper. Two or three colored ping-pong balls are seen spinning around (erratically) in a shallow pie-pan. Spectators are invited to come in and learn the secret. A stream of air from a hidden vacuum cleaner blowing nozzle provides the mysterious motion. Experiment until angle of air blowing across pan is just right to keep balls moving without blowing them out of the pan.



Christmas Village

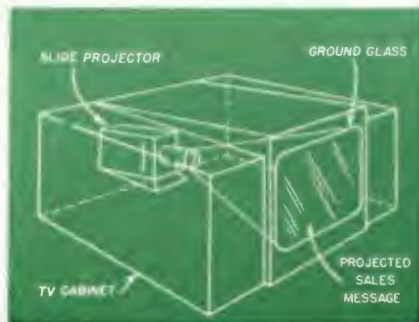
Give yourself plenty of time to build a Christmas town. Miniature houses, lighted; mirrors for frozen lakes and rivers, miniature trees, snow-covered, and "mountains" covered with fireproof cotton. Here, again, you can use an electric train "as is," or you can cover the outfit with a Santa Claus and reindeer, hiding the track with "snowdrifts" of cotton held against cardboard borders. Scenes can be made most elaborate, if desired, and there are numerous ideas for one to use, such as highways with traffic signals, lighted churches, lighted street

lamps, people on sidewalks, skating on ponds, etc. Build the Christmas village in the basement or in the shop, carrying it complete or in sections to the show window.



Vox Video!

"See Your Voice in the Oscilloscope" is a good method for plugging one's service department. Sound waves converted into electrical energy made visible as trace on 'scope screen. Persons are asked to pronounce different letters of the alphabet, sing different (single) tones, as well as to talk normally. Entire set-up may be used in a corner of the store interior, or the scope may be set up in the show-window, with the mike mounted on the outside.



Tele-Grams

Remove chassis from a TV cabinet. Install slide projector inside or behind cabinet. Use ground glass or translucent paper over tube opening. Flash sales messages, etc., on this screen.



TV or Not TV!

(A) Remove safety glass from front of pix tube and substitute glass or polished metal mirror. Or (B) Remove mask from pix tube and put polished metal mirror under it, thus framing mirror as with TV picture. "See Yourself on Television!" or some similarly striking message should be used.



Here's a Traffic Light They Won't Pass!

Make this out of a variety of materials, and paint it that familiar traffic light green. Openings can be visor-equipped, if desired. Everybody "stops" for traffic lights, and this one will get over various messages from your store. Use a relay to "time" the lights. Can be pedestal mounted or hung from show-window ceiling. This unit may be operated by an outside, window-frame-mounted hold-in button.

Show-Window a Magnet



Draws the Crowds

A magnet always attracts. Here, a large horseshoe sort, is made of wood, cardboard or other material, and is painted red and aluminum or red and black. "Streaks," cut out of any available material, draw attention to a TV set, a refrigerator, etc. Hidden back of streaks are tubular lamps, hooked into flasher buttons. Can be used on many occasions.



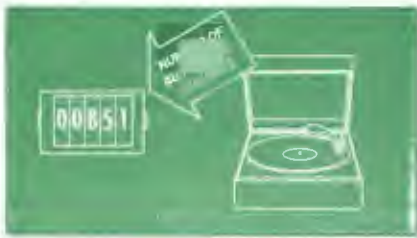
To Sell Health Lamps

A mountain lake resort isn't too difficult to make. "Mountain" can be molded of putty made of wet paper towels, painted green when dry. Trough, simulating a falling stream, can be made of tin. At base of mountain, the "lake" is held in a shallow metal vessel. Dye the water with laundry bluing. Cover edges of receptacle with beach sand. Use miniature figures, trees, etc.; small sail boats (electric fan actuated). Water can be drawn to top of mountain by a small pump, such as an impulse type. Many variations will suggest themselves. Such scene can be made to plug sales of health lamps or can be used in summer to sell "cooling" products—fans, air conditioners, etc.



Moving Messages

The versatile electric train, running in and out of a tunnel, will stop 'em dead in their tracks. A card may be attached to each car, the lettering suggesting a Xmas gift, etc. If desired, train may be operated by the spectator outside store, provided dealer installs a "kid-proof" pushbutton.



Phono-Graphic Demonstration

To advertise record changers and platters, use a changer in the window. In constant operation, it will attract no end of attention, especially if you hook a counter up so that each change cycle will register. Use a big arrow, or other device to call attention to the counter, as the latter gimmick will act like glue in keeping the spectator's eyes "stuck" to this novel display.



Carry-About Display

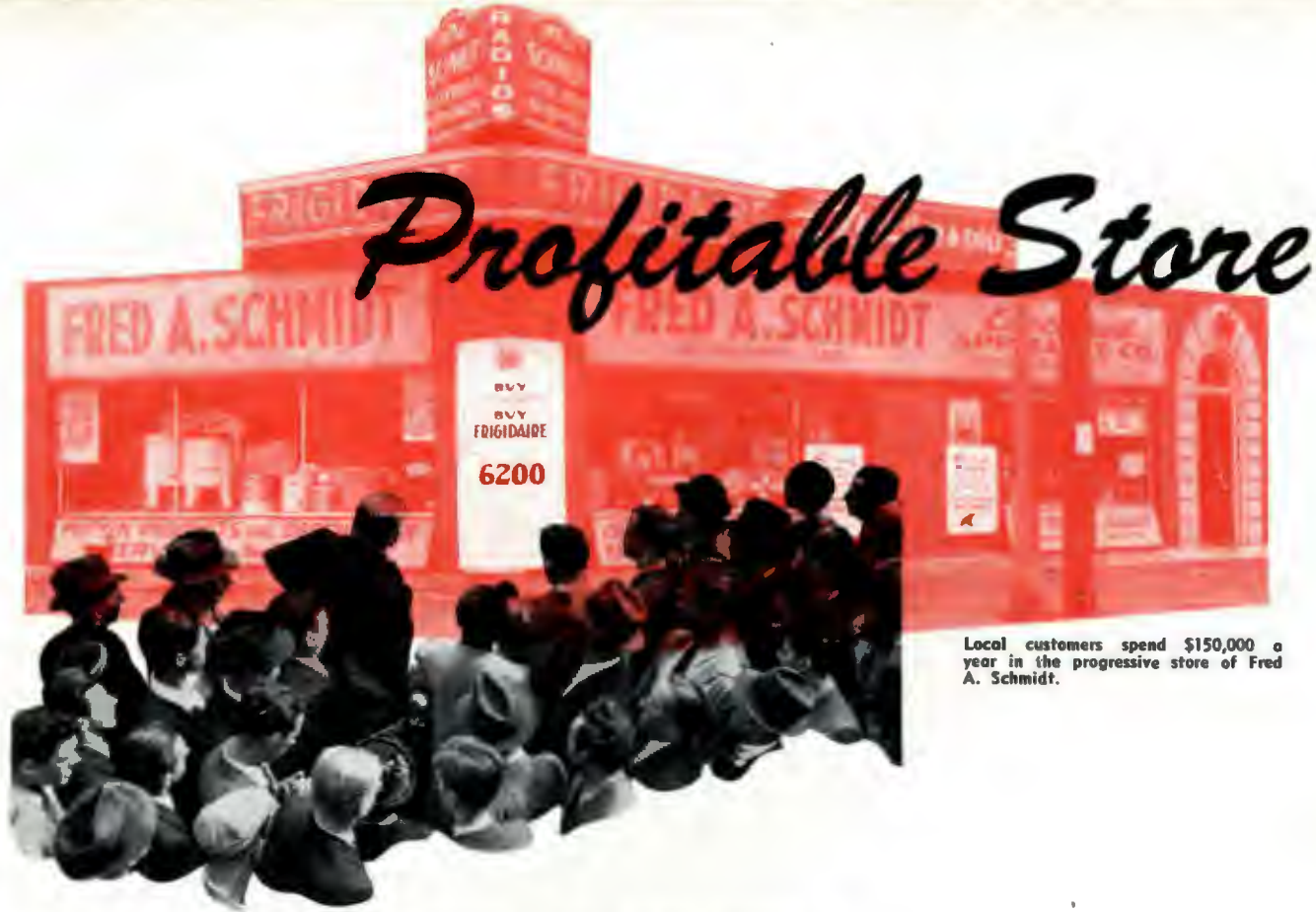
Shop-made scales show *only* the weight of the portable, with batteries. Balance for the carry-about set is achieved through use of any familiar object or set of objects in opposite tray. Books, magazines, etc., will do the trick. Some up and down motion can be achieved through use of oscillating fan mounted above unit in show-window ceiling.



To Move More Portables

Here's another use for the electric train set. Hide the track with a strip of scalloped cardboard, and place a portable radio case only (It'll be too heavy with chassis) on one of the
(Continued on page 74)

From time to time, RADIO & TELEVISION RETAILING has brought its readers new ideas for traffic-stopping window displays. Included in such editorial features have been articles on seasonal displays, motion, the use of colors and lighting effects, as well as general discussions on mass-displays, and on "single-unit" windows, stressing a certain product exclusively. In this article a group of new and unusual attention-getters, easy to make and simple to operate, is presented.



Local customers spend \$150,000 a year in the progressive store of Fred A. Schmidt.

St. Louis Dealer Employs Unusual Ads, Sales Stunts to Build Following of "Friends and Neighbors."

● Selling at the neighborhood customer level, and developing a lot of innovations in homeowner services which other dealers do not offer, is responsible for the \$150,000 a year volume of Fred A. Schmidt, 6200-06 West Florissant Ave., populous northern suburb of St. Louis, Mo.

The Fred A. Schmidt Electrical Appliance Company has been in business in the same location for more than 19 years, and its owner believes only in "neighborly selling"—of the type calculated to bring in the average-income workers who live in the area. Schmidt Electrical Appliance Company having expanded into 5 adjacent stores, now occupies half a block on Florissant Blvd.

The store spends more than \$300 a month in "neighborhood newspaper advertising" including full-page display ads, quarter-page specialty ads, and column after column of classified ads which amount to between 5% and 10% of gross sales on each appliance.

"I have always kept in mind the fact that I have nothing to sell that other dealers in the downtown area are not presenting more dramatically," Schmidt said. "Therefore, I figured that my chief asset was a friendly, comfortable atmosphere, and plenty of lines to bring the average neighborhood dweller in at least several times a year."

To keep his neighborhood customers thinking of him, Schmidt has em-

ployed numerous clever, intriguing sales and advertising stunts, from maintenance of the largest parts inventory in the city, for the homeowner who wants to "tinker with his own appliances," to a service department which gives 24-hour service on almost any TV set, radio or appliance. He also features a 100-foot "theater" in the basement.

No. 1 traffic-builder in the store,

without question is the home electrical supplies and small appliance department. Advertising the slogan "Most complete appliance store in St. Louis," Schmidt has always backed this up with an electrical service section featuring a stock of items running to about \$4,000. Carried here are coffee-makers, and parts, small appliances, ironing cords, lamp sockets, junction boxes, electric light bulbs, meters,

Top-flight service here, but Schmidt also caters to the tinkerer, furnishing him parts and know-how.



Geared to Community

switches, friction tape, repair kits, and in fact every small electrical item which is likely to be needed in the average home. The section has grown from a 4-foot table display to a 20-foot counter staffed by two people, and it draws 35 to 45 customers every day. Such customers make \$1 to \$3 purchases which may easily lead to \$300 appliance sales. The electrical home service counter is set up in the exact center of the store, in front of the office. A "want book" is kept in the center of the counter, in which requests by customers for not-in-stock items are jotted down.

Stocks Appliance Parts

The big section carries an \$8,000 inventory of parts for all nationally advertised appliances. Everything from new refrigerator motor mounts to washing machine wringer rolls is available—the stock again entirely based on known demands. "Of course, we run a service department," Schmidt said. "But we have plenty of people in the neighborhood who are handy with tools, and who prefer to try their own hand at fixing up broken-down appliances rather than going to the expense of having them commercially repaired."

One of Schmidt's clever stunts has been to incorporate a slogan in every parts ad reading "Come on in—we'll show you how to install it." This appeals to the tinkerer type of homeowner. The same slogan appears over the counter and over the parts room

SUCCESS VIA—

Fast Service
Leading Brands
Effective Advertising
Well-Paid Salesmen
Informal Atmosphere
Huge Parts Stock
Evening in-store features

entrance. Of course, many home craftsmen give up trying to repair their appliances, and bring them around to Schmidt's service department—but they are always intrigued by the parts department. "Our best friends are those customers who have installed their own heating elements in irons, new electrodes in electric ranges, heating elements in water heaters, etc., bought from the parts department," Schmidt said. "A man gets a certain kick out of doing his own work in this way, and feels grateful to the store which made it possible."

Service is one of the things which built the Schmidt business up, so he has kept this always well in the limelight. The service department is now so large that it occupies one separate store from the five into which Fred A. Schmidt Electrical Appliance Company has grown. The shop, with a staff of three mechanics, is split into sections

for the repair of washing machines, radios, and small appliances.

"We have never expected to make much money from service, even though we have at times shown a profit," Schmidt says. "We played service up heavily during the war, when we turned out 9,000 repair jobs in the space of 2½ years. We have always stressed the service department, kept it equipped with the latest in tools and parts, not as a necessary evil, but as the catalyst which transforms 'contacts' into sales. As most of our customers know, we give 24-hour service on most repairs. We employ men sufficiently versatile to switch from one product to another."

Active Service Department

The service shop currently averages about 10 washing machines per week, and about 25 small appliance repairs. However, this number can jump to 50 easily, or drop off, according to the season. Schmidt charges the service department space rent in as overhead, handles mechanics' salaries, operating cost, etc., the same way, and matches up total service department income against cost at the end of the month. This simple bookkeeping shows him that he "breaks even" on most months, shows a small profit otherwise.

Service is the background on which the Fred A. Schmidt Company has expanded 500% in 15 years. Although the store is large enough at first glance to require a staff of 25 salespeople, it has always been "built around 7 em-

(Continued on page 80)

Basement theater stages "parties" twice weekly for a hundred customers. TV and appliances "shows" bring 'em in.

\$4,000 inventory of small appliances and supplies draws 35 to 40 customers a day. Many \$1 to \$3 purchases develop into big sales.



Extra Dollars in



Bring in More Customers, Up Store Volume by Promoting the Unusual in Recordings, in Addition to Regular Stock

• Dealers can increase their store following as well as their profits by stressing records that are "off the beaten path" from the usual run of discs. While sales of the more general popular, classical or children's records are still the bulk of his business, money-wise merchants simply cannot afford to ignore "different" discs. The record catalogs of the various manufacturers contain an abundance of selections of an unusual nature that will be enthusiastically received by customers if properly exploited.

However, "special" records do require putting forth a special sales effort. These selling techniques are not

for the apathetic merchant. They require a wide-awake knowledge of merchandising, efficient stock control, smart advertising, and a lot of energy. Once the initial effort is made, dealers will find it more than worth their while.

For example, dramatic readings of Shakespeare's plays, some of the best in contemporary and classical poetry, and even some topflight dramatic radio shows have been waxed by the record companies. Excellent albums dealing with current events and recent history are also available. Records of this nature not only appeal to students, teachers, or "literary" folk—but to almost

all record customers on the dealer's lists.

Local dramatic groups, whether independent or affiliated with women's clubs and national organizations will undoubtedly be interested in obtaining the works of outstanding actors and actresses. English classes at high schools and near-by colleges are another good market to be contacted. Advertising in school papers and in the publications of these various groups will often bring good results. And, of course, manufacturers are more than willing to provide dealers with mats and in-store-selling aids which can be used to advantage in this connection.

Selling "Special" Discs

It might be wise to offer to lend an album or two for use at club meetings, thereby getting an effective demonstration on the potential customer's "home ground." Although, the reproduction of some radio broadcast albums is prohibited on the air, local radio stations usually welcome the opportunity to present "something different".

● The following album titles have been successfully sold and promoted: Columbia—"Facade"; "I Can Hear It Now"; "Macbeth"; "Julius Caesar"; "Twelfth Night"; "Merchant of Venice"; "Adventures of Oliver Twist & Fagin"; "On a Note of Triumph"; "The Murder of Lidice"; "The Voice of Poetry"; "King Richard II"; "A Christmas Carol"; "Robin Hood"; "Treasure Island"; "Six Excerpts from 'Hamlet'"; "You Are There—Battle of Gettysburg"; "Signing of the Magna Carta."

RCA Victor albums that are suitable include: "The White Cliffs of Dover"; "Leaves of Grass"; "Macbeth"; "Edna St. Vincent Millay"; "Judith Anderson in 'Dramatic sketches'"; "Rubaiyat of Omar Khayyam"; "Lawrence Oliver's 'Hamlet.'"

Important Decca releases are: "American Heritage"; "Medea"; "Scenes from Oscar Wilde Plays"; "Sorry, Wrong Number"; "The Count of Monte Cristo"; "Our Common Heritage" and "The Lonesome Trail."

Additional titles to consider: "Prelude to Pearl Harbor" (London); "My Beloved" (Mercury); and "This Is My Beloved" (Atlantic)

Educational records are not merely "instructive", but are frequently entertaining as well. This is a broad category, into which many selections from the children's, classical, and even folk classifications fall. There are available albums specifically designed for children, helping them to appreciate and recognize the music of the masters. A complete set of records, graded for elementary and junior high school ages, is also available. Such subjects as history, geography and religious bible stories are covered on discs. There is also a series of records, suitable for adults, to which a beginner, learning to play an instrument, can "play along with" a professional of outstanding reputation. Language instruction albums provide another source of profitable returns.

Dealers can do a lot to up their volume by continually pushing, stressing, and selling records of this type to parents, in addition to the generally familiar nursery stories. Children of ten and over, are particularly good markets for the "educational" record.

Local Parent-Teacher associations are good testing grounds for the dealer to advertise his records. PTA groups are wielding more and more influence in schools. Impressing this group with the value of the recordings, means not only incorporating records into the school curriculum, but can result in a greater use of discs in the home.

The National Association of Music Merchants in cooperation with the American Music Conference is doing a lot to foster a greater national interest in music. These groups have been working with local music teachers to good advantage, and dealers who can continue working along these lines as well, will find the music teacher a valuable friend in helping spread the use of records for "at home" music instruction.

Lending albums of a suitable nature for use in Sunday schools is a nice gesture that will pay off in good-will as well as sales. Aid and abet all these merchandising angles by planning interest-arousing displays in store windows and interior.

● This category is extremely large and varied, and for a really complete listing retailers should consult the record company catalogs. An infinite number of children's albums might be included here, but are omitted for space reasons. Suggested are: RCA Victor—"Library of Records for Elementary Grades," "Children's Treasury of Music"; "The Chimes Rang"; "American Singing Games"; "In Which a House Is Built at Pooh Corner"; "Melodies for Children"; "Prayers and Poems featuring the voice of Cardinal Spellman"; "Seven Riddles of Life," by Msgr. Sheen.

Columbia Records suggests—"The Young Person's Guide to the Orchestra"; "Living Language Course—French & Spanish"; "American Psalms & Fuguing Tunes"; "Instruments of the Orchestra"; "Columbia History of Music"; "History Speaks Series"; "Masterpiece of Literature, Poetry and Prose."

Decca Records has available—"Songs of Safety"; "Language Instruction—French, Spanish, Italian"; "Songs of Devotion"; "Rock of Ages"; "The Lord Is My Shepherd"; "Garden of Eden"; "Noah's Ark"; "David and Goliath."

Releases of Sacred Records and Bibletone also fit into this category.

Foreign language discs are nothing new on the dealer's shelves. But dealers can enlarge present departments, or start a "foreign flavor" section with a little imagination and planning. Language instruction albums may fall into this, as well as the educational category. There are also a number of comedy dialect routines that find an enthusiastic audience even among listeners who don't speak the patois featured on the record. Selections from the popular and classical catalogs such as Irish ballads, Latin-American music, authentic Scotch pipe music, French and Italian operatic arias, and any music that is representative of a country's culture belongs in a "special foreign record" section. There is a growing interest in foreign crooners and "chantuses" that is catching on.

Dealers who experiment with such an arrangement will find that while many of these albums did not sell as popular or classical records—they will sell when displayed separately and suggested to

customers. A direct mailing piece to organizations in the community with "old country" ties should prove profitable; as well as advertising in foreign language newspapers and radio programs. Ads in school papers appealing to language students also bring results.

Similar methods of presentation and suggestion selling can be applied to specific American folk music albums. Some of these "longhair" collections by folk singers can be sold with the same ease and profit as the "hillbilly" folk music, if properly exploited. In the past few years, concerts by folk singers and folk groups have become increasingly popular. Dealers can cash in on these audiences, and enlarge upon them, by again stressing suggestion and display. Some square dance music, suitable for listening, as well as dancing might be included in such a record round-up.

● A "music of all nations" round-up can be "specialised" or "general" depending on the individual dealer's approach. Some titles worthy of scrutiny are: Decca—"Latin-American Music"; "Scotch Bagpipe Selections"; "Songs of the South African Veld"; "Songs from the Veld"; "Edith Piaf Sings"; "Songs of Many Lands." Decca's "Square Dance Music"; "Folk Music"; "Square Dances"; "Burl Ives."

Columbia catalog lists various sections of folk music for the American Negro, Louisiana Creole, as well as Hungarian, Russian, Scotch, Spanish, English, Irish, Gypsy and Italian songs. The label's Frankie Yankovic has met with great success. Some classical music which might fit in include: "Sereestas (Brazilian Serenade)"; "Latin American Songs"; "Folk Songs of Brasii"; "Piatigorsky on Russian Melodies"; "Italian Operatic Arias"; "Xango, Religious African Chant," and recordings of Edith Piaf and Lucienne Boyer.

RCA Victor, has a tremendous catalog of "foreign" music and international material. The folk music listed in the catalog includes such headings as American, American Indian, Austrian, Barbados, Czechoslovakian, Dutch, English, Finnish, French, German, Irish, Italian, Mexican, Norwegian, Portuguese, Russian, Scotch, Spanish, Swedish, Tyrolean and Welsh. Some titles which the dealer might readily have in stock are "Album of Polkas"; "Mischa Borr's Csardas"; "Eli, Eik"; "Hora Staccato"; "International Nights"; "Meadowlands"; "Mexican Hat Dance"; "Christmas Carols of Many Lands"; "Maurice Chevalier Returns," and records by the Musette Orchestra.

London Gramophone Corp. has issued the following: "The Royal Welsh Male Choir"; Fantasia on Welsh Nursery Tunes"; "Irish Ballads"; "Reel Medley"; "Jig Medley"; "Hornpipe Medley"; "Training Battalion of Scots Guards Pipe Band." In addition, London has a varied German catalog.

Mercury has some interesting albums in "Tom Glaser Sings Olden Ballads," "Songs of the Old Chisholm Trail" and "Josh White Sings." Edith Piaf's records for Vox have been successful. Cetra-Soria has released a wide variety of albums suitable for this category. Israel Music Foundation has released several albums recorded in Palestine that are of excellent merit. Other manufacturers who specialise in foreign language records are: Celtic Record Co., Tara Irish Record Co., Seeco Records, Coda Record Co., Banner Records, Bell Records and Scandinavia Music House.

(Continued on page 45)



● Closing the sale—getting the prospect's signature on the dotted line—is the most essential part of the selling process. In a sales plan designed to simplify sales closing for its "specialists" in the field, Lewyt Corporation offers a number of valuable tips that can well be used by any outside salesman.

In describing its selling plan, Lewyt executives stress the point that the off-the-floor campaign does not in any way take the place of in-store selling of its vacuum cleaners, but represents plus business for the dealer. Briefly, the plan, administered by distributors and retailers, calls for the appointment and training of "specialists" who sell cleaners full or part time from leads obtained through advertising. According to Lewyt sales officials, dealers have, in the past, been handicapped by two problems in outside selling: (1) How to get man power and woman power, and (2) How to get leads. The firm asserts that a common sense solution to both problems has been attained through the complete plan it has worked out.

Under the direction of Walter J. Daily, manager of the vacuum cleaner division, and John O'Donovan, Lewyt's new retail merchandising manager, the corporation has organized the extensive new program to help their dealers increase sales of Lewyt vacuum cleaners through outside selling.

Lewyt Ad Program

The program was launched in the October 3 issue of *Life Magazine* in which Lewyt ran a full single column "Help Wanted" ad opposite their full page two-color ad announcing the new 1950 cleaner. *Saturday Evening Post* carried a similar column ad on October 15th. *Specialty Salesman* carried a full page in color appeal to outside selling specialists in the November issue.

In the plan there is a detailed step-by-step closing presentation to help the newcomer salesperson overcome the last hurdle—the signing of the order, that is of special interest. Previously, the "specialist" has been trained in demonstration techniques, in scheduling time,

and in a method for locating prospects.

Leading up to the close, following a fast demonstration, the salesman drives home a number of points, including:

Immediate delivery. "Just O.K. this slip and it will be in your home tomorrow."

Outstanding features of the cleaner itself.

Money saved through more efficient cleaning.

Varied uses for the attachments.

Showing reproductions of national advertising copy.

Stressing of special offers.

The sales contest appeal.

right now—what doubt exists in her mind—and answer it fully.

The important thing about closing a sale is—ASK FOR THE ORDER.

Whenever an objection is raised by a prospect there are three immediate dangers:

1—That the prospect will sell you her objection instead of you selling her the advantage of the cleaner.

2—That you will let yourself be drawn into an argument—win it and lose the sale.

3—That you will be temporarily 'thrown off your stride'—and then find it difficult to continue with an effective sales presentation of the Lewyt.

Most prospects are almost certain to say "No" at some time during your presentation. If you have learned how to handle that "No," you will keep the sales presentation moving forward and, in some cases, actually turn that "No" into a point in your favor.

So let's look at that "No" and see what we can do about answering these objections.

Selling Pointers

A sale begins to materialize just as soon as you have your prospect saying "Yes" frequently. To do this, you must say "Yes" frequently yourself. Don't contradict the prospect. Don't tell her she's wrong. If you do, she's going to defend her opinion, if only to save her self respect, and you're going to lose the sale.

Since you make no sales to your enemies, your prospect must remain your friend at all times. Only on rare occasions will it be necessary for you to contradict a prospect. When you must, keep smiling and, in as pleasant a manner as possible, use the flat denial method.

In closing, here are your six ways of answering objections, given in capsule form so you can review them quickly and often. They have been thoroughly tested and they do work.

1. The Apparent Agreement Method

(Continued on page 79)



Walter J. Daily

Easy Terms.

Trade-in offers.

Price justification.

Reliability of make and type.

Reliability of the local merchant.

Following are some quotes from the "How to Close the Sale" section:

Features sell appliances—find out which feature the prospect is most interested in—and concentrate.

Assume that the prospect, in her own mind, has already decided to buy.

Find out why the prospect won't sign



Both Barrels

Roll out the barrel!

Roll out *both* barrels!

Olympic leads the way again with a *double-barreled* profit line that's geared for every demand . . .

for every purse:

The Excell Series—Quality television at budget prices . . . destined to become TV's hottest promotional line.

The Super-DX Series — Super-powered . . . extra sensitive . . . packed with startling new quality features. Setting new standards in styling and furniture excellence.

**See them at the Chicago Furniture Show
SPACE 118-119**

17th Floor

American Furniture Mart

starting January 9th

Olympic

TELEVISION

OLYMPIC RADIO & TELEVISION, INC. LONG ISLAND CITY 1, N. Y.

How to Charge for Profitable TV Servicing

Close Figuring Required to Make Yearly Contracts Show a Profit

● In last month's installment of this series we outlined methods of charging for "out of warranty" television servicing. Perhaps more common, and certainly more of a problem to the dealer newly entering TV, is the yearly contract. Costs involved in handling this type of work have been analyzed on the basis of averages so far available to assist dealers in fixing charges which will enable them to handle such work profitably.

When a large number of one-year "contracts" are analyzed, they are found to consist of the following: 1) Antenna installation, including parts and labor, and 2) approximately five service calls during the year, including replacement parts. Much of the risk in handling this service has been removed by what is now the almost universal policy of manufacturers in guaranteeing the picture tube for a full year, and a certain amount of replacement expense is taken

off the dealer's shoulders by the 90-day guarantee on all parts. The increasing use of indoor and built-in antennas is also bringing down the cost of installation, but since this saving is usually passed on to the customer in the form of a reduced installation-and-warranty charge, it will not be considered here.

A typical breakdown of the cost to the dealer of a one-year contract, based on the average of a number of reports, is as follows:

Antenna	\$13.27
Antenna installation	5.68
5 Service calls	12.18
Parts replaced	15.00
Transportation exp.	4.20
Total	50.33

This total does not include overhead or profit, which we shall come to presently. An explanation of the above items is in order first.

The cost of the antenna includes mast, twin-lead, and all accessories. This average figure (\$13.27) is a composite figure which included 12½% indoor antennas and 87½% roof installations. Labor for installation is figured at 3½ hours, of which one-half hour is travel time, at the rate of \$1.62½ per hour. The five service calls are figured at 1½ hours per call, of which one-half hour is travel time, also at the rate of \$1.62½ per hour. This means that a total of 11 hours per year per set is the quantity of labor figured into this average. "Parts replaced" is based on an average of 5% of the average value of the receivers (which was found to be \$300).

10% to Cover Extras

Transportation expense is averaged at 10 miles per call, or 60 miles on the one installation and five service calls, at 7¢ per mile (to include gas, oil, insurance, registration, and wear and tear).

Since no system of this type can be considered 100% efficient, it was found necessary to add 10% to the cost figure to account for wasted time, defective replacement parts, etc., which brings the cost up to \$55.36.

A rough addition of 10% of the "retail price" has been found sufficient to cover "overhead" not connected with servicing—that is, rent, heat, light, advertising, office expense, etc. and an additional 10% may be added on for profit. The total retail price of an average "contract" would thus add up to:

Cost of contract	\$55.36
10% overhead	6.92
10% profit	6.92
Total	69.20

A typical experience of a service dealer specializing in this type of work is outlined below to show how this adds up in the large.

A Typical Instance

This dealer handled 510 sets during 1948. For simplicity we have presumed that he had 510 contracts on the first of the year and spent the year handling them. Actually he accumulated these contracts during the entire year, and as of December 31, a good portion of them were still in effect. In other words, the income from the contracts should have been pro-rated over 12 months, and dealers will be wise to do so, since they may otherwise end up a year with the impression that they have made a fair profit on TV contracts when they still are obligated to render service on these contracts during the coming year.

510 contracts \$35,700 (100%)

Labor	\$10,920
Parts and supplies ..	15,545
Transportation	
expense	2,300
Total	\$28,765 (80.6%)

Overhead	
Rent	\$1,200
Heat, light, etc.	1,000
Advertising &	
direct mail	400
Office expense	500
Other expense	400
Total overhead	\$3,500 (9.8%)

Total expense \$32,265 (90.4%)

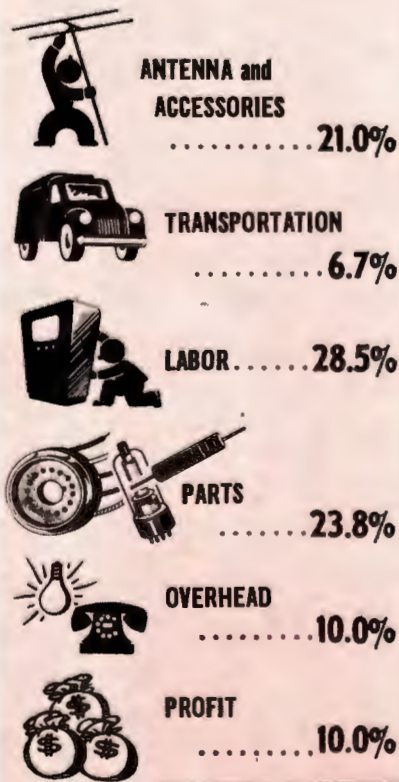
Profit \$3,435 (9.6%)

It must be pointed out that this dealer did not pay his help \$1.62½ per hour (which was a composite average of many firms), but rather \$1.45 per hour, and that "labor" includes a \$70 a week salary to himself. It must also be pointed out that this quantity of business kept him very busy, and that he has now put on more help.

So far we have been concerned with averages gleaned from experience. The purpose of this article is not just to report, but to help the dealer determine "how to charge for profitable servicing." Here is how this might work: if the reader finds it necessary to pay his men, for instance, \$80 for a 40-hour week (or \$2.00 an hour), he must figure the 11 hours work at this amount. If he runs his business 48 hours a week, and pays his men time-and-a-half on Saturday (\$3.00 an hour, or \$24), their

(Continued on page 80)

The TV Service Contract



100.0%

You'll
be glad

YOU WAITED FOR A

DuMont

If your dealer tells you it may be three or four weeks before he can deliver the Du Mont model you want, you may feel tempted to accept a second choice; but before you do so, here is something to think about.

The reason Du Monts are hard to get as you do, that Du Mont is the best receiver made. If you settle for something else—something you think isn't quite as good—through all the years you have it, there will be the feeling that you might be enjoying better television reception if you had only waited for the Du Mont.

Here's how Du Mont is using big-space newspaper ads to help Du Mont dealers spread out their peak holiday demand.

Du Mont dealers find three big advantages in selling the Du Mont Gift Certificate rather than trying to switch the sale to a second-choice set:

1. A better-satisfied customer.
2. Eases the peak load on the installation staff.
3. Defers the tax into another year.

DUMONT

First with the finest in Television

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

RADIO & TELEVISION RETAILING • December, 1949

DUMONT

First with the finest in Television

The Du Mont Canterbury

Copyright 1949, Allen B. DuMont Laboratories, Inc.

The Du Mont R



"I can hear it now..."

by edward r. murrow and fred w. friendly

2

equal voices of

EDWARD R. MURROW

Columbia LP

Volume II, follow-up of Columbia's successful "I Can Hear It Now," is top promotional material.

RCA VICTOR
MUSICAL SMART SET

EDDY ARNOLD
Sings

SONGS FROM
"Feedin' Rhythm"
"THE CATTLE CALL
THE NEAREST THING TO HEAVEN"
"YOU KNOW HOW TALK GETS AROUND
THERE'S NO WINGS ON MY ANGEL"

"Hoodlum"
"I'M TURNING RICE
FOR THE GUY THAT LOVES
JUST A LITTLE SOONER
(that's the longest song)"

Victrola in the Columbia Motion Picture Forum
starting today through

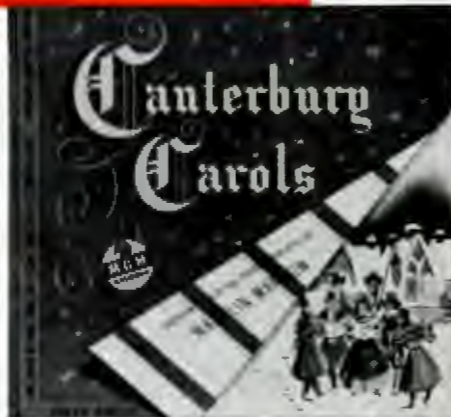
Eddy Arnold continues as one of RCA Victor's most consistent best-sellers.

Jo Stafford, below, teams with Gordon MacRae on Capitol's "Songs of Christmas."

Cash In
on these
Disc Hits!



Todd Duncan, below, is featured on Decca's original cast recording of "Lost in the Stars," the Kurt Weill-Maxwell Anderson hit musical.



Above: MGM's Macklin Marrow conducts the Canterbury Carolers in favorite Xmas songs.



Top right: Louis Prima debuts on Mercury with "Charley My Boy" and "Yes, We Have No Bananas."

Right: Owen Bradley and his Quintet have been doing big things on Coral with "Fairy Tales" coupled with "Blues Stay Away from Me"—fox trot hits.



Record Notes

DECCA RECORDS executives are giving the new Bing Crosby-Fred Waring platter "Way Back Home" (24900) the greatest all-out single record promotion in the company's history. This is the second time Crosby and the Waring group have been teamed in a record effort, the first having produced "The Wiffenpoof Song" which sold over 1,000,000 copies.

Milton R. Rackmil, president, DECCA RECORDS, INC., has announced the appointment of Michael Ross as vice-president of CORAL RECORDS, INC., Decca's wholly-owned subsidiary. Mr.



Michael Ross

Ross continues to serve in his former capacity as general sales manager of Coral Records.

Richard Gilbert, recording director of COLUMBIA RECORDS' Masterworks Department for the past year, has been appointed director of the Masterworks Department, according to an announcement by Goddard Lieber-son, executive vice-president of the company.

The first issue of "The Permo Reporter" featured semi-technical and informative data regarding phonograph needles and their relation to recording and reproduction. The articles are written by Arthur J. Olsen, president, PERMO, INC. Copies are available to any individual or corporate person desirous of seeing the data.

In response to demand for RCA VICTOR'S new Bluebird discs, the label is currently available both on 45 as well as the conventional 78 speed, Paul Barkmeier, general manager, RCA Victor's Record Department announced. Both peeds retail at the 46¢ plus tax Bluebird price. The third release features Ralph Flanagan, Eddie Cantor, Eddie Fisher, Cab Calloway and Jack Lawrence.

A successful "45-rpm Jamboree" was staged by the D & H Distributing Co., and the Fred Walker Music Store, RCA Victor distributor in the Baltimore area. More than 2000 persons attended the "Jamboree" which offered entertainment, music, dancing and refreshments.

Raymond Rosen, president, RAYMOND ROSEN & CO., Philadelphia, Pa. distributors of RCA Victor products, declared that 45 rpm records are accounting for 42% of total RCA Victor record sales in the area. Mr. Rosen predicted that by the end of this year dollar sales on 45 rpm records for his company will be exceeding 78 rpm sales.

Glenn E. Wallich, president, CAPITOL RECORDS, Hollywood, and Floyd A. Bittaker, vice-president in charge of sales conducted special regional sales meetings attended by William R. Hill, Eastern Division, New York; Ray Marchbanks, Midwestern Division, Chicago; Paul E. Featherstone, Pacific Coast Division, San Francisco; and Victor E. Blanchard, Southern Division, Atlanta. Plans were outlined for a concentrated drive in sales promotion, advertising and publicity in all categories of music. Announcement was made of the appointment of Max Callison, as regional manager of the Central Eastern Division, with headquarters in Cleveland.

Karl Jensen, of JENSEN INDUSTRIES INC., Chicago, is putting out a series of "Needle Tips" prepared to keep Jensen Jobbers and distributors

posted on current events in the industry. It contains hints on the manufacture and merchandising of phonograph needles.

For the first time since CONCERT HALL SOCIETY, INC., New York City, was established, all releases will be available to subscribers on both 33 1/3 twelve-inch long playing records and on standard 78 rpm discs. The ESOTERIC RECORD CORP., New York City, has released a new long playing record of Claudia Muzio.

HAYNES-GRIFFIN, outstanding New York City dealership, has just added another plus service for customers that other dealers would be wise to follow. Miss Alma Kaye, record department manager, has compiled a "Library Builders" catalog of long playing albums of all labels, to be distributed free of charge to customers.



For full tonal range, brilliance and long wear, there's no finer needle than the famous Jensen Royal Jewel ...with natural sapphire tip, the same precious jewel used in fine precision watches. It absorbs vibration, minimizes scratch, protects valuable records. The name Jensen guarantees the highest quality. Generous discounts, advertising helps, etc. If your jobber can't supply you write direct.

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



JENSEN CLASSIC
... Designed especially for brilliant reproduction of instrumental and vocal recordings, the Classic has a "Stradivarius" tone. Reduces scratch to an irreducible minimum.

JENSEN CONCERT
The most popular dollar needle ever offered. Its full tonal range and long wearing qualities have made it a "best seller" for many years.

JENSEN SWEET
Particularly designed for playing popular music, the Sweet is the choice of the teen age trade. Remarkable tonal qualities make it ideal, however, for all good music.

JENSEN FIFTY
Newest member of the famous Jensen line, the Jensen Fifty meets today's demand for a high quality needle at a low price. For complete data on all Jensen needles, generous discounts, etc. call your distributor or write direct.

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



Now available...are Jensen Replacement Needles to fit the cartridges in the tone arm of many phonographs. It is only logical that these fine needles are brought to you by Jensen, "oldest name in sound engineering," and precision manufacturers of quality styli for the world's finest music.

Whether sapphire or osmium tipped, they incorporate the latest developments in acoustical sciences and provide full tonal range and long life with "fidelity all the way."

Write for descriptive Jensen Replacement Needle Chart listing these needles, catalog numbers, size, needle point material, name of cartridge the Replacement Needle is designed to fit, name of phonograph using the cartridge and, of course, list price.

JENSEN INDUSTRIES, INC.
329 S. Wood Street, Chicago 12, Ill.



... Packaged to attract the eye, Jensen phonograph needles are supplied on colorful, point-of-sales displays. This combination card holds

4 Jensen Royal Jewel Needles (@\$2.50), 4 Jensen Classic (@\$1.50) and 4 Jensen Concert Needles (@\$1.00).

Other Jensen displays and "saleskits" hold from 6 to 12 and more needles. In most

cases bonus needles are given to boost your profits. For complete data, generous discounts, sales helps, see your distributor or write today.

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

For extra sales to those last-minute shoppers—

FEATURE YOUR

the



RCA VICTOR 9JY brings music lovers the glorious tone of the amazing new 45 rpm System through their present set. It's a compact plug-in unit that tucks into a console storage compartment. And, it's a sure-fire sales catcher at \$12.95!

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

NEWEST TRAFFIC BUILDER

RCA VICTOR 9JY is the most sensational new item you can show customers!

\$12⁹⁵

IT'S THE LOWEST PRICE EVER FOR AN AUTOMATIC RECORD CHANGER!



Here's why RCA VICTOR "45" is an easy-to-sell Christmas gift!



LOW COST, DISTORTION-FREE RECORDS!—New "45" records are low priced—have that "under a buck" selling appeal. They wear up to 10 times longer—center holes don't wear out, edges don't chip, playing surfaces are protected.



COMPACT AND LIGHT!—Changer unit occupies less than half the space of other types. Table models are easily carried from room to room.



CONVENIENT 7-INCH SIZE!—More than 150 single records or 18 symphonies fit in one foot of bookshelf space. And they're non-breakable vinyl plastic, with a surface-saving shoulder that means much longer life . . . greater value.



SILENT, RECORD-SAVING PICKUP!—New "Silent Sapphire" pick-up eliminates needle chatter and surface noise. Customers are assured of better sound . . . longer record life.

WORLD'S FASTEST RECORD-CHANGER!—Trigger action speed customers rave about! Plays up to ten records with speedy, silent, hardly noticeable changes . . . And the mechanism is foolproof . . . trouble-free!

You are cordially invited to visit the RCA VICTOR Exhibit Booths 540-A and 232-6 at the CHICAGO FURNITURE MART, January 9-20

RCA VICTOR



ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T.M. Reg. U.S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

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

New Television Receivers

RCA TV RECEIVERS

Two new table models with metal cabinets have been added to the line: model T-121, a 12½-inch unit in maroon with gold trim at \$249.95, and model 9-T-256, identical to the 10-inch "Anniversary" model



except that it features a "Cles-up" control which enlarges the central portion of the screen. List is \$229.95. Both standard, matching table bases, and table bases with concealed built-in antennas are available for these two models. RCA Victor Div., RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

Trans-Vue TV CONSOLE

The "Aristocrat 400" is a new model with 12½-inch picture in mahogany console cabinet with built-in antenna. A UHF



adaptor is incorporated into this and all other 1950 models. Price of the Aristocrat 400 is \$289.50. Trans-Vue Corp., 1139 S. Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Air King 12-INCH CONSOLETTTE

Model A-2012, a new 12½-inch TV receiver with built-in antenna to list at \$239.95 in walnut and \$249.95 in mahogany, has been announced as the advance model of a group of new promotional models. Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.

GE TELEVISION LINE

Seven new models have been released, including built-in antennas in all but one (the 10" plastic table model, 10T-1), and a new type "Black Daylight" picture tube in the four 12½" models. The other three models have 10" tubes. The seven sets



include 3 table models (two 10" and one 12½") and four consoles (one 10" and three 12½") of which one, model 12K-1, is a combination AM-FM, 3-speed phono model. All models have "wide angle" picture opening. Model 12C-105, shown, with 12½" Black Daylight tube and built-in antenna, lists for \$299.95. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Motorola TV COMBINATION

The "New Horizon" console combination model provides 12½-inch TV, 3-speed record changer, FM-AM radio, dual



speakers, and record storage space. Available in mahogany at \$399.95 and in lined oak at \$419.95. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Telequip TV RECEIVERS

Featuring built-in antennas and simplified operation utilizing only two control knobs, the new line ranges from a 12½-inch table model to retail at \$199.50 to a 16-inch console at \$339.95. Four other models announced include a de luxe 12½-inch table set, a 12½-inch console, and two 16-inch table models. Telequip Radio Co., 1901 South Washtenaw, Chicago 8, Ill.—RADIO & TELEVISION RETAILING.

Arvin 12-INCH TABLE MODEL

Latest model to go into production is the model 3121TM, a table model with 12½-inch screen, available in mahogany



and with matching table at slight additional cost. Picture size covers 92 square inches. Retail price is \$249.50 in zone 1 Noblitt-Sparks Industries, Inc., Columbus Indiana.—RADIO & TELEVISION RETAILING.

Sparton 12-INCH TV CONSOLE

Model 4942 has a 12½-inch picture tube, built-in antenna, and mahogany veneer console cabinet with Lucite control knobs



Automatic gain control and "Insta-Set" station selector are featured. Sparks-Withington Co., Jackson, Michigan.—RADIO & TELEVISION RETAILING.

Lake INTERCOM SYSTEM

"Voycall" intercommunicating systems provide units for various types of installation, including master stations, sub-stations, secondary station loudspeakers of both indoor and outdoor type, earphone types, etc. "Always on," or "complete privacy" systems may be compiled. For further information and prices, write Lake Mig. Co., 2323 Chestnut St., Oakland 7, Calif.—RADIO & TELEVISION RETAILING.

Special Discs

(Continued from page 35)

Although not necessarily "special" discs, there is a quantity of excellent material available on records that do require special selling, and for that reason a brief mention of such recordings should be made here. Particularly in the classical catalog, there is a tendency on the part of some dealers to let slow-sellers just gather dust on the shelves. Of interest to classical record customers are recordings on which the composer is featured performing or conducting his own works; dealers should play up this angle, perhaps prepare placards calling this interesting fact to the browser's attention. Selections written for one instrument, (the piano) and adapted for violin, or for the talents of a particular virtuoso, should also be listed on a counter card.

Again, many albums depend on selling and demonstration rather than "name" appeal to obtain their full sales potential. Dealers should get behind selections of this type—and give them a push. Particularly, needing promotion are such recordings of selections which are not too familiar, but which do have a wide sales appeal once heard by the customers. Sometimes complicated or virtually unpronounceable titles scare customers away. Dealers should play portions of the recordings, and make up brief explanatory cards which can be tacked up around the store, telling something about the selections being pushed. American "serious" music is hard to sell in some locations, and again careful handling and wide promotion will bolster sales.

Retailers should use their judgment picking out "serious" music that is suited to feature in this type of promotion.

There are some interesting records available of music box melodies, chimes, and even glockenspiel. Church music and religious organ music, appropriate for year-round use, not merely during holidays, should interest a number of customers. Many people are not even aware that such recordings are pressed, unless it is brought to their attention.

Bornand Music Box Record Co., has some lovely music box melodies available; Thomas J. Valentino, Inc., has a big category of chimes, etc. Catalogs of the record companies reveal a great deal of other "special" instrumental selections.

Although "be bop" is no longer new, dealers can sell more of these, and the real "jazz" recordings by playing them up in such a way that fans of both types of music will be interested. "Blues" songs have been increasing in appeal with certain segments of the buying public. Again, many of the present day orchestra leaders are featuring "new moods and rhythms" in music, which the store could plug to advantage.

Dealers should plan representative displays and demonstrations; arouse

(Continued on page 79)

Christmas Records MEAN DECCA RECORDS

NEWLY RELEASED

For
Bigger
Holiday
Profits!

- **HERE COMES SANTA CLAUS**
(Right Down Santa Claus Lane)
TWELVE DAYS OF CHRISTMAS
(Traditional Christmas Carol)
BING CROSBY- ANDREWS SISTERS
Decca 24658
- **YOU'RE ALL I WANT FOR CHRISTMAS**
THE FIRST NOWELL (Traditional Carol)
BING CROSBY Decca 24659
- **CHRISTMAS CAROLS**
Deck the Hall—Away in a Manger—
I Saw Three Ships—Good King Wences-
las—We Three Kings of Orient Are—
Angels We Have Heard on High
BING CROSBY Decca 24670
- **ALL I Want for Christmas Is**
MY TWO FRONT TEETH
DANNY KAYE and PATTY ANDREWS
A MERRY CHRISTMAS AT
GRANDMOTHER'S HOUSE
DANNY KAYE-ANDREWS SISTERS
Decca 24769
- **MERRY CHRISTMAS POLKA**
CHRISTMAS CANDLES
ANDREWS SISTERS and
GUY LOMBARDO Decca 24748
- **THE MERRY CHRISTMAS WALTZ**
AN OLD-FASHIONED TREE
GUY LOMBARDO Decca 24770
- **THE MISTLETOE KISS**
BLUE CHRISTMAS
RUSS MORGAN Decca 24766
- **DECEMBER**
HAPPY NEW YEAR
GORDON JENKINS Decca 24767
- **ON THIS CHRISTMAS EVE**
MY CHRISTMAS SONG FOR YOU
MILLS BROTHERS Decca 24768
- **WHITE CHRISTMAS**
BLUE CHRISTMAS
ERNEST TUBB Decca 46186
- **HERE COMES SANTA CLAUS**
(Right Down Santa Claus Lane)
RED FOLEY
OUR CHRISTMAS WALTZ
RED FOLEY and JUDY MARTIN
Decca 46185
- **SILENT NIGHT** (Christmas Hymn)
WHITE CHRISTMAS
SISTER ROSETTA THARPE
Decca 48119

Single records 75¢ each (plus tax)

DECCA

RECORDS

See Decca Catalog and latest Supplements
for many other great Christmas Albums and
Single records.

1 Out of Every 2 Outdoor Installations

Is made with
SOUTH RIVER PRODUCTS

Write for catalog describing Chimney Mounts, Wall Brackets,
Pipe Mounts, etc.

WARNING . . . South River Chimney Mounts are patent
protected. Imitations and infringements are being prosecuted.

See U. S. Patent No. 2482575.

South River Metal Products Co., Inc.

Dept. RR, 17 Obert Street,

South River, N. J.

New AM, TV, Phono Units

Emerson 3-WAY PORTABLE

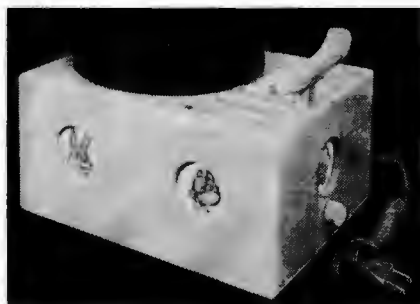
The Emerson Universal Portable, model 643, is a four-band portable. Three short-wave bands provide continuous range of 2.75 mc to 18.5 mc, and the fourth band is the standard broadcast band. It oper-



ates on batteries or 110 AC or DC, and also 220 volts 50-60 cycle AC or 220 volts DC. It will retail for \$59.95. Also announced is model 625 3-speed amplified record changer in bakelite at \$54.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Hudson JUNIOR JUKE

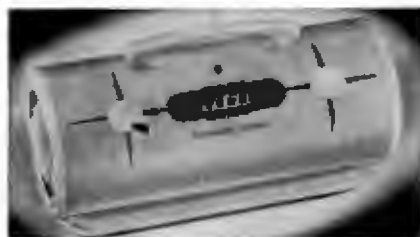
"Junior Juke" model 11 amplified phonograph for juveniles features windows that light up to show cartoon decals. Other phono models of this firm include a "con-



sole" Junior Juke, as well as regular portable single and three-speed amplified players and changers. Hudson Electronics Corp., Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

Setchell-Carlson RADIO

Model 570 "Personalized" radio may be carried from room to room, set on a table, or hung from a bed. The speaker may be



removed to be placed under pillow or beside the ear. The set incorporates four tubes plus rectifier. Setchell-Carlson, Inc., New Brighton, Minnesota.—RADIO & TELEVISION RETAILING.

Meck 10-INCH TV

Model XN-752 employs 17 tubes and 2 rectifiers in addition to 10-inch picture tube, and is housed in mahogany tabletop cabinet. Retail price is \$139.90. At the same time it has been announced that



all Meck TV sets from \$179 up will be equipped with built-in antennas. Equipment is available in lower-priced sets for an additional charge of \$10. John Meck Industries, Plymouth, Indiana.—RADIO & TELEVISION RETAILING.

Philmore TV RECEIVERS

Production is under way on a new line of 16-inch TV receivers. Two models are being featured: the Commodore console, and the Belvedere (shown) deluxe table



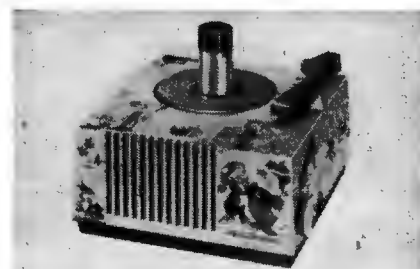
model. Both are mahogany veneer cabinets, and incorporate 30-tube chassis. The Commodore will list at \$395, the Belvedere at \$365. Philmore Mfg. Co., Inc., 113 University Place, N. Y., N. Y.—RADIO & TELEVISION RETAILING.

Magnetic Corp. WIRE RECORDER

"Dictascriber" is designed to record on wire dictation, inter-office conferences, prepared speeches, 2-way telephone conversations, and the like. Each spool provides one hour of recording. Foot pedal control and headphones facilitate transcription. Magnetic Corporation of America, Chicago, Ill.—RADIO & TELEVISION RETAILING.

RCA VICTOR PHONOGRAPHS

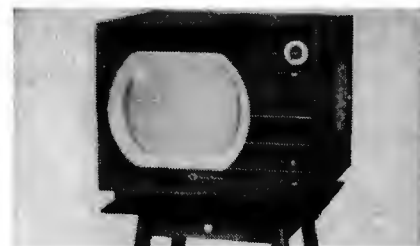
Two new 45 RPM amplified record changers have been designed especially for children. Model 9-EY-35 (shown) is decorated with Walt Disney illustrations, and is packaged with a free "Peter and



the Wolf" record album. Model 9-EY-36 is illustrated with pictures of Roy Rogers and characters of the Old West, and is packaged with a free "Lure of the West" record album. Both models retail at \$39.95 including the free record album. RCA Victor Division, RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

I.T.I. 16-INCH TABLE TV

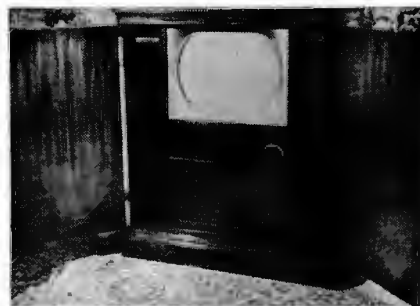
"Century" model 721 is a new 16-inch table model TV receiver, available in dark mahogany and natural kosina, featuring



automatic gain control, intercarrier sound, and built-in non-directional antenna. Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

Nielsen CONSOLE TV

Model 1618-B is a 16-inch receiver in mahogany console cabinet with built-in



antenna, 31-tube chassis and 12-inch loudspeaker. Retail price is \$395.00. Nielsen Television Corp., Norwalk, Conn.—RADIO & TELEVISION RETAILING.

NOW a COMPLETE moderate price line!

Jewel RADIOS

MODEL 935

JEWEL
"WAKEMASTER"
WITH
LULLABY SWITCH

Clock radios from
\$19.95 to \$31.95



★ With one setting, Model 935 lulls you to sleep to music, then shuts itself off. Next morning, wakes you to music... automatically! If you doze, Wakemaster buzzes. Use as clock, radio or electronic reminder — separately or together. Superhet radio with 5 tubes including rectifier, TELECHRON sweep-second alarm movement, self-enclosed DURALOOP antenna.

MODEL 958

JEWEL
TABLE RADIO

\$14.95
to
\$19.95



Tomorrow's styling today — in the lowest-price radio of its class! Big, bold dial, controlled by new Jewel vernier drive. Superhet circuit, 5 tubes including rectifier. Self-contained loop antenna. A sure traffic-builder!

MODEL 953

JEWEL
"NUGGET"

\$9.95
to
\$12.95

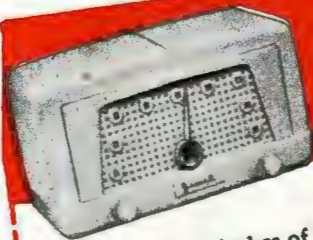


Beautiful performance... beautiful styling. Superhet circuit, 1650-540 kilocycle tuning range, Alnico 5 speaker. New Jewel vernier drive with sweep dial. Only 5 1/8" high, 7 7/8" wide, 4 7/8" deep! Unusual Value!

MODEL 960

JEWEL
TABLE RADIO

\$19.95
to
\$24.95



Over 30 square inches of dial face! Note plaque-type numerals, ornamental indicator. Superhet, 2 "K-Tran" I.F. transformers, 5 tubes including rectifier. Enclosed DURALOOP antenna.

DISTRIBUTORS!
FACTORY REPS!

Territories still available. Write today!

MODEL 814

JEWEL
"TEE-NEE"

\$17.95
less batteries



★ Tiny battery-operated portable... small as your hand! 4 tube superhet; self-contained loop antenna; large Alnico 5 speaker; "sound-focus" feature. All-plastic cabinet with plastic shoulder strap.

MODEL 940

JEWEL
"GOLDEN"

\$18.95

less batteries
"Crocodile" or
2-tone covering



★ New AC-DC-battery portable with room-size volume. Superhet, 4 tubes plus selenium rectifier, large Alnico 5 speaker, self-contained loop antenna. Model 970—Same, but battery operation only. Less batteries, \$16.95

All Jewel plastic cabinets are moulded in pure plastic colors — not painted or sprayed. Talk this strong competitive feature!

All prices slightly higher West of Rockies. Prices subject to change without notice.

MODEL 901

JEWEL
"TRIXIE"

\$34.95
less batteries
Green, Red, Brown
python saddle-
stitched leatherette.



★ AC-DC-battery portable with exclusive "sound-focus" feature. Superhet; 4 tubes plus selenium rectifier, self-contained loop antenna. Plays with lid open or closed. Slightly higher in genuine leather.

Jewel RADIO CORPORATION

10-40 45th Avenue, Long Island City 1, N. Y. Cable Address: JEWELRAD, New York

FIRM Resolutions for '50!

More Profits, Greater Stability in Sound Selling Methods.

● As we face another new year, one of the best things we can do to keep business on an even keel, and profits at a satisfactory level, is to strive to be better business people.

From past experience we know that clean selling is profitable selling, both in dollars and sense and in good-will. We've learned the hard way that the profitless volume, however large, is a snare and a delusion.

If we start off on the right foot in '50, we can end the year with money in the bank. And after all, money is what we're all out to *make* for ourselves—not merely to *handle*.

Indications are that 1950 will be a much better year than '49, if we can speedily solve certain acute-labor problems now confronting the Nation. In spite of the seriousness of the situation, we must hope and work for the best, and plan not only to do business at the old stand, but to do *more business* at the old stand. Let's fight to make '50 a clean selling Year!

Mr. Manufacturer, in 1950



RESOLVE TO:

- Get closer to problems at the dealer level; to cooperate in solving them.
- Strive to improve products to cut down rate of free service by dealer.
- Give most you can for the money. Police those list prices.
- Weigh prospective demand before launching new models, new products, and new list prices.
- Curb distressed merchandise volume by giving advance notice of new models, price drops.

Mr. Wholesaler, in 1950



RESOLVE TO:

- Continue fight against back-door selling. Keep business clean.
- Improve field salesmanship.
- Play no favorites.
- Help dealers keep their inventories moving. Help with sales campaigns.
- Give expert cooperation in aiding merchants to solve their financial problems.
- Maintain prompt and efficient adjustment service for your dealer customers to keep them happy and prosperous.

Mr. Retailer, in 1950



RESOLVE TO:

- Upgrade salesmanship.
- Make every sale a profitable one.
- Follow up all prospects.
- Keep stores bright and clean.
- Keep old customers—gain new ones through ethical methods, good service, ample selection.
- Strive to cooperate with suppliers, and to participate more fully in cooperative sales promotion campaigns.

It's Easy to Sell **Sentinel!**



The brightest, clearest pictures ever seen! That's SENTINEL—with bigger-than-ever profits for you!

It's easy to sell Sentinel with its Auto-Matic One-Knob Tuning for automatic synchronization of sound and picture . . . built-in antenna that eliminates costly installation . . . rich, smooth FM sound . . . non-glare safety glass . . . and a full 24% more picture than is possible with conventional screens. Beautifully hand-rubbed mahogany cabinets styled with sell-on-sight eye appeal.

It's easy to sell Sentinel with all its up-to-the-minute features. Get all the facts on

the outstanding Sentinel line of Consoles and Table models. All carefully designed and meticulously built to assure you bigger volume, greater television profits the year around. Call your Sentinel Distributor now . . . or write us direct for full information.

Sentinel Radio and Television EVANSTON, ILLINOIS

TRAVEL THE PROFIT ROAD ALSO WITH THESE MOST POPULAR SENTINEL RADIOS

314-I

Sound money-maker! Simplified slide-rule dial, automatic volume control makes tuning-in quick and easy.



316

3-way personal portable. Light-weight, 4 "Personality Colors." Exciting in tan, red, white or green.



333-W

FM-AM at a price that sells! Built-in antenna. Loaded with sales appeal! Ideal as an "extra" radio in any home.



331-W

Priced for volume sales! Radio's grandest achievement in design and engineering. A little beauty.



332-I

Super sensitive for long-range reception . . . Full range tone control. Beautiful walnut finish plastic.



New Electrical Appliances

Gibson PRODUCTS

1950 line of refrigerators, ranges, and home freezers include: Pres-Toe refrigerator with foot pedal door opening and closing feature; Touch-A-Tap refrigerator with built-in drinking water supply; two new space making apartment refrigerators with full length doors; new deluxe electric ranges with concealed oven units located outside the oven itself; automatic push button ranges in moderate price class; new 10 cu. ft. chest type home freezer.

Shown is model GL-1130 refrigerator



featuring the Touch-A-Tap Cold Water; Buttry to keep butter easy to spread; Swing'r Crisp'r; automatic light. Refrigerator has 11 cu. ft. capacity; 40 lb. Freez'r Locker. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Westinghouse LIGHT BULB

One hundred fifty watt, R-40, white indirect-lite bulb, features sides of bulb which are coated to reduce direct glare and to give good diffusion of light downward. Bowl end is lightly coated to give generous amount of upward light for general room illumination. A blackening collector grid built into the light between the filament and bowl reduces bulb blackening. Easily installed on existing lamps. Westinghouse Lamp Division, Bloomfield, N. J.—RADIO & TELEVISION RETAILING.

Proctor IRONING TABLE

Hi-Lo adjustable ironing table can be raised or lowered nine different positions at the flip of a finger. Board is steady; bars compensate for off-center construction and a special swivel foot underneath the tapered end of the board accommodates it to any unevenness in the floor. Board is 54 inches overall. Retail at \$12.95. Proctor Electric Co., Philadelphia, Pa.—RADIO & TELEVISION RETAILING.

Cory DISHWASHER

"Cory Matic Maid" dishwasher is completely portable, weighs 25 lbs. Operates on the drainboard of any ordinary size kitchen sink; involves no plumbing or installation problems. Completely electric. To retail for \$89.95. Electric motor is used to propel a centrifugal pump which sprays two constantly rotating streams of hot water at different angles across pre-positioned dishes, glasses and silverware. Outside dimensions are 16 x 16 x 14 3/4 inches plus motor housing of 3 3/4 inch height. Features plastic visi-window which permits viewing dishwashing process. Washes a full service for family of four people at one loading. Cory Corp., Chicago—RADIO & TELEVISION RETAILING.

GE PHOTOFLOOD LAMP, SPOTLIGHT LAMP

Sealed beam type spotlight lamp intended for long range indoor and outdoor illumination applications. Designed especially for effective spotlighting of "targets" from high or distant locations. 200-watt narrow-beam projector spot, the lamp is equipped with a side-prong base and a compact bulb of pressed heat-resistant glass.

New 375-watt photoflood lamp features narrower beam spread; new wattage permits use of four of the lamps simultaneously without exceeding capacity of most household electrical circuits. Lamp designed for taking both color and black and white pictures. General Electric Co., Nela Park, Cleveland 12, O.—RADIO & TELEVISION RETAILING.

Boyce CLOCK

"Colonial" clock in the Early American period; moulded of simulated wood; fully electric; finished in antique mahogany or



maple; real swinging pendulum, perfectly synchronized. Size: 14 1/4 inches high, 8 1/2 inches wide, 3 3/4 inches deep. Boyce Inc., 1800 No. Ashland Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Hotpoint DISHWASHER

Model MCP13 "ready-plumbed" automatic dishwasher built into a complete sink equipped with a new faucet that allows the housewife to control water temperature and volume by a single lever. Motor and



pump empty the water from the dishwasher into the sink drain pipe. Hotpoint Disposal can be installed if desired. Machine is front opening and has a self-sealing door. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44' Ill.—RADIO & TELEVISION RETAILING

Acme LAMP BALLAST

Lamp ballast developed for use with new 75 watt, 96 inch T-12 slim-line lamp. According to manufacturer, this ballast has a core made from annealed laminations of silicon steel. Coils are machine wound for compactness, hand finished, vacuum impregnated with special insulating varnish. Acme Electric Corp., Cuba, N. Y.—RADIO & TELEVISION RETAILING.

Aerolux LITES

Model 506 Twin Light, designed especially for the Christmas season, glow in



soft, warm colors. Aerolux Lite Corp., 653 Eleventh Ave., New York City—RADIO & TELEVISION RETAILING.

SEE

Sylvania's 1950 Line of Television Receivers

AT THE WINTER MARKET

BOOTH 17 • 106A • JAN. 9TH-21ST

American Furniture Mart Building
666 Lake Shore Drive, Chicago, Ill.

SYLVANIA  **TELEVISION**

Manufactured by Colonial Radio Corporation, 1280 Main St., Buffalo 9, N. Y.

A Wholly Owned Subsidiary of Sylvania Electric Products Inc.

*Trademark

Appliances of Dealer Interest

GE DISHWASHER, HOME FREEZER

Low-cost electric dishwasher, retails for \$169.75, is a portable machine which does not require permanent plumbing or electrical connections. Dishwasher is manually



controlled; holds up to 100 pieces of china, glassware, silver, pots and pans. Dishwasher is round; measures 36 inches high, 23½ inches in diameter.

New 11 cu. ft. home freezer and lower priced models of both the 8 and 10 cu. ft. combination refrigerator-home freezer have been added to GE's 1950 line. New freezer holds 389 lbs. frozen foods; but is only a foot longer than the 8 cu. ft. model. Freezer features a compartment for packaging materials above the refrigerating unit. Freezer has three storage baskets for easy handling of stored foods, key-type lock in the latch, automatic interior flood-light; thermometer and a warning light. Recommended retail price is \$369.00. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Gould FLUORO-O LAMP TESTER

Compact device for testing fluorescent tubes, fluorescent tube starters and incandescent lamps; can be used for portable or permanent mounting; case is made from



20 gauge steel, baked white enamel; adjustable trolley; equipped with momentary circuit-breaking control switch; weight 10 lbs. Gould Electric Supply Co., 2015 Jerome Ave., Bronx 53, N. Y.—RADIO & TELEVISION RETAILING.

Hotpoint REFRIGERATOR REFRIGERATOR-FREEZER

New 8 cu. ft. refrigerator shown, model E88 is a deluxe refrigerator priced in the medium bracket. It has stainless steel shelves, butter conditioner, vegetable and fruit storage and a porcelain meat pan. Butter conditioning compartment on inside surface of the door has a separate tem-



perature control for keeping butter at spreading consistency.

Also introduced in the line are two combination refrigerator-freezers priced competitively, EF8 and EF10 are 8 and 10 cu. ft. models. They have individual storage and freezer compartments with separate doors, yet are priced competitively with single door models. Aluminum shelves, a plastic food basket and three ice trays are other features. Freezer model EK11 has three food baskets on supporting rails, a warning light, and a locking latch. A separate compartment provides storage space for packaging and wrapping materials. Hotpoint, Inc., 5600 West Taylor, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Haines FANS

Thirty-two volt D. C. fan features: high and low speed; AC-DC Universal type motor; 10-inch blades; adjustable; can be mounted on wall; combination gray hammered and plated finish; self-oiling bearings; balanced armature and fan blade; 6 ft. rubber covered cord and plug. Haines Mfg. Corp., 701 Third Ave., South, Minneapolis 2, Minn.—RADIO & TELEVISION RETAILING.

Guth TROFFER

"Jackknife" feature of the Guthlite now available in recessed troffers that feature ladderless maintenance. New "jackknife" troffer opens and swings down easily for changing lamps and starters right from the floor. Entire reflector assembly can be simply lifted down for thorough cleaning or repair. Edwin F. Guth Co., St. Louis 3, Mo.—RADIO & TELEVISION RETAILING.

Thor COMBINATION SINK

Streamlined sink combination clothes washer and dishwasher. Priced at \$450, unit has one mechanism and one set of



controls. Machine is converted from one function to the other by simple change of inner tubs (porcelain enameled steel for clothes washing; stainless steel for dishwashing) on a vertical drive shaft located in left half of the sink unit. Conversion unit not in use is stored in cabinet below. Sink bowl is mounted on a swinging arm. Dishwasher handles complete china, glass and silver service for six persons. Clothes washer has an 8 lb. load capacity. Thor Corp., Chicago — RADIO & TELEVISION RETAILING.

Florence RANGES

Completely new line of gas ranges, the Regency Series, introduced by the company, specifically designed to help dealers meet demands of price-conscious market. Five models in the line and their approximate retail prices, depending on transportation costs to the various sales areas of the country are as follows: space saver model, 9611, \$89.95; special model 9711 (cluster top), \$109.95; standard model 9811, \$119.95; deluxe model 982, \$134.95; custom deluxe model 9831, \$144.95. Florence Stove Co., 205 School St., Gardner, Mass.—RADIO & TELEVISION RETAILING.

Sno-Breze EVAPORATIVE COOLER

"Junior" model weighs 17 lbs., is 12 inches high, 16 inches wide, 9½ inches deep. Mounting brackets enable it to be easily and conveniently installed. Fits into average size casement window by removing one pane of glass. Cabinet is finished in furniture blending baked enamel. Sells at \$29.75. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & TELEVISION RETAILING.

Eagle BOOKLITE

"Magic Booklite" clamps onto any book; tilt lamp forward and the light goes on; tilt it back and it goes off. Ideal for reading in bed, or for use in sick room. Lamp is encased in plastic; complete with 8 ft. cord and bulb. Retail for \$1.50. Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

NOW! Sell the Big-Screen TV
 your customers want
 at the moderate prices they can afford!



ARVIN *Visible Value*
TELEVISION

you can SEE the difference!

Big 12½" Screen

\$299⁵⁰* (92 sq. in. of clear, steady picture)
 MAHOGANY CONSOLE MODEL 3120CM

Sell the TV that gives better results for less money! Sell super-powered, easy-tuning ARVIN—the TV that performs rings around others in fringe areas! Only two visible groups of controls—easy to tune as a radio. Gets every possible square inch of picture without distortion. Expertly engineered, beautifully styled, and loaded with fast-selling performance features!

\$249⁵⁰* MAHOGANY TABLE MODEL 3121TM

Same super-powered, super-dependable chassis and same super-size 12½" screen as 3120CM, with all the famous Arvin "exclusives"—clear, steady picture "locked in" by the ARVIN MAGIC MODERATOR. No wavering. No drifting. Smartest modern styling. Table to match at small extra cost.

**WRITE, WIRE OR PHONE TODAY FOR
 DETAILS OF ARVIN'S TV FRANCHISE!**

Giant 16" Screen **\$399⁵⁰***
 MAHOGANY CONSOLE MODEL 3160CM *Plus Federal Tax*

(Picture 14¾ x 11¼ inches!)

Here's the Arvin value of values! This is the perfect TV for your customer who wants the utmost in TV enjoyment! Its giant Arvin picture is clearly visible in every detail, even across a large room! Its Arvin FM circuit insures highest tone fidelity. And its price means many extra sales for you!

*Slightly higher in Zone 2



Radio & Television Division
NOBLITT-SPARKS INDUSTRIES, INC. • Columbus, Indiana

FADA

BIG SCREEN CONSOLES PRICED \$100 LESS

than
originally
intended



MODEL 940

MODEL 940 . . . 91 square inch, 12½ inch direct view screen . . . full 30 tube chassis . . . Miracle 10 Inch Concert quality Speaker. Beautifully designed console cabinet of rich mahogany veneer.

MODEL 965 . . . 145 square inch, 16 inch direct view screen . . . full 31 tube chassis . . . Large 10 Inch Concert quality Speaker. Classic design mahogany veneer hand-rubbed console cabinet.



MODEL 965

FOR an eye-filling console thrill that will in turn increase cash register returns, see the remarkable new consoles Fada Models 940 and 965. For sheer perfection in television performance, for equally thrilling custom-built console cabinetry all Fada television sets rate number one in the television parade.

BIG SCREEN 12½ AND 16 INCH DIRECT VIEW TABLE
MODELS PRICED \$100 LESS THAN PREVIOUS FADA SETS

"Pioneers in Radio and Electronics Since 1920"

FADA RADIO & ELECTRIC CO., INC.

BELLEVILLE, N. J.

ANOTHER **HYTRON FIRST** YOU'LL BE BUYING SOON



☐ **NEW HYTRON
RECTANGULAR
all-glass 16RP4**

Meet Hytron's space and money saver. The new Hytron 16RP4. Revolutionary 16-inch rectangular picture tube. Takes approximately same cabinet space as 12LP4. Automatically sets the pace for more compact and economical TV set design. You'll be seeing it . . . buying it . . . soon.

The new 16RP4 is latest in a long series of Hytron firsts. Including: The GT tube. Over 50 GT types. The subminiature. Many new miniatures. Special low-cost TV deflection-circuit tubes: 1X2, 6BQ6GT, 6U4GT, 25BQ6GT. Check the 16RP4's many features. Watch for it. Buy the best by the leader. Buy Hytron!



With old-style round tube, you lose the corners.



With Hytron 16RP4, you see the picture just as transmitted.

Features of HYTRON 16RP4

- 1** Rectangular shape permits smaller, less costly cabinets.
- 2** Also just as short as 12LP4.
- 3** Weight is approximately two-thirds that of 16-inch, all-glass round tube.
- 4** Easy to mount. Can't roll or twist.
- 5** No high-voltage isolation of tube required.
- 6** Neutral gray face . . . increases contrast ratio.
- 7** Large viewing screen. You get the entire transmitted picture; no lost corners. Gives picture (with standard 3 by 4 aspect ratio) 10½ inches by 13½ inches.

Write for Bulletin E-147 giving complete data.



MAIN OFFICE: SALEM, MASSACHUSETTS

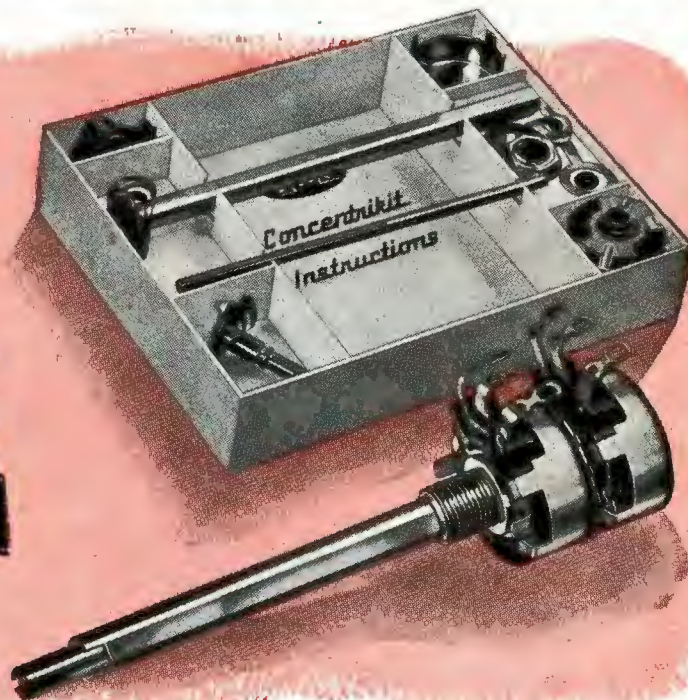
Concentric Dual Worries Out the Window!

Amazing New IRC

Concentrikit

Replaces 90% of All

Concentric Dual Controls



With Original IRC Base-Element Assemblies

Here is the for-sure answer to your concentric dual problems. The new IRC CONCENTRIKIT is a set of specially designed parts with which you can assemble a great variety of concentric dual controls. With CONCENTRIKIT on the job you entirely eliminate long searches and waits for exact duplicates. Instead, you quickly and easily assemble the exact concentric dual replacement you need... saving time and inventory investment.

USED WITH NEW IRC BASE-ELEMENT

Each CONCENTRIKIT contains 11 IRC universal parts. These combined with a wide selection of Shaft Ends and Base-Elements—purchased separately—afford a full range of concentric duals. Thus you save by buying only what you need. IRC Base-Elements are a revolutionary advance in concentric dual replacement. Each unit is a complete blue molded base with element, terminals and collector ring installed—no loose parts.

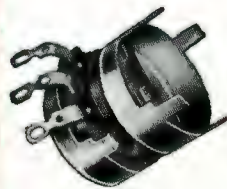
NEW IRC CONCENTRIC DUAL REPLACEMENT MANUAL

With CONCENTRIKIT you'll build concentric duals quickly and easily. Step-by-step instructions are included with each kit. New comprehensive Concentric Dual Manual gives you full replacement data on concentrics for every-

thing from earliest home and auto radio to TV. Available shortly from your IRC Distributor.

YOU MUST SEE CONCENTRIKIT

See CONCENTRIKIT *now*, at your IRC Distributor! Take advantage of the most sensational control development that ever hit the industry. It's a money-maker!



FOR STANDARD DUALS— IRC'S NEW *Multisections*

Duals, triples, even quadruples—assembly of ganged controls is easy now with IRC's new MULTISECTIONS. These are complete control sections that can be added like a switch to any IRC type Q, PQ or RQ control. A full range of 17 MULTI-

SECTIONS gives you a selection of values from 1000 ohms to 10 megohms. All IRC MULTISECTIONS accommodate Type 76 Switches.

See both CONCENTRIKIT and MULTISECTIONS at your IRC Distributor, or write for new Catalog DC-1A. International Resistance Company, 401 N. Broad St., Philadelphia 8, Pa. *In Canada:* International Resistance Co., Ltd., Toronto, Licensee.



INTERNATIONAL RESISTANCE CO.

Wherever the Circuit Says

SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

DC Coupled Video Amplifiers

Improved Results Plus Saving in Tubes Point to Wider Use of this Technique, Already Employed by Several Set-Makers

• TV technicians are probably very well acquainted by now with the fact that, because TV video amplifiers are coupled by a condenser, the DC component of the signal is lost. This component represents the average illumination of the scene, averaged over a complete frame. Restoration or re-insertion of this DC has been accomplished by the "DC restorer" tube, usually a diode, or half of a twin-diode. If DC coupling were employed, this component would pass through to the kinescope and no restoration would be necessary. In other words, a tube would be saved.

DC coupling is not new, having been employed in audio amplifiers in order to improve the frequency response, which is distorted by passing the signal through a series blocking condenser. The principal problem to be solved is to isolate the DC plate voltage of one stage from getting onto the grid of the following stage.

Briefly, this is accomplished by connecting the plates, grids, and cathodes to a bleeder in such a way that (if it is so desired) the plate is more positive than the cathode and the cathode is more positive than the grid. Thus the actual voltages at the tube pins are less important than the difference between the voltages at these pins. In order to maintain this condition at successive stages, it is necessary to keep raising the voltages so that a point might be arrived at where the plate voltage is 400, the cathode 120, and the grid 117. This would mean that the effective plate voltage is 280 (400 - 120) and the grid bias is -3 (117 - 120).

Another variation is to have a "divided" power supply such as is now common in TV where the voltage developed between the plate and filament of the power rectifier tube is connected to opposite ends of a bleeder, some center point of which is grounded. In a

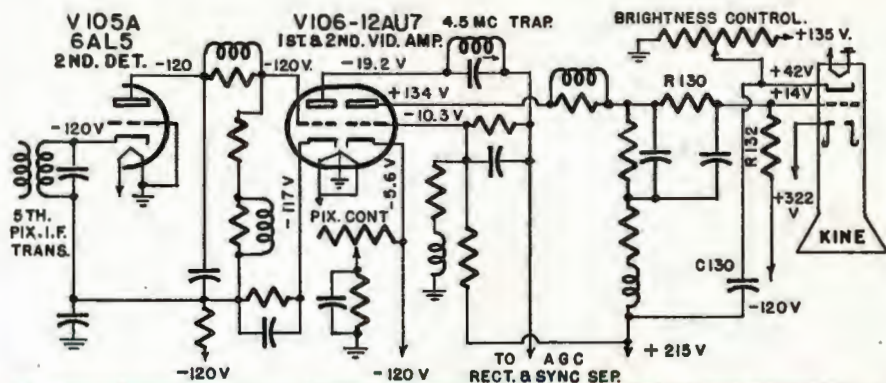


	Plate	Grid	Cathode	Plate-to-Cathode	Grid-to-Cathode
V106a	-19.2	-120	-117	+97.8	-3
V106b	+134	-10.3	-5.6	+128.4	-4.7
Kine	Ga = +322	+14	+42	+280	-28

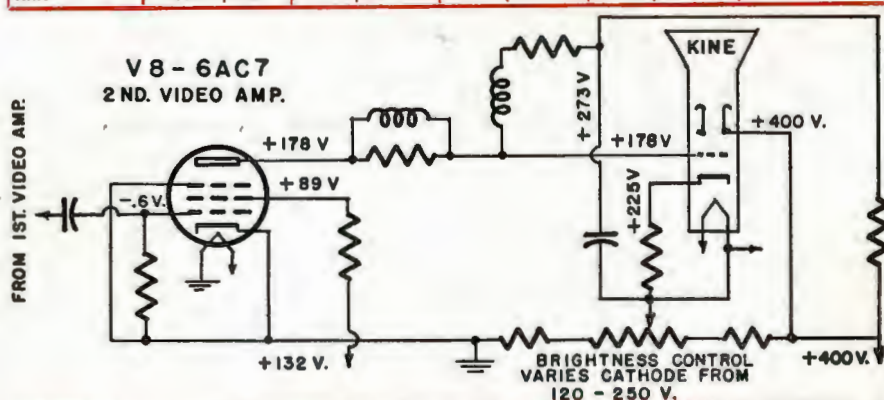


	Plate	Grid	Cathode	Plate-to-Cathode	Grid-to-Cathode
V8	+178	-6	0	+178	-6
Kine	Ga = +400	+178	+225	+175	-48

typical case, we would have voltages available from -120 to plus 300. An instance of the application of such voltages to a tube could find -10 on the plate and -120 on the cathode, making the plate 110 volts positive with respect to the cathode. Needless to say, the recommended "maximum heater to cathode" voltage must not be exceeded

by such an arrangement. In the instance just cited, this would be 126 volts (-120 to plus 6).

Better frequency response of the amplifier is possible by use of DC coupling, as mentioned, above, in addition to this special TV application which permits passing the DC com-

(Continued on page 77)

High Fidelity, Low Level,

Cut Through Noise Rather Than Over It to

● In previous articles in this series on sound, we have discussed industrial PA installations in the conventional manner, where power requirements for given room dimensions were designed to over-ride the specified noise level. Such systems are used for announcing, paging, and incidentally, music. The principal considerations with announcing and paging are adequate volume and intelligibility.

Where sound systems are designed primarily for music distribution, a different situation is presented. The use of music in stores, restaurants, hotels, factories and offices, as "background" or "atmosphere" brings to mind the Muzak Corporation, pioneer in this field, and without question the largest purveyor of wired music. Franchise holders in 67 major cities in the Western hemisphere bring Muzak standardized programming to countless commercial and industrial establishments, the beneficial effects of which are too well known to go into deeply here. The technical aspects of the Muzak system, however, contain valuable lessons

for the sound dealer planning a music distribution system of this sort.

One of the principal obstacles to be overcome in a commercial establishment is the noise level, which may be quite high. It has been found that to attempt to over-ride a very high noise level often results in a sound volume level which is objectionable to the listeners.

Masking Effect of Noise

The spectral distribution of noise frequencies is found to lie mostly below 4000 cycles, and to very effectively mask the average medium or low fidelity sound system of the "juke box" variety, which may well cut off at about 4000 cycles. The use of a wide-range music system, however contains a broad band of frequencies above the noise spectrum. This band does not have to be very loud to be heard over the noise, since it is not masked by noise.

It has been established that when the

mind of the listener hears several over-tones or harmonics, it tends to synthesize the fundamental tone. In other words, it thinks it hears the fundamental. The result of this in the situation we have just outlined is that, with a wide-range system operating at a relatively low level into a noisy location, we hear the upper range well, and we make up for what may be lost in the middle range through noise masking so that it sounds louder than it actually is.

The psychological effect of such a system is that when a person first walks into a noisy location where a music distribution system of this type is operating, he doesn't hear it at all. In a few minutes he begins to hear the music, and the noise itself is masked. This is one reason why music in such situations has a pleasing and comforting effect. The actual effect of the music depends also on the type of music used, the type of instruments predominating, the tempo, etc.

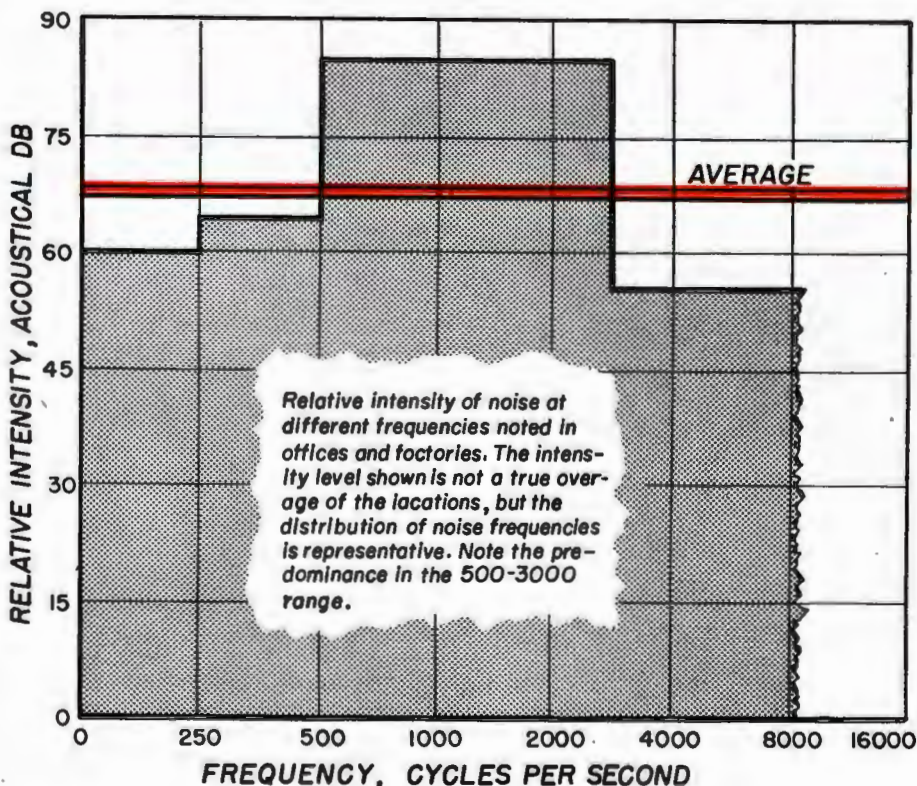
Solving Speaker Problems

The principal difficulties with the distribution of high fidelity sound are: 1) the tendency for sound to attenuate more as the frequency increases, 2) the tendency for speakers to become more directional with increase in frequency, and 3) the tendency for large speakers to be more directional than small speakers.

The third difficulty is obviously easily solved. The other two may be solved in one way by the use of many speakers, so that all areas are covered regardless of attenuation or directivity. This solution has three advantages: 1) The more speakers, the lower the level may be at each speaker, which correlates with our desire to keep the level low. 2) The lower the level, the smaller the power handling capacity that is necessary at each speaker. This means smaller, lower-priced speakers and transformers. 3) The more speakers, the less possibility of dead areas or low volume areas, so that a person walking through the plant, restaurant, store or what have you would have no sensation of a change.

It goes without saying that such a system should be as distortion free as possible, since the music is designed to furnish pleasant, not irritating, background atmosphere. The resultant increased cost of a better amplifier will not be very noticeable in a large installation, since the number of speakers and other equipment will probably be

The graph below shows that approximately 50% of the ambient noise lies in the range of 500-3000 cycles. Since the frequency band in which speech articulation is most important (approximately) between 600 and 4000 cycles, the noise would tend to mask speech, and a PA system for paging and announcements would have to be capable of over-riding it. A music system with a range of, say, 50-8000 cycles, however, if operating at 68 DB in the situation shown on the graph, would be clear of the noise throughout 68% of its range.



PA Systems for Music Distribution

Solve Special "Music for Background" Problems

considerably more. In the case of Muzak their systems are designed to be flat throughout the audible spectrum, and are limited only by the telephone lines which they use (high fidelity broadcast lines), which go out to 8000 cycles. Ordinary telephone communication lines for speech only cut off at about 3000 cycles.

As for the low range of the sound spectrum, this may or may not be obtained, as desired. As is already known, adequate reproduction of the low range depends on, among other things, the size of the speaker and the baffle. In a large commercial installation, economy usually precludes the use of large speakers and large baffles, so that no attempt is made in this direction, except where the speakers may be built into a wall. In this case, where properly executed, the wall acts as an infinite baffle and favors the projection of low tones. With music operating at a low level, however, too much emphasis on the low range would be objectionable. The reason for this is that attenuation of sound in air is least at low frequencies, and therefore the "thumps" of bass would predominate over everything else.

Need Dynamic Compression

It is also advisable to severely compress the dynamic range of the music—or in other words, limit the swing from the quietest to the loudest passages. Music for background should be continuous and uniform. If not, it will at times drop down into the noise, and at other times crash out above it and cause a waitress to drop a tray of dishes or a factory worker to drop a stitch.

A certain amount of monitoring is done in the cutting of commercial phonograph records and the broadcast of commercial programs, but this will not be found sufficient. Additional monitoring may be done by an operator at the turntable or tuner feeding the system, and additional beyond that by incorporating a limiter into the amplifier. Circuits for limiting-amplifier stages and dynamic compression units are available in the various reference texts. In a typical example of the latter, a portion of the signal voltage is rectified and applied as negative bias to an amplifier. As the signal increases, the bias becomes more negative and the gain of the amplifier is reduced. If the signal is low, the bias is less negative and the gain of the stage increases. This tends to level off the signal in much the same manner as AVC does with an RF

Audio Output Needs

Based on the data represented in the accompanying graph, the following table shows the relative amount of audio power which would be required to reach various levels. 70 DB would "clear" 50% of the noise, 90 DB would over-ride all the noise.

Intensity Level of Music	Power Required
60 DB	.1 Watts
65 DB	.3 Watts
70 DB	1.0 Watt
75 DB	3.0 Watts
80 DB	10.0 Watts
85 DB	30.0 Watts
90 DB	100.0 Watts

signal, or feedback on an audio amplifier.

In designing a music distribution system according to the policies outlined above, considerable latitude will be found necessary in accommodating the tastes of the purchaser. In order to take the subject into a little more specific ground, however, we shall suppose a typical situation: we have a factory of a certain size, where the noise level is approximately 80 db. It is usually recommended that the sound level of a PA system be 10 db above the noise. If we consult our tables for this particular type of installation, we find that 100 watts of audio power is required to create a sound pressure of 90 db. However, only one-tenth that power (10 db less) would be required to equal, but not over-ride, the noise level. This would be a tremendous saving which would more than balance the additional cost of a high-fidelity amplifier.

We cannot lay this down as a law that you may reduce your audio power requirements to a tenth by the use of a low-level, high fidelity music distribution system, since a good deal depends on the configuration of the rooms to be filled, the acoustical absorption qualities of the room and its contents, etc. Suffice it to say that the usual "rules of thumb" require some re-evaluation when setting up this type of system. Since most sound installers work from experience rather than from sound meter readings and tables of absorption coefficients, it will probably mean that the first job will be an "educated guess" in which the usual sound power requirement will be cut in half and the results observed.

As for speakers, one "rough rule" which may be used is that, assuming uniform distribution of sound, each speaker will handle a power equal to the total power required divided by the number of speakers. For instance, if 100 watts is fed to 10 speakers, each will handle 10 watts . . . if 20 speakers, 5 watts apiece, etc. In actual practice, it is unlikely that more than 1 watt would be fed to a single speaker in a multi-speaker situation because of the very high level of sound which would exist close to the speaker. This is due to the fact that every time the distance from the listener to the loudspeaker was halved, the volume would be quadrupled.

Avoiding Echoes

Another factor which would have to be taken into consideration is that, whatever the distance between speakers, the watts input to each speaker should be such that the sound would carry little more than half the distance to the next speaker. If the speakers "overlapped" considerably in coverage and yet were quite far apart, a person placed between them would hear both and would experience echo and cancellation effects because the sound arrived from the different places at different times. Close spacing of speakers such as has been recommended to keep the volume level low will obviate this possibility.

An actual solution to a low-level, high fidelity music distribution problem will be outlined in the next installment of this series.

Television Technician

Section of RADIO & TELEVISION RETAILING

Sonic TV BOOSTER

The "Super Sonic" IT-3 TV-FM pre-amplifier is continuously tuned over the entire TV range, and is said to afford a



gain of at least 17 DB at all frequencies with a bandwidth of 4-6 MC. Utilizing two tubes, the IT-3 lists for \$37.50. Sonic Industries Inc., 221 W. 17th St., New York 11, N.Y.—RADIO & TELEVISION RETAILING.

Standard TV BOOSTER

The Standard Booster is designed for high gain on all channels with low signal to noise ratio. One knob controls a three-position switch that turns on the TV set



only, or the TV set and the booster, the other knob operates the continuous tuner. Standard Coil Products Co., Inc., 2329 N. Pulaski Rd., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Snyder TV ANTENNAS

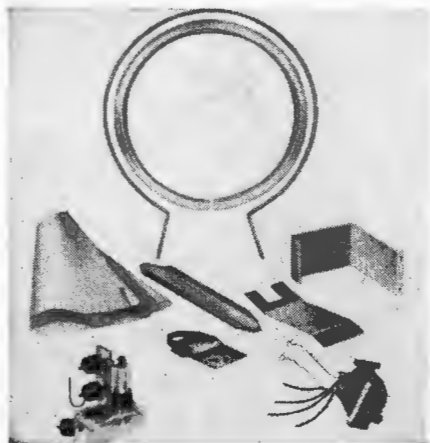
The "Head-Line" series are designed to combine low cost with high quality, and feature a simple "insert and tighten" proc-



ess for easy installation. Illustrated is the "Superchief" model with high and low folded dipoles and reflectors. Snyder Mfg. Co., 22nd and Ontario Sts., Philadelphia 40, Penna.—RADIO & TELEVISION RETAILING.

Eagle 16-INCH CONVERSION KIT

"Telercamic" conversion kits convert 10" TV sets to 15 or 16-inch sets. Kits include mounting brackets, insulating ring and



sleeve, horizontal output transformer and tube in completely wired sub-assembly. Eagle Electronics, 88 Walker St., New York 13, N.Y.—RADIO & TELEVISION RETAILING.

Delson TV WINDOW-TENNA

A "Jiffy Conical Window-Tenna" has been added to this firm's line, designed to be installed in a few moments without tools or hardware, and to provide recep-



tion of all channels. An extension bar is available to accommodate windows of different sizes. Model B 63 lists for \$12.75. Delson Mfg. Co., 126 Eleventh Ave., New York 11, N.Y.—RADIO & TELEVISION RETAILING.

South River CHIMNEY MOUNT

Model SR-10 chimney mount TV antenna base mounts on any chimney without the need of special tools or drilling of holes, and incorporates an improved bracket which provides two support points for the mast in a single bracket. For extra long masts, however, the bracket may be sawed in half to separate the support points. List price is \$7.50. South River Metal Products Co., South River, N.J.—RADIO & TELEVISION RETAILING.

JFD TV LIGHTNING ARRESTOR

"SafeTVguard" is a lightning arrestor for use with twin-lead which does not require wire-stripping or spreading, and



therefore can be installed even by a housewife. It is U-L approved for both indoor and outdoor use, and carries list price of \$2.25. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N.Y.—RADIO & TELEVISION RETAILING.

RMS TV BOOSTER

Model SP-4 TV pre-amplifier is a continuous tuning type designed for high gain over the entire TV range, featuring individually shielded input, output and



power sections, an isolation transformer to prevent shock hazard, and separate coded pilot lights for the high and low bands. Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N.Y.—RADIO & TELEVISION RETAILING.

Belden TV CONTROL CABLE

Belden #8484 is a 4-conductor cable designed for use as a motor lead-in cable for antenna rotating devices. The four color-coded conductors are #20 AWG with vinyl plastic insulation, overall diameter of the cable is .17 inches. Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Mattison 16-INCH CONSOLE

The "Beaumont" model is a mahogany console TV receiver with 16-inch picture tube and 31-tube RCA 630-type chassis



with automatic gain control added, and 12-inch loudspeaker. Suggested retail price is \$399.50. Mattison Radio & Television Corp., 220 Fifth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

RCA TABLE RADIO-PHONO

Model 9-Y-51 incorporates 45 RPM record changer, standard band radio with four tubes and one rectifier, and 5 x 7-inch



speaker, all housed in compact maroon plastic cabinet. Retail price is \$59.95. RCA Victor Div., RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

Daleo TV CABINET

Model M.F.D. in this firm's line of cabinets for TV sets is in modern style, with bleached mahogany finish and brass



knobs. Available for any chassis or picture tube size. Daleo Enterprises, 752 E. 137th St., New York 54, N. Y.—RADIO & TELEVISION RETAILING.

FASTEST SELLING

ANTENNA

line we ever stocked!

Jobbers everywhere find demand for Telrex Antennas growing by leaps and bounds. Telrex—the conical "V" beam—is the one antenna that guarantees your customers better, brighter pictures, longer service and no service call-backs due to antenna failure. You can sell more antennas and your customers will sell more TV receivers if you stock, sell and recommend Telrex, *exclusively!*



its



and

telrex

- for bigger profits
- finest performance
- longer service life

THE ONE ANTENNA LINE WE CAN RELY ON TO SOLVE EVERY INSTALLATION PROBLEM

That's the typical comment on Telrex Conical "V" Beams from dealer and service man, alike. Special Series or Deluxe, every genuine Telrex Conical Antenna is engineered and field-tested for better reception and durability in all TV areas.

ALL TELREX ELEMENTS ARE MADE OF HI-STRENGTH DURAL

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CONICAL ANTENNAS



Telephone—ASBURY PARK 2-7252

AMERICA'S
OUTSTANDING
TELEVISION
BEAM

ASBURY PARK 2, N. J.

New Service and PA Units

University TWEETER SPEAKER

The new tweeters employ a one-piece flared horn design of aluminum casting, with rated frequency response of 600-



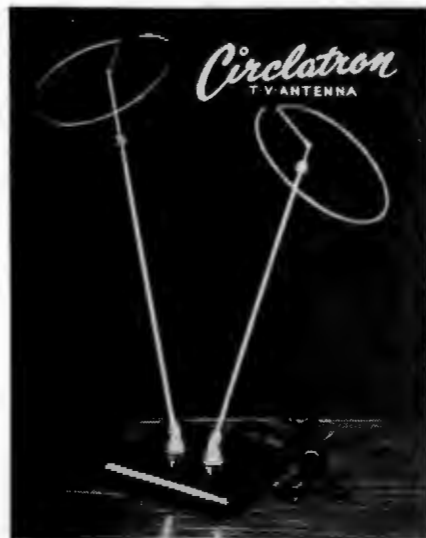
15,000 cycles. Model 4408 is rated for 15-20 watts, model 4409 for 25-40 watts. Distribution area is 40 by 80 degrees. University Loudspeakers, Inc., 80 S. Kensico Ave., White Plains, N.Y.—RADIO & TELEVISION RETAILING.

Tech-Master 16-INCH KIT

The model 630-TK "Super-16" is complete with all tubes, parts and instructions for constructing a 16-inch chassis utilizing two 1B3/8016's to provide high voltage for up to 20-inch kinescopes. Net price less kinescope is \$177.50. Tech-Master Products Co., 443 Broadway, New York 13, N.Y.—RADIO & TELEVISION RETAILING.

Circlatron TV ANTENNA

"Circlatron" is an indoor TV antenna consisting of two V-ed dipoles on a wooden base, featuring a special design consisting of circular ends on the dipoles de-



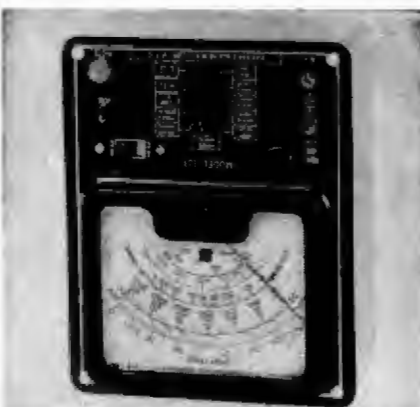
signed to obtain wide band reception. Retail price is \$6.95. Gadgets, Inc., 3629 North Dixie Drive, Dayton 5, Ohio.—RADIO & TELEVISION RETAILING.

Ferret TEST SPEAKER

Model 721 test speaker and substitution tester was designed to permit testing speakers in TV sets and radios without removing speaker from set. It also provides a substitution for choke, condensers, a wide range of resistors, and provides a voice coil connection which permits substitution of any output Xformer. Rotating input and field switches permit matching to any single or push-pull tubes. Dealer price is \$29.95. Coastwise Electronics Co., Inc., 130 N. Beaudry Ave., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

EMC VOLOMETER

Model 103 is a 1000 ohms/volt multimeter with 4 1/2" square meter incorporating 5 DB ranges, 5 AC voltage, 5 DC



voltage, 4 DC current, 3 AC current and 2 resistance ranges. Small and light in weight, the meter sells for \$17.50. Electronic Measurements Corp., 423 Broome St., New York City, N.Y.—RADIO & TELEVISION RETAILING.

Pickering RECORD COMPENSATOR

Model 132E record compensator is a six-position equalizer designed to compensate for different recording characteristics



used by various record manufacturers and on various types of records (microgroove, standard, etc.). It is designed to have no inherent distortion. Pickering Co., Ocean-side, L. I., N.Y.—RADIO & TELEVISION RETAILING.

Bell LOUDSPEAKER

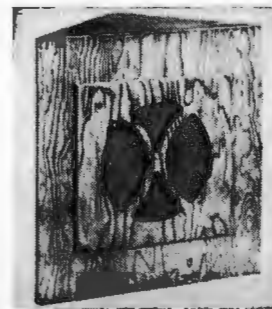
The "Sound Fountain" speaker incorporates a new baffle arrangement designed for high fidelity reproduction. The cone speaker is placed in the top of a



column 8 3/8 inches in diameter and 60 inches high of plastic construction. Sound is said to radiate from the entire area of the column. List price of the complete speaker with 20-foot cord is \$40.00. Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio.—RADIO & TELEVISION RETAILING.

Topping SPEAKER CABINET

The "Technacoustic" loudspeaker cabinet is a corner cabinet designed for wide range speakers. It is constructed of lam-



inated woods and finished in ivory-brown. Three sizes accommodate 8, 10, 12 and 15-inch speakers: Model 6-8TV, \$14.00, 10-12TV, \$18.50, and model 12-15TV, \$35.00. Topping Sales Co., 60 Benton Ave., San Francisco, Calif.—RADIO & TELEVISION RETAILING.

Aerovox TUBULARS

Type '87' is designed to give the performance of a plastic-molded type in the price range of a conventional paper tubular. The impregnated capacitor section is sealed in a paper tube so that it appears the same as a paper tubular except for Duranite sealed ends. In size it is equal to or smaller than molded units and usual paper tubulars. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING.

Tele-tone Wholesalers

Ra-Tone Electronics Co. of Phoenix, Ariz., has been appointed distributor for Tele-tone's radio and television lines in that state, it is announced by Morton M. Schwartz, general sales manager of Tele-tone Radio Corp.

Located at 448 W. Washington St., in Phoenix, the Ra-Tone Co. is one of the largest and most prominent distributors of sound system equipment in that section of the country.

Distributing Capehart

Thompson & Holmes, Ltd., which operates offices in San Francisco and Sacramento, Calif., will distribute the Capehart line of television receivers and phonograph-radios in northern California and western Nevada. Caleb Sharrah is president and Stuart D. Paine is vice-president of the company. Other lines distributed by Thompson & Holmes include Universal, Chambers Ranges, Hardwick Ranges and Duo-Therm.

Espey TABLE RADIO

Model 7552 is a five-tube AC-DC table radio with tone control, built-in antenna



and illuminated slide rule dial. Cabinet is walnut plastic. Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N.Y.—RADIO & TELEVISION RETAILING.

Waters Conley 3-SPEED PHONOS

Two 3-speed models, the Phonola TK-131 and the Phonola TK-234, highlight the 1950 line of portable phonographs. TK-234 is a 3-speed changer with 3-tube amplifier and 6-inch loudspeaker, two-tone



leatherette case. TK-134 is a single play 3-speed model with 3-tube amplifier and loudspeaker, two-tone simulated leather cabinet. Waters Conley Co., Rochester, Minnesota.—RADIO & TELEVISION RETAILING.

NEW TOWER MODELS

BY

Easy-Up

Proudly introduced by Easy-Up — the leading name in TV antenna towers — these advanced models give you

- NEW** Greater Strength
- NEW** Permanence — galvanized
- NEW** "Rotability"
- NEW** Ease of installation
- NEW** Built-in ladders
- NEW** Quietness in wind
- NEW** Wider choice of models and heights

ALL AT NEW LOW PRICES!

MODEL 300 | **\$64.50**
"ROTA-TOWER" | LIST

A very light but sturdy rotatable tower, particularly suited for residences. Basic model, weighing but 40 lbs., has two pre-assembled 10-ft. tower sections and 10-ft. pole which mounts the antenna pole. Additional sections give heights to 60 feet. 90 cross-braces per section, with steps for climbing. Join sections with only three bolts. Tip tower up from any of four sides. Rotate it 360°, after installation, to orient antenna.

\$95.00 | **MODEL 400 (Triangular)**
LIST | **HEAVY DUTY**

A lightweight deluxe tower for commercial or heavy-duty residential use. Basic model consists of three pre-assembled 10-ft. sections and weighs 72 lbs. 10-ft. extensions provide heights to 100 ft. Numerous cross-braces (140 per section) give exceptional strength and provide steps for climbing. Hinged feet for ease of erection. Rotating feature available.

\$125.00 | **MODEL 500 (Square)**
LIST | **EXTRA HEAVY DUTY**

Similar to above, but having four-sided construction for heaviest antenna arrays. Weight 96 lbs.

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN

Books, Pamphlets, etc.

Lafayette Radio, 100 Sixth Ave., New York 13, N.Y.: A new radio and television catalog has been issued covering radio and TV receivers, public address systems, and component parts, replacements, ham equipment, and tools. A special feature is the assembling of a dozen "high fidelity packages" for custom installations. The catalog is available in all Lafayette stores, or may be obtained by writing to the firm.

Aluminum Ladder Co., Worthington, Penna.: "Alco-Lite Aluminum Ladders for Industry" are described in a new 12-page folder just published by this firm. Folding step ladders, warehouse ladders, and straight ladders are illustrated and described. Many of the ladders are appropriate for TV installation teams.

American Microphone Co., 370 S. Fair Oaks Ave., Pasadena 1, Calif.: Catalog # 43 is a 12-page, illustrated, catalog covering American microphones and phonograph pickups, and accessories for broadcast, PA, and replacement use.

Cory Corp., 221 N. La Salle St., Chicago 1, Ill.: In connection with the promotion campaign of the Cory rubberless glass coffee brewers on a guarantee against breakage basis, the firm has prepared a cartoon-type educational pamphlet entitled "Flash Gorham, Super-Salesman." The pamphlet shows the potential customer approaching the sales clerk, asking the various questions that will arise, and giving the sales clerk's detailed answer to each query.

Celomat Corp., 521 W. 23rd St., New York 11, N.Y.: A new catalog sheet is available showing the complete line of Super Vision Vue Scope TV magnifying lenses. Complete descriptions, with photos and list prices are provided.

Snyder Mfg. Co., 22nd and Ontario Sts., Philadelphia 40, Penna.: A new 1950 catalog is off the press presenting the complete line of Snyder Redi-Mount series TV aerials as well as the Head-Line group, plus the Tele-Port indoor aerials and the Redi-Mount TV accessories. Copies of the 3-color catalog may be had by writing the firm.

Noblitt-Sparks Industries, Inc., Columbus, Indiana: A new 16-page booklet, pocket-size and illustrated with cartoon-style drawings, is now available as a sales training help for retail personnel of Arvin television dealers. In simple, non-technical language the booklet suggests an orderly presentation of the Arvin product, with helpful pointers on the "do's and don'ts" of selling, as well as on TV tuning.

Remington Rand Inc., 315 Fourth Ave., New York 10, N.Y.: A new folder on the use of the Multi-Matic System for simplified layaway and

time payment accounting has been published by the Management Controls Division of Remington Rand. The six-page brochure outlines what is described as the "fastest, simplest and most accurate means yet developed" for handling these procedures. The folder, No. LL-180, may be obtained free of charge at any Remington Rand office or by writing the Home office at the above address.

General Electric Co., Electronics Park, Syracuse, N.Y.: Booklets of silicone tissues for cleaning eyeglasses are being made available to General Electric TV dealers for consumer handouts. G.E. plugs "Daylight" television in the booklets.

Markel Electric Products, Inc., 145 Seneca St., Buffalo 3, N.Y.: In a new 12-page booklet, the firm unveils their complete line of wall-attachable, wall-recessed and portable heaters. Besides carrying photographs and complete information about each series of Heetaires, the catalog doubles as a non-technical buyer's guide and installation manual. Charts, diagrams and air-flow diagrams simplify the selection of a heater for each situation.

International Resistance Co., 401 N. Broad St., Philadelphia 8, Penna.: "The Proof of the Plan is the Profit" is the title and theme of a new IRC

booklet for distributors who want to build a year-round industrial and government-agency business. The book is a report to the independent parts distributors concerning the success of the original IRC Industrial Service Plan. Interested jobbers may obtain their copies by writing direct to the firm.

H. G. Koenig Engineering Co., 735 Southwest Blvd., Kansas City 3, Kansas: A new 4-page illustrated catalog describes the Koenig "Tele-Beamer" TV antenna rotators and mounting accessories, including list prices. The catalog is available free on request.

American Phenolic Corp., 1830 So. 54th Ave., Chicago 24, Ill.: "Sell a TV Picture" is a 16-page booklet for salesmen, extensively illustrated and written in a non-technical manner. The booklet shows how great a part the antenna plays in obtaining the best possible TV picture. Snows, ghosts and fuzziness are explained, and the salesman is shown how an inadequate antenna causes them. The Amphenol Inline antenna is described with particular emphasis on the satisfaction it brings the customer. The booklet is part of a 3-fold campaign which also includes a customer folder and newspaper mats.

(More on opposite page)

NEW Tricraft "3000" Series

"X" ANTENNAS
(Hi-Lo Conical Type)

- PRE-ASSEMBLED AT FACTORY, READY TO INSTALL (no loose parts)
- Matches 72, 150 and 300 ohm impedance
- All-wave, high gain on all channels
- Durable construction of finest aluminum (will not rust)
- Quality at the right price
- Excellent all-around performance eliminates constant servicing and maintenance

Tricraft "X" ANTENNAS are furnished in single, double or quad element assembly, with or without masts.

Unique clamp simplifies installation—just push in and tighten.

Available at leading jobbers.

Write for technical information, literature and prices.



Tricraft Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

General Electric Co., Electronics Park, Syracuse, N. Y.: A new pocket-size "product and selling guide" has been produced for its radio and TV distributors at the retail level. Most of the guide is devoted to facts, figures and pictures of current G. E. radio and TV receivers. Its loose-leaf construction will enable insertion of new product data as new receivers are introduced. Calendars, prospect listing pages, memo and identification sheets add to its utility.

National Association of Electrical Distributors, 500 Fifth Ave., New York 18, N.Y.: The television dealer's problem of installation and service has been carefully analyzed and presented, together with many constructive recommended procedures, in a comprehensive 16-page "Manual of Experience". The new manual is now available to dealers and others in the industry. Copies are 25¢ each and may be ordered through the headquarters office at the above address.

John F. Rider, Publisher, Inc., 480 Canal St., New York 13, N. Y.: A new book, "The Business Helper," is designed to be a guide to the small businessman. It explains practical ways and means to overcome losses and turn ideas into profits. The 144-page book sells for \$2.00, and is available at all Rider distributors.

Stromberg-Carlson Co., 100 Carlson Road, Rochester 3, N. Y.: The Stromberg Sound Equipment Manual for sound distributors and dealers contains engineer's specifications, service information and technical information about all sound products and systems. Especially valuable to sound engineers, installers, servicemen, architects and sound specialists. Distributor's net price, \$2.50.

Janette Mfg. Co., 556 W. Monroe St., Chicago 6, Ill.: A new bulletin (#13-29) has been issued describing the latest models of Janette rotary converters for converting DC to AC. The 8-page booklet contains complete descriptions of the models, including photos. A copy of this bulletin may be obtained by writing direct to the firm.

Amplifier Corp. of America, 396 Broadway, New York, N. Y.: More than 30 new recorder models are featured in the new 16-page 1950 Twin-Trax catalog, which illustrates and describes the complete line of tape recorders and accessories. Full technical specifications for the engineer and performance data for the layman are included. A free copy will be sent on request.

A Correction

Due to a printing error, Allen B. Du Mont Laboratories, Inc., was not listed in sections 22 and 24 in the October, 1949, directory in this magazine. Under the heading, *Test Equipment, Servicing* (22), the Du Mont firm's name should have appeared as manufacturing oscillographs, and under 24 as producing cathode ray tubes.

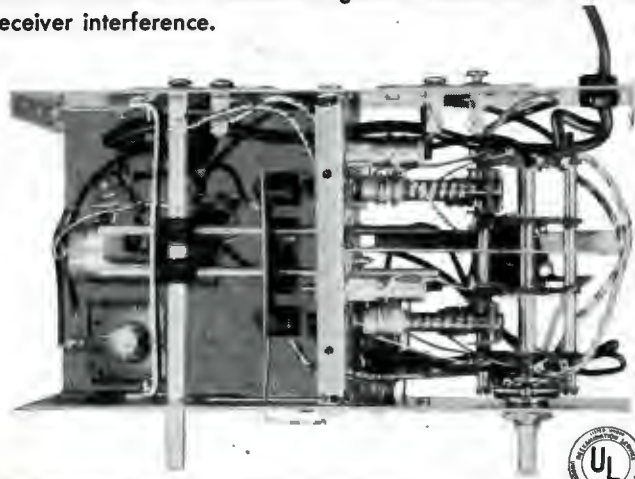
**Gets
terrific results**

ON ALL CHANNELS!

RMS PREAMPLIFIER SP-4



This new superbly engineered preamplifier provides an average gain of 4 to 6 times—over the entire television range . . . and actually rejects a high percentage of outside interference. It features individually shielded input, output and power sections with the entire unit shielded against outside and television receiver interference.

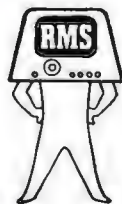


COMPARE THESE DISTINCTIVE ADDED FEATURES:

- Efficient placement of components permits full use of tuning circuits with no loss in leads.
- Input and output iron-cores assure maximum resonance at the desired frequency.
- Isolation-type transformer eliminates shock hazard from chassis.
- Coils wound with flat ribbon for maximum efficiency at high frequencies.
- Pilot light indicates preamplifier is in use and is separately colored for each band.
- Single knob simplified tuning. Distinctively crafted cabinet.

Servicemen . . . dealers! Improve unsatisfactory installations; make new customers where reception has not been obtainable. Use RMS Preamplifier SP-4. Now available at your local jobber. For further information, write

Radio Merchandise Sales Inc., N. Y. 55, N. Y.



In 1950 . . .

The TV Dealer is Your Appliance Dealer

Sell the dealer
with his foot in the door
to sell appliances
like NEVER BEFORE

If . . . He Sells TV and Appliances

**He Prefers Radio & TELEVISION RETAILING—
overwhelmingly!**

Swing your marketing radar around . . . get a "fix" on 1950 selling . . . and you'll see the retailer who's climbing all over the American home today. He's the hustling TV-Appliance retailer. And he's on the roof, installing the antenna; in the living room testing the new installation; in the upstairs bedroom installing a second or third TV or radio set, in the front door at least twice yearly maintaining efficient operations on his good-will calls.

Today's TV-Appliance Retailer is in the home like NEVER BEFORE. He is welcomed, his calls expected, his advice sought . . . and already **he is making unprecedented use of his extra calls TO SELL APPLIANCES.** His customers are the ones you want to reach because they are the "buying millions". They look to him for appliance counsel. And he looks to Radio & TELEVISION RETAILING as the one magazine to tell him all.

Tell him . . . sell him . . . in 1950 through Radio & TELEVISION RETAILING. Only this magazine is keeping pace with the fluid, ever-changing buying power among TV-Appliance Retailers. And we do it only through our exclusive new Controlled Unit Coverage plan that gives you verified paid, verified controlled circulation exactly where you need it: among the largest retailers of the nation included in our 28,000 total.

Use the preferred TV-Appliance magazine to sell more appliances through more top dealers than ever before. That's how to keep YOUR foot in the door!



480 Lexington Avenue, New York 17
PLaza 3-1340



David H. Grigsby



H. C. Bonfig, vice-president, Zenith Radio Corp., Chicago, has announced the appointment of David H. Grigsby, shown, as advertising manager. In his new post, Mr. Grigsby will have full charge of the company's national and co-operative advertising, and in addition, will continue to be responsible for sales promotion activities. He was formerly manager of Zenith's sales promotion department.

Lasure Is Appointed

Thomas Electronics, Inc., of Passaic, N. J., manufacturer of television tubes, announces through its sales manager, J. Fred Kooiman, the appointment of Harry A. Lasure of the Harry A. Lasure Company to handle the merchandising program of the Thomas Company in California, Washington, and Oregon.

Starrett Appointment

Mitchell Fein, vice-president of Starrett Television Corporation, has announced the appointment of Whitfield Pressinger and Associates, 1011 New Hampshire Avenue, NW, Washington, D. C., as Starrett representatives for Baltimore, Washington, and Richmond, Va.

Stewart-Warner Official



Erling G. Fassum, above, has been appointed general manager of Stewart-Warner Electric, Chicago, the company's radio and television division.

JFD in New Plant

JFD Manufacturing Company's entire organization is now housed in a new plant at 6101-6123 16th Avenue, Brooklyn 4, New York.

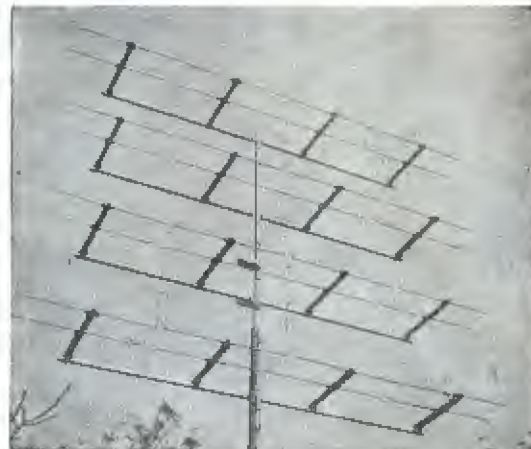
Re-elect R. G. Kramer

At a recent directors meeting Robert G. Kramer was re-elected president of Remington Radio Corp. John Burger was elected vice-president succeeding Richard Moss. Maurice Kay was re-elected treasurer and Anton Chmella was elected secretary to succeed I. R. Stewart.

Guildford in Du Mont Post

Rowland Guildford, New York Regional sales manager, has been named to head Allen B. Du Mont Laboratories, Inc., New York Regional Sales Office, the newly-formed company-owned distributor for the New York area, Ernest A. Marx, general manager of the receiver sales division, has announced.

Guildford, who has been with Du Mont since 1947, was formerly assistant national sales manager before being appointed to his present post. He has an extensive background in sales and merchandising activities in the radio and electronics field.



32 Element
TV Beam

Weight
Only 15 lbs.

A FORTUNE FOR TV DEALERS

in Fringe Areas

Don't wait . . . Don't experiment . . . give your customers vastly better reception . . . solve the most critical antenna problems . . . with the new 1950 models of

UHF

HIGH GAIN TELEVISION ANTENNA

Above is our 32 element TV Beam designed specifically for Channel 11. It has a power gain 127 times that of a folded dipole peaked at the same frequency.

UHF TV Beams are made expressly for each channel. For channels in the low band, they employ 8 or 16 elements. For the high band, 8, 16 or 32. Each beam is individually pretuned, prespaced and prematched. Two or more beams may be mounted on a single pole and oriented for the desired stations.

UHF TV Beams give you higher gain . . . maximum rejection of interference . . . elimination of "snow". Furthermore, they give you a handsome margin of profit and complete control of sales in your franchised area.

We are now able to make prompt shipments. Write at once for literature and prices.

U.H.F. RESONATOR COMPANY, 224 Seventh St., Racine, Wisconsin

Name John L. Bradley

Appointment of John L. Bradley as sales promotion manager of the Crosley Distributing Corp., New York, has been announced by Bert C. Cole, vice-president and general manager. Bradley succeeds Charles L. Schafer who has resigned to return to the West Coast.

Remington Appointment

Remington Radio Corporation announces the appointment of Smith Brothers Hardware Company, 580 N. 4th St., Columbus, Ohio, as their exclusive distributor in Ohio, northern West Virginia, northern Kentucky, and eastern Indiana.

S. W. Goodman Named

The Paragon Sales Co., 111 S. 22nd St., Phila., Pa., sales agents for the Standard Coil Products Co., Inc., Chicago, Ill., have appointed S. W. Goodman, 32 W. Biddle St., Baltimore, Md., as their representatives for the sale of Standard tuners and boosters in the states of Maryland and Virginia and the District of Columbia. Mr. Goodman also represents the Sheldon Electric Co., Irvington, N. J., in the sale of Sheldon "Natural Image, Soft-Glow" television tubes in the state of Maryland and the District of Columbia, and has recently reported that he has appointed eleven additional distributors for the Sheldon white and black television tubes.

Magnavox Appointments



Stewart Roberts, left, has been named as director of merchandising and assistant sales manager, and Lauren K. Magaman, right, as director of advertising and public relations of The Magnavox Co., Ft. Wayne, Ind., it was announced by Frank Freimann, executive vice-president.

Du Mont Launches Big Sales Training Program

Details of what is described by Du Mont executives as the first overall merchandising and sales training program yet offered by a television manufacturer have been disclosed by Walter L. Stickel, national sales manager for the television receiver sales division, Allen B. Du Mont Laboratories, Inc., in a news conference.

"Television has grown so rapidly that manufacturers just haven't had the time to train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store," Stickel said.

"This training plan is the most comprehensive we have seen. It approaches sales problems at the consumer level, translating the technical into layman language."

The plan, which was prepared by Du Mont's advertising agency, Buchanan and Company, under the supervision of Du Mont's advertising sales departments is the result of more than 10 months of intensive research in the field.

The Sales Training Unit consists of a 52 page master easel, 18 x 28" in three colors which will be demonstrated at regional, distributor and retailer sales meetings. The first half of the unit is a selling story embodying fundamentals of retail sales procedure.

The second half of the unit explains Du Mont's technical advantages, offering specific details and proof of all of Du Mont's quality claims.

Circle "X" Sales Rep

A. De Laski, sales manager for Circle "X" Antenna Corp., Perth Amboy, N. J., has announced that J. E. Smith, Suite 1101, 505 N. Ervay St., Dallas, Tex., has been appointed manufacturer's representative for the states of Texas, Arkansas, Oklahoma and Louisiana; and J. K. Rose & Co., 6240 Francisco Ave., Chicago, Ill., has been appointed to cover the states of Illinois and Wisconsin.

MADE FOR SERVICE

Snyder
PHILADELPHIA

REDI-MOUNT[®]
TX
CONICAL
AERIALS

Featuring
the Exclusive New
HI-PAQ^{*}
CANTILEVER
TRUSS CONSTRUCTION

* HI-PAQ is a material of extreme tensile strength not affected by weather or temperature, either mechanically or electrically.

SNYDER MFG. CO.

ANTENN-GINEERS[®] Export: Raburn Agencies, Inc., N. Y.
PHILADELPHIA 40, PA., U. S. A. New York: N. L. Dalls, Inc.
Mfg.: Aime Radio Co.

Distributed Only by the Best—Everywhere

U. S. PAT. OFF.

NEDA Board of Directors Annual Meeting



Shown are the board of directors and officers of the National Electronic Distributors Assn., at its annual meeting held in Cleveland. Plans were made for the NEDA Convention and Exhibition to be held Aug. 27 through Sept. 1 in Cleveland. Officers elected for the coming year are: Louis W. Hatry, president; Arthur C. Stallman, 1st vice-president; A. W. Greeson, Jr., 2nd vice-president; Aaron Lippman, treasurer; Lealis L. Hale, secretary.

Joins F. B. Connelly Co.

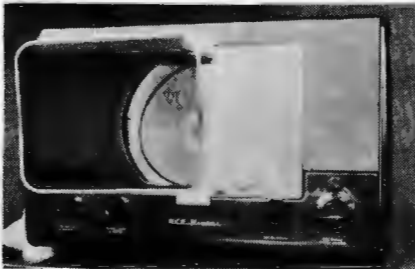
Eldon N. Dean, formerly of the Flint Distributing Co., of Salt Lake City, has joined the organization of the F. B. Connelly Co. of Seattle in the capacity of sales manager. Mr. Dean has been active in the appliance business for the past 21 years.

Jewel Sales Reps Named

Thirteen sales representatives have been appointed by Jewel Radio Corp., 10-40 45th Ave., Long Island City 1, N. Y., it has been announced by Leonard C. Welling, sales manager.

The representatives are: Barstow & Doran, 1406-08 S. Grand Ave., Los Angeles 15, Calif.; Charles N. Meyer, 1355 Market St., San Francisco 3, Calif.; Gerald H. Rissman, The Symphonette Corp., 112 E. Wilton Pl., Chicago 11; Ben Melson, 960 Ocean Dr., Miami Beach, Fla.; Robert D. Wiener, 88 Vine St., Hartford, Conn.; Midwest Sales Co., Hanna Bldg., Cleveland 15, O.; Ron Merritt, 217 Ninth Ave., N., Seattle 9, Wash.; J. A. McCaffry, 6432 Cass Ave., Detroit 2; Leslie M. Friedman, 4629 Osage Ave., Phila., Pa.; Fred A. Wiebe Co., Central Terminal Bldg., 710 N. 12th St., St. Louis 1, Mo.; Albert Levine, Alco Sales Co., 11 Jonquil Pl., Pittsburgh 16, Pa.; Ted Miller, 96-09 66th Ave., Forest Hills, N. Y.; Lou Goldman, 21-18 70th St., Brooklyn 4, N. Y.

New Polaroid Filter



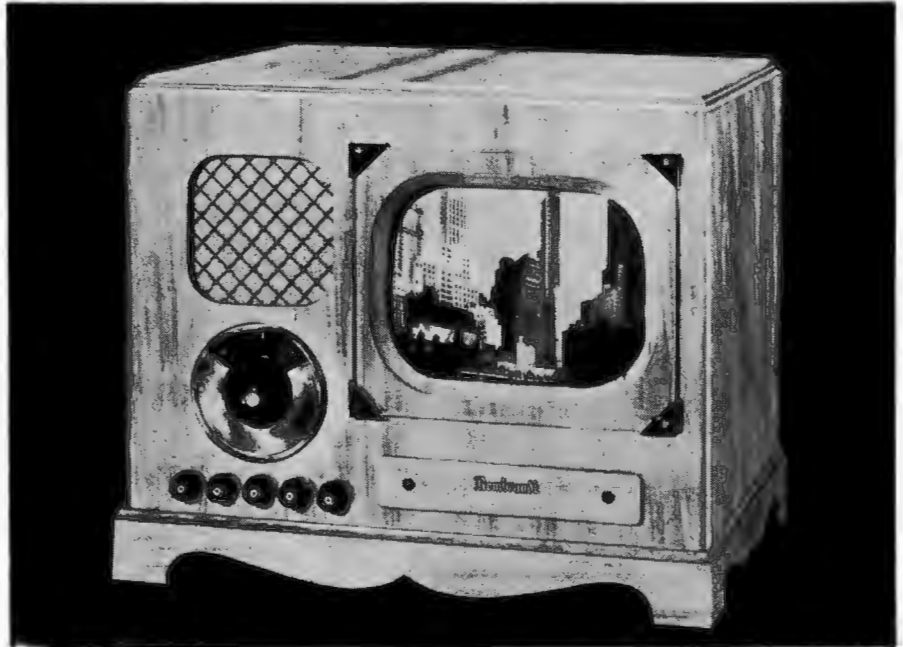
The DeLuxe Polaroid Television Filter incorporates circular polarization to achieve the "glare lock" feature, designed to eliminate all annoying reflections, day and night, as well as eye strain. In addition to this technical improvement over previous Polaroid filters, the DeLuxe unit is of rigid rather than flexible construction, and is provided with a frame and mounting brackets for easy and secure installation.

AMA Approves Vue Scope

The American Medical Association has given its approval to Celomat Corporation for advertising Vue Scope television magnifying lenses as an aid to reduce TV eye-fatigue, company officials have declared. Henceforth, all Vue Scope advertising will feature the A.M.A. emblem.

Stewart-Warner Jobbers

Appointment of two new distributors of Stewart-Warner radio and television products, Major Appliance Corporation, Boston, and S. S. Fretz, Jr., Inc., Philadelphia, has been announced by E. L. Taylor, general sales manager of Stewart-Warner.



Rembrandt

REG. U.S. PAT. OFF.

presents
Dual Eye Appeal

Master
in the Art of
Television

REMBRANDT television sets — hand-crafted for faultless reception . . . treat your eyes with superb cabinet masterpieces in large, direct-vision, view screen. (12½", 15½", 19" table models and consoles.)

. . . treat your eyes with superb cabinet masterpieces in hand-finished Mahogany, Walnut, Blond Mahogany, Knotty Pine, Maple, Oak or Chinese Pastels.

Continuous tuning for all 13 channels and entire FM bands automatically locked-in pictures.

ALL REMBRANDT TELEVISION SETS EMBODY THE FINEST IN FM RADIO

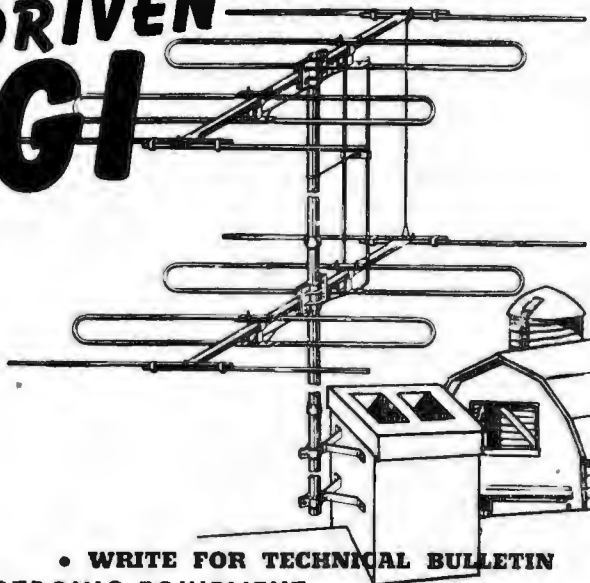


DISTRIBUTORS: A Few Choice Areas Available

REMINGTON RADIO CORPORATION
White Plains, N. Y.

STRETCH THAT TV AREA! TWIN-DRIVEN YAGI

- This entirely new antenna now makes possible TV sales in weak signal areas. Stretch your TV sales area.
- The first Yagi type antenna matched to 300 ohms. Exclusively Taco! Outperforms stacked arrays costing many times more.
- Jiffy-Rig assembly speeds installation.



• WRITE FOR TECHNICAL BULLETIN

RADIO AND ELECTRONIC EQUIPMENT

TECHNICAL APPLIANCE CORP.

SHERBURNE, N. Y.
In Canada: Stromberg-Carlson Co. Ltd., Toronto 4, Ont.

SINCE 1916

...the name to remember

Phonola

PORTABLE PHONOGRAPHS

Built in the tradition of quality craftsmanship . . . styled to tomorrow's trend . . . priced to meet today's competition. Write for latest folder.

Some territories still available for exclusive distributors and sales representatives.



Electronic and Acoustic models. 3 Speed and Standard

WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

Conrac TELEVISION

"Television by Conrac," originally introduced as a chassis-only idea, has now been expanded into a full line of cabinet console models in both 12½ and 16-inch



models. Both models have 23 tubes, 3.5 watts audio power, 12-inch loudspeaker and automatic gain control. Conrac, Inc., Glendora, Calif.—RADIO & TELEVISION RETAILING.

Vu-All TV FILTER

The Vu-All filter, said to eliminate glare from TV pictures, is provided with an adhesive border which holds the filter in



place when pressed against the set. The screen is a neutral gray plastic. J. M. Gordon Laboratories, 437 Tenth Ave., New York 1, N.Y.—RADIO & TELEVISION RETAILING.

Playano PIANO ACCESSORY

The "Playano" device fits on the center section of a piano keyboard, and has eleven white keys. When one of these keys is struck, an internal mechanism strikes three keys of the piano to produce a harmonious chord. It is designed to enable people who have no knowledge of the piano to play songs by means of scores with numbers under each word corresponding to the proper chord. The price is \$10.00. Playano Corp., 19 E. 48th St., New York 17, N.Y.—RADIO & TELEVISION RETAILING.

Walsco WIRE STRIPPER

This unit strips all wires from 16 to 22 gauge, strips 300-ohm twin-lead, and has built-in wire cutter and automatic locking device to prevent crushing of wires. List price is \$8.00. Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—RADIO & TELEVISION RETAILING.

Attend Simpson Annual Sales Conference



Pictured are officials and sales reps. of Simpson Electric Co., 5200 W. Kinzie St., Chicago, at the annual sales conference held at Lac Du Flambeau, Wis. L. to r.: Bill Coon, chief electronic engineer; Jack Cota, Atlanta; Al Baehr, Cleveland; John Farshay, New York City; John Hill, Chicago; Ross Merchant, Detroit; Willis Wink, Buffalo; Fred Bell, Cleveland; Jim Blare, Chicago; Sam Macdonald, Philadelphia; Ron Bowen, Denver; Everett Bean, Memphis; Bruce MacPherson, Fort Wayne; Clint Greenleaf, Cleveland; Wayne Foltz, Fort Wayne; Bob Brown, Chicago sales; Sid Lohmann, Detroit; Herb Bernreuter, vice-president and general manager; Roy Simpson, president; W. J. Purdy, Jr., San Francisco; Mel Buehring, sales manager; Jack Whiteside, engineering; Jim Bach London, Ontario; Brower Murphy, Atlanta; Jim Cartwright, Memphis; Burton Browne, Burton Browne Advertising, Chicago; Don Burchom, Portland, Oregon; Charlie Lynch, Los Angeles; J. T. Keeney, Chicago sales; Vic Jenkins, New York City; Norm Kathrinus, St. Louis, and Jim Schoonmaker, Dallas. Picture was taken by Mel Fster of Minneapolis, who is not shown.

Stewart-Warner Jobber In Los Angeles

Radio-Television Supply Co., Inc., has been appointed Los Angeles distributor of Stewart-Warner radio and television products, E. L. Taylor, general sales manager of Stewart-Warner Electric, has announced.

The Los Angeles firm travels nine men throughout southern California and has distributed radio and electronic products since 1924. Fred Prentice, who heads this sales force, is one of California's "old timers" in the radio field. He has spent the past twenty-five years in the business.

GE Selling Aids



General Electric Co., Syracuse, N. Y., is offering dealers these Christmas counter and window display cards to promote "Daylight Television."

Representing John Meck

George Stevens Associates, 133 West Mount Royal Ave., Baltimore, Md., has been appointed selective franchise distributor, handling the complete line of television receivers of John Meck Industries, Inc., Plymouth, Ind.

Sparton Names Williams

Appointment of Murray D. Williams, of Decatur, Georgia, as Sparton district merchandiser for the state of Georgia has been announced by Henry L. Pierce, general sales manager of the Sparton Radio-Television division of the Sparks-Withington Company.

For profitable TV servicing

Use STANCOR EXACT DUPLICATE TRANSFORMERS

Every call-back you make means lost time and profits. Why take a chance with transformers that "almost fit?" You're sure of a good job and a satisfied customer when you use Stancor *Exact Duplicate* transformers for TV servicing. These units meet the exact specifications, electrically and physically, of the original components. Representative types are listed below.

Vertical Blocking - Oscillator Transformer. *Stancor Part Number A-8121.* Exact duplicate of RCA type 208T2. For generation of 60 cps required to drive grids of vertical discharge tubes.

Plate and Filament Transformer. *Stancor Part Number P-8156.* Exact duplicate of RCA type 201T6 used in model 630TS receiver.

Deflection Yoke. *Stancor Part Number DY-1.* Exact duplicate of RCA type 201D1. For use with direct viewing kinescopes such as 7DP4 and 10BP4.

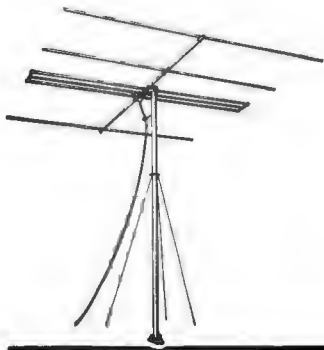
Focus Coil. *Stancor Part Number FC-10.* Exact Duplicate of RCA type 202D1. For use with magnetically focused kinescopes such as RCA type 10BP4.

Horizontal Deflection Output and HV Transformer. *Stancor Part Number A-8117.* Exact duplicate of RCA type 211T1. For use with direct viewing kinescopes, such as types 7DP4 and 10BP4.

NEW—Ask your Stancor distributor for your copy of the latest edition of Stancor's TV Components Replacement Guide, Bulletin 338B. Lists Stancor replacement parts for 108 TV receivers made by 37 manufacturers. Or write us today.

STANDARD TRANSFORMER CORPORATION

3586 ELSTON AVENUE • CHICAGO 18, ILLINOIS



TRIO ANNOUNCES SOMETHING *new* IN YAGIS

A new type double folded dipole developed by Trio solves Construction and Engineering problems to give improved performance and sturdy light weight.

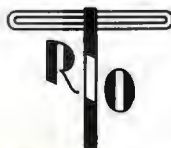
High Gain—10 db on optimum channel.

High Front-to-Back Ratio—over 25 db. Maximum suppression of minor lobes to give sharp directional pattern.

Ease of Assembly and Installation—6 bolts for complete assembly.

Light Weight—only 5 lbs. for channel 5, 2¼ lbs. for channel 9.

Flexibility—more than one bay may be mounted on mast with independent orientation of each.



List price with mast and mounting hardware, Channels 2-6 **\$35.00**

Antenna bay only Channels 7-13 less mast **\$14.95**

Order Model No. 304 by channel number. If not available through your jobber, write for details. Choice distributor territory still available.

TRIO MANUFACTURING CO., GRIGGSVILLE, ILL.

R. C. Cosgrove Resigns Post

Victor Emanuel, president of Avco Mfg. Corp., has announced the resignation of R. C. Cosgrove as executive vice-president of the company. Mr. Cosgrove will remain as a member of the board of directors and in a consulting capacity to management. He will also continue to represent the Crosley Division of Avco in the Radio Manufacturers' Association of which he is president.

New York Motorola Jobber Names Five Sales Reps

Appointment of five new sales representatives and the creation of a new sales executive post has been announced by Peter Shafer, general sales manager of Motorola-New York Inc., local distributor for the Chicago television-radio firm.

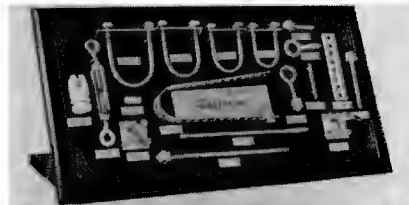
The new post of assistant sales manager for the New Jersey branch will be filled by Jack H. Hocter, formerly with Philco's Brooklyn Division, Mr. Shafer stated. Also joining the staff of the New Jersey branch office (177 Central Ave., Newark, N. J.) are Irving Ferman, Newark territory, and Larry Harris, who will represent Motorola in the counties of Middlesex, Monmouth, Mercer, Hunterdon, and Somerset. In the New York territory Gabe Ashley, who has represented Motorola in midtown Manhattan since early this year, is promoted to the Westchester County territory. Harry J. Harms, formerly with the Times Appliance Co., New York, will represent Motorola in the northern Queens and Nassau County area, while Les Trauner, formerly with Philco, will cover the midtown Manhattan territory, it was announced.

Radiodyne ANTENNA ACCESSORIES

A complete line of TV antenna mounting accessories is available, including U-bolt clamps, turnbuckles, perforated iron strap,



screw-eyes, standoff insulators, guy-wire anchoring equipment, hinge-top tower mounting platforms, and TV towers. Both



steel and aluminum towers are supplied, of "knock-down" sectional construction. Western Coil and Electrical Co., Racine, Wis. constr.—RADIO & TELEVISION RETAILING.

Four of a Kind!

Phoenix Stand-off Insulators

- FAST INSTALLATION
- TOP QUALITY—
- DEPENDABLE —
- LOW - PRICED!

New!
TWIN
Screw Type
7" stand-off—
improves performance,
cuts losses.

Nation's
Favorite
Antenna
Mast
Insulator
Attaches
in 10 seconds
to any size
mast! Strong,
permanent
slipproof.*

New!
DRIVE-
IT
FAST— Just
hammer it in
—permanently
secure.
Cad. plated
steel, Lo Loss
Polyethylene
insert.*

NEW! TWIN STAND-OFF INSULATORS

Holds two twin lead conductors 7½" from mast. Fast, one man installation. *

At Better Jobbers!
Order Today!
Send for Catalog R

PHOENIX ELECTRONICS, INC. LAWRENCE, MASS.

International Harvester New Refrigerator Line

International Harvester Co., Chicago, Ill., has announced the following models and prices for its new line of refrigerators: H 74 retails at \$214.95; U 87 retails at \$259.95; U 95 retails at \$274.95; H 84 retails at \$299.95.

"Six-ply" Sales Training Campaign by Hotpoint

More than 4,000 dealer salesmen have subscribed to Hotpoint's new six-ply sales training program including 52 weekly "on-the-job" specialty selling clinics, Edward R. Taylor, sales manager, announced. The objective is to train 20,000 salesmen in dealer stores by next summer, he said.

In Swartzbaugh Post

Richard R. Fowler has been appointed sales promotion manager of Swartzbaugh Manufacturing Company, Toledo, Ohio, manufacturers of Everhot electrical appliances and Ideal food conveyors. The announcement was made by Roy J. Baunach, general sales manager.

Hoover Promotes Three

Three executives of the Hoover Company, pioneer manufacturer of electric cleaners, have been promoted to new posts, it has been announced by the company.

Oscar M. Mansager, with the company since 1922, will take over the sale of Hoover fractional horsepower motors, in addition to his current duties of handling sale of Hoover electric irons and Hoover special electric cleaners. Joseph S. Hoover, a member of the sales research department here, has been made manager of dealer relations—duties formerly assigned to Mr. Mansager. W. Wallace Powell, sales education head, has been given added duties in connection with sales research and in directing dealer demonstration methods and displays.

New Duchess Wholesalers

The Appliance Mfg. Co., Alliance, Ohio, announces the appointment of the following three distributors for Duchess washing machines: Tri-State Appliance Distributors, Inc., 1015 State St., Erie 2, Pa.; National Distributors, Inc., 1926 Calhoun St., Columbia, S. C.; and Signal Distributors, Inc., 265 Huntington Ave., Boston 15, Mass.

Olin Appointments

James H. Gettys, Pittsburgh; Leon P. Hovik, Salt Lake City, and Dewitt A. Hutchins, Mamaroneck, New York, have been appointed to the sales staff of the Electrical Division of Olin Industries, Inc., it was announced by J. C. Calhoun, assistant sales manager.

Norge Appointment

Announcement has been made by George P. F. Smith, president of Norge Division, Borg-Warner Corp., of the appointment of Harry L. Spencer to be vice-president in charge of manufacturing and engineering. He will have charge of manufacturing in all five Norge plants, according to the announcement.

Latham Named by L & H

E. B. Latham & Co., 250 Fourth Ave., New York 3, N. Y., has been named exclusive wholesale distributor for the Lindemann & Hoverson (L & H) lines of electric refrigerators, electric ranges and electric water heaters in the Metro-

politan New York and Northern New Jersey territory. The New Jersey branch, at 1010 Broad St., Newark, was appointed exclusive Northern N. J. distributor for the new line of Sylvania television receivers.

Hamilton Sales Rep

Carl L. Blake has been appointed regional sales representative for Hamilton automatic clothes dryers, according to Charles H. Rippe, Jr., sales director of the Home Appliance Division, Hamilton Mfg. Co. Mr. Blake's territory will include Montana, Wyoming, Idaho, Arizona, Utah, Colorado, New Mexico, and western Texas.



In Intercom, the Quality Market is the **PROFIT** market

SELL THE LINE THAT FILLS THE BILL

AMPLICALL
ELECTRONIC
INTERCOMMUNICATION

THIS COMPLETE LINE SELLS THEM ALL!

2400R SERIES. Consists of AC Master Stations and Remote Stations in unlimited combinations.

2400 SERIES. Consists of AC Master Stations only, for completely private communication.

2300 SERIES. For industrial Intercom and paging; one Master only, for use with Remote Stations.

2200 SERIES. AC-DC Master Stations only, for completely private communication.

2100 SERIES. AC-DC system; one Master only, for use with up to 24 Remotes.

2100M SERIES. AC-DC system; operates as All Master (non-private), or as combination Masters and Remotes.

2105 SERIES. Economy System, one Master for use with up to 5 Remotes.

2102 SERIES. Economy 2-Station System, one Master and one Remote Station.

AMPLICALL—the quality Intercom—takes you out of the competitive rut—makes it possible for you to sell those better installations at a worthwhile profit. There's a big market that demands the best: plants, offices, stores, institutions and service businesses who can be sold quality. Build a profitable selling program around **AMPLICALL**. Offer a complete line for every communication need, superbly engineered, built for lifetime performance. **AMPLICALL'S** dependability, life-like voice reproduction, simple operation, exclusive features and sparkling eye-appeal give you a big selling edge—assure user satisfaction and repeat business. Take the top selling spot in the big quality market with **AMPLICALL**—the line that makes Intercom profitable business!

See your **RAULAND-BORG** Distributor for full information on the complete **AMPLICALL** line. Build a solid Intercom business around **AMPLICALL**—the Quality Line that you can sell against competition at a profit!

Electroneering is our business

SOUND
EQUIPMENT

Rauland

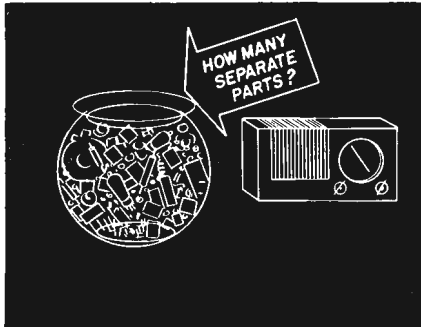
INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

Unusual Show-Windows

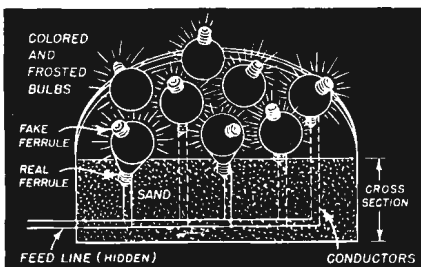
(Continued from page 31)

cars. Cover locomotive with signs on either side. "A Portable Radio—You CAN Take It With You," or similar slogan. Operate train at slow rate of speed.



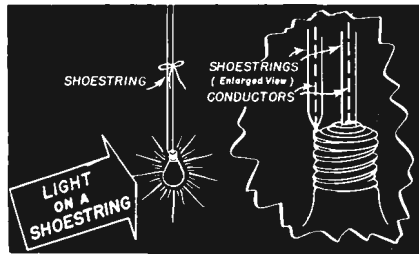
"How Many?" Game Advertises Service

All the components of a midget radio are displayed in a fishbowl. Alongside is the set's stripped cabinet. Card may say something like, "You guess how many separate parts are in this disassembled radio—WE KNOW, just as we KNOW how to put your radio in the best possible operating condition."



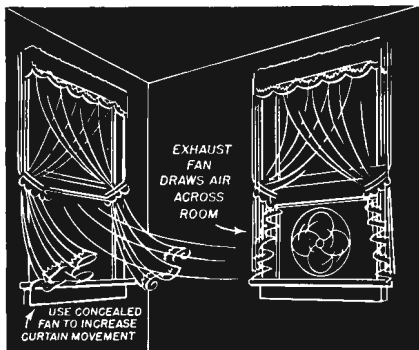
Novel "Electric Light Plant"

Bulbs "grow" here in a most mysterious fashion, and many a passerby will drop in to ask "watt" makes this display tick. A number of round electric light bulbs, ferrules up remain lighted, though no wiring is visible. Here's the way it works: Ferrules are removed from a number of burned out round lamps, and are fastened to bottoms of other "good" round lamps with acetate cement. Conductors are soldered to each of the lamps, then drawn down to the bottom of the receptacle used where all are fastened to the feed line, brought in through a small hole. Feed line is then hidden with crepe paper or other floor covering. The "real" lamp ferrules are buried completely in the sand, presenting the striking appearance of a set of light bulbs, illuminated without being connected to any electrical source.



Light on a Shoestring!

Used to sell electric light bulbs, electrical contracting, etc. Thread two small metal conductors inside a pair of shoestrings, soldering one lead on side of lamp ferrule, other to contact at bottom of lamp, suspending the display from the ceiling.



Year 'Round Display

A mock-up window comes in handy to sell kitchen ventilating fans, needed in all seasons. (Call attention to this latter fact via sign.) Use attractive curtain material in this action-piece.

Olson "Radio Glass"

A most novel and effective advertising premium is being offered to the radio servicemen by Olson Radio Warehouse Inc., of Akron, Ohio. The premium is referred to as the "Olson Radio Glass." It is a gracefully proportioned drinking glass that is beautifully decorated with over twenty-five popular radio symbols. Further information on the "Olson Radio Glass" and how one may be obtained, is available from Olson Radio Warehouse, Inc., Akron 8, Ohio.

Tele King Names Landau

Milton Landau has been named director of purchasing by the Tele King Corp., 601 W. 26th St., New York City, makers of Tele King television sets. Mr. Landau, a veteran in the radio and television fields for the past twenty-seven years, previously served on the staffs of Hamilton Radio, Charles Freshman Co. and a number of other companies in this field.

Represents La Salle

The appointment of Sundre and Wood, Inc., direct factory representatives of Atlanta, Ga., to represent La Salle Lighting Products, Inc., of Buffalo, manufacturers of portable, wall-insert, and wall-attachable electric space heaters, as well as Wallamps, has been announced by Nelson R. Zicherman, sales manager. Sundre and Wood will represent La Salle in Tennessee, North and South Carolina, Alabama, Georgia, Mississippi, and parts of Kentucky and Florida.

GE Names BonDurant

Walter H. BonDurant has been appointed northeastern district manager of appliance sales for the General Electric Company, it has been announced by A. M. Sweeney, general sales manager of the Appliance & Merchandise Department. He succeeds C. A. Reeves, who has been assigned other duties. Mr. BonDurant was formerly central region manager for Hotpoint, Inc. He had been with that company since 1923.

Lewyt Appointment

The appointment of John O'Donovan, as retail merchandising manager has been announced by Walter J. Daily, manager of the vacuum cleaner division, Lewyt Corporation. Mr. O'Donovan will devote all his time to the operations of the Lewyt "Outside Selling Plan" in the field. He was formerly an executive in the sales training division of the Appliance and Merchandise Department of General Electric, and before that, assistant sales manager of the Norwalk Lock Company (Segal), Norwalk, Conn.

Promotes Charles C. Smith

The Minnesota Mining & Manufacturing Co., St. Paul, has announced the promotion of Charles C. Smith to the position of general sales manager for its tape division. Mr. Smith, who joined the 3M organization in 1928, had been sales manager for cellophane tapes since 1941.

Name Carl A. Stone Co.

Carl A. Stone Co., Los Angeles, has been appointed southern California representative for Radio Craftsmen, Inc., Chicago. J. L. Courtois has been added to the Stone staff for territory on the direct writing recorder of Sanborn Co., industrial division, Cambridge, Mass.

Expands Sales Territory

Conrad R. Strassner Co., Los Angeles, will hereafter represent the radio hardware line of Herman H. Smith in northern California. Previously he had covered only the southern California territory.

AMPHENOL

COMPARE

- the DB GAIN
- the DIRECTIONAL PATTERN
- the BROAD BANDING
- the MECHANICAL DURABILITY
- the STREAMLINE DESIGN



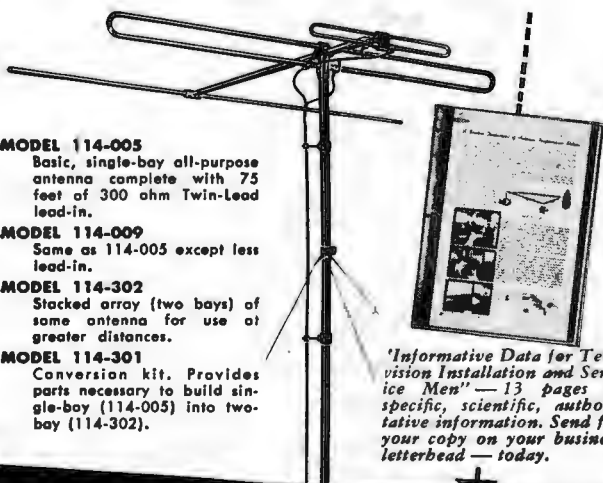
AMPHENOL **INLINE** ANTENNA

-Best by every comparison

• Dealers in television sets must depend upon the installer to uphold his reputation as well as that of the set manufacturer. The materials used in the installation and the quality of the installation are paramount in determining the customer's satisfaction with "the picture."

• The rapidity of expansion of the television industry has brought forth some rather fuzzy information and hasty claims that definitely tend to confuse and mislead the customer and many dealers. Accuracy and honesty of information are of such importance at Amphenol that we want all to know our technical information is based on laboratory findings, determined by competent personnel, precision laboratory facilities and exhaustive techniques.

• Be sure of the best performance of the sets you sell by specifying Amphenol INLINE Antennas.



- MODEL 114-005**
Basic, single-bay all-purpose antenna complete with 75 feet of 300 ohm Twin-Lead lead-in.
- MODEL 114-009**
Same as 114-005 except less lead-in.
- MODEL 114-302**
Stacked array (two bays) of same antenna for use at greater distances.
- MODEL 114-301**
Conversion kit. Provides parts necessary to build single-bay (114-005) into two-bay (114-302).

AMERICAN PHENOLIC CORPORATION
1830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS

AMPHENOL

Nation-wide
ACCEPTANCE
on Proven Superiority



ANCHOR

TV PRE-AMPLIFIER

SOUTH BEND, IND.—"We have found Anchor TV Pre-Amplifier to be superior in performance to anything else on the market. It has been a profitable item on which we have built up dealer good will."

COMMERCIAL SOUND & RADIO CO.—A. E. Kester, Pres.

PHILADELPHIA, PA.—"Anchor Booster's consistency, its high gain and its performance in outer fringe areas have built for it a reputation which cannot be beat in our area. The excellency of this product has opened up many television areas and many additional sales in Television Receivers, their component parts and accessories."

RADIO ELECTRIC SERVICE COMPANY OF PENNSYLVANIA
Albert N. Kass, Sales Manager

Here are several messages from enthusiastic distributors all over the country!



ANCHOR

has established general acceptance and good will for good boosters through its own top notch performance . . .

The unanimous, proven verdict of users! Anchor's engineering has not been approached in its efficiency—nor will it ever be. For Anchor's booster-specialization has developed this outstanding leadership and will continue.

Why then be satisfied with imitations? It is ANCHOR that is every day building the demand for the most reliable Booster—making more sales for dealers—adding good will.

DEPENDABILITY—WITH INSTANT SALES APPEAL

With 2½ times average gain (Voltage Ratio), and guaranteed coverage of low and high band, ANCHOR wins your customers with its compact, beautifully styled, precision construction. Also by their pride in knowing they are getting the best!

Tie this Anchor Booster into every television sale.

Get in touch with your jobber at once.

LIST PRICE \$37.50

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD

ANCHOR
RADIO CORP.
2215 S. St. Louis Ave.
Chicago 23, Ill.

TOPS IN PERFORMANCE



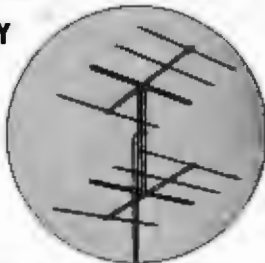
YAGI ARRAY

Here is the most sensational single channel performer. The YAGI array has achieved astounding results because in it Vee-D-X engineers have successfully combined every desirable feature for optimum performance. Compare what this YAGI offers you!

- Four element beam cut especially for each particular channel
- High forward gain and sharply directional
- Stepped-up driven element affords excellent match to 300 ohm transmission line. (Can also be supplied for 72 ohm match.)
- Exceptionally high front to back ratio helps reject unwanted signals
- Fabricated from highest quality 61 ST dur-aluminum ($\frac{3}{4}$ " O.D. elements)
- Extremely light weight, easy to assemble, and neat appearing

STACKED ARRAY

To provide additional gain and improve signal to noise ratio on any one channel, two YAGIS can be stacked together. Also several arrays may be mounted on the same mast and directed to different transmitters.



VEE-D-X

VEE-D-X means video distance

LaPointe Plascomold Corp., Unionville, Conn.
Send new catalog and prices on the YAGI array and other Vee-D-X television accessories.

Name _____
Company _____
Street _____
City _____ Zone _____ State _____

Preparing for 1950 Parts Show in Chicago



The brass hats of the 1950 Parts Distributors Show pitch in to help speed mailing of Show brochure and display contacts. Shown l. to r. are: William O. Schoning, president of the '49 Show, Kenneth C. Prince, Show manager; Jerome J. Kahn, president of the '50 event, Emily Lazar and Margie Kirby of the Show staff. May 23-25 are dates scheduled for the big event.

Peerless Jobber

Samuel N. Gerard, general manager, Sun Radio & Electronics Co., Inc., New York City, has announced that he has

signed up with Peerless Electrical Products Div. of Altec Lansing Corp., New York City, for an exclusive distributorship of Peerless transformers in the New York metropolitan area.

for 1950 it's the New DEWALD

HIGH DEFINITION TELEVISION

featuring

BUILT-IN ANTENNAS

And, the star of this outstanding new line of 10, 12½ and 16 inch TV receivers is the giant-screen 16 inch picture tube Model DT-161 shown at right. Ultra-powerful for top performance, even in fringe areas. Available in Mahogany or Blonde Mahogany. Dimensions: 21½ x 40¼ x 23¾ inches.

For the finest, most dependable, trouble-free TV performance be sure to see the New 1950 DeWALD Line.

Now at NEW LOW PRICES!

JOBBER-REPRESENTATIVES: Some choice territories now available. Write for full information



Proven Quality for Over a Quarter Century

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

RCA Battery Reduced

A price reduction from 12½¢ to 10¢ for the RCA-VSO36 "sealed in steel" flashlight-type radio "A" battery has been announced by the RCA Tube Department, Harrison, N. J. The RCA-VSO36 is a premium radio "A" battery designed especially for radio use. This battery features a steel jacket which not only keeps it fresh for years, but minimizes corrosion, leakage, and swelling. A special radio mix, in contrast to that used in the conventional flashlight battery, insures long life under conditions encountered in radio operation.

New RESCO Brands

Radio Electric Service Co., wholesale distributors of radio and television parts with headquarters in Philadelphia, has announced the opening of a new branch at 406 N. Albany Ave., Atlantic City, N. J. This marks the ninth unit in the RESCO system.

DC Coupling

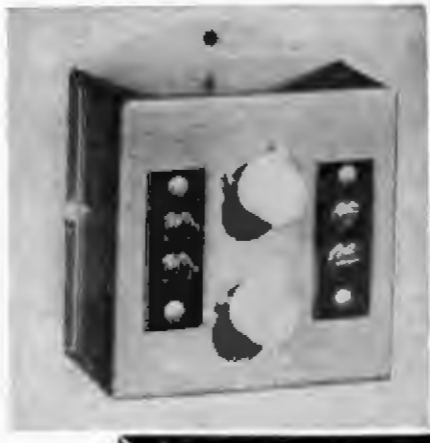
(Continued from page 57)

ponent along with the AC signal so that the AC signal will form around the proper reference axis.

Two sample circuits are shown, the RCA 9T240 (the video amplifier is essentially the same in the 8T240, 9T240, and 9T246), and the Zenith 27F20 (model 27T965R). The RCA circuit is not completely DC. The AC component of the video signal is coupled to the kine grid through C130, and the DC component is directly coupled. In this receiver, the condition shown with 134 volts on the V106 plate and 14 volts on the kine grid is obtained as follows: the lower end of R132 is connected to -120 so that the DC voltage at the kine grid will be one-half of the DC voltage between the V106 plate and -120.

In the final stage of the ACA-100DC audio amplifier (not shown) a similar problem is resolved by means of a high plate voltage on the power amplifier tube. The plate voltage on the driver tube is 135 volts, and this directly coupled to the 6L6 makes the grid of the latter also 135 volts. The plate is then operated at 650 volts and the cathode at 180, so that the effective plate to cathode voltage is 650 - 180 or 470, and the grid to cathode voltage is 135 - 180 or -45.

A similar condition exists in the Zenith circuit shown where the 178 volts on the plate of V8 is directly coupled to the kine grid, which is also 178. The 225 volts on the cathode makes the grid effectively -47 and grid No. 2 effectively 175 volts. DC restoration is accomplished in the Zenith set by operating the 2nd video amplifier at (virtually) zero bias, allowing the video signal to produce proportional grid current flow and develop an automatic bias which allows only the DC component to appear at the output.



TELEVISION CLARIFIER

EFFECTIVELY REDUCES:

FM—Amateurs
Diathermy
Adjacent channels
Ignition
Shortwave
Appliances

ATTENUATES . . .

Lines, Tears, Snow, Waves and
Herringbones

Simple to adjust and install—in either antenna lead or AC Line. Write us for literature and name of nearest Jobber.

\$750

LIST

PRECISION ELECTRONICS, Inc.
641-643 MILWAUKEE AVENUE
CHICAGO, 22 ILLINOIS

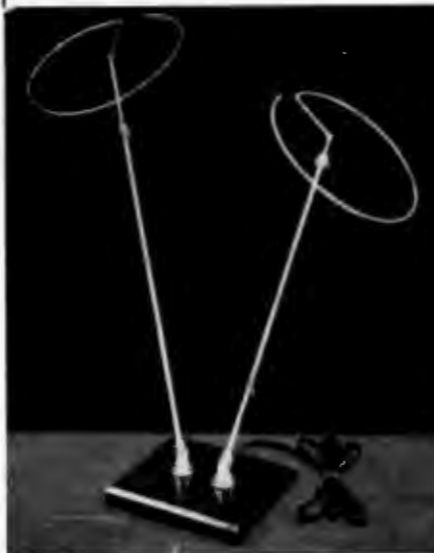


Dealers, Jobbers, Reps:

New Circlatron

T-V • ANTENNA

- INCREASES GHOST REJECTION
- IMPROVED WIDE-BAN HI-ANGLE RECEPTION
- OUTDOOR RECEPTION WITH INDOOR CONVENIENCE
- 360° FULLY ADJUSTABLE DIPOLE CONTROL
- ANTI-TIP FELT LINED WOOD BASES



Here it is, the new No. 1140 Circlatron* TV Antenna with the new features you've needed. Fully assembled, it is the perfect antenna for new TV users, the ideal replacement for present owners. Extra features include:

- Low ceiling height: 49" length in 28"
- Fine tuning control by upper dipoles to eliminate ghosts and interference from snow, diathermy, ignition signals, etc.
- Ball joint spring tensioned swivels allow fingertip adjustment
- Beautiful construction, including wooden base, satin finish on all metal parts

Some franchises and territories still open. Write today for details.

* Patent Pending

GADGETS, INC.

3269 North Dixie Drive Dayton 5, Ohio

SAFE at 10,000V!

- ★ Factory-fitted to most Clarostat carbon and wire-wound controls.
- ★ Control-to-ground breakdown rating better than 10,000 v.
- ★ New design eliminates troublesome backlash. Permits more critical settings.



IMPROVED HIGH-VOLTAGE CONTROLS

Improved design high-voltage controls for TV sets, oscillographs and other high-voltage electronic assemblies. Safe operation up to 10,000 v.

Straight-through plastic shaft simplifies and improves operation. No back-lash to throw off critical adjustments. Cheaper. Better. Simpler.

Typical of Clarostat TV components and replacements. See our jobber. Ask for TV replacement bulletin.



CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q., and branches

Television Sells Alliance Tenna-Rotor *Right in the Home!*

"Son, there's the answer!
clearer pictures...
...more stations
ALLIANCE TENNA-ROTOR!"



**4,500,000 Viewers Around 40 TV Stations
See TENNA-ROTOR in Action—Each week!**

Guaranteed for one year!

ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio

Export Department: 401 Broadway, New York, N. Y., U. S. A.

Electro Products' New Plant in Chicago

The new location at 4501 No. Ravenswood Ave., Chicago 40, Ill., of Electro Products Labs., Inc., now provides improved manufacturing servicing facilities under one roof. These pioneer manufacturers of Electro battery eliminators for radios, have recently introduced a new type, higher rated DC power supply with conduction cooling to their complete line. Expanded production facilities also offer improved delivery on the Pressuregraph and Syncromarker for accurate measurement and recording of dynamic and static pressures in engines and pumps and the Dynamic Micrometer for accurately measuring dynamic or static displacement vibration or movement of any metal body.

Webster Appointees

Announcement of two new sales representatives for their Featheride cartridges and pickups is made by the Webster Electric Co., Racine, Wisc. Norman W. Katherinus & Co., 1218 Olive St., St. Louis 3, Mo., will handle sales to radio parts jobbers in eastern Missouri, southern Illinois and western Tennessee. J. R. Beebe, 4123 No. Pittsburg, Chicago 34, will handle sales to radio parts distributors in northern Illinois.

NEW Radiodyne
TV ANTENNA ACCESSORIES

LOW PRICED MAST

- Tubular Steel
- 46 ft. High
- Weighs Only 46 lbs.
- Baked Enamel Finish (inside and out)

ONLY \$43.50 LIST

For easier selling, feature Radiodyne's newly designed tubular steel masts. They're fully weather-treated . . . support antennas up to 25 lbs. . . . and are priced to attract all customers who cannot afford towers. Special roof brackets furnished with each mast. Easily stocked and installed.

All Steel **GUY RINGS**



Proper orientation of arrays without struggling with guy wires is a cinch with Radiodyne guy rings. Fit any mast from 0 to 2 1/16 O.D. Also available in heavy-duty cast aluminum.

Write for full information
WESTERN COIL & ELEC. CO.
DEPT RT 12
RACINE, WISCONSIN



...Help end spark plug INTERFERENCE



Spark Plugs are miniature broadcasting stations, send signals that interfere with radio reception, distort television. The New Auto-Lite "Resistor" Spark Plug reduces this interference.*



Recommend NEW AUTO-LITE Resistor SPARK PLUG

Here's How It Works to End Interference

The "Resistor" acts to dampen the spark plug radio signal to an acceptable level* while still delivering the full high voltage discharge required to ignite the fuel.



Auto-Lite Ignition Engineers, working with leading automotive manufacturers, have developed the new Auto-Lite "Resistor" Spark Plug with this built-in resistor that reduces spark plug interference.* Remember, the "Resistor" also helps deliver smoother idling, improved economy, longer electrode life. Dealers are being supplied as rapidly as possible. Write for Booklet M-1186 for full information.

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario Toledo 1, Ohio

*Under 35mv/m from 540 k.c. to 150 m.c. at 50 ft.

Tune in "Suspense," Thursdays, 9:00 P. M., E. T., CBS

Special Discs

(Continued from page 45)

public comment and enthusiasm about the different, new musical motifs; make the store's record customers realize that here's a dealer "who knows what it's all about." Sales will rise as customer comment increases. Promotions in local school papers, community newspapers and magazines, and radio sponsorship of record programs will pay off.

All the labels have had specific titles that "caught on" at one time or the other. Just to note a very few—Mercury's forthcoming Norman Granz album "The Jazz Scene" is really something different in modern music; Capitol has its "progressive music" series featuring Stan Kenton, Benny Goodman, Bennie Tristano, Todd Dameron, etc.; some Cuban bop such as Machito's "Asia Minor" (Mercury) has been selling well; Shearing, Ventura, Flip Philipps, and Dizzy Gillespie have also had their share of hits. What the dealer can do to boost sales in these categories is limited only by his ingenuity and energy.

A store that has something "special" to offer customers, will keep them coming back. Dealers can build up their clientele and increase sales by maintaining attractive displays, in the store, and in the windows, demonstrating for and contacting community groups, advertising, and utilizing direct mailing.

See October, RADIO & TELEVISION RETAILING, Directory Issue, for Addresses of Companies.

Sell Vacuum Cleaners

(Continued from page 36)

- you appear to agree but you really go right on and make your point.
- 2. *The "You Mean" Method*—you repeat the prospect's objection slowly to give yourself time to get back on the right track.
- 3. *The Piling-Up Advantages Method*—you grant the truth of the objection but immediately cancel it out by piling up the desirable features of ownership of the cleaner.
- 4. *The Turn-Around Method*—by sound knowledge of your story and by quick thinking you turn the objection around until it becomes a good reason why the prospect should buy.
- 5. *The Bring-It-Up-Yourself Method*—you know it's coming anyway. Bring it up yourself and get it out of the way.
- 6. *The Flat-Denial Method*—you hate to do it but, anything less will look as if you're not sure of yourself.

There's no need for you to try to remember every bit of this information about closing sales. Read it over a few times until you get the general idea—and then rely on your own common sense. After all, the common sense psychology of closing sales can be boiled down to—

Make it easy for your prospect to say "Yes."

Ask for the Order—often.

Know your sales story so well that objections are no obstacles to the close.



BRING TRIAL
TV INSTALLATIONS
**DOWN-
TO-
EARTH**
WITH THE NEW
**UNIVERSAL
TV TRIPOD
AND MAST**

Here's the answer to the TV Dealers' prayer—A tripod and 30 foot mast for quick home demonstration installation. Completely portable—yet ideal for permanent installations, too.

Tripod opens to 9 foot spread. Each foot staked for additional stability. Completely assembled and tipped up at site by one man in 10 minutes.

REPRESENTATIVE WHOLESALER
AND DEALER INQUIRIES
INVITED - WRITE

UNIVERSAL PRODUCTS CO.
4100 TAYLOR AVENUE
RACINE, WISCONSIN



"GOLDEN WAND"

Model G84-TV

Indoor TV-FM Antenna

3-section telescoping solid brass tubing. Brass dipoles and swivel bracket are buffed to golden satin finish. Dipoles and terminals held in Polystyrene insulators. No shorts. Phosphor bronze shims for perfect electrical contact between tubing. Swivel bracket mounted on heavyweight base felt padded.

Get our late prices

PEERLESS PRODUCTS INDUSTRIES
814 N. Pulaski Street Chicago 51, Ill.

MODERN DISPLAYS NEED LIGHTED MOTION!



The ACTION Display-Way To Boost Your Sales!

MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

There's nothing like "712" to revolutionize your window trim, because motion plus correct lighting is the key to successful displays. Sturdy construction, guaranteed, carries up to 200 lbs. Table 18" in diameter. A.C. only.

Write for our complete ROTO-PRODUCTS catalog!



GENERAL DIE AND STAMPING CO.
Dept. TV, 262 Mott St., New York 12, N. Y.

Profitable TV Service

(Continued from page 38)

weekly pay will be \$80 plus \$24 or \$104, an average of \$2.17 per hour throughout the week, and this would be the figure he would use. If his antenna plus lead-in, mast, brackets, standoffs, arrestor, tacks, tape, connectors, etc., run him more than an average of \$13.27 he will so correct his estimates. Similarly with the 7¢ a mile transportation expense, the average of 10 miles per call (which would probably be exceeded in country areas). The same is true of expenses, which may run him more or less than 10%. The foregoing set of averages is designed to be a guide or pattern into which the particular service dealer will fit his own conditions.

It need only be pointed out that this example of profitable operation under the TV one-year warranty is a "close to the chest" average. It can be seen that the simple addition of one employe without an increase in business would make the operation unprofitable. The same would be true of any other expenses which were out of line. It must also be pointed out that the \$3,435 profit which this dealer made was all he had for store improvement, buying test equipment, buying vehicles, paying doctor bills, etc. Probably many dealers would not care to operate so close to the line, but in this case, \$70 for an installation (as an average), was all the traffic would bear, and he was compelled to shave it close to keep in the black. During the year he shopped for franchises and has now taken on a couple of lines of receivers to sell because he believes that, limited as it is, the gross profit on TV sales will return him much needed additional dollars and a wider margin than TV service. The writer would be interested to hear from our readers any experiences which tend to confirm or contradict the experiences outlined in this article.

Profitable Store

(Continued from page 33)

ployees," as Schmidt put it. Because of the "neighborly" store operation, Schmidt is accustomed to constantly reshaping his merchandising program, store management policies, etc., to fit his basic crew of 7. To make this possible has required a lot of ingenuity. For example, an appliance delivery truck driver is also a mechanic, and helps out with small appliance repair; book-keepers help in sales, regular floor salesmen are charged with part of the buying responsibility, etc. "We can get three times as large, and still get by with 7 salespeople, without making it necessary for any customer to stand around and wait," he said.

Despite the generally high esteem in which the St. Louis store is held, seemingly ideal for outside calls, Schmidt has never put a man on the

(Continued top of opposite page)

... helps you sell
T-V-
Radio-
Phono-
combinations



V-M tri-o-matic RECORD CHANGERS

Look for this Tri-O-Matic Record Changer in your new console combinations—both T-V and Radio-Phono. The set manufacturer that gives the most for the money installs the V-M Tri-O-Matic as standard equipment. Here's why:

3-speed automatic operation—33 1/3, 45, 78.
Simple, two-knob control
Intermixes 10" and 12" records
Automatic and complete Shut Off
Positive Record Protection
Service-Free Operation
Also available as Replacement Unit to modernize older sets.

V-M CORPORATION

BENTON HARBOR, MICHIGAN

Coming next month . . .

First Announcement of the

1950

- TUNE-UP
 - TUBE-UP
 - CHECK-UP
- CAMPAIGN

in our MARCH issue

Watch for it!

Especially in 1950

**RADIO-TELEVISION
RETAILING**

means business!

3 GREAT NEW TITONES

meet changing pickup needs!

NOW a full line of Titone's amazing ceramic pick ups—made by famous Sonotone! All with these great basic features: Full frequency (response from 50 to 10,000 cycles.) Bell-like supertone makes new or old players thrilling. Climate-proof, moisture-proof, fungus-proof! Lightest pressure saves needle wear, revives worn records. NO needle talk! NO crystals, magnets, filaments to fail. NO pre-amplifiers. Performs perfectly for years!

3 NEWEST! TITONE
MICROGROOVE PICKUP
 For all 45 and 33 1/2 rpm players. Highest compliance and 5 to 6 grams needle pressure give minimum wear on record and needle! Aluminum case—1-mil permanent sapphire needle.
 Order #W 7530 \$7.95 list

2 NEWER! TITONE
3-MIL PICKUP
 New superlight aluminum pickup complements famous original Titone pickup below. 15 grams needle pressure gives unparalleled reproduction, lowest wear!
 Order #W 7540 \$7.95 list

1 NEW! ORIGINAL
CERAMIC TITONE
 Within a few scant months in widest use from coast to coast! Plays at 20 grams needle pressure. Used instead of the newer aluminum Titone above for changers requiring over 15 grams pressure to "flip" records.
 Order #7500 \$7.95 list

NO TONE LIKE TITONE



Call your Jobber or write to
SONOTONE, Box 5, Elmsford, N. Y.

Geared to Locality

(Continued from page 80)

street yet. "Instead of sending outside men out to contact homeowners on their own doorsteps, we simply have switched around to staying open three nights a week, until 9:30," the owner said. "This gives the working family plenty of shopping time in the evening, which isn't available elsewhere in our district, and provides them with something to do during the slack early evening hours. The three nights a week, when the store is always crowded, gives our two regular floor salesmen plenty of additional floor time."

Incidentally, Schmidt underwent the same difficulties as did other dealers in finding reliable salesmen after the war. He solved this problem by deciding to pay the highest salaries in the St. Louis area, in return for the best selling talent. "We have no drones," he said. "I pay well for good salesmanship, and have been getting results." His salesmen are paid \$250 a month, plus varying commission on their sales. Salesmen have complete authority in all branches of store operation, taking trade-ins, making estimates, figuring complete electric kitchens, packaged air-conditioning, etc. To keep up the "neighborly atmosphere" the store is run on extremely democratic principles.

Perhaps the most interesting stunt which Schmidt has worked out is a basement "theater" which will accommodate 100 people. Here, on the average of twice a week he stages "parties" with free refreshments, entertainment acts, and appliance demonstrations for people invited from the neighborhood. Such parties may feature television when the Union Electric Company's "Telequizical program" is presented, a refrigerator party, when new units are put through their paces, or home freezer, radio, or washing machine displays. At each show, Schmidt acts as master of ceremonies, invites the customers to ask questions, enjoy ham sandwiches, soft drinks, etc. The parties are so popular that there is usually a long list of people waiting to get into them. Sales results per party are incredibly high—pointing out that good-will, after all, is the dealer's chief selling asset.

Something of a "joiner," Schmidt participates actively in neighborhood affairs. In addition to making donations to charitable organizations, he volunteers actual help himself. For example, when a church organization sponsored an outing for orphans and underprivileged children, Schmidt was on hand with a couple of amplifiers, mounted on a truck, from which he supervised and directed operations during the day.

Selling and servicing on a basis geared to suit the people in his community, and maintaining a neighborly atmosphere, pays this enterprising dealer.



YOUR INDUSTRY NEEDS THIS Complete SHIPPING SERVICE

Over a century of shipping experience and constant improvement are back of nation-wide RAILWAY EXPRESS, the world's largest coordinated rail-air transportation service. It's your complete, all-purpose facility for every size and type of shipment.

When you use RAILWAY EXPRESS, you deal with one responsible carrier. One single charge covers everything you need for satisfactory shipping. Specify RAILWAY EXPRESS for all your shipping requirements.

Complete Service for a SINGLE CHARGE means

Pick-up and delivery in all cities and principal towns... Fast, uninterrupted rail or air service... Automatic valuation coverage up to \$50 or 50¢ per pound... Two receipts — one to the shipper, the other from the consignee... and many other advantages it will pay you to investigate.




NATION-WIDE RAIL-AIR SERVICE

ANNOUNCING A REVOLUTIONARY NEW PORTABLE FORMS-HOLDER

THE *National* * **SLIP-PAK** *

Light!



Compact!
Protects Forms!

Sizes to meet all needs.

Above: Double-Lid Model D-815-N National SLIP-PAK* for forms up to 8½" x 11¾". Holds and files up to 35 sets.
Below: Single-Lid Model S-30 National SLIP-PAK* for forms up to 3½" x 7". Holds up to 50 sets. Files 60 sheets. (Each SLIP-PAK* takes wide variety of smaller forms.)

Smooth, Hard Writing Surface
and Exclusive Hand-Rest!




SLIP-PAK* closed... complete protection for all forms.

"Write where you are" and eliminate forgotten records!

National SLIP-PAK* combines speed and convenience with clearer, more legible records. When closed, National SLIP-PAK* completely protects your forms. To use: slide lid open; flip top set of forms into position; close lid, and write. Remove completed

form, and file the copy in convenient, self-contained filing compartment. Note the "extended hand-rest," exclusive feature of National SLIP-PAK*. When writing at bottom of a form, slide lid back, and it becomes a hand-rest which assures more legible writing. Simple to use... reloads in 10 seconds. Order yours today!

*Trade marks

Priced from \$2.75 to \$5 plus taxes and postage (in United States, only). Order today from your nearby National Cash Register Company office. Or write to the Company at Dayton 9, Ohio.

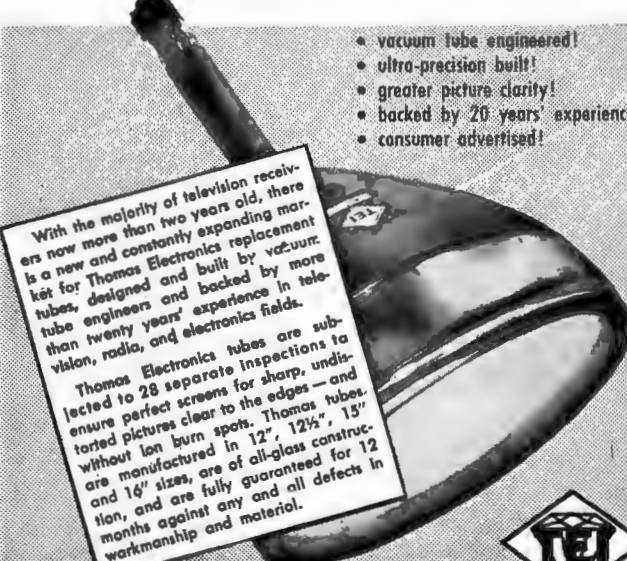
THE NATIONAL CASH REGISTER COMPANY



Get into the

PROFITABLE REPLACEMENT MARKET


with T.E.I. Quality Tubes!



- vacuum tube engineered!
- ultra-precision built!
- greater picture clarity!
- backed by 20 years' experience!
- consumer advertised!

With the majority of television receivers now more than two years old, there is a new and constantly expanding market for Thomas Electronics replacement tubes, designed and built by vacuum tube engineers and backed by more than twenty years' experience in television, radio, and electronics fields.

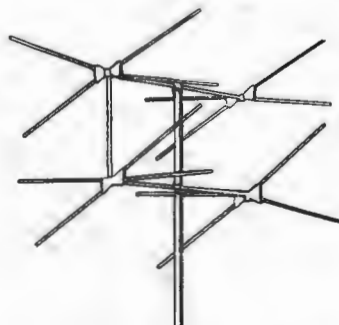
Thomas Electronics tubes are subjected to 28 separate inspections to ensure perfect screens for sharp, undistorted pictures clear to the edges — and without ion burn spots. Thomas tubes are manufactured in 12", 12½", 15" and 18" sizes, are of all-glass construction, and are fully guaranteed for 12 months against any and all defects in workmanship and material.



Write TODAY for complete engineering data and price list!

THOMAS ELECTRONICS, Inc.
118 Ninth Street Passaic, New Jersey

Conical TV RECORD BREAKER Lazy 4X Array



BUY DIRECT

\$945

LOTS OF SIX

\$990

SINGLE ORDERS

30 days, rated concerns.

20% Deposit with

C. O. D. orders.

**MATCHES ANY
OHM WIRE**

**USERS REPORT UP TO
300 MILE RECEPTION**

WOODLAND MFG. CO.

416 Woodland Ave., Toledo 2, Ohio



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December 1949

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Air King Products Co., Inc.	22	Noblitt-Sparks Industries, Inc.	53
Alliance Mfg. Co.	78	Olympic Radio & Television, Inc.	37
Allied Electric Products, Inc.	9	Peerless Products Industries	80
American Phenolic Corp.	75	Philco Corp.	5
Anchor Radio Corp.	75	Phoenix Electronics, Inc.	72
Belmont Radio Corp.	15	Precision Electronics, Inc.	77
Chicago Tribune	16, 17	Radiart Corp.	6
Clarostat Mfg. Co., Inc.	78	Rauland-Borg Corp.	73
Colonial Radio Corp.	51	Radio Corp. of America 13, 23, 28, 29, 42, 43, Cover 4	
Commercial Credit Corp.	14	Radio Merchandise Sales, Inc.	65
Crosley Div., Avco Mfg. Corp.	2, 3	Radio & Television Retailing	66, 80
Decca Records	45	Railway Express Agency	81
DeWald Radio Mfg. Corp.	76	Remington Radio Corp.	69
Dumont Labs., Inc., Allen B.	39	Rider Publications, Inc.	84
Easy-Up Tower Co.	63	Sentinel Radio & Television	49
Electric Auto-Lite Co.	79	Sheldon Electric Co.	9
Emerson Radio and Phonograph Corp.	12	Snyder Mfg. Co.	68
Fada Radio & Electric Co., Inc.	54	Sonotone Corp.	81
Gadgets, Inc.	77	South River Metal Products Co., Inc.	45
General Die & Stamping Co.	80	Standard Transformer Corp.	71
General Electric Co.	7, 10, 11	Stromberg-Carlson Co.	24
General Industries Co.	4	Sylvania Electric Products, Inc.	21, 51
Hytron Radio and Electronics Corp.	55	Technical Appliance Corp.	70
International Resistance Co.	56	Telrex, Inc.	61
Jensen Industries, Inc.	41	Thomos Electronics, Inc.	82
Jensen Mfg. Co.	8	Tricraft Products Co.	64
Jewel Radio Corp.	47	Trio Mfg. Co.	72
LaPointe Plascomold Corp.	76	Triplett Electrical Instrument Co.	18
Mallory & Co., Inc., P. R.	Cover 2	U.H.F. Resonator Co.	67
Mattison Television & Radio Corp.	Cover 3	Universal Products Co.	79
		V-M Corp.	80
		Waters Conley Co.	70
		Western Coil & Electric Co.	78
		Westinghouse Electric Corp.	19
		Woodlond Mfg. Co.	82
		Zenith Radio Corp.	20

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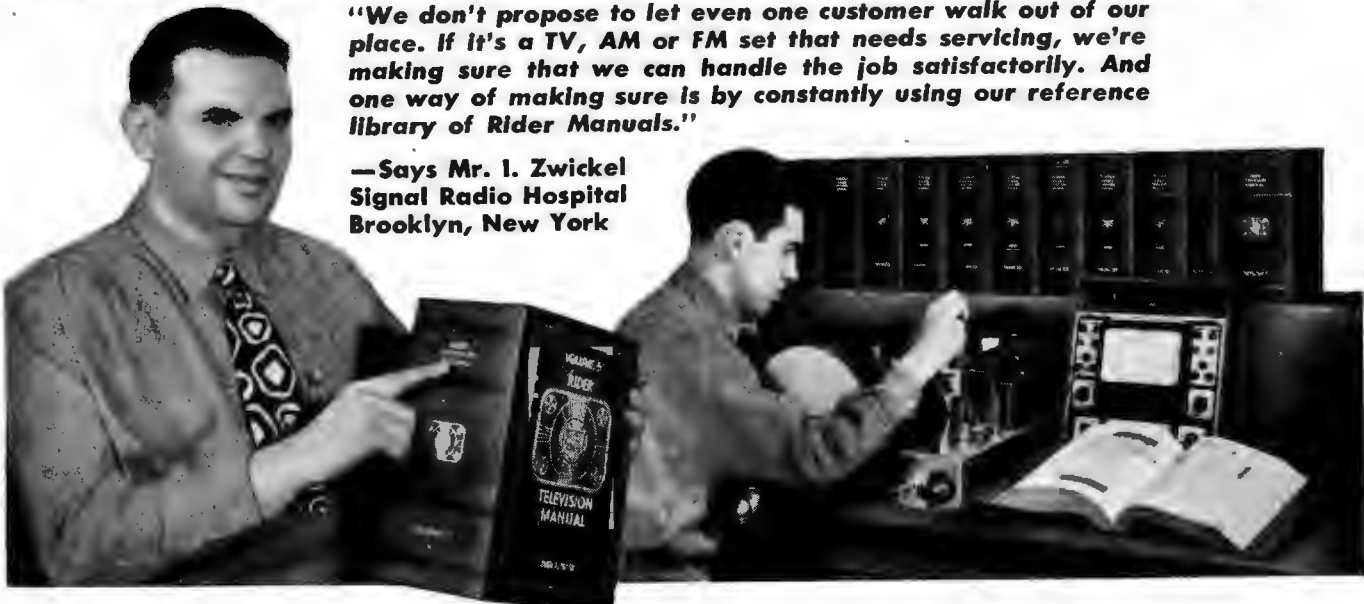
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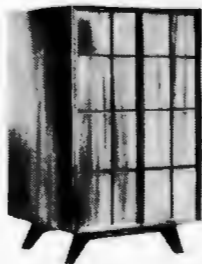
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