

RADIO & TELEVISION RETAILING

Mr. John G. El...
437 Nevada St.,
Lancaster, Pa.

Color
5-8

December • 1950
CALDWELL-CLEMENTS, INC.



**Build
Good Will
Now
for Next Year's
Selling!**

No Foolin'

**THIS TV SET
HAS EVERYTHING
INCLUDING A
VALUE-PACKED
VOLUME-GETTING
LOW PRICE**



MODEL 16-MI

- ✓ SOFT-LITE FULL-VIEW
- ✓ **16" RECTANGULAR TUBE**
- ✓ TUNE WITH ONE KNOB
- ✓ NEW SUPER-POWER CHASSIS
- ✓ BEAUTIFUL COMPACT CABINET

\$ 219⁹⁵

Price slightly higher
West of the Rockies

Plus Federal Excise Tax
and 1 year parts warranty.

air  king

NATIONAL DISPLAY
1454 Merchandise Mart.
Chicago

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

has everything!

RADIO & TELEVISION RETAILING

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CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

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

ORESTES H. CALDWELL
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RADIO & TELEVISION RETAILING*

December, 1950, Vol. 52, No. 6, 35 cents
copy. Published monthly by Caldwell-
Clements, Inc., 480 Lexington Ave., New
York 17, N.Y. PL. 9-7880. M. Clements,
President, Orestes H. Caldwell, Treasurer.
Subscription rates United States and U. S.
Possessions \$2.00 for one year, \$3.00 for
two years, \$4.00 for three years. Canada
\$3.00 for one year, \$4.00 for two years,
\$5.00 for three years. Pan American
countries \$4.00 for one year, \$5.00 for
two years, \$6.00 for three years. All
other countries \$5.00 for one year, \$7.50
for two years, \$10.00 for three years.
Printed in U.S.A. Entered as second class
mail, November 16, 1950, at the Post
Office at New York, N. Y., under the act
of March 3, 1879.

*Trade-Mark Reg. U. S. Pat. Off.
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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH



CLEARLY YOUR BEST CHRISTMAS TV VALUE!

Emerson 14-inch rectangular tube... Table compact with new Full-Screen-Focus and Black Magic Contrast for 100% clear pictures! Model 662... Only **\$219.95**

Warranty and excise tax included

*Tune In
CASH IN on
the*

Emerson

HOLIDAY

PROFIT PROGRAM!

*Every 5 Seconds
Someone
Buys an Emerson*

And sales step even faster at this holiday season when Emerson, the ideal gift, is the ideal seller for you!

Here's How to Tune Your Store in!

Check your Emerson stock; be sure you've enough of these star sellers to keep up with holiday demand. Give them the floor and window displays that the big turnover and big profits with Emerson warrant. Contact your Emerson distributor for the hard-hitting Emerson co-op advertisements. That's how to tune your store to Emerson's multi-million-dollar selling program... and *turn up YOUR holiday volume!*

... Featured in Emerson's big national magazine campaign ... on "The Eleanor Roosevelt Program" ... on Emerson's dramatic TV show, "The Clock." Top billing for these sales stars means top turnover for you!

These Star
EMERSON Values
get "TOP
BILLING"



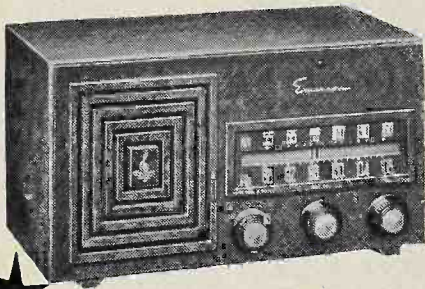
★ **World's Fastest Selling 3-Way Portable Radio.** Emerson Model 646 ... Only **\$29.95** less batteries



★ **Gift-Time Sensation! Automatic Clock Radio.** Emerson Model 671 Walnut. Only **\$34.95**



★ **Super-Powered Seller! AC-DC Compact Radio.** Emerson Model 653 Walnut. Only **\$24.95**



★ **First in FM Performance! FM-AM Super-Powered Radio.** Emerson Model 659 Walnut ... Only **\$59.95**



★ **Emerson's Value Leader! Compact AC-DC Radio.** Model 652 Ebony ... Only **\$19.95**



★ **Tops in Table-Top TV! 16-inch Rectangular Tube Mahogany Compact.** Emerson Model 663. *Warranty and excise tax included.* Only **\$279.95**



★ **19-Inch Mahogany Console De Luxe** Emerson Model 669. Only **\$469.95** *Warranty and excise tax included*



★ **3-Speed Automatic Phonoradio.** Emerson Model 672 ... Only **\$99.95**

All prices slightly higher in South and West.



★ **Four-Way Sales Appeal! 16-Inch TV - FM-AM Phonoradio.** Superb Mahogany Console. Emerson Model 666. Only **\$469.95** *Warranty and excise tax included*

Emerson

Television and Radio

Emerson Radio and Phonograph Corp., New York 11, N. Y.



HELPS MAKE
MORE SALES
PROVIDES
PROFIT PROTECTION

WE'RE talking about Commercial Credit Plan financing. We're saying what it will do for Appliance dealers . . . for you.

Definitely, it will help you make more time payment sales. First, because it enables you to do business with the majority market . . . the people who need **TIME TO PAY**. Second, because Commercial Credit investigators are keen enough to single out and pass favorably upon the bulk of your applicants for credit from this market.

You won't lose potentially good sales through over-cautious rejections. On the other hand, you won't risk undue credit losses because of inefficient credit and collection service.

Commercial Credit financing is your surest means of protecting the profits you make on your increased volume of time sales. It eliminates the expenses you would incur if you do the job yourself . . . or might incur with a less reliable financing connection.

Your distributor knows. Ask his opinion.



Helps Dealers Make

More **SALES**

More **PROFITS**

More **SATISFIED**

CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

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

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



"... and Best of All, a
PHILCO"

HERE'S the selling theme that *sets the pace* in appliance merchandising for the Christmas season . . . yes, millions of prospective buyers will see it featured through Philco national advertising—in magazines, over television and radio, in the newspapers and on billboards. Plan now to *tie-in* with Philco's great nation-wide campaign. Use it to

highlight your store displays. Make it the dominant theme in *your* Christmas advertising. This holiday season, more than ever before, the first choice of shoppers everywhere will be an appliance for the home, a new radio-phonograph, a television set . . . yes, a gift for the *whole family* . . . "and Best of All, a PHILCO"!

TELEVISION ★ RADIO-PHONOGRAPHS ★ RADIOS ★ REFRIGERATORS
ELECTRIC RANGES ★ HOME FREEZERS ★ AIR CONDITIONERS

A Full Pack of Holiday Profit Makers!



Great new releases by Columbia



PRADES FESTIVAL

Directed by

PABLO CASALS

10 magnificent single LP Records.
Offered also in a De Luxe Edition,
limited to 1,000 individually
numbered sets, handsomely packaged
—a superb collector's item!

LP Records ML 4345, 4346, 4347, 4348, 4349, 4350, 4351, 4352, 4353, 4354
or Limited Edition Set SL-161



Saint-Saëns:

"THE CARNIVAL OF THE ANIMALS"

New Verses by OGDEN NASH
NOEL COWARD with
ANDRE KOSTELANETZ
and his Orchestra

Set ML 4355 (Coupled with Ravel:
Mother Goose Suite). Or Set MM-966



MARY MARTIN

in Brilliant Broadway Musicals

Cole Porter's

"ANYTHING GOES"

Chorus and Orchestra
Conducted by Lehman Engel

LP Record ML 2159 or Set MM-967

Howard Dietz and
Arthur Schwartz'

"THE BANDWAGON"

Chorus and Orchestra
Conducted by Lehman Engel

LP Record ML 2160 or
Set MM-968

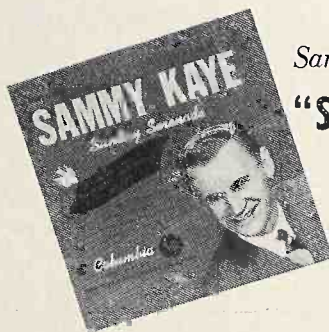


The Famous 1938

BENNY GOODMAN

CARNEGIE HALL JAZZ CONCERT

Set ML 160 (two 12-inch LP Records)
also LP Records ML 4358 (Vol. I)
and ML 4359 (Vol. II)



Sammy Kaye's

"SUNDAY SERENADE"

1951 Edition

LP Record CL 6155 or
Set C-219

Every One A SURE-FIRE SELLER—Every One Backed by Special Promotion and Merchandising Helps!

Columbia Records

FIRST, FINEST AND FOREMOST IN RECORDED MUSIC

Now...

BIG-TIME CONSUMER ADVERTISING BOOSTS YOUR SALES OF G-E TUBES!



Full-page, eye-catching ads like this appear regularly in

LIFE

THE SATURDAY EVENING
POST

HERE'S a tube "first" that will put you first in volume, profits, and neighborhood prestige. Feature G-E tubes on your shelves; display them prominently on your counter. Your G-E tube distributor (better phone him, it's quicker) gladly will help you tie in with this national advertising. Or wire or write Electronics Department, General Electric Company, Schenectady 5, New York.

The Secret of TV's Brightest Picture Tube!

LONG-LASTING GE TUBES for Radio-Television

FINEST ANY SET CAN HAVE!

Do you remember when television viewing was strictly a darkroom routine? Shades down, no lights, eyes straining to follow a dim image projected from a screen? Today, thanks largely to the higher picture tube developed and made available to the industry by General Electric, halos everywhere, that great improvement craps the light hammer was used to produce brighter, sharper pictures. The secret is microscopic aluminum "micro" spots spread on the picture screen to emit light toward the viewer. This tube construction is possible only with GE tubes for television sets. They help make the set last longer. For long life and superb performance specify GE tubes. Identified by dependable service everywhere.

General Electric Company, Tube Division, Schenectady 5, New York

You can put your confidence in—

GENERAL ELECTRIC

You can put your confidence in—

GENERAL ELECTRIC

SETS NEW RECORDS

... in Performance and Popularity

THE VEE-D-X COLINEAR ARRAY

is fast replacing other types
of antennas in all areas where
**POWERFUL MULTI-CHANNEL
RECEPTION**
is required

The preassembly features made so popular by the VEE-D-X *single channel* Yagi series are now incorporated in an all-channel antenna . . . the sensational new VEE-D-X Colinear Array. In spite of this big extra, the powerful, high gain Colinear Array is still the lowest price 4 bay array ever manufactured. That is why its popularity is sweeping the country. Send for new catalog showing the Colinear and complete VEE-D-X Single Source line.

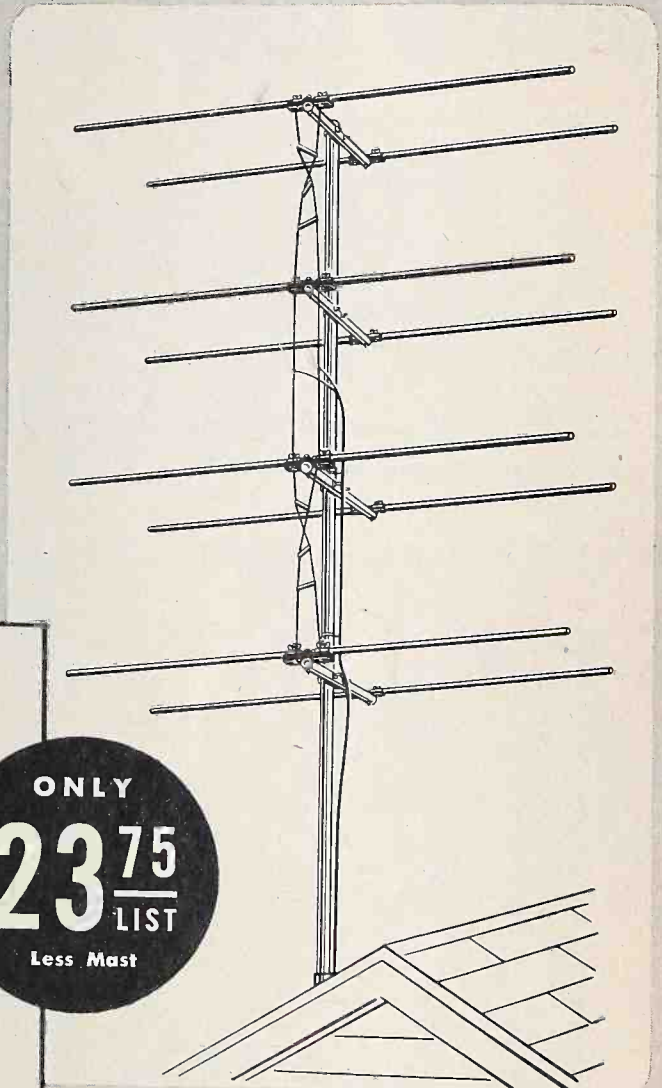
**Here Are The Features That Are Making The
VEE-D-X "Colinear" a byword in The World of Television**

- Powerful, high gain, all-channel performance.
- Completely preassembled for immediate installation.
- Compact in size. Light in weight . . . only 4¼ lbs.
- Equipped with attached phasing harness.
- The lowest price 4 bay array ever manufactured.

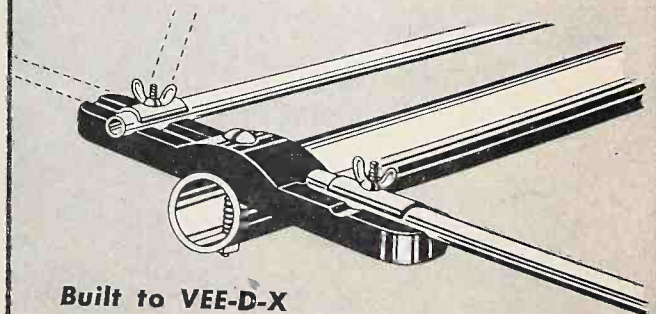
THE La POINTE-PLASCOMOLD CORPORATION, UNIONVILLE, CONN.

VEE-D-X

BUILDERS OF THE WORLD'S MOST POWERFUL ANTENNAS



ONLY
23⁷⁵
LIST
Less Mast



**Built to VEE-D-X
Standards of High Quality**

The use of the best materials throughout, combined with rugged construction give the Colinear life-time sturdiness. (Note — extra heavy duty insulator blocks). Wing-nut type construction permits all elements to be easily swung into place. No separate bolts or screws . . . a real timesaver for installation men.

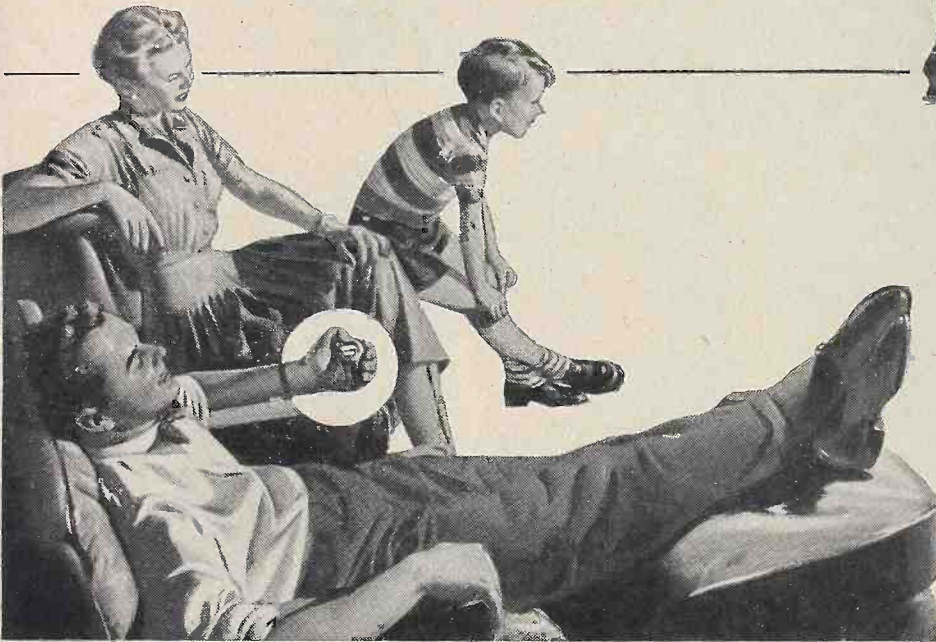
It's Rocking the Industry in News... Excitement... Sales!

ZENITH'S AMAZING... INCREDIBLE

"LAZY BONES" Remote Control TV

★ Complete Television Program Selection
From Anywhere in the Room!

★ Changes Station, Picture, Sound
at the Touch of a Finger!



Never before in Zenith history has a television improvement met with such enthusiasm... more clamoring public interest and demand! Overnight—Zenith's miraculous "Lazy Bones" Remote Control Tuning has set a new standard of enjoyment in television.

Now—from clear across the room—Zenith® television with "Lazy Bones" Remote Control and the famous turret tuner *automatically* change programs... *completely* adjust station, picture, sound, from a tiny control in the palm of the hand. And there's nothing more to tune! Not one single knob to adjust or re-tune. All the necessary adjustments are made instantly... automatically!

Just one eye-opening demonstration and shoppers become buyers... boosters in their own homes for "Lazy Bones" Tuning Ease—the biggest thrill in television yet! Feature it... promote it... watch your sales climb higher and higher with Zenith—all through '50!

Demonstrate These "Most Wanted" Television Features ... You'll Find Them All in Zenith and Nowhere Else!

1 New Reflection-Proof Blaxide Picture Tube. In normal viewing position you enjoy pictures free from window and room light reflections, as well as from glare—even in daylight or fully lighted rooms, the way doctors recommend viewing!

2 New "Super-Range" Chassis. Brings in pictures far clearer than before... in difficult or distant outlying locations where signals are too weak for most receivers.

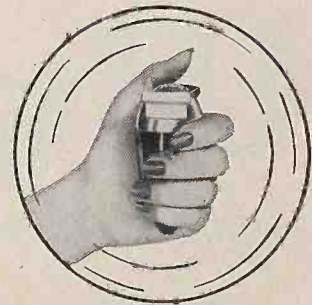
3 Connection for Phonevision. If and when this great Zenith development is approved

as a commercial service and thereby is made available on present standards, unit may be attached to bring high-class, costly television programs right into your home.

4 Built-in Provision for Receiving the Proposed New Ultra-High Frequencies on present standards. With a Zenith, UHF tuner strips can be readily added to the turret tuner, so that you will not have to buy a new set nor will you have to use an external converter.

5 15 Millionths-of-a-Second "Gated" Automatic Gain Control. Virtually eliminates picture flutter from airplanes, cars, diathermy, etc... by opening a radionic "gate" for 15 millionths of one second, then closing it against interference!

6 Pre-Tuned "Picturemagnet" Antenna in All Models—Built-in, and requires no adjustments. Eliminates need for external antennas in many locations.



"Lazy Bones" Remote Control optional at small cost on all 1951 Zenith TV models



Zenith Radio Corporation, Chicago 39, Illinois • Over 35 Years of "Know-How" In Radionics Exclusively • Also Makers of America's Finest Hearing Aids

TAKE A TIP FROM TORCHY



"HE SELLS THAT FINE OLYMPIC LINE!"

Torchy, Olympic's Torchbearer, knows what he's talking about! There are two good, solid reasons why Olympic dealers make money! Olympic TV is *built right . . . that's why so many dealers report fewer service calls on Olympic than on any other set sold.* And Olympic is *priced right . . . it offers your customers the best value in the TV market today!* Get on the sales bandwagon yourself by featuring . . .



CATALINA

Olympic
America's Favorite
TELEVISION



CHALLENGER SPECIAL

MONTE CARLO

RIVIERA SPECIAL

OLYMPIC RADIO & TELEVISION, INC., LONG ISLAND CITY 1, NEW YORK

The World's Finest

Finely decorated vase of blue jasper ware, manufactured in 1785 by Josiah Wedgwood; considered by many to be among the world's finest examples of the pottery-maker's art.

In pottery as in picture tubes, in art as in science, great names are born of great works. Today, as in the eighteenth century, Josiah Wedgwood is recognized as the producer of some of the world's finest pottery. Today too, men have come to know the name of Tel-O-Tube; a great name . . . born of a fine tube . . . the world's finest.



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

Tel-O-Tube Dealers Everywhere.
Write for the one nearest you.



TEL-O-TUBE Corporation of America

EAST PATERSON, NEW JERSEY

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

Wedgwood vase courtesy Metropolitan Museum of Art.

Cash in on this Great TV SALES PROGRAM

**HERE'S WHAT IT
DOES FOR YOU:**



**Here's HOW you
can cash in!**

**1 GIVES YOU A SMASHING NEW HIT
SONG—"TELEVISION CHRISTMAS"**

Scarcely ten days off the presses, this song has already been featured on TV and Radio Network Shows. Your local stations have the Mindy Carson recording. Ask them to play it!

**2 GIVES YOU A SMASHING RADIO
"SPOT" CAMPAIGN**

Right now—40 to 80 spot announcements a week—3-minute, 1-minute and 20-second spots tie in with the "TELEVISION CHRISTMAS" melody! This is the biggest spot campaign in TV history.

**3 GIVES YOU FEATURE ARTICLES BY
FAMOUS AUTHORITIES**

Authorities such as Judge George W. Smyth, Angelo Patri, Mrs. Clara Savage Littledale and Dr. Mary Fisher Langmuir are among the many who are publicly advocating TV as an aid to Child Development.

**4 GIVES YOU CARTOONS BY
LEADING CARTOONISTS**

Leading newspapers from coast to coast are now publishing sales-stimulating TV cartoons by Webster, creator of "Life's Darkest Moment" and Bob Dunn, creator of "On Our Block" and other popular syndicated features.

5 PLUS

**POWERFUL FULL PAGE ADS WITH
COMPELLING HUMAN INTEREST**

Every week full-page, sales-producing TV ads are being run for you in your local papers. It will pay you to clip these ads as they appear and put them in your TV window to attract customers.

**1 USE THESE RECORDINGS AS PREMIUMS
AND MERCHANDISING AIDS**

Play your Mindy Carson recording of "Television Christmas" over your store's loud-speaker system. Send for additional copies (\$25 per 100 records) to offer as premiums on sales of sets and albums.

**2 TIE IN WITH FREE RECORD OF
50-SECOND "OPEN-END" RADIO SPOTS**

If you have not already done so, send right now for your free recording of the open-end 50-second radio spots which you can use with your own store sign-off as one-minute spots over your local radio station.

3 USE THEM AS SALES AIDS

As they appear, clip these important TV publicity stories from your local paper... Parents like to know a TV set in the home can be used to make their children do better in school—and you can show them what authorities say!

4 CLIP THEM FOR YOUR TV WINDOW

If these cartoons have not appeared in your local papers, get in touch with the editors. They may easily start publishing this important TV publicity material, if urged to do so by local advertisers like yourself.

**5 USE TIE-IN MATERIAL IN YOUR OWN
NEWSPAPER ADS**

See the TV Sales Kit which you recently received by mail for proof of pictures and copy you can use in your own ads—to help you cash in on the powerful selling impact of the full-page ads.

FOR ALL TIE-IN MATERIAL, WRITE TO:

AMERICAN TELEVISION DEALERS AND MANUFACTURERS

405 LEXINGTON AVE. ★ NEW YORK 17, N. Y.

★

12

RADIO & TELEVISION RETAILING • December, 1950 ★

Convincing Sales Demonstrations

to more TV Prospects than you could ever reach personally made on Westinghouse Studio One

By January more than 7 million people—in fifty TV cities—will see Studio One every week. Even now, in your own town alone, Westinghouse lines up more prospects than you could ever reach personally.

While others **talk product**
Studio One **sells it.**

Most shows *talk* product . . . sneak it in. They don't want commercials that look like commercials. But Westinghouse knows this is when prospects want to buy . . . when guests watch TV in a friend's house, when owners of small screens wish for bigger sets. That's why famed Betty Furness makes local, retailized *sales demonstrations* of TV sets on your floor. She makes people *want* Westinghouse . . . gets them to see and *buy* Westinghouse from you, the TV dealer.

BETTY FURNESS . . .

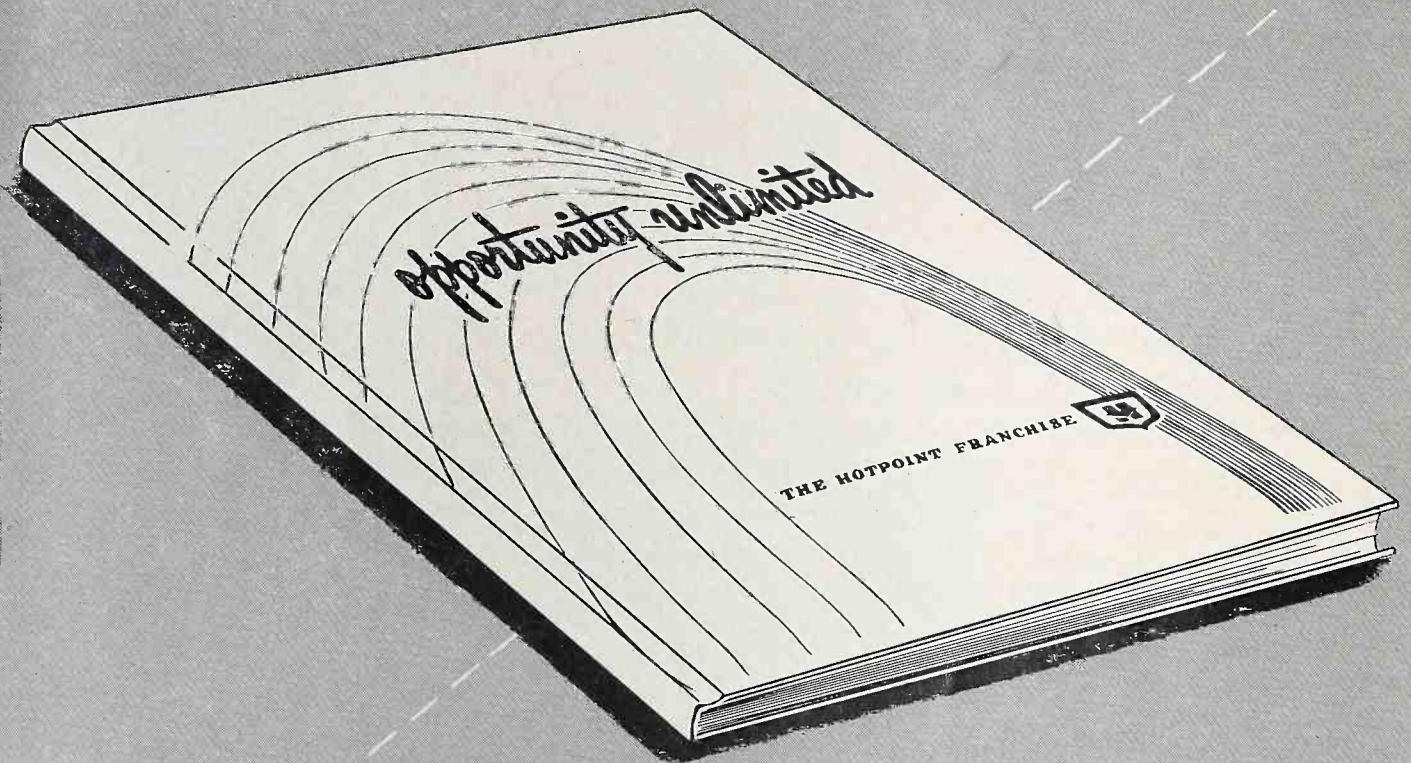
TELLS IT ON THE AIR Coming up on December 4th is a top-flight dramatic presentation, *Letters From Cairo* . . . plus a complete selling demonstration by Betty Furness of the Westinghouse 16 inch Carlton. And on December 18th, *Little Women* marks the occasion for a Westinghouse 20 inch Copleigh demonstration. For tie-in sales power, see these shows, get Betty's slant, and push these sets during those weeks!



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

Westinghouse

Good Advice For Good Dealers



DON'T SIGN ANY FRANCHISE UNTIL YOU READ THIS BOOK

Before you sign any major electric appliance franchise, you owe it to yourself to review "Opportunity Unlimited". In it you will find an interesting portrayal of all the advantages available to you in the Hotpoint Dealer's Franchise.

Nowhere else will you find an appliance franchise so replete with year 'round profit opportunities. Nowhere else will you find a retail sales philosophy so beneficial in profitably amplifying your major appliance markets. Nowhere else will you find an appliance line so complete—a line to fill the needs and demands of all your customers at all times.

Talk to your Hotpoint distributor now, and have him show you "Opportunity Unlimited". You'll discover you made a wise decision.



Switch to Hotpoint!

FOR FULL LINE LEADERSHIP

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS • WATER HEATERS • CABINETS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

Hotpoint Inc.

(A General Electric Affiliate)
5600 W. Taylor St., Chicago 44, Illinois

A BLUE RIBBON LINE



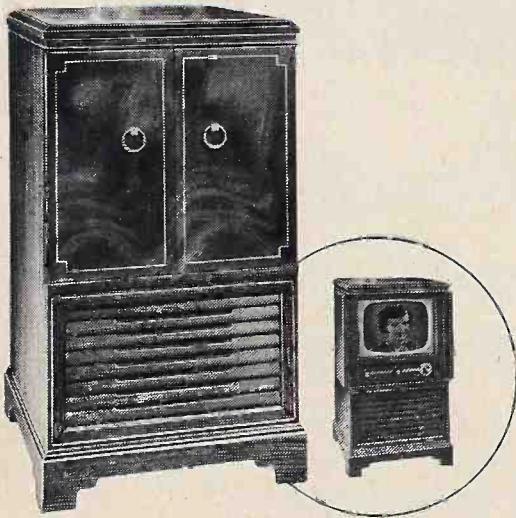
IN BLUE RIBBON STORES

Here's why the biggest stores
in the biggest markets

push **BENDIX TV**

The picture with the Billion Dollar* background

*You Can
Do Business with*
BENDIX



SOUNDLY BUILT—

Because Bendix Television is built to maintain one of the finest reputations in American industry, you can bank on it to maintain yours as well. Built from a background of electronic experience unsurpassed in the field, it offers you and your customers a picture that wins every comparison and a record of reliability that stands alone. Styling is in key—marked by a smart simplicity that makes a Bendix cabinet fit easily into any decorative scheme. From every standpoint, it is a line you can sell with pride and confidence.

SOUNDLY BACKED—

Because Bendix Television is a division of one of America's largest industrial organizations, you can count on Bendix to be here when keener competition has had its way with bull market manufacturers. That is why leading stores put so much selling time and advertising space behind Bendix Television. An investment in Bendix not only pays off today—its future is among the finest in the field.

SOUNDLY SOLD—

Because Bendix restricts its line to popular picture sizes and a few proven cabinet styles, it is one of the easiest lines to stock and sell. Bendix adds to this ease by maintaining stocks in a country-wide chain of warehouses, only hours away from any store. Freight prepaid to you . . . quick turnover styles and prices . . . and discounts bigger than many and big as any add to a profit picture that buyers call the most attractive in the industry. Get the facts—there is still room for quality dealers in a few top markets.

Follow the Leaders

The J. L. Hudson Company—Largest and finest department store in Michigan and one of the top stores for quality and volume in the entire country, The J. L. Hudson Company features Bendix Television as one of the carefully selected lines given space on its floor. Watch for the names of other leading stores selling "the picture with the billion dollar background."



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

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

hallicrafters
FIRST in Precision TV!

A New
Precision TV
Price
Leader!



The 810-C

16" Rectangular Black
Tube Table Model; with
Hallicrafters famed
Precision TV chassis.

Priced to Please, and SELL . . . at \$239⁹⁵*

*FEDERAL EXCISE TAX INCLUDED

*Magnificently styled in rich-grained mahogany leatherette.
Includes color circuit connector for electronic or
mechanical converter, phonograph input jack, and built-in
Silver Vortex antenna. With Hallicrafters precision
performance, it is television's GREATEST buy!*

hallicrafters
FIRST in Precision TV!

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILLINOIS

Can YOU say things like these?

"We are happy to recommend Raytheon television receivers to our customers because in our opinion they are the best in engineering and design on today's market."

M. J. Rebennack
MARTHA JANE'S MELODY LANE
New Orleans, La.

"Raytheon performance is excellent even in out of town fringe areas. Raytheon sets give our customers maximum sensitivity and better picture definition."

Eli Berman
BERMAN RADIO
Boston, Mass.



"The Raytheon line has been very profitable to us because of the small percentage of sets requiring service adjustments, and because of customer acceptance due to the fine cabinet design and fringe reception."

Clarence Van Malsen
VAN'S RADIO SALES AND SERVICE
Grand Rapids, Michigan



"... Tujunga is not ... in a fringe area ... we are in the IMPOSSIBLE AREA. ... Raytheon Television is the only set that homeowners in Tujunga, Sunland and Verdugo Hills have ever been able to 'really' get a picture on."

David Myron
VERDUGO HILLS MUSIC CO.
Tujunga, California

"In our opinion Raytheon offers the most profitable franchise on the Television Market today."

F. B. Koepnick, Owner
GENERAL TELEVISION
Houston, Texas

"... once the customers have seen the Raytheon set in operation our competition is eliminated."

G. J. Thiele, Sales Manager
MISSOURI CONTRACTING & APPLIANCE CO.
St. Louis, Mo.

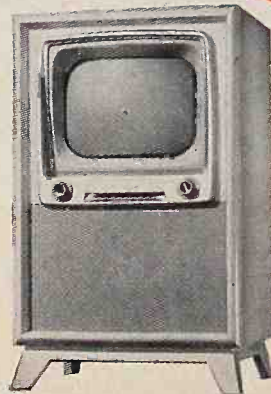
If not, better investigate

RAYTHEON TELEVISION

Dependably Built for DEALER PROFITS

They speak for themselves—these dealer statements (only a few of many) of the top performance of Raytheon TV. Remember: we will not sacrifice quality or dealer profits in order to achieve bargain prices! Why not find out about the substantial profits that await you with the new 1951 Raytheon line. Contact your Raytheon distributor or write us.

List Prices Range from \$239.95 to \$625.00



BELMONT RADIO CORPORATION
5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of RAYTHEON MFG. CO.

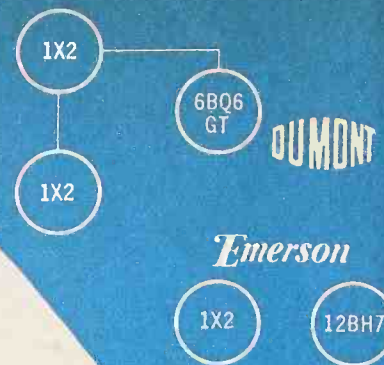
THE MAYFAIR—Model C-1715

FOLLOW THE LEADERS

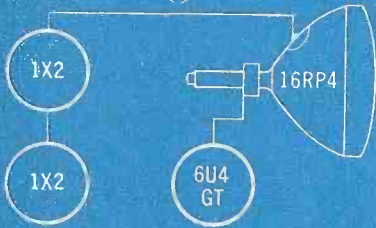
BUY WISE...

BUY THE ORIGINALS...

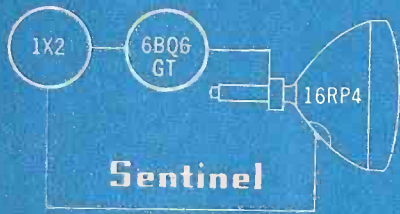
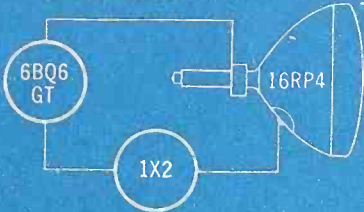
BUY **HYTRON** TV FIRSTS



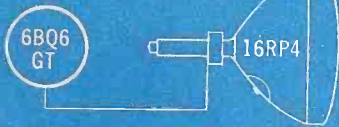
Westinghouse



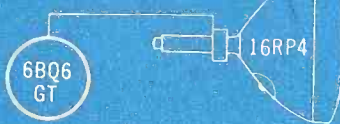
Admiral



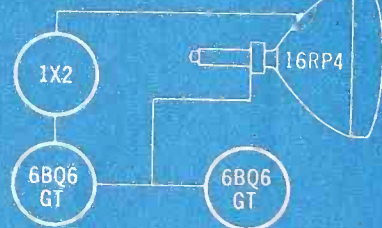
OLYMPIC



BENDIX



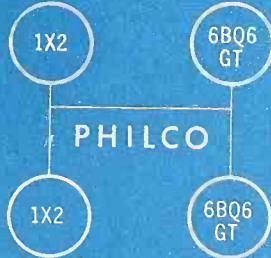
CROSLLEY



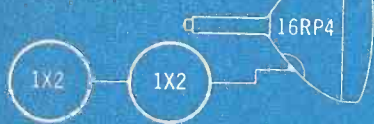
TRAV-LER



PHILCO



STROMBERG-CARLSON



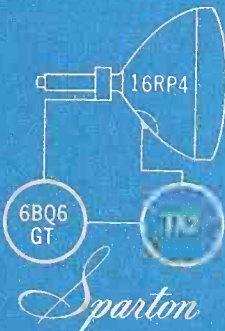
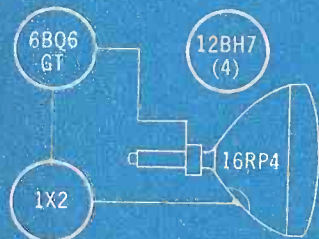
hallicrafters



Packard-Bell



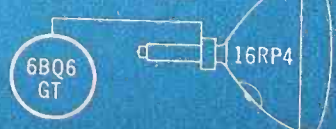
Hoffman



National



Motorola



Ask for the original Hytron TV firsts: Hytron 1X2 compact, high-voltage TV rectifier. Hytron 6BQ6GT, 25BQ6GT extra-performance deflection amplifiers. Hytron 6U4GT high-perveance damping diode. Hytron 12BH7 twin-triode sweep amplifier with superior efficiency. Hytron 16RP4 original rectangular TV picture tube.



MAIN OFFICE: SALEM, MASSACHUSETTS

The Television that Has One Million Salesmen!



"BUY TELE KING!"

"BUY TELE KING!"

"BUY TELE KING!"



"BUY TELE KING!"

"BUY TELE KING!"



"BUY TELE KING!"



"BUY TELE KING!"



THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

*The Buying Swing
Is to Tele King!*

The new "buy-word" in television is "BUY TELE KING!" From coast to coast, over one million salesmen are spreading the news . . . Tele King is the leader in style, performance and value! Dealers everywhere are cashing in on this ever increasing demand for Tele King Perfected Television. Plan now to make 1951 your biggest year by adding your name to the distinguished list of Tele King dealers!



MODEL 117C: 17" black rectangular tube. Built-in directional antenna. Automatic gain control circuit. Hi-fidelity Alnico PM speaker. Mahogany veneer console. Also available in limed oak finish.



MODEL 117CA: 5-way combination. 17" rectangular tube television, AM radio, 3-speed automatic phonograph. Built-in directional antenna. Alnico PM speaker. Mahogany veneer console.



MODEL 916C: Magnificent mahogany veneer period styled console with full doors. 16" black tube. Built-in directional antenna. Large hi-fidelity Alnico PM speaker. Doors fold flush against sides.



MODEL 173: 17" black rectangular tube table model. Built-in directional antenna. Large hi-fidelity Alnico PM speaker. Automatic gain control circuit. Mahogany veneer cabinet.

TELE KING CORPORATION • 601 WEST 26th STREET, NEW YORK 1, N. Y.

'TRANSITIONAL' DELUXE CABINETRY

Can Be Used in
Conventional, Modern or Period Rooms

with **BIG...20 Inch Screen**

Model S 20C10 Fada TV is the last word in BIG screen televiewing . . . it's the last word in beauty. Here's a cabinet that can be used in the home of most intensive modern, conventional or period style. It's designed to provide this wide laxity of uses . . . you'll agree with us that its tops in performance in all areas. Exquisite mahogany veneer de luxe console.



All front controls are on
the side of cabinet for
convenience in handling.

- Fast automatic gain Control
- Full 12 channel continuous coverage with lock-in picture and sound
- As easy to tune as a radio set
- Automatic Frequency Control
- Horizontal and Stabilized Vertical Holds.

12½, 14, 16, 17 and
20 Inch T.V. models
in wide variety of
cabinet styles ready for '51!



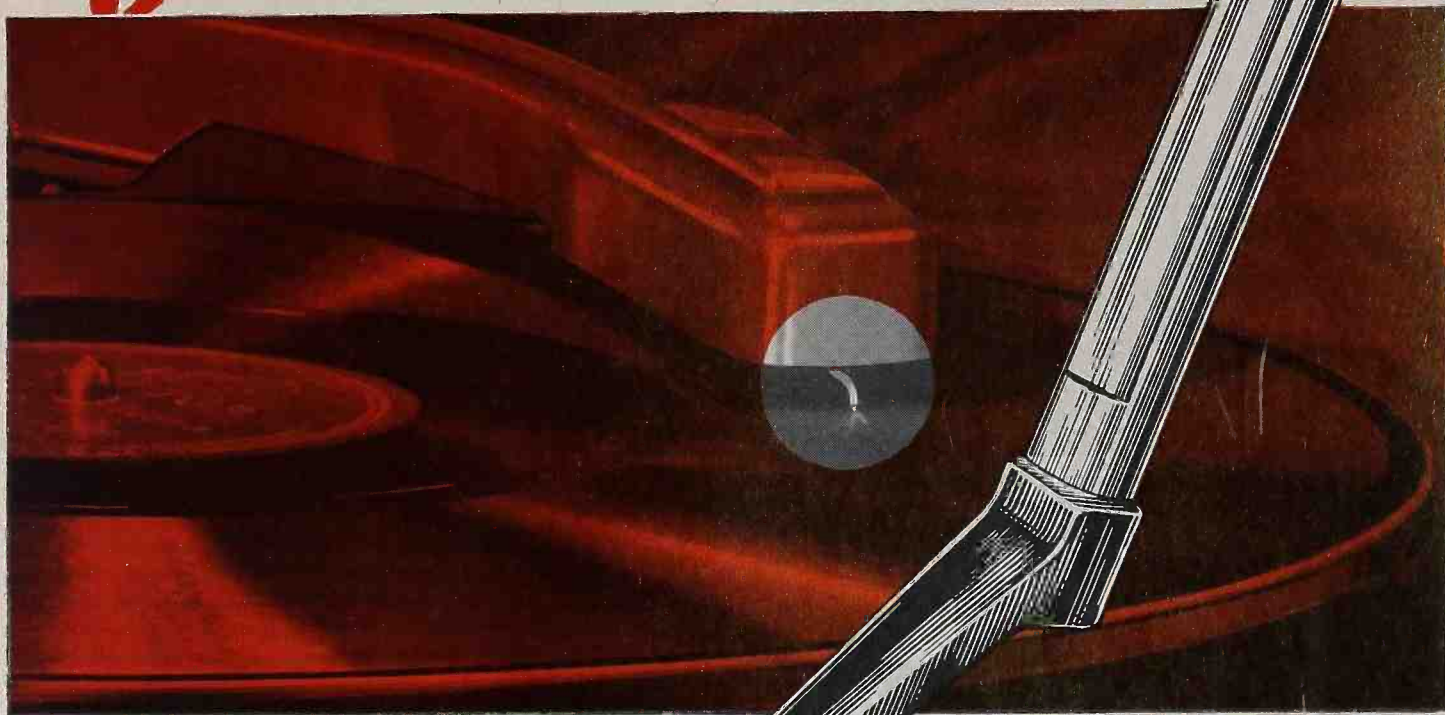
See the
Fada Jobber
in your terri-
tory for further
details.

'Pioneers in Radio and Electronics Since 1920'

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

Jensen NEEDLES

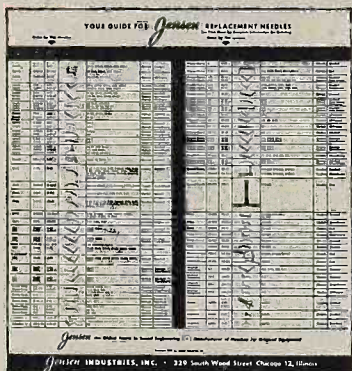
FOR THE WORLD'S FINEST MUSIC!



Jensen makes a needle

to fit any Record Player

FREE: ALL NEW REPLACEMENT WALL CHART



Shows 89 different needles

Jensen—the oldest name in sound engineering

JENSEN HAS ADDED TO ITS LINE
THE LATEST DESIGN IN NYLON NEEDLES
(Illustrated Above)

FREE: ATTRACTIVE COUNTER DISPLAY SELLS MORE NEEDLES



Eye-catching, three-color counter display gets attention, assures additional sales to record customers. Place in listening booths, alongside cash register . . . watch needle sales climb!

Mail the Coupon today!

See how Jensen's complete merchandising program increases your sales . . . increases your profits. Do it today!

JENSEN INDUSTRIES, INC.
329 South Wood Street, Chicago 12, Illinois

Please send us.

- Wall Chart. Quantity
- Counter Display. Quantity
- Available Literature

Company Name.....

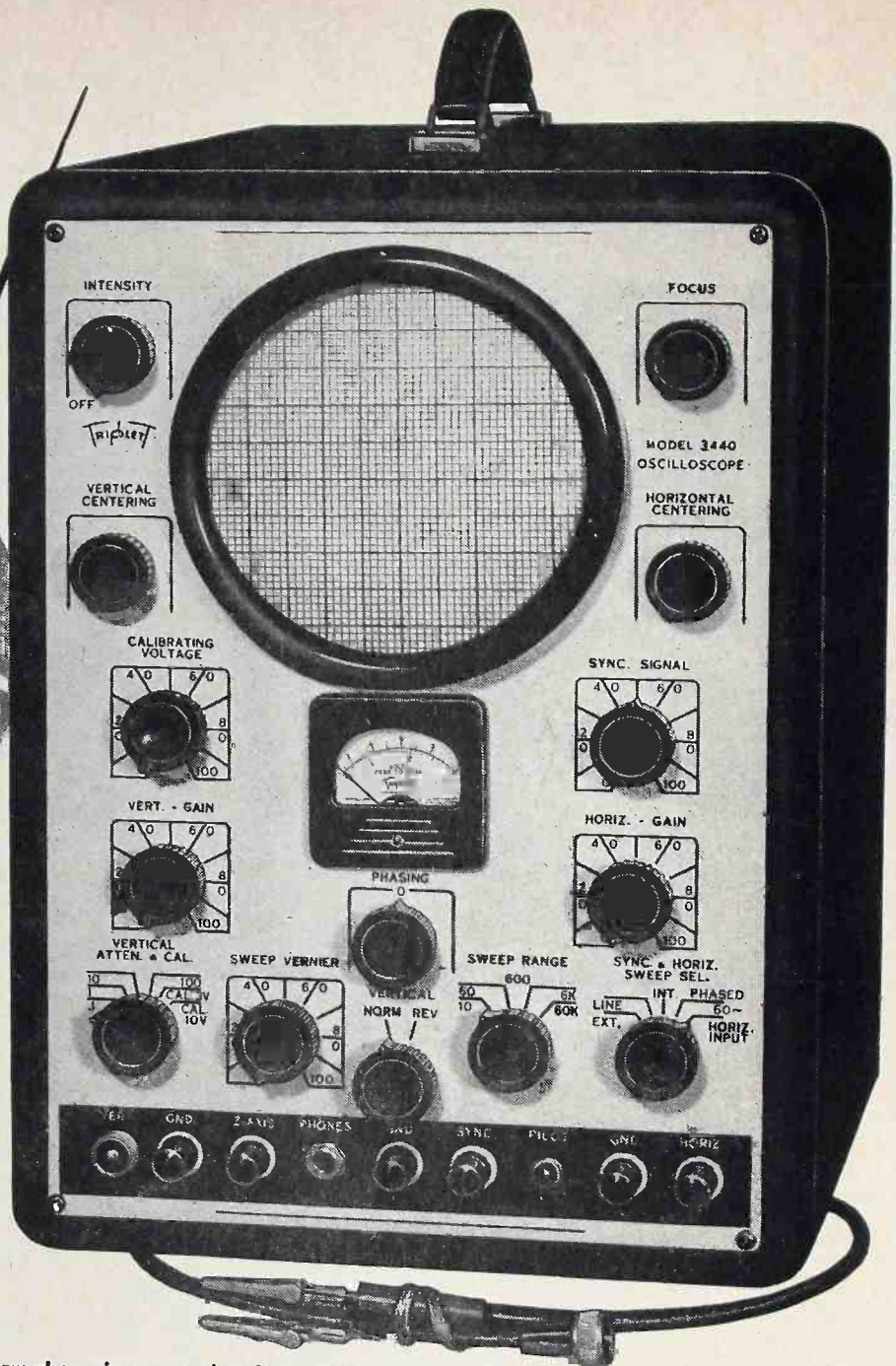
Address.....

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

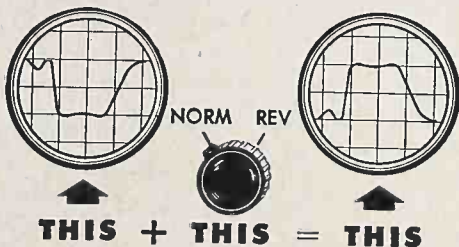
Jensen INDUSTRIES, INC.
329 South Wood Street
Chicago 12, Illinois

TAILORED
FOR TV
by
TRIPPLET

**WIDE RANGE 5-INCH
OSCILLOSCOPE
MODEL 3440**



- *● Provision for changing polarity—wave form shows in conventional manner.
- *● Calibration Meter—to measure voltage of complex wave forms in TV receivers.
- *● Vertical deflection sensitivity—.009 RMS volts/inch.
- Wide frequency range—20 cycles to 1 MC on Vertical—Services both TV & FM.
- Return trace eliminator.
- Internal phase controlled horizontal sweep.
- Internal sweep oscillator—10 to 60 KC linear.
- Z-axis input for intensity modulation.



The first oscilloscope which permits changing polarity, thus keeping wave form showing in a conventional manner.

ONLY \$189.50 AT YOUR DISTRIBUTORS

FOR THE MAN WHO TAKES PRIDE IN HIS WORK
Triplet
TRIPPLET ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO, U.S.A.

BIG-as-LIFE FAVORITES!



BLACK-DAYLITE TELEVISION

Big as Life—Real as Life!
Customers will always be happy with G.E.'s life-size, lifelike pictures!



Model 16C113. Exquisite, genuine mahogany veneered cabinet. 16" rectangular black tube. Non-marking swivel casters.

FLOODS of reports from dealers everywhere point up history-making demand for new G-E Black-Daylite TV. Public confidence in its great name, plus big-as-life, true-to-life pictures, magnificent cabinetry and top values, have pushed sales to an all-time high. "That's for me" respond prospects when you demonstrate G-E Automatic Sound, advanced G-E rectangular black tubes, powerful G-E built-in antennas! You can't afford to miss this Profit-Parade. Call your G-E TV distributor or write *General Electric Company, Receiver Division, Syracuse, New York.*



Model 16T5. 16" rectangular black tube. Genuine mahogany veneered table model.



Model 16C103. Handsome mahogany veneered console. 16" rectangular black tube. Also available in beautiful blond veneers, Model 16C104.

You can put your confidence in—

GENERAL



ELECTRIC



A Message with a Christmas note

In television . . . in radio,
Stromberg-Carlson is the high
note in home entertainment.

Cabinets that hit a
new high in beauty and
design . . .

Tuning that's simple as
hanging tinsel . . .

Tone that's clear as a
Yuletide Bell . . .

Pictures as bright
as a child's face on
Christmas morning . . .

For the gift of the year —

"There is Nothing Finer Than a
STROMBERG-CARLSON"

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

RADIO & TELEVISION RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

The Voters and FCC's Color-TV Order

(An Open Letter to the Members of Congress)

Dear Congressman:

Despite the fact that good color-television systems are already well developed and will soon be available—systems which will deliver a good black-white picture to each of the ten million television sets now in use by the public—the FCC has ruled these improved systems "out", and instead has ordered into operation an archaic mechanical system which—

Will not produce any picture whatever on the 10,000,000 sets now in use (and many millions to be built) without an expenditure by each owner of \$30 to \$130 for an "adapter". This "adapter" will bring in only a black-and-white picture when a color picture is being broadcast.

Then to receive color-pictures, each owner (after he has made above outlay for the adapter) will have to spend another \$75 to \$125 for a color-wheel "converter"! But these color-wheel converters will work only on the small picture-sizes, up to 10 to 12 inches, now obsolete. (In fact, 87% of the picture-tubes made this month are 16 inches and larger! And manufacturers are now tooling up for 21-inch and 24-inch picture sizes.) The result of the public's demand for larger picture—sizes will mean that one-half to four-fifths of all TV-set owners will never be able to get color-pictures with the present authorized CBS system.

And the few set-owners who do make the above double outlays of \$100 to \$250 for "adapters" and

"converters", will receive only a *small* color picture of *degraded quality*, subject to "rainbow" color fringes trailing moving white objects.

In the "public interest"—the consumer's interest—which the Radio Law requires the FCC to protect, the present absurd color-television order should be immediately rescinded, and color-TV proceedings postponed until a color system can be adopted which will *bring satisfactory pictures to all the millions of TV sets now in use, without any change or expense* whatever.

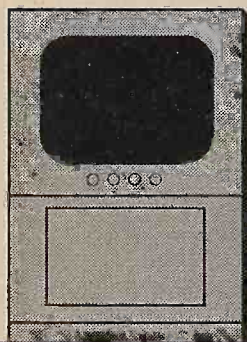
Nearly every qualified television engineer and television authority (outside of CBS) agrees with this view. The television industry almost unitedly supports this position.

I urge that you bring your influence to bear to *delay the present FCC color-TV ruling* until the recommendations of a competent committee of radio scientists, such as the President's Communications Policy Board, the Condon Committee, or other qualified, disinterested group, can be obtained—this in the interest of your constituents and the great services which unfettered television can in future bring them.

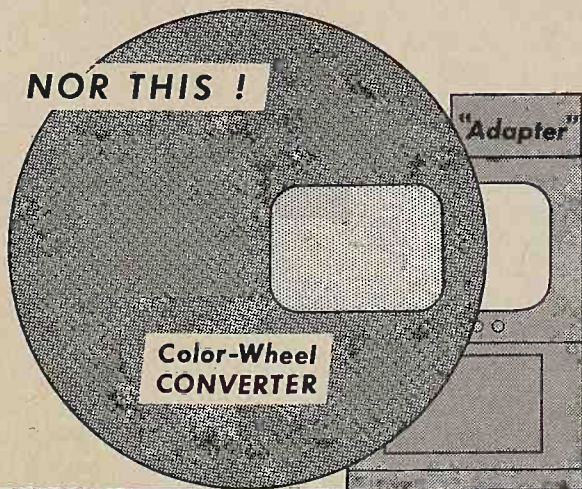
ORESTES H. CALDWELL

Editor, *Tele-Tech* and *Radio & TV Retailing*
Former Federal Radio Commissioner
Fellow, Institute of Radio Engineers; AIEE.
First Vice-president Radio Pioneers

NOT THIS !



NOR THIS !



BUT THIS !



The public's present ten million TV sets—blind and pictureless when tuned to FCC-CBS color-TV programs

Comparatively few owners will add this mechanical monstrosity ("Adapter" and "Converter" needed to see in colors the few, limited, off-hour FCC-CBS color-TV programs)

Present ten million sets could right now get good black-white pictures from color programs if a compatible system were used, as TV industry demands

With compatible color programs, as TV industry recommends at right, most of present ten million sets could later also be converted to receive good color pictures, without change in external appearance

What's Ahead!—in Radio,

ON THE TV SALES AND SERVICE FRONT. Fewer consumers asking salespeople about color TV, numbers of dealers report, but servicers in the home are still being queried . . . "Buy Now" hook being used by merchants who stress fact that stocks on hand are not subject to new excise tax. . . . "Buy TV Before Christmas" campaign in ads and over air a big stimulus to sales. Leading manufacturers and dealers underwriting the 2 million dollar drive. . . . Hard to get tubes being bought by dealers and others at above-list prices, with many unbranded ones showing up in various markets.

WASHER SALES AWAY UP. Looks now as though 1950 total of washing machines of all sizes will reach about 4,250,000 units, a big increase over 1949 when 3,650,000 were sold.

WATCH FOR THE IMPORTANT FORECASTS for 1951 coming in our January issue, and covering all 4 Fields—radio-TV, appliances, records, and servicing and sound. Because of the confused state of the market, such forecasts will be of great benefit to the dealer in planning ahead for his business. The difficult task of preparing this material is now under way. Look too, for production figures in all 4 Fields in the January number.

IN MANY SECTIONS OF THE COUNTRY, SALESMEN ARE HARD TO FIND. For instance, in Philadelphia, a dealer ran a "salesman-wanted" ad for several days, using the magic word, "television," obtained but two applicants. Dealers continue to lose salespeople and mechanics to the armed forces and to defense plants.

ELECTRIC HOUSEWARES INVENTORIES in retail stores adequate to take care of the expected Christmas rush, though some big-name products are in short supply.

PHONOGRAPH RECORD SALES fell from the dizzy heights reached last July (which was a two-year high) but are still registering gains over last year. With the disc situation really stable at last (everyone of any note is now making three speeds) December sales are expected to be exceptional.

"IN TERMS OF 'REAL DOLLARS' (corrected for inflation) our national productivity in 1950 is 57% greater than in 1940, our standard of living as measured by total personal consumption is 52% greater, the amount being put aside in personal savings is 111% greater, while the liquid assets held by individuals are 102% greater."—A. H. Johnson, vice-president, J. Walter Thompson Co., in address before annual meeting of the International Assn. of Electrical Leagues.

TELEVISION SETS IN USE as of December 1 have reached 9,500,000. There are still the same number of TV stations on the air, 107. There will not be any more stations this year, nor will the freeze end. Hearings on the best method of utilizing VHF and UHF for new TV allocations are underway, however, and there is a good likelihood that some new allocations will be made during 1951. With the present 107 stations, it is estimated that TV "covers" about 65% of the population. This does not include "fringe" area coverage, however.

THIS YEAR HAS BEEN TOUGH ON retail salesmen who have been in and out of seller's and buyer's markets, situations of famine and plenty, to say nothing of a whirlwind of price changes, the color TV problem, and the new credit terms under Regulation W. "What's coming next?", is the question many are asking as they face the New Year.

UPS AND DOWNS OF BUSINESS THIS YEAR have kept radio-TV-appliance dealers guessing. Post-Xmas ('49) business was better than expected. Usual summer let-down started to set in as expected in the late Spring, but seemed to be a little more violent than usual. But after Korea (June 24) we entered into a period of scare-buying which all but cleared the shelves in July and August. Continued high production kept



the merchandise flowing into the stores, however, and the consumer, reassured, slackened up his mad scramble for merchandise. The combined bugaboos of color TV, the excise tax, tightened Regulation W, and increased income taxes after October 1 all contributed somewhat to a levelling off in that month, but with sales still at a high plateau. Usual accelerated buying trend toward Christmas showed itself in a reestablishment of the upward trend in November, with December assured of being a record month.

NATIONAL ELECTRONIC DISTRIBUTORS Association is making arrangements to bestow annual awards to a person or to persons in the electronic parts and equipment industry "whose work and/or activities in our industry directly improve and enhance manufacturer-representative-distributor relations," announces Arthur C. Stallman, NEDA president. Final and complete details will be announced in the near future.

Appliances, Records and Television

STORES ALL OVER THE COUNTRY advertising "layaway plans" under which consumer makes regular deposits to be held until sufficient money has been paid in to meet the down payment requirements of Regulation W.

FABULOUS MAIL ORDER BUSINESS in Kiddie records via big space in high-priced consumer magazines points up lucrative and growing market being ignored by many record dealers.

TV SERVICEMEN BESIEGED WITH QUESTIONS calls. Many dealers are instructing their men to tell customers a few brief and reassuring facts about the entire situation in order to keep consumers happy and enlightened.

DEALERS IN FARM AREAS REPORT that business continues at a satisfactory level. In many sections, farmers have really gone to town buying radio, TV, electric kitchens and appliances. Outlook for 1951 even looks better, according to rural merchants.

NEW "HIGH DEFINITION" SYSTEM FOR black-and-white telecasting submitted to FCC by General Electric Co. In the description of the new method, Robert B. Dome, GE engineering consultant, stated it would provide upward of 50% increase in horizontal detail when incorporated in transmitters and receivers.

TAIL WAGGING THE DOG is suggested by some color converters planned by a few manufacturers: the converter is larger and more expensive than the original set, although the picture is smaller. And on that subject, some of the "color jacks" which will be offered are reminiscent of "TV jacks" on pre-war radios.

PARTS SHORTAGE CONTINUES. Recent editorial visits to TV plants tend to confirm reports about parts shortages, particularly resistors. Different phases of production slow up or stop for brief periods (sometimes hours, sometimes days) as one or another part supply dries up. Substitutions are made when possible (such as paralleling three resistors to get the value of a missing one) but also contribute to slowdowns. Qual-

ity of parts and components also has its ups and downs, with resultant increase in number of rejects from assembly lines. All manufacturers visited are employing 100% quality check of subassemblies, chassis, and complete sets in order to keep defective sets from slipping by, and in addition have installed somewhat elaborate trouble-shooting and repair stations in order to get the rejects back in shape.

LIVE-WIRE DEALERS MADE PLENTY OF money in some sections of the country renting, selling and servicing public address systems and equipment for the hot political campaigns. These same dealers are looking forward to a record-breaking Christmas business in sound.

SWEEPING PRICE CONTROLS BY SPRING OF 1951 predicted by Major B. H. Gitchell of Allied Stores Corp. Addressing National Assn. of Music Merchants at N. Y. conference, he urged retailers to use greater numbers of women; part-time workers to offset diversion of employes to defense industries, and also predicted that manpower shortages may provide a greater problem to dealers than wage stabilization.

CONSIDERABLE TALK ABOUT U-L APPROVAL of TV sets is circulating around concerning the effect of adaptation of sets for color on this approval, and consequent fire insurance coverage. Actually, U-L has not said that adaptation will void their stamp of approval for the simple reason that they cannot hope to concern themselves with what happens to U-L approved equipment after it leaves the factory. Any servicing operation might create a fire hazard, but the U-L is not going around to homes to remove its seal. Settlement of a fire claim would be a matter between the customer and his insurance company. Servicemen might do well, however, with respect to TV, to find out what would constitute an abrogation of the set manufacturers' parts warranty.

Future Events of Interest to Readers

- Feb. 5-8: AAMA Exposition, Grand Central Palace.
- Feb. 5-9: Western Winter Market, Merchandise Mart, San Francisco.
- May 21-23: 1951 Parts Distributors Conference and Show, Stevens Hotel, Chicago.

LAUNCH \$2,000,000 AD CAMPAIGN TO BOOST TV SET SALES!

Christmas sales of TV sets will be greatly accelerated by the large newspaper, radio and publicity campaign by American Television Dealers and Manufacturers. Campaign is emphasizing the educational value of TV and its important place in the life of the child; its influence for education and entertainment in the family group.

Full-page and 1,000 line ads are running in 1,100 newspapers. Radio spots are being used on 250 stations.

Dealers in the 65 TV market areas are urged to tie in with this business drive in every way possible—using ads of their own, direct-mail pieces, radio spots, etc.

Merry
Christmas



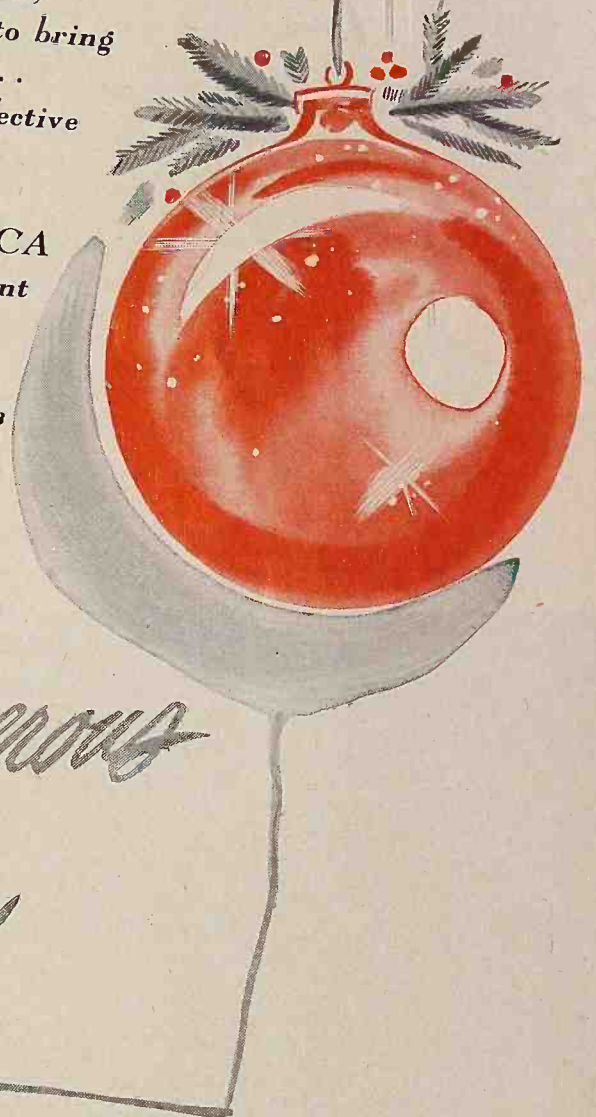
MORE than any other time of the year, Christmas is our season for peace and good-will wishes. In these times of world crisis, "Peace and good will to men" becomes an everyday hope.

We at RCA Victor want to thank you, our friends and associates, for an outstanding selling and servicing job in 1950... We sincerely hope 1951 will echo even greater prosperity for the industry. In production, in research... we are, as always, working hard to bring newer improvements to you for your customers... with superior quality home instruments, more effective merchandising, and stronger advertising and promotion than ever before.


In spite of any industry-wide problems, we at RCA Victor pledge our firm support to you who represent us... to keep you supplied with the best line of home instruments in the world.

And once again we offer you our warmest wishes for a Merry Christmas...

and a
*Happy and Prosperous
New Year*



RCA VICTOR  

 ONLY RCA VICTOR MAKES THE VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

10 Profit-Slanted Good

Money-Making, Money-Saving Ideas to Get

• For many centuries the New Year has been considered an appropriate time to reform, make improvements, clean house. Psychologically, we're all more or less affected by the advent of the New Year so far as thinking about setting our respective houses in order is concerned. Jokes about the breaking of good resolutions are at every hand. But there's no joke about this New Year and its significance to the dealer. Since many dealers officially close their books for the year on the last day of December, it really is an appropriate time to resolve to do things better in every way in 1951—and no fooling!

It isn't necessary to reiterate the specific advice given so many times in previous issues calling attention to rising costs of doing business. Dealers are well aware of climbing expenses these days, so probably the first thing to scan for the New Year is the financial structure of one's business with a view toward strengthening it. To begin with, let's get after those delinquent accounts. Make a real drive to collect them. In cases where disputes exist, the profit-minded merchant should try to settle them one way or another. One idea is to call customers who haven't paid cer-

tain bills because of some disagreement, and suggest that both dealer and customer start off with a clean slate. Or such theme can be used in a letter.

Clean-Slate Start

Equally important with getting those overdue amounts in is the settling of as many accounts payable as is possible. The dealer who stays in the good graces of his supplier either meets his commitments promptly, or secures, without delay, an extension from the supplier's credit department. The New Year is the time to clean up all pending matters, between dealer and supplier, whether they concern renewal of franchises, questions over return of merchandise for credit, disputed bills, etc.

On the financial end, the New Year is a good time to go over every name and amount in the accounts receivable ledger, and to make an honest appraisal of each and every item. A realistic evaluation is important because it may actually mean the difference between profit and loss to the merchant.

Another good resolution to make and keep has to do with the store

itself as a physical unit. The dealer who resolves to maintain a better looking store will write down a number of things to do. For instance, he will set up a date for starting and finishing long-thought-of decorating or modernization plans. He will resolve to change window displays frequently, and to plan them in advance, just as he will resolve to allow nothing but sparkling, clean, frequently-changed displays in the store.

At the selling end, the dealer will resolve to pay more attention to his salesforce. He'll look at them in a new light. Are his salesmen really top men? Are they selling the way the dealer wants them to do? Are they profitable to the store? Are the salesmen genuinely interested in the welfare of the business? Are they treating customers the right way during these trying times? Is the dealer giving his men a square deal in every respect? Is he doing his utmost to keep good men with him? These, and numerous other questions need answering for the New Year.

Cut Down Expenses

In a previous issue we pointed out that when easy-sales come in through the door, courtesy often flies out of the window. The same sort of saying can be applied in a slightly different way to expenses. A large volume of easily-obtained sales often throws a smokescreen over an accumulation of unnecessary expenses. A top-flight resolution is to determine to cut down on any and all unnecessary expense, chopping right and left to eliminate it. A bunch of expense items, each small in itself, can add up to figures entirely out of the petty cash brackets.

Resolve, too, to keep better business records, and to set things up so that it will take but a short time to ascertain the present state of the business. The New Year is an appropriate time to improve the old bookkeeping system, making it simpler and more flexible. Another reason for such change is to include the new figures resulting from inventory-taking.

The dealer who budgets advertising expense in advance knows just how much he's going to spend. The merchant who buys space on a whim basis is usually surprised to find that he's spent a great deal more than he mentally set aside. Resolve, then, to budget advertising appropriations and to stick to them once they are made. Resolve, also, to plan copy carefully, striving to make it of the pulling variety.

Every dealer can do a better job in his territory, and the New Year is a good time to start. There are delinquent accounts to go after; disputed bills to pay or to adjust, better selling methods to employ, and expansion plans to consider. Another must resolution is to cut down expenses wherever and whenever possible in these days of rising costs of doing business.



Resolutions for the New Year

Started Off on the Right Foot in '51

For those dealers who've been *thinking about* enlarging, or otherwise improving the service set-up, the advice is, make this project one of the firmest of New Year's resolutions. The service business is growing by leaps and bounds, and the only kind of department that can operate profitably is the one having adequate facilities, and room enough to expand. Now is the time to get those new tools and test instruments, to overhaul trucks, or buy new ones, and to try to get in a large enough stock of parts and tubes.

Training Servicicers

Plan now to spend more time training your servicicers in order to speed up their work, get better work done, and to have them act as missionaries of good-will in their important contacts with your customers. Good servicicers are hard to find these days, and it's becoming increasingly difficult to retain them in the organization. In spite of this situation, however, the slovenly mechanic who doesn't know how to do his job or how to meet customers in the proper spirit should be let out for the betterment of all concerned.

Many dealers have been mentally planning store expansion. Either they've toyed with the idea of enlarging their present buildings, or have considered opening stores in other locations. Some sort of decision should be made this New Year. In any consideration of plans for expansion the dealer needs to exercise the greatest caution in weighing such undertaking. The present situation is puzzling, to say the least. With building costs and rents going up every day, no one knows how much higher they will climb. Also, at the time this is written, it would be most difficult for any dealer to ascertain accurately whether or not he can hope to obtain adequate stocks of products to sell during the coming year. However, it's up to the expansion-minded dealer to decide to go ahead with his ambitious plans on the assumption that it's cheaper to go through with them now, or to drop them until the day things are in a more settled condition.

One of the best resolutions any dealer can make for '51 is to make a drive to build up his customer and prospect list. He needs to bend over backward these days to keep his customers satisfied, and this is a real problem because of shortages and service department bottlenecks. But

it can be done provided the dealer insists upon good salesmanship in the store, and a prompt contacting of the customer in cases where servicing promises cannot be kept. One of the surest ways to lose customers is to leave them hanging on the hook. The dealer who has unfilled orders from customers will lose the orders, and maybe a lot of customers as well if he doesn't keep in touch with them frequently. In cases where servicicers are unable to keep appointments, an apologetic explanation over the phone will usually satisfy the customer. The dealer who resolves to cope successfully with the many problems at hand is the man who's going to build up a loyal following.

Get Out of the Rut

Year by year, it's easy to get into a rut; to do things a certain way, to put up with certain things because

they've always been that way, and to let visible profit-eating practices slide. It takes a great deal of determination to follow through on any program of business improvement, and more often than not it takes genuine courage to change customs of long standing. But this New Year, 1951, just around the corner, has so many "if's" and questions for those who attempt to forecast what's ahead, that it really is necessary to resolve to make an all-out drive to strengthen one's business in order to prepare it for almost any eventuality.

Let's all make the sort of resolutions for the coming New Year that are designed *not* to be broken. While fundamentals of business persist throughout the years, and remain as accurate yardsticks to follow, conditions change, and the smart dealer is willing to change his methods in order to keep up with the times. Particularly, will this be necessary in 1951.

RESOLVE for 1951 —



To go after those delinquent accounts. To appraise one's accounts receivable



To clean up as many accounts payable as is possible, and to settle disputes over bills



To pay more attention to the physical appearance of the store, its displays, show-windows



To take a new look at the salesforce, answering a number of questions listed in this article



To cut down on all unnecessary expense, and to watch expenses carefully in this kind of market



To keep better records so that you can always know whether you're making or losing money

To budget all advertising money carefully; to stop buying ads on a whim basis; to use effective copy



To make a firm decision on those enlarging or expanding plans you have been thinking about

To build up a live, large customer-prospect list through good sales and service methods



To better the service department in every way possible. To gear up to handle increased volume.

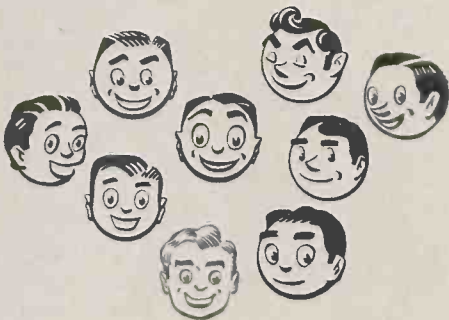


Protect **INCOME** by

With Costs Increasing, It's Good Business to

• Nowadays, with cost increasing at every hand—creeping in quietly through every nook and corner—it's vitally important to guard *income* by carefully controlling *outgo*.

At best, the net profit the dealer can keep out of his total income is relatively small. It's so small, in fact, when compared with gross income, that the merchant who doesn't watch every dime like a hawk may well wake up one day to find that such profit has presto-changed into loss. A flood of easy-to-get business can prove to be a



It's important to have the right number of employees. Not too many, but enough.

sleeping-tablet for the man who doesn't keep tabs on, and chop out *unnecessary expense* riding along with such sales flood.

The salaries and wages paid out to himself and to others in his organization make up the largest item of expense, often amounting to two-thirds of total expenses. Hence this angle of one's business needs careful scrutiny these days. Salaries and wages vary in terms of percentage from store to store more than most other items of expense, and studies seem to indicate that excessive payment of wages and salaries in terms of per cent of total sales is the commonest cause of unprofitable operation.

In any examination of overall ex-

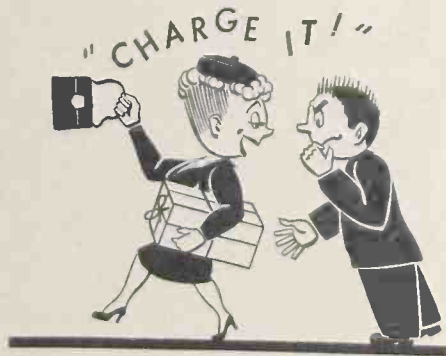
The ideal salesmanship pay plan is the one of mutual benefit to dealer and to employe. One-sided affairs won't work. Now's the time to look over the entire salesman-compensation set-up.



pense the profit-minded merchant first needs to take a new look at his payroll set-up. For instance, does he have too many employes? Or, is he losing sales opportunities because he has too few to handle the job? Are present salesmen-compensation plans profitable to the company? Are servicemen performing efficiently and speedily, and turning in accurate time reports on work? Do clerical employes get the bills out on time, with a minimum of mistakes? Are they consistently following up the delinquent accounts? These and other questions pose problems of utmost importance today and they need to be faced fairly, squarely and immediately.

First, let's examine the sales structure, compensation-wise. While it is only fair, and is good business as well to offer attractive payment plans to salespeople, it is equally necessary that such plans operate profitably for the dealer.

A great many dealers recently found that their salesmen were giving all-out attention to certain fast-moving, low-profit products, and were receiving the same rate of commission on such items as they were allowed on the larger-profit ones. In many of such instances certain departments, while enjoying large sales volume, were found to be operating at a loss.



Present conditions make it necessary to exercise great care in extending open credit.

Many who set up commissions to fit the discount on the product got out of the red.

Compensation-wise, it may be good business to completely change some or all of the plans presently employed.

Selling at a Profit

In order to show a net profit for the year, the dealer must hold the annual cost of his sales staff to a certain percentage of net sales. If, for example, he increases his sales cost by 5 per cent he reduces his net profit by that same 5 per cent. The percentage of



Watch those trade-ins! The dealer who pays too much for used products will find himself in deep water.

sales cost the dealer can tolerate depends upon his average gross margin. If the gross margin for the store as a whole is 35 per cent of sales and if the merchant is able to make a 5 per cent net profit, this leaves a 30 per cent total expense figure. This figure, broken down roughly into thirds may well represent one-third as salaries of officers and owners; a third for all expenses except salaries and wages, and the final third would go to pay the employes.

Performance-wise, the sales force must be on its toes today. The deadwood must be cut out. In addition to merchandising under difficult conditions, salesmen must gear themselves to more diversified selling techniques in order that all products will get equal play in the store.

The Service Operation

The aim of every dealer should be to operate his service department at a profit. To do this, the dealer needs efficient help, time-saving equipment and an adequate supply of parts. He must guard against a high-rate of breakage and misuse of parts, and should provide adequate storage space for new and used components to prevent damage and to eliminate the possibility that they'll get lost in the shuffle.

The utmost speed compatible with good servicing should be insisted upon.

Hidden losses occur when slow mechanics purposely charge less time to a job than was actually consumed. Another profit loophole is the failure to charge out materials used in repairing a product.

Delivery-wise, merchants should make certain that the most economical routes are laid out in making calls,

Clamping Down on OUTGO

Plug Up All Profit-Eating Loopholes



Damaged products eat up profits. Insist on careful handling.

and also that mechanics see to it that trucks are kept in perfect condition, lubricated regularly, and that proper pressure is maintained in tires, etc.

Previous articles have dealt with the necessity for employing only those servicemen who know how to meet the customer in a manner designed to promote good relationships between the dealer and the public. All sales effort employed by the store can be knocked out by mechanics who have boorish manners, who complain about the firm who use a lot of war alibis in these tense times.

The Bookkeeping End

Extreme vigilance over the clerical end of one's business can result in money saving. For one thing, the dealer must have facts and figures available to him at any time, and under present conditions, particularly,

since he will need to consult them frequently.

Clerical employees, while often looked upon as mere cogs in the store's wheel, are usually in constant contact with the customers, and, for this reason are most important from a firm's good-will standpoint. Many clerical workers are called upon to take service calls, complaints, and often sales orders. In cases where they are expected to perform such duties, it stands to reason that they must be trained to meet the public in a receptive manner.

Efficient clerical workers can help the firm's profit-structure by prompt billing to customers; in watching details connected with the dealer's orders to his suppliers, and in keeping track of stock on hand. Today, it's necessary to hire the best business people the dealer can get, and to have as



Don't let inflation fool you. Easy sales can be a sleeping tablet for the dealer who doesn't keep tabs on expense.

many as are needed to do an efficient job on a profitable basis.

Keep an Eye on These

At the management level, the dealer who isn't in business for love or for his health will not permit himself to



Watchdog methods will halt waste; guard profits.

slip into slipshod methods, an accumulation of which can eat him out of house and home in these days of rising costs. He must avoid overbuying, though he must not underbuy. He should refuse to take overboard trade-ins, and he must make some disposition of the accumulated traded-in products. He needs to exercise great care in extending open credit, and needs to make a real drive to collect past-due accounts.

The profit-minded dealer will continue to advertise to keep his name in front of the public, and to sell merchandise, but he will not just "take" an ad whenever solicited to do so. He will plan his schedules carefully, and keep track of expenditures. He will prepare ad copy carefully and skillfully.

In estimating, he will proceed with



Diversified selling is the order of the day.

the utmost caution, leaving out all guesswork. The profit-minded retailer will not fear suggesting complete overhaul jobs because he knows such work will give the customer more for his money, and will prevent costly come-backs. In cases where "something else", other than the part fixed, goes wrong, he will be firm in trying to explain this satisfactorily to the customer. He won't just knock off a few dollars as the easiest way out.

In almost every store there are some damaged products or parts waiting to be shipped back to the supplier for repair, replacement or for credit. These items should be handled with speed,

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Money-Saving Checklist

- Do you have too many employees?
- Are your employees efficient under present day conditions?
- Are present salesmanship-compensation plans profitable to your business?
- Are your salesmen devoting equal attention to all products you merchandise?
- Is your service department making money, turning out work speedily, efficiently?
- Is your pick-up and delivery service economically operated; vehicles properly cared for?
- Can you obtain immediate facts and figures concerning the operation of your business?
- Are you billing customers promptly and accurately—keeping relationships on cordial bases?
- Are you watching all trade-in transactions, and disposing of traded-in products on hand?
- Are you doing all in your power to cut down on damage to new products in your inventory?
- Are you scanning all the little expenses with a view toward cutting them down to the bone?
- Are you just "taking" ads when solicited, or are you planning them budget-wise and copy-wise?

New Business

Prime Source Is File Showing What They Now Own. How to Install

• One of the most valuable selling tools the dealer can have is a card system listing products owned by customers and prospects. Armed with the information on such cards, the merchant is in a position to obtain much new and replacement business. Furthermore, the cards give him the opportunity to furnish new salesmen with good leads, to supply the service department with increased volume of maintenance work, and, in addition, they bring to light much valuable information concerning brand preferences, popular sizes, performance of products and other invaluable data.

While a great many stores maintain card systems listing prospects and certain products they're in the market for, comparatively few have data, by territories, listing products presently owned, together with such other information as age of products, where bought, and so forth.

Building up a complete system, street by street, is an expensive undertaking, which has, nonetheless, proven to be a profitable enterprise for some leading merchants. The information to go on cards in such an extensive system is obtained chiefly through canvassing by new salesmen. One very successful Eastern merchant set up his trading area in zones, each

Best method for obtaining information on what they own is via canvassing, giving each man a protected territory. However, since many outside men are being brought back into stores, it isn't common practice in this active market, but it's a good plan to consider for the future.



Three kinds of sales can come from the products-now-owned prospect file. 1. "Companion" sales, where you sell a certain product to "go with another." 2. The "add-on" sale—for instance, a "second" TV set, and 3. "replacement" sales in cases where you know certain items are no longer worth repairing. In your store, hundreds of items suggest themselves as sellers in the above categories.

of which was assigned to a salesman (who worked on car allowance and commission), and who was expected to call at every home to make a survey of products owned. Such chore was the first step the new salesman was required to take. To make this arrangement attractive, the merchant, after the canvassing was completed, protected the territory for the salesman, giving him credit for any and all sales coming in from his respective zone.

Of course setting up the complete system is expensive, and usually unprofitable until quite some time after the outside calls have been finished and, today when so many outside men have been pulled into the store because of the increased volume of walk-in sales, it's often not possible to do anyway.

Low Cost System

However, for the dealer who wants to build up a fairly complete system at the lowest possible cost, several suggestions offer themselves. First, such list may be compiled from existing records. This is a good spare time job for someone in the organization. Going back several years over old sales slips or other records, the information is transferred to cards in a prospect file. Service department records are used, too, because they frequently mention make of product repaired. After the task of gathering all of the available material is completed, the system can be kept up to date from there on. For instance, when a sale is made, the date sold, the product and the price is put under the customer's name on the card.

After the system has been started, the service department should be required to obtain some necessary information from each job, such as make repaired, and approximate age of the product.

Another method for building up a products-now-owned file is through the use of a mailing campaign, urging recipients to check off items now in the home so that the dealer will be in a better position to render service. Postage-paid return postal cards may be used. Printed matter should list TV sets, radios, phono players and combinations, and various electrical appliances. Makes and ages should be filled in. Now it goes without saying that only a small percentage of returns will be achieved via this method, but they can be combined with the information already obtained through combing the dealer's own records.

Be sure that mailed requests for information are courteously worded. As an example, they can say: "In order to give you better and faster service on all home products you now own, and to keep you posted on new merchandise you may be interested in, we are making a survey; asking our good friends to check the items listed on this card, and return same to us via postpaid card. Needless to say, we greatly appreciate your cooperation, and thank you in advance for your trouble."

There is a way, however, to get a much higher return in mailing requests for information, and this is to offer some small premium in return for such data. The premiums will be given to persons who bring the filled-in cards to the store. It isn't neces-

from Old Customers

Such System, and How to Make More Sales Through Its Use

sary to give expensive premiums in order to get satisfactory results. In the overall picture, results, however obtained, will vary according to the makeup of the community. For example, requests for information, without premium offer, will run about the same from high and middle-income areas, while results on premium ones will run higher from low and middle-income neighborhoods than from wealthy ones. Another factor in securing good response to mailings is the reputation of the dealership sending them out. The merchant with a large list of customers who are his genuine friends can well expect many to answer his request, whether or not they are offered a gift.

Still another method of finding out what people in the territory own is to make a telephone canvass. This, however, is not too easy to handle successfully because it involves asking a lot of questions, some of which cannot be answered by the listener on the spur of the moment. Nonetheless, a considerable amount of information can be obtained over the phone by the skilled questioner, and interfiled with other data on cards in the system.

Once the dealer has a products-owned prospect list which he keeps up to date, there are many ways to use this system to build more sales and service volume, and such should be the aim of every merchant in good times and in bad times. The dealer who doesn't need more business is a candidate for retirement. Particularly during these times of great uncertainty, the merchant needs to make an aggressive bid for more volume which he will need to meet extra expense, or

Through use of card system, the dealer can build up his servicing revenue by consistent follow-up of customers who've had work done in the past.



to operate in what many experts predict will be a buyer's market again before long so far as certain products are concerned.

Three kinds of sales can be made from the information taken off the cards to increase the general volume of the store. First, is the "companion" sale. This is seen in the drive to sell clothes dryers, and water heaters, for instance, to those customers who've bought washers and ironers; dishwashers to those who've bought complete electric kitchens, air conditioners to those who've bought electric fans, etc. Second is the "add-on" sale. Here, the dealer sells a "second" TV set, or "second" vacuum cleaner to the home. Or he sells extra phono players and radios for use in playrooms, etc. So far as electric housewares go there's many a companion piece to go with the table appliances already owned. Third, there is the "replacement" sale, suggested in cases where products brought in for repairs are out of date performance or appearance-wise, or are so far gone that it's not worth fixing them. In addition, sales of maintenance service can be made from the cards.

Must be Used

No products-in-use list is worth a plugged nickel unless it's worked and worked consistently. The cards in the system may be neatly arranged, and may be attractively colored, but they won't bring in a cent unless they're used, and that goes for the entire system. When kept up to date, and actively processed, the products-now-owned set-up will pay for itself over and over again.

There are many special angles to working the prospect file system. For instance, a dealer who wants to make a special drive on vacuum cleaners can go through the list and pull out all the cards on those who've had old cleaners in for repair, or on those who purchased a cleaner some time ago. He can then get out some special mailing pieces calling attention to the fact that (a) the recipient has an old cleaner he may be interested in trading-in, or (b) suggest to the customer the advantages of having a second vacuum cleaner in the house. Telephone canvassing for such new business may be used instead of direct-mail. Many other ideas will suggest themselves.

When a person goes into a bank to cash a check, the teller will check the signature against a card unless he



Telephone canvass, if skilfully handled, can be used to obtain a great deal of information.

knows two things about the tender of the check. First, he knows the person, and second, he knows whether the tender has sufficient funds. Now the dealer's card system can be similarly worked when a customer calls at the store, or before a salesman calls at the home. In either case, the salesman will consult the prospect card, showing what the customer owns, before he talks with the person. He'll do this, of course, unless he *knows* all of the products in the home of the caller, as certain salesmen do in a great many cases. Of course, there's other pertinent information on the prospect card, such as customer's buying ability, etc., just as there is financial data on the card in the bank.

Armed with the knowledge of what the customer owns, the salesman is in a good position to suggest certain specific items. For instance, when greeting a customer, he can say, "Mrs. Smith, we have a remarkable new companion product to go with that washer and ironer we sold you—

(Continued on page 88)

Many customers will bring a filled in "survey" card to the store in exchange for a small premium. Response will vary according to community. Well-established dealers can get good results via campaign mailing to customers in which no gift is offered.



How One Dealer Sold 353 TV Sets, 50 Major

**Frankel's Attracted 21,000 People in Outstanding Promotion.
Head of Firm Outlines Plan that Really Pulled.**



During the event, crowds were attracted by the snappy looking TV truck of WSAZ-TV. Frankel's used a 30-minute TV show; bought a total of 500 spot announcements on three radio stations and one TV station.



In this article, H. C. Frankel, president, tells how his firm staged big event.

• "Our experience has been that it is the retailer who 'makes the biggest splash' who will get the lion's share of the business—whether he is selling radio-phonographs, television, kitchen appliances, or any other item.

"We recently sold 353 television sets and 50 other major appliances, over a 3-day period, as a result of a 'Television Carnival' which we staged. During the 3-day period, we attracted more than 21,000 people, who bought 16 electric ranges, 12 automatic washers, 22 refrigerators, and a dozen home freezers, along with the 353 video sets, which were the basis of the promotion.

"Despite the fact that we face limited quota shipments of appliances in the future, we felt that the time was

ripe for such a promotion. For some months before the promotion, sales had fallen off, except for some 'scare-buying,' and there was an obvious need for a 'shot in the arm.'

"Therefore, with the law of averages on our side, we determined to set up a promotion which would draw in at least 10,000 people, and which we felt, would make it possible to sell 250 television sets in the city. Therefore, we studied every aspect of similar merchandising campaigns in the past, and developed a program which we felt was full of fresh, bright new ideas, and which would 'stand out' in comparison with other promotional ventures.

"Our first step was to run a series of 'teaser ads' for one month before

the actual promotion. Instead of advertising merchandise, each ad featured the names 'Frank and Phil' being composed of part of my name, and one of the manufacturer's brands featured. We used three-inch, one-column ads, with such questions as 'Where is Frank and Phil?'—'When can I meet Frank and Phil?', etc. At the bottom of each ad, was the admonition 'Watch the paper on Wednesday.' We spaced these ads out over a period of a month. At the same time, we contracted for 500 spot announcements on three local radio stations, and one television station, which aired the question 'Where is Frank and Phil?' with a reference to a later broadcast. With this huge radio coverage, and the teaser ads in the newspapers, we had half of the townspeople joking about 'Frank and Phil' before the actual demonstration was announced.

"Next, remembering the success of dealers elsewhere in the country in providing free transportation for prospects who are not automobile owners, we contracted with a local public transportation company to furnish three buses, which would offer free transportation over the main traveled routes in the city, direct to our store. We thus obtained thousands of miles of transportation for 3 days, and the use of the sides of the buses as 'rolling billboards' all for \$300, which we felt was very reasonable. At least two-thirds of the 21,000 people who thronged the store during the promotion, arrived by bus, and we are certain that thousands of them would never have visited the store otherwise.

"When we broke a full-page ad, announcing the most complete television and appliance display in the history of the city, we had plenty of gifts

Just a small portion of the crowds who came to buy TV sets and electrical appliances.



Appliances in 3 Days!

available to draw traffic. Included were 3,000 ball-point fountain pens for men, 6,000 orchids for women, and a huge variety of toys and novelties for children. The public was invited to visit the store between 10 AM and 10 PM, and was promised Huntington's biggest television exhibit, free live entertainment, and help from 10 experienced salesmen on the floor.

"To accommodate the crowd we expected, we cleared out the store interior, and placed on display 19 models, including about every type of home television on the market. Left on the floor were a few samples of all radio and major appliance lines, as well, which, surprisingly, sold more than twice the number we had anticipated. To insure that every visitor to the store got a thorough look at every department, we set up our 'free gift booths' at the extreme rear, with two girls on hand to hand out the fountain pens, orchids, etc. This insured that every visitor made a complete circuit of the store, was exposed to every display, before the gift was turned over to them.

"During the 3 days, we presented two radio shows of an hour and a half duration, and a 30-minute television show, the latter starring professional dancers, comedians, etc., well-known to Huntington residents. As an additional stunt, we placed a photographer on duty, to shoot flash pictures of family groups around a television set, to be given free. To capitalize upon these photographs, we had people sign a release, permitting us to use the shots in advertising.

"Total results were astounding, as the store was jammed to the walls during the entire 3 days. Salesmen who had hoped only to build up a list of prospects surprised themselves by signing cash customers instead, and we built a worth-while new prospect list. The free buses, rolling over the city's main streets, attracted so much attention that many women, out on shopping trips, 'climbed on the bandwagon' and visited the store, although they had not previously been familiarized with the show. We kept up a running fire of demonstration, live talent shows, and as mentioned before, our total sales were more than 400 television sets and major appliances—altogether, equivalent to at least 4 months of ordinary business, sold in 3 days.

"Thus, we feel we're perfectly justified in repeating the old adage 'It's the wheel that squeaks the loudest that gets the most grease!'"



3 buses, serving also as "rolling billboards," brought thousands to the store free of charge,

Thank You very much —

for such an overwhelming response to our FRANKEL-Philco Carnival of Television for 1951 these past three days. It was wonderful to see you all and we sincerely hope you enjoyed everything

It is no secret either, that in back of these activities is our earnest desire to do business with you — in an honest, straight-forward and friendly way. We will continue to try to make you like us and our store well enough to want to buy here. Coupled with this Personal Good Will which we wish to share reciprocally, remains our policy to offer only the Finest Quality Merchandise at Lowest Prices possible!

The entire store personnel joins in thanking you again and we are looking forward to seeing you soon.

FRANKEL'S APPLIANCES
1033 Third Avenue

DO YOU KNOW

Frank AND Phil?

WATCH THE PAPER ON WEDNESDAY

Above left, the ad Frankel's used to thank those who attended. Above right, one of the teaser ads which Frankel's ran over a period of a month. Below, some of the local professional talent which entertained at the big selling event.



What Dealers Are Doing to Sell More Records

Merchandising and Promotion Ideas Which Have Made Dollars for Disc Merchants

• Highlighting their 20th anniversary, Associated Stores, television, radio and appliance chain in Florida, recently opened their remodelled Tampa store. The store is modern in decor, with all plate glass front. Capitalizing on the super market methods in using mass display and extra conveniences for the customer, the engineers at Associated came up with a sales-pulling record merchandising fixture. This unit provides for the storage of 4800 records on display where customers can actually wait on themselves. Record players which play all sizes, all speeds and all makes without requiring any complicated mechanical adjustments by the customer, are an important contribution to this popular department. Private listening stations, with receiving phones which resemble a telephone handset, are a hit with teentimers and oldtimers alike.



Combination storage, display and demonstration unit for records in the new Associated Store, Tampa, Fla., which gives customers 4800 records to choose from.

Special Booth to Attract Kiddie Trade

An attractively designed and decorated listening and record-selection booth is a feature of the record mer-



chandising set-up of the House of Music in Riverhead, N. Y. Aimed to catch the fancy of the small fry, the booth is "furnished" with a selection of kiddie records and albums for them to choose from. Older customers also find browsing made easy by the manner in which the large stock is displayed. 78, 33 and 45 RPM records

are segregated, and special display stands call attention to classical records, popular classics, pop hits, jazz, Dixieland, Western, etc. Pop hits are played through an amplifier to a high fidelity loudspeaker on the sidewalk in front of the store and subtly suggest records to passersby.

400% Increase in Children's Record Sales

Converting a glassed-in, sound-proofed studio room, originally designed for demonstrating expensive radio-phonographs, into a "Toonieland Studio" exclusively for children's records, has produced a 400% sales increase at Nides, large radio, record, television dealership in Denver, Colorado.

The investment of several hundred dollars in remodeling the studio, and presenting a weekly "Toonieland" radio program, proved a particularly wise one, according to Sam Nides, head of the store, inasmuch as the "console studio" was not actually paying its way. Devoting valuable space to this completely-enclosed, air conditioned room, it was found, was actually unnecessary, inasmuch as few radio-phonograph customers bothered to listen to their sets in the room, most buying them directly off the salesfloor.

This fact came to the attention of Jack Nides, nephew of Sam Nides, a little more than a year ago, when he noted that children's record sales were falling off in Nides' huge record department, primarily because there was no space available for children to hear records. Therefore, the studio was converted into a "Toonieland" studio by the simple expedient of taking out all former fixtures, installing 7 tiers of record display shelving along three walls, the purchase of a few pieces of juvenile furniture, and the addition of more than 20 labels of children's records.

Nides presents the "Juvenile Disk Jockey Show", entitled "Toonieland" for 15 minutes each Sunday morning on radio station KLZ in Denver. The program is of a simple nature, with an emcee chosen for his ability to crack jokes which children like, and featuring 5 to 6 records, played each Sunday. "The Sunday morning hour proved to be a wise choice," Jack Nides said, "inasmuch as we are most certain of reaching the largest number of children before noon on Sunday. In fact, we have had so many people tell us that the program is an after-church feature with the youngsters, that we wish it was possible to add another 15 minutes of time."

The "Toonieland" studio is jammed with children all day Saturday and all

(Continued on page 40)

Discs for Christmas Market

Record Firms Offer a Fine Selection of Albums and Special Christmas Tunes to Help Put Platter Sales Over This Month

• To provide dealers with the maximum selling opportunity that exists, particularly this fall, for 45 RPM, the RCA Victor merchandising department has developed three series of sleeves or open-end boxes designed for the plus selling of best selling collections on 45 RPM. These collections conveniently and attractively packaged will provide an excellent opportunity for dealers to sell up and offer both new and established 45 RPM customers preselected libraries on 45. Tying in with RCA Victor's "Words and Music" advertising campaign will be ten best-seller merchandising packages containing the best selections listed in the Words and Music ads. The "sleeves" will offer a group



SELL PLAYERS TOO

Record players, like discs, are a "natural" for Xmas gifts, and especially this year since the confusion of speeds has subsided. With almost all records available in all speeds, it's up to the dealer to see that his customer has the equipment to play them.

Pablo Casals, Josef Szigeti, Rudolph Serkin, Isaac Stern and many others. This group of albums will appeal to the most discerning music lovers, and can almost be described as "musicians' music."

Decca Records has just released a new album by Gordon Jenkins and his chorus and orchestra. Jenkins—an outstanding artist, composer, and orchestra leader—is probably one of the most popular names on records this year, if not the most popular. The new album features a collection of his own compositions, all previous



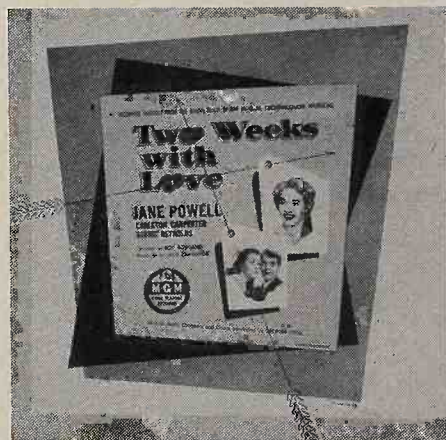
hits, and should immediately prove a popular favorite. It is available on all three speeds.

Outstanding among the Capitol albums available for promotion this month is the "Voice of the Xtabay," featuring exotic Yma Sumac, Peruvian singer with a four-octave vocal range. She chants eight of her native songs in this new album, available on three speeds. This is Miss Sumac's debut on records, and she has been hailed as the great singing discovery of the age. The petite South Ameri-



can record wonder comes from the Andes of Peru and has been in the United States since 1947. Capitol signed contracts with her in 1949.

Timed to coincide with the release of the movie of the same name, MGM Records offers a new sound track al-



bum entitled "Two Weeks With Love" for special promotion this month. Featuring Jane Powell with Georgie Stoll's orchestra, the album is available on all three speeds; and includes some sure-fire old favorites (such as By the Light of the Silvery Moon and My Hero) as well as some catchy new ones.



of three related items and will carry a list price ranging from \$7.95 to \$14.75. In most instances, the packages will carry a reduced price to insure their ready acceptance. The "Best-Seller" packages carry such names as Vladimir Horowitz, Arthur Fiedler, Leonard Warren, Jose Iturbi, Robert Merrill, Leopold Stokowski and Jeannette MacDonald. The "Al Goodman Showcase" series include three packages featuring famous operettas by Victor Herbert, Sigmund Romberg and others. The "Heart Series" are collections of excerpts and high spots to form the nucleus of an extensive collection of classical music, and offer the Heart of the Ballet, the Heart of the Symphony, and the Heart of the Piano Concerto.

The Prades Festival, commemorating the 200th Anniversary of the death of J. S. Bach, has been described as "... the most important and moving music festival of our time." Columbia Records has released 10 new LP records representing the finest music from the Prades Festival, and featuring such great artists as

Discs for Christmas

A Christmas Shopping List of Records

COLUMBIA

- Gene Autry*
Merry Christmas with Gene Autry (album)
- Nelson Eddy*
Adeste Fideles
Silent Night
- Nelson Eddy*
The First Nowell
Good King Wenceslas
- Arthur Godfrey*
'Twas the Night Before Christmas
Jingle Bells
- Gene Autry*
Rudolph the Red-Nosed Reindeer
If It Doesn't Snow on Christmas
- Gene Autry*
Frosty the Snow Man
When Santa Gets Your Letter
- Gene Autry*
Story of the Nativity (album)
- Richard Keys Biggs*
An Organ Concert of Carols (album)
- Frank Sinatra*
Christmas Songs by Sinatra (album)
- Ken Griffin*
Christmas Carols by Ken Griffin (album)
- Hugo Winterhalter*
You're All I Want for Christmas
Blue Christmas
- Morton Gould*
Christmas Music for Orchestra (album)
- Paderewski Polish Choral Society*
Polish Christmas Carols
- Ray Smith*
An Old Christmas Card
Jolly Old St. Nicholas
- Hoosier Hot Shots*
Jingle Bells
Santa Claus Is Comin' to Town
- Korn Kobblers*
Don't Give Me No Goose for Christmas
Cheatin' On Your Baby

RCA VICTOR

- Perry Como*
There Is No Xmas Like a Home Xmas
The Christmas Symphony
- Spike Jones*
Mommy, Won't You Buy a Baby Brother
Rudolph the Red-Nosed Reindeer
- Freddy Martin*
Sleigh Ride
Christmas Time

- Phil Regan*
Christmas Story
Leprechaun Lullaby
- Hugo Winterhalter*
Blue Christmas
White Christmas
- Fran Allison*
The Christmas Tree Angel
Christmas in My Heart
- Eddy Arnold*
White Christmas
Santa Claus Is Comin' to Town
- Montana Slim*
Rudolph the Red-Nosed Reindeer
Jolly Old St. Nicholas
- Ernie Benedict*
The Little Toy Village
The Merry Christmas Polka
- Dennis Day*
Dennis Day Sings Favorite Christmas Songs (album)
- Phil Spitalny*
Christmas Carols by the Hour of Charm (album)
- Mitchell Boy Choir*
Christmas Carols (album)

DECCA

- Ernest Tubb*
Christmas
Christmas Island
- Ethel Smith*
Christmas Music (album)
- Andrews Sisters*
The Christmas Tree Angel
I'd Like to Hitch a Ride with Santa Claus
- Crosby Family*
A Crosby Christmas
- Guy Lombardo*
Frosty the Snow Man
If I Were Santa Claus
- Red Foley and the Little Foleys*
Frosty the Snow Man
Rudolph the Red-Nosed Reindeer
- Artie Shaw*
Jingle Bells
White Christmas
- Bing Crosby and Andrews Sisters*
Mele Kalikimake (Merry Christmas)
Poppa Santa Claus
- George Kainapau*
(Merry Christmas)
Silent Night
- Bing Crosby*
Rudolph the Red-Nosed Reindeer
The Teddy Bear's Picnic
- Ella Fitzgerald*
Santa Claus Got Stuck
- Bing Crosby and Carol Richards*
Silver Bells
That Christmas Feeling
- Red Foley and Ernest Tubb*
Sing a Song of Christmas (album)

Disc Dealers' Sales Methods

(Continued from page 38)

after-school hours. Making it possible for the youngsters to play any record easily is the installation of a shelf only 3 feet above the floor, on which are no less than 7 players, while 2 commercial-type units are located on the opposite wall. Either mothers of small children, or a salesgirl assigned to the job, plays the records for the youngsters, many of whom come in bringing their own money for the purchase of popular nursery rhymes, fairy tales, novelty music, etc. Within a space of 3 months, juvenile rec-



ord sales soared more than 400% above the peak period for the year before, and the volume is still climbing, according to Jack and Sam Nides. Unit sales are excellent, inasmuch as most parents of small children buy a complete album, but the store cheerfully services many tots who come in with the price of a single record, wheedled from their parents. "It has been merely a case of selling direct to the youngsters, reaching their own ears, and making it obvious that we are interested in them," Jack Nides said. "That's all it has taken to transform the studio room into a powerful sales-builder."

CAPITOL

- Margaret Whiting—Jimmie Wakely*
Christmas Candy
Silver Bells
- Jan Garber*
What'cha Gonna Get Me for Christmas—Blue Christmas
- Dinning Sisters*
Christmas Island
Blue Christmas
- Johnny Mercer—Pied Pipers*
Jingle Bells
Santa Claus Is Coming to Town

(Continued on page 84)

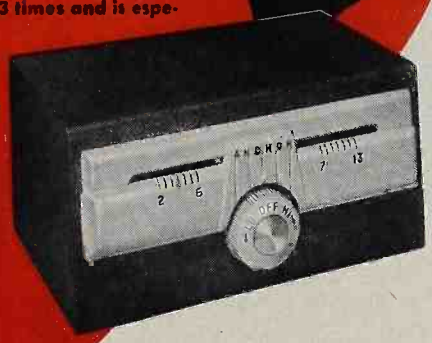
ANCHOR is your answer!

THE TV BOOSTERS FOR....
 ... faster profits
 ... better TV reception
 ... satisfied customers
 ... simple, easy installations
 ... fringe area TV sales



The Suburbanite

ANCHOR'S SINGLE-STAGE BOOSTER—Model ARC 101-75 will increase original TV signal strength 3 times and is especially recommended for low signal areas in or near cities where there may be any number of interference problems. Assures consistently good reception up to 75 miles. **\$37.50** List Price.



The Granger

The ANCHOR TWO-STAGE BOOSTER—Model ARC 101-100 increases original TV signal strength 5 times and is recommended for distant rural areas. Consistently good reception over 100 miles. **\$49.50** List Price.

TELL THIS STORY
 TO YOUR
 TV SERVICE MAN
 OR YOUR
 INSTALLATION AGENCY



BE SURE YOU KNOW ALL THESE FACTS

Only ANCHOR can provide your customers with ALL of the most Ultra-modern advantages for consistent, notch, long-range TV reception. Here's why!

ANCHOR has the highest gain of any TWO-STAGE BOOSTER.

ANCHOR has the highest Signal to Noise ratio.

ANCHOR is the only non-regenerative unit available. The unit that is not returned.

ANCHOR'S Single Knob Construction is so convenient for Booster is turned on and can be switched and tuned all on the same knob.

ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in boosters in recent years.

ANCHOR'S TWO-STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.

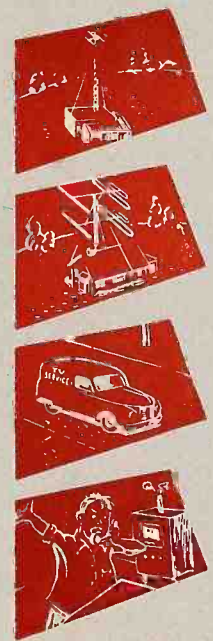
IMPORTANT ANCHOR'S TWO-STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

Expensive high towers—still unsatisfactory reception.

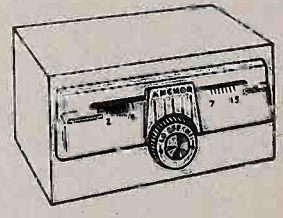
Hazardous installations subject to damage and repair.

Many trips to repair or maintain faulty installation.

Dissatisfied customer complaints costly.



SAME
 \$
 PROFIT



ONE SALE
 ONE UNIT
 ONE CALL
 ONE satisfied customer.

If you are a dealer and have your own service men who make the installations on the TV sets you sell, it stands to reason that an installation of one of the many fine simple-to-install antennas, plus an ANCHOR BOOSTER will make a faster and more profitable installation for you, or your service agency, as well as a completely satisfied customer. REMEMBER, return calls due to dissatisfaction cost you money. **SERVICE MEN: take an ANCHOR BOOSTER with you on every installation.**

ORDER FROM YOUR JOBBER TODAY

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

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

New Radios, Phonos, TV Sets

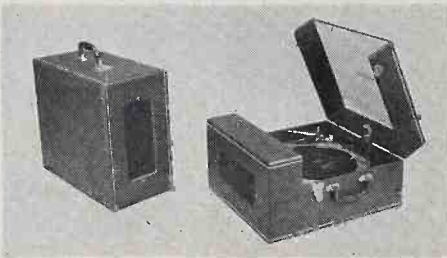
This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Philco TV MODELS

New sets introduced recently by Philco include the 1634-W, a 16-inch console in modern Hepplewhite walnut cabinet at \$299.95; and the 1836-W with 17-inch rectangular tube, in contemporary Chinese Chippendale walnut console cabinet at \$359.95. Philco Corp., Tioga and C Sts., Phila. 34, Pa.—RADIO & TELEVISION RETAILING.

Vanity Fair PHONOS

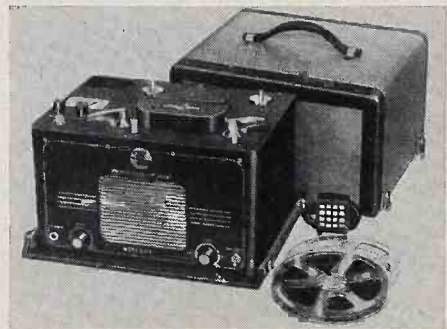
Complete phono line includes the model 515, deluxe 3-speed portable shown here; six other 3-speed portables, three of them available in AC-DC models; one 3-speed phono attachment; and three 78-RPM only models, model 504 a kiddie acoustic model, the other two



available as AC-DC units. All models carry a 90-day factory warranty. Vanity Fair Co., 61 East 11 St., New York 3, N. Y.—RADIO & TELEVISION RETAILING.

Masco TAPE RECORDER

The "Sound Reel", dual-track tape recorder, has recently been announced. There are six models. All of them feature two hours of recording at 3.75 inches per second or one hour at 7.50 inches



per second. They come complete with 625 feet of tape, a seven inch plastic take-up reel and microphone. All include an AM tuner which can be used as a separate radio. The D-37 and D-37R are portable models in fabricoid carrying cases. The DC-37 and DC-37R have metal covers with lock and key, also portable models. The LD-37 and LD-37R are stationary models. Mark Simpson Mfg. Co., Inc., 32-28 49th St., L. I. C., N. Y.—RADIO & TELEVISION RETAILING.

Capehart NEW MODELS

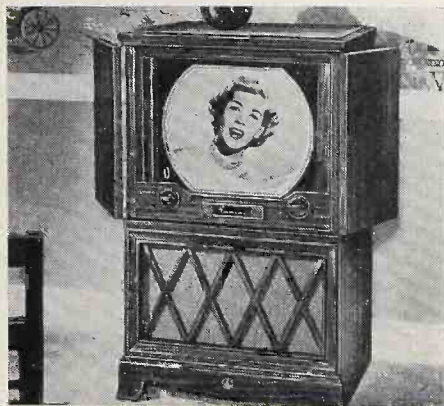
Two new TV models have been announced. The Blue Ridge, 17-inch rectangular tube console, is available in



mahogany or bisque finish. The Yorktown, shown here, is also a 17-inch rectangular model. Cabinet is 18th century English style in mahogany. Capehart-Farnsworth Corp., Fort Wayne 1, Indiana.—RADIO & TELEVISION RETAILING.

Emerson LIFE SIZE TV

Four new 16 and 19-inch TV models have been added to the Emerson line. Called "Life Size", the new sets include: a 16-inch mahogany table model, No. 674, at \$259.95; model 678, a 16-inch mahogany console, at \$289.95; a 16-inch mahogany console with doors, No. 677, at \$329.95 (shown here); and the 19-inch



model 675, in period styled mahogany console cabinet, at \$399.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., N. Y., N. Y.—RADIO & TELEVISION RETAILING.

Foamaloid RECORD BRUSH

A record brush, designed to clean all records and remove lint and dust from the grooves of Vinylite records has been announced. Philadelphia Badge Co., Inc., 1007 Filbert St., Phila. 7, Pa.—RADIO & TELEVISION RETAILING.

Magnavox RADIO-PHONO

The Traditional Concerto console is the latest Magnavox radio-phono. Designed for those who live in small homes or apartments. AM and FM radio are included as well as 3-speed record changer. Mahogany finish, the set lists



for \$219.50. Magnavox Co., 2131 Beuter Road, Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

GE NEW TV SETS

Five new "Black Daylite" TV receivers have been added to the GE line: model 16T-5, 16-inch mahogany table model at \$259.95; model 16C-103, open face 16-inch mahogany console, at \$279.95;

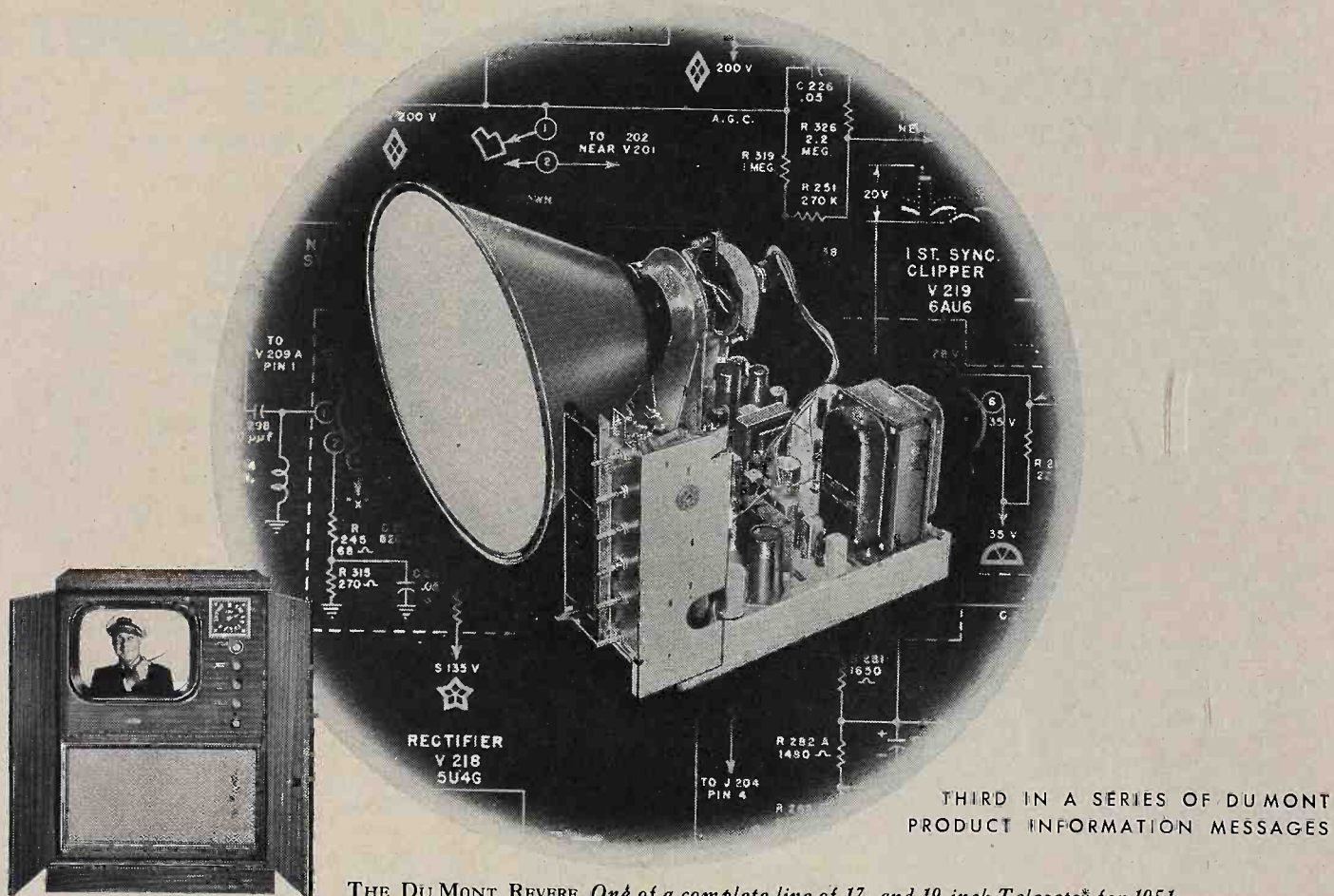


model 16C-104, similar model in Korina cabinet, at \$299.95; model 17C-101, mahogany console with half doors, shown here, at \$349.95; and model 17C-102, similar model in blond Korina cabinet, \$369.95. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Kalmus NEW TV SET

The early American model, called the Betsy Ross, or the French Provincial model, called the Marie Antoinette, includes the Kalmus record changer, which plays both sides of records automatically. Cabinets in hard rock maple or natural birch. List price with 16" tube, \$449.50, with 19" tube, \$529.50. Natalie Kalmus Television, Los Angeles 15, Calif.—RADIO & TELEVISION RETAILING.

Why the Du Mont Signallock* is an important key to TV sales



THIRD IN A SERIES OF DU MONT
PRODUCT INFORMATION MESSAGES

THE DU MONT REVERE. One of a complete line of 17- and 19-inch Telesets* for 1951

A good picture is the important consideration to most television buyers. Side-by-side comparisons show that Du Mont Telesets provide a brighter picture with sharper focus and more lifelike tone values.

One important reason for the Du Mont superior picture is the Signallock, an exclusive Du Mont electronic circuit that automatically boosts weak signals and filters out nuisance waves which often cause picture roll-over and distortion in inferior sets.

The Signallock circuit amplifies the synchronizing signals only, reducing the pulse-

type interference from such sources as automobile ignitions. It helps provide a steady picture, even with a weak signal and extremely heavy interference.

And, of course, the Signallock is only one of the many extra value features that result in better performance, more satisfied customers, greater sales and more profits for dealers.

Du Mont is now producing a record quantity of new models and new styles. They are backed by the largest advertising and sales promotion program Du Mont has ever launched.

* Trade Mark

You'll do better with **DU MONT** Television's most coveted franchise

first with the finest in Television

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

"Demonstration Hall"

Attracts the Customers

Open to Visitors and Local Organizations, Building Is Merchandising Innovation

• Something really new in stores has just been opened to the public by Gerhard's, progressive firm, operating in Glenside and Ambler, Pa. The innovation is a "Demonstration Hall", adjoining the two main buildings occupied by Gerhard's at Glenside. The modern building offers just one more service to the people of the community. Regular demonstrations will be staged at least twice a month by the firm, and the hall will be available, free of charge, for the use of local organizations in the afternoons or evenings.

The hall will seat more than a hundred persons. In the rear end of the building an electric kitchen has been set up on a slightly raised platform. The appliances by Philco and Westinghouse consist of a food freezer, a Youngstown sink, automatic washer and clothes dryer, electric range, dishwasher and refrigerator.

Large crowds flocked into the hall during the official opening days to witness demonstrations by home economists provided by leading manufacturers. Each person was invited also to visit Gerhard's other building which adjoins on the rear and faces on Keswick Avenue, just east of Easton Road. Featured in this building is a modern television show-room displaying Philco, Zenith, RCA Victor, Westinghouse, DuMont and Capehart. Here, live demonstrators may be viewed under ideal conditions.

Leading brands are handled at this store, and they include, in addition to makes previously mentioned, Kelvinator, ABC, Whirlpool, Bendix, Ironrite and Lewyt. Many famous brands of small appliances are featured as well. Leading brands of radios are sold by Gerhard's. A very large stock of phonograph records is sold, along with sheet music and phonographs in Gerhard's record department.

(Continued on page 92)

GRAND OPENING

OF THE

DEMONSTRATION HALL

in Gerhard's

New Service Bldg.

On Easton Road below Keswick Avenue (Adjoining Our Two Main Buildings)

October 11 & 12

FREE!
Gifts for everyone
AND BE SURE AND
REGISTER FOR GRAND
AWARD

GERHARD'S SERVICE BLDG.

PLAN TO BE THERE—
LOTS TO SEE and LEARN FOR
BETTER ELECTRICAL LIVING

PHILCO

SEE! In Operation! . . .
AMERICA'S FIRST ADVANCED
DESIGNED REFRIGERATOR —
"PHILCO"

SEE! In Operation! . . .
MEATS PREPARED AND BROILED
UNDER GLASS BY ELECTRIC

SEE! In Operation! . . .
THE FREEZER FOR THE THRIFTY
LETS YOU LIVE BETTER FOR
LESS MONEY!

**SEE FAMOUS
PHILCO AND
WESTINGHOUSE
Home Economists
In ACTION!**

WED., OCT. 11, 2:30 P. M. AND 7:30 P. M.
PHILCO DAY

THURS., OCT. 12, 2:30 P. M. AND 7:30 P. M.
WESTINGHOUSE DAY

WESTINGHOUSE

SEE! In Operation! . . .
THE FAMOUS WESTINGHOUSE
LAUNDROMAT WITH THE EXCLUSIVE
WEIGHT-TO-SAVE DOOR.
SAVES YOU NOT ONLY TIME AND
WORK BUT MONEY AS WELL.

SEE! In Operation! . . .
THE WESTINGHOUSE CLOTHES
DRYER MAKES EVERY DAY A
PERFECT DRYING DAY

SEE! In Operation! . . .
THE FIRST SHOWING
THE NEW WESTINGHOUSE AUTO
MATIC ELECTRIC DISHWASHER

FREE
Balloons for All Kiddies and Ice
Cream to First 300 Boys and Girls
Accompanied by Parents

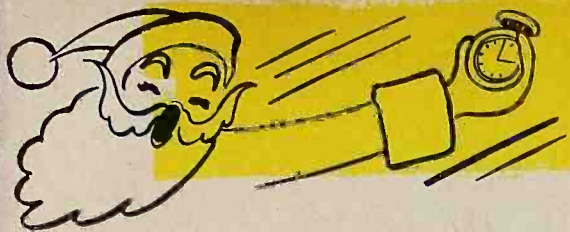
IN
**GLENSIDE
PHONE**
Opoula 8620

GERHARD'S
GLENSIDE & AMBLER

IN
**AMBLER
PHONE**
Ambler 0838

(Above) Full-page ad run by Gerhard's to announce opening of the Demonstration Hall. (Below) This big fleet of trucks keeps Gerhard customers happy. There are 12 trucks and 20 servers. Much of Gerhard's large volume was built on the firm's reputation for fast, efficient service.





There's still time

to cut yourself in for Christmas

IT'S NOT TOO LATE

to get on the Arvin band wagon for handsome holiday profits! Arvin is the fastest growing name in TV, and when you see the line, you see why! There's an Arvin model for every individual need—and every Arvin is priced to give you top profit—to give your customers top value! Stock Arvin TV now and watch your holiday sales zoom! But hurry!



ARVIN MODEL 4162CM

\$349⁹⁵

Also in exquisite Blond Finish Model 4162CB... \$369.95

Other models from \$129.95. Prices subject to change without notice.

All prices plus Federal Excise tax and warranty.



TV at its unquestioned finest!

This is it! This is the set they want when they say they want the finest. Superb cabinet styling in imported mahogany veneer with luxury appointments in finish-o'-gold and gleaming crystal lucite!

- 16-inch no-glare rectangular picture tube!
- Rock-solid stability for exciting fringe-area reception!
- Gated automatic gain control combats interference!
- Sensitivity compensation for local reception without overload!
- Straight AC circuit, 26 tubes including rectifiers!
- Exclusive Velvet Voice tone system!
- Powerful electro-dynamic speaker!
- Continuously variable tone control!
- Two-thirds doors, hinged to swing flush to sides!
- Phono-jack and built-in antenna.

All 1950 Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under the established FCC standards.

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

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

Dynamic displays and free newspaper mats available to help you collect maximum profits from Arvin's national advertising!

Arvin TV



VISIBLE VALUE

You can see the difference!

Sales Tips

and Profit-Pointers

New Ideas to Increase the Dealer's Volume of Appliances, Discs, Sets



GOOD WAY TO SELL USED APPLIANCES, according to a successful Midwest merchant, is to list such products on a large blackboard, mounted in an easel in a conspicuous position in the store. Same dealer lists products and prices in classified ads; gets results.

\$ \$ \$ \$ \$



SOMETIMES A CUSTOMER WHO HAS "PESTERED" a dealer for some time to find out how much he owes the merchant will end up on the "bad debt" list. Moral: When a customer wants to pay a bill, bend over backward to help him do so.

\$ \$ \$ \$ \$



TV "PARTIES" CAN BE MADE TO pay by those dealers who have sufficient space to hold shows. Simple refreshments can be served those who attend via invitation. Sure-fire way to get more TV sales.

\$ \$ \$ \$ \$



BECAUSE THERE ARE SO MANY "TRANSIENT" BUYERS OF PHONO RECORDS, it's a good idea (and an old one) to keep a "guest registry" book on the counter. Salespeople can ask each customer to sign so that they can be put on mailing list. Many accept the invitation, report merchants who employ this technique.

\$ \$ \$ \$ \$



AN ADEQUATE STOCK OF BATTERIES FOR PORTABLES will keep our customers happy this time of the year. The dealer who gears up to render fast service on the carry-abouts will build good-will because this is one type of set that they want fixed up right away.

\$ \$ \$ \$ \$



THE ELECTRIC HAIR DRYER has plenty of sales appeal for women when this product is properly demonstrated. The "hot-or-cold" feature should be explained in detail because many do not know about it. This appliance can also be used to speed drying of freshly-painted finger nails.



VARIOUS MAKES OF ELECTRIC IRONS should be grouped together to help speed selection, many retailers believe. Most shoppers, it has been found, want to see a number of brands, and considerable time is wasted escorting the prospects to displays spread around throughout the store.

\$ \$ \$ \$ \$



THE STORE PRESENTLY WITHOUT A SLOGAN should adopt one for use in advertising, as a clever catch-line often helps the reader to remember the establishment. For those who've been in business for some time, publicizing the year of founding or the number of years at the present location builds up confidence for the firm in the minds of prospective customers.

\$ \$ \$ \$ \$



IS YOUR LITERATURE "GIVE-AWAY" OR "THROW-AWAY" material? Those folders, pamphlets and other printed pieces belong in orderly, labelled racks, not scattered about the store. One merchant built a large rack having "pockets" of varying sizes, lettered "Radio," "Laundry Equipment," "Vacuum Cleaners," etc., placed the unit in a prominent place in the store. It's good practice to keep a few folders with the various products, the surplus neatly filed.

\$ \$ \$ \$ \$



THOUSANDS OF TV ANTENNAS in the "older" video territories need replacing or check-ups. Big potential here for those who want to up maintenance revenue. One way to dig up prospects is to get out in the field and *actually discover* those installations which are in need of expert servicing.

\$ \$ \$ \$ \$



THE EFFICIENT DISC SALESMAN makes sure that his customers understand how to operate the playing equipment in the listening booths, and he also sees to it that such equipment is kept in good operating condition.

Here's How Crosley Is Handling the Excise Tax on Television Sets

It's no trade secret that present discount percentages on Television sets throughout the industry, generally, are inadequate. You know it—we know it—and so does every Distributor and Dealer who knows the cost of doing business.

If Television had come into the market on its own, it would have been set up on an entirely different discount basis. But, because it rode into the market on the back of White Goods, manufacturers established a price and discount structure which made it difficult, if not impossible, for Television to pay its full share of operating expenses—to say nothing of paying adequate *profits* to the retailer. This just doesn't make sense.

And now, with the imposition of a Federal Excise Tax on Television sets, the problem becomes even greater—unless Tax and Warranty costs are handled like any other cost of doing business, and are reflected in the Dealer's markup. We believe the Dealer is entitled to his full markup on, say, a \$300 sale whether that sale involves a Television set, a Refrigerator or anything else the Dealer sells. Someday it will be that way.

There appear to be three different ways of handling Tax and Warranty costs. One, is to increase prices by the amount of Excise Tax and Warranty but allow no corresponding markup for the Dealer—which has the same effect as *reducing* Dealer discount percentages. Another, is to keep prices the same but to quote them "plus Tax and Warranty"—which, in another way, also amounts to the same thing as cutting Dealer discount percentages. A third method is to handle these costs in the same way as they have been handled on Refrigerators, Ranges, Radios, and other appliances for years—and which has proved to be sound and satisfactory to the Manufacturer, Distributor, and Dealer. That is the way we've decided upon—

and after most careful consideration, and with the benefit of advice from Distributors and Dealers in all sections of the country.

Accordingly, effective November 1, the suggested resale prices of Crosley Television sets include all Excise Tax and Part Replacement Warranty costs—and thus provide the Dealer a markup on his total cost—maintain the usual percentage discount, and eliminate the "extras" over the advertised price which are difficult for a Dealer to explain and which sometimes scare a customer off after he has made up his mind to buy.

Crosley has taken this forward step because we believe this is no time to reduce Dealers' margins and it's high time *something* were done to help the Dealer stand his Television business on its own two feet—and to build solidly for the near future, when further credit curbs, higher taxes, and possible material allocation may tend to shrink his sales volume.

We firmly believe that our new pricing policy—as I've outlined it above—is in the best interests of our Distributors, our Dealers, the Television Industry, and the buying public. However, we realize that it may deviate from general industry practice. If our Distributors and Dealers support us by maintaining and improving Crosley's sales position during the weeks ahead, we will know we were right in taking this step.

We also believe we will help Crosley Dealers by advertising the total price of our sets and not cause the Dealer to explain the extra charges over the advertised prices. So in our consumer advertising, we will emphasize the fact that the advertised prices of all Crosley Television sets are the total prices, with no "plusses" to be added except in the case of local taxes, and installation charges, where applicable.

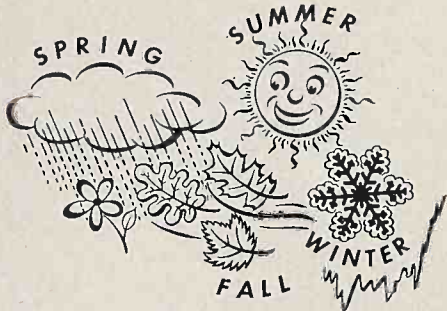
(Signed) **William A. Blees**

Vice President and General Sales Manager
CROSLY DIVISION
AVCO MANUFACTURING CORPORATION

10 Ways to Better Displays

Missouri Dealer Describes Window-Dressing Methods Designed to Stop Traffic

• The mere fact that a retailer operates a comparatively small store, with no budget to employ a displayman or sign writer is no reason why he should get along without effective, eye-compelling displays, according to H. A. Morris, veteran dealer in Wellston, Missouri.



Use seasonal themes, advises Dealer H. A. Morris, veteran Missouri merchandiser.

Mr. Morris, who has sold an excellent volume of business successfully for more than 15 years in a suburban St. Louis shopping community, points out that department stores and specialty stores spend an impressive percentage of net gross on display materials. "The big store even has a separate department and rewards its people for good signs, backgrounds, display ideas, and help," he pointed out. "But there's no reason why the small specialty shop operator cannot fulfil all of these roles himself."

Emphasizing that if the retailer will budget a certain amount for colorful sign-painting, beautiful dis-



Keep displays fresh and sparkling.

play cloths, lighting equipment, etc., he can "stop traffic" as well as the department store, Mr. Morris uses a

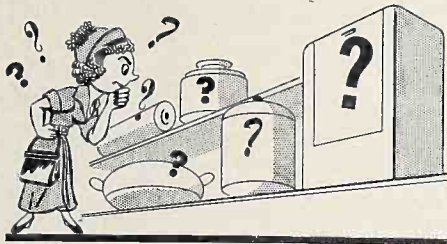
checklist of 10 points to insure that his windows and interior displays are doing their job.

The 12 checkpoints which he stresses are:

1. Make the display convey the impression of action, beauty or seasonableness, to arouse interest in all ages.

2. Use display cards suggesting real reasons why the customer should buy—new uses, real economy, the importance of color, the timeliness of suggestion, or some such "hook" which makes sense to every window visitor.

3. Dramatize the merchandise by means of unusually designed displays, high intensity lighting, strong contrasts of color, materials or shape, "use" displays which show the item as it will be used, etc. Make sure in all cases that it is the merchandise



Identify the products, using descriptive signs. Don't make the passerby guess what's being displayed.

which attracts the eye, not the materials setting it off.

4. Use only merchandise that is fresh and in good, clean condition. Keep everything in the window scrupulously clean and avoid the "unkempt" dusty look.

5. Be certain that informative or decorative signs are legible and in keeping with the product.

6. Use small, neat price cards, which do not throw a "cheap bargain" atmosphere over any sort of display.

Bold, emblazoned cards affront people who want quality, not price.

7. Avoid congestion, pileups, akimbo displays which indicate a slipshod



No reason why the small dealer can't set up effective displays, says Missouri dealer H. A. Morris. He suggests a 10-point checklist aimed at getting results.

management and careless attitude on the part of the management.

8. Change each display, whether in the window or inside the store, as frequently as possible, so that the customer will never grow "used" to them. One easy way to do this is to schedule each line of TV sets, radios, radio-phonographs, etc., for certain dates in the window, along the walls, on floor platforms, etc., and stick to the schedule.

9. When a newspaper ad is run in connection with a display, clip out samples of the ad, paste them neatly on easels, and make them the centerpiece or fringes of the merchandise display. This quickly identifies the advertised merchandise, and will pull attention. This practice is growing rapidly in all display work, and always with excellent results.

10. Photograph good selling displays and keep the prints handy to serve as a guide for the same season the following year. With this "blueprint" always on hand, it is possible to weed out weak selling points and to build up on those which show good results. The dealer will soon find that one or two types of window displays will be old "faithfuls" to build sales whenever needed.

This Year—Make Your Christmas Windows

Sing good-will. Do this through skilful use of holiday decorative material . . . by unique use of color and motion.

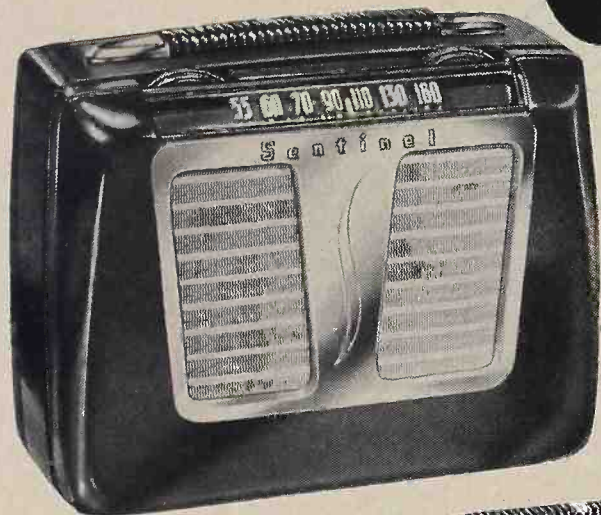
Create urge to buy early, but don't use any "shortage" angles which might encourage scare-buying by customers.

If, because of shortages, you'll have to sell some products from the window, be sure to arrange them so that they can be obtained without making a shambles of the display set-up.

Especially at Christmas

they're

Alive...



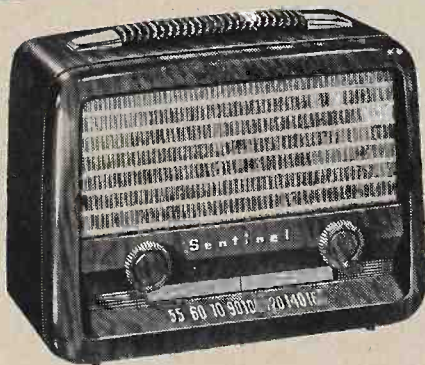
Alive with Holiday Color

Alive with Holiday Gift Appeal

Alive with Holiday Value!

Super-Performing "312"—3-gang condenser with tuned R F stage, gets amazing distances. 3-way—lightweight and compact. Robin Hood Green or Chestnut Brown.

Colorful "335"—a rainbow parade of gorgeous Holiday hues! Patrician White—Palisade Brown—Forest Green—Tuscan Red. 3-way. Popular priced.



Portables and table radios are real *live merchandise* at this time of year—they so fully answer the universal question: "What shall I give to So-and-So?"

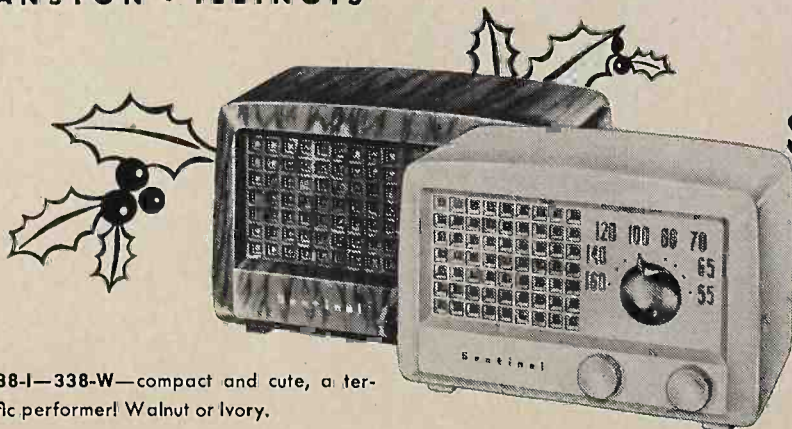
They are a right pat answer to *your* question, too: "What shall I stock for Christmas, that I *know* I'll not be 'stuck with'?" Every home can use additional radios—every family has at least one member who wants a portable.

Order your *Sentinel* stock QUICKLY. *Sentinel* has scheduled production to care for the holiday rush—but better be safe than *Sentinel-less*! So get that Christmas profit-building order off TODAY!

Sentinel

SENTINEL RADIO AND TELEVISION

EVANSTON • ILLINOIS



338-I—338-W—compact and cute, a terrific performer! Walnut or Ivory.

Sentinel Sets

SNUB

Service Calls!

Television & Appliance Retailing

Section of RADIO & TELEVISION RETAILING

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

Westinghouse HEATER

Available in 1250 and 1500 watt ratings, this new bathroom heater is designed to fit into the wall. Operates on 115 Volt AC. Both units list at \$19.95. Westinghouse Electric Corp., Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Commander TV SET

Heading the TV line in popularity is the model 1701, a 17-inch rectangular open-faced console. Chassis is designed



for high sensitivity and stability for improved operation in fringe areas. Commander Television Corp., 280 Ninth Ave., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Fresh'nd-Aire AIR HUMIDIFIER

Redesigned model of the electric room humidifier, built in a two-tone green-grey and cream plastic case. Stands eleven inches high. Picture here shows the new model, right, as compared to the old model, left. List



price on the new model is \$39.95. Fresh'nd-Aire Company, 221 North La Salle St., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Hamilton Beach HAIR DRYER

The new No. 7 "Quick Dry" hair dryer features "Adjust-a-Stand", which permits tilting to any angle, and "Heat-



Control", which permits adjustment of heat intensity in addition to the conventional hot-cold switch. Retail price is set at \$14.90. Hamilton Beach Co. Division Scovill Mfg. Co., Racine, Wisc.—RADIO & TELEVISION RETAILING.

GE RANGE

Known as the "Astroliner," this new range is being manufactured in limited quantity and will be available only during the Christmas season. Features a raisable surface unit and triple oven. Retail price is \$299.95. General Electric Co., Appliance & Merchandise Dept., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

DuMont WESTBURY II

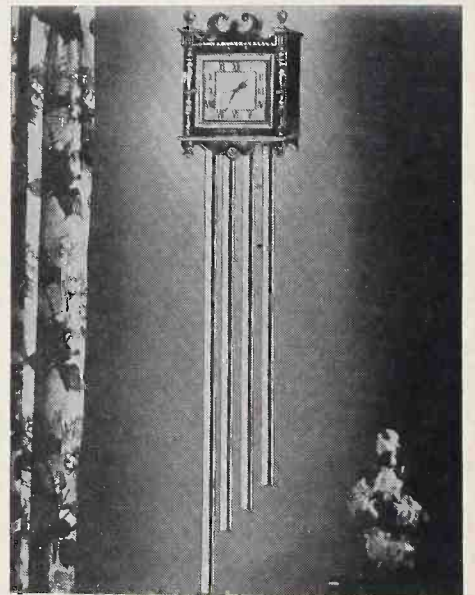
A new 19-inch TV receiver has been added to the DuMont line. It includes FM radio and phono-jack attachment.



Cabinet is traditional style in mahogany with full length doors. Chassis has 30 tubes plus four rectifiers plus picture tube. List price is set at \$625. Allen B. DuMont Laboratories, Inc., 515 Madison Ave., N. Y. 22, N. Y.—RADIO & TELEVISION RETAILING.

NuTone DOOR CHIME

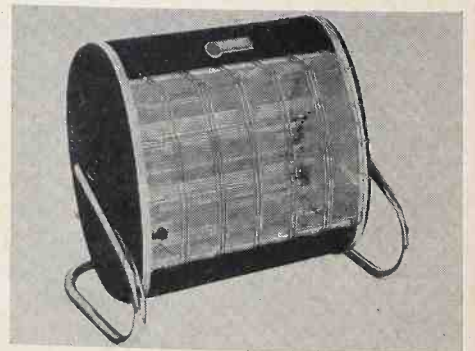
The model K-46, called the "Jefferson", is a colonial style electric door chime and wall clock combination. Selector switch permits choice of eight notes or different four-note sequence for front door; one note for rear door, different single note for third door. Radio-type volume control permits adjustment of the chimes to loud or soft and additional volume brackets on each tube allow tuning of the chimes. Telechron self-starting clock movement.



Brass dial and chime tubes, mahogany veneer case. NuTone, Inc., Madison & Red Bank Roads, Cincinnati 27, Ohio.—RADIO & TELEVISION RETAILING.

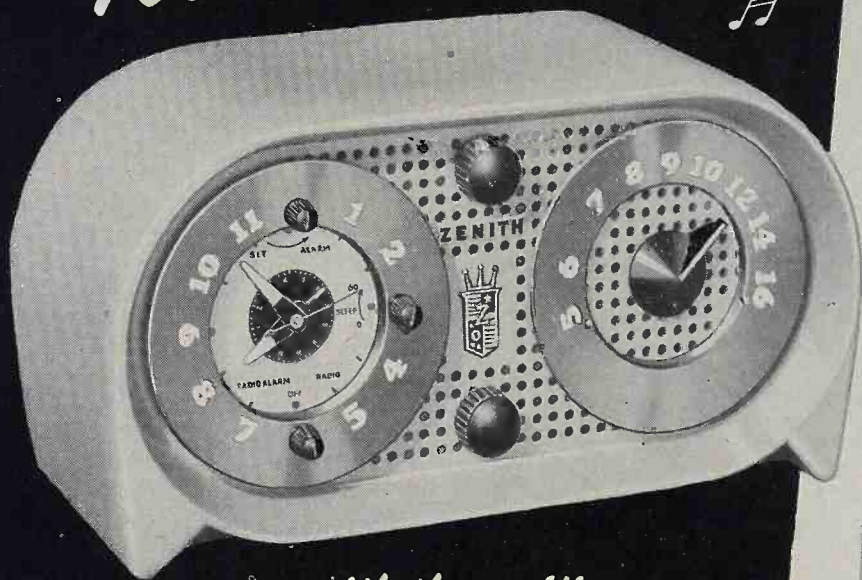
Swartzbaugh HEATER

The Ray-Vector, a new multi-purpose room heater, has been announced. Designed to provide wide angle radiant heat, or circulating heat. Mounted on a



chrome-plated stand, weighs eleven pounds. A safety switch turns the current off if the heater is accidentally tipped over. The Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo 6, Ohio.—RADIO & TELEVISION RETAILING.

Christmas Coming...
BOOST YOUR SALES
'round the clock!



...with the exciting, new
ZENITH CLOCK RADIO

In your customers' minds the IDEAL Christmas Gift...
 in your store a Christmas SELL-OUT! That's the profit-filled
 promise of this exciting Zenith Clock-Radio.
 Show it off... make it pay off!

Demonstrate to your customers how this spectacular
 new Zenith Clock Radio turns appliances on and off.
 Show them how it will wake them to music...
 lullaby them to sleep. Demonstrate how this
 versatile Zenith turns radio and TV programs on
 automatically... and tells time even in the dark.

Do this and you'll see that this Christmas you'll
 have more to sell... a bigger sale... a sale that
 moves faster, easier than any other. Act now!
 Order the Zenith Clock Radio in quantity
 from your Zenith distributor today!

Superiority you can see
Quality you can trust

Zenith is No. 1 for 51!

Zenith Radio Corporation, Chicago 39, Ill. • Over 30 Years of "Know How" in Radionics Exclusively • Also Makers of America's Finest Hearing Aids

Profitable...

A bigger unit sale, greater profit
 sale every time!

Beautiful...

Take a look!

Useful...

Just count all the things it will do!

Sings them
 to sleep



Wakes them
 gently



Acts as a
 reminder



Operates kitchen,
 bedroom appliances



Plays superbly—
 tells time



Sure-to-Sell...

Check this whopping advertising schedule!

American Magazine • American Home
 Better Homes & Gardens • Collier's
 Coronet • Cosmopolitan • Holiday
 Living • Newsweek • Life
 Ladies' Home Journal
 Pathfinder • Quick • Time

ZENITH
 • LONG DISTANCE • RADIO
 and TELEVISION



Better Business Builders

Money-Making Ideas on Salesmanship, Store Management, Advertising

• Smart retailers always try to maintain a *permanent* salesforce of good men. There are many reasons for building such a permanent organization. It costs money to train new employes to sell. Even the experienced salesman may not know the products a certain store handles, and certainly isn't familiar with the store's policies and practices. In addition, it takes any man a long time to build up a large following of customers. Another very important reason for keeping a *permanent* staff is because customers are bewildered, and often annoyed when they see too many strange faces too many times.

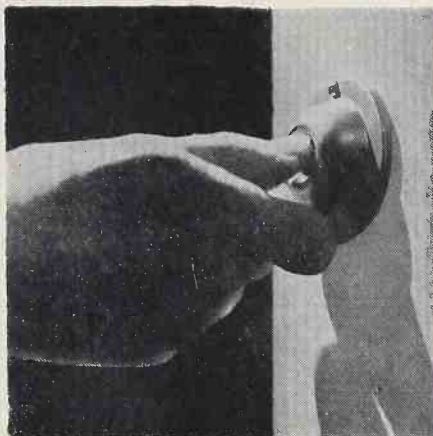
With the employment turnover rate on salesmen quite high these days, the following ten suggestions are offered as concrete aids in cutting down such



When your sales force works as a team you're on the right road toward building a permanent selling organization. Read the 10 rules for keeping your salesmen happy and prosperous.

turnover rate, and in keeping the salesforce on its toes, and working as a team:

1. Employ realistic, effective sales training.
2. Be sure that your salesmen know all about all of the products.
3. Use orderly, consistent methods in running the salesforce. Set up a simple system calling for the filing and handling of sales reports.
4. Don't play favorites in permitting *some* of the men to make special deals.
5. Allot scarce merchandise fairly among your salesmen.
6. Divide territory, floor-time and leads fairly.
7. Never bawl a man out in front of other salesmen.
8. Don't pay some salesmen higher



After-sale calls are most important these days. Customers expect and deserve such appreciation for the business they've given the dealer. If you're too busy to make a personal visit, follow up through phone call or by letter.

rates of commission than others receive.

9. Don't let salesmen fight among themselves over who gets commission on certain sales. Settle the matter yourself, and settle it promptly.

10. Take over when salesmen are confronted with serious differences with customers. Such problems should be disposed of by the boss.

Warning Signals in a Changing Market

When easy sales come pouring in through the door, some dealers let courtesy and consideration fly out of the window, meaning they fail to follow up prospects, fail to make after-sale calls. Such follow-ups are very important today because too many customers are being pushed around in too many stores in too many fields. The dealer who loses sight of the fact that customers *expect* and *deserve* some after-sale interest on the part of the merchant stands to lose many old customers, and is not in a good position to make permanent patrons of the newcomers, either.

The "kiddie" corner" is a good idea. Let the small fry enjoy themselves listening to records or looking at TV. They'll remind parents to make frequent visits to the store. The picture was taken at Byerly Bros. Music Store, Peoria, Ill.



The best way to follow up a sale is by making a personal call. In some stores, however, where the staff is small and extremely busy, follow-up can be made by a phone call or by letter.

Dare to Be Different

Broadly speaking, all merchants in our field handle similar products, yet some dealerships are outstandingly successful, causing many to ask, "how do they get that way?" No dealer has greatness thrust upon him, but achieves an enviable position in merchandising via two methods:

1. He gains recognition and sales through huge advertising campaigns, backed up by a large, well-stocked store, architecturally designed to attract customers.

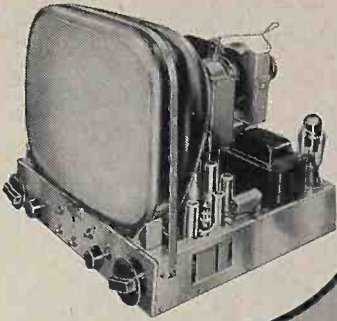
2. He makes money by daring to be different, regardless of the size of the store or how much he can spend on the more or less "standard" business building techniques.

Of course, a combination of the two before-mentioned ways to success is the ideal set-up, and many organizations employing such formula have really gone to town. However, for the benefit of the dealer with limited capital, we offer the following suggestions for sales success through being "different":

1. Entertain the idea of redecorating your store along novel, though not bizarre lines. For instance, tie the decorative theme in with the locality as many dealers have done. In certain parts of the West, stores have used "cowboy" angles; in the Southwest, Mexican ones, and so on. There's no reason why your store has to look exactly like the others. You can get picture wallpaper to set off the model kitchen, or to feature products shown in various parts of the store. You can

(Continued on page 91)

THE *Capehart*
CX-33



**IS RAPIDLY BECOMING ONE OF THE
GREAT, MEMORABLE
CHASSIS OF ALL TIME!**

EVERY NEW Capehart CX-33 sold means another satisfied customer for a Capehart dealer, another "good word" added to the word-of-mouth advertising spreading everywhere for Capehart and its dealers.

The CX33 chassis represents a turning point in the history of television. This new super-powered, 23-tube chassis is truly revolutionary! It provides incomparable long-distance reception—extends the operating range of the transmitter—opens up new markets for you. Gives interference-free operation, increased sensitivity on all 12 channels, and positive control of all functions. Sound is automatically synchronized with picture. And the chassis is completely simplified for easy servicing.

No other television line can give you a better opportunity to make more money in less time, with less service and less overhead! The CX-33 will long be remembered as the "pacemaker" by the entire television industry!



The CAPEHART "New Englander." Big 16-inch rectangular tube for "full-scale" picture. Capehart Symphonic-Tone System synchronized with clear, sharp pictures. Distinctive French Provincial styling in a cabinet of cherry with mellow fruitwood finish. Doors fold against sides.



**When in CHICAGO
see the
CAPEHART DISPLAY
at the Merchandise Mart
Room 1118 • Dec. 15, 1950**

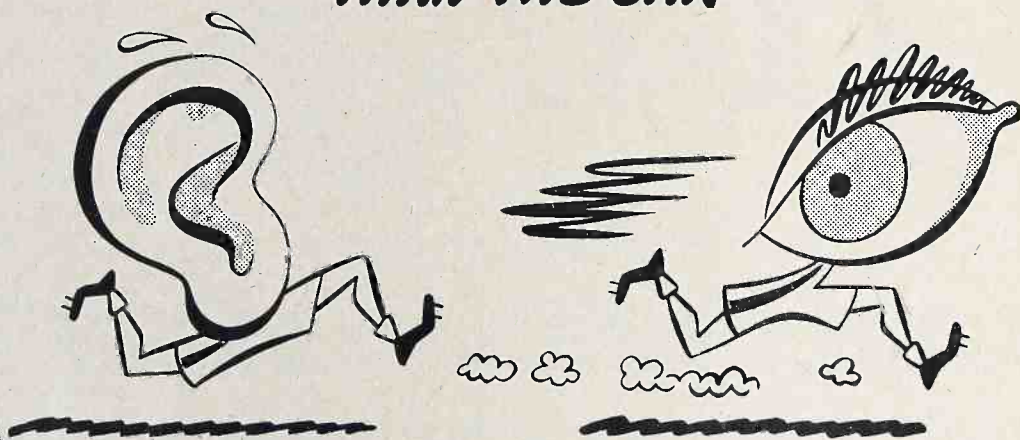


The CAPEHART "Spinnet." 17-inch rectangular tube for clear, bright picture. Capehart Symphonic-Tone System. Attractively finished in rich mahogany veneer. Combines best features of table model and console—incorporates utility shelf.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation

THE EYE IS QUICKER THAN THE EAR



IF YOU SERVICE TV, YOU KNOW THIS!

Customers are quick to *see* imperfections. Much slower to *hear* them. Therefore *premium-quality* Hytron receiving tubes for the tougher TV jobs. *At no extra cost!* You gain also: Through fewer expensive service call-backs. Better customer satisfaction and confidence. More profits.

How does Hytron do it? By working closely with leading TV set manufacturers. By endless striving

to better already superior performance. By improved design...processing...inspection...testing.

Try Hytron TV receiving tubes: 1X2A, 5U4G, 6AG5, 6AL5, 6AU6, 6BC5, 6BG6G, 6BQ6GT, 6CB6, 6SN7GT, 6V6GT, 6W4GT, 12BH7, 25BQ6GT, etc. Also Hytron rectangular picture tubes: 14BP4, 16RP4, 17BP4A, 20CP4. You pay no more for Hytron. But *see* the difference yourself...on the TV screen...on your cash register.

THEY COST PENNIES, BUT SAVE DOLLARS!

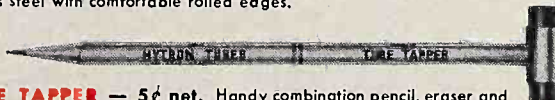
Order from your Hytron jobber today



HYTRON SOLDERING AID — 49¢ net. Fork tip effortlessly, quickly unwraps "mechanically solid" joints. Straddles wire, grips, unwraps, pulls it free. Guides new wire; holds it firm while soldering. Spade tip reams solder from lug hole; pushes other wires aside. Tips are hardened, twist-proof, insulated, hard-chromed to shed solder. Tool handles like pencil. Reaches tight spots. Has dozens of other uses.



HYTRON TUBE LIFTER — 15¢ net. Lift 'em all the e-a-s-y prybar way: Tubes (GT, G, standard, lock-in, metal). Vibrators and plugs (Jones, Amphenol) — and knobs. A natural for compact auto radios, etc. Slotted end lifts lock-ins, snap-in trimounts... easily, safely. Of stainless steel with comfortable rolled edges.



HYTRON TUBE TAPPER — 5¢ net. Handy combination pencil, eraser and tube tapper. Discovers microphonism, shorts, and opens in tubes, etc. Compact, non-metallic, rugged. Doubles in brass for writing orders, etc.



HYTRON TUBE PULLER

— 75¢ net. Pull or insert 7-pin miniatures the e-a-s-y way. Neoprene rubber puller works by suction and friction on top of tube. Positive grip. Reaches tight spots. Another Hytron time-temper-and-money saver.



HYTRON AUTO RADIO TOOL — 24¢ net. Substitutes for control cables of universal auto radio. Quickly, precisely turns set on/off, tunes, adjusts volume and tone, re-aligns dial. Square also fits splines. Vee fits spade and other key fittings. Minimum backlash. Compact. Bright-zinc plated. Non-rolling large handle for fine adjustments.



HYTRON PIN STRAIGHTENERS,

7-Pin and 9-Pin — 55¢ net ea. You merely press tube gently into Hytron Straightener until button base seats squarely. Presto, pins are straight! Fast... safe. Avoiding one broken tube pays for Straightener twice over. Precise, stainless-steel insertion die. Comfortable knurled aluminum holder. For hand, bench or tube tester use.



OLDEST MANUFACTURER OF RECEIVING TUBES
HYTRON
RADIO AND ELECTRONICS CORP.

MAIN OFFICE:
SALEM, MASSACHUSETTS



SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

How to Install TV Towers

Step-by-Step Explanation of How to Get Them Up So They'll Stay Up

• After the antenna has been selected, the most important problems in a fringe area television installation are those of getting the antenna as high in the air as possible—and making it stay there! Inexpensive masts made of thin-wall conduit or dural tubing are widely used for antenna supports in areas where heights of thirty feet and less give satisfactory reception, but their flexibility makes the erection of longer lengths difficult. Rigid towers of uniform triangular cross section, although more expensive, are more easily handled during erection and most types are strong enough to be climbed if antenna repairs become necessary. Self-supporting towers of the windmill variety are often used in locations where limited lot space does not permit use of guy wires. This article takes up the installation of guyed towers.

Mounting the Base

To insure that the guyed tower or mast will withstand winter winds and icing, a properly-designed base support and system of guys must be provided. In resisting the force of the wind, tension is developed in one or more guy wires, resulting in a downward force against the base of the tower which adds to the dead weight of the tower itself. Other things being equal, the amount of tension in the guy wires depends upon their placement with respect to the tower, and as shown in Fig. 1, may be minimized by attaching them at equal angles around the tower and as far from its base as possible. Care should be taken in choosing locations for guy wire anchors. Where screw hooks set in an ordinary roof are to be used as anchors, it is essential that they be set in rafters, as sheathing has very little holding strength. If the rafters cannot be located by measurements or by sounding, it is best to obtain the owner's

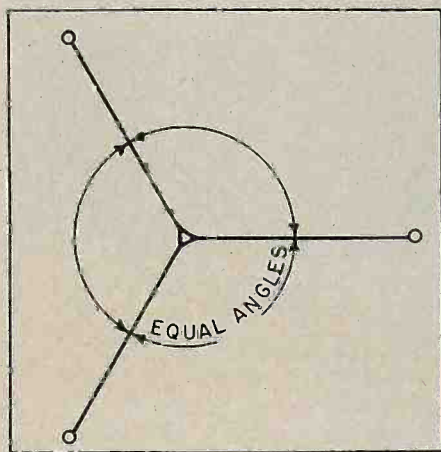


Fig. 1: Guy wires shown looking down at the top of the mast. If angles shown are unequal, wind blowing into the greatest angle will produce the highest stress in the guy wires. The distance from the guy wire anchor to the base of the tower should be about $\frac{3}{4}$ of the height of the tower at the point where the guy wire is attached. If this distance is less than $\frac{1}{2}$ the height, use stronger guy wire and anchors. For recommended sizes of guy wire, see text.

permission to drill small test holes, which are immediately patched with roofing compound. If more than one set of guys is to be anchored in this manner, it is well to provide a separate screw hook for each guy wire, allowing sufficient separation between screw hooks to avoid splitting the rafter. If the guy wires have been properly located, most towers may be supported safely under almost any weather condition by one set of 6-20 or 6-18 steel guy wires for each twenty to thirty feet of tower height. Smaller guys at more frequent intervals are recommended for pipe masts, to avoid buckling. Construction of the base on which the tower or mast is to be mounted varies greatly from one installation to another. In all cases, however, the base should be capable of supporting several times the weight of the tower and antenna.

Except in severely crowded locations, moderately high towers are

most easily assembled complete on the ground, then erected with the aid of a hinged base and a boom, as shown in Fig. 3. After all sections have been bolted together and inspected for loose rivets, poor welds, and other defects, the completed tower should be bolted to a hinged base which is fastened securely to the roof or foundation on which the tower is to be erected. Support the free end of the tower on a sawhorse or box while the antenna, lead-in, guy wires, and stand-off insulators are assembled to it. If a motor is to be used to rotate the antenna, it should be tested before being attached to the tower to avoid the complications which arise from finding it improperly wired or defective after the tower has been raised. After testing, the motor should be left in its extreme counter-clockwise position and the antenna attached in such a manner that it will
(Continued on next page)

Fig. 2: When towers of up to 30 feet in height are installed next to a building, a single bracket attached to the gable or wall at a height of fifteen feet or more will take the place of all guy wires.

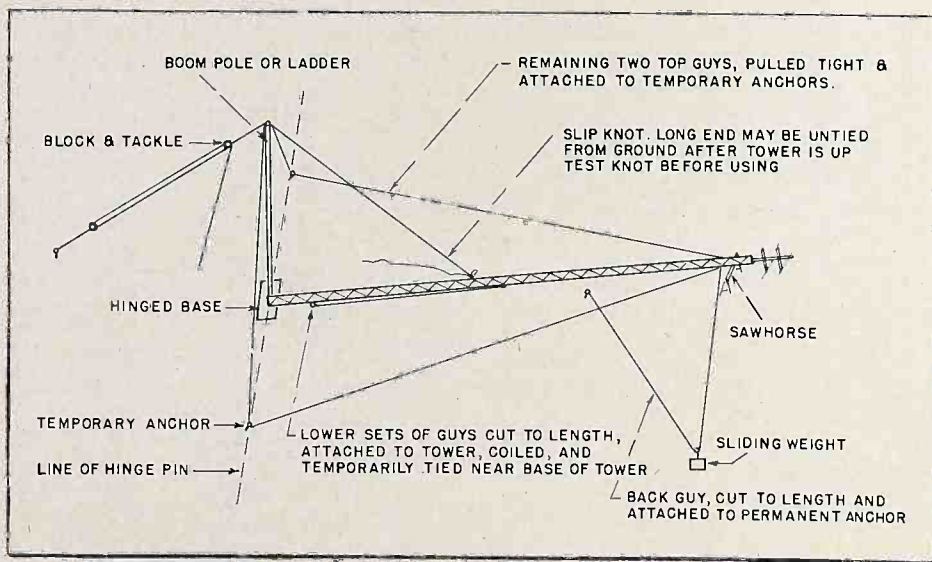


How to Install Television

This detailed explanation covers proper mounting of the base; number, size and installation of guy wires, raising the tower, securing and plumbing the tower, mounting of rotators where used, proper grounding & other installation techniques.



Fig. 3: The tower ready for raising. Below, the drawing shows the tower supported on a sawhorse as described in the text, where the other notes on the drawing are also more fully explained. The photo above shows the same situation a few minutes later, with the tower on the way up. Helpers are holding guy wires to keep the tower from falling sideways as it is raised. In the photo, a ladder is being used as a boom pole, and a direct pull is being exerted by the installer instead of a block and tackle as shown in the drawing.



(Continued from preceding page) be pointing north after the tower has been erected. If the motor is geared to turn the antenna at one r.p.m. (most antenna rotators are), the second hand of a watch may be used as a direction indicator after the tower has been erected by starting clockwise rotation of the antenna from the counter-clockwise stop at the instant the second hand passes zero.

It is important to determine in advance the length of the back guy wire in the top set. If this guy is cut

to length and attached to the tower and to its anchor before the tower is raised, it will become taut and stop the tower as soon as the tower has been pulled into an upright position. The length of the guy wire may be calculated by any one of several methods, one of the easiest being by the use of a table of squares and square roots. (See Table I) The remaining two top guys should be pulled tight and fastened to temporary anchors on either side of the tower in line with the hinge pin in the tower

base. These two guys act to steady the tower and prevent it from falling sideways during erection. Lower sets of guys, if used, should be cut to length and attached to the tower at the proper heights, then coiled and tied temporarily to the tower at a height which will be accessible from the ground after the tower has been raised.

The actual erection of the assembled and rigged tower is begun by attaching a boom at a ninety-degree angle to the base of the tower and guying the boom if necessary to prevent it from being pulled sideways. A sturdy ladder may be used without side guys as a boom for the erection of small towers. A rope is tied to the boom and then to the tower at a distance from the tower base approximately equal to the height of the boom. To avoid climbing the tower later to retrieve this rope, a slip knot may be tied in such a manner that after the tower has been raised, the free end of the rope will be within reach of a man standing on the ground. Two men, one to push the tower up as far as possible by hand, then steady it as it goes up, and another to pull on the rope, can raise light-weight towers of at least forty feet in height. A block and tackle is helpful for raising heavier or higher towers. After the tower has been pulled upright, the man holding the rope can steady it against the pull of

Fig. 4: Helpers adjust guy wires as tower is plumbed with a hand level.



Towers in Fringe Areas

the back guy wire while his helper carefully moves the other two guy wires one at a time to their permanent anchors. The free ends of the lower sets of guy wires, which were temporarily fastened near the base of the tower, may now be attached to their anchors. To prevent kinking of the back guy wire while the tower is being raised, carry the mid-point of the wire as far as possible from the tower and attach a sliding weight to it. As the tower is raised, the weight will be dragged along, maintaining enough tension to prevent kinking the wire. When the tower is pulled erect, the weight will slide down the wire to the anchor, where it may be easily removed. The tower should be plumbed by adjusting the guy wires, taking care that the final guy wire tension is no more than that necessary to prevent swaying.

Certain makes of conical antennas have been found to lose elements due to fatigue cracks developing near the clamp as the result of vibration and strumming in the wind. It is well to mount such antennas six or eight feet above the highest set of guy wires to permit a small amount of unrestrained motion. Many types of antennas make a roaring noise like that of an airplane under certain wind conditions. To avoid service callbacks, be sure to plug the top of the antenna mast with a large cork, and either place corks in the ends of the antenna elements or flatten them with pliers.

Towers and masts which rise more than a few feet above the rooftop should be protected against lightning damage. In most locations, a suitable grounding system may consist of one

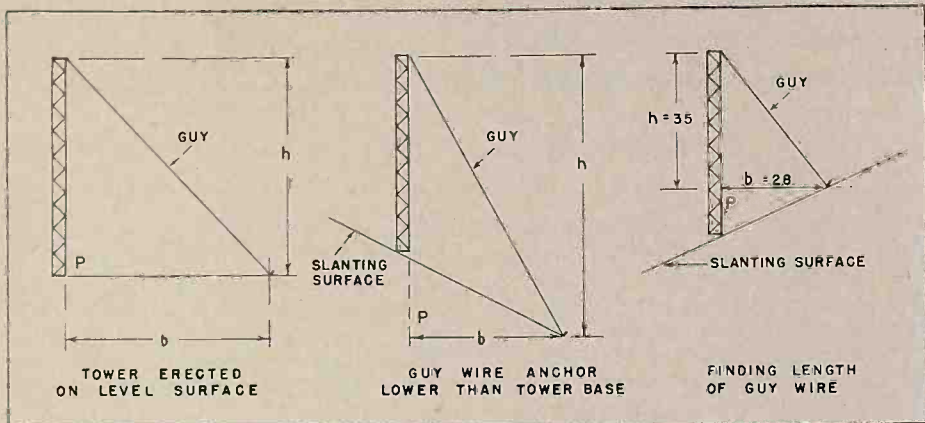


Table I
CALCULATING LENGTH OF A GUY WIRE

A guy wire is to be attached to a tower as shown. To find its length, measure the distance from the anchor to point p, which is level with the anchor and on the tower (or directly below it, if the anchor is lower than the base of the tower). Call this distance b. Choose the point at which the guy wire is to be attached to the tower and find the distance h between it and point p. The length of the guy wire is equal to $\sqrt{b^2 + h^2}$. In this example, find $b=28$ in the "No." column of the table and opposite it read $b^2=784$. Similarly, find $h^2=1225$. Adding, $b^2 + h^2 = 784 + 1225 = 2009$. In the "Square" column of the table, locate the number nearest 2009, which is 2025. Opposite 2025, read 45, the length of the guy wire. Be sure to allow additional wire for splices at the ends.

TABLE OF SQUARES

No.	Square	No.	Square	No.	Square	No.	Square	No.	Square
10	100	21	441	32	1024	43	1849	54	2916
11	121	22	484	33	1089	44	1936	55	3025
12	144	23	529	34	1156	45	2025	56	3136
13	169	24	576	35	1225	46	2116	57	3249
14	196	25	625	36	1296	47	2209	58	3364
15	225	26	676	37	1369	48	2304	59	3481
16	256	27	729	38	1444	49	2401	60	3600
17	289	28	784	39	1521	50	2500	61	3721
18	324	29	841	40	1600	51	2601	62	3844
19	361	30	900	41	1681	52	2704	63	3969
20	400	31	961	42	1764	53	2809	64	4096
								65	4225

Fig. 5: The complete installation. A separate conductor should be run to a good ground for lightning protection. Grounding a guy wire endangers the mast, should that guy wire be damaged by lightning.



continuous length of #4 copper wire fastened to the base of the tower and brought down to a cold water pipe or an eight-foot ground rod. Electrical codes prohibit the use of soldered joints at any point in a grounding system: use clamps instead. A useful tool for driving ground rods may be made from a short length of one-inch pipe by fitting a pipe cap on one end. Under no circumstances should the #4 copper ground conductor be omitted and the guy wires grounded instead—a lightning stroke might damage one or more guys, leaving the tower unsupported.

Men working on rooftop installations should wear sneakers or crepe-soled shoes, both to insure safe footing and to prevent damage to the roof. One of the surest ways to incur customer ill-will is to leave his roof in a leaky condition. Much trouble from this cause will be avoided if a thorough inspection of the roof covering is made just before leaving the roof, and all damage carefully repaired. It

is well to call existing leaks to the customer's attention, both as a service to him and as a protection to one's self.

The installation pictured on these pages was made in Kokomo, Indiana. WFBM-TV, Indianapolis, is about 50 miles distant, while other stations received here are located in Chicago, Cincinnati, Dayton and Milwaukee. All of these cities are over 120 miles distant. "Economy-minded" customers who do not care to "fish" for distant stations, are usually given a channel 6 Yagi or a 4-element conical antenna permanently oriented for WFBM-TV. For those customers who desire more programs to choose from, it has been found fairly successful to install an 8 element (4-stack) conical antenna and a rotator atop thirty to sixty feet of tower. Insofar as the location in Kokomo is about equidistant from and on a line connecting Chicago and Cincinnati, co-channel interference is a limiting factor on long range reception, the installers say.

Servicing Distortion

An explanation of the theory and of the various types of sound distortion, illustrated by specific set troubles, showing methods of locating and eliminating them.

By Solomon Heller

• The localization of distortion in broadcast radio receivers is not the most difficult of service jobs. Nevertheless, certain cases of distortion may prove quite troublesome to hunt down, particularly when the serviceman is a bit hazy on his theory. This article will present a short summary of distortion theory, and will consider at greater length the service angles that are bound up with it.

The first point that should be dealt with in discussing distortion is our definition of the term. We can define it fairly simply as follows:

Distortion is a change in the characteristics of the signal passing through the receiver, such that the speech or music heard in the receiver's loudspeaker is not a true reproduction of the corresponding sounds produced at the transmitter.

There are three chief types of distortion: frequency distortion, amplitude or harmonic distortion, and phase distortion.

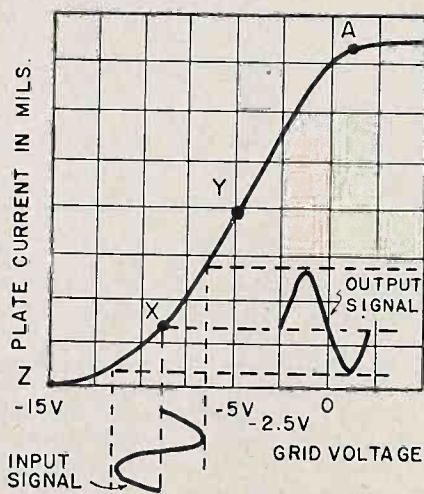


Fig. 1—The bias of an amplifier tube that is intended to reproduce its input signal without distortion should fall at the mid-point of the straight-line portion of its e_g-i_p characteristic curve, or point Y. If a change in one or more of the element voltages on the tube forces the grid bias above or below this operating point, the output signal will not be an amplified replica of the input signal. In the case shown above, the grid bias has shifted from Y to X, causing the bottom half of the output signal to be distorted.

Frequency distortion occurs when some frequency components of the signal are amplified more than others.

Amplitude distortion takes place when a signal passes through an amplifier tube that is operating on a non-linear part of its e_g-i_p characteristic

(see fig. 1). When such a condition is not called for by the design of the stage in question, it is due to a defect in the amplifier tube or its associated circuit, or to the presence of an excessive signal input. In either case the current variations in the tube will not follow the grid voltage changes produced by the incoming signal. If the tube is driven beyond cut-off (point Z, fig. 1), the current through the latter will remain zero, regardless of how much the grid voltage goes negative; if the tube is driven beyond the plate current saturation point (point A, fig. 1), no increase in plate current will take place no matter how positive the incoming signal drives the grid. Contrast this with the normal state of affairs, when a negative-going signal will cause plate current to *decrease* proportionately; and a positive-going one will cause plate current to *increase* in proportion.

Phase distortion results when the phase of a signal's harmonic frequency components is shifted with respect to the fundamental signal frequency (see fig. 2), changing the waveshape of the original signal. This type of distortion is important in TV work, but not as far as broadcast receivers are concerned, since the ear cannot readily detect such distortion.*

Inherent Distortion

The serviceman will generally have no trouble in recognizing an audible distortion. Sometimes, however, difficulty may be experienced in deciding whether a slight distortion is inherent in the design of a set, or is the result of a receiver defect. When a check with the set owner has not proved fruitful, the following pointers may prove of some value in judging this condition:

1—A certain amount of distortion is inherent in the design of most receivers, particularly midget ac-dc sets and portable radios.

2—A high-fidelity receiver should reproduce signals with considerably less distortion than receivers of ordinary fidelity.

3—The distortion noticeable when the volume control of a set is turned

*However, phase distortion can occur in air due to the placement of loudspeakers in a room, to varying reverberation times from different walls, etc., and must be taken into consideration by PA men.—Ed. note.

far up is, in the case of many inexpensive receivers, normal.

4—Superheterodyne receivers are apt to distort when the incoming signal is too small in amplitude to drive the diode detector that is generally present to adequate conduction. One should not, in other words, interpret it as a sign of a receiver defect if a very weak station comes in distorted.

5—On some old-type TRF sets, distortion and reduced volume due to overloading occur with much smaller levels of applied signals than in the

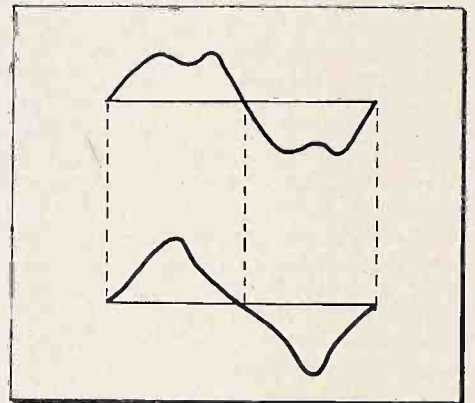


Fig. 2—Example of phase distortion. There are two frequencies in both signals: the fundamental, and its third harmonic. In the bottom sketch, a non-uniform shift in the phase of both frequencies—one frequency has been shifted in phase more than the other—has resulted in a change in the shape of the composite signal.

case of superhet receivers. The inability of a sharp cut-off detector (such as 6C6) to handle large signal inputs is frequently responsible for this condition. Servicemen can expect distortion to occur far sooner when the volume control is advanced, than in the case of superhet receivers.

The length of the aerial is apt to be very critical in the case of these TRF sets. Too small a length will, of course, cause insufficient signal and inadequate volume; but too great a length may cause overloading and distortion, as well as reduced volume and whistling.

6—A final example of distortion inherent in the design of a set is illustrated in some portable receivers, in which slightly muffled reception is normal. Experience alone (or comparison with an identical set) will enable the serviceman to determine when a slight distortion in such sets has proceeded beyond normal limits.

When an abnormal amount of distortion is definitely present in a receiver, one or more of a number of service procedures may be used to localize it to the defective stage. The first logical step is to localize the distortion, if possible, merely by listening to the symptoms. If all stations are received and distortion is present, the fault generally lies in the audio

in Broadcast Receivers

section of the receiver. The secondary or associated symptoms listed below will aid in a further localization of the trouble.

If the set plays well when first turned on, and begins to distort shortly afterward, the power amplifier tube is probably defective. We are referring to cases where a tube with a high voltage filament; like the 50L6, 35L6, etc., is employed as the power amplifier.

When pressure on, or movement of, the speaker cone in one of various directions eliminates or reduces the distortion, the voice coil is probably warped, or—in the case of a PM speaker—the magnetic core may be off center.**

If detuning the set slightly reduces or eliminates the distortion on the station being received, excessively sharp tuning of the IF stages and sideband cutting are indicated (see fig 3). Detuning the IF trimmers slightly (having first indicated their original positions with pencil markings, as shown in fig. 4) will determine whether this is the case. If the detuning does not eliminate the distortion, the trimmers should be returned to their original settings.

When distortion is heard from time to time, and vibration of the isin glass (the transparent material in front of the dial face) can be detected by the serviceman's fingers, the isin glass is

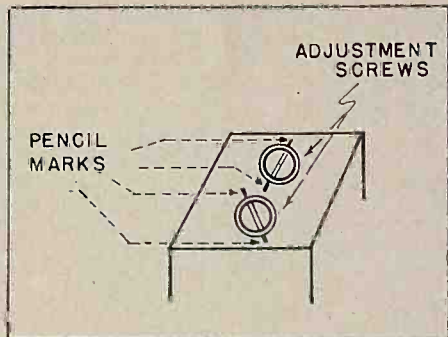


Fig. 4—Pencil marking may be made to indicate the direction in which the slots of the IF adjustment screws point.

Play will now be eliminated between the two, preventing vibration and distortion.

If an AC-DC set that uses an external aerial distorts when the line cord plug is inserted in one position, but plays normally when the plug is reversed, the external aerial should be checked for a short to an earth ground.

If a small C cell is used for bias (the cell's presence is readily detected by an inspection check) it should be bridged with the fingers, or a resistor of about 100k. If the distortion is eliminated or greatly reduced, the C cell is defective.

Distortion Plus Hum

When distortion is accompanied by hum, the volume control should be reduced to minimum. If the hum is still audible, the distortion and hum are probably due to defective power supply filtering. Cathode-to-heater leakage in one of the audio tubes is a possible source of the trouble, and should be checked for by substituting tubes.

If hum and distortion are present, hum does not disappear when the volume control is turned all the way down, and screeching sounds are heard when the volume control is advanced to maximum, an open or partially open filter condenser, probably on the output side of the choke, is indicated. A defective volume control may also be the source of such symptoms.

If rotation of the volume control produces noise, or adds to any noise being received, the control may be the source of the distortion present. The unit should be cleaned with carbon tetrachloride, or replaced if necessary, before further troubleshooting is resorted to.

When distortion and hum are present in a set using a built-in loop antenna, and the hum is eliminated by turning the volume all the way down, an open in the grid connection of the antenna should be checked for.

If noise is produced by changing the setting of the handswitch, dirty contacts on the latter may possibly be the source of the distortion. The noise-producing contacts should be cleaned with a liberal application of carbon tet, applied by means of a soft water color brush, before continuing with the servicing of the set.

If any tubes or other components are seen to overheat, or a glass tube is observed not to light properly, the filament circuits should be checked for trouble. The presence of improper filament voltages will readily cause distortion.

If any pilot lamps are burnt out or missing, they should be replaced before further trouble-shooting. In some cases, the open-circuiting of 1 or 2 pilot lights will affect the filament voltages to the extent that a slight distortion becomes noticeable.

When push-pull power amplifier tubes are present in a distorting set, they should be the first suspects. If

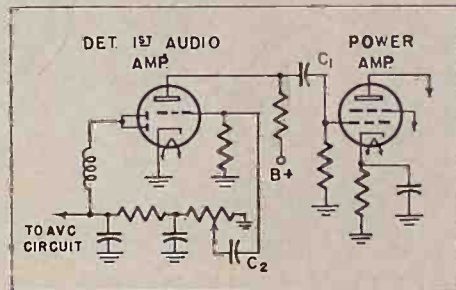


Fig. 5—Common detector and power amplifier circuit, showing location of coupling condensers (C₁, C₂).

the emission of one has become considerably different from that of the other, distortion will result. Substitution of matched tubes will serve as a check for this condition. This type of trouble is indicated when the plate voltage of one tube is markedly different from the corresponding voltage on the other one.

Shorted or leaky coupling condensers are among the commonest sources of distortion. The coupler between the plate of the detector and the grid of the power amplifier is far more apt to short than the one between the volume control and the grid of the first audio tube (see fig. 5). Suspicion should fall on coupling condenser C₁ when the cathode voltage of the power amplifier is above normal, or the grid to ground voltage is positive. A defect in C₂ should be suspected when the DC voltage to ground (measured with a vtvm) is equal, or almost equal, on both sides of the condenser, with the volume control turned all the way up. In any case, the most conclusive test for a defective coupling condenser is to discon-

(Continued on page 66)

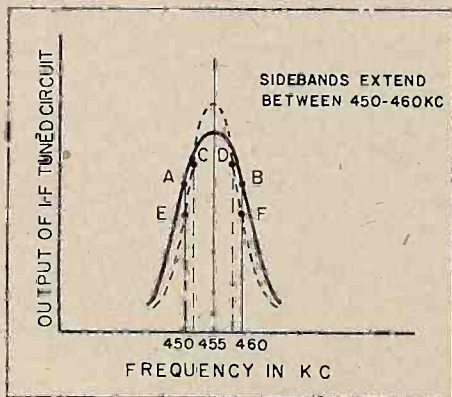


Fig. 3—Side-band cutting in an IF stage, due to excessively sharp tuning curve. Solid line curve indicates normal response of an IF stage in a conventional (not a high-fidelity) receiver. Side-band frequencies fall between A and B, and are amplified about 70% as much as the center IF of 455 kc. In the dotted line or excessively sharp curve, however, the side-band frequency coverage at the 70% points of the curve (C and D) is less than in the solid line curve. The outer limits of the sidebands fall at points E and F, which are considerably below the 70% points of the dotted line curve.

no doubt loose.*** A quick way to remedy the defect is to remove the head of a paper matchstick and push the matchstick down, out of sight, between the isin glass and the cabinet.

**The cone may also be cracked, loose, etc.—Ed. Note.
***Dial face could also be glass or lucite.—Ed. Note.

Converters for Color TV

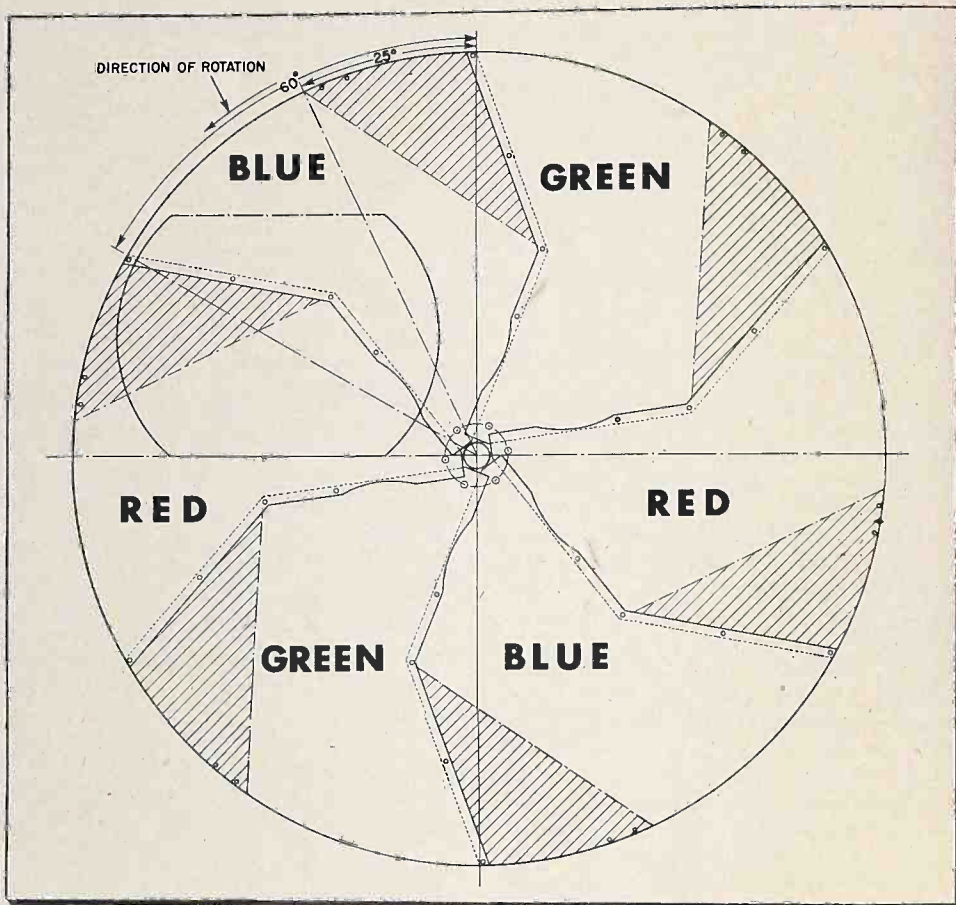
Details of mechanical units for use with CBS system, with some commercial products now or soon to be available.

• In previous issues of this magazine (October and November 1950) we have presented some of the technical details regarding the utilization of CBS-type color TV on existing sets. This involves two steps, adaptation and conversion.

"Adaptation" refers to the process of adapting the scanning rates of the receiver to the 405-line 24 frame picture as broadcast on CBS color (as opposed to the black and white standards of 525 lines, 30 frames).

"Conversion" refers to the addition of a motor-driven disc constructed of transparent color segments (of red, blue and green) so that the disc will revolve in front of the TV picture tube in step with a similar disc at the transmitting camera.

An engineering drawing of the disc as originally designed by CBS is shown at right. This drawing is of a disc for a 10-inch picture tube, and the disc has an overall diameter of 22½ inches. The scale of fig. 1 is, therefore, approximately: 1 inch = 5¼ inches. The disc was constructed as follows: a lucite or plexiglas disc of the same size was used as a base, and the colored plastic segments were riveted on. The color sequence of red-blue-green must be maintained. The colored segments are plastic filters with colors of the following values: red, Wratten #26, blue, Wratten #47, green, Wratten #58. The shaded sections were opaque, with no color (that is, black), and can be used for the positioning of counterweights to bal-



ance the wheel. In the upper left quadrant can be seen an outline of the TV screen, showing its relation to the disc.

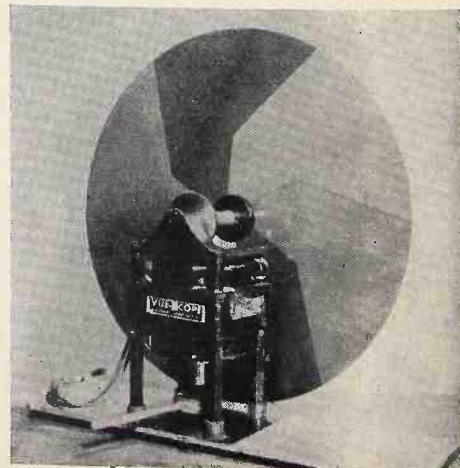
The speed of rotation, as mentioned in previous articles is 1440 RPM. Provision must be made for fine adjustment of the disc speed, since power companies may vary from time to time from exactly 60 cycles; also provision must be made for phasing the disc to get it in step with the transmitter. This has been done by mechanical damping. It will be done in the future by means of a transmitted sync signal which will be utilized electronically to keep the motor in phase. Details for this utilization are shown on page 94.

At right is shown a commercial version of this color converter. The disc is constructed of laminated plastic (instead of riveted, as mentioned above). At the bottom can be seen a lever which permits manual adjustment of the disc speed to compensate for power line frequency variations. It will be noted that this disc does not incorporate the opaque sections shown in the CBS engineering drawing, indicating that these are not essential. The unit shown is manufactured by the Celomat Corporation of New York City and is said to provide a 6-inch picture. Larger units are said to be in development for up to 12½-inch picture tubes.

Converters are being developed with built-in magnifiers to enlarge 12½-inch pictures to the equivalent of 16-inch. The photo shown in our November issue was of a 10-inch converter with magnifier giving the equivalent of a 12½-inch picture.

It is presumed, of course, that a converter such as shown in below can be used only after the set has been adapted to receive the CBS color signal.

At the left, Sol Gross, president of the Teletone Radio Corp. is shown with the "Telecolor converter" developed by his firm. The picture shows a table-type converter atop a con-
(Continued on page 96)



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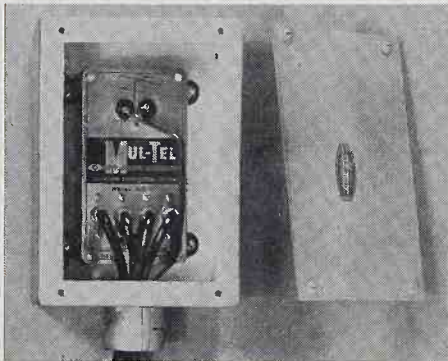
New Aids to TV Technicians

ITI TV BOOSTER

The "Autobooster" model IT-75A is an automatic preamp for TV and FM. It amplifies the entire TV and FM bands, eliminating need for switching or tuning. It turns on and off with the TV receiver by means of a relay. Input connections for two antennas are provided. Utilizing two tubes, the Auto-booster lists at \$39.95. Industrial Television, Inc., 359 Lexington Ave., Clifton, New Jersey.—RADIO & TELEVISION RETAILING.

Brach OUTLET BOX

A water tight box has been made available for outdoor master antenna installations utilizing the 72-72 and 300-72 Mul-Tel Master System units. The



water tight box is suitable for bulk head mounting on roof parapets, elevator, penthouse walls and other rooftop structures. Brach Mfg. Corp., 200 Central Ave., Newark, N. J.—RADIO & TELEVISION RETAILING.

Taco TV ANTENNA

The 1700 series is called the "twin-driven corner antenna". It appears to have a V-ed dipole and reflector but all elements are driven. This operation is said to narrow directivity, minimizing ghosts and increasing front to back ratio. Easy assembly by the Jiffy-Rig type of construction is a feature. The new antenna is available in single and stacked elements. Technical Appliance Corp., Sherburne, N. Y.—RADIO & TELEVISION RETAILING.

TEC TV BOOSTER

The S-505 booster for TV receivers is an untuned broad-band booster which is said to provide equal amplification of picture and sound without the necessity for channel selection or fine tuning



by the customer. The latest, improved model incorporates a gain control, a pilot light, and a hi-band, lo-band, off switch. Television Equipment Corp., 238 William St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

Easy-Up MAST MOUNT

A new roof mount for TV masts is designated EZ-9 mast foot mount. Of galvanized steel construction, it will accommodate masts up to 1½" OD. It



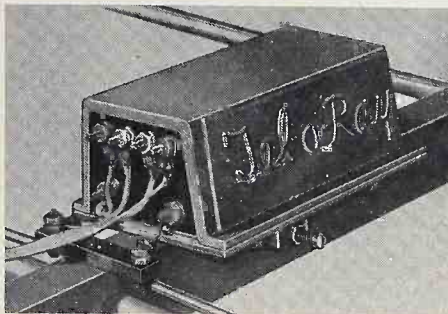
is designed for straddle mounting over roof peaks, or on a slanted or flat surface. A hinge arrangement permits mast to be tipped up from either side. Easy Up Tower Co., 3600 Kinzie Ave., Racine, Wis.—RADIO & TELEVISION RETAILING.

Cinch-Jones TV WALL PLATES

New chromium finished wall plates are available to provide a convenient junction facility between lead-in terminal and TV receiver for neater installations. Three different types are available: model S-302-WPC with one socket for antenna lead-in only; model S-302-4 has two sockets, one for antenna and one for rotor leads with up to 4 conductors; and model S-302-8 with two sockets, one for antenna and one for rotor with up to 8 conductors. Cinch-Jones Div., Cinch Mfg. Corp., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

Tel-A-Ray BOOSTER

A new TV preamplifier is designed for antenna mounting. High gain and high S/N ratio is claimed. Unit is said to be completely weather-resistant and



guaranteed to withstand damage from high winds, snow and other elements. Tel-A-Ray Enterprises, Inc., Box 332P, Henderson, Ky.—RADIO & TELEVISION RETAILING.

GE PICTURE TUBE

The 19AP4C is an aluminized round metal picture tube designed to provide improved picture brightness, contrast and detail. The aluminum screen is said to allow the tube to operate at a lower anode voltage. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Jerrold COAX FITTING

A new solderless co-ax fitting for RG-59/U cable has been developed to simplify installation. The new fitting, the C-51, is a male connector and mates with two other Jerrold co-ax fittings, the model C-61 heavy duty female receptacle and the model C-81 cable coupler which is used to splice two RG-59/U cables. Easy assembly is claimed, using only a knife. Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.—RADIO & TELEVISION RETAILING.

Weston CRT TESTER

The "Raytester" is a cathode ray tube tester. The unit checks the emission of the tube, checks leakage between elements, and checks continuity of inside coating to anode button. It will check all tubes with RMA type 12D basing,



and provides accurate means for evaluating the ability of the picture tube to reproduce pictures. The tube may be tested in the cabinet. The Raytester is available from the factory only. Weston Mfg. Co., 424 North Ave., Weston, Mass.—RADIO & TELEVISION RETAILING.

Aerovox ELECTROLYTICS

Marked reduction in hum and hash often experienced in multi-section electrolytics because of interanode coupling and resultant internal cross-modulation, is claimed for currently produced type AFH twist-prong base multi-section electrolytics. A special internal construction provides low RF impedance and minimum coupling between sections. A large selection of capacitance and voltage combinations is available. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING.

RMS LIGHTNING ARRESTER

The RMS Model LA-2 arrester for two-wire lead-ins is waterproof and requires no wire stripping. It incorporates a neon gas discharge and air gap and maintains infinite resistance immediately before and after discharge. It takes both regular and jumbo size twin-lead and is U-L approved for both outdoor and indoor use. Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.—RADIO & TELEVISION RETAILING.

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The only fully automatic rotator. Set the pointer—antenna turns to that point and stops! North—East—South—West—direction indicator dial shows exact antenna position at all times. Extremely accurate!



MODEL HIR TENNA-ROTOR

ALLIANCE TENNA-SCOPE



—the New TV Booster! Features one simple control. Automatic on-off switch. Gives maximum uniform high gain on all channels—quick to install! An excellent companion item to Tenna-Rotor.

TENNA-SCOPE

ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio

New Servicing Equipment

Triplet SWEEP GENERATOR

Model 3435 provides continuous coverage to 240 MC for all TV carrier and IF frequencies. The main frequency dial is marked with channels as well as frequencies. Sweep width is continuously variable from 500 KC to 12 MC. The maker states that the 3435 fills the need for a quality engineered product at an unusually low price. Triplet Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

Knight VTVM KIT

Available in easy-to-build kit form, the Knight VTVM has 30 ranges in all, including 4 ma. ranges and 6 capacity ranges. Input resistance is 20 megohms on DC, 10 megohms on AC. It reads up to 5000 volts DC, 1000 volts AC and 1000 megohms. Uses 4 1/2-inch meter movement. Allied Radio Corp., 833 West Jackson Blvd., Chicago 7, Ill.—RADIO & TELEVISION RETAILING.

Jensen PHONO NEEDLES

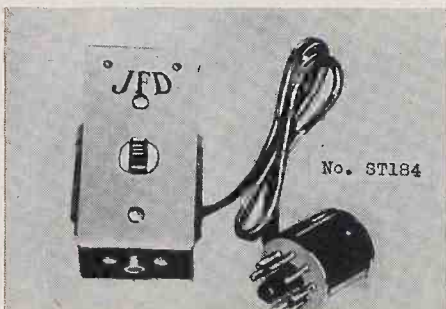
This firm is now offering all its replacement needles in diamond points as well as the customary sapphire and osmium tips, including the 1-mil needles for 33 and 45 RPM. A total of 89 replacement needles is carried in the line. Jensen Industries, Inc., 329 South Wood St., Chicago 12, Ill.—RADIO & TELEVISION RETAILING.

Atlas RESISTORS

Atlas wire wound resistors are now being supplied with "Thermosafe" coating, which the maker states provides the following advantages: strength, heat resistance, high dielectric strength, water and humidity resistance. More information concerning specifications may be had by writing the manufacturer. Atlas Resistor Co., 423 Broome St., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

JFD PHONO SWITCHES

A new line of switches adapt 78, 45 and 33 1/3 RPM record players for use with standard radios. No. ST144 connects a phono player to a radio with phono jack. Switches ST145 (grid cap)



and ST184 (tube socket adapter) are for use with radios which have no phono jack. Illustrated literature is available from the manufacturer, JFD Mfg. Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Sylvania MARKER GENERATOR

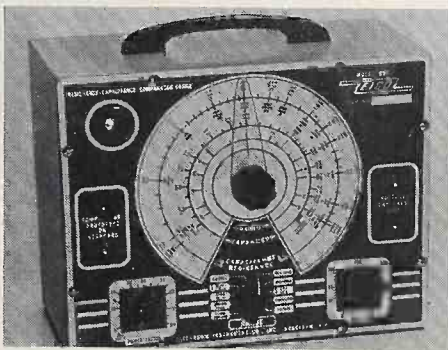
Type 501 marker generator for use with TV sweep signal generators provides a means of accurately marking frequencies on an oscilloscope trace while aligning or testing a TV set. A



crystal-controlled oscillator (for plug in crystals) and a variable oscillator give a choice of two markers simultaneously. Frequency range is 15 to 240 MC (2 to 20 MC with appropriate plug-in crystals). Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Eico BRIDGE KIT

Model 950K R-C-L is a comparator bridge kit for servicing, which permits instant, easy and accurate comparison of any resistance, capacitance or inductance, the maker states. Resistors from .5 ohm to 500 megohms may be



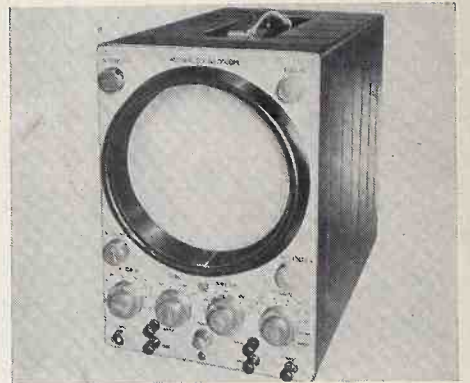
measured, all types of condensers (paper, mica, electrolytic) from 10 mmfd. to 5000 mfd., and for easy leakage tests a variable voltage is available ranging from 0-500. Price of the kit is \$19.95. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

Ideal WIRE NUTS

The "set screw wire connector" consists of a brass sleeve into which the wires are slipped and then fastened firmly by tightening down a brass set screw. A phenolic insulating shell is screwed over the brass sleeve to complete the connection (at which point the connector looks like a wire nut). The connector has been U-L approved for 600-volt use and as a pressure cable connector, and is available in two sizes. Ideal Industries, Inc., Park Ave., Sycamore, Ill.—RADIO & TELEVISION RETAILING.

RCA OSCILLOSCOPE

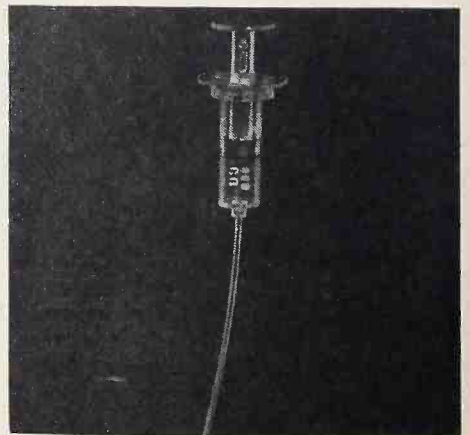
The new WO-56A cathode ray oscilloscope has a 7-inch tube and features three push-pull stages of DC amplification. Weighing 31 pounds, the portable scope has 11 millivolt/inch sensitivity and frequency response from low "motorboating" rates to 100 KC. A fre-



quency-compensated attenuator is calibrated so that it may be used as a voltmeter range switch for peak-to-peak volts reading on the screen. Linear sweep from 3 to 30,000 cps features high-speed retrace. RCA Victor, Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING.

Walsco LUBRICATOR

The plastic "lubricator" is designed to reach cramped and inaccessible places in radios, TV sets and record changers. The tool can be used with light weight greases and solvents.



Hypodermic syringe-type construction allows release of the desired amount. The long plastic tip is flexible. Catalog no. is 988, list price 80 cents. Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—RADIO & TELEVISION RETAILING.

E-V PHONO CARTRIDGE

A new turnover crystal cartridge for record players is catalogued Model 96-T. Utilizing the E-V torque drive system, is designed to provide high quality reproduction of both micro-groove and 78 RPM records. Output is 1 volt, pressure 8 grams on both needle tips, response out beyond 10 KC on either tip. Needles are replaceable. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING.



We Wish We Had Santa's Magic Bag...

... then all we would have to do is make a few wishes and you could have all the RADIART Antennas and Tele-Rotors you want.

BUT...

... it's not that easy! We're doing more than our best to keep pace with the ever increasing demand. We have added space, equipment and personnel — but we can't deliver as fast as we would like to... **AND WE WILL NEVER COMPROMISE WITH QUALITY!** Material shortages haven't helped any, either... but we're in there working — every one of our customers is getting as much as possible... so please, be patient.



IT'S RIGHT WHEN IT'S RADIART

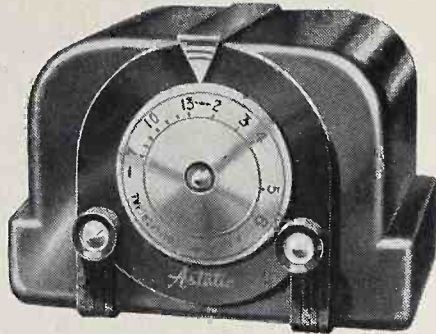
THE RADIART CORPORATION
CLEVELAND 2, OHIO



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

ASTATIC IS FIRST IN PERFORMANCE FIRST IN CABINET STYLING

Booster Model BT-1
List Price \$32.50



Booster Model BT-2
List Price \$34.95

Compare:
the ability to
improve reception
of these two NEW
ASTATIC TV and FM
BOOSTERS with ANY
others

Note these Quality Features

- 1 Mallory Inductuner for continuous variable tuning.
- 2 High gain, very uniform on both high and low channels.
- 3 Simplified controls—single tuning knob with continuous tuning through both TV and FM bands.
- 4 Band width adequate over entire range.
- 5 Low noise design and construction.
- 6 No shock hazard to user.
- 7 Off-on switch for easily cutting in and out of circuit.
- 8 Selenium rectifier.
- 9 Single 6AK5 Tube.
- 10 Provide for either 72 ohm or 300 ohm impedance input and output.
- 11 Model BT-2 has handsome, dark brown plastic cabinet.
- 12 Model BT-1 has metal cabinet in rich mahogany woodgrain finish.
- 13 Large dial face is easy to see in tuning.
- 14 Model BT-2 has recessed pilot light to show when booster is on.

• Yes, forget their low cost, and make your own comparison of these new Astatic Boosters with others at any price! You'll be amazed at the difference . . . the higher gain and greater reduction of interference and distortion . . . provided by the Astatic BT-1 and BT-2. Astatic engineering leadership has given these new units an unequalled ability to improve both TV and FM reception. But, the final proof is in your own results. Why not put them to the test and see why these new low-cost models are taking the field by storm?

THE
Astatic
CORPORATION
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO

Distortion

(Continued from page 59)

nect the suspect unit and substitute a known good one, noting results.

When some source of distortion other than the ones cited here is present, one of the following troubles should be checked for:

- 1—Improper (too high or too low) plate, screen, control grid, cathode or filament voltages.
- 2—Improper AVC bias voltages (measured with a vtvm).
- 3—Faulty tube (particularly in audio section).
- 4—Misalignment of IF stages.
- 5—Open or increase in value in a grid return resistor.
- 6—Mismatched output transformer (substitution of a correctly matched unit is the only check for this condition).
- 7—Wrong tube in socket.
- 8—Defective socket.

Muzak Names Motenko

Richard A. Wilson, vice-president of Muzak's transcription division, has announced the appointment of Alexander Motenko as general sales manager, who will assume full charge of all sales departments. Motenko will also continue as president of the Brason Associates, Inc., Chicago record distributors.

Walco C-I Plan

Electrovox Co., Inc., of East Orange, N. J., has announced that at the request of servicemen they are now offering, through parts jobbers, their replacement needle manual in pocket form. It is a pocket-size condensation of the Walco Master Control Index. Complete with the 13 basic needles, which are ordinarily priced higher, the cost is \$10.00 to servicemen.

Admiral Appointee



John W. Walt, above, assistant advertising manager of Admiral Corporation since February, 1949, has been promoted to sales promotion manager for the company, Seymour Mintz, advertising director, has announced.



World's Finest Loudspeaker

Jensen presents... **G-610 TRIAXIAL**

a NEW loudspeaker which for the first time spans the full frequency range of the ear!

A new, skillfully integrated combination of three independently-driven units . . . two compression driver and horn combinations, plus heavy-duty direct radiator . . . with 3-channel electrical crossover and control network . . . achieving the widest frequency range and finest reproduction ever attained!

Write for Data Sheets 160 and 152 which describe the G-610 and other Genuine Jensen Wide Range Speakers.

JENSEN MANUFACTURING COMPANY Division of the Muter Company
6625 So. Laramie Ave., Chicago 38, PORTSMOUTH 7-7600 In Canada: Copper Wire Products, Ltd., 351 Carlew, Toronto.

WEBSTER
ELECTRIC

"Featheride"

Replace-All Cartridge

Model "WS"



IT'S
VERSATILE!
IT'S
COMPETITIVE!
List price only
\$5.50

This one cartridge replaces over fifty current models

Servicemen find this cartridge a real convenience . . . as the one cartridge will take care of most replacements . . . there is no need to carry a large stock in your repair kit. It comes in a Dri-Pack container . . . it has all the performance features to meet requirements. Your investment for stock is a minimum.

Ask your jobber for Bulletin RC162, review all its features, then buy Featheride Replace-All Cartridge Model "WS". Webster Electric Company, Racine, Wisconsin. Established 1909.

*Patents Pending

FEATURES

- Three terminal construction provides either 1½ volts or 4 volts at ¾ ounce tracking pressure.
- May be installed in any ½" standard RMA tone arm.
- Only ¾ ounce tracking pressure.
- Factory tested, osmium tipped removable needle for 78 r.p.m. records furnished. Replacement needles also available.
- Crystal is Dri-seal coated to protect it against moisture and humidity.
- Rest button, terminal clips and instructions furnished.
- Packed individually in attractive Dri-Pack Containers.

WEBSTER  ELECTRIC
RACINE ♦ WISCONSIN

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

Present and Future Television Markets

On the large chart in the Thomas Electronics Inc. advertisement appearing at pages 66-71 of RADIO & TELEVISION RETAILING for November, all present television markets of the U. S. are correctly listed (with their pertinent data) in the table at lower left.

Owing to a drafting error however, the present television markets are not clearly distinguished on the chart from cities which represent future television markets on the inter-connection routes of the TV network. Cities in which TV stations are now operating can however be clearly identified (and marked, if desired) by referring to the tabulation at lower left of chart.

New Rep. Firm Formed

John Crockett and Lloyd Lund have established the Crockett-Lund and Company to succeed Crockett-Lund and Patterson, known as the Patterson and Company, firm of Manufacturers' Representatives. M. B. Patterson has sold his interest in this firm and is entering another field of business. Crockett-Lund and Company's headquarters remain the same: Reserve Loan Life Building, Dallas 1, Texas.

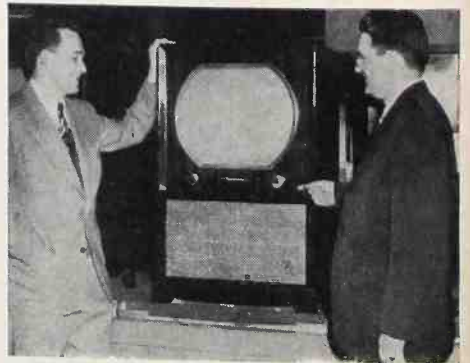
Held "Open House"

The Wincharger Corp., of Sioux City, Iowa, held open house recently to celebrate the fifteenth anniversary of the company, as a subsidiary of Zenith Radio Corp.

Hotpoint TV Show

Hotpoint, Inc., has launched the first in a series of five a week television programs. Called "Homemaker's Exchange," the daytime show marks the advent of this appliance manufacturer as a regular user of TV which will supplement its newspaper and magazine advertising. Originating in New York, the program is being sponsored daily over the 24 stations CBS-TV network.

200 Millionth Product



Motorola Inc.'s two hundred millionth product, a 19-inch television console is checked by Robert W. Galvin, executive vice-president (on the left) and Walter Scott, works manager, as it comes off one of the firm's Chicago assembly lines. Motorola also produces car radios, home radios and communications equipment.

A SENSATIONALLY NEW FACE



— — — for



TELEVISION PICTURE TUBES!

WATCH FOR THE ANNOUNCEMENT OF

Sheldon's NEW LINE OF NO-GLARE, ALL-GLASS **VITATRON*** Picture Tubes

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.
68-98 Coit Street, Irvington 11, N. J.

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

*TRADEMARK

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

KEEP INFORMED!

If you would like to know what is happening in the Television Industry, send for your FREE *subscription* to "TELEVISION MIS-INFORMATION" — the famous publication with over 60,000 readers in the Industry.



MAIL COUPON TODAY!

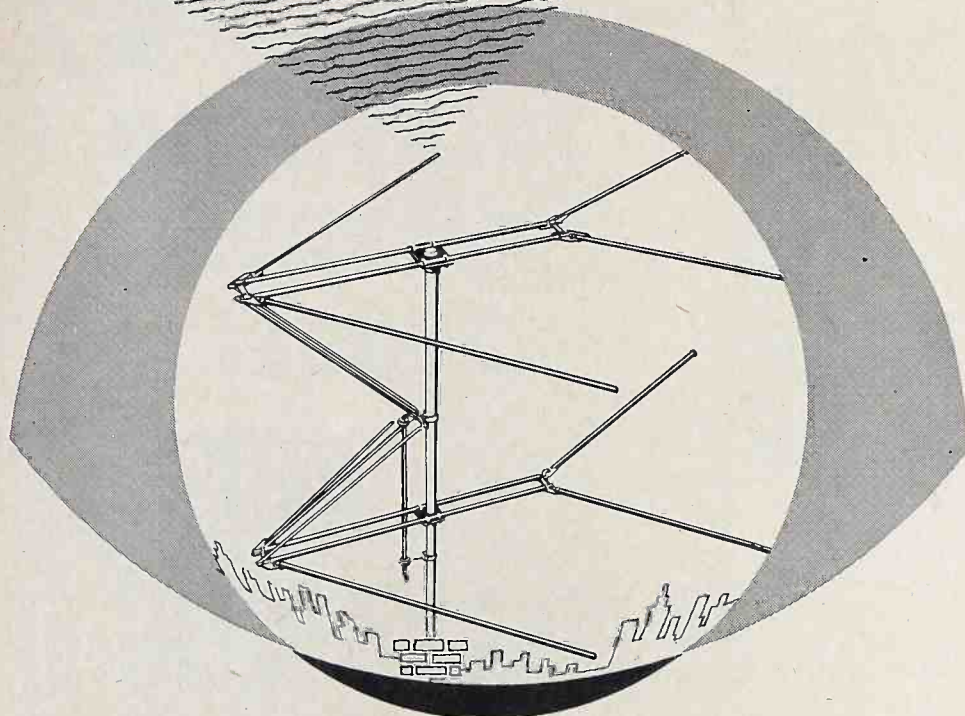
TELEVISION MIS-INFORMATION, 68 Coit St., Irvington 11, N. J.
Please enter my FREE SUBSCRIPTION to your magazine.

My Name.....

Company..... Title.....

Address to which it is to be mailed.....

CLEARER PICTURES



WORKSHOP

DUBL - VEE TV ANTENNA

PATENT PENDING

By applying the proven "end-fire" principle to TV antennas the WORKSHOP DUBL-VEE set the pace for 1950. Its quick acceptance — over 80,000 installed in three short months — is a testimonial to WORKSHOP'S acknowledged leadership in antenna design and engineering.

The DUBL-VEE is typical of WORKSHOP antennas in other fields — commercial, amateur and aircraft. In every instance, advanced engineering and outstanding performance have established ready acceptance. You know when you specify the DUBL-VEE, or any other WORKSHOP antenna, that you are getting the best.

Write for Bulletin B



THE WORKSHOP ASSOCIATES, Inc.

135 CRESCENT ROAD, NEEDHAM 94, MASSACHUSETTS

Hotpoint Team



Clifford C. Gramer, left, has been appointed advertising manager and William C. Bartels, right, appointed sales promotion manager, Hotpoint, Inc., William E. Macke, manager of the merchandising division has announced.

New Arvin Plant

Acceleration of Arvin's TV and radio set manufacturing program will be made possible through the completion of an ultra-modern new plant covering a city block in the northeast section of Columbus, Ind., Harlan B. Foulke, vice-president of Arvin Industries, Inc., has announced. This is the 13th Arvin manufacturing unit in that city and surrounding communities and brings the company's total production facilities to more than one million square feet, he added.

Lewyt "Market Place"

Lewyt Corporation, manufacturers of the Lewyt vacuum cleaner, has brought out a new 1951 version of the Lewyt Market Place, the "store-within-a-store," used to show that dealers can sell Lewyt cleaners in volume right from the floor. As in the past, a revision kit is made available to dealers who want to bring last year's Market Place up to date.

Astatic Sales Rep

Appointment of the Maury E. Betts Company, manufacturers' representatives with home offices at 3119 Gillham Rd., Kansas City, Mo., to serve as sales representative in Missouri, Kansas, Nebraska and Iowa for the Astatic Corporation, Conneaut, Ohio, has been announced by William J. Doyle, Astatic general sales manager.

Carton Holder



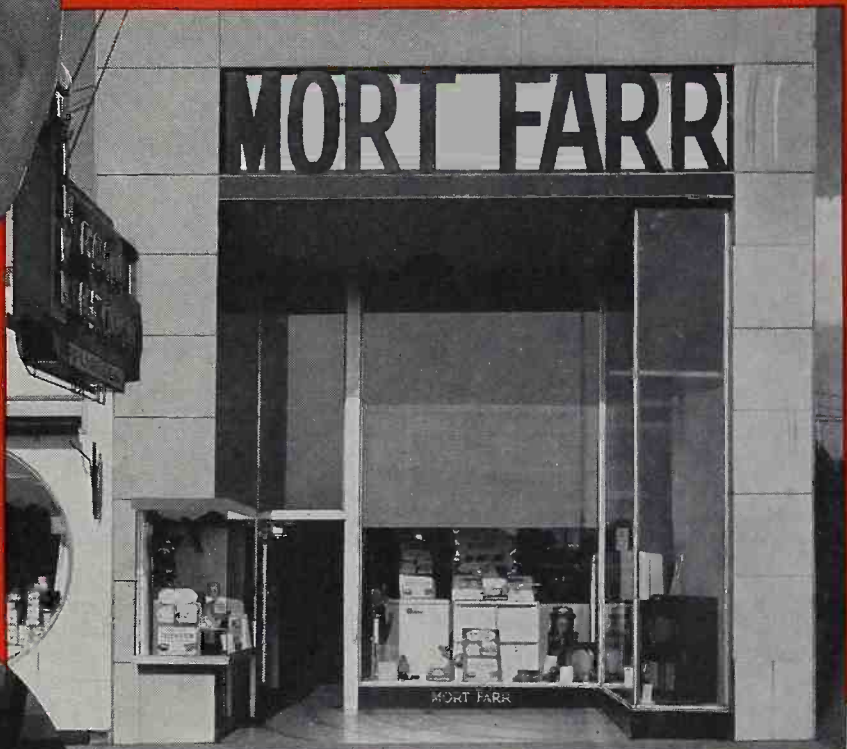
The new Shure Brothers sleeve which holds five phono pickup cartridge cartons. Designed for easy stock rotation, it also simplifies cartridge packing and wrapping.

"OUR SERVICE BUSINESS HAS INCREASED CONSIDERABLY, DUE TO THE INFLUENCE OF THE RAYTHEON BONDED DEALER PROGRAM" . . . says *Mort Farr*



Right: Mort Farr's modern, well equipped establishment in Upper Darby, Pennsylvania.

Below: Service dealers in the Philadelphia area get dependable personalized attention from Almo Radio Company, exclusive Raytheon tube distributors. Pictured is Al Margolis of Almo, checking an order with Mort Farr (right).



Customer confidence is the key to volume service business. The RAYTHEON *Bonded* ELECTRONIC TECHNICIAN PROGRAM provides this vital asset for Mort Farr, just as it does for thousands of other dealers who have adopted this exclusive Raytheon business builder.

Raytheon Radio and Television Tubes help, too, because Raytheons are Right . . . for Sound and Sight! Every time a worn out tube is replaced with a Raytheon, the service dealer gains another satisfied customer.

What the Raytheon Bonded Program does for Mort Farr it can do for you! Ask your RAYTHEON distributor how you can become a *Bonded* ELECTRONIC TECHNICIAN . . . how you can get your Television and Radio service backed by the bond that creates customer confidence in you and your work. If you qualify, it's yours at no cost to you—the Bonded Program is *Raytheon's Investment In Your Future.*



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

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

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

Mitchell Names Haas

Mitchell Mfg. Co. of Chicago, has announced the appointment of Howard G. Haas as advertising and sales promotion manager.

Capehart Distributor

E. Patrick Toal, director of sales of the Capehart-Farnsworth Corp., has announced the appointment of General Appliance Company, San Antonio, Texas, as Capehart TV and phono-radio distributor for southern Texas.

New Sales Rep

Wm. E. Darden has announced his opening on the west coast as manufacturer agent, with headquarters in the Western Merchandise Mart, San Francisco.

Workshop Appointees

Gardiner G. Greene, president of the Workshop Associates, Inc., has announced the appointment of Charles W. Creaser as special products sales manager, and Kenneth S. Brock as commercial sales manager.

Chairman of TV Panel



E. A. Campbell, technical editor of Radio & Television Retailing, acted as chairman of the panel on television service at the Philadelphia TV Town Meeting on November 16. Panel members included Mort Farr; Al Haas, president of the Television Contractors' Association; Hugh Smith of the Philadelphia Better Business Bureau, Charlie Gerhard, Gerhard's; George Patzig, Radio Specialty Co.; and Sam Whittingham, Whittingham Bros.

To Westinghouse Post

R. J. Sargent, manager of the laundry equipment department of the Westinghouse Electric Appliance Division, has announced the appointment of Robert J. McDonald as merchandise manager for laundry equipment.

Future Phono Sales

M. H. Cogan, president of Symphonic Radio and Electronic Corp. of Boston, said recently, "Song publishers and recording companies are continuing to increase their promotional efforts on the new tunes, and the record business is capitalizing on an America that is more and more music-minded. Record sales mean record player sales, and it appears that the present demand will be surpassed many times in the very near future."

GE Xmas Display



General Electric's Christmas radio display for dealers gets the once-over from D. S. Beldon, Jr. (left), radio sales manager, and S. M. Fassler, ad manager. Santa Claus display is lithographed in eight colors, is 4 by 5 feet, and accommodates full line of GE radios.

3 reasons why
T
TRAD
high-profit **TV**
is the talk
of the trade!



- 1 THE 630 TS CHASSIS FOR CUSTOM SET BUILDERS**
FIRST—the Trad exact duplicate of the famous RCA #630 chassis has been found by custom set builders and assemblers throughout the industry to be of the high quality necessary for the establishment of successful consumer relationships. Inquire for the Trad price and delivery schedule.
- 2 JOBBERS**
SECOND to none, in the eyes of sales-wise jobbers, are Trad's lucrative 16" and 19" consolettes. From promotional leaders to quality furniture styles for profitable sell-up. Choice of RCA #630 or Trad's new 20-tube low-price high-grain chassis. Inquire for details.
- 3 PRIVATE LABELS**
THIRD feature in favor is Trad's profitable private label service. 16" and 19" models on which you will proudly and lucratively place your own brand. Contact Trad now.

T
TRAD
TELEVISION CORP.

Plant: Asbury Park, New Jersey Asbury Park 2-7447
New York Telephone WOrth 4-1197

The Big Three!

FROM



TWIN LEAD TV LIGHTNING ARRESTER



JFD TV ALIGNING TOOL KIT

MADE OF UNBREAKABLE NYLON
NO. TK 60 LIST PRICE **\$3.95**
12 Essential Tools in One Handy Kit

Another JFD first... moulded of tough, unbreakable Nylon to provide the best combination of strength and durability. Each of the six tools furnishes two different tuning tips, for a total of 12 separate aligning ends to suit every TV or FM servicing adjustment. Each tool has a different color for easy identification. Packed in a handy plastic case.

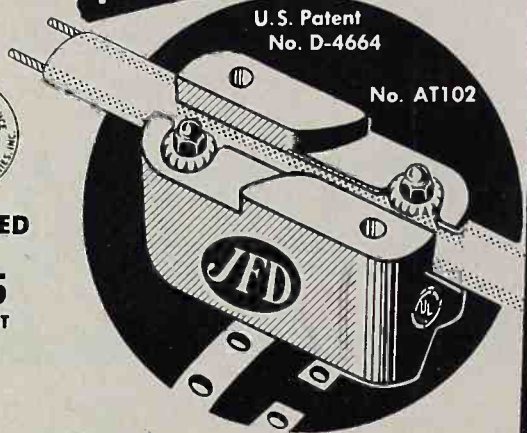
Each Tool Is Available Separately As Follows:

- JFD TV All-Purpose Aligning Tool; for tuners, trimmers and IF transformer adjustments. No. 5-73. List, Each 45c
- JFD TV I.F. Oscillator Aligner; for I.F. midget transformer and oscillator adjustments. No. 5-74. List, Each 75c
- JFD TV Extra Long Aligner; for tuning nested iron cores that are difficult to reach. No. 5-78. List, Each 95c
- JFD TV Midget Duplex Aligner; for tight, difficult adjustments where space is limited. No. 5-79. List, Each 65c
- JFD TV Aligning Wrench; for K-Tran and Midget I.F. transformers. No. 5-80. List, Each 75c
- JFD TV Tuning Rod; a vital necessity, extra thin and exible. No. 5-81. List, Each 75c



APPROVED

\$2.25
LIST



U.S. Patent No. D-4664

No. AT102

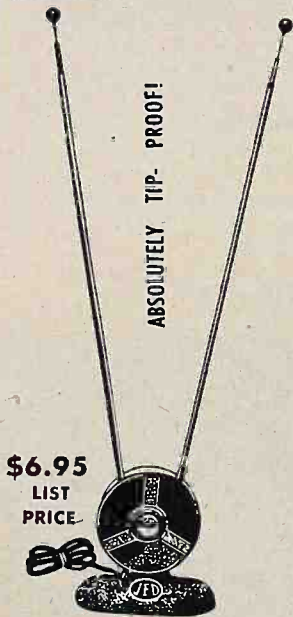
The Fastest Selling Lightning Arrester Today!

JFD TWIN LEAD SAFE TV GUARD

Protects TV sets against lightning and static charges. Completely waterproof. Simple to install everywhere and anywhere...no wire stripping, cutting or spreading of wires. The most versatile ever designed... can be mounted on wall, window sill, or cold water pipe. Supplied complete with ground wire and mounting strap.



INDOOR TV ANTENNA



ABSOLUTELY TIP-PROOF!

Panorama

Model No. TA135

3-section, chrome plated, brass telescopic dipoles extend from 15 to 41 inches. Enhances interior decor. No adjustments... just set elements at any angle... that's all. Beautifully designed, and exceptionally well built. Complete with 6 ft. of twin lead.

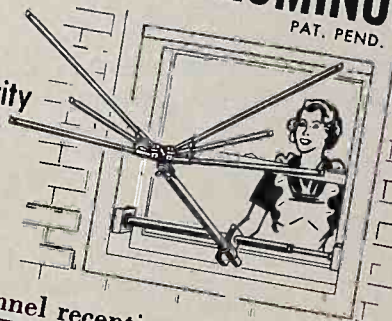
\$6.95
LIST PRICE



CONICAL WINDOW ANTENNA

Approved by New York City Housing Authority For Installation in All City Housing Projects

ALL-ALUMINUM
PAT. PEND.



First-rate all-channel reception. No expensive installations... Reduces maintenance and servicing costs... No damage to building. Simple to install... anybody can do it... easily folded and stored. Ideal for apartment houses and all large housing projects. No landlord trouble.

Model No. C119
LIST PRICE **\$13.45**



MANUFACTURING CO., Inc.
6103 16th Avenue, Brooklyn 4, N. Y.
FIRST in Television Antennas & Accessories

Write For Complete Catalogue of JFD Television Antennas & Accessories No. 58R

See Your Jobber or Write

New Rider Books

"TV and Other Receiving Antennas," by Arnold B. Bailey, the latest book from John F. Rider Publisher, Inc., 480 Canal St., New York 13, N. Y., is now available at Rider distributors. The text completely discusses antennas—all types of antennas, tells what they can do, how they work, which are best. Theory as well as construction of the antennas are covered. A section of data pages analyzes approximately 50 basic types of antennas, tabulating performance characteristics, impedance, directivity

patterns, requirements for proper matching, frequency bandwidth considerations, etc. Each antenna is illustrated. Containing 606 pages, with 310 illustrations, the book is priced at \$6.00.

Regency Booster Rep

R. Gordon Dougherty, former sales representative for the Jensen Mfg. Co. of Chicago, is now handling distribution of the Regency Booster for I.D.E.A. of Indianapolis, Ind. His territory includes Ohio, western Pennsylvania and West Virginia.

Miss Football



Winner for the Miss Football title bestowed by Hoffman Radio Corp., Los Angeles, at recent Berkeley Football Festival, is Miss Elizabeth Pa of the University of Hawaii, in center. At left, President H. Leslie Hoffman of the radio firm.

SENSATIONAL TRIO TV YAGI PROVIDES HIGH GAIN ON 2 CHANNELS

Here's the New TV antenna everyone is talking about — the most desirable antenna for two band operation. Unlike customary yagis, where gain falls off sharply on adjacent channels, the new and revolutionary development by TRIO actually provides full 10 DB gain on each of two channels — in a lightweight, compact array. It's the reason it's the most sought after antenna in America today! It's available for channels 4 and 5, in the low band, and channels 7 and 9 in the high band. If it's dual channel performance you want for local or fringe area reception, here's the antenna that out performs them all — in better picture quality, cost and weight.

COMPARE THESE ADVANTAGES

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

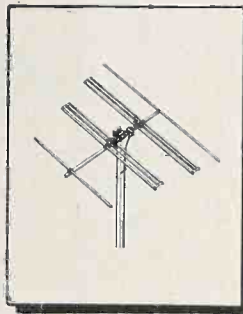
HOW IT WORKS

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

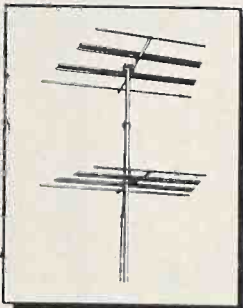
Eliminates Co-Channel Interference — Venetian Blind Effect . . . When used with TRIO "Controlled Pattern" System

Because of the high gain and front to back ratio of the new 2-channel single or stacked yagi, most co-channel interference is eliminated. When the problem is unusually difficult, such as when the TV receiver is located in the center of several TV stations operating on the same channel, co-channel interference CAN BE COMPLETELY eliminated with the use of the "Controlled Pattern" system. This unique system uses 2 bays, off-set stacked and tuned with the remarkable TRIO "Phasitron". TRIO antennas will give you TV reception when the rest fail.

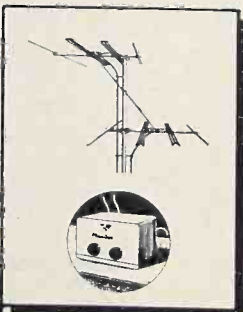
- Model 445—Single bay Yagi for Channels 4 and 5.
- Model 445-2—Conventional 2 bay stacked array for Channels 4 and 5.
- Model 479—Single bay Yagi for Channels 7 and 9.
- Model 479-2—Conventional 2 bay stacked array for Channels 7 and 9.
- Model 645—"Controlled Pattern" System for Channels 4 and 5, and Model 679 for Channels 7 and 9.



Single 4-element yagi with dual purpose elements. Provides high gain on two channels.



Two of the new TRIO yagis may be stacked to get up to 12 DB forward gain.



The "Controlled Pattern" System — eliminates "Venetian-Blind effect" when caused by co-channel interference.

Trad Acquires Cabinet Co.

Trad Television Corp., has acquired control of the Wil-Ray Products Co., in Marlboro, N. J., manufacturer of TV cabinets, it was announced by Victor Trad, president of Trad Television.

Radiart Sales Rep

Henry Lavin Associates of Meriden, Conn., has been appointed sales representatives for the Radiart Corp. of Cleveland, Ohio, in the six New England states, it has been announced by Henry Lavin, owner of the sales firm.

Kelvinator TV Show

Kelvinator is sponsoring the new \$1,000,000 TV variety show, "Star of the Family," under a long-term contract with CBS, according to an announcement by J. C. Bonning, Kelvinator advertising and sales promotion manager. Built around singing star Morton Downey as master of ceremonies, the show is featuring a series of outstanding personalities in the entertainment field as surprise guest stars.

Jensen Display Card



Jensen Industries, Inc., of Chicago, phonograph needle manufacturer, has announced its new Nylon Needle Counter Display Card (No. NY25). The display holds 12 needles.



Trio MANUFACTURING CO.
Griggsville Illinois

NEW INDICATOR ION TRAP

Now in all
**Rauland
Tubes**



The response to Rauland's new Indicator Ion Trap, after its introduction in the 12LP4-A, has been so enthusiastic that this feature has now been incorporated in all Rauland tubes—as a standard feature of the new Rauland Tilted Offset Gun.

In the field or on the assembly line, this new Indicator Ion Trap reduces Ion Trap Magnet adjustment time to a matter of seconds, eliminates mirrors and guesswork, and assures accuracy of magnet adjustment. It can increase profits for every service man and service dealer—and at the same time assure better customer satisfaction.

A bright green glow on the anode of the picture tube signals when adjustment is incorrect. Correct adjustment is made instantly, by moving the magnet until the glow is extinguished or reduced to minimum.

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

RAULAND

The first to introduce commercially these popular features:

Tilted Offset Gun

Indicator Ion Trap

Luxide (Black) Screen

Reflection-Proof Screen

Aluminized Tube

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



RCA Names Toney

James M. Toney, advertising manager of the RCA Victor Home Instruments Dept., has been appointed director of public relations of the RCA Victor Div., Radio Corp. of America, it was announced recently by Charles M. Odorizzi, operating vice-president of the division.

National Union Expands Its Tube Program

Kenneth C. Meinken, of the National Union Radio Corp., Orange, N. J., announced recently that the

company's expansion program for sub-miniature and miniature tubes is progressing, with orders already placed for machinery and equipment amounting to more than 2 million dollars and assembly in a new plant expected by the latter part of 1951.

Horton Service Manager

The appointment of Dave Wilkens as national service manager of the Horton Mfg. Co., Fort Wayne, Ind., was announced by A. E. Askerberg, executive vice-president and general manager.

Newcomb PORTABLE RADIO

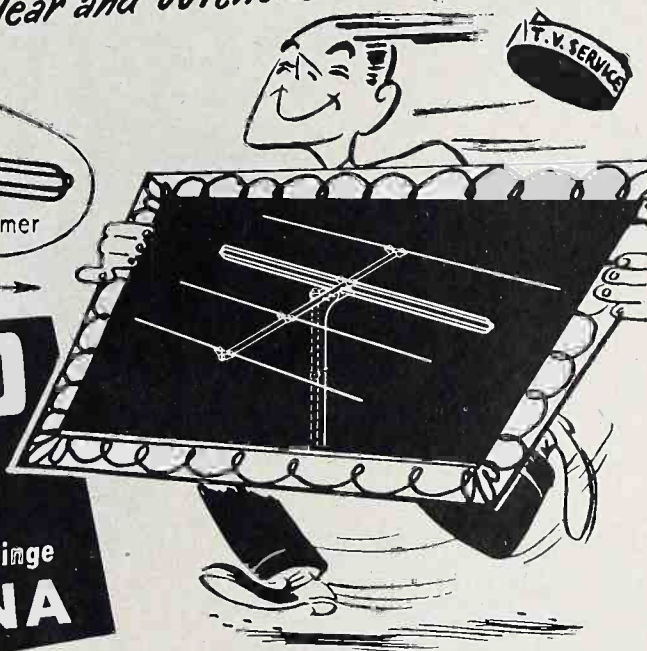
Recently announced is model B-100 AM radio. Features a jack for connection of additional amplification, for covering larger areas. Jack may also be



used for headphones. Plywood case covers in washable fabricoid material. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood, Calif.—RADIO & TELEVISION RETAILING.

BRINGS IN THE PICTURE!

Bright... Clear and Without Interference



WARD YAGI

Fringe and Super-fringe
ANTENNA

TELEVISION RECEPTION IS A LOCAL PROBLEM

Ward builds a type of antenna best suited for optimum performance at every location. Standardize on WARD, the profit line of antennas.

WARD YAGIs are producing amazing results! In many cases, acceptable pictures now enthuse set owners, where no image could be obtained by other antennas. Increased sensitivity and exceptionally high gain is developed through Ward's exclusive built-in impedance transformer. Having perfect match to a 300 ohm line, full signal strength is transmitted to the set. Designed with high front to back ratio, a clear, sharp signal is picked up, without co-channel interference. Being closely tuned to each channel, this highly directive antenna has a narrow, angular pattern cutting foreign interference and noise to the minimum.

Ward's Yagi is a highly specialized antenna, designed without compromise specifically for long distance TV reception. In distant areas, and areas intermediate between transmitting centers, where weak signals and co-channel interference obstruct reception, stacking of Ward Yagis enables the selection and maximum energy reception of the desired station.

Order a supply of Ward Yagis today. Satisfied customers make WARD your most profitable antenna.

only **WARD** OFFERS
TV-FM-AUTOMOTIVE-AM-SP
ANTENNAS

THE WARD PRODUCTS CORP.
Subsidiary of the Gabriel Co.
1523 East 45th St., Cleveland 3, Ohio

Hallcrafters Appointees

Raymond W. Durst, executive vice-president of The Hallcrafters Co. has announced the following changes in the company's internal organization made necessary by its recent rapid growth:

Fred T. Page has joined Hallcrafters as controller, and Robert L. Russell, formerly assistant to the president at Hallcrafters, has been appointed merchandise controller.

To Olin Posts

Promotion of two district managers to division manager posts has been announced by W. S. Allen, general manager of the electrical division of Olin Industries, Inc. John L. Davis, 1417 Richards Bldg., New Orleans, La., has been appointed southern division manager, and Leon P. Hovik, 625 Folsom St., San Francisco, Calif., is the new western division manager.

Crescent Names Ellmore

Austin Ellmore, formerly director of sales and engineering with Crescent Industries, Inc., Chicago, has recently been appointed vice-president in charge of sales and engineering.

Color TV Delayed

A three-judge Federal court in Chicago has issued a temporary restraining order delaying the start of commercial color television. The order will remain in effect until the court has reached a decision on the application by RCA for a temporary injunction, and on motions filed by FCC for dismissal of the RCA application.

In Our November Issue

Pages 73 and 58, listed in the table of contents, were omitted due to an error which occurred during the moving of our printing operation from Philadelphia to New York.



take it from **EXPERTS**



PAT REID SAYS:

Salesmanager, United Radio Supply, Inc.
Portland and Eugene, Oregon

"Our 379 servicemen and dealers tell us N. U. tubes are best, because their own experience has proved N. U. tubes are reliable, uniform, and above all are properly designed for interchangeability. What's more, costly call-backs are minimized by N. U.'s proven quality control. That's why we've featured N. U. tubes for 15 years. They mean good business for all of us.

- RADIO AND TELEVISION RECEIVING TUBES
- VIDEOTRON TELEVISION PICTURE TUBES
- PANEL LAMPS
- TRANSMITTING AND SPECIAL PURPOSE TUBES



NATIONAL UNION RADIO CORP.

Main Office: 350 Scotland Rd., Orange, N. J.

Research Division: Orange, N. J. • Plants: Newark, N. J. — Hatboro, Pa.

Magnavox Officers



Frank Freimann, left, has been elected president of the Magnavox Company, and Richard A. O'Connor, right, formerly president, has been made chairman of the board. Freimann has served as executive vice-president of the company since 1938. O'Connor has been with the Magnavox Company since 1922 and has been president for the past 22 years.

Philco Sales Manager

Jack Cherry, who has been with Philco for 16 years and has been general manager of the accessory division for the past year, has been appointed to the new post of sales manager of air conditioning and freezers, it was announced recently by John M. Otter, vice-president and general sales manager of Philco Corporation.

Freed-Eisemann Jobber

The appointment of Mayflower Industries as distributors of Freed-Eisemann TV consoles for northern New Jersey has been announced by Arthur Freed, president, Freed Radio Corp., N. Y. Mayflower Industries maintains showrooms, warehouse, and service facilities at 317 Halsey St., Newark, N. J.

What About Color TV?

A statement on color television by the Electric League of Los Angeles has been printed in a 4 page leaflet by Hoffman Radio Corp., Los Angeles, under the caption, "What About Color Television?"

New MGM Contract



Vocalist Billy Eckstine, in the act of signing a new ten-year contract with MGM Records, continuing his connection with the company upon whose label he reached stardom. Present at the signing were (l. to r. standing): Harry Meyerson, artist and repertoire director for MGM Records; Frank B. Walker, general manager for MGM Records; Milton Ebbins, Eckstine's personal manager; (l. to r. seated): Billy Eckstine and Charles C. Moskowitz, vice-president and treasurer of Loew's Inc., parent company of MGM Records.

PERFORMANCE COUNTS

wherever you are
when it's a *telrex*
**CONICAL-V-BEAM
ANTENNA!**

**AMERICA'S
OUTSTANDING
TELEVISION
ANTENNA**

Whether you are located 2 blocks or 200 miles from the TV transmitter, there's a CONICAL-V-BEAM antenna designed to outperform all others... over 1,000,000 installations prove... performance counts.

Conical-V-Beams are produced under Patent No. 2518297.

* REGISTERED TRADE MARK

telrex INC.
CONICAL-V-BEAMS

AMERICA'S STANDARD OF COMPARISON
ASBURY PARK 2, N. J.

BETTER TV SHOWS with HIDE A TENNA



HIDA A TENNA—Rotary elements give amazing clarity, signal strength, high gain and rejection of interference within 15 mile range of station.

HIDA A TENNA—Comes with ingenious snap on Mounting for window, closet, attic or behind TV set itself. Base is furnished for optional locating.

HIDE A TENNA—Gives distributor long profit, and satisfied customers.

Write for Catalogue sheet and price schedule.
Individually cartoned.

WARD MFG. CO.
80 E. Jackson Blvd. Chicago 4, Illinois.

★ ★
★ ★
★ ★
IT'S A TAPE RECORDER

★ ★
★ ★
★ ★
IT'S A DISC RECORDER

★ ★
★ ★
★ ★
**It's *GENERAL INDUSTRIES'* latest
sound reproduction triumph**



MODEL 250

TAPE-DISC RECORDER ASSEMBLY

- *Records on Tape
- * Records on discs
- * Plays back both
- * Plays any 78
R. P. M. Record

(*) When connected with the
proper amplifier.

Here's a fast-moving money-maker that's loaded with all the features a home-recording enthusiast could ask for. It records on tape or disc . . . records from tape to disc or disc to tape . . . makes possible a solid hour of selected uninterrupted entertainment.

Representing years of development by General Industries—oldest name in the phonomotor field—the Model 250 contains many design innovations, including foolproof operating features that anyone can understand.

Comprehensive, easy-to-understand service manual is included with each Model 250 unit. Included in manual is a suggested amplifier circuit as well as a complete amplifier parts list.

New catalog sheet, describing all of the Model 250 recording and playback features will be sent upon request. Write for your copy *today*.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

NOW... 2 SPEED TAPE RECORDING

with EICOR

A natural for Bigger Xmas sales!

Hit the Christmas market hard with *two speed tape recording*. Eicor Model 115 converts from standard 7½" per sec. to 3¾" per sec. in less than 30 seconds. Max. 2 hr. recording per 7" reel. Make extra profits by selling 4150 kit for change-over. Kit lists at \$5.00.

LIST PRICE
\$144⁹⁵

Slightly Higher West
of Rockies



**ORDER NOW
IMMEDIATE DELIVERY!**

DEALERS: Cash in on Xmas sales *NOW*—
with Eicor, America's finest, low-cost tape recorder

WRITE FOR DISTRIBUTOR'S NAME TODAY!

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

Att: Manufacturers

**Do you need successful selling
—direct to dealers?**

Long established and financially responsible metropolitan New York representative, *now distributing top recorder line*, has opening for a companion line for distribution to: Radio and Music Dealers, Department Stores, Parts Jobbers, Audio Visual Dealers, etc.

Replies held in strict confidence

WRITE BOX 12

Radio & Television Retailing
480 Lexington Ave., New York 17, N. Y.

E. R. Taylor Promoted



Edward R. Taylor, above, has been promoted to the post of general sales manager of Hotpoint, Inc. Also announced were the appointments of Fred J. Walters, vice-president, as Defense Coordinator and John F. McDaniel, as sales manager.

Arvin Distributor

Arvin television receivers and radios are now being distributed in eastern New York state by Empire State Wholesalers, Saratoga and Ontario Streets, Cohoes, N. Y., according to Raymond P. Spellman, sales manager for the television and radio division of Arvin Industries, Inc.

New RC Plant

The Radio Craftsmen, Inc., makers of custom-built TV and radio chassis and electronic equipment, have acquired 12,000 sq. ft. of space at 4401 N. Ravenswood, Chicago, to be used in TV production, according to John H. Cashman, president.

Pay-as-you-go-plan

Ira Kamen, director of TV sales, Brach Mfg. Corp., Newark, N. J., has announced that negotiations have been completed with two of the largest installers in the Chicago area to install Brach Mul-Tel Master TV Systems in buildings at no cost to landlords. These two service organizations are Precision Television Service Co. of 3441 W. Montrose Ave., and Television Engineers Inc., of 1539 W. Harrison St. According to the plan, all collections are made from tenants. The tenant costs may be less than \$25 per outlet connection.

Meck-Scott Survey

Strengthening their service departments and contracts with service organizations is No. 1 on the list of objectives of television retailers, according to findings of a survey conducted by John Meck Industries and Scott Radio Laboratories, television set manufacturers.

When asked what plans they had for meeting future problems of their television business, 52% of the dealers in Chicago, Detroit and Cleveland mentioned improved service set-ups. 47% said they plan to do more advertising.

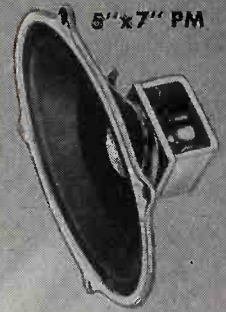
6"x9" PM



5" PM



4" PM



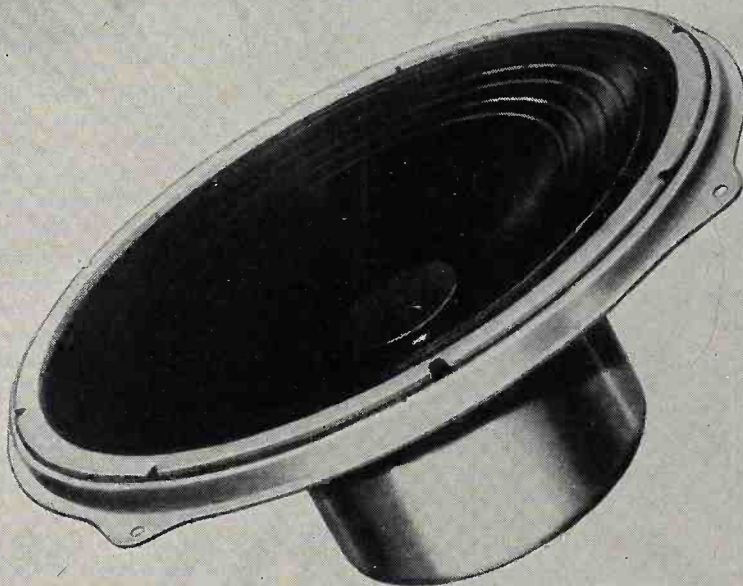
5"x7" PM

Announcing~

A new advance in popularly priced high-fidelity speaker design—The RCA-515S2



4"x6" Field Coil



4"x6" PM



8" PM



12" PM

✓ Requires no cross-over network ✓ Has uniform directivity pattern ✓ Minimum cross-over interference ✓ Designed for either rim or flange mounting ✓ Wide-angle radiation over entire frequency range ✓ Low non-linear distortion ✓ Sound pressure radiates from one plane.

A NEW SPEAKER . . . embracing a new approach to audio quality standards . . . the RCA-515S2 employs the "duo-cone" principle originated by Dr. H. F. Olson, world renowned acoustical authority of RCA Laboratories.

Featuring high sensitivity over a useful response range of 40 to 12000 cycles per second, the 515S2 has a power-handling capability of 25 watts of audio power.

The unique vibrating system and magnet structure utilized in the 515S2 consist of a duo-cone, and two voice coils operating in two separate air gaps excited by a single, 2-pound Alnico V magnet. The duo-cone is constructed with large "woofer" cone and small "tweeter" cone each so mounted in its

individual housing that the large cone is effectively a continuation of the small cone. The large cone is driven by a 2-inch voice coil to produce the low frequencies, and the small cone is driven by a 3/4-inch voice coil to produce the high frequencies.

RCA has a complete line of quality speakers designed to RTMA rim-mount standards. From the miniature 2" x 3" to the superb new 15" duo-cone—each RCA speaker is skillfully designed, fabricated from the finest materials, and produced under rigid quality-control methods. For complete details on the RCA-515S2 duo-cone speaker, see your RCA Distributor, or write RCA, Commercial Engineering, Section L53V, Harrison, N. J.



RADIO CORPORATION of AMERICA
ELECTRONIC COMPONENTS **HARRISON, N. J.**

The Christmas Gift EVERYONE wants!



V-M

tri-o-matic PHONOGRAPHS

automatic record selection

automatic shut-off

plays all speeds, all sizes

easy to operate

Sell your customers the gift that offers lasting satisfaction—the beautiful Portable V-M tri-o-matic 975, finished in handsome leatherette—or the smartly styled V-M tri-o-matic 970 for use in any room in the home. Both models have highest quality amplifying systems, and plug into any AC outlet. (A tri-o-matic replacement unit is also available.) For full details see your jobber or representative.



V-M CORPORATION Benton Harbor, Mich.

HAVE YOU A JOB FOR A TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equipment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

Placement Manager, Dept. PI10-10

COMMERCIAL TRADES INSTITUTE
1400 Greenleaf • Chicago 26

Field Reps Expediting

It has been announced by Dick Morris sales manager for the Snyder Mfg. Co., Phila., Pa., that all Snyder field sales representatives have been temporarily taken off sales duties and



Salesmanager Dick Morris.

assigned to factory expediting division. This step has been taken in order to aid the expediting division in the procurement of essential materials. With sales at an all-time peak, orders on record are in excess of deliveries and material procurement has been given top priority.

News of the Reps

Samuel A. Jeffries, charter member of the Mid-Lantic Chapter, has announced the opening of new and larger offices in the Commerce Bldg., 105 Forrest Ave., Narberth, Pa.

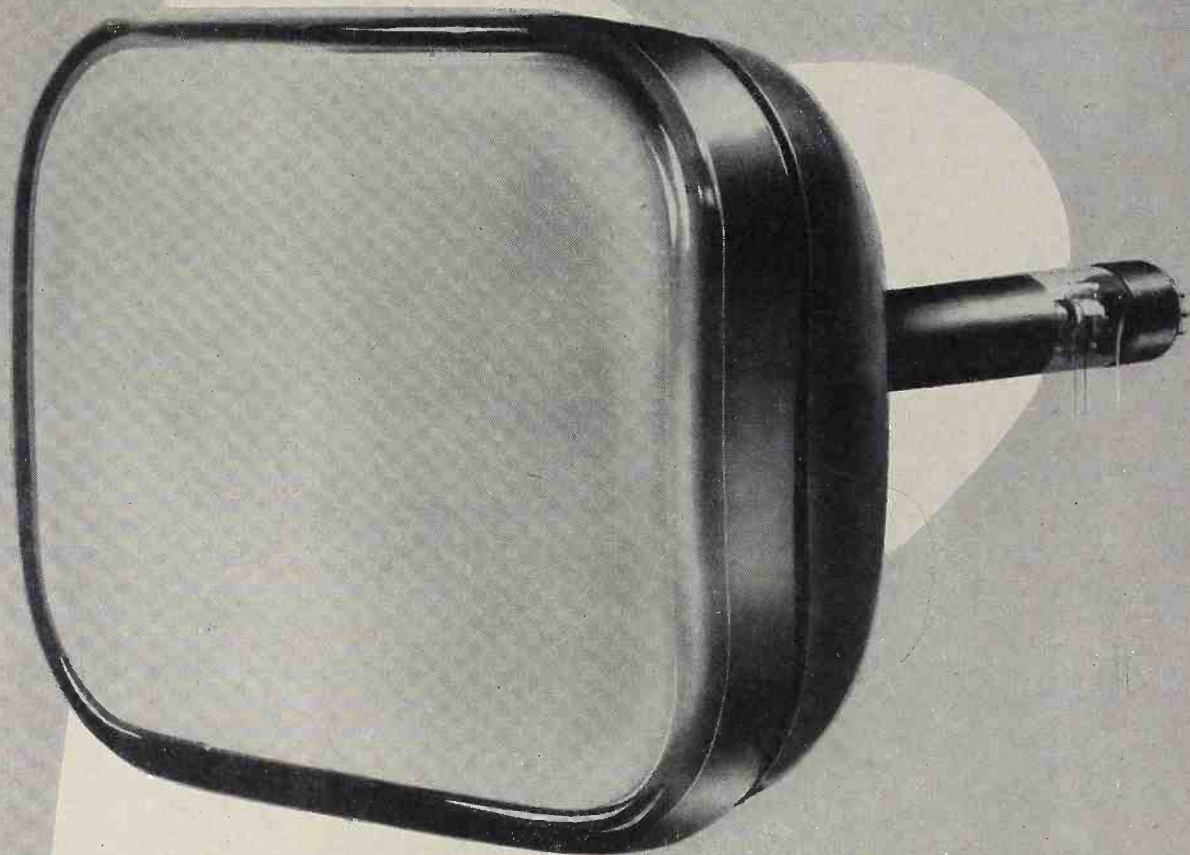
At the first Fall meeting of the New England Chapter, held recently in the Hotel Puritan, Boston, members unanimously elected Walter C. Hustis, Florida Rd., Ridgefield, Conn. to senior membership, and Robert Curtin, a member of the Henry Lavin Associates, Box 196, Meriden, Conn., to associate membership, announces Walter Hannigan, chapter publicity chairman.

New TV Tuner Unit



The Magnavox Company's new television tuner (above) is being incorporated as a major component of all Magnavox receivers. Using only two tubes, the tuner is said to be as sensitive on channels 7 through 13 as on channels 2 through 6.

AMERICAN TELEVISION PICTURE TUBES REFLECT THE QUALITY OF AMERICA'S FINEST RECEIVERS



The history of the contributions of American Television engineers reads like the history of Television itself.

Our engineers are credited with hundreds of "Firsts"—the first amplifier tube, the first telecasting, the first interlaced scanning and, more recently, the first to develop the "Eyesaver" principle for picture screens—the high contrast, non-halation screen that has been widely adopted by the industry.



American Television is a "House of Fundamentals." Our "know-how" is constantly devoted to the further development of Television in all its phases.

The American Television Picture Tube is a great product of a great company. Make it your first choice—always!

AMERICAN TELEVISION

520 PLYMOUTH CT., CHICAGO 5, ILL.

MANUFACTURING DIVISION

THE STORY OF AMERICAN TELEVISION IS THE HISTORY OF TELEVISION

Record News

RCA Victor has recorded the Irving Berlin musical, "Call Me Madam" with Dinah Shore and the original cast. The complete score of the show is featured on 14 sides with Paul Lukas and Russel Nype, Galina Talva, Pat Harrington, and Ralph Chambers, singing the numbers they do in the show. Miss Shore sings seven numbers with the cast and orchestra under the direction of Jay Blackton. The album will be avail-

able on all three speeds. RCA and its divisions, NBC and RCA Victor are the principal backers of the show.

Columbia Records has released a two-volume recording of the Benny Goodman Carnegie Hall Jazz Concert of 1938. Considered collector's items, the recordings present on two 12-inch LP's a complete concert of 23 selections by some of the leading jazz musicians of our day. The recordings were lost in Goodman's home for 12 years, and have not been previously released commercially. The list of jazz greats who perform on these records is too lengthy to reproduce here; suffice it to say that these albums will sell themselves to any ex-

ponent of the BG school of swing.

Decca Records presents the entire Crosby family (male branch) on the album "A Crosby Christmas." Gary, Philip, Dennis, Lindsay and Bing sing a brace of sure-fire Xmas songs. Decca has also released an album of songs from "Call Me Madam," featuring the star of the show, Ethel Merman, backed up by Dick Haymes, Eileen Wilson and Gordon Jenkins and his orchestra and chorus. This album is available on 3 speeds.

New Artist Contracts: **MGM Records** has signed Billy Eckstine to a new ten-year contract. . . . Ezio Pinza has signed a new long-term contract with **RCA Victor Red Seal** records, renewing an old association. His first records will be from new moving picture, "Mr. Imperium." . . . Singing star Jo Stafford makes her **Columbia Records** debut with a brace of tunes from the new Cole Porter musical "Out of This World." . . . **RCA Victor** has signed Margaret Truman to a Red Seal contract; her first recordings will be released early next year.

Walco universal ALL-GROOVE NEEDLES

the needle used by major manufacturers of **3-speed record players** is the one for you to stock for bigger replacement business!



WALCO Universal All-Groove needles are widely used in 3-speed record players having a single tone-arm and cartridge using a single, conventional-type needle.

WALCO Universal-Needles have a special point radius specified by leading pick-up cartridge manufacturers for use on 78, 33 1/3 and 45 RPM records.

Discs for Xmas

(Continued from page 40)

- Jo Stafford*
White Christmas
Silent Night
- Gordon Jenkins*
White Christmas
I'm Always Chasing Rainbows
- Kay Starr*
Christopher Robin Is Saying His Prayers—The Man with the Bag
- Wesley Tuttle*
White Christmas
What I Want for Christmas
- Tex Ritter*
Christmas Carols by the Old Corral—Merry Christmas Polka
- Cliffie Stone*
Here Comes Santa Claus
The Christmas Waltz

MGM RECORDS

- Billy Eckstine*
Blue Christmas
The Lonely Shepherd
- Jimmy Durante*
Frosty the Snow Man
Christmas Comes But Once a Year
- Lionel Barrymore*
A Visit From St. Nicholas
No Room in the Inn
- Blue Barron*
Red Cheeks and White Whiskers
Jolly Jolly Jingle
- Art Lund*
The Christmas Tree Angel
Little Toy Town Parade
- Phil Brito*
Ave Maria
White Christmas
- Red Sovine*
Dear Mr. Santa Claus
Christmas Alone
- Stan Fritts*
Merry Christmas Tunes (album)

WALCO UNIVERSAL TYPE 3-SPEED NEEDLE
Sapphire Tip Model No. WS-400-2
SAPPHIRE 232 NEEDLE
list price \$2.50 each
Dealer's Price \$1.25 each

WALCO UNIVERSAL TYPE 3-SPEED NEEDLE
Osmium Tip Model No. WA-400-2
OSMIUM 400 NEEDLE
list price \$1.50 each
Dealer's Price 75c each

These needles are featured in the **Walco** replacement NEEDLE MASTER CONTROL INDEX


Walco

Replacement Needle Manual

Write for full information about the WALCO plan for controlled inventory of replacement needles, and how you can enjoy big, new profits.

Walco is the trade name of **ELECTROVOX CO., Inc.**
60 Franklin Street, East Orange, New Jersey





W

e wish our friends

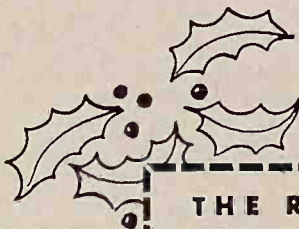
A Merry, Merry Christmas

...and we *Promise* our jobbers and dealers

A Very Happy New Year

with

Radion



Do not mail this coupon

THE RADION CORPORATION

1137 Milwaukee Ave., Chicago 22, Ill.

*No "commercial" this
month — just the best
of good wishes!*

Huge JFD Aluminum Shipment Flown Cross-Country



25,000 pounds of aluminum tubing, enough to stretch from N. Y. to Istanbul, Turkey, was flown from Spokane, Wash. to the JFD Mfg. Co., in Brooklyn, to meet production demands. On hand to receive shipment are: left to right: Northwest Airlines Senior Agent Al Evans, Edward Finkel, sales manager and Al Finkel, vice-president of the JFD Mfg. Co., Inc., respectively, and Wes Craig, N. Y. representative for Kaiser Aluminum Co.

Allied Sales Reps

The sales department of Allied Electric Products, Inc., Irvington, N. J., has announced the appointment of two new manufacturers representatives: Robert T. Fife Company of Atlanta, Ga., and Hawkins Electric Sales Company of St. Louis, Missouri.

Contest Winners

At the Philadelphia Radio Servicemen's Association convention in Philadelphia recently, Murray Hill Books, Inc., 232 Madison Ave., N. Y., publishers of the Ghirardi line and many modern radio and TV servicing books, sponsored a contest. Winners announced were as follows:

First prize: Choice of any six Murray Hill Books: Keith J. Ackley, Rochester, N. Y.

Second, Third, Fourth and Fifth Prizes (quadruple tie): Two books each; Joseph Picerno, Phila., Pa.; Ralph S. Robbins, Camden, N. J.; Joseph Salkin, Phila., Pa.; George C. Werner, Phila., Pa.

125,000 TV Antennas

From the date of release to the trade five months ago, over 125,000 Workshop Dubl-Vee antennas have been installed, the company has announced. In making the announcement recently, K. S. Brock, commercial sales manager, observed that of the five months, three were during the normal summer slump period.

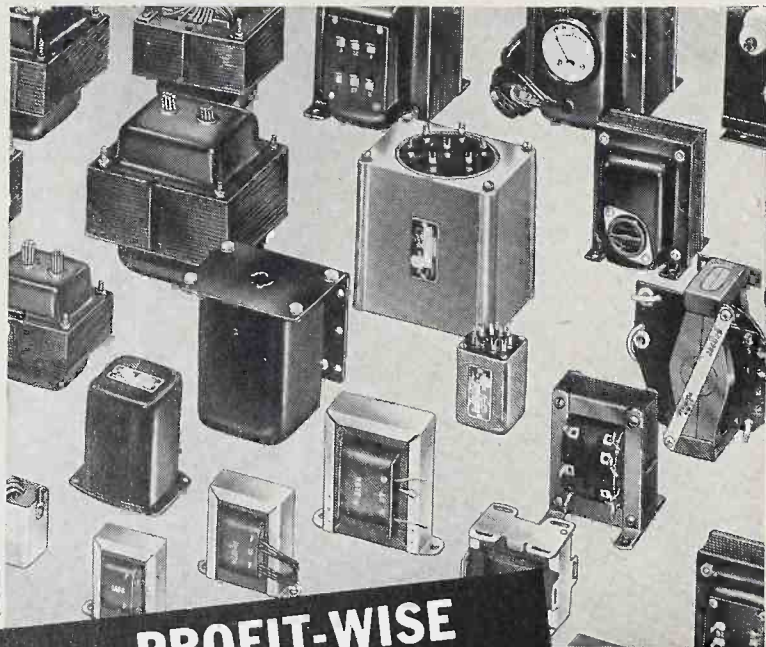
Alliance TV Commercials

According to John Bentia, sales manager for the Alliance Mfg. Co., Alliance, Ohio, an entirely new series of TV spot commercials is now running continuously over about 50 stations from coast to coast. The last series of film released to the stations more than a month ago features the typical retail TV service dealer. Actually, the spots revolve around the counter of "purchase and sales" in a dealer's store.

"Forever Advertising"



Jerome Respass, Vee-D-X president points out the "VDX" license plates on his car. It bears witness to the fact that he never misses an opportunity to advertise his product.



The **PROFIT-WISE**
Serviceman Specifies . . .

New STANCOR PRODUCTS



8400
POWER
SERIES

A comprehensive line of 35 part numbers designed for replacement and new construction. Wide range of applications based on a thorough study of today's power transformer needs. Most ratings available in a choice of vertical or horizontal mountings.



OUTDOOR LINE
TO VOICE
COIL

Two new units designed to fit most needed outdoor applications. Primary impedances of 3,000/2,000/1,500/1,000/500 ohms; secondary impedances of 16/8/4 ohms. Part Number A-3333 rated at 14 watts. A-3334 rated at 25 watts.

STANCOR TRANSFORMERS

Using Stancor replacement transformers for your radio, TV and sound service jobs is the sure way to fatten your bank account. Here's why —

- Quality comes first with Stancor. Ability to "take it" cuts down call-backs—keeps your customers happy with a good job.
- Stancor has the largest line in the industry. A choice of 450 part numbers, in some 30 mounting and terminal styles, enables you to get exactly the right unit for almost any application.
- Easy-to-read instruction sheets and clearly marked terminals make your job quicker and easier. Saves valuable shop time.

New Stancor units are coming out all the time. Keep posted. Ask your Stancor distributor for our latest catalogs.



Most Complete Line in the Industry

STANDARD TRANSFORMER CORPORATION 3586 ELSTON AVE., CHICAGO 18, ILL.

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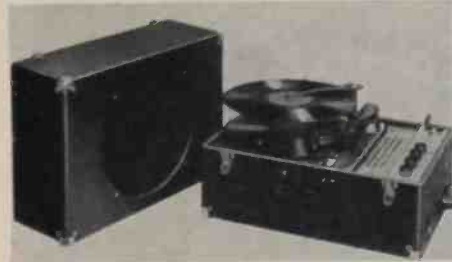
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New Audio Equipment

Rauland-Borg PA SYSTEM

Model 1254 is a combination portable record changer and PA system. The unit consists of a complete 15-watt PA system with a 3-speed record changer and 12-inch speaker, self-contained in a single carrying case. The amplifier has separate bass and treble controls, plus mike and phono controls; permits mixing of mike program



with phono background. Speaker is equipped with 35-foot cable. 3 output receptacles are provided, permitting use of 2 external speakers. Model 1253 is similar except equipped with a 3-speed phono motor and transcription type pickup arm (with dual cartridge) and plays all types of records including 16" transcriptions. Rauland-Borg Corp., 3523 Addison St., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

University LOUDSPEAKERS

Model 7101 and 7102 loudspeakers are designed for use in factories, refineries and warehouses working with inflammable or combustible substances. Maker states these speakers have been U-L approved: model 7101 for class I groups C and D locations, model 7102 for class II groups E, F, and G. For more information, write University Loudspeakers, Inc., 80 South Kensico Ave., White Plains, N. Y.—RADIO & TELEVISION RETAILING.

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The new 8" speaker is said to go down to 40 cycles and up to 15 KC, which the maker claims to be the widest range of any small speaker on the market. James B. Lansing Sound, Inc., 4221 South Lincoln Blvd., Venice, Calif.—RADIO & TELEVISION RETAILING.

BECOME
EXPERT

with OSCILLOSCOPES

This practical book tells you everything you should know about an oscilloscope! WHAT it is . . . what it can DO . . . and HOW to use it properly!

ENCYCLOPEDIA ON CATHODE-RAY OSCILLOSCOPES AND THEIR USES

by John F. Rider and Seymour D. Uslan

The FIRST and ONLY book that so fully and clearly describes the "scope . . . its construction . . . its capabilities . . . its applications in servicing, engineering, research . . . with thousands of time-saving and labor-saving references, charts, waveforms, etc.



All oscilloscopes produced during the past ten years, a total of more than 70 different models, are accurately described—with specifications and wiring diagrams.

Planning to buy a 'scope? This book will help you select the type best suited to your needs! If you already own one, the book will show you how to increase your instrument's usefulness and, naturally, its value to you!

We GUARANTEE that it will SAVE and EARN many, many times its cost for you!
992 Pages • 500,000 Words • 3,000 Illustrations
8 1/2 x 11" Size • 22 Chapters • Completely Indexed
Easy to Read • Cloth Bound And only \$9.00

with ANTENNAS

TV and OTHER RECEIVING ANTENNAS

(Theory and Practice)

by Arnold B. Bailey



Tells you . . . WHAT each type can do . . . HOW to use it . . . and WHICH is best!

This is a text book on all types of receiving antennas. If you have any questions—you'll find the answers in this book! Teacher, engineer, student, service technician—all can use this text. WE GUARANTEE IT! Antenna data never before published anywhere will be found in it. And it's readable—because mathematics has been translated into charts and graphs.

Everything you hoped for . . . and asked for!
606 Pages . . . 310 Illustrations And only \$6.00

at TV INSTALLATIONS

Stop wasting time, patience, and money in trying to "dope out" those difficult TV installations!

TV INSTALLATION TECHNIQUES

by Samuel L. Marshall



Order this RIDER book, the ONLY text that gives you complete information on all the mechanical and electrical considerations.

KNOW the absolute facts about such things as ice loading, wind surface, and mounting requirements—whether for short chimney-attached mast or an 80 ft. tower, including foundation.

HAVE at your fingertips, accurate data on receiver adjustments in the home . . . municipal regulations governing the installation of TV antennas and masts in all of the major television areas in the U. S.

SURE to help you wherever and whenever an installation becomes a problem! A TIMELY and IMPORTANT book!

336 Pages • 270 Illustrations • 5 1/8" x 8 1/8" Size
Cloth Bound And only \$3.60

10-DAY MONEY-BACK GUARANTEE—Make these books PROVE their value! Unless you agree they are the best investments you've ever made—return the books, in good condition, for refund.

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480 Canal Street, New York 13, N. Y.

Please send me the following books on your 10-day MONEY-BACK GUARANTEE. If not satisfied, I will return the books, in good condition, for refund.

"Encyclopedia on Cathode-Ray Oscilloscopes and Their Uses" . . . \$9.00
"TV and Other Receiving Antennas" . . . 6.00
"TV Installation Techniques" 3.60

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Address _____

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SAVE POSTAGE. If you enclose check or money-order WITH coupon, we will prepay postage charges. Money back if you return books within 10-days.

Check Enclosed. Money-Order Enclosed
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TEC

UNTUNED TELEBOOSTER

MODEL
S-505



NEW!

A
NEW
MODEL
WITH AN
**ADDED
GAIN CONTROL**

The NEW S-505 untuned tele-booster now features a gain control for reducing the gain on channels where the S-505 provides too much gain for proper operation. This feature makes the S-505 an ideal booster in all areas. Immediate delivery.

ONLY
\$49.50
LIST

WRITE FOR CATALOG R-2

- No tuning required—all channel reception.
- Amplification of the order of 20 db over entire UHF TV range, achieved by the use of two stages of amplification.
- Input and output 300 ohms.
- Handsome appearance—professional styling.
- Uses 2-6AK5 VHF pentodes and 1-12AT7 VHF duo triode for maximum performance.
- Exceptionally long life; uses selenium rectifier; all components conservatively rated.
- Pilot light added for your convenience.
- Wideband, flat response ideal for intercarrier sets for equal amplification of both video & sound signals.

TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA

New Business

(Continued from page 35)

a clothes dryer. It'll eliminate the necessity for hanging clothes out of doors on stormy days; will eliminate the necessity for waiting, and will prevent possible damage or theft always present when you hang valuable clothes out of doors. And the electric dryer is a most efficient sterilizing appliance as well." Or, for instance, in making a call on Mrs. Jones, the salesman is reminded via the card that this customer owns a 10-inch television set. So when he makes the visit, he suggests that Mrs. Jones buy a new set, placing the old one in a youngster's room or in the recreation center in the basement.

Dealers who are working to build up their service departments can use the cards as follow-ups. For example, the telephone canvasser can call Mrs. Smith, and say, "Mrs. Smith, it's been five years since we checked and repaired that big console radio of yours. Is it still working well?" If he gets an answer to the effect that the set is performing satisfactorily, he can urge a check-up, anyway. If the set isn't working well, he can suggest a pick-up for repair or a trade-in.

The information contained in the system can also help cut down waste in mailing campaigns, since certain folders and other promotional material can be sent out on a selective basis. For instance, the merchant plans to make a campaign on refrigerators. Instead of mailing out pieces to each and every name, he pulls out cards, or mimeograph stencils carrying names of those who have recently purchased refrigerators from him. In this way, he saves money, and eliminates the possibility of offending some of his customers. When the new refrigerator user gets a strongly written sales pitch for the same product he's just bought, he may feel that either the dealer's memory is very short or his business methods are lax.

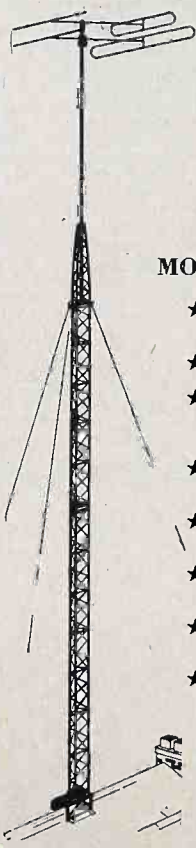
The prospect card system carrying new and valuable information can serve the dealer in hundreds of different ways, and though it takes time and money to set up and operate, it is like a deed to a promising mine—the ore is there, but it must be mined and sold. A large prospect list, kept up-to-the-minute is the outstanding source of new and repeat business for the progressive dealer who uses such list as a major sales tool in his business operation.

Oak Ridge Rep

Oak Ridge Co., manufacturers of miniature TV and Radio Test Equipment and TV Antennas, has announced the appointment of The Jack Goss Co., of Boston, Mass., as sales representative for their line in the New England territory.

Top Value IN TV TOWERS AND POLE ACCESSORIES

Easy-Up

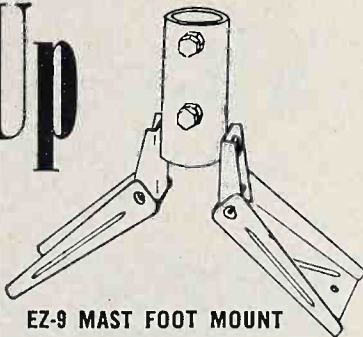


MODEL 300 ROTA-TOWER

- ★ Strong . . . Steel tube and bar construction, galvanized over-all
- ★ Light . . . 1½ lbs. per foot
- ★ Multiple cross-braces—90 in each 10-ft. section—all electrically welded
- ★ Factory pre-assembled . . . Only five minutes to complete
- ★ Rotatable 360° to orient antenna after installation
- ★ Mounts on peaked or flat roof; tips up from four sides
- ★ Neat and trim . . . No wind noise . . . Minimum guy support needed
- ★ Choice of models and heights

DEALER COST \$44.50
30-ft. Rota-Tower complete

All Easy-Up products are sold only through authorized jobbers and distributors



EZ-9 MAST FOOT MOUNT

A new simple, sturdy roof mount for TV antenna masts. Fits peaked, pitched or flat roof. All-steel (no welds), hot-dip galvanized. Tips up from any of four sides.

DEALER COST \$1.95

Write for literature on the complete Easy-Up line of quality towers and pole accessories.

Easy-Up Tower Co.

RACINE • WISCONSIN

Sales Training 'Tastefully' Served

Written exclusively for RADIO & TELEVISION RETAILING by R. E. Noth, Sales Training Manager, Receiver Division, Electronics Dept., General Electric Co.

Take one jigger of hard boiled selling facts, Mix with two parts merchandising and advertising promotion, Add liberal portions of honest sales participation, And a dash of creative ideas, Top with a sincere sales effort, Garnish with enthusiasm and zip, Serve frequently in tall proportions for all territories to assure maximum results!

The above "sales beverage" currently being served to its distributor and retail organization by General Electric's Receiver Division constitutes the basis for our new sales training program on radio and television receivers. It is pioneering a new method of sales training which develops wholehearted interest and cooperation on the part of all sales personnel. The program is getting excellent attention in the field and is being closely watched in trade circles. The initial presentation in the program, "Selling the 1950 Line of G-E Clock Radios," is the start of a series which will eventually embrace the entire line of G-E television and radio receivers.

The basic idea of the new medium consists of *asking* salesmen for their opinions and ideas before *demonstrating* what the manufacturer believes they should do to increase their sales. In the past it has always proved difficult to get across a sales idea within the limited time usually allotted to the district manager or representative in meetings with distributor or dealer salesmen.

To overcome this difficulty, G-E is using a newly created device, produced by Trade Ways, Inc., New York City, called a Quiz-Film. Its essential elements are:

- (a) A true-to-life incident, dramatized in the style of a lively radio skit, enacted by professional radio talent and inscribed on one side of a transcription record (for playing on a sound slide-film reproducer);
- (b) A set of questions about the ideas and methods portrayed in the incident, each question accompanied by two or more possible answers;
- (c) A report on the preferred answer with the reasons for it;
- (d) A demonstration of how the situation could have been better handled—in this instance, a short sound-film with its recording inscribed on the reverse side of the transcription record.

(Continued on page 91)

New Packard-Bell Post

Ken Johnson, general sales mgr. of Packard-Bell Co., Los Angeles manufacturer of radio and television has announced the promotion of George Oliver, for the past six months sales promotion mgr., to the position of director of advertising and sales promotion.

Brach Sales Reps

Ira Kamen, director of TV sales, Brach Mfg. Corp., 200 Central Ave., Newark, N. J., has announced the ap-

pointment of Ira L. Arkin Co., 412 North Orleans St., Chicago, as sales representative in the Chicago area.

Sylvania Promotion

To aid the promotion of the new Sylvania TV line, the company has put out a circular which explains in simple terms the features of the line. Such terms as "Stabilized Pictures," "Studio-Clear Sound," and "Multi-Shade Picture Fidelity" are explained in terms of their benefit to the customer.



KIND *to record*
KIND *to ear*
KIND *to pursue*

the Magic Touch

Fidelitone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50c to \$5.00

PERMO, Incorporated
CHICAGO 26,

Huge JFD Aluminum Shipment Flown Cross-Country



25,000 pounds of aluminum tubing, enough to stretch from N. Y. to Istanbul, Turkey, was flown from Spokane, Wash. to the JFD Mfg. Co., in Brooklyn, to meet production demands. On hand to receive shipment are: left to right: Northwest Airlines Senior Agent Al Evans, Edward Finkel, sales manager and Al Finkel, vice-president of the JFD Mfg. Co., Inc., respectively, and Wes Craig, N. Y. representative for Kaiser Aluminum Co.

Allied Sales Reps

The sales department of Allied Electric Products, Inc., Irvington, N. J., has announced the appointment of two new manufacturers representatives: Robert T. Fife Company of Atlanta, Ga., and Hawkins Electric Sales Company of St. Louis, Missouri.

Contest Winners

At the Philadelphia Radio Servicemen's Association convention in Philadelphia recently, Murray Hill Books, Inc., 232 Madison Ave., N. Y., publishers of the Ghirardi line and many modern radio and TV servicing books, sponsored a contest. Winners announced were as follows:

First prize: Choice of any six Murray Hill Books: Keith J. Ackley, Rochester, N. Y.

Second, Third, Fourth and Fifth Prizes (quadruple tie): Two books each; Joseph Picerno, Phila., Pa.; Ralph S. Robbins, Camden, N. J.; Joseph Salkin, Phila., Pa.; George C. Werner, Phila., Pa.

125,000 TV Antennas

From the date of release to the trade five months ago, over 125,000 Workshop Dubl-Vee antennas have been installed, the company has announced. In making the announcement recently, K. S. Brock, commercial sales manager, observed that of the five months, three were during the normal summer slump period.

Alliance TV Commercials

According to John Bentia, sales manager for the Alliance Mfg. Co., Alliance, Ohio, an entirely new series of TV spot commercials is now running continuously over about 50 stations from coast to coast. The last series of film released to the stations more than a month ago features the typical retail TV service dealer. Actually, the spots revolve around the counter of "purchase and sales" in a dealer's store.

"Forever Advertising"



Jerome Respass, Vee-D-X president points out the "VDX" license plates on his car. It bears witness to the fact that he never misses an opportunity to advertise his product.



**The PROFIT-WISE
Serviceman Specifies . . .**

New STANCOR PRODUCTS



**8400
POWER
SERIES**

A comprehensive line of 35 part numbers designed for replacement and new construction. Wide range of applications based on a thorough study of today's power transformer needs. Most ratings available in a choice of vertical or horizontal mountings.



**OUTDOOR LINE
TO VOICE
COIL**

Two new units designed to fit most needed outdoor applications. Primary impedances of 3,000/2,000/1,500/1,000/500 ohms; secondary impedances of 16/8/4 ohms. Part Number A-3333 rated at 14 watts. A-3334 rated at 25 watts.

STANCOR TRANSFORMERS

Using Stancor replacement transformers for your radio, TV and sound service jobs is the sure way to fatten your bank account. Here's why —

- Quality comes first with Stancor. Ability to "take it" cuts down call-backs—keeps your customers happy with a good job.
- Stancor has the largest line in the industry. A choice of 450 part numbers, in some 30 mounting and terminal styles, enables you to get exactly the right unit for almost any application.
- Easy-to-read instruction sheets and clearly marked terminals make your job quicker and easier. Saves valuable shop time.

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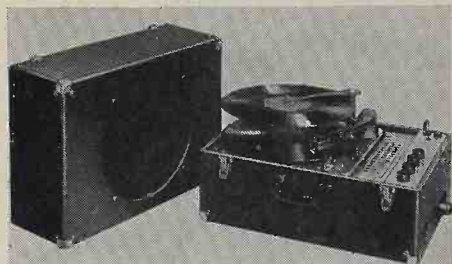
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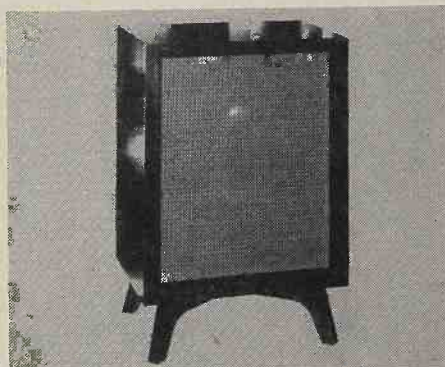
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Name

Address

City Zone State

SAVE POSTAGE. If you enclose check or money-order **WITH** coupon, we will prepay postage charges. Money back if you return books within 10 days.

Check Enclosed. Money-Order Enclosed
 C. O. D. **7**

TEC

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TELEVISION EQUIPMENT CORP.

238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA, THE AHEARN & SOPER CO. LTD., OTTAWA

Top Value IN TV TOWERS AND POLE ACCESSORIES

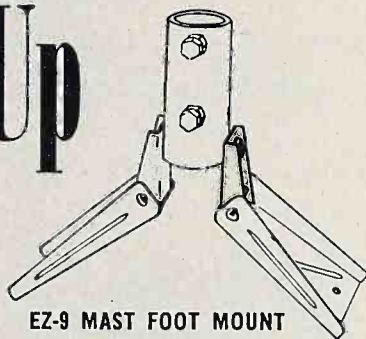
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RACINE • WISCONSIN

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a clothes dryer. It'll eliminate the necessity for hanging clothes out of doors on stormy days; will eliminate the necessity for waiting, and will prevent possible damage or theft always present when you hang valuable clothes out of doors. And the electric dryer is a most efficient sterilizing appliance as well." Or, for instance, in making a call on Mrs. Jones, the salesman is reminded via the card that this customer owns a 10-inch television set. So when he makes the visit, he suggests that Mrs. Jones buy a new set, placing the old one in a youngster's room or in the recreation center in the basement.

Dealers who are working to build up their service departments can use the cards as follow-ups. For example, the telephone canvasser can call Mrs. Smith, and say, "Mrs. Smith, it's been five years since we checked and repaired that big console radio of yours. Is it still working well?" If he gets an answer to the effect that the set is performing satisfactorily, he can urge a check-up, anyway. If the set isn't working well, he can suggest a pick-up for repair or a trade-in.

The information contained in the system can also help cut down waste in mailing campaigns, since certain folders and other promotional material can be sent out on a selective basis. For instance, the merchant plans to make a campaign on refrigerators. Instead of mailing out pieces to each and every name, he pulls out cards, or mimeograph stencils carrying names of those who have recently purchased refrigerators from him. In this way, he saves money, and eliminates the possibility of offending some of his customers. When the new refrigerator user gets a strongly written sales pitch for the same product he's just bought, he may feel that either the dealer's memory is very short or his business methods are lax.

The prospect card system carrying new and valuable information can serve the dealer in hundreds of different ways, and though it takes time and money to set up and operate, it is like a deed to a promising mine—the ore is there, but it must be mined and sold. A large prospect list, kept up-to-the-minute is the outstanding source of new and repeat business for the progressive dealer who uses such list as a major sales tool in his business operation.

Oak Ridge Rep

Oak Ridge Co., manufacturers of miniature TV and Radio Test Equipment and TV Antennas, has announced the appointment of The Jack Goss Co., of Boston, Mass., as sales representative for their line in the New England territory.

Sales Training "Tastefully" Served

Written exclusively for RADIO & TELEVISION RETAILING by R. E. Noth, Sales Training Manager, Receiver Division, Electronics Dept., General Electric Co.

Take one jigger of hard boiled selling facts, Mix with two parts merchandising and advertising promotion, Add liberal portions of honest sales participation, And a dash of creative ideas, Top with a sincere sales effort, Garnish with enthusiasm and zip, Serve frequently in tall proportions for all territories to assure maximum results!

The above "sales beverage" currently being served to its distributor and retail organization by General Electric's Receiver Division constitutes the basis for our new sales training program on radio and television receivers. It is pioneering a new method of sales training which develops wholehearted interest and cooperation on the part of all sales personnel. The program is getting excellent attention in the field and is being closely watched in trade circles. The initial presentation in the program, "Selling the 1950 Line of G-E Clock Radios," is the start of a series which will eventually embrace the entire line of G-E television and radio receivers.

The basic idea of the new medium consists of asking salesmen for their opinions and ideas before demonstrating what the manufacturer believes they should do to increase their sales. In the past it has always proved difficult to get across a sales idea within the limited time usually allotted to the district manager or representative in meetings with distributor or dealer salesmen.

To overcome this difficulty, G-E is using a newly created device, produced by Trade Ways, Inc., New York City, called a Quiz-Film. Its essential elements are:

- (a) A true-to-life incident, dramatized in the style of a lively radio skit, enacted by professional radio talent and inscribed on one side of a transcription record (for playing on a sound slide-film reproducer);
- (b) A set of questions about the ideas and methods portrayed in the incident, each question accompanied by two or more possible answers;
- (c) A report on the preferred answer with the reasons for it;
- (d) A demonstration of how the situation could have been better handled—in this instance, a short sound-film with its recording inscribed on the reverse side of the transcription record.

(Continued on page 91)

New Packard-Bell Post

Ken Johnson, general sales mgr. of Packard-Bell Co., Los Angeles manufacturer of radio and television has announced the promotion of George Oliver, for the past six months sales promotion mgr., to the position of director of advertising and sales promotion.


Brach Sales Reps

Ira Kamen, director of TV sales, Brach Mfg. Corp., 200 Central Ave., Newark, N. J., has announced the ap-

pointment of Ira L. Arkin Co., 412 North Orleans St., Chicago, as sales representative in the Chicago area.

Sylvania Promotion

To aid the promotion of the new Sylvania TV line, the company has put out a circular which explains in simple terms the features of the line. Such terms as "Stabilized Pictures," "Studio-Clear Sound," and "Multi-Shade Picture Fidelity" are explained in terms of their benefit to the customer.



KIND to record
KIND to ear
KIND to pursue

the Magic Touch

Fidelitone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50¢ to \$5.00

PERMO, Incorporated
CHICAGO 26,

NOW BETTER, BRIGHTER PICTURES

insuline
new "BI-CON"
TELEVISION ANTENNA

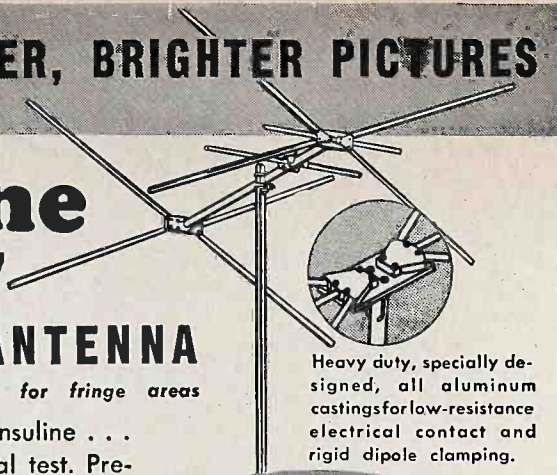
Single Type and Stacked Array for fringe areas

An engineering triumph by Insuline . . . proved outstanding by actual test. Pre-assembled sections for quick installation.

- Peak All-Channel reception.
- Suitable for ANY make TV set.
- Exclusive — separate High Frequency and Low Frequency dipole-reflector elements.
- Popular priced.

FREE! New Catalog

Thousands of items including metal goods, radio parts, TV indoor and outdoor antennas and accessories, tools, hardware, etc. Write Dept. RR-12.



Heavy duty, specially designed, all aluminum castings for low-resistance electrical contact and rigid dipole clamping.

insuline
"meteor"
INDOOR TV ANTENNAS

Installed in a jiffy and quickly adjustable to all channels. Supplied complete with 300 ohm connecting lead and open-end mounting lugs. Note! Necessary 300 ohm cable available for all INSULINE TV antennas.

insuline CORPORATION OF AMERICA

INSULINE BUILDING • 36-02 35th AVENUE • LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse: 1335 South Flower Street, Los Angeles, Calif.
Exclusive Canadian Sales Agents: CANADIAN MARCONI COMPANY, Montreal

Protect Income

(Continued from page 33)

and should not be permitted to accumulate in large quantities. It's part of management's job to see that money tied up in such merchandise is released for use by the business.

Nowadays, it's important to re-examine the makes and models one sells, even in what may be described as a lively market. If he finds that some items are giving a lot of trouble in the field, or that some makes are not acceptable, the dealer should consider making some switches brand-wise. Too much free service can rob a sale of its entire profit.

In addition to keeping an eagle eye on such items as light, heat and rent, it pays to watch those little expenses which have the habit of piling up like nobody's business. Out-of-date mailing lists, for instance, waste postage and time. Too many "personal" telephone calls may add up to a sizeable sum on the debit side of the ledger.

Breakage and damage to products should be guarded against, too. Many products lose value because of careless handling, exposure to sun in show-windows, and from other causes, and often, as a result, must be sold at prices that leave little if any profit.

For the very reason that this brisk selling period may serve to make him forget the fact that costs are rising about him like a flood-tide, the dealer needs to clamp down on any and all unnecessary expense, and to be calm and deliberate in planning to run his business on a profitable basis. Plugging up all profit-eating loopholes is the first step to take in making the merchant's financial beachfront secure against the tidal wave of inflation.

Capehart Distributor

Standard Sales, Inc., of Spokane, Wash., has been appointed distributor of Capehart TV and phono-radios for eastern Washington and northern Idaho, according to an announcement by E. Patrick Toal, director of sales of the Capehart-Farnsworth Corp.

New Allied Reps

Announcement was made recently by the sales department of Allied Electric Products, Inc., Irvington, N. J., of the appointment of two new manufacturers representatives: S. W. Goodman, of Baltimore, Md., and Allen B. Carpenter Co. of Denver, Colo.

Stylecraft Names Linter

Stylecraft Electric Appliance and Heating Co., Inc., 319 Broadway, Menands, N. Y., has announced that Arnold Linter has joined the firm. He replaces George Eisnitz. Stylecraft Appliance Co. serves the communities of Albany, Troy and Watervliet.

The World's Finest
LIGHTNING ARRESTERS

MODEL RW-204

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

Only **\$1.50** List

MODEL RW-300

For use with 2-wire standard antenna ribbon type transmission line for TV or FM. An air gap plus resistors provide double protection.

Only **\$2.00** List

VEE-D-X

LaPointe-Plascomold Corp., Unionville, Conn.

"HAVE YOU HEARD THE SOUND OF QUALITY?"

NEWCOMB SOUND IS BETTER

Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.

Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.

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

Sales Training

(Continued from page 89)

The simplicity of the Quiz-Film is one of its great advantages. The procedure in conducting a Quiz-Film meeting is equally simple, directly to the point and time saving.

The representative in charge of the meeting first plays the recorded incident—a six minute playlet or skit, with snappy, natural dialogue and good acting, which represents a typical call by a distributor salesman on a radio dealer. The salesman in the incident does a good job in most respects but slips up here and there, particularly when presenting this year's G-E clock radio line plus the impressive advertising and merchandising plans.

During his call a customer enters the store. The dealer tries to sell her one of the clock radios and makes good progress at first. Unfortunately, the customer wants to make her selection from models which the dealer does not have in his stock; so she leaves without buying. The dealer has to admit that he misses sales when he fails to carry and display the entire line of G-E clock radios.

Then the leader of the meeting distributes a list of questions about the sales practices portrayed in the incident, with two or more possible answers to each question. He invites every man present to "vote" for the answers he prefers and be prepared to tell why. Naturally, there are differences of opinion. Discussion is spontaneous and lively. For instance, one question which is almost certain to start a spirited debate is number 3: "What do you think of Bill's explanation of why the 1950 line of G-E clock radios is the hottest item in radio?"

"Check only one of the answers:

- "() Good, a hard-hitting and concise opening.
- "() Fair, its chief fault was failure to show the dealer that he could make money by pushing G-E clock radios.
- "() Poor, Bill gave only part of the story; he should have told much more about the new features."

You can put up a good argument for any one of the three answers, depending on what standards you set up. As a rule, sales executives rate Bill's explanation fair to good, whereas the salesmen themselves are more critical. They come up with plenty of ideas—good ideas, too—for improving Bill's presentation, and you can be sure they are not going to lose sight of those ideas in their own calls on dealers.

At the end of the discussion period, in which every man has an opportunity to express his views, the meeting leader reports how a competent

(Continued on page 92)

Business Builders

(Continued from page 52)

use live plants, aquariums and other "props" to lend individuality to your establishment.

2. Give your ads that "different" treatment. Put some humor in them, or some homely sayings. Cook up some good slogan to be associated with your store. If you don't feel qualified to write such copy yourself, urge local newspaper space salesmen to originate it. Many dealers think it's a good idea to run their pictures, or pictures of salespeople in the ads.

3. Make friends with the small fry in your locality. Maybe you'll want to set up a "kiddie corner" where the very young ones can hear phono records, see TV or listen to the radio. Depend on it, that if you have such set-up, the kids will urge parents to make frequent visits to the store.

Many ideas, geared to your own community can be dreamed up. Put you business in the limelight by daring to be different, and you'll be hearing people say: "That's the store where", or "dealer Jones is the man who"

A colorful operation costs no more than a drab one.

Magnificent

DURABILITY and CLARITY PUTS EUREKA IN THE LIMELIGHT!

Eureka, foremost name in TV picture tube development, offers you a product achieved through superior technical experience. Every tube manufactured is subjected to rigid laboratory control tests to meet specific requirements for top-notch performance.

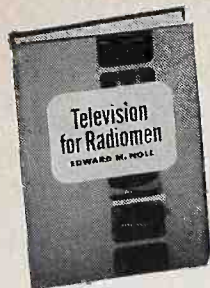
EUREKA — the name that stands for the finest engineering skill!

Write, phone, wire us for data sheets and full information on 14", 16", 17" and 20" rectangular tubes.

EUREKA

EUREKA TELEVISION AND TUBE CORPORATION
Manufacturers of Cathode-Ray Tubes and Electronic Products
69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3908

LEARN IT YOURSELF



E. M. Noll's
**Complete course
of study and
working
instructions**
in the book

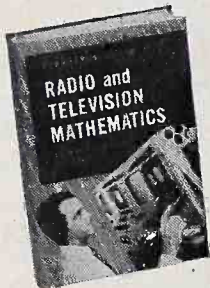
TELEVISION FOR RADIOMEN

will help you take advantage of the good jobs open to skilled television technicians today.

● This book is not only a valuable handbook on television installation and servicing. It is also a complete course in television fundamentals. Written by a man widely known for his articles on television in the radio magazines, it explains in practical, easy-to-understand terms the construction and operating principles of every part of the television receiver and the essentials of television transmission.

● Full working instructions show each step in the installation, adjustment, alignment, and trouble-shooting of today's receivers, with especially helpful material on antennas and handy charts for locating trouble quickly and accurately.

WHAT IS YOUR PROBLEM?



You will find the answer in the 721 problems and solutions in

RADIO & TELEVISION MATHEMATICS

● Here are step-by-step solutions to every problem commonly arising in work on receivers, power supplies, antennas, amplifiers, tubes, transmitters, etc. If you are ever "stuck" on a calculation; if you need a check on your figuring; or if you want to refresh your memory on the formulas to use for a certain problem—you will find your answer quickly and easily in this book.

● Good practice for your FCC exams. This book shows you how to solve every problem requiring mathematics in the FCC STUDY GUIDE for licenses of all classes. You will find no better handbook for practice in solving problems with ease, speed and accuracy.

SEE THEM FREE

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

Please send me a copy of the books checked below. I agree to remit in full or return the books within ten days without further obligation.

- Television for Radiomen, \$7.00
 Radio & Television Mathematics, \$6.00

Signed..... S

Address.....

Demonstration Hall

(Continued from page 44)

ment. The firm also handles Lester pianos.

Much of Gerhard's large volume of business has been built on the firm's reputation for efficient, fast service. William Roberts is in charge of the service department, with twenty servicers and a fleet of 12 trucks constantly on the job.

K. Zwartz is in charge of the sales department with a staff of outside and inside salesmen, including Ed Baltensberger, Russell Maiers, John O'Neil, Jack Booth; all experienced men who know their products and know the customers' needs, thoroughly trained and up-to-date on the selling techniques. Thomas Birkbeck is in charge of the advertising department and also helps in the sales. S. Lilly is chief accountant and Robert Lukens is general manager. Gerhard's was founded some five years ago by Charles E. Gerhard who has made very rapid strides in the merchandise field, and is still the pilot at the helm. Miss Marjorie Gerhard is in charge of the record department and Pete Gerhard has charge of Gerhard's in Ambler.

Sales Training

(Continued from page 91)

sales committee has voted on the answers to the various questions. The committee takes pains to emphasize that these are questions of opinion. They do not pretend to hand down authoritative rulings but simply offer their judgments for comparison with those of the salesmen.

Finally, to top off the meeting, the leader presents a short sound slide-film in which the preferred answers to the questions are explained and good procedure in selling G-E clock radios is vividly dramatized. To avoid a dictatorial tone or laying down the law in this film, G-E has created a character—a personalized version of the G-E Model 505 clock radio—who presents his pungent comments in a humorous vein, yet with telling force. At the close a small take-home folder, stressing some of the salient points in the film, is distributed.

The method is new. We were not certain at first how well it would work and did not adopt it until it had passed a thorough pre-testing. The results have exceeded our highest hopes. Salesmen like this new approach—putting it up to them to do their own thinking—and they respond with enthusiasm. Our own field receiver representatives like it because the method enables them to run stimulating and productive meetings. Distributors and dealers like it because it helps to develop initiative, resourcefulness and creative ideas.

ATR
"A" BATTERY ELIMINATORS

Makes it easy to DEMONSTRATE AND TEST D.C. APPARATUS FROM A.C. LINES

for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noise-less, Interference-Free Operation and Extreme Long Life and Reliability.

NEW MODELS ✓ NEW DESIGNS
 ✓ NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
 Auto Radio Vibrators

ATR See your jobber or write factory

AMERICAN TELEVISION & RADIO CO.
 Quality Products Since 1931
 SAINT PAUL 1, MINNESOTA-U. S. A.

MERIT

SINCE 1924—FINE RADIO PARTS

News

FREE!

MERIT TV "REPL" GUIDE

DECEMBER 1950 ISSUE

70 MANUFACTURERS —
800 MODELS — MOST
COMPLETE, UP-TO-DATE
LISTING

Get this easy-to-use, time-saving
guide to correct replacements for all
popular television receivers. Simpli-
fies servicing, cuts repair-bench time.
Write us today for your free copy.

USE MERIT TV!

ONE SOURCE FOR

TV Tape-Marked Components:
Powers, Blocking Oscillators,
Vertical Outputs, Focus Coils,
Deflection Yokes, Flybacks.

WATCH FOR
Merit's future
issues of the
TV "Repl"
Guide.

TAPE-MARKED TO HELP YOU!

Handy tape mark-
ing on every
Merit Transformer
permanent hookup data
for quick reference.
Originated by Merit



MERIT

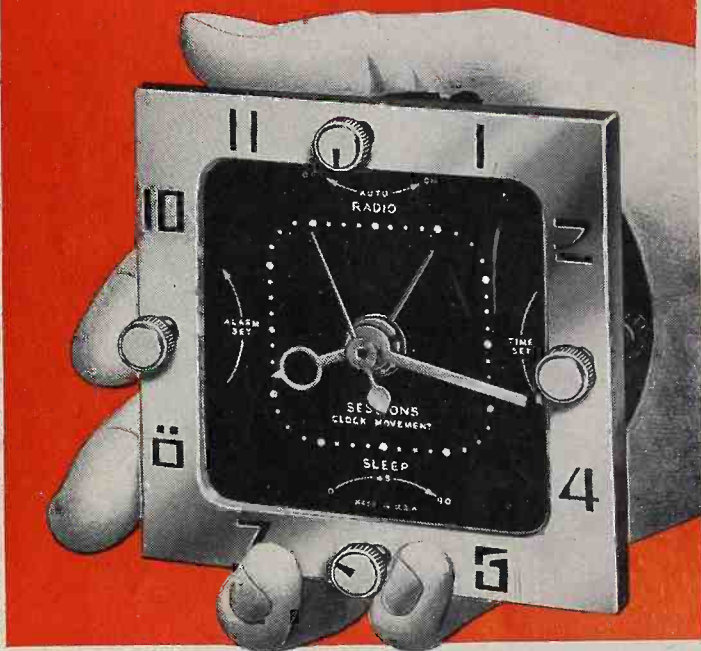
TRANSFORMER CORP.



4419 NORTH CLARK ST., CHICAGO 40, ILL.

COMING UP!

To add timely Sell to your Clock Radios...



Sessions

SQUARE BEZEL SWITCH TIMER

One after another, smart manufacturers are adopting the Sessions Switch Timer with the new square bezel . . . to give added *appearance* and *performance* to newer clock radios.

The new bezel gives the all-important clock element an ultra-modern look, with square polished brass, and color inlaid, square etched numerals. The famous Sessions Clock movement gives absolute dependability and ultra-quiet operation.

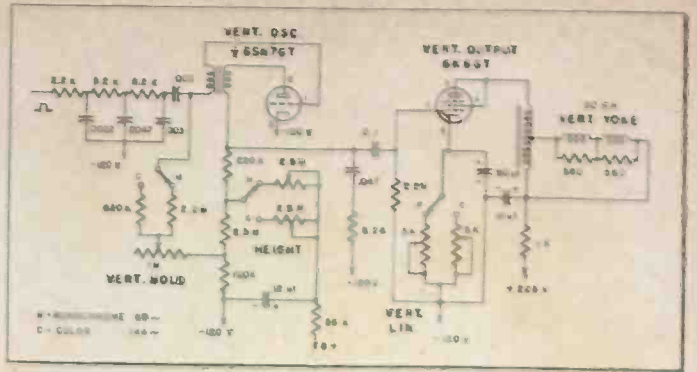
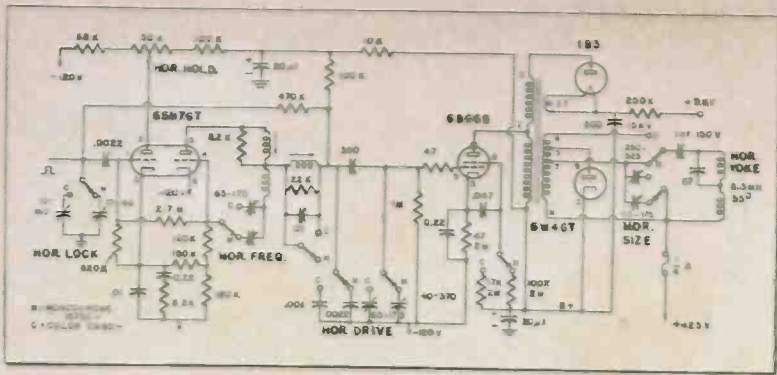
Sessions Switch Timers feature full radio switch control and 90 minute "Sleep-Slector" on some models (either front-set or invisible back-set) on an easy-to-read dial without confusing center disc. *Look for Sessions Switch Timers . . . sell their features . . . and you'll sell more clock radios!*

"NOT EVEN A PUR-R-R!"

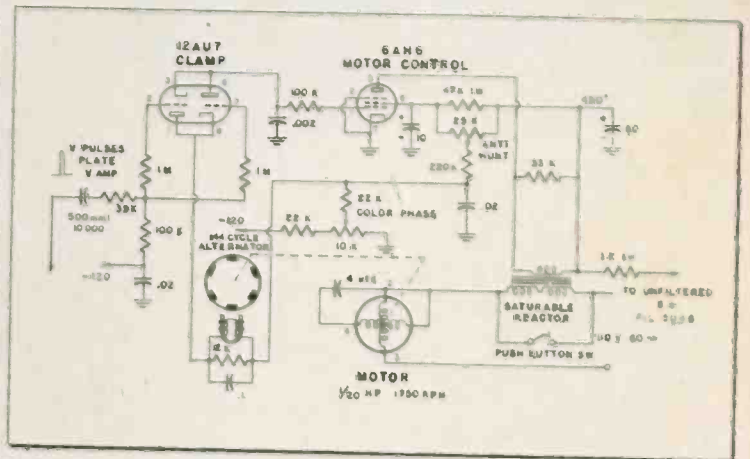
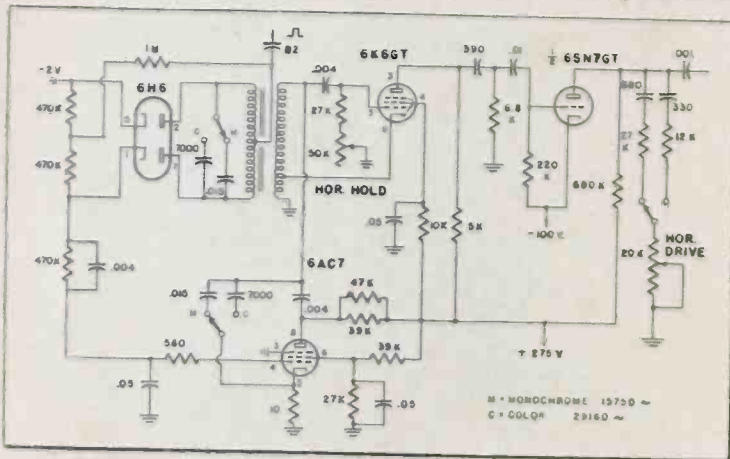


THE SESSIONS CLOCK
COMPANY

TIMER DIVISION
FORESTVILLE, CONNECTICUT



CBS COLOR TV: above, left, dual frequency (monochrome-CBS color TV) synchroguide scanning circuit for the RCA 9T246. Switches are in the monochrome position. At right, vertical scanning circuit of the same set. Below, left, Synchrolock scanning circuit for dual frequencies as applied to the 630TS chassis. Below, right, motor control circuit similar to that used by Teletone. Transformer iron is mounted on blank portions of the color disc shown on page 60. Whirling past a pickup magnet, these parts simulate an alternator generating a 144 cycle current. This is compared in the clamping tube with the scanning frequency as transmitted, and any differences are used to correct the motor speed.



PHOENIX HARDWARE and ANTENNAS

For clearer, sharper pictures, specify sturdy Phoenix Speed-Tennas.

FOR INSTALLATIONS THAT GO UP FASTER... STAY UP LONGER

PHOENIX ELECTRONICS, Inc.

LAWRENCE MASS.

STANDARD

TELEVISION CABINETS

the finest Standard of the Industry!

for Manufacturers, Jobbers and Dealers. Immediate Delivery from Stock for 16", 17", 19" and 20" Round and Rectangular Tubes.



Only STANDARD—no other—gives you the authentic custom hand-rubbed lifetime finish—unmatched for eye-compelling beauty in the whole TV industry!

Traditional, Modern or Custom Styling—STANDARD offers you a complete line—in mahogany, walnut or blonde. And the price is right!

Visit our Showroom, or write NOW for Catalog RR.

STANDARD WOOD PRODUCTS CORP.

43-02 38th Street, L. I. C. 4, N. Y. RA 9-6010

SHOWROOM: 120 Wall St., N.Y.C. DI 4-8675



**Just
between
us . . .**

When customers demand *quality* in television cabinets, TV manufacturers naturally turn to **TELECABINETS** for the finest in craftsmanship and distinctive design. And you'll be pleased to find that quality **TELECABINETS** are *competitively priced!*

All sturdily constructed of 3/4" stock throughout, **TELECABINETS** are available in uniquely styled walnut, mahogany, Chinese Chippendale and inlaid leather models.

Tell us your requirements
Visit our showroom

TELECABINETS, Inc.

155 Suffolk Street, New York, N. Y.
ORegion 3-3527

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SHOOTS TROUBLE FASTER!

**MAKES MORE MONEY FOR YOU
ON JOB OR AT SERVICE BENCH!**



**PRICE
\$9.95**

*at distributor
or postpaid,
direct. No
COD's please
Ohioans add
3% State
Sales Tax.*

Signalite

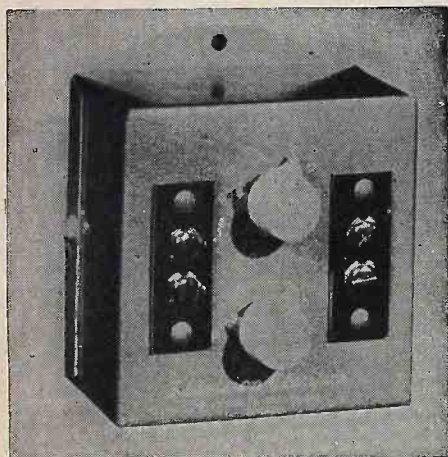
MULTI-FREQUENCY GENERATOR

In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the **SIGNALITE**. As a trouble shooting tool, **SIGNALITE** has no equal. Merely plug in any 110V. AC-DC line, start at speaker end of circuit and trace back, stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 2500 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. Satisfaction, or money back! See at your dist. or order direct.

Clippard Instrument
Laboratory,
Inc.

Dept. G, 1125 Bank St., Cincinnati 14
Qualified Jobbers write, wire for details.

TELEVISION CLARIFIER



LIST \$7.50

REJECTS

**FM-AMATEUR APPLIANCES
DIATHERMY SHORTWAVE
IGNITION ADJACENT
CHANNELS**

Write for literature and name of
your nearest jobber.

PRECISION ELECTRONICS, Inc.
641-643 MILWAUKEE AVENUE
CHICAGO 22, ILLINOIS

IT'S YOUR MOVE NOW

We've made ours

to our new, modern and larger factory in Brooklyn, New York. More space, more equipment, more materials and more personnel which will enable us to supply you with more and more **BEST VUE High Quality ANTENNAS** for immediate delivery at the right price. Conicals, Straights, Foldeds, Windows, V Beams, Inliners, Multi-purpose, etc.

Now it's yours

we want you to try our line. See for yourself why **BEST VUE** makes the best antennas on the market—best in performance, construction and engineering.

Compare and judge their outstanding performance. Snap them open and see how easily all elements fall into place. Mount them on a mast and shake well—see how all elements stay rigid. Look at the seamless aluminum tubing, the all aluminum crosspiece, the heavy moisture-proof insulator blocks—notice that all parts are pre-assembled for faster installation. Finally attach the antenna to a set and see the difference . . . clear, sharp pictures with beautiful contrasting black and whites. And remember, **BEST VUE** antennas are built to stay up once put up.

WRITE TODAY for descriptive literature and prices on our complete line of antennas.

Best Vue Products

Mfrs. Fast Assembly Antennas
217 Centre St., New York 13, N. Y.

Enjoy the ADDED Beauty of Your Lighted Tree in MOTION . . .

KASSON ELECTRIC CHRISTMAS TREE TURNER

Revolves 3 times a Minute

Adjustable to most Tree Sizes!



Ideal for holiday windows and for Christmas displays throughout the store. Sturdy, dependable A.C. motor. Will last for years.

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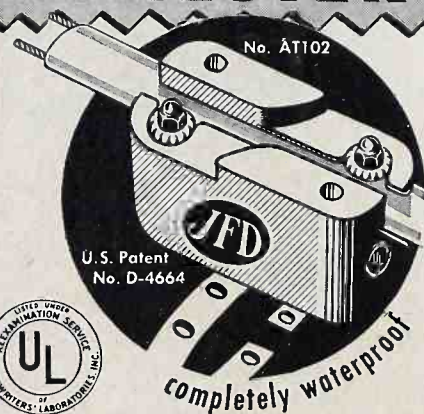
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Color TV

(Continued from page 60)

solette (black and white) receiver. If the customer has a table-type receiver, a console-type converter will be made available to place under the black and white receiver.

This color converter is different from the principle outlined above in that no previous adaptation (that is, circuitry) is needed. The unit incorporates both adaptation and conversion. The manner in which this is done is as follows: A tube socket adapter is provided which is inserted between the video amplifier tube (of the existing set) and its socket. Thus the converter utilizes only the video signal of the black and white set. It has its own picture tube, deflection and high voltage circuits, power supply, color disc and motor. The tube in the set shown is a 12½-inch tube, and a built-in magnifier is included. The retail price of this unit has not yet been announced, but it has been estimated that the Telecolor converters will appear on the market in early January, 1951.

It is fully possible that other mechanical devices will appear to permit utilization of the CBS-type color (other than the whirling disc described here). Already rumors have named a drum-type which would fit around the tube without undue enlargement of the cabinet, and other mechanical types are in the laboratory stage.

It is believed, however, that trouble-free color TV will not be a reality until a fully electronic system is put in use. Such a system would probably make use of a tricolor tube such as has been already demonstrated by RCA (and described in these pages in May 1950). It seems only reasonable to assume, therefore, that mechanical devices, whether disc, drum, or something we haven't yet seen, are only a temporary expedient, and that color reception will be of an experimental nature until a successful electronic system finally is accepted.

Starrett 1951 Circuits

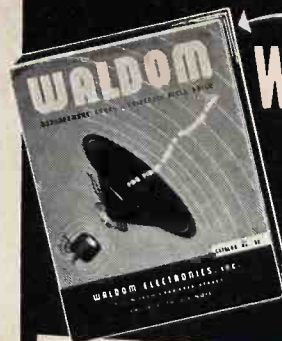
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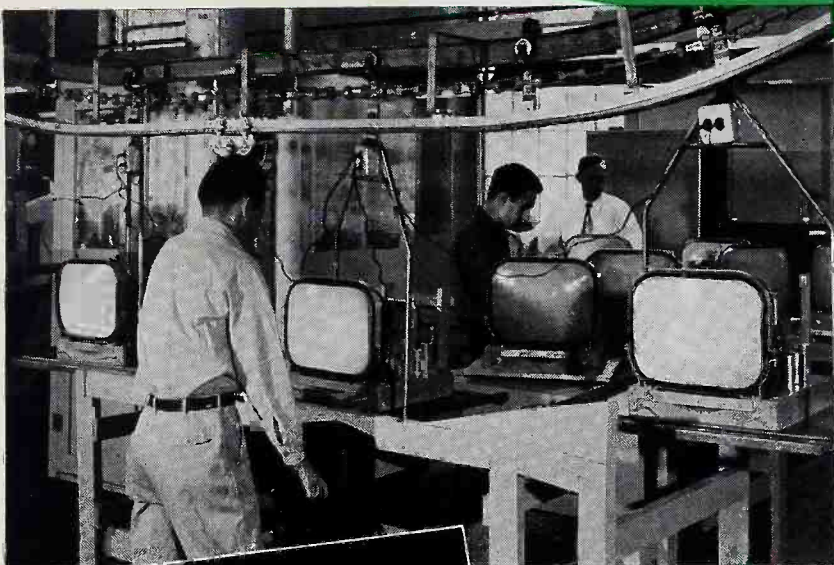
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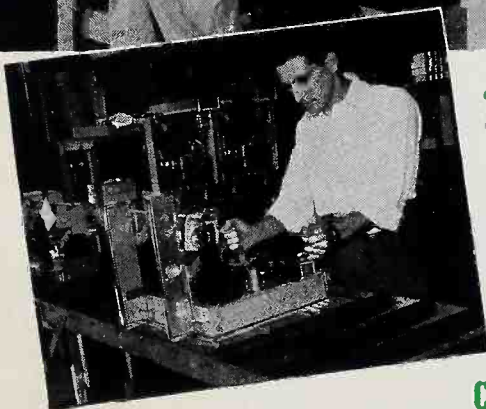
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