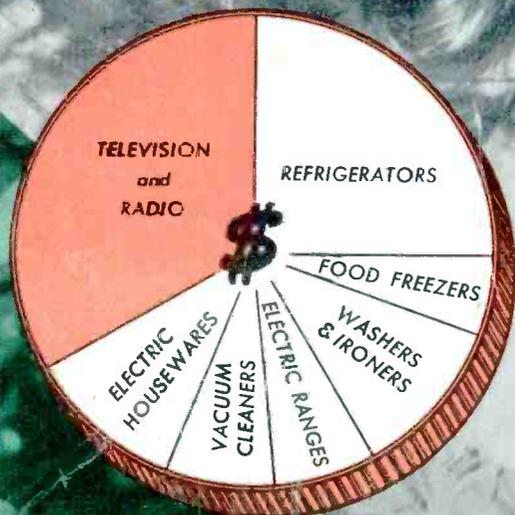


RADIO & TELEVISION RETAILING

IN TWO PARTS • PART ONE

*Put the BEE to BUY
in Her
Spring Bonnet!*



and
Get Your Share of Her Spring Dollar

April • 1950

CALDWELL-CLEMENTS, INC.

SO EASY



Model 16 C1

TUNE WITH ONE KNOB

Sell a sharper picture,
exactly as telecast, with
the new Soft-lite Full-view

- ★ **16" Rectangular Tube**
- ★ beautiful compact cabinets
- ★ new super-power chassis
(a cinch to service)

\$299⁹⁵

Price slightly higher
West of the Rockies



AIR KING PRODUCTS CO., INC. • 170 - 53rd Street, Brooklyn 32, N. Y.
NATIONAL DISPLAY • 1454 Merchandise Mart, Chicago 54

has everything!

RADIO & TELEVISION RETAILING

IN THIS ISSUE

APRIL, 1950

PART ONE

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

Established in 1922
as ELECTRICAL RETAILING

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RADIO & TELEVISION RETAILING*

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

★ *AM, FM, Television*

COVER—Put the Bee to Buy in Her Spring Bonnet	
WHAT'S AHEAD—In Radio, Appliances, Records and Television	41, 42, 43
FROM \$5,000 TO \$153,000 IN FIVE SHORT YEARS!	46, 47, 48
HOW TO GET MORE SALES THROUGH SHOW WINDOW DISPLAYS	49
WHAT DEALERS ARE DOING TO INCREASE SALES	52, 53
BIG PICTURE MOST IMPORTANT IN SELLING TV	55
NEW TV AND RADIO SETS	59
SALES TIPS AND PROFIT POINTERS	60
MUSIC AND SPEECH RECORDER SPECIFICATIONS	62, 63, 64
PORTABLE RADIO SPECIFICATIONS	66, 67

★ *Records, Phonographs, Accessories*

NEW LIFE IN DISC SELLING	56, 57
GREAT STRIDES MADE BY RECORDER INDUSTRY	68
RECORD INDUSTRY NEWS	96, 118

★ *Electrical Appliances*

GET YOUR SHARE OF THE SPRING APPLIANCE BUSINESS	50, 51
NEW APPLIANCE PRODUCTS	54
TIPS on Refrigerator Features, Vacuum Cleaner Demonstrations, Room Air-Conditioners	60

★ *Servicing and Sound*

NEW TUBES AND COMPONENTS	89
RECTANGULAR-FACED PICTURE TUBES	97
TV FOCUS WITH A PERMANENT MAGNET	98, 99
RECEPTION CHARACTERISTICS OF SOME POPULAR TV ANTENNA TYPES	100, 101, 102
NEWS OF THE INDUSTRY	Begins on page 90

Photo Credit

Ewing Krainin Cover

PART TWO—NEW MERCHANDISE TO SELL THIS SPRING



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

One Antenna Operates Low-Cost BRACH

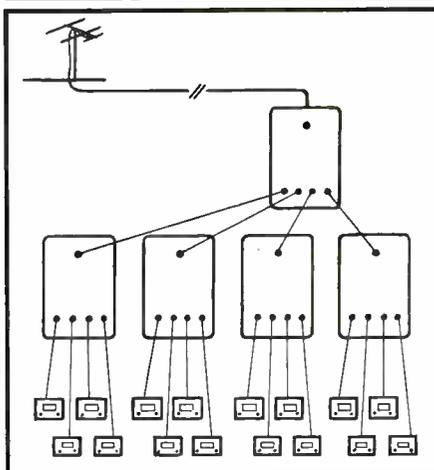
Perfect for 2-Set Owners & Garden Apartments

The Brach Mul-Tel System has already proven a boon to a number of real estate management firms and garden apartment owners many of whom had previously denied installation to their tenants. Dealers and jobbers report a ready market even among homeowners who are contemplating a second television set for their homes. One dealer noted a sharp increase in set sales as soon as homeowners learned that a second antenna was unnecessary. Each type of Mul-Tel Box is priced at \$10.66 to dealers (suggested retail price is \$19.75).

No Tubes; No Current; No Switches; No Maintenance Costs

The Mul-Tel System is miraculously inexpensive and requires absolutely no maintenance costs, because it contains no tubes, uses no current and has no moving parts. Nothing can go wrong.

HOW IT WORKS



THE BRACH MUL-TEL SYSTEM is a model of simplicity. The heart of the entire installation is an aluminum outlet box, 5 inches long x 2 3/4 inches wide x 1 3/4 inches deep, weighing only 18 ounces. This unit is attached to your antenna by either a 72-ohm coaxial cable or a 300-ohm wire. When 16 sets are to be demonstrated, another Mul-Tel unit is connected to each of its four receptacles. The sets are in turn connected to each of the 16 receptacles.

4-Set System Costs \$19.75 List Rapidly Installed

The Brach Mul-Tel System installs quickly and easily with just a screwdriver. It doesn't clutter the walls like other systems. Brach Mul-Tel System will operate from any antenna but to insure best results, the Brach T-Bar Antenna is recommended.

"It's Low in Cost ... and Does A Great Job"

"I've tried several so-called multiple systems in my store", says Charles D. Minogue, General Manager of Hunter's in Union, N. J., (a fringe area location) "and they cost up to \$500 each for installation. The Brach Mul-Tel System costs a small fraction as much—and best of all—delivers the finest picture."

SIMPLE DESIGN



One of three types of distribution units available in the Brach Mul-Tel System. For a 4-set system the cables on the top connect directly to TV sets; in a 16-set system each wire feeds into another distribution unit which in turn supplies 4 sets. Cable on the bottom is 72-ohm coax from the antenna. Provision is made for use of 72 or 300 ohm downlead to any input. (Pat. applied for)

Increases Sales and Store Traffic—Says Busy Dealer

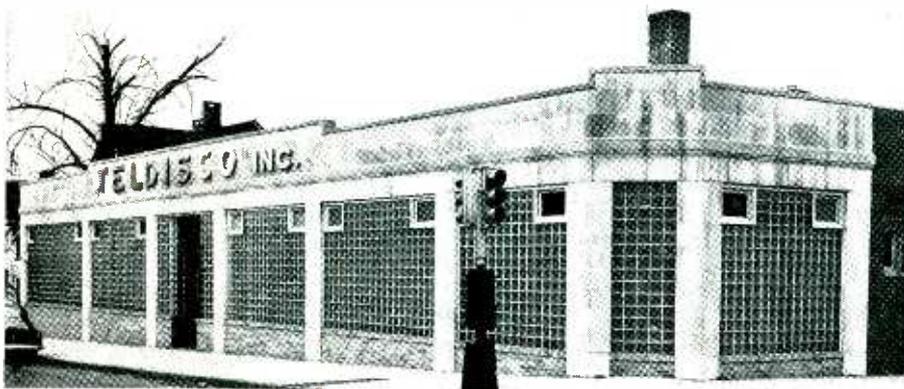


Mr. L. MERLE of Merle Radio, Plainfield, N. J. (30 air miles from New York City) one of the first dealers to install the Brach Mul-Tel System, demonstrates a group of TV sets operating from one Antenna. "Since I installed the Mul-Tel," says Merle, "I can show my sets to better advantage—to more people—and I'm making numerous TV set sales, I could never make before as a result of Mul-Tel installations in garden apartments. With Mul-Tel I don't expect slow TV sales this summer".

Up to 16 TV Sets with MUL-TEL System

Revolutionary Multiple TV Distribution System Uses No Boosters. Is Non-Amplified

Jobber Installation Sells Dealers



WILLIAM WRIGHT, Service Manager of Teldisco Inc., Dumont distributors for the Northern New Jersey area, reports excellent results from his own installation of the Brach Mul-Tel System. "Dealers who have viewed the system in operation", says Mr. Wright, "are sold on sight. We can't install them fast enough. Furthermore, we're tickled for another reason. Our sets move faster off the dealer's floor when demonstrated on the Mul-Tel".

Demonstrates More Sets at a Time Using Only One Antenna

IT'S HERE! A good, fool-proof multiple television distribution system for very little money. Spurred on by the obvious need of thousands of television dealers, the Brach engineers made "MUL-TEL" possible. Already in use by hundreds of retailers, jobbers and home-owners, it has been met with enthusiastic response both in high signal areas and fringe areas.

Only Minutes to Install

No splicing, cutting or taping is necessary. The entire installation can be completed in a few minutes with nothing more than a screwdriver. In strong signal areas the Brach Mul-Tel provides the same quality picture and sound to as many as 16 receivers from one antenna. Now dealers can demonstrate more sets, increase store traffic, increase profits. Most important is the fact that thousands of apartment house occupants who have been deprived of TV by landlord restrictions on roof antennas are now converted into fat TV prospects by The Brach Mul-Tel System.

Order from your jobber now. If he hasn't stocked the Brach Mul-Tel System yet, send us the coupon below. The Mul-Tel is available for immediate deliveries.

Guaranteed

An unconditional 100% money-back 60-day guarantee accompanies each Brach Kit, consisting of a Brach Superview Antenna, 72-ohm coax down-lead, in addition to the Mul-Tel Units.

Mail This Coupon Today or WIRE US

Brach Mfg. Corp.
200 Central Ave., Newark 4, N. J.
Please send me complete information on the Brach Mul-Tel Systems.

Company Name.....

Address.....

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

Dealer or Jobber

If Dealer, give your Jobber's name and address.....

RTR



OLDEST AND LARGEST MANUFACTURERS **BRACH** OF ANTENNAS AND ACCESSORIES

multiple television system

BRACH MFG. CORP. 200 Central Ave. Newark, N. J.
Div. of General Bronze Corp.

Question:

what is the extra value of the Zenith Franchise to a progressive merchant?

Answer:

it enables you to offer the great features and the great values first in your community!

Yes, this *extra* value makes the Zenith franchise one of THE BIGGEST STORE TRAFFIC BUILDERS IN THE BUSINESS . . . the most important single asset a progressive merchant can have!

Because—no matter what the size of the store—the more people who can be attracted to see the GREAT NEW DEVELOPMENTS *FIRST*, the more business the store will do. Not only in radio and television sales, but in every type of merchandise handled.

LOOK AT THE RECORD OF ZENITH "FOREMOST FIRSTS"!

Add to this the other time-tested advantages of the Zenith franchise: TOP QUALITY OF PRODUCT; TOP CUSTOMER ACCEPTANCE AND SATISFACTION; CONSISTENT NATIONAL ADVERTISING SUPPORT; DEPENDABLE PROFITS, YEAR IN AND YEAR OUT. No wonder that so many of America's leading retail merchants regard Zenith as their most valuable franchise in television and radio!

LOOK AT THE RECORD! "Zenith Foremost Firsts" in Radio in Television

First All-Metal Chassis • Zenith was first with a genuine all-metal chassis and today still leads the industry in this important engineering feature.

First Single Knob Tuning • It took a lot of fussing with a lot of knobs to tune a radio until Zenith gave America single knob tuning.

First Super-Efficient Built-In AM and FM Antennas • Zenith antenna developments include the famous Wavemagnet* . . . the detachable Wavemagnet . . . and the built-in Light-Line FM antenna.

First and Only Record Reproduction with Cobra* Tone Arm • No other tone arm reproduces tones as the Cobra does! It plays records of all speeds, all types of grooves, with a single long-life stylus.

First Super-Sensitive FM • Zenith is first with this revolutionary FM reception, actually 10 times more sensitive than the average of 16 other FM makes. Provides reception where many others fail.

First with the Giant Circle Screen • Zenith was first to offer the *largest possible* picture in relation to tube size. Now with Picture Control for a choice of circular or rectangular type picture!

First in Tuning Ease • Zenith's famous Turret Tuner with one knob automatic tuning has been a feature of every Zenith Television receiver. No more fiddling with many knobs!

First with Built-In Provisions for Receiving Ultra-High Frequencies • The Zenith Turret Tuner was first with built-in provision for receiving the proposed ultra-high frequencies on present standards without a converter.

First with the "Black Magic" Blaxide Picture Tube • Zenith was first to give you startling new life-like picture quality without annoying glare or blur, even in normally lighted rooms! Medical authorities recommend this way to view television!

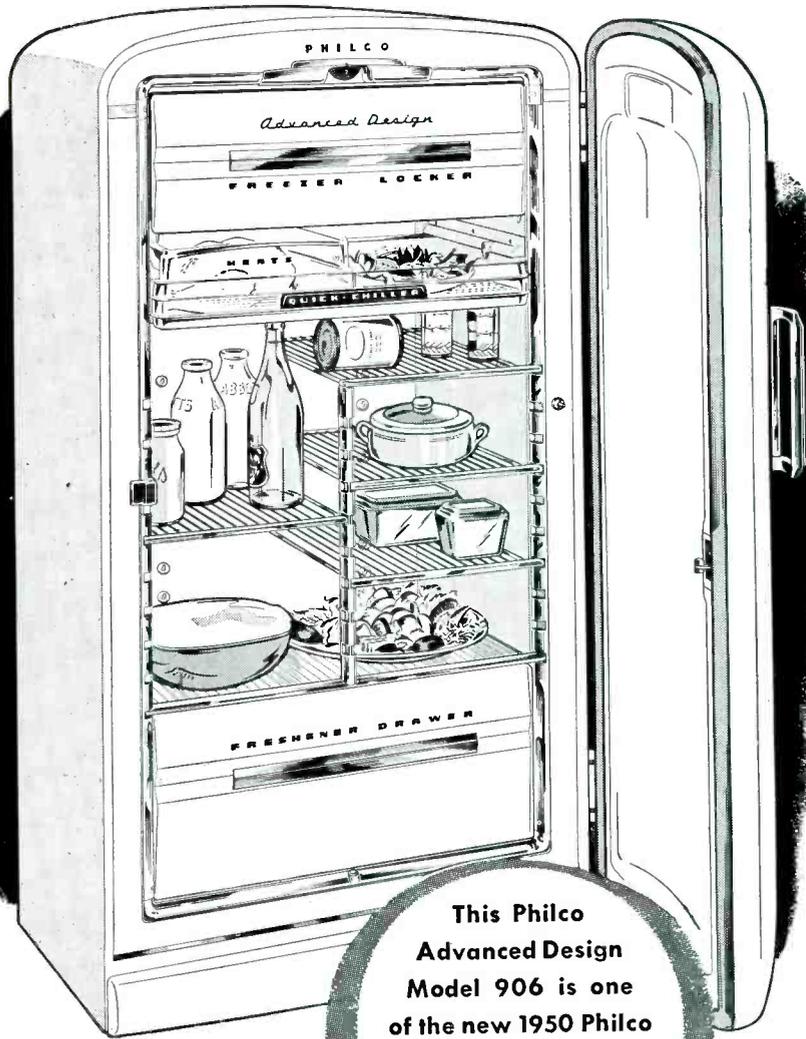
*Reg. U.S. Pat. Off.

Because of these "Foremost First" Features, and the Quality Built Into Every Zenith, the Profits You Make on Zenith Sales are PROFITS YOU CAN KEEP. They Aren't Dissipated in Excessive Service, Pacifying Dissatisfied Customers, etc.



PHILCO'S CHALLENGE

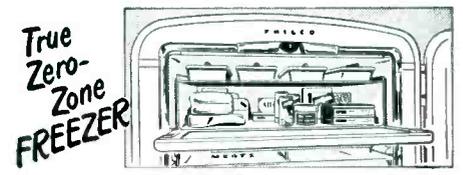
No other refrigerator offers So Much for the Money in Quality and Modern Service



This Philco
Advanced Design
Model 906 is one
of the new 1950 Philco
Refrigerators priced
from \$1895* up
*ZONE 1

Deluxe Equipped with Full-Width
Freshener Drawer • Easy-Out Ice
Trays • Self-Closing Door Latch •
Chrome finished Steel Shelves

HERE, from Philco, is the refrigerator that challenges all comparison for sales appeal, for modern refrigerator service, for honest, built-in quality. It's the Philco Advanced Design Model 906 Combination Refrigerator with built-in Home Freezer . . . 9.6 cu. ft. . . the greatest deluxe refrigerator value ever built. See it, compare it, judge for yourself why we say it's *unmatched* at its price!



Large, genuine built-in home freezer with insulated door, fully enclosed on all sides, maintains true zero zone temperatures for fast freezing and long-time storage of all kinds of foods.



Unmatched in Features and Sales Appeal

- ★ **Full-Width Quick Chiller** — New, extra-cold zone . . . 7° to 15° colder than main storage shelves . . . quick chills beverages, salads, desserts. Built-in covered meat compartment.
- ★ **Fully Adjustable Shelves** — Arrange the shelves to suit yourself . . . instantly raise or lower them to accommodate foods of any size or shape.
- ★ **Cold From Top to Bottom** — Uses every inch of interior space, right down to the floor, for *real* refrigeration suited to all kinds of food.
- ★ **King Size 1/6 H.P. Unit** — Extra capacity maintains uniform cold at low cost.

It's Fada for '50!

TWO NEW Power-Packed TV Models with 16 In. Rectangular Tubes . . .



Here's truly Television of to-morrow—to-day! Sensational performers in all areas. The new rectangular 16 Inch BLACK tubes . . . 143.5 Square Inches of viewing area in both table and De Luxe console models . . . sure-fire hits in the new Fada for '50 Television parade. See them! You'll marvel at the superb custom-built cabinetry . . . and you'll sing high praise for the revolutionary tilt-back angle front panel on the console that permits of downward viewing . . . ever so much more comfortable.

Model S-1055

16 Inch, 143.5 Sq. In. Rectangular glare-free filter glass screen. AGC Automatic Gain Control circuit. Built-in 'FADA-SCOPE' antenna. Beautifully match-grain Mahogany veneer De Luxe console with bronze metal front grill. Full range 10 Inch Concert quality speaker for incomparable tone reception. List \$299.95

Contact your
Fada Jobber
for details NOW!

Model S-1060

Remarkable performer in all areas. 16 Inch, 143.5 Sq. In. Rectangular glare-free filter glass screen. AGC Automatic Gain Control circuit. Built-in 'FADA-SCOPE' antenna. Super-tone quality speaker. Exquisite custom-built cabinet in rich Mahogany veneers. Matching table available. List \$269.95

●
Matching tables
for Model S-1060
available.



"Pioneers in Radio & Electronics Since 1920"

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

IF IT'S NEW...

KEN-RAD DEALERS HAVE IT!

IN RAPID radio-TV progress, your neighborhood reflects a national trend. Receivers of brand-new design, with new circuits—*new tubes*—are being installed daily. Here is potential service business you want! With Ken-Rad tubes, you can get it—by having the new types ahead of time, in order to meet new socket requirements as they arise . . . 6CB6 is one of many Ken-Rad tubes geared to 1950 servicing needs. You'll come on this 7-pin pentode soon in both the video-i-f and r-f-amplifier stages of TV receivers. Have the 6CB6 and other new tubes *available when you need them* . . . by stocking the Ken-Rad brand! Widen your market—*increase your income*—by drawing profitably on the big fund of research and engineering which General Electric offers you in the form of up-to-the-minute Ken-Rad types, TV-picture, metal, glass, and miniature! Your Ken-Rad distributor will be glad to help. Phone or write him today!



A sharp-cutoff r-f-amplifier miniature pentode, Type 6CB6 differs from the 6AG5 (among existing similar tubes) by having the suppressor brought out to a separate pin connection, instead of connected internally to the cathode. This improves performance—particularly in the new 40-mc i-f applications—by enabling the TV designer to reduce inter-action effects between input and output circuits. Transconductance of the 6CB6 is higher than the 6AG5 by approximately 1,100 micromhos. Grid-plate capacitance is lower—an especially desirable feature in h-f work.

182-JA3

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

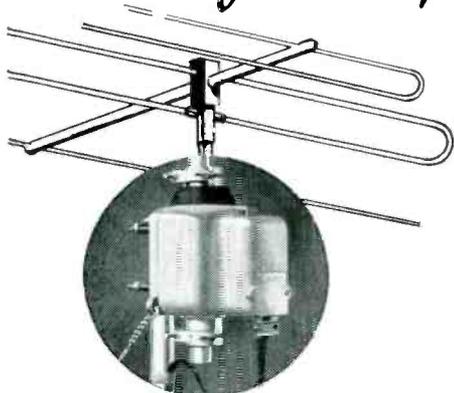


HOT THIS MONTH!

New Ken-Rad tube display and storage cabinet jumps up sales, speeds selection of tubes . . . saves space! You'll want this jimdandy accessory once you set eyes on its stunning dark blue crinkle finish, test its heavy 24-gage welded steel construction, glimpse the good-looking Ken-Rad electric sign at the top. Cabinet is 28" high, 21" wide, 8" deep. The six shelves hold over 150 tubes. Additional shelf units can be added, if desired, for still greater storage. Here's a real sales winner that comes in first every time! It's ready now! Ask your Ken-Rad tube distributor how you can get one.



No wonder **ALLIANCE TENNA-ROTOR** is the fastest profit maker in television today!



Tenna-Rotor comes complete in one package!
Both standard Model ATR and Deluxe Model DIR available!

New Model DIR as illustrated has indicator control case to show compass direction!



There's Only One TENNA-ROTOR! Here's Why!

- 1** Only Tenna-Rotor blankets the nation with advertising . . . every week your customers see Alliance film demonstrations right in their homes!
- 2** Only Tenna-Rotor can point to nearly 200,000 satisfied users from coast to coast!
- 3** Only Tenna-Rotor has Underwriters' Laboratories approval and a one year guarantee!
- 4** Only Tenna-Rotor has special 4-conductor cable with "ZIP" feature for faster, easier installations!

E. T. L. Laboratory tests prove operation in sub-zero, rain and icy weather!



Trade Mark Reg. U. S. Pat. Off.

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Makers of Alliance Phonomotors and Power-Pak Motors

Regal Television Builds the Best! ...Not the Most!



MODEL CD36—16" console with AM-FM radio. 36-tube chassis with Voltage Doubler. Mahogany veneer cabinet.



MODEL CD31—16" console. 31-tube chassis with Voltage Doubler. Mahogany veneer cabinet.



MODEL 19C36—19" console with AM-FM radio. 36-tube chassis with Voltage Doubler. Mahogany veneer cabinet with doors.



MODEL 19C31—19" console. 31-tube chassis with Voltage Doubler. Mahogany veneer cabinet with doors.



MODEL 16T36—Giant 16" table model with AM-FM radio. 36-tube chassis with Voltage Doubler. Mahogany veneer cabinet.



MODEL 16T31—16" table model. 31-tube chassis with Voltage Doubler. Mahogany veneer cabinet.

... and Now In 1950 Regal Presents

KEYED AUTOMATIC GAIN CONTROL

Now for the first time, the greatest advance in electronics that obsoletes all other television sets.

- Eliminates Annoying Aeroplane Flutter
- Eliminates Disturbing Ignition Noises from Household Appliances, Motors, Elevators, etc.
- Eliminates Picture Pull and Distortion from Overly Strong Signals
- Maintains Even Picture Brilliance On All Channels with Control Adjustment
- Available in 12½, 16 and 19-in. Models

Regal Has the Values and Performance for Bigger Profits. See Your Regal Distributor or Write Direct to Factory.

REGAL ELECTRONICS CORPORATION

603 WEST 130th STREET, NEW YORK 27, N. Y.

Now **3 NEW 16"**



BLACK-DAYLIGHT TELEVISION

FEATURING THE NEW SUPER 16" RECTANGULAR TUBE!



Model 16T1—16" rectangular tube. Superb, hand-rubbed genuine mahogany veneered table model. Excellent contrast, depth, detail. \$269.95*
Built-in antenna.

Also in blond Korina—
Model 16T2 \$279.95*



Model 16C115—16" rectangular tube. Exquisite cabinet of genuine mahogany veneers, with smartly styled doors. Swivel casters for adjusting to any viewing angle. Built-in antenna. 12" G-E Dyna-power speaker. \$329.95*



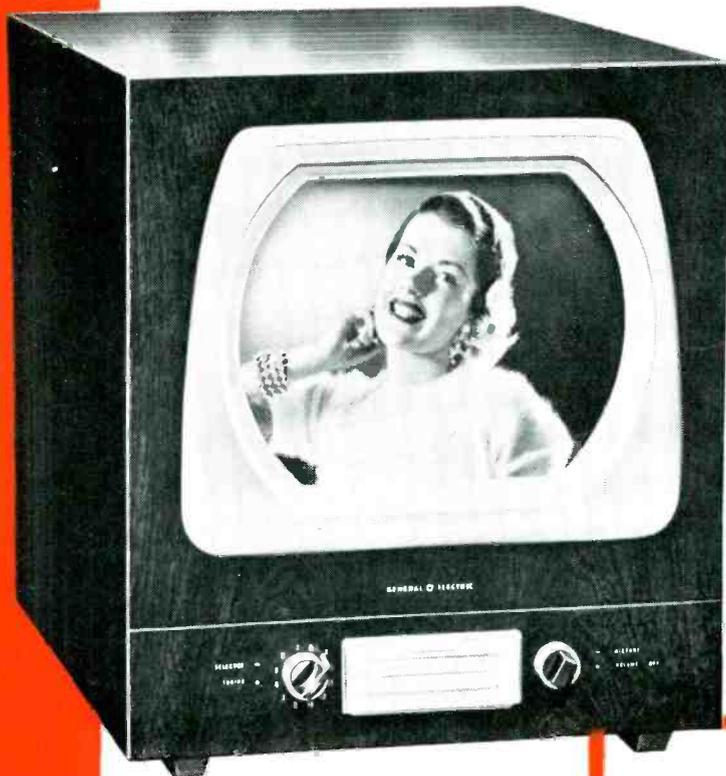
Model 16C140—16" rectangular tube. Hand-rubbed genuine mahogany veneered cabinet with swivel casters—adjusts to any viewing angle. 12" G-E Dyna-power speaker. Built-in antenna. \$299.95*

Also in blond Korina—
Model 16C111 \$309.95*

RECTANGULARS

PLUS G.E.'S

Great new 12½" value!



Model 127—New 12½" black tube table model. Beautiful cabinet of matched mahogany veneers. Built-in antenna. Automatic Sound. Like all G-E sets, Underwriters' Laboratories Approved. **\$199⁹⁵***

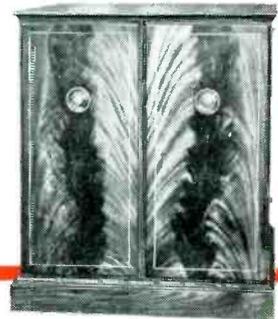
THEY'RE new, beautiful, General Electric's latest! 3 great new G-E Black-Daylight Television models with the amazing 16" rectangular tube of the future—in the most exquisite cabinets that ever caught a customer's eye! Plus a sensational new 12½" G-E Black-Daylight Television model at \$199.95*—our lowest price in history! All bringing you the industry's strongest selling point—*TV's finest picture, greatest eye comfort!* And for the "cream" market a giant 19" tube deluxe console. What a line! It's backed up by hot-as-a-pistol displays, counter cards, window streamers, folders, ad mats beyond anything you've ever seen. Grab the phone, call your G-E TV distributor or write to the *General Electric Company, Syracuse, N. Y.*

\$199⁹⁵*

* In East. Plus tax, installation and picture tube protection plan.

NEW, LUXURIOUS, GIANT 19" CONSOLE!

Model 19C101—You've never sold a more elegant console—big-as-life picture. Superb, hand-rubbed, genuine mahogany veneered cabinet. Full-length doors of matched swirl graining. 19" round tube. Built-in antenna, 12" G-E Dyna-power speaker. **\$550⁰⁰***



You can put your confidence in—

GENERAL



ELECTRIC

For **LOWER COSTS**
& GREATER PROFITS
 in installing TV & FM
 antennas . . .

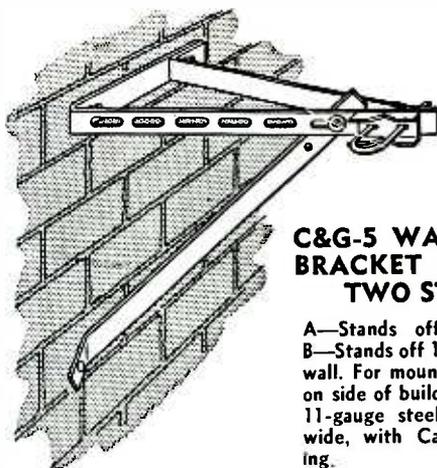
Compare



ANTENNA MOUNTING ACCESSORIES

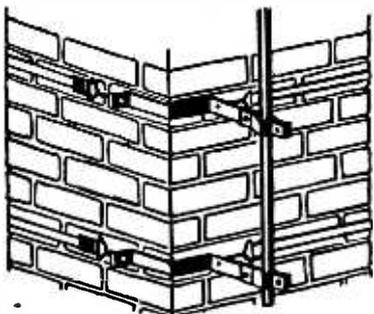
Our superior facilities and mass production methods enable us to offer high grade accessories at lower prices:

Whether you keep your full profit or waste most of it on the roof, depends upon the convenience, speed and adaptability of the mountings you use. Accessories come complete with hardware. All strapping has eye bolts attached.



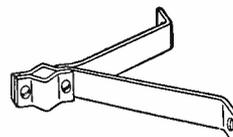
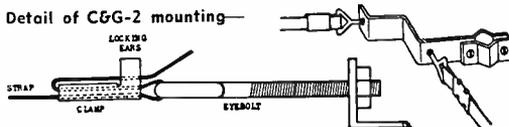
C&G-5 WALL MAST BRACKET MADE IN TWO STYLES

A—Stands off 21 inches.
 B—Stands off 15 inches from wall. For mounting TV mast on side of building. Made of 11-gauge steel, 1½ inches wide, with Cadmium plating.

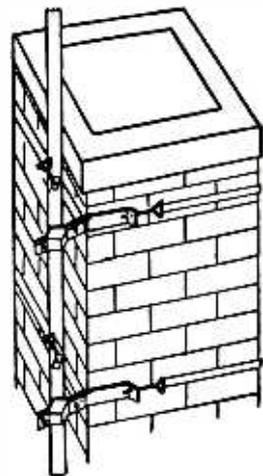


C&G-2 CHIMNEY MOUNT
Offset bracket mounting

Easy to install. Bracket is made of non-corrosive steel, 1½ in. wide. Two 12-ft. galvanized straps with eye-bolts attached to each strap. Note the method of clamping and locking strap.

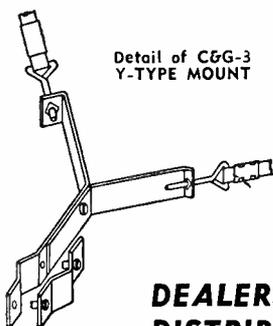


C&G-1 DELUXE WALL MOUNT
 For wood or masonry. Clearance, 7½ inches.

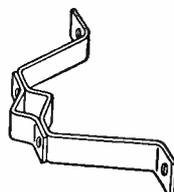


C&G-3 DELUXE Y-TYPE CHIMNEY MOUNT

Made of heavy gauge steel and weatherproof plating. Two 12-ft. galvanized straps with eye-bolts attached to each strap.



Detail of C&G-3 Y-TYPE MOUNT



C&G-4 WALL MOUNT
 Rugged, weatherproof bracket. Clearance 4 inches.



C&G 4" U-BOLT & JAW PLATE
 Fits mast diameters up to 1½ inches.



C&G GROUND ROD
 4 and 6 ft., copper plated, ¾" round rod.



C&G GUY RING
 Made in 3 sizes of mastholes—1¼, 1¾ & 1½. Outside dia. 2½ in.

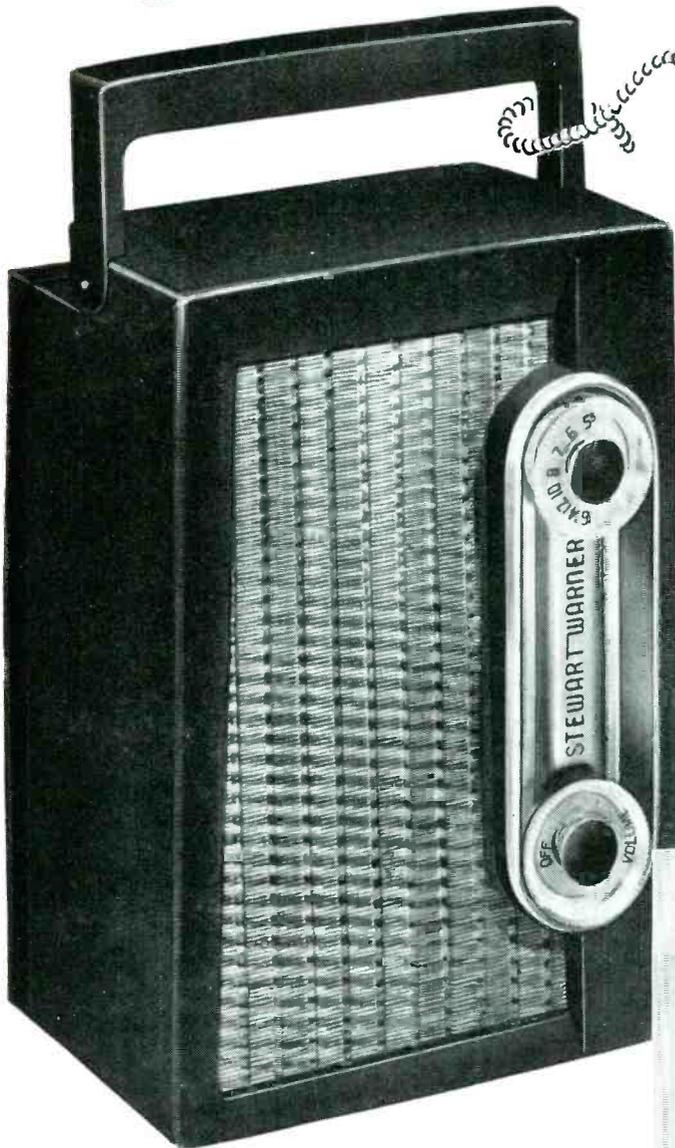
DEALERS—Contact your nearest distributor.
DISTRIBUTORS—Write Dept. A for prices and COMPARE.

THE **C&G** TOOL MANUFACTURERS, INC. 39 Main St., East Orange, N. J.

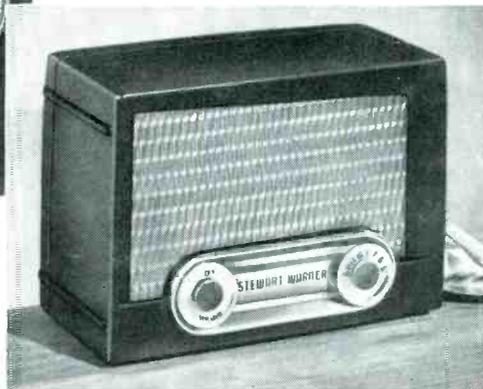
Fabricators for leading TV set manufacturers
Builders of Magne-Rotor antenna rotator.

Terrific!

It's **2**
Radios for the
Price of **1**



*A thrilling Portable
tuck handle in—
a stunning Table Radio!*



Now you can offer two radios for the price of one—and still earn your full profit! Sell it as a Portable! Sell it as a Table Radio! The "Turnabout" is both a Personal Portable and beautiful Table Radio—ALL in one compact, lightweight unit! A sensational performer! Simply tuck handle in, turn unit on side—and it's a lovely table model! Rich forest green case with brushed gold control panel! 3 Way Power Supply—AC, DC, and BATTERY!

every Stewart-Warner Radio features famous

"Concert Grand Tone!"



See Your
STEWART-WARNER
DISTRIBUTOR—*Today!*

STEWART-WARNER ELECTRIC • Division of Stewart Warner Corporation • 1826 Diversey Parkway, Chicago 14, Illinois



FM-AM Table Radio

Outstanding style in Brown and Ivory plastic! Outperforms all competitive models. Phono-jack connection. Top mark-up, too!



Deluxe Table Radio

Biggest AM Radio value today! Tops in performance and tone. Stunning Black, Brown, or Brown and Ivory plastic! Last word in modern design!



All-Purpose Portable

Performs anywhere—AC, DC and Battery! The only portable with self-charging dry-battery feature! Smart leather-grained case—brown or black!

Brighten Summer SALES



Brighten your Summer



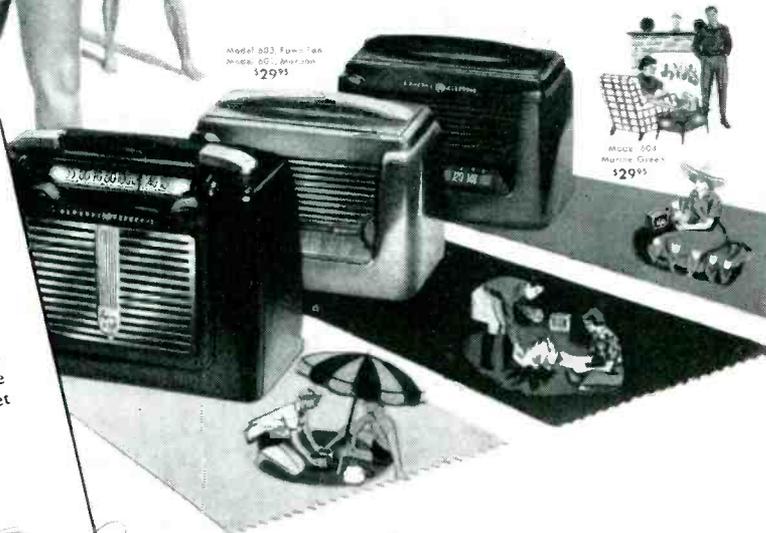
WITH A COLOR STYLED

Portable

They're now, exciting, the smartest vacation radios yet. Sparkling G-E 3-way portables in a variety of gay colors to accent your own good taste and complement your favorite sportswear. Compact, sturdy, low priced and light—most are only 8 lbs. with batteries. Take your choice of tawny tan,

marine green, or maroon. Also a deluxe maroon model specially built to get distant stations. Whichever you choose, you'll be sure of G-E excellence in power, tone, and dependability. Add color to your vacation with a new G-E portable. See them at your General Electric dealer's today.

General Electric Company, Elizabeth, New Jersey, N.J.



Model 603, Full-tone Model 601, Maroon \$29.95

Model 601 Marine Green \$29.95

You get all **THESE!**

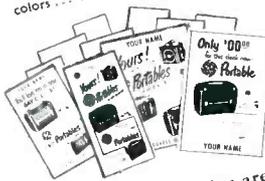
G-E PORTABLE RADIO DISPLAY, a smash hit for your windows! CORONET MAGAZINE DISPLAY CONTEST—you can win up to \$1,100. CROWD STOPPER COUNTER CARD, die cut—holds portable and Kodak gift! Plus Life full color ad poster, Coronet ad easel, window streamers, ad mats!



G-E PORTABLE RADIO WINDOW DISPLAY, in 6 beautiful colors... 4' x 5' wide.



FOR COUNTER OR WINDOW, 3 colors, approx. 21" x 18".



DEALER AD MATS featuring combination Kodak offer.

These sales helps are hot! Get 'em from your G-E radio distributor now!

You can put your confidence in—

GENERAL ELECTRIC

Tie in with this beautiful 4-color ad appearing in

LIFE

May 22, 1950

...with NEW
Color-Styled



Portables

YOU'LL "turn" portables faster than ever when you merchandise color—the smart, brilliant, eye-stopping colors in General Electric's great new line of summer portables. Striking, refreshing new notes in style, selection, and values, these sensational G-E portables are backed by floods of powerful promotion to kick off a record-breaking selling season for you. Included in the package is a sure-fire give-away . . . Baby Brownie Kodak that takes beautiful pictures. Get all the sizzling

details from your G-E radio distributor without delay. General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.



Every buyer
gets THIS!



Model 650, warm maroon. 5 tubes plus rectifier instead of usual 4. Three times as sensitive as previous models, gets distant stations! 3-way. \$39.95*

Model 601, maroon; #603, fawn tan; #604, marine green. Lowest-priced G-E 3-way portables in years. G-E Dynapower speaker. Lightweight—only 8 lbs. with batteries. \$29.95*

Also available, Model 600, maroon, battery only—\$19.95*

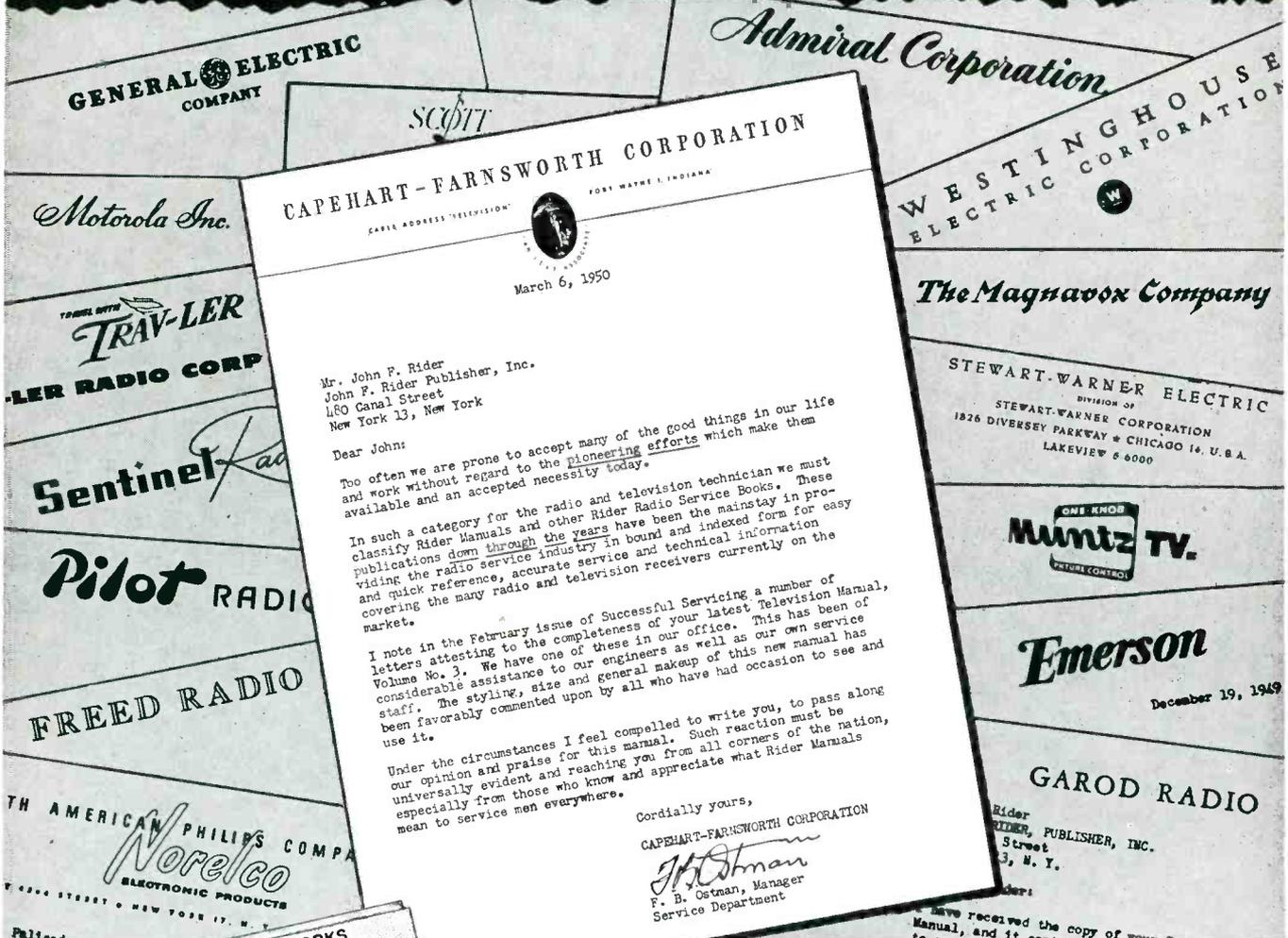
BABY BROWNIE SPECIAL KODAK at no extra cost with purchase of a G-E portable

Just imagine what you can do in your local newspaper ads and windows with an offer like this! A genuine Baby Brownie Special Kodak camera as a GIFT to every buyer of a G-E portable. What a shot-in-the-arm to store traffic . . . to sales and profits! Before his stock is sold out, see your General Electric radio distributor for all the details of this amazing special offer.

*Less batteries. Prices slightly higher West and South, subject to change without notice.

GENERAL  ELECTRIC

**"RIDER MANUALS down through the years have been the mainstay
...for quick reference, accurate service and technical information"
— Capehart-Farnsworth Corporation**



CAPEHART-FARNSWORTH CORPORATION
FOUR WAYNE, INDIANA
CABLE ADDRESS "TELEVISION"

March 6, 1950

Mr. John F. Rider
John F. Rider Publisher, Inc.
480 Canal Street
New York 13, New York

Dear John:

Too often we are prone to accept many of the good things in our life and work without regard to the pioneering efforts which make them available and an accepted necessity today.

In such a category for the radio and television technician we must classify Rider Manuals and other Rider Radio Service Books. These publications down through the years have been the mainstay in providing the radio service industry in bound and indexed form for easy and quick reference, accurate service and technical information covering the many radio and television receivers currently on the market.

I note in the February issue of Successful Servicing a number of letters attesting to the completeness of your latest Television Manual, Volume No. 3. We have one of these in our office. This has been of considerable assistance to our engineers as well as our own service staff. The styling, size and general makeup of this new manual has been favorably commented upon by all who have had occasion to see and use it.

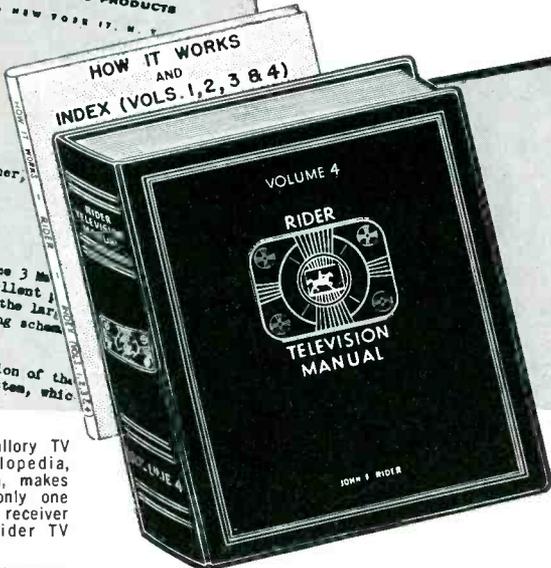
Under the circumstances I feel compelled to write you, to pass along our opinion and praise for this manual. Such reaction must be universally evident and reaching you from all corners of the nation, especially from those who know and appreciate what Rider Manuals mean to service men everywhere.

Cordially yours,

CAPEHART-FARNSWORTH CORPORATION

F. B. Costman
F. B. Costman, Manager
Service Department

I have received the copy of your... Manual, and it covers...



COMING LATE IN MAY— RIDER TV MANUAL Volume 4

More material than ever before, at no increase in price. Authentic, accurate, reliable servicing information from 73 TV manufacturers. 494 models. 235 chassis. Larger page size, 12" x 15", with all pages filed in proper place. Giant pages are retained, but now have only one fold. Equivalent of 2296 Pages (8½" x 11") Plus Cumulative Index Volumes 1, 2, 3 and 4 and **\$21.00**
RIDER "HOW IT WORKS" Book.....

RIDER TV MANUAL Volume 3...74 manufacturers. 441 models. 243 chassis. 12" x 15" page size, all pages in proper place. Equivalent of 2032 pages (8½" x 11") plus Cumulative Index Volumes 1, 2, and 3, and RIDER "HOW IT WORKS" Book.....**\$21.00**

RIDER TV MANUAL Volume 2...Coverage to January, 1949. 67 manufacturers. Equivalent of 2300 pages (8½" x 11") plus Cumulative Index Volumes 1 and 2, and RIDER "HOW IT WORKS" Book.....**\$18.00**

RIDER TV MANUAL Volume 1...Coverage up to early 1948. 34 manufacturers. Equivalent of 2000 pages (8½" x 11") plus Index and RIDER "HOW IT WORKS" Book.....**\$18.00**

All Rider Manuals Mean Successful Servicing

JOHN F. RIDER PUBLISHER, INC., 480 Canal Street, New York 13, N. Y.
Export Agents: **Rocke International Corp., 13 E. 40th Street, N. Y. C. • Cable ARLAB.**

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

NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of radio receiver schematics—Rider Manuals.

NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 Edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

NOTE: The inclusion of the Projection System, which...

**What has made Admiral (already
world leader in television) today's
fastest-rising power in all the
appliance industry?**

**The answer is really very simple: It's
the fact that Admiral has found the way to build
better merchandise at lower cost than anyone
before ever thought possible!** In achieving the "im-

possible"—Admiral planners, designers, engineers and pro-
duction men have had to show rare insight and creative ability
... even genius, if you please! They found the key to a thou-
sand problems, scored a list of "firsts" that has perhaps never
been equalled in the white goods field.

Just flip up this page...and see for yourself!

Admiral

APPLIANCES

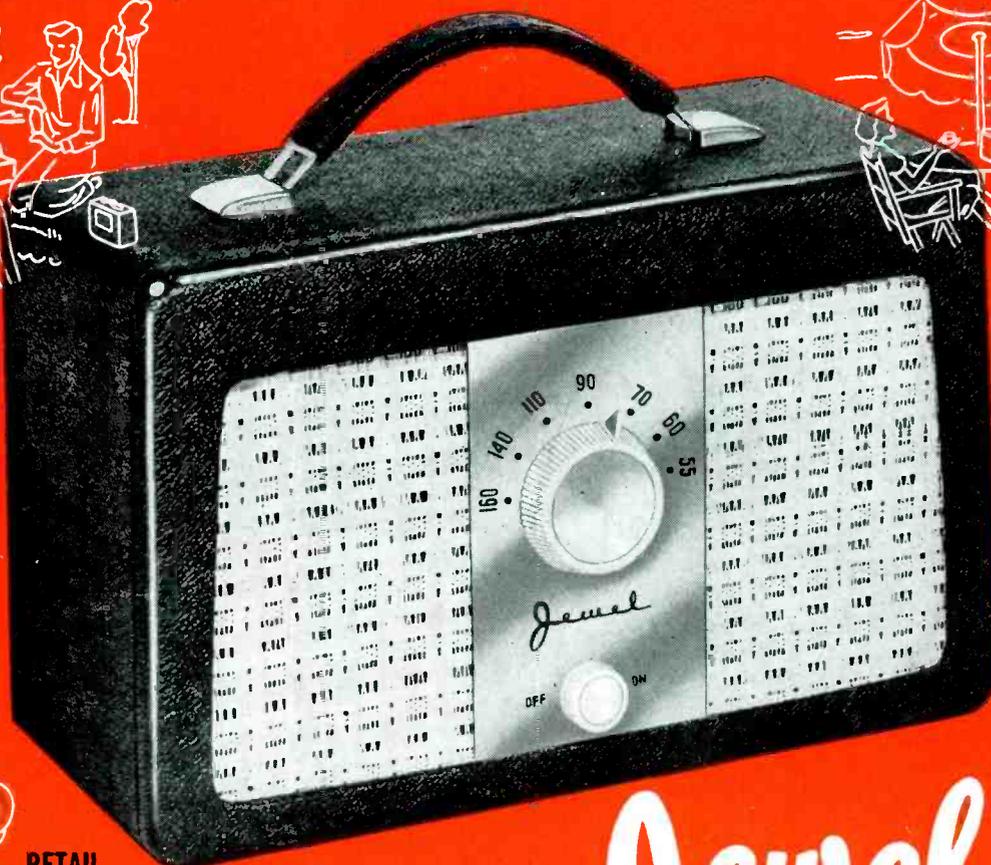
First... in '50

... and in '51, '52, and the years ahead! Admiral's ideas for next year are already beginning to take shape. They promise to be exciting and dramatic. This is truly important news for dealers who are already beginning to think about their own 1951 commitments.

This is the Year of Decision . . .

Better Decide To Join Admiral NOW!

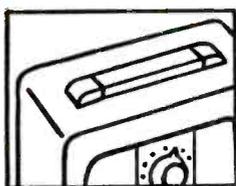
New! ready-for-action portable
with room-size Volume!



RETAIL

\$24⁹⁵
Less Batt.

Jewel
MODEL 5010
3-way portable



SLIDE-FLAT HANDLE is a space-saving feature . . . for bookshelf, table, or other home use.

Here's the portable of the year . . . twelve months of the year!

Easy to carry . . . easy on the eyes. Sturdy seasoned wood frame is covered with black simulated morocco. Grille cloth is weatherproof, washable, cane-colored basketweave Plexon. Rich Low Brass dial-plate adds a handsome touch.

Designed for trouble-free performance in any locality. When using AC, just switch on to play . . . no warm-up delay.

- Superheterodyne circuit.
- 4 tubes plus selenium rectifier.
- Large Alnico 5 speaker.
- Built-in DURALOOP antenna.
- Operates on AC, DC or batteries.
- Large 90-volt "B" battery for increased efficiency.
- Weighs approximately 5¼ lbs., including batteries.
- Size 6¾" high, 10½" wide, 4¾" deep.

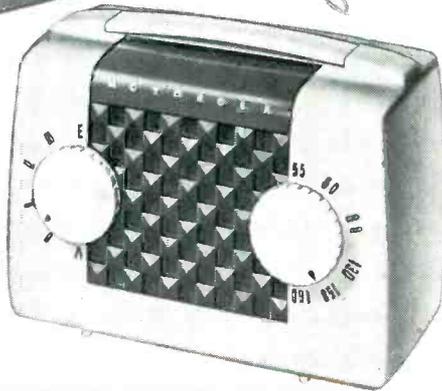
Jewel RADIO CORPORATION

Prices slightly higher in the West
—subject to change without notice.

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

new profits

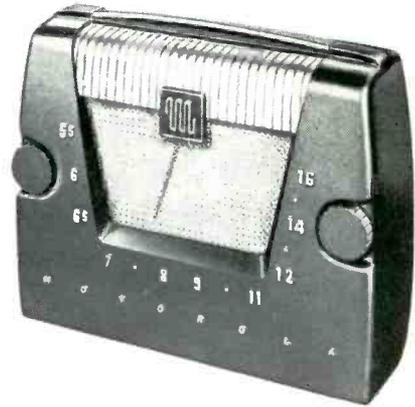
SPRING and SUMMER



NEW PORTABLE BEAUTY AT NEW LOW PRICE!

Here's a natural value for the budget-wise! Model 5L1, the "Music Box," shows no compromise with quality. Your customers still get AC/DC and battery operation — can still depend on "big set" power — and can still enjoy wonderful Golden Voice tone: 2-tone tan and brown plastic.

RETAIL PRICE
\$24⁹⁵
Batteries Extra



MOTOROLA'S FINEST IS THE FINEST OF ALL!

For your customers who demand the finest, Motorola's all-new 6L1 "Town & Country" portable radio plays everywhere—on land—at sea—or in the air. The new precision-engineered 6L1 chassis delivers EXTRA BIG POWER plus EXTRA RICH Golden Voice TONE where most portables fail to play at all! Wafer-thin new plastic case in forest green with gold trim.

RETAIL PRICE
\$39⁹⁵
Batteries Extra



STUNNING "JEWEL BOX"... MILADY'S FAVORITE!

The very latest, and smartest in portables — from Motorola, of course! Named the "Jewel Box," Model 5J1 incorporates a Motorola precision chassis for unfailing power and fine tone on AC/DC or battery operation. Rich ebony, jade and gold plastic case.

RETAIL PRICE
\$29⁹⁵
Batteries Extra

TINY MITE THAT'S DYNAMITE FOR SALES!

It's Motorola's all new 5M1, the "Playmate Jr.," AC/DC -BATTERY "personal" size portable radio! Packs unusual power for its size—delivers Motorola's traditional Golden Voice tone. Plays instantly at a flick of the cover. Sturdy all-metal green case.

RETAIL PRICE
\$34⁹⁵
Batteries Extra



new all thru . . . now better than ever

Motorola
PORTABLE RADIOS

Prices subject to change without notice — prices slightly higher in South and West.

MOTOROLA, INC.
4545 AUGUSTA BLVD., CHICAGO 51, ILL.

from a new merchandising idea . . .

PORTABLE GIFT PROMOTION...

check the quick-profit possibilities of this new gift package!



Now . . . brand new '50 Motorola portable radios are packaged in beautiful, eye-appealing gift boxes. And, most important, backed to the hilt with a complete national gift promotion that'll pre-sell for you. Spring and summertime create a natural gift market with special days and events that add *extra* sales to your usual early summer portable sales. Cash in—stock up—and tie in your local promotion with Motorola's powerful national campaign. ORDER STOCK NOW!

BACKED UP WITH THIS BIG PORTABLE PROMOTION! Here's the biggest barrage of promotional material ever made available . . . built around a *gift slant* to back you up! You'll get sales-pulling portable radio NATIONAL ADS in 17 big-name magazines! You'll have related "gift" MAT ADS in sizes to fit your local newspaper needs! You'll attract business with a special WINDOW DISPLAY and WINDOW STREAMERS in your store! Once in, they'll be pleasantly greeted by effective POINT-OF-SALE COUNTER CARDS designed for each gift occasion. And, you'll reach the stay-at-home with gift-pushing TV SPOTS and RADIO TRANSCRIPTIONS. The profits are yours for the taking—take them . . . order now!



NATIONAL ADS

MAT ADS

WINDOW DISPLAY

WINDOW STREAMER

SEASONAL DISPLAY CARDS

GIFT DAYS DISPLAYS

contact your Motorola distributor today...

PRESENTING THE MAGNIFICENT NEW

'El Dorado'



A COMPLETE
'HOME THEATRE'

including

- ✓ 16 inch TV with the powerhouse Super-DX chassis
- ✓ completely independent high-fidelity FM-AM radio — 10 watts Power Output
- ✓ automatic phonograph playing all three speeds

\$499⁵⁰ IN GENUINE MAHOGANY

also available in Blende and hand-painted Chinese
(at slightly higher prices)

NO FINER INSTRUMENT
AT ANY PRICE!

Olympic

Star brite

TELEVISION



OLYMPIC RADIO AND TELEVISION, INC. • LONG ISLAND CITY, NEW YORK

Yours!

this handsome metal cabinet

plus— Complete dealer helps kit!

at no extra cost!

when you place a \$25.00 order* for fast-selling "Eveready" portable radio batteries!



Look What You Get!

A ten-piece kit! ALL METAL COUNTER DISPLAY in eye-catching color! Giant window streamer, brilliant pennants, dummy batteries! On-the-glass stickers for your door window and an easy-to-use 1950 radio-battery replacement guide. All yours at no extra cost!

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

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

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

"EVEREADY"

BRAND

THE BATTERY WITH

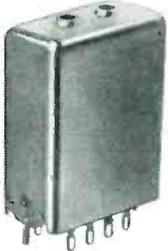


"NINE LIVES"

You need only one brand!

1950 will be a record year for radio battery sales. You need just one brand to get your share of this great market—"Eveready" brand radio batteries! Order yours today through your "Eveready" battery distributor. The display kit will be sent directly to you, prepaid!

* At dealer prices.

<p>➔</p> <p>Ganged Tuning Capacitors for all RCA Victor radioreceivers.</p>		<p>Volume and Tone Controls with exact taper and compensation for each receiver model.</p> <p>➔</p>		<p>Vitreous Wire-Wound Resistors for B-supply voltage dividers.</p> <p>⬇</p>
	<p>⬅</p> <p>Crystal Cartridges for RCA Victor 45-rpm record players.</p>		<p>⬅</p> <p>Ceramic Capacitors for RCA Victor television receivers.</p>	
<p>➔</p> <p>Detent and Fibre-Shaft Assemblies for RCA Victor television receivers.</p>		<p>➔</p> <p>Plastic Cabinets each an exact replacement.</p>		<p>Output Transformers. Exact duplicates for every receiver model.</p> <p>⬇</p>
	<p>⬅</p> <p>Dual IF Transformers for RCA Victor AM-FM models.</p>		<p>⬅</p> <p>"A" Band Oscillator Coils with correct inductance values.</p>	

Always use *Genuine* RCA Service Parts . . . for RCA Victor Radios, Television Receivers, and Record Changers

Customers count on you to return their RCA Victor instruments to their *original* high performance standards . . . by using *genuine* RCA service parts in your work.

Fortunately, that's easy . . . because RCA stocks over 40,000 *different parts* in order that you may repair RCA Victor instruments—old or new—with the least amount of effort and with the assurance that original performance standards will be duplicated.

Genuine RCA service parts are readily available from your local RCA Distributor.

NOW . . . Volume IV, RCA Victor Service Data

This latest volume of RCA Victor Service Data contains an enlarged television section, and provides you with complete service data on 1947-1948 models of RCA Victor Radios, Television Receivers and Record Changers to be found nowhere else . . . including complete lists of replacement parts. Get your copy today! Only \$6.00 at your RCA Distributor.



RADIO CORPORATION of AMERICA
ELECTRONIC COMPONENTS

HARRISON, N. J.

THESE LEADING SET MAKERS

Emerson

hallicrafters
air-king

Admiral

Spartan

Sentinel

BENDIX RADIO

PHILCO

TRAV-LER

STROMBERG-CARLSON

GAROD

Westinghouse

Majestic

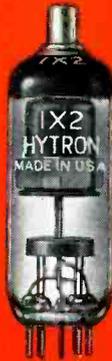
SETCHELL-CARLSON, INC.
CROSLLEY

Seen these Hytron firsts in popular new TV sets? The prominent TV set makers shown are using them. And the list is growing.

DuMont, for example, now uses the 1X2 and 6BQ6GT. You'll see many more of these famous tubes. And many more new Hytron types designed for low-cost TV for the mass market. When you buy these Hytron firsts, follow the leading set manufacturers. Buy the original. Buy Hytron!

choose one or more of
THESE HYTRON TV FIRSTS

HYTRON TV FIRST
1X2 compact, high-voltage TV rectifier.



HYTRON TV FIRST
6U4GT high-perveance damping diode.



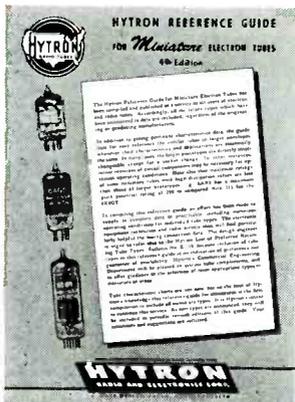
HYTRON TV FIRST

16RF4 original rectangular TV picture tube.

HYTRON TV FIRST
6BQ6GT, 25BQ6GT extra-performance deflection amplifiers.



HYTRON TV FIRST
12BH7 twin-triode sweep amplifier with superior efficiency.



NEW 4th EDITION Hytron Reference Guide for Miniature Electron Tubes

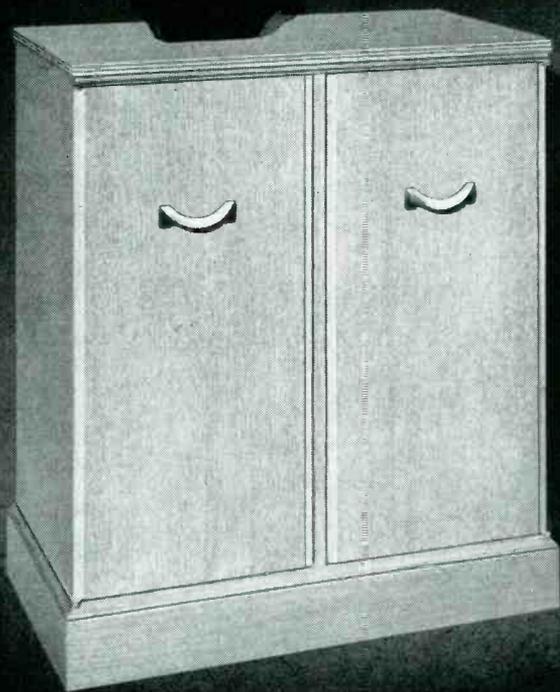
Miniature types are multiplying fast. You need this Hytron Reference Guide. Originated by Hytron, it is unique. Lists all miniatures to date, regardless of make. Six pages of pertinent data. 132 miniatures — 41 of them new. 70 basing diagrams. Lists similar larger prototypes. Free from your Hytron jobber. Get your copy of this old friend brought up to date — today.

OLDEST MANUFACTURER OF RECEIVING TUBES
HYTRON
RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



the magnificent
Magnavox
radio-phonograph - television



Magnavox Selective Distribution

Helps Assure Dealers of Rightful Profits

NO OTHER franchise offers the radio-phonograph-television dealer such handsome profit opportunities as Magnavox, for Magnavox limits distribution and rigidly enforces Fair Trade prices, where permitted by law. The fortunate few who handle this much-wanted line sell Magnavox instruments on a direct-from-factory basis.

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

Your
VELVET
comes from
GOOD
TIME
SALES

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

RADIO & TELEVISION RETAILING • April, 1950

Less than half of your appliance sales during the balance of the year will be cash sales. You close them on your own, and your sales staff's skill at salesmanship.

The other 50%, plus or minus, will be time payment sales.

Here, an outside factor enters the picture. Your salesmanship still is of the first importance. But your financing connection . . . the extent to which they will support you and the advantages they extend to your customers . . . can win or lose many sales for you.

Any financing institution can skim the cream of credits for you. But take some customers. If they are turned down quickly, it may be that inadequate investigation has cost you a profitable sale and a good future customer. And, if a careless credit investigation passes it, maybe you have a bad sale and a repossession to face.

Because of years of experience, Commercial Credit service can invariably investigate *promptly* so you don't lose a potentially good sale, and *intelligently* so you don't get stuck with a bad one.

Your Commercial Credit representative is available at any time for consultation and advice on the best time payment procedures. Have a talk with him.



UNIVERSAL

scores with

the first major advance

Here it is! The sensational *Select-a-Range* with the exclusive "Convenience-Level" oven!



NO STOOPING! NO BENDING!

RIGHT OR LEFT HAND OVENS!

DOUBLE THE STORAGE CAPACITY!



NOW! RIGHT OR LEFT HAND OVENS! "Convenience-Level" can be set to any desired height, right or left, for tall or short people to eliminate back-breaking stooping, squatting and bending!



NOW! 100% MORE STORAGE SPACE! Increased storage drawer capacity provides more than twice as much utility space as conventional ranges! *All* your utensils are now at your fingertips!



NOW! SAVE TIME WITH AUTOMATIC COOKING! Automatic Clock starts and stops oven without attention. Automatic push-button Pre-Heat Control. Just set it ... then forget it. No watching or guessing!

in Electric Range Design in 25 years!

THE *Select-a-Range*

IT'S NEW!

IT'S REVOLUTIONARY!

IT'S EXCLUSIVELY UNIVERSAL!

Featured by national magazine editors with unprecedented editorial support... acclaimed by leading architects and builders... praised by prominent home economists... featured in special previews by the nation's outstanding retailers! That's why...

EVERY DEALER SHOULD HAVE THIS AMAZING NEW KIND OF RANGE IN HIS STORE!

1. The Select-a-Range gives you the widest range line in the industry. Now you can sell a range for the smallest cottage or the largest mansion... from minimum to maximum cooking requirements. Now you can sell the building market with a range designed and priced for any project... new building or modernization. Now you can sell the institutional market with a range big and flexible enough to meet requirements.

Here are new markets, broader markets never before open to you in range selling!

2. One Select-a-Range on your floor is all the inventory you need to do a complete selling job compared with 6 or 8 models of a conventional line. Instead of turning over your range investment four times a year, for example, Select-a-Range turnover is 24 times! Just one Select-a-Range gives you a line of more than 25 models!

Reduced inventory... increased turnover... equals greater range profit for you!

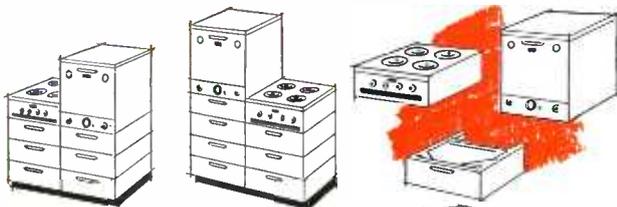
3. Select-a-Range is the *only* range with the much desired no-stoop "Convenience-Level" oven. Surveys show that over 25% of your customers want a *high* level oven. Now they can have it... it's exclusively Universal... a "Convenience-Level" oven at the height your customer selects... exactly as she wants it.

Here is a great sales advantage for you that no other range line can match!

4. Select-a-Range *multiplies* your opportunities to sell complete kitchens... 25 arrangements to meet your customer's most exacting whims. Your kitchen planning problems are simplified with fresh new designs by the nationally famous Royal Barry Willis... Select-a-Range models and other sales helps.

Call your Universal distributor today or write immediately to Landers, Frary & Clark for complete details. Be the *first* in your town with the sensational Select-a-Range!

OVER 25 VARIATIONS FROM 3 BASIC UNITS!



Typical right-hand oven. Left-hand extra high oven.



Minimum low cost arrangement.

Double oven arrangement.

Royal Barry Willis

nationally famous small homes designer, has planned six new startling kitchens around the sensational Select-a-Range. Featured in Select-a-Range national advertising, they have also been included in your kitchen planning kit to help you sell!

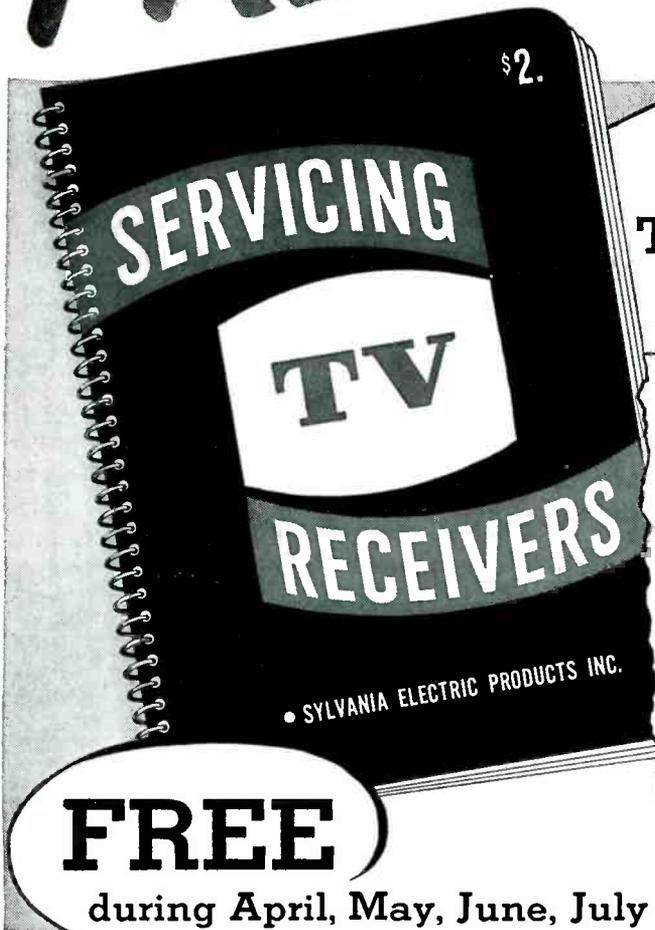


UNIVERSAL

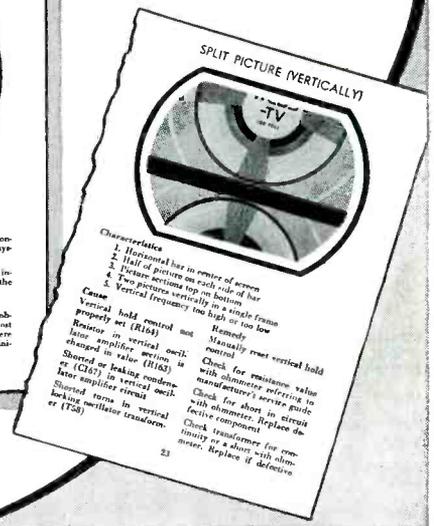
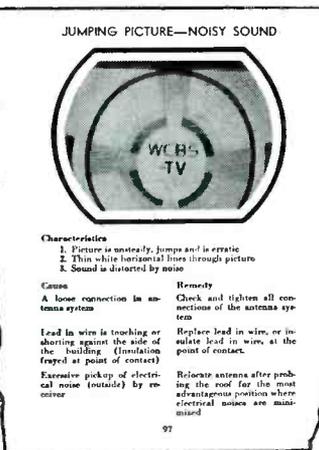
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

FREE

with purchase of
100 Sylvania Receiving Tubes...
or 3 Sylvania TV Picture Tubes



The clearest
and most complete
Television Servicing Book
ever printed



FREE

during April, May, June, July and August

Here are 2 sample pages from "Servicing Television Receivers." Note the easy-to-read type arrangement and the simplified photographic instructions.

HERE at last is a guidebook to help simplify TV set service for you. You'll be amazed how it will enable you to quickly identify trouble . . . solve tricky problems.

Contains more than 100 pages with scores of actual photographs and easy-to-read diagrams, to help you increase and improve your TV set repair business.

Not for sale . . . it's FREE!

This valuable book is yours absolutely free, from your regular Sylvania distributor, with your order of 100 Sylvania receiving tubes . . . or just 3 TV Sylvania picture tubes. Spirally bound with a sturdy board cover to stay open and lie flat on your bench.

NOTE: This important booklet offer is open for a limited time only. So don't delay. Send your order for the tubes you need today to your Sylvania distributor and he'll mail this free, helpful guidebook to you immediately.

**Quickly answers
scores of questions**

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

SYLVANIA ELECTRIC

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

ARVIN Profitable Portables



Value Champ

Arvin Model 446P Battery Portable is brand new in design, brand new in sparkling performance, brand new in out-and-out profit-building sales appeal! New colors to catch your customers' eye, too—sun tan or burgundy, each with contrasting fittings. Smartly styled in satin-smooth plastic, compact, and light weight—only 3½ lbs. complete! Amazing range. Delightful tone. Underwriters' listed. Show it now, and catch the cream of the portable trade!

*Slightly higher in zone 2

\$16.95*
Less batteries



Styled Right Priced Right

to sell on sight!

Every Arvin Portable is master-engineered to give complete satisfaction—to stay sold—and to help build new sales for you wherever it is used! Prices are right for the customer—profits are right for the dealer!

CASH IN ON ARVIN'S NATIONAL ADVERTISING

in The Saturday Evening Post,
Country Gentleman, Progressive Farmer

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



Three-way model that sets the standard
for all portables!

Arvin Model 350-P 3-Way Portable is the super-powered beauty that performs rings around anything else you have seen at this low price! Works everywhere! Three smart colors—Kingfisher Blue, Jade Green, or rich Burgundy, all with contrasting fittings. Alnico V speaker. Operates on batteries, AC or DC. Underwriters' listed.

\$34.95
Less batteries

1 Du Mont Picture Tube



It was Du Mont's development of the cathode ray tube from a laboratory curiosity, that made electronic television commercially practical.

2 Du Mont Inputuner*



High-precision electronic device for tuning to exact frequency where both picture and sound are best. *Trade-mark

3 FM Radio



Every Du Mont includes complete FM radio using same precision tuner, high-quality audio circuit, high-fidelity speaker.

4 Long-life



Du Mont Telesets were first sold in 1939. Many are still in operation. Today's Du Monts are better built than ever before.

5 Extra-sensitivity



A recent improvement in the famed Du Mont Inputuner produces clear, sharp pictures even from very weak stations.

6 Automatic voltage stabilizer



Prevents picture fading by correcting for variations in electric power supply. (In Plus-powered models.)

7 Sharper focus



A finer-focused electronic beam "paints" the picture with sharper detail.

8 Full-range contrast



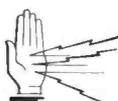
Du Mont's high powered electronic beam and fine engineering give strongly contrasting blacks and whites, retain full range of values.

9 Added tubes



Give smoother operation and a reserve of power, just as more cylinders do in an automobile.

10 Static reducer



Special Du Mont device screens out nuisance waves which often cause picture roll-over and distortion in lesser sets.

11 Automatic station signal equalizer

Keeps the picture uniformly bright by automatic amplification when the signal strength weakens. (Featured in the Plus-powered models.)

12 Extra-size parts



Electrical and mechanical parts are larger than ordinary engineering standards demand... a factor in Du Mont dependability.

13 Non-shrinking picture



The picture on the screen does not waver or change size because of fluctuations in electric power. (In Plus-powered models.)

14 Speed-up dial



Saves time in tuning by skipping quickly over the less used portions of the tuning dial.

15 Brilliant picture



Du Monts have the extra power that is needed to give a brilliant picture.

16 Cooler-running



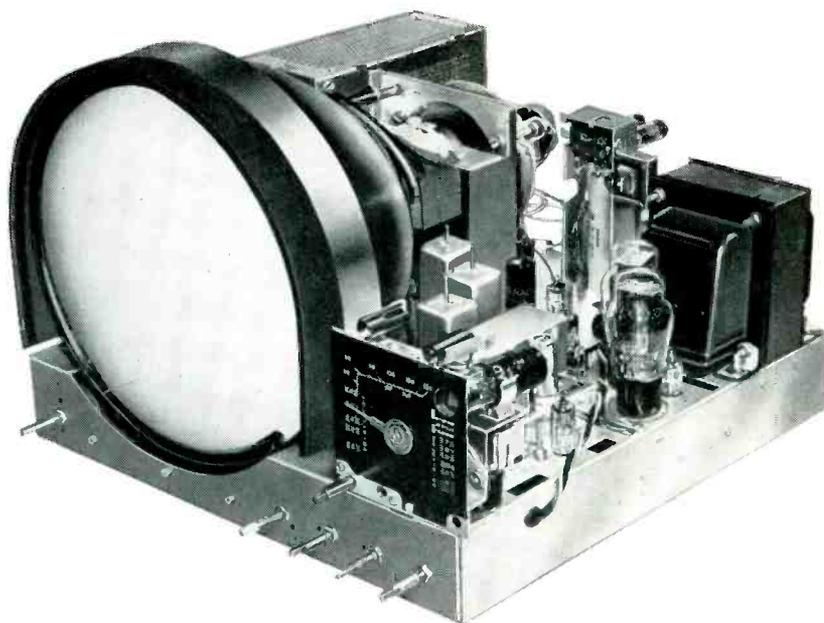
Actual thermometer test shows Du Mont design runs many degrees cooler — thus lasts longer — than other makes tested.

17 Trouble-free operation



Oversize parts, good ventilation, careful assembly rate Du Mont Telesets high with television service men.

HERE IS THE MEASURE OF



Du Mont ELECTRONIC LEADERSHIP

All Du Mont's 30 Extra Values Stem from
this Electronic Masterpiece—the Du Mont Chassis

HERE ARE incorporated the Du Mont electronic developments that have led the way, and set the pattern, for the television industry. Here is expression of the Du Mont creed of engineering and manufacturing excellence, which permits no compromise with quality. Here are the benefits of the most exacting tests and quality control inspections in the television industry. There can be nothing finer in television.

DU MONT'S 30 EXTRA VALUES

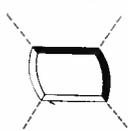
Add them up. They total *complete* and *continued* television enjoyment. When you recommend a Du Mont receiver, you do so with confidence. When you sell a Du Mont receiver, you make both a sale and a friend for your store.

COPYRIGHT 1950 ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION RECEIVER DIVISION • EAST PATERSON, N. J.

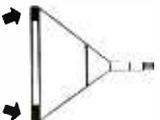
<p>25 72 ohm lead-in</p>  <p>Du Mont engineering permits 72 ohm shielded coaxial cable to reduce collection of local static.</p>
<p>26 Tuning eye</p>  <p>Shows you at a glance when the receiver is tuned just right for TV or FM.</p>
<p>27 High fidelity tone</p>  <p>Du Mont's special audio circuits and speaker give exceptional tone fidelity, volume and quality.</p>

<p>18 Front focus control</p>  <p>Du Mont provides for convenient adjustment of focus. This helps get the best possible picture from every station.</p>

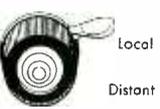
<p>22 Black Mask</p>  <p>Du Mont uses non-reflecting black mask for greatest eye comfort — not shiny white mask to make screen seem larger.</p>

<p>28 Wide-angle masking</p>  <p>The design of the mask allows the full picture to be seen far over to each side.</p>

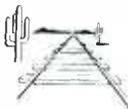
<p>19 Two-hour shakedown</p>  <p>Every Du Mont Teleset gets two-hour test run and re-alignment for extra assurance of utmost quality.</p>

<p>23 Dust seal</p>  <p>Du Mont seals space between picture tube and safety glass to keep dust and dirt from tube face.</p>

<p>29 Handsome, hand-rubbed cabinet</p> <p>Sides as well as top and front are made of fine veneers and given a six-coat, hand-rubbed finish for fine furniture quality.</p>
--

<p>20 Local Distant switch</p>  <p>Allows adjustment for signal strength. Switches from strong or nearby stations to weak or distant stations.</p>
--

<p>24 Dial light</p>  <p>Helps you tune in dim light then switches off to prevent distraction.</p>
--

<p>30 Extra distance</p>  <p>Du Mont extra sensitivity and static resistance gives good operation far beyond normal range, exceptional operation up close.</p>
--

<p>21 Low radiation</p> <p>Many lesser receivers tend to "re-broadcast" signals they are picking up. This makes trouble for other sets in the neighborhood. A Du Mont minimizes this.</p>
--

DU MONT *first with the finest in television*



BIG!



BIG *Screen*

Truly giant size picture on 19-inch screen—
205 sq. in. viewing surface!

BIG *Features*

Automatic Tuning—Only 2 knob control—
Built-in antenna—12" Electro Dynamic
speaker—Beautiful hand-rubbed Mahogany
Console—Big 19" Short Neck BLACK Tube
—Many other sales-closing features!

BIG *Profits!*

A set that, feature by feature, your customer
can compare with others costing far more—
a set that SELLS ITSELF by quality he can
SEE and HEAR, at a price that will pleasantly
surprise him. Your stock turns fast!

**There's a Sentinel TV Model—size
and price—for every prospect**

Go to town with Sentinel—the set that snubs
service calls—that you can sell, deliver and forget!
A recent survey among dealers indicates fewer
call-backs, after delivery than with ANY other
make, at ANY price! Fewer complaints. Happier
customers—who send their friends to you, to
pyramid your sales. *Get the facts!* Phone, telegraph
or write your Sentinel Distributor—**QUICK**—or
contact Sentinel direct . . . TODAY!

Sentinel *Television*

419 CVM

Sentinel Radio and Television

EVANSTON, ILLINOIS



A **NEW** PACKAGE FOR PURCHASE APPEAL

BIG

1



A New Look in Portable Radio Batteries by the Makers of World-Famous RAY-O-VAC LEAK PROOF Flashlight Batteries Quality Backed by 40 Years of Dry Battery Experience

IN PORTABLE RADIO BATTERIES

2



THESE 6 NUMBERS EQUAL 80% OF PORTABLE BATTERY SALES . . .

Plus 42 Additional Radio Battery Types to Take Care of Nearly All Customer Demands

PORTABLE RADIO BATTERIES—AN ESTIMATED \$60,000,000 MARKET AT RETAIL PRICES

SEE OPPOSITE SIDE FOR **B**



FREE

PORTABLE RADIO BATTERY
DISPLAY



QUICK SELECTION
BATTERY CHART



WINDOW STREAMER



ILLUSTRATED CATALOG
PAGE



COMPLETE DEALER
PRICE PAGES



ORDER KIT

NOW

CLIP ON DOTTED LINE

3

A PROMOTION PROGRAM

DESIGNED TO SELL RADIO BATTERIES

RAY-O-VAC PROMOTION KIT



SEND ME MY RADIO PROMOTION KIT

My Radio Battery Distributor is:

Name _____

Address _____

City _____ State _____

My Name is: _____

Address _____

City _____ State _____

SEND COUPON TO:

**RAY-O-VAC
COMPANY**

MADISON 10, WISCONSIN

Attn: Advertising Dept.

PLAY THIS ON YOUR CASH REGISTER!

Sensational New Emerson Portables Ready to Ring Up Nationwide Sales Record

Nothing moves like Emerson Portables. Always tops in style, tone, performance and value! This year more beautiful than ever—with greater profit opportunities for you.

Trim your windows, oil up the cash register, here comes the Emerson bandwagon! All models available for Immediate Delivery!

Emerson
Radio and
Television



← **MODEL 646—3-Way Portable.** Operates on self-contained batteries, AC & DC. Maroon, Tan, Green, Ivory . . . **\$24.95** less batteries

MODEL 656—3-Way Portable. Operates on batteries, AC, DC. Powered with 3-gang condenser for Long-Distance. Maroon or Sand plastic. . . . **\$39.95** less batteries



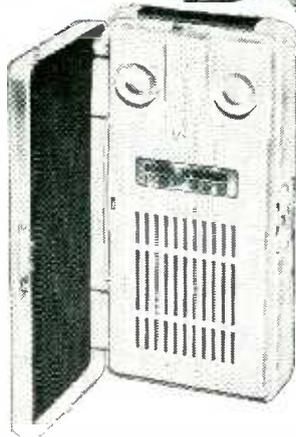
MODEL 584—3-Way Personal Portable, for battery, AC, DC operation. Ivory, Ebony or Green. . . **\$39.95** with batteries



MODEL 645—Famous Fan-Tenna Portable . . . with Lift-Up Antenna. Self-Powered. Plastic cabinets in Maroon, Tan and Sand. . . **\$18.95** less batteries



MODEL 657—3-Way Portable, with 3-gang condenser. Simulated alligator cabinet in Brown. Operates on batteries, AC, DC. . . . **\$44.95** less batteries



MODEL 640—Self-Powered Personal Portable. Pocket-size cabinet in Ivory, Saddle Tan, Green and Maroon. Lid-operated on and off switch. . . **\$24.95** with batteries



REG. U. S. PAT. & TM. OFF.

Emerson SUPER Portables

Emerson Radio & Phonograph Corporation
New York 11, N. Y.

Prices slightly higher in the South and West

IT MAKES THEM SAY:



BIG 16-INCH STROMBERG-CARLSON TELEVISION

No doubt about it! Your customers want big pictures. They want outstanding performance. And they want fine cabinetry.

You have all three in these new 1950 Stromberg-Carlson 16-inch models. Picture size that will be the 1950 leader. Unparalleled performance that comes only from the exclusive Stromberg-Carlson tuner. Cabinetry that adds distinction to any room.

Yes, here are two new 16-inch big-picture receivers . . . a table model . . . a full-size console . . . at prices that really say "VALUE!"

®THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

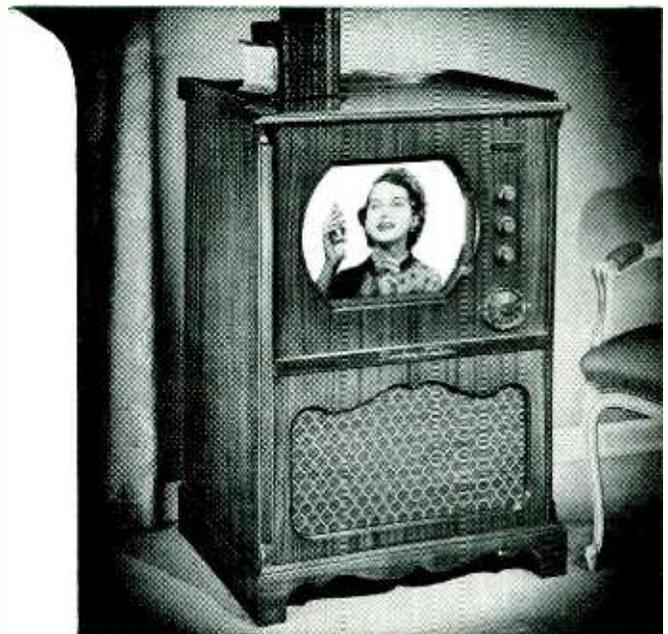
Stromberg-Carlson Company, Rochester 3, N.Y. — In Canada,
Stromberg-Carlson Co., Ltd., Toronto

*Plus excise tax. Slightly higher in South and West.



THE MERCURY

Enormous 16-inch "black" rectangular tube. Exclusive Stromberg-Carlson tuner for clearest, steadiest picture. Keyed automatic gain control. Tone control. Built-in "Telatenna." Phonograph jack. Underwriters approved. Contemporary cabinet in ribbon-striped mahogany veneers **\$295.00***
In blond avodiré veneers **\$310.00***



THE PROVINCIAL

New Hi-Contrast 16-inch "black" tube. Exclusive Stromberg-Carlson tuner. Keyed automatic gain control. Built-in "Telatenna." Powerful 12-inch speaker. Tone control. Phonograph jack. Underwriters approved. Full-size French Provincial cabinet in Honduras mahogany veneers **\$369.95***
In blond avodiré veneers **\$389.95***

RADIO & TELEVISION RETAILING

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

Established in 1922
as ELECTRICAL RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

ACCORDING TO A NUMBER OF LEADING DEALERS quizzed by this publication, big picture size is the most important sales feature in TV sets. See article in this issue outlining TV receiver points that help to clinch sales.

NATIONAL ELECTRIC HOUSEWARES WEEK, April 14-22. Smart promotion comes from the National Electrical Manufacturers Association in the form of a broadside entitled, "Instructions for the Care and Feeding of Your Billion-Dollar Baby" (Electric Housewares). Available from jobbers are window displays, streamers, ad copy, radio spots, merchandising hints, etc.

DISTRIBUTOR BUYS TEST PATTERN TIME. Mission Radio in San Antonio, Texas, claims a first in the use of TV pattern used for strictly institutional purposes. It carries various messages to the consumer over KEYL; urges viewers to "See your radio-TV Dealer."

COMMERCIAL TAPE RECORDINGS for home use announced by Tape Recording Industries, Lansing, Mich. Company announces that its initial stock of eight reels of popular and semi-classical music is now available to the public.

THE CORRESPONDENCE SCHOOL TECHNIQUE of teaching by mail has been adapted by The Magnavox Company to its new technical training program designed to assure proper servicing and maintenance of Magnavox TV sets. The firm has inaugurated a ten lesson course in Magnavox TV circuits and their operation. At the conclusion of the course registrants will receive an award certificate and a check for \$5 which will cancel out a \$5 registration fee charged at the start.

BETWEEN EIGHT AND NINE THOUSAND persons are expected to attend the Music Show at the Palmer House in Chicago, July 10-13, according to William R. Gard, executive secretary of the National Association of Music Merchants, sponsors.

BIG PARADE OF PORTABLES in this issue. Dealers who promote sales of the carry-about will find there's plenty of business to be had. In this issue, too, the sales-promising newcomer, the recorder, comes in for some special treatment. Here the retailer will find all the information about all of the recorders on the market.

IN THE 1950 CENSUS, FARMERS WILL be asked to report whether they have electric water pumps, electric water heaters, home freezers, washing machines, electric chick brooders, or electric feed grinders.

5,700,000 TVs IN '50 is the estimate of Harry A. Ehle, vice-president of International Resistance Co., Philadelphia, which supplies a lot of resistors to the television industry.

"WE'RE THROUGH WITH THE MASS distribution method of selling. It is proving to be definitely unsound and detrimental to the entire major appliance and radio distributing picture."—John R. Hurley, Thor president, in an announcement to the effect that his firm will cut its total number of dealers from 20,000 to a "highly selective" 7,000.

"UNFAIR AND ILLEGAL PRACTICES" MAY spell financial ruin for thousands of TV retailers, according to Edwin A. Dempsey, executive director of the National Television Dealers Association, Washington. He lists the following evils: tie-in sales, discriminatory discounts to certain merchants, retailing by wholesalers, and inequities in cooperative advertising.

TV Stations on the Air . . . Sets in Use

As of April 1 there were 102 TV stations operating, and 5,100,000 TV sets in use. The following stations, previously scheduled for earlier dates, are expected to start broadcasting during April: WTAR-TV, Norfolk, Va.; WJIM-TV, Lansing, Mich.; WKZO-TV, Kalamazoo, Mich.; and WHBF-TV, Rock Island, Ill. There are only three other stations with construction permits, and these are expected to be on by the end of the summer: WCON-TV, Atlanta, Ga.; WJAX-TV, Jacksonville Fla.; and WSM-TV, Nashville, Tenn. Until the FCC lifts the "freeze," therefore, and grants new permits, there will be no more than 109 TV stations in the country.

What's Ahead!—in Radio,

IF A SUMMER SLUMP DOES COME, and we all hope it won't, look for it to arrive very late. Merchandise shortages and continued healthy consumer demand may be big factors in staving off the familiar hot weather lull. If it does come, and comes late, the slump's duration will be cut down to the point where its effects will not be nearly as serious as those felt in the summer of '49.

THE BIG CHICAGO PARTS SHOW will be featured in the May issue of this magazine. There will be a complete program of events, a roster of all exhibitors, special articles, etc. The event will be held May 22-25 at the Stevens Hotel.

DO YOU KNOW YOUR TV SELLING COSTS? Readers of RADIO & TELEVISION RETAILING are being asked to participate in a survey on costs of doing TV business being jointly sponsored by this magazine and the Retailing Division of City College (College of the City of New York). The information will be broken down into national averages, and published for the first time as a service to the dealer. If you haven't received your questionnaire, write to us and a form will be sent.

AN INFORMAL POLL OF 44 SET, parts and tube manufacturers attending an RMA meeting in Chicago revealed a wide range of "guess-estimates" as to expected production of TV receivers in 1950 by all manufacturers. The average of all 44 "guess-estimates" was 4,500,000 receivers. Individual estimates ranged from a high of 6,750,000 to a low of 3,200,000 sets.

U. S. INVESTMENT IN TELEVISION ALREADY 2½ BILLION DOLLARS

Infant among American industries, television already represents an investment of over two and a half billion dollars, according to estimate prepared by Dr. Orestes H. Caldwell, former U. S. Radio Commissioner, now editor of the Caldwell-Clements magazines Radio & Television Retailing and Tele-Tech.

Five million television sets, with their installation costs, repairs, etc. make up the bulk of this investment, at \$400 per set, or \$2,000,000,000 total.

Television dealers and distributors represent \$400,000,000 with their inventories and places of business.

Television manufacturers in plants and equipment total another \$130,000,000.

The 102 TV stations already on the air total \$50,000,000. Coaxial cable set-up totals another \$50,000,000.

Add to this the huge sums the industry has spent in research, patents, FCC hearings, legal controversies, etc. and another 50 million is easily accounted for.

Combining the preceding items, Dr. Caldwell comes out with a total present television investment of \$2,680,000,000. And by the end of 1950, he estimates, this total will have increased to 4½ billion dollars.

UNDER SPONSORSHIP OF THE RMA, spokesmen for all segments of the television industry testified before the meeting of the House Ways and Means Committee that the proposed ten per cent excise tax on TV receivers was discriminatory, and would hamper the industry. Among those who spoke against the tax were Joseph B. Gerl, Sonora; David B. Smith, of Philco; R. W. Durst, Hallicrafters; Richard A. Graver, Admiral; Elmer R. Crane, Cleveland distributor; Mort Farr, prominent Upper Darby, Pa., retailer.

FAIR-TRADE PRICING under state laws is now viewed with a not-so-approving eye by some U. S. Department of Justice attorneys, who feel that fair-trade agreements lead to the very collusive activities which the Federal laws are designed to stop. Some show-down cases are expected.

TWO PREMIUM OFFERS, MADE on the Howdy Doody show and requiring 10 cents and one wrapper of a candy bar, brought nearly a quarter of a million responses from children watching the NBC television programs. "A striking example of television's ability to motivate large scale action," says an NBC sales executive.



TV SET OWNERS DOING A terrific word-of-mouth campaign in selling to their friends, neighbors and relatives. All over the country, dealers are reporting that the kids are performing a big selling job, too, and that the small fry clinch many an on-trial sale.

"PERHAPS NEXT IN IMPORTANCE to the woman who spends a great amount of her time scrubbing and cleaning is the cleanliness of electricity. No soot can come out of a wire, and electricity is the only fuel that does not have products of combustion." —Edward R. Taylor, sales manager, Hotpoint, Inc. (Addressing range dealers at a meeting of Chicago's Electric Association.)

RADIATION FROM FCC APPROVED diathermy and industrial equipment, and international shortwave stations, does not affect either the image or the audio in GE's current line of TV receivers, according to company officials. The GE sets operate in the "relatively quiet" 40-45 megacycle band.

SOME NEW YORK CITY DEPARTMENT STORES have been cutting prices of fair-traded small electrical products bearing prominent make names. One store led off, followed by others, and "shoppers" have been busy checking in bargain basements and appliance departments. Merchandisers are watching the situation with great interest.

Appliances, Records and Television

THE BIG CHICAGO PARTS SHOW promises to be a record-breaker this year. Scheduled for May 22-25 at Chicago's Hotel Stevens, the event will feature many new things in the field, with particular emphasis on television.

"ARE YOU WASTING SPACE AND LOSING MONEY? If you have any vacant window space that is what you are doing."—Bulletin from The Electric Institute, Washington, D. C.

SUCCESSFUL COMPLETION OF DEVELOPMENT work on a video-talkphone which will permit two-way communication and viewing by way of telephone lines carrying television between hospitalized or shut-in students and their classrooms has been announced by the Talk-A-Phone Co., Chicago. The new device combines a conventional TV set with a private line intercom. Shut-in students may not only see classroom exercises as they are written on the schoolroom blackboard, but can recite from the sickroom when called upon by the teacher.

"WHETHER THE WEEKLY BUDGET is \$35 or \$35,000, television can do a sales job for every sponsor from the corner drug store to the large advertisers; department stores, retail outlets of all kinds . . ."
—H. Leslie Hoffman, president Hoffman Radio Corp.

A GOOD ANSWER TO THE QUESTION, "Why should I buy TV today when tomorrow may produce improvements that will make my set outmoded?" comes from Walter H. Stellner, Motorola vice-president. Says he: "If you wanted a car in 1900, but decided to wait until they were 'modern,' when would you have bought? Would you have gotten one when the self-starter was invented, when pneumatic tires and shock absorbers came in, when electric lights replaced acetylene? Or would you have waited for such improvements as automatic transmission? Or are you still waiting for something better to come along? If so, aren't your feet getting pretty tired?"

MORE THAN 16,000 ENGINEERS and guests attended the 1950 convention of the Institute of Radio Engineers at New York's Grand Central Palace in

March. Members came from all over the U.S. and some thirty other countries to see and hear the latest developments in radio, TV and all phases of electronic engineering. Television was the dominant feature of the show. New wrinkles shown for the first time will probably find their way into merchandise in dealers' stores throughout the ensuing year.

TV UPS TAVERN SALES, according to Tele-Visco, Inc., California distributor, which found two Santa Rosa liquor sellers had increased attendance 25% and 18% respectively, with cash intake up 12% and 11% after television was installed. More people came in, and the viewers spent as much as the non-viewers, — but the viewers stayed longer per visit.

RECORDING CHILDREN'S VOICES is purpose behind purchase of some home recorders, according to Connecticut dealer. Just as proud parents photograph their youngsters from time to time, so in these sound-conscious homes the changing voices of childhood are recorded for comparison, and family celebrations are immortalized.

VISITORS COMING TO THE RCA Exhibition Hall in New York to view TV receivers ask more questions about installation and service of the sets than they do about any other details of the models, according to results of a survey. Only one and one-tenth percent were concerned with UHF or color. At the bottom of the list, below one percent, were questions about possible trade-in values and conversion of existing sets to provide larger screens.

RECORD-BREAKING SALES PROMOTION programs and dealer-help campaigns launched by manufacturers lately, with particular emphasis being placed on the training of salesmen, and on product identification display pieces.

COOLERATOR DEALERS GETTING 90 DAYS OF FREE floor planning from the date they bought the merchandise until the payment is due. National offices of the Commercial Credit Company are administering this program.

FUTURE EVENTS OF INTEREST TO READERS

APR. 14-22: National Electric Housewares Week.

MAY 7-14: National Music Week

MAY 14: Mother's Day

MAY 22-25: Parts Distributors' Conference & Show, Hotel Stevens and Exhibition Hall, Chicago.

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

JUNE 18: Father's Day

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

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

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

Auditorium, Cleveland, O.

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

SEPT. 29-OCT. 8: Third Annual National Television & Electrical Living Show, Chicago Coliseum, Chicago.

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

Portables skyrocket

RCA VICTOR BX55

The lowest-priced, postwar RCA Victor offering the 3-way versatility prospects want. A traveler unsurpassed. Fine listening with famous "Golden Throat." Plays indoors on AC-DC; outdoors on battery. Less batteries.



RCA VICTOR BX6

A striking new version of the famous "Globe Trotter." "Weatherized" lightweight aluminum case with brown plastic ends and simulated leather trim. Plays indoors on AC-DC; outdoors on battery. Less batteries.



RCA VICTOR BX57

Here's one for the portable fan who wants peak performance, stunning beauty, unmatched convenience wrapped up in one. "Golden Throat" tone system. Plays indoors on AC-DC; outdoors on battery. Less batteries.



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

vacation time profits...

...when you push

RCA VICTOR

"The Pick of the Portables"

- RCA Victor is the line designed for biggest sell-up profits
- RCA Victor fills the bill with *all* of your portable prospects
- RCA Victor has the complete portable promotion for your use
- RCA Victor backs up its dealers' promotion with these national magazine ads—

SATURDAY EVENING POST—May 6—
On sale May 3

ARMED FORCE—May 13—On sale May 13

EXTENSION—June—On sale May 15

EBONY—June—On sale May 5

CORONET—June—On sale May 25

SATURDAY EVENING POST—June 3—
On sale May 31

LOOK—June 6—On sale May 23

AND MORE DURING THE SUMMER!



The Pick of the Portables will appear time and time again on the "Kukla, Fran and Ollie" television show. The thousands and thousands of ardent "Kukla, Fran and Ollie" fans will see RCA Victor portables countless times all through the portable season. This vast audience of ready-to-buy prospects can put a lot of lift to your portable profits when you push RCA Victor.



Hear Hollywood's Greatest Stars push your RCA Victor Portables on "Screen Directors' Playhouse" Every Friday night on NBC Radio Network

Yes—the magic of Hollywood brings customers your way for RCA Victor instruments. And portables, of course, get their share of this powerful promotion. Cash in by keeping a good supply of RCA Victor portables on hand.



For extra profits
RCA long-life batteries



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

RCA VICTOR



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

From \$5,000 to \$153,000

This Washington Dealer Has Doubled His Gross Sales



▲ Attractive display room at Kitsap Radio. Sports store and Camera shop under the same roof increase the traffic through these clear passageways and well-planned displays.

► Inset at right shows the six-foot tall plastic dummy radio over the front door of the store. The set rotates slowly and has the words "Kitsap Radio" on its back. Spotlights are played on the set at night to form an eye-catching night display.



• From \$5,000 to \$153,000 per year in five short years, is the achievement in terms of gross sales figures, of Merlyn M. Danskin's Kitsap Radio and Appliance in Bremerton, Washington.

Since he started his one-man radio repair shop in 1944, owner Danskin has so far managed to approximately double his sales volume each succeeding year he has been in business in this city of 32,000 population. Here are the comparative figures for each of the six years the firm has been in business:

1944	\$ 5,000
1945	11,000
1946	27,000
1947	49,000
1948	96,000
1949	153,000

Danskin credits approximately one-half of last year's volume to sales of television sets. The first television station in the Seattle-Bremerton area started broadcasting in Seattle the lat-

ter part of 1948. Already well established in appliance retailing, Kitsap Radio and Appliance jumped feet first into the new field with an aggressive merchandising and service program. In 1949, the firm sold about 200 television sets to residents of the Bremerton area.

The continuing success of their program Danskin attributes primarily to prompt and reliable service. The service problem, he realized, would be much more critical in television than

in other product retailing. If he could not keep the sets of his customers in good working order, future sales in his area would be difficult to close. If he were able to accomplish that purpose, on the other hand, a good part of his selling problems would be solved.

The technical knowledge required for good television service was already at hand. Both Danskin and his service manager had had practical working experience with highly specialized wartime communication equipment which had many points of similarity with television. This background had been partially responsible for the firm's early success in radio sales and service. The additional basic television know-how, Danskin acquired before presenting the new medium to his Bremerton customers.

Service facilities were provided by installation of a complete service department at Kitsap Radio and Appliance. To this was added a panel truck equipped for installation, antenna repair, and minor service work. As television sales increased, a second similar truck was added later in 1949.

Both trucks are equipped with specially constructed racks for tools and materials needed for installation. Also included are tools for tree climbing and pruning, as installations of antennas must sometimes be made 80 feet or more in the air, to the tops of trees.

Servicemen usually work in pairs, there being four outside servicemen with two to each truck. The service manager works in the shop, and helps supervise the activities of the outside crew. The relative importance of service to sales is indicated by the fact that there are five servicemen to two salesmen. Servicemen, of course, are also authorized to sell, and are paid a commission for their sales.

With this crew and equipment, Kitsap Radio is able to give quick and reliable service. For complex repair jobs, the

TO BOOST HIS SALES VOLUME, This Dealer Uses:

1. **Good Service—uniformed servicemen**
2. **Night Selling—gets those who are busy during the day**
3. **Home Demonstrations—appeal to the entire family**
4. **Frequent Local Newspaper Advertising**
5. **Panel Trucks—which serve as Traveling Billboards**
6. **Dummy Radio as Store-front Display**
7. **Impressive 75-foot TV Antenna Tower — better reception for demonstrations**

in Five Short Years!

Volume for Each Succeeding Year He Has Been in Business

set is brought into the shop and a loan set installed in its place until the repair is completed. In this way, customers seldom miss programs which they want to see, so get fullest possible use from their purchase.

Kitsap Radio gives no special guarantee, but makes the usual service charge after the manufacturer's warranty period has expired. The important thing, Danskin emphasizes, is that the dealer be able to provide good service quickly, at reasonable cost.

Home Demonstrations

The service department ties in directly with new sales as well, through the firm's extensive use of home demonstrations. Prospects are encouraged to witness a television demonstration in their own homes. Most of Kitsap Radio's television sales, in fact, have followed a home demonstration.

It is especially important here to get an installation which will be sharp and properly adjusted, so that the customer will want to buy the set after a full evening's entertainment. Sets are also sold off the floor with a money-back guarantee if the customer is not fully satisfied with his picture. Of the two salesmen, one does mostly outside selling, while the other sells from the floor. Both make evening calls. Owner Danskin likewise devotes a considerable portion of his time to selling.

Their methods of television retailing explain only partially the success of Kitsap Radio's appliance selling program in general. Their appliance merchandising program developed before the advent of television had already



▲ Owner Merlyn Kanskin shows a radio-phonograph console to a customer. Well-planned settings give added appeal to sets, and ample space gives customer a better and more realistic view of the set he is interested in.

▼ The 5 to 2 ratio of servicemen to salesmen shows the importance of this complete service department. While a set is in this shop for repairs, a loan set is installed in its place.

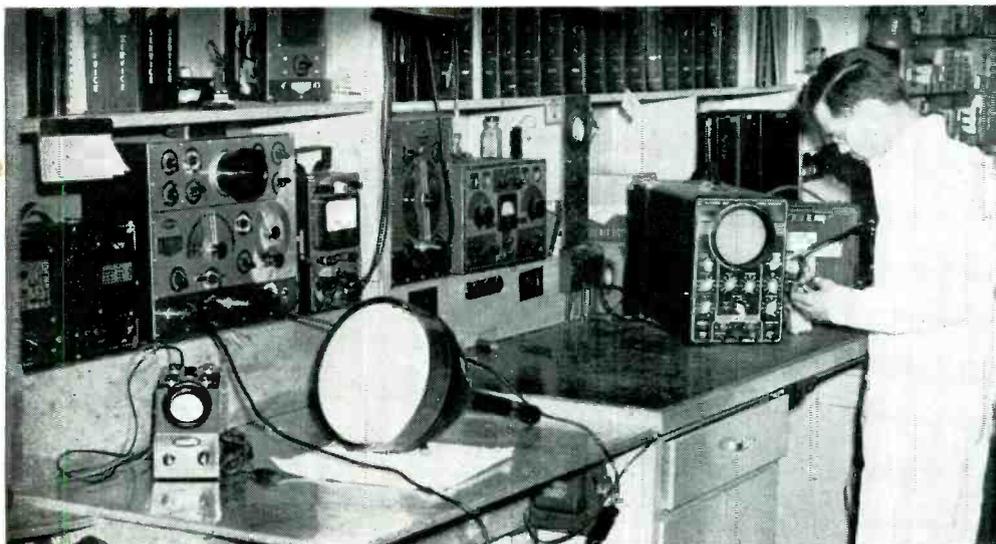
built up a thoroughly satisfactory sales volume.

One reason for the success of this program has been the firm's considerable use of newspaper advertising. A definite amount is budgeted for advertising, which permits them to run three ads per month in the Bremerton daily newspaper. The ads average about 3 columns by 10 to 12 inches in size. Approximately 2.5 per cent of gross sales is spent on advertising, with newspaper ads taking about 75 per cent.

Co-operative advertising is used extensively here, though Danskin seldom uses the manufacturer's entire advertisement. Usually, he takes part of the cut and works in a good deal of his own copy to give the ad a local slant. Classified ads in the telephone directory are also used to considerable extent.

The knotty problem of floor traffic was partially solved by Danskin's decision to move into "Callow Sportsmen's Center" in 1947. The Center consists simply of three retail enterprises under one roof. The sports store, camera shop, and appliance store all contribute to one another's prosperity by attracting much more floor traffic than any of them could bring in, individually. Two main entrances provide access to all three stores, and only

(Continued on page 48)



30 Times More Sales in 5 Years!

(Continued from page 47)

a low semi-partition separates appliances from the sports and camera section.

Floor traffic has likewise been stimulated by installation of an electric shaver repair department, which was installed specifically for that purpose. Cost of setting up this small department was approximately \$200 for parts and tools.

The firm averages about \$200 per month in razor repairs. At an average sale of \$1.50 per customer, this brings over 130 customers a month into the store. The time factor on service work is negligible as most of the customers come in for parts with which they make their own repairs.

Eye Catchers

There are two attention-getting devices on the outside of the building, which Danskin has found to be effective promotional novelties. One is the red and white plastic dummy radio mounted over the marquee. About six feet in height, it revolves slowly and is noticed by passing foot and automotive traffic.

The other is the 75 foot high television tower. This was erected to get better store reception for floor demonstration, and as a promotional device as well.

Danskin has found it to his advantage to operate with one exclusive line of major appliances. This was especially convenient during the initial period of growth, enabling him to operate on a smaller inventory. However, he believes it has other advantages as well.

For one thing, he claims it identifies the store with the manufacturer, so that when potential customers see one of that manufacturer's national advertisements, they associate it with Kitsap Radio and Appliance. It also cuts down inventory and handling of replacement parts, and enables the store's servicemen to concentrate on just one make of appliance in their warranty work. Service work is easier, more efficient, and of better quality than would otherwise be the case, the owner believes. In radio and television work, however, the firm services all makes.

TOP: Servicemen are dressed in regular store uniforms which provide further advertising for the firm. The panel truck, one of two being used, also serves the company as a traveling billboard.

CENTER: Demonstrating a TV console combination set to a customer in the soundproof room at the rear of the store. Room was built specifically to provide ideal conditions for demonstrations. Customers can be comfortably seated, and are not distracted by outside noises.

BOTTOM: Interior of truck, showing compartments and equipment for installations and minor repairs on sets. Truck is ready to go at all times, without special stocking for specific orders. Compartment across top holds quilts for protection of sets in transit.



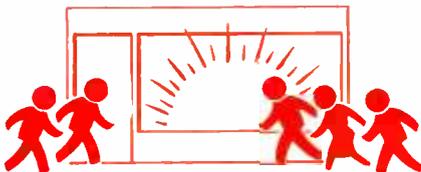
How to Get More Sales Through **SHOW-WINDOW DISPLAYS**

Real Traffic-Stoppers Make 'Em Want to Look—and Buy.

• For centuries, people of all ages have been attracted to store show-windows, and the dealer who puts a "show" in his windows is capitalizing upon the age-old fascination such displays hold for so many.

Yet in spite of the fact that the show-window is the eye-way to the store and the mirror that reflects a good or bad impression upon the viewer, too many merchants "dress" windows without rhyme or reason, and, hence, come up with hodge-podges that neither attract nor sell.

Today, more than ever before, the show-window plays a most important part in making sales at the retail level, and it's time for every alert merchant to take a new look at his show-



The first thing the effective show-window display should do is to **ATTRACT** the passerby.

windows, going out on the sidewalk to do so in order to see his displays as others see them.

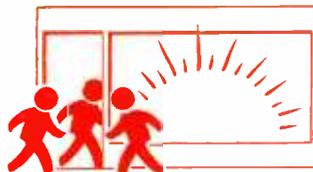
The show-window, when attractively dressed can be made to perform miracles. It can change a casual looker into a buyer. (Some drug stores have reported that most of their sales come in directly from show-window displays, one estimating that 75% of its total business is made up of requests for specific items shown.)

The attractive show-window display can transform a prospect into a customer. It can have just that product on display that some weary shopper has been searching for. It can sell more merchandise to the dealer's own customers.

Show-window displays should be designed with skill and imagination so that they will accomplish three things. First, they should *attract attention*. Second, they should *sustain the looker's interest*, and third, they should



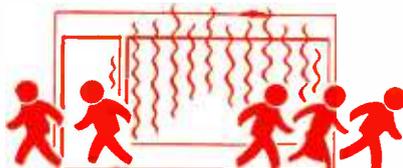
The second function of the display is to **HOLD** the interest of the viewer for some time.



The third mission the good display performs is to make 'em **WANT TO BUY**; bring 'em in the store.

create the desire to buy something on display.

In order to attract the passerby to the show-window, the window dresser makes use of such things as light, color, motion and signs. To sustain interest, he makes the display as exciting as possible just as an artist does when painting a picture. He uses descriptive material for the looker to read, and other devices such as signs that flash on and off, revolving displays, etc. To create the desire to own, and to buy at once, descriptive material stresses the various things the product will do for the owner, such as bringing entertainment or lightening household chores. The pricing of displayed products, via lettered cards, often brings the viewer to a speedy decision to buy. Stressing of easy



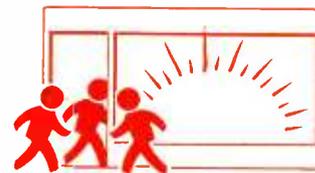
"Stale" show windows **ANTAGONIZE** those who go out of their way to come over and see what's new. When there's no new show, they leave.

terms is also a prime sales-puller in many localities.

Displays need to be changed frequently. It is an actual, but often overlooked fact, that "stale" show-window displays can *antagonize* the viewer, since they disappoint the window-shopper who goes out of his way to see what's new in a certain store's show-window.

Many a retail merchant, in almost any field one can think of, can recall incidents where a changed show-window display brought in sales, not on the basis of what was being shown in the present window, but on what had been displayed in the previous window. The psychology back of such reaction on the part of the customer is simple. It all begins with window-shopping. Many prospective buyers visit a show-window several times trying to "sell

themselves" that a product shown is a good buy. Then, one fine day they go to take another look, and the item is no longer on display. Under such conditions, many a shopper will then and there make up his mind to buy, and will go in the store to inquire whether the product is still being handled, whether the price is the same, etc. The foregoing situation is, of course, not the chief reason why displays in show-windows should be changed frequently, but is mentioned as at least one of the ramifying aspects.



The newly-dressed window even helps sell products that were exhibited in the **PREVIOUS DISPLAY!**

All in all, the show-windows are a most important part of the store, and no dealer can afford to look upon them as mere vacant spaces forever crying to be filled with just any old sort of display. A dirty, cluttered show-window is a poor advertisement for any store—and a worse "salesman" since it gives the establishment a black-eye before a sale can even get started.

RADIO & TELEVISION RETAILING is now preparing a series of articles dealing with specific problems in window-dressing designed to help the dealer who dresses his own windows as well as the merchant who hires a professional for the job. Watch for the first of these helpful features, scheduled for the June issue.

What do people see—
in **YOUR Show Window?**

Is It **Attractive?**

Is It **Changed Often?**

Does It **Create Desire?**

—Take a look at your
**Window Display — YOUR
CUSTOMERS DO!**

Get Your Share of the

Spring Appliance Business!

Home-Makers WANT New Products. They'll Buy From the Man Who SELLS

• In the Spring, the housewife's fancy turns toward thoughts of new things for the home, and electrical appliances rank high on her want-list. It's up to the dealer to help the home-maker translate her wishes into buying action. He can do just that through employment of an active merchandising campaign, and a stepped-up Spring selling tempo.

The first thing the dealer who has Spring sales-fever in his blood needs to do is to find numbers of *wanters* to convert into *buyers*. Finding such folk is a job of work, not accomplished by witchcraft or through use of some magic formula, but through intelligent and consistent effort.

Following are the more obvious methods for getting the prospect into the store or the salesman into the home:

Via attractive show-window displays. Through personal and telephone canvassing.

By newspaper, radio and direct-mail advertising.

Some of the sources of names the dealer taps are:

His own customer list. (For repeat business.)

Names of those who've visited the store.

Names obtained from customers on after-sale calls.

Lists provided by many utility companies.

Names of new-comers from real estate men, utilities, etc.

Local telephone directories.

Hard Work and Long Hours

Having obtained an adequate number of prospects, without which no store can hope to operate successfully, the merchant should do everything in his power to bat out a high average of sales from the potential at hand.

Hard work and long hours in the store and in the field can skyrocket sales volume. Let's see what some dealers are doing to boost appliance sales:

In Colorado, a dealer made 40 calls on farmers, and wound up with 21 orders for food freezers, all sold at list prices.

A California salesman reports that 95 percent of all his appliance sales originate from cold canvassing, and the large potential and opportunity in outside selling is aptly demonstrated in a survey conducted by The American Home magazine wherein 44.8 per cent

Do These Things to ATTRACT Customers

Use stimulating ad copy

Provide sparkling product displays

Canvass business by personal calls, by phone

Use special themes to promote more business

Keep open evenings as often as possible. Make night calls

And Do These Things to CLOSE SALES

Speed up "live" demonstration techniques

Get products into the home for demonstration

Sell "complete" equipment set-ups to your customers

of the families said that no refrigerator salesman had ever called on them.

Selling the *advantages* of the heavy electric service itself to the home-owner is a successful technique used by a New York dealer in merchandising electric ranges. Thus he turns what many dealers consider to be a "sales obstacle" into a sales asset.

A St. Louis merchant stages "at home" parties in his store one evening a week, and sells slews of refrigerators, washers and ironers, ranges, vacuum cleaners and small appliances.

All over the country dealers are doing big jobs in selling via the in-home demonstration method. Many retailers are using "live" television sets in show-window to attract the passerby to the various products on display, and to keep the store in the public eye.

Attractively set up show-window displays can help any dealer get his share of the Spring business. Swinging with the seasonal trends, the merchant can feature home laundry equipment, such as washers, ironers, dryers and irons. "Live" demonstrations in the windows are real pullers, and should be used if at all possible. Refrigerators and food freezers belong in the Spring window, as do ranges and vacuum cleaners.

Timely Promotions

Dealers who promote National Electric Housewares Week, April 14-22, to the hilt will certainly build up their sales volume in small appliances. Sponsored by the National Electrical Manufacturers Association (NEMA) Electric Housewares Week will be widely publicized. Effective sales material is available to retailers through electrical jobbers.

Another big event on the way is

National Electric Housewares Week — April 14-22



Dollars in those small appliances, and National Electric Housewares Week is the time to get on the ball and sell 'em. Call on your electrical wholesaler for sales-help material prepared by NEMA, sold to dealers below cost.

Mother's Day, May 14. Dealers are urged to promote sales along dignified lines by the sponsors of Mother's Day, but this doesn't mean that they should be satisfied with putting a poster in the window and letting it go at that. Mother's Day promotions can be vigorous, if in good taste, without being "hungry." Mothers all over the United States will be given electrical appliances in great variety, and purchases will run from complete kitchens, home laundries and vacuum cleaners to the most inexpensive table appliances.

Complete Selling Jobs

In the drive for more Spring business much volume can be obtained from the dealer's old customers. They should be contacted on small appliances during Electric Housewares Week, and for Mother's Day.

In addition, the dealer can perform a real service to his customers, and boost his volume at the same time,

by doing a complete selling job. For instance, many of his recent refrigerator customers may be interested in buying food freezers; those who've bought a washer, for instance, certainly need an ironing machine, an extra electric iron and a clothes dryer in order to have a complete home laundry. The larger homes can use two vacuum cleaners, and the recent range purchaser should be a good prospect for an exhaust fan, and a dishwasher. Water heaters and disposal units have great sales appeal to the modern home-owner when the merits of such appliances are called to his attention.

With low inventories, healthy demand, and the wherewithal to buy on the part of the consumer, Spring business should be very good, but to get his share of sales, the dealer needs enough prospects to work with, and the sort of sales techniques which will result in increased volume on profitable bases.



Nationwide promotion of Mother's Day is planned by the Trade Promotion Division of the National Mother's Day Committee. Part of the promotion will include "Re-starter" gifts for Mother—giving home appliances for a "second trousseau."

Big Spring Campaign Launches Universal "Stroke-Sav-r" Iron

Landers, Frary & Clark has announced as its "Centennial Anniversary Presentation," a new iron, the "Stroke-Sav-r."

Carrying the Universal trademark, the iron, described by the firm as "new, amazing, and revolutionary," features an entirely new shape. Weighing 3¼ pounds, the iron has an 1100 watt heating element, an air-cooled upper deck, a recessed fabric dial and other innovations. It sells at \$12.95.



The new Universal iron is being actively promoted by wide-scale advertising in leading consumer magazines, from May through December issues.

New Sales Material

A dealer merchandising package contains a variety of effective point of sale pieces, including the following: A handsome illuminated flasher display with asbestos ironing surface and electric outlet; a sole plate comparison demonstration handkerchief; a dozen fine ladies' give-away handkerchiefs; a 6-piece full color window banner and poster set; a double-spread, easel-backed Post ad in full color; admat sheet, and 10 colorful consumer counter folders.

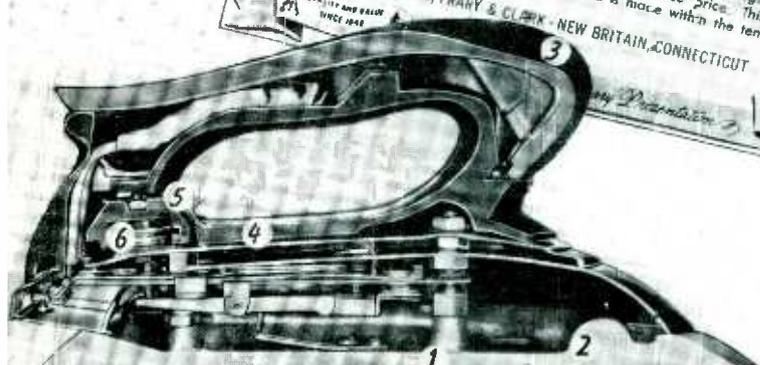
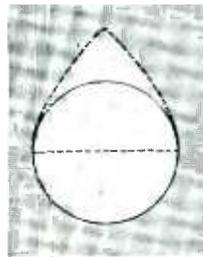
The following step-by-step sales and demonstration method is recommended in using the merchandising package:

1. "Bring 'em into your store in droves" by running Stroke-Sav-r ads in your local newspapers. The ads stress the 10-day trial guarantee.
2. Bring them into your store with the colorful window display materials. Display the irons prominently.
3. In the store, stop 'em with the unique "Demonstrator Display." "Get into the act" with your demonstration handkerchief by placing it on the dis-

play ironing surface.

4. "Show her how 5 Stroke-Sav-r irons cover the same area as eight ordinary irons."
5. Use the display's triple flasher to point out the new iron's features.
6. "Finish her off with the 10-day home trial money-back guarantee. She's made of iron if she can resist. . . Then thank her with the give-away handkerchief as a gift . . . from you."

The 3¼ pound "Stroke-Sav-r" iron features 1. Complete heat coverage, 2. Life-time heating unit, 3. Balanced grip handle (right and left thumb rests), 4. Air cooled upper deck, 5. Recessed Hand-I-Set fabric dial, and 6. Positive thermostatic control. Inset at upper left shows the sole pattern, a combination of perfect circle and triangle. The 10 day home trial guarantee presents a sales argument no woman can refuse.



What Dealers Are Doing

GETTING MORE OUT OF ADVERTISING. A. J. Berner, boss of Berner's Appliances, 4716 Freret Street, New Orleans, La., isn't spending any more money for advertising today than he did a year ago, but he is getting a whale of a lot better results—thanks to a simple idea.

"Advertising," Mr. Berner says, "is a mass-selling tool which should be sharpened from time to time like any other tool. It dulls after a time if you aren't careful. Take our advertising: We had pretty good success using big newspapers and radio spots during times when the market was active. But when things got dull, we needed more sales punch. So I took out the advertising axe and looked it over. Sure enough, it was dull.

"We are a neighborhood store. New Orleans is a big city geographically, fourth largest in the U. S. It covers 360 square miles. Advertising to all of the city is a sound idea for the stores which are centrally located. We found that by sharpening the 'ad axe' and going after the business which we could get intensively, instead of spreading our efforts in sections where we couldn't hope to get much, that our sales have increased.

"We now have thorough knowledge of the area where our customers live. Now we concentrate advertising inside that area, spending the same amount



View of service department

but getting vastly better results from the intensive effort. Money goes into heavy direct mailings, and into a neighborhood paper which covers our market."

Novel Display Ups Sales of Discs and Instruments



View in the "Melody Corner" set up to attract customers, boost sales.

UNIQUE DISPLAYS UP SALES. Focusing attention on the "Melody Corner" record department with a clever display entitled "The Evolution of Recorded Music" has considerably accelerated sales of records, phonographs and radios for Walter Ament, president of Walter Ament Modern Appliances in Colorado Springs, Colorado.

Ament stages the display whenever possible, at home shows, country fairs, and at the annual "Show of Progress" put on by associated merchants in the Colorado Mountain resort each year. In between crowd-attracting exhibits of this type, the dealer shows the same exhibit in his window.

Included in the display are an 1880

Edison cylinder-type phonograph with trombone type horn, a 1930 hand-wound portable 78 rpm phonograph, and modern 3-speed record players, all property of the store. Salesmen at the display point out the improvements in fidelity, ease of handling, and durability in record players, and often use a special hookup to play any of the three types into a single amplifier.

A complete showing of radios, radio-phonograph combinations and players is added to the exhibit. Ament sponsors a daily radio program, broadcast from his Melody Shop, which invites listeners to visit the collection, and often plays the old Edison phonograph to excite interest.

"IT'S SERVICE AFTER THE SALE THAT COUNTS" is the slogan used in advertising by Keil's, in Wilmington, Del. This dealership was founded in 1919.

FREE PARKING SERVICE makes shopping easy at New State Electric Co., 214 W. Washington St., Phoenix, Arizona. The firm features this service along with the phrase, "Established 1910," in advertisements.

"IT'S NOT TOO LATE for a Television Set Tonight," May's Music Co., Albuquerque, New Mexico, advertises. The firm's phone number is set in big type.

KITCHENS OF TOMORROW are being featured by Modern Kitchen Engineers, Birmingham, Alabama. The organization offers art sketch in color 24 hours after expert calls at the home; stresses first-class workmanship.

to Increase Sales

SLOGANS AIMED TO SELL are being used in newspaper ads by **Anderson's Home Appliances, 1609 Central Ave., Cheyenne, Wyo.** The firm is known as "The Store Where Satisfied Customers Send Their Friends." Slogan used in a recent ad plugging Kelvinator reads, "Feather Your Nest With a Little Down."

SHOWING A REFRIGERATOR, A WASHER AND A RANGE, all three for as low as \$14.35 a month, calls attention to the fact that customers can buy all their electrical needs at one time from **Yearout Electric, Albuquerque, New Mexico.**

DESCRIBED AS "THE MOST MODERN COMMERCIAL Building in America," **Alabama Appliance Company, Birmingham, Alabama,** held open house, staged a special TV show over WAFM-TV. Visitors were given free souvenirs and refreshments.

"RENTALS" TO BOOST FREEZER SALES. Offering a food freezer on rental at 15 cents a day, is the theme of ad copy by **Arizona Appliance Mart, Phoenix, Arizona.** Rental paid applies on purchase. Three simple steps for the prospective customer to take are outlined.

USES BIG-SPACE CLASSIFIED DISPLAY ads to offer reconditioned and guaranteed electric appliances. **Wilmington Appliance Co., Wilmington, Delaware,** lists a wide variety of products, with prices. Money-back guarantee and easy terms are also featured in ads.

HOME DEMONSTRATIONS BEING FEATURED by **Griffin Appliance Company, GE dealers at Chula Vista, California.** Here are the highlights of the sure-fire ways to sell developed by Norm Anderson, salesman, and Don Morse, store manager: 1. Go after prospects. 2. Qualify prospects on two counts: A. Does she need the appliance? B. Can she pay for it? 3. Get it in the home on a free trial basis. 4. Call back next day. Note interest. 5. Call back following day. Close sale or take appliance away. 6. Keep calling on purchasers for additional leads to new prospects.

Individual Listening Posts to Speed Disc Sales



Listening posts of free form oak are features of the record department, designed by Daniel Schwartzman, in Macy's, Kansas City. Volume and design limit sound to the immediate area of each speaker. Architects Kivert & Myers were responsible for the structure of the building.

Made 40 Calls—Sold 21 Food Freezers!

Refusing to become discouraged over the slow sales volume on home freezers, and getting out to call on the "logical prospect" at the "logical time" netted no less than 21 sales during one month for R. H. Stephenson, head of **Steve's Appliances, Englewood, Colo.**

The Kelvinator dealer, who opened a modern new appliance store in this south Denver community a short time ago, spent most of one winter month on outside calls, visiting farmers, suburban dwellers, etc., whom he felt would profit most from the use of a home freezer. For selling "ammunition" he had only his own personality, a complete stock of literature, and a few testimonial letters from other residents of the community who had benefited from home freezer use.

"I was amazed," Stephenson relates, "to find that despite all the fanfare on farm use of home freezers, and the emphasis on outside selling in the appliance industry today, only a couple of the farmers I contacted had ever been solic-

ited on the home freezer subject. Because I chose a slack season on the farm to make these calls, I found all of them attentive and willing to listen to my story. As a result, from something like 40 calls, I wound up with 21 sales, many of them involving the most expensive home freezer we carry in stock."

In making his calls, the Colorado dealer carried no price reductions, no free food giveaways, or other special "twist" to encourage sales. Instead, he sold every home freezer at full price, merely using manufacturer-prepared literature to prove that the home freezer could pay for itself over a period of time in reduced food cost, preservation of fruits, berries and meats which would otherwise go to waste, etc. He found that a large percentage of the farmers whom he visited knew little or nothing about the home freezer subject, and that it did not require any particular tricks of salesmanship for success.

New Appliance Products

Kelvinator REFRIGERATORS

New line of ten refrigerators has been announced, topped by the "Masterpiece" series of four full length door models: TM, shown, 12 cu. ft. two door combination,

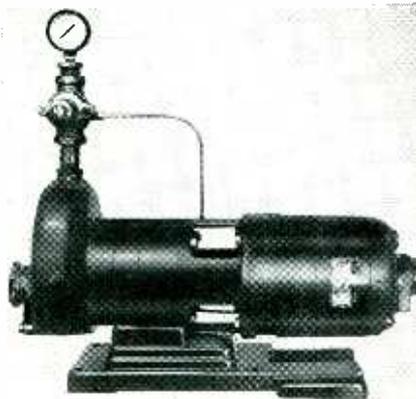


with separate freezer chest across the top, and "Cold mist freshener" for extra-moist storage, priced at \$449.95; MM, 11 cu. ft., with full-width freezer and "cold mist freshener," at \$389.95; FM, 11 cu. ft. with full-width freezer, at \$339.95; VM, 12 cu. ft., with side freezer chest, at \$299.95. Other models include: RL, 8 cu. ft. unit with across-the-top freezer and deluxe features; sells for \$279.95; RK has across the top freezer, 8 cu. ft. capacity, priced at \$249.95; RE, 8.6 cu. ft., priced at \$229.95 has frozen food chest, meat tray, and crisper.

In the 7 cu. ft. and small-kitchen sizes, the new Kelvinator line includes model RB, with 7 cu. ft. capacity, the 6 cu. ft. RG, and the AC, 6 cu. ft. Kelvinator Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Red Jacket WATER PUMPS

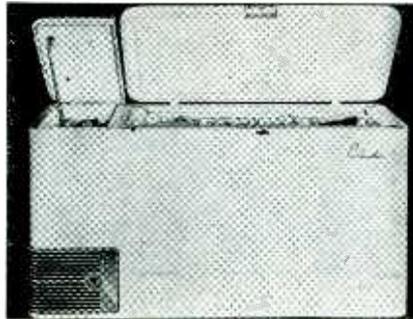
A new line of shallow-well centrifugal and deep-well injector pumps and water systems has been announced. Called



"Centri-Jet A" pumps, they are available with $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 horsepower electric motors and are quickly convertible to gasoline engine or belt drive. Will serve for all domestic uses from pumping levels down to 190 feet. Red Jacket Mfr. Co., Davenport, Iowa.—RADIO & TELEVISION RETAILING.

Coolerator APPLIANCES

"Freez-R-Ator" model FR-185, shown, combines a full 15.5 cu. ft. family size home freezer with a 3 cu. ft. refrigerator. New freezer stores approximately 600 lbs. frozen foods, and also permits homemaker to safely store fresh fruits in preparation for freezing, or for chilling drinks, or for storing larger quantities of fruits not frozen. A sliding wire basket with dividers is provided for extra storage convenience. Unit is 28 inches wide less than 6 ft. long. Features: built-in spring-latch lock for extra



security; automatic light illuminates interior; positive and simple temperature control.

A five model line of Coolerator refrigerators was also introduced. The RB-75 is the leader model, at a national suggested list of \$189.95. It is a long door model; offers 7.5 cu. ft. capacity in a cabinet that is 2 ft. wide and less than 58 inches high; Princess model RD-70 at \$219.95, provides roomy 7 cu. ft. capacity, full-width freezer chest, plus other deluxe features. Duchess model RC-96, is priced at \$259.95, and has a capacity of 9.7 cu. ft. It has a full-width freezer-chest to store more than 40 lbs. frozen foods. Deluxe Queen, RD-97, at \$289.95 provides 9.7 cu. ft. of capacity with four kinds of cold. The King model RD-87, a short-door refrigerator permits flexibility of interior, has a capacity of 8.5 cu. ft., and retails at \$319.95.

In the electric range field, Coolerator has developed seven new models, three with push-a-button cookery that offers 7 exact heats for every type of surface cooking. The deluxe double oven Imperial model HD-92 lists at \$369.95; deluxe Imperial single oven model HD-82 at \$329.95; Regal model HC-62 at \$279.95. Commander model, rotary switch range with deluxe features is priced at \$239.95; Budget model HB-45 priced at \$199.95. With three surface units the HA-23 3-unit range retails at \$154.95 and the HA-24 with four surface units at \$164.95. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING.

GE WASHER

Wringer washer, AW-051, with recommended price of \$99.95 features: full-to-the-floor skirt finished in white, baked enamel; new adjustable wringer; machine holds 8 lbs. of dry clothes; washing is done by an activator which soaks, flexes and rubs clothes clean. Comparable model equipped with pump, model AW-052, retails for \$109.95. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

All-American DISHWASHER

Dishwasher is priced at \$169.50; is designed to meet needs of home-owners, apartment dwellers and even cottage vacationists. The unit jet-washes and power-rinses twice through the force of five hydro jets, activated by a double acting marine pump and motor. Water is supplied by attaching a hose with an ingenious spring fitting to any hot water sink faucet. The



water is pumped out automatically after the wash and again after each rinse. The dishwashed shuts off automatically after a 15-minute cycle is completed. Dimensions: 22 x 16 x 36 inches high. Tub is chip-proof fiber glass and is equipped with casters allowing for complete portability. American Dishwasher Co., 299 Madison Ave., New York 17, N. Y.—RADIO & TELEVISION RETAILING.

Hoover CLEANER

A new deluxe upright cleaner, featuring a bright blue color scheme and some improvements over the model it replaces, is



now offered. Features include lightweight, pliable 8-foot "Veriflex" hose and angled converter for easier use of cleaning attachments, toe-operated rug adjuster and larger lens for finder headlight. List price is \$94.95; cleaning attachments and kit are \$19.95 extra. The Hoover Co., North Canton, Ohio.—RADIO & TELEVISION RETAILING.

Big Picture Most Important in Selling TV

Survey of TV Dealers Shows They Put Picture Size

Ahead of All Other Features in Purchaser Preference

• "What feature of TV sets makes the biggest appeal to purchasers?" was one of the questions Caldwell - Clements, publishers of RADIO & TELEVISION RETAILING, asked its dealer-readers in the radio-TV-appliance field. The answers shed an interesting light on what makes the consumer buy television receivers.

Almost half of those answering stated that "picture size" or "large picture" makes the biggest appeal to purchasers. Second feature in importance to consumers is price. It is interesting to note that picture size was cited by twice as many dealers as was price. It seems obvious from this response that a low price alone is not sufficient to sell a TV set; the customers desire a big picture first. In other words, the purchaser seeks value represented by the largest picture for his money. Some dealers are capitalizing on this by figuring the cost per square inch of the various values he has to offer. (Ed. note: With the desire for and availability of larger and larger pictures, it is likely that "you need a large room to view a large TV picture from the proper distance" will disappear from the TV merchandising, since the customer is taking the largest picture he can afford, regardless of room size.)

Store Reception

"Clear picture" accounted for almost as many answers as "price." Unfortunately, most of the dealers answering this survey did not specify whether they were referring to "good reception" or to the operational perfection of the receiver, either or both of which could contribute to a "clear picture." Since good reception in the dealer's store is necessary in order to provide a clear picture for demonstration purposes, it is apparent that the TV merchant should spare no expense on his own installation in order to give the receiver a fair chance to provide a good picture and satisfy this customer preference.

"Cabinet Design" ranked equally with "clear picture" in the purchasers' minds, as seen by their dealers. Although not as important as price, cabinet design (as can be seen in the tabulation of results shown in the accompanying panel) was only slightly below price, and should be given careful consideration by the dealer in choosing lines and models for promo-

tion.

"Ease of operation," fifth on this list, was described in many ways by those answering, most of which were concerned with "simpler tuning," "simpler controls," and "fewer controls." The dealer, of course, is not in a position to design sets with this feature, but he will profit from promotion of those sets which he knows to be actually simpler to operate. In this connection, some dealers objected to sets which have one or two knobs exposed, with the others concealed behind a panel. The concealed knobs, the complaints stated, are essential to proper operation of the set, so that most consumers operate the sets with the panels open; and the advertised fact that the set is simpler to operate because it only has two knobs seems misleading.

Stability of picture, built-in aerial, "brand name," performance, sensitivity in fringe area, and sound quality ranked 6, 7, 8, 9, 10 and 11 respectively. Some of the dealers answered, "Built-in aerial, *even if it doesn't*

work!" It is interesting to note that "sound quality" was way down in eleventh place, and accounted for only 2.1% of the answers. Apparently a good, big picture will counteract a multitude of sins.

The following features were also named by numbers of those answering: Brightness, service backing, round screen, black tube, FM included, "Quality," number of tubes, lack of eye strain, free installation, daylight picture, easy conversion to UHF, combination radio-phonograph, and electronic enlarger. These features are mentioned so the reader may have a complete picture of the wording that appeared in the survey. It may likely be, however, that some of these should have been included in larger headings. For instance: Lack of eyestrain, daylight tube, and black tube under "clear pictures," electronic enlarger under "picture size," etc.

References made to "percentage of those answering" refer only to that portion of the responding dealers who gave evidence of being in the TV business.

Ten Features of TV Sets which make Biggest Appeal to Customers—

	Percentage of those answering in survey
1. Picture Size	44.0%
2. Price	22.4%
3. Clear Picture	20.0%
4. Cabinet Design	20.0%
5. Ease of Operation	15.0%
6. Stability of Picture	6.4%
7. Built-in Antenna	6.4%
8. Brand Name	5.3%
9. Performance	3.5%
10. Fringe Area Sensitivity	3.5%

Note: Percentages total more than 100% since some dealers wrote in more than one feature.



Heralding the return of a golden era in dance music, RCA Victor has issued simultaneously fifteen new dance albums in a series entitled "Here Come the Dance Bands Again." Shown, upper l. and r. are Sammy Kaye and Tommy Dorsey; Ralph Flanagan, sensational new name, is pictured lower left. Other bandleaders represented in the series are: Tex Beneke, Spade Cooley, Larry Green, Erskine Hawkins, Spike Jones, Wayne King, Freddy Martin, Ray McKinley, Vaughn Monroe, Claude Thornhill, Chaglie Ventura and Miguelito Valdes.

In the Spring — —

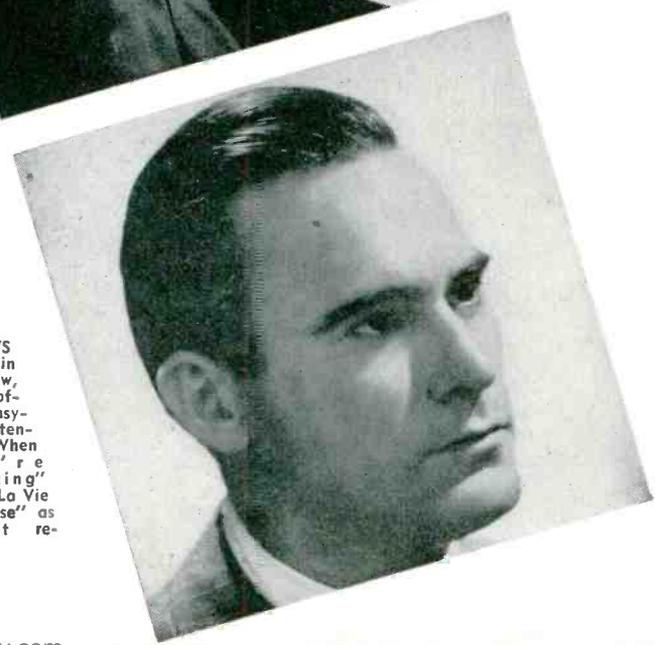
New Life



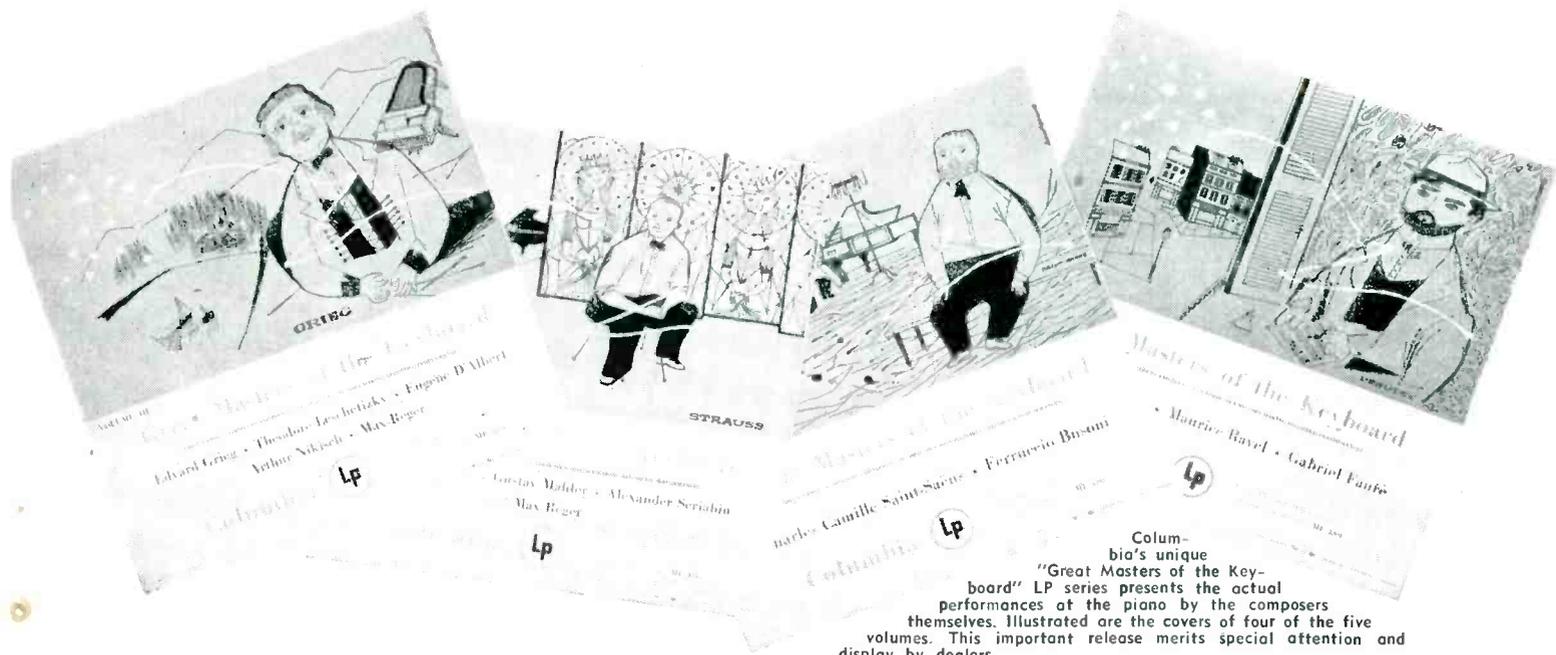
World-famed clarinetist, Reginald Hall, accompanied by pianist Mieczyslaw Horszowski plays two Brahms clarinet sonatas on new Mercury long-playing record.



Lovely "liltin'" Martha Tilton, and vocalist Harry Babbitt are a refreshing new duo. It's another Coral hit with "I Said My Pajamas" and "Let's Get Away From It All."



MGM'S Macklin Marrow, right, offers easy-to-listen-to "When We're Dancing" and "La Vie En Rose" as latest release.



Columbia's unique "Great Masters of the Keyboard" LP series presents the actual performances at the piano by the composers themselves. Illustrated are the covers of four of the five volumes. This important release merits special attention and display by dealers.

in Disc Selling

• Bright, colorful, eye-filling displays are called for at this time of the year to pep-up dull store interiors, and to lift lethargic customers out of winter doldrums. (For some display tips see article on show windows in this issue.)

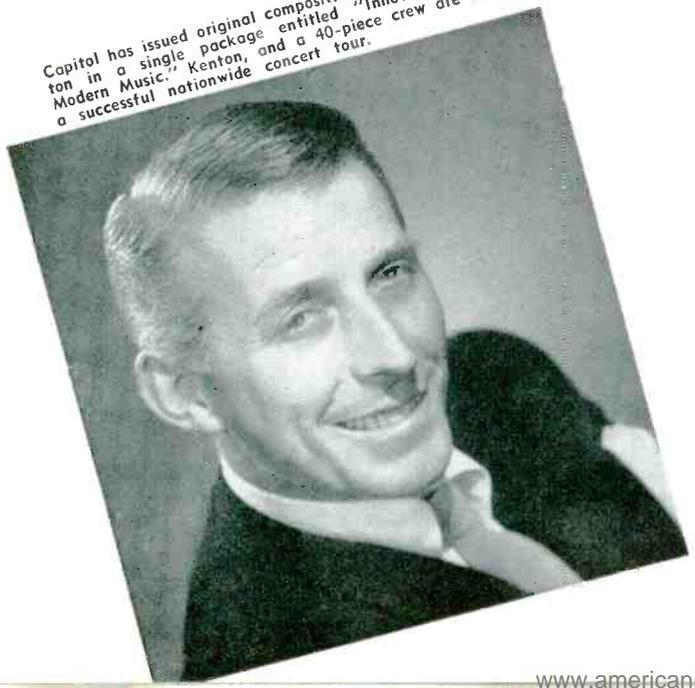
Special Easter material and other selling aids are readily available from the manufacturers. Stressing musical religious works, children's albums, old-time holiday favorites, as well as some new pop tunes, should provide the dealer with "plus sales" opportunities.

But, more important than "holiday selling" is the mood of "spring selling" which should be immediately apparent to the customer. The record companies have released a quantity of new and stimulating discs, with plenty of sales appeal. Merchandising this material calls for a dynamic approach.

Broadway musical, "Arms and the Girl" has been waxed by Decca with original cast. Singing stars Nanette Fabray and Georges Guetary, below, plus Pearl Bailey and a host of additional talent, are featured in the album.



Capital has issued original compositions by Stan Kenton in a single package entitled "Innovations in Modern Music." Kenton, and a 40-piece crew are on a successful nationwide concert tour.



REACH NEW SALES HIGHS

with the **ONLY COMPLETE LINE**
A PENTRON Recorder for Every Prospect!



THE PROFIT-PROVED LINE

NEW "BIG-VALUE" TAPE RECORDER

This low-priced, profit-powered recorder, T-3, has features and fidelity of instruments double the cost! One of four matchless portable Pentron Recorders, wire and tape, that meet every need, every budget, enable you to sell every prospect!

EXCEPTIONALLY PORTABLE: Weighs only 26 lbs. complete with accessories.
FAST REWIND SPEED: 20 to 1. No rethreading.
FULL HOUR 2-CHANNEL RECORDING or play-back on 1200 ft. reel, 1/2 hour on 600 ft. reel.
CAPSTAN DRIVES: Eliminates wow and flutter.
JACKS: Output, for external amplifier and speaker. Input, for mike, F.M., radio or phono.
CABINET: Sturdily constructed, covered with 2-tone simulated alligator with plastic trim. Chrome hardware.

\$154.50 List
 Model T-3



TAPE RECORDER-RADIO COMBINATION

Features galore, not found in any other recorder, makes the portable C-2 sell on sight. Superb radio listening, thousands of appeals for home, office, institution or class use. Delights the most critical buyer; a fast-turnover item.

FAST REWIND SPEED: 20 to 1. No rethreading.
FULL HOUR 2-CHANNEL RECORDING or play-back on 1200 ft. reel, 1/2 hour on 600 ft. reel.
CAPSTAN DRIVE: Eliminates wow and flutter.
SUPERHET RADIO: Highly selective, built-in antenna.
FULL FREQUENCY RESPONSE: 60 to 8000 CPS ± 6db.
PUBLIC ADDRESS SYSTEM: Medium coverage.

\$189.50 List
 Model C-2



Visit Us At The
 Radio Parts Show,
 Booth 4, Room
 656, Stevens Hotel

DICTATING-TRANSCRIBING WIRE RECORDER

The lowest cost, finest complete dictating system you can offer prospects. Even the smallest office can afford it! A sure-fire seller; has latest electronic features found only in much higher-priced machines. Maximum portability.

TIPTOE TRANSCRIPTIONS: Starts, stops, reverses at flick of toe.
PUSH-BUTTON MICROPHONE: Starts, stops SonoGraph.
DICTATING TIME: Records up to 1 hour, also uses 1/2 and 1/4 hour spools.
SYNCHRONIZED LOGGING METER: Accurately indexes each word.
BUILT-IN SPEAKER: Permits group play-back.
EARPHONE PLUG-IN: Offers convenient transcribing.
CABINET: Gray hammerloid-finished metal harmonizes with every office.

\$149.50*
 SonoGraph

*Includes foot control, push button mike and spool of wire. Plus F.E. tax.



WIRE RECORDER RADIO-PHONO COMBINATION

You get sales appeal plus with this portable combination wire recorder, radio, phonograph and public address system, Model 748. High-fidelity, trouble-free operation. Here's another best seller from PENTRON'S complete line of recorders!

FULL HOUR CONTINUOUS RECORDING or play-back from own radio, phono or mike.
SUPERHET RADIO: Highly selective, built-in antenna.
TRU-TRACKING PHONO ARM: Astatic L70 cartridge.
SYNCHRONIZED TIMING METER: Indexes all recordings.
TWO-WAY AUTOMATIC SHUT-OFF: Prevents wire tangle, breakage.
PUBLIC ADDRESS SYSTEM: Medium coverage.

\$199.50 List
 Model W-748



FREE! TESTED DEALER MERCHANDISING AND SALES AIDS.
DISTRIBUTORSHIPS STILL AVAILABLE, WRITE TO PENTRON

Recorders Fully covered by Product Liability Insurance.

THE PENTRON CORPORATION 611 W. DIVISION ST. CHICAGO 10, ILL. Export Agents—Scheel International, Inc.



**WRITE OR
YOUR NEAREST PENTRON
DISTRIBUTOR NOW!**

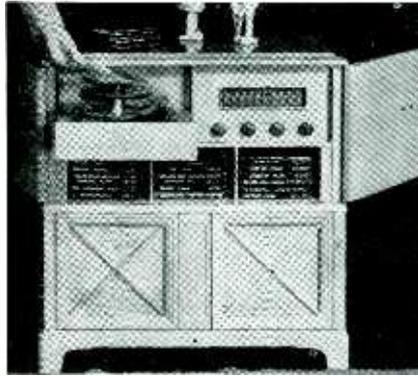
ARKANSAS, Little Rock
All State Supply Corp., 1401 W. Capitol Ave.
CALIFORNIA, Los Angeles
Figart's Radio Supply Co.
6320 Commodore Sloat Dr.
Stockton—Dunlap Wholesale Radio Co.
27 N. Grant St.
CONNECTICUT, Hartford
Hatry & Young, 203 Ann St.
FLORIDA, St. Petersburg
Cooper Radio, 648 S. Second Ave.
ILLINOIS, Bellville
Lurtz Electric Co., 210 N. Illinois
Chicago—Allied Radio Corp.
833 W. Jackson Blvd.
Peoria—S & S Distributors
207 S. Madison St.
INDIANA, Elkhart
International Radio & Electronics
South 17th St. & Mishawaka Rd., Box 123—R4
IOWA, Des Moines
Gifford-Brown, Inc., 1216 Grand Ave.
KANSAS, Wichita
Excel Distributing Co., 118 W. 2nd St.
LOUISIANA, New Orleans
Shuler Supply Co., 415 Dryades St.
Walther Bros., Inc. 714 Howard Ave.
MICHIGAN, Detroit
M. N. Duffy & Co., 2040 W. Grand River Ave.
Knight Dist. Co., 6539 Linwood
Laurium—Northwest Radio of Michigan
435 Tamarack St.
MINNESOTA, Minneapolis
Bregenzner Dist. Co., 1607 Hennepin Ave.
Radio Electronic Supply Co., Nicollet at 25th
MISSISSIPPI, Meridian
Radio Supply Co.
MISSOURI, St. Louis
Walter Ashe Radio Co., 1125 Pine St.
NEW JERSEY, Newark
Magnetic Recording Co., 790 Broad St.
NEW YORK, Brooklyn
Green Radio Dist. Co., 482 Sutter Ave.
Nat'l. Radio Parts Dist. Co., 611 New York Ave.
NEW YORK, Jamaica, L.I.
Chanrose Dist. Co., 170-16 Jamaica Ave.
Long Island City—Electronic Supply Corp.
40-14 Greenpoint Ave.
New York—Leonard Radio, Inc.
69 Cortlandt St.
Milo Radio & Electronic Corp.
200 Greenwich St.
Sonocraft Corp., 45 W. 45th St.
White Plains—Westchester Electronics
420 Mamaroneck Ave.
NORTH CAROLINA, Greensboro
Southland Musical Merchandise Corp.
526 South Elm St.
NORTH DAKOTA, Fargo
Bristol Dist. Co., 419 N.P. Ave.
Dakota Electric Co., 1021—4th Ave. N.
OHIO, Cleveland
Olson Radio Warehouse, 2020 Euclid Ave.
Columbus—Whitehead Radio Co.
122 E. Long St.
PENNSYLVANIA, Philadelphia
Radio Electronic Service Co., 7th & Arch Sts.
Pittsburgh—Tydings Co., 632 Grant St.
Sunbury—Electric Sales & Service
734 Market St.
TEXAS, Beaumont
Montague Radio Dist., 760 Laurel
Houston—Sterling Radio Prods.
1602 McKinney Ave.
VIRGINIA, Newport News
General Supply Co., Huntington Ave. at 43rd
WISCONSIN, Appleton
Valley Radio Dist., 518 N. Appleton St.
Milwaukee—March Radio Supply Co.,
526 W. State St.

RECORDERS OF PROVEN MERIT

New Products

RCA NEW COMBOS

Model A-78, shown, is one of the first RCA Victor all-speed combinations. This radio-phono features a separate changer for 45 rpm, and a dual-speed changer for

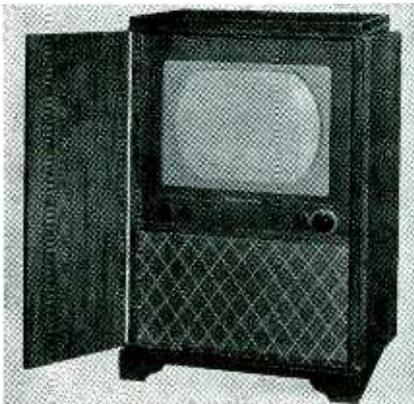


33 $\frac{1}{3}$ and 78 rpm, plus FM-AM radio. It has 6 tubes, rectifier and 12-inch speaker. Eastern retail prices: \$199.95 in mahogany or walnut, \$209.95 in limed oak.

Also announced were the model 45-EY, 45 rpm changer with its own amplifier and speaker, and the model A-106 radio-phono combination. The A-106 has features similar to the A-78 but has nine tubes plus rectifier. Eastern retail price for the A-106 is \$269.50 in mahogany or walnut and \$285 in blonde. List price for the model 45-EY phonograph is \$29.95. RCA Victor Div., Radio Corp. of Amer., Front & Cooper Sts., Camden, N. J.—RADIO & TELEVISION RETAILING.

Video TV SET

This new floor model, called model 991, with full length doors is now offered.



Screen size is 19 inches. Suggested list price in mahogany cabinet is \$435.50, in limed oak cabinet, \$464.50. Video Corp. of Amer., 229 W. 28th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Beriant TAPE RECORDER

No. 401, basic unit for custom installation of a magnetic tape recorder, plays both 7 and 10 $\frac{1}{2}$ -inch reels of tape at either 7.5 or 15 inches per second. Beriant Associates, 9215 Venice Blvd., Los Angeles 34, Cal.—RADIO & TELEVISION RETAILING.

Magnavox TV MODEL MV31C

Along with price reductions of almost \$50 on the Normandy MV22 and the Contemporary MV19, 16-inch consoles, a new, lower-priced model of the Contemporary, model MV31C, has been announced. This new model has the same styling, sound reproduction and 16-inch tube as the higher-priced model but with a smaller chassis, the Magnavox Synchronomatic Tuning Chassis. Prices on the Magnavox line now range from the Shoreham MV26 at \$339.50 to the Contemporary MV19 at \$449.50. Prices on the Wedgewood and Avenue models were raised about \$20 each. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

Sylvania "TRADITIONAL"

Model 246, called the "Traditional," is a 12 $\frac{1}{2}$ -inch table model with built-in antenna. Cabinet is mahogany. Matching table is



available at additional cost. List price: \$229.95. Sylvania Television, 1280 Main St., Buffalo, N. Y.—RADIO & TELEVISION RETAILING.

Sightmaster TV SETS

Two new 16-inch models have been announced. The "Empire," table model with



phono attachment, features a rectangular flat face tube. Cabinet used had previously been used for 12 $\frac{1}{2}$ -inch models, but is now adaptable to the 16-inch chassis by employing the rectangular tube. List price in mahogany is \$299, blonde wood is higher. Also available with Dumont Imputuner, full FM radio and Sightmirror for \$339. Matching tables are also available.

The "Huguenot" is a console with Dumont Imputuner, FM radio and phono attachment. List price in mahogany is \$319, higher for blonde finish. Available with the Sightmirror for \$339. Sightmaster Corp., 20 E. 35th St., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

This Month:

- Portable Radios
- On-Trial TV Receivers
- Vacuum Cleaners, Polishers
- Selling Room Air Conditioners
- Stressing De Luxe Refrigerator Features
- To Sell More Ranges, Sell the Heavy-Duty Service
- Quick Action on Out-of-Stock Discs
- Pleases Platter Customers

Sales Tips and Profit-Pointers

New Ideas to Increase the Dealer's Sales Volume



GET ON THE PORTABLE RADIO BANDWAGON. Display the carry-alongs in show-windows and in the store. Demonstrate a set to each and every store visitor. Plug portables in ads and by direct-mail. Although the juveniles know all about 'em, many an adult customer doesn't, so do an educational job on the grown-ups.

Sell them the idea that this little radio can serve as an extra in the home and as an entertaining travel companion to boot. Too many adults look on the portable as a plaything. Sell 'em off this idea by demonstrating the fine tone the little set has, and the fact that it will play well *anywhere*.

\$ \$ \$ \$ \$



THERE'S MONEY TO BE MADE IN ROOM AIR-CONDITIONERS. Sell 'em with imagination. Stress fact that they provide *refrigerated* cooling like that in air-conditioned theaters—that they are not just electric fans. Prove that they are a good investment in any home or business place.

In addition to providing patients with welcome comfort, room coolers used by doctors and dentists in heavy traffic areas shut out street noises. Here's a hot tip for any dealer or salesman who can really take the hot weather: During the first heat wave—and it'll be here before we know it—get some room coolers out on demonstration. It may be a tough job getting them delivered, but it's good to know that few if any will have to be carted back.

\$ \$ \$ \$ \$



"ACCIDENTAL" DEMONSTRATION SELLS CLEANERS, POLISHERS, and proves how valuable *intentional* demonstration can be. One dealer sold a dozen floor polishing machines as a result of using one of them to shine up the floor in his own store. "If you use it, it must be good," one woman told him. Same thing is true of vacuum cleaners. Dealers unintentionally demonstrating cleaners on store carpeting have found that store visitors come over to ask questions; to watch the operation. Since we've preached against doing store-cleaning during shopping hours, we urge every merchant to set up conveniently located demonstration centers which won't block or otherwise interfere with store traffic, and to keep such centers active. A space near the door will be seen by all who enter and may also be seen by the window shoppers outside.



IN PLACES WHERE A TV SET WILL NOT SATISFACTORILY operate without an efficient antenna installation, the dealer who practices sending out receivers on trial without providing a good aerial, even a temporary one, can expect to get a lot of bounce-backs. One merchant reports that he installs a *permanent* antenna system with each trial job. However, to protect himself, he gets the customer's signature on a conditional bill of sale, and he checks the prospective purchaser's credit before making delivery. Although he's had to make a few model changes, he hasn't lost a single sale via the on-trial system.

\$ \$ \$ \$ \$



ALTHOUGH THE "ACCESSORIES" ON THAT REFRIGERATOR may seem like gimmicks and gadgets to you they are specifically designed to appeal to women, and the clever salesman will stress them for all they're worth. "De luxe" features of the refrigerator help clinch many a sale. Tell Mr. about the compressor, Mrs. about the things thoughtfully included to catch the feminine eye and fancy.

\$ \$ \$ \$ \$



CUSTOMER RESISTANCE TO PAYING FOR ELECTRIC RANGE installation where there is no existing heavy service in the home, being overcome by a few smart dealers who not only sell the merits of the electric range, but sell the features of the *heavy service itself!* Such dealers point out the merits of obtaining lower rates, the ability to plug in many additional electric appliances, and describe the heavy-duty service as the groundwork for a completely modern electric kitchen and home.

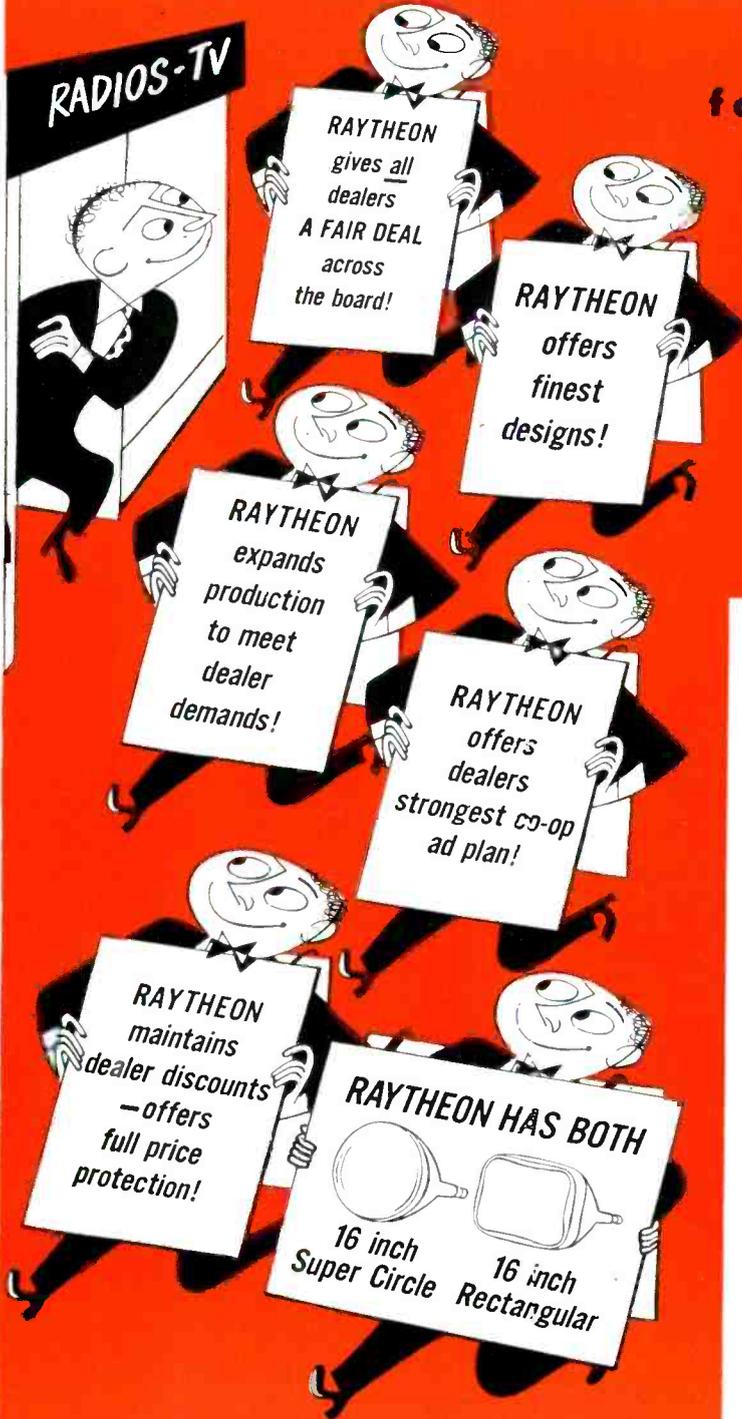
\$ \$ \$ \$ \$



PHONO RECORD DEALERS who lean over backward to get a rush delivery on out-of-stock platters asked for by customers, keep customers coming back. Those salesmen who shrug off a request with a "no, we don't have it," are sending the would-be purchaser to the competitor's store. Because of the tremendous number of disks that have been pressed, no dealer has 'em all, but he can set up a plan to make every endeavor to obtain wanted numbers, and he can use a follow-up system to deliver the records or to phone the customer when the platters come in.

SELL RAYTHEON... the best deal in sight

for six sound reasons



More and more dealers are stepping out to take a look at Raytheon's sales policy. They like what they see and they like to SELL RAYTHEON because Raytheon's sales policy is like Raytheon's TV picture—bright, steady, clearly defined.

Everybody* (and Raytheon means everybody) gets the same fair deal, all around. The product? Only Raytheon, with 25 years of outstanding excellence in electronics, can deliver merchandise like this—the best available at saleable prices, fairest discounts.

The Silver Anniversary Model



\$299⁹⁵
Prices slightly higher in West and South

A TRIUMPH OF 25 YEARS OF EXCELLENCE IN ELECTRONICS

- 16" Rectangular Screen • Convenient continuous tuner • Glareless tube. Easy on the eyes, increases contrast • Long range sensitivity—a favorite for fringe area reception • Synchronomatic stabilizer assures constant brilliance • Built-in, adjustable "Ray-Tenna"

BELMONT RADIO CORPORATION

Subsidiary of Raytheon Manufacturing Company

5 9 2 7 W. DICKENS AVENUE, CHICAGO 39, ILLINOIS

RAYTHEON

RECORDER SPECIFICATIONS

(See bottom of this chart for explanation of symbols)

Manufacturer's Name and Address and Model Numbers	Type	List Price (Dollars)	Type Service Intended	Cabinet Type	Primary Accessories	Normal Recording Time	Auxil. Features Included	Recorder Speeds	Speaker or Size (In.)	Playback Output	No. Input Channels	Recorder Frequency Response	Lines/In. Channels/Tape or Film Recorded
Air King Products Co., 170-53rd St. Brooklyn, N. Y. A-725	W	89.95	H, CO	T	M (a)	1 hr	PH	33 1/2, 45, 78 RPM	5	1.5	1	50-15,000 (d)	88-240 lines/in
Allied Recording Products, 21-08 43rd Ave., Long Island City, N. Y. A-750	W	139.50	H, CO	T	M (a)	1 hr			5	1.5		50-15,000 (d)	1 track
Amplex Electric Corp., 1155 Howard Ave., San Carlos, Calif. 300	D	500.00	PR (1, 2), CO	C, P	AMP (b), TA (b), CU (b)	35 min @ 15 in Playback only		7.5, 15 in/sec				50-15,000 (d)	2 tracks
Amplifier Corp. of America, 388 Broadway, New York 13, N. Y. (TWIN-TRAX) 810 B	TP	1575.00	PR (1, 2)	C, P, R	MCP (c), MI (c)	1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 C	TP	285.00	H, PR (1, 2)	T	VIE (a), M (c), FS (c), HP (c), TK (c), RC (c), VI (c)	1 hr	PH	15 in/sec	6x9	5	2	50-15,000	2 tracks
810 G	TP	345.00	H, PR (1, 2)	T	VIE (a)	1/2 hr	PH	7.5, 15 in/sec	6x9	5	2	50-15,000 (d)	2 tracks
810 B-OV	TP	375.00	H, PR (1, 2)	T	VIE (a)	1 hr @ 7.5 in	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 B	TP	375.00	CO (5)	T	VIE (a)	1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 B	TP	495.00	H, PR (1, 2)	T	VIE (a)	1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 B	TP	395.00	CO (3)	T	VIE (a)	1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 B	TP	395.00	CO (3)	T	VIE (a)	1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
810 A	TP	89.50		CH		1 hr	PH	7.5 in/sec	6x9	5	2	50-9,000	2 tracks
Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill. 750	TP	94.50	H, CO (3, 7)	P	TM (a), M (a), VIN (a)	2 hrs		3.75 in/sec	4x6	2	1	150-5,000	2 tracks
Audiograph Co., 1414 El Camino Real, San Carlos, Calif. CR 2400	TP	1250.00	PR (1, 2)	P	AMPS (a), MI (a), VI (a), RC (a), LS (a), VI (a), RC (a)	16 min @ 15 in/sec		7.5, 15 in/sec	8	3	4	40-15,000 (d)	1 track
CR 2400	TP	950.00	PR (1, 2)	C		33 min @ 15 in/sec		7.5, 15 in/sec	8	1	1	40-15,000 (d)	1 track
Audio Industries, 1101 Green St., Michigan City, Ind. Ultratone	D	129.50	H	P	M (a), VIN (a)	8 min @ 33 1/2	AM, PH	33 1/2, 78 RPM	5	5	2	60-4500	110 lines/in
Bell Sound Systems, Inc., 565 Marion Rd., Columbus 7, Ohio RC-47	D	135.00	H	P	M (a)	11 min @ 33 1/2		33 1/2, 78	6	2 1/2	3	100-5000	128 lines
RT-50	TP	159.50	H	P	M (a)	1 hr	AM	7.5 in/sec	5 1/2	2	2	70-5000	2 tracks
RT-50R	TP	189.50	H	P	M (a)	1 hr		7.5 in/sec	5 1/2	2	2	70-5000	2 tracks
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y. 822	D		H	P	M (a)	4 mins		78 RPM	5	3	2	100-4000	96 lines/in
Berritt-Bach, Inc., 7377 Beverly Blvd., Hollywood 28, Calif. (AURICON) CM-77 (16 mm)	F	695.00	H, CO (7), PR (1)		AMP (a), HP (a), M (a)	2 1/2 min		36 ft/min			2	50-5500	1 track
CM-77 (16 mm)	F	1191.00	PR (1), CO (7)		AMP (a), HP (a), M (a)	5 1/2 min		36 ft/min			2	30-7000	1 track
CM-77 (16 mm)	F	864.00	PR (1), CO (7)		AMP (a), HP (a), M (a)	5 1/2 min		36 ft/min			2	30-7000	1 track
Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio (SOUNDMIRROR) BK-411-U	TP	199.50	H	T	M (a), LS (a), AMP (a)	1 1/2 hr		7.5 in/sec	8	2	2	5000	1 track
BK-427	TP	209.50	H	T	M (a), LS (a), AMP (a)	1 hr		3.75 in/sec	8	2	2	3800	1 track
BK-414	TP	228.50	H	P	M (a), LS (a), AMP (a)	1 1/2 hr		7.5 in/sec	8	2	2	6000	1 track
BK-414-S	TP	239.50	H	P	M (a), LS (a), AMP (a)	1 hr		3.75 in/sec	8	2	2	3800	1 track
BK-428	TP	249.50	CO (7)	T	M (a), LS (a), AMP (a)	1 1/2 hr		7.5 in/sec	8	2.5	3	7000	1 track
BK-435	TP	375.00	PR	P	M (a), LS (a), AMP (a)	1 1/2 hr		4.5, 7.5 in/sec	8	2	2	5000	1 track
BK-435	TP	165.00	PR	CH	AMP (a), LS (b)	1 1/2 hr		7.5 in/sec	6x9	2	2	100-5000	1 track
BK-435-S	TP	125.00	CO (5)	CH	AMP (a), LS (b)	2 1/2 hr		7.5 in/sec	6x9	2	14	100-5000	1 track
BK-430	TP	125.00	CO (5)	R	AMP (b), LS (b)	4 hrs		3.75 in/sec	6x9	2	14	100-5000	14 tracks
Greeston Industries, Inc., 4140 W. Belmont Ave., Chicago 41, Ill. H-18A1	W	199.50	CO (3, 4, 5, 6)	T	M (a), FS (c), HP (c), TK (c)	1 hr		2 ft/sec	3	1	1	80-9000	200 lines/in
H-20A2	W	149.50	H	P	M (a)	1 hr		2 ft/sec	5 1/2	2	3	50-10,000	2 tracks
Greatwood Recorder Corp., 824 W. Adams St., Chicago, Ill. 201	TP	189.50	H	P	M (a)	1 hr		7 1/2	6x9	7	1	50-8000	2 tracks
Dictaphone Corp., 420 Lexington Ave., New York, N. Y. TIME MASTER	B	350.00	H, CO (3)	T	SM (a)	15 or 30 min		8.8 in/sec	1.5, 4	2	2	150-5000	200 lines/in
Elcor, Inc., 1501 W. Congress St., Chicago, Ill. 15	TP	134.95	H, PR (1, 3, 4), CO (7)	P	VIN (a), M (a), AMP (a)	1 hr		7.5 in/sec	6	3	2	80-7500	2 tracks
Fairchild Recording Equipment Corp., 154th St. 87th Ave., Whitestone, N. Y. 523	D	2985.00	PR (1, 2)	C	CU (a), MC (a), SP (a)	1/2 hr @ 33 1/2		33 1/2, 78			1	30-10,000	80-500 lines/in
538-K	D	1395.00	PR (1, 2)	C	CU (a), MC (a), SP (a), TA (a)	20 min @ 33 1/2		33 1/2, 78			1	30-10,000	86, 112, 120, 136
538-G	D	985.00	PR (1, 2)	P	CU (a), TA (a)	20 min @ 33 1/2		33 1/2, 78			1	30-10,000	96, 112, 120, 136
100	TP	2750.00	PR (1, 2)	C	CU (a), TA (a)	33 min		16 in/sec			1	30-15,000	96, 112, 120, 136
PIC-SYNC	TP	4000.00	PR (1, 2)	C		33 min		16 in/sec			1	30-14,000	1 track

D	795.00	PR (2)	C	TM (a), SP (a), AMP (c), VI (e), M (c)	17 min @ 33 1/2	PH	33 1/2, 78 RPM	1	300-7000	96, 104, 112, 120
Gates Radio Co., Quincy, Ill.			CH		TP-1 hr, DS-min	PH				
General Industries Co., Olive & Taylor Sts., Elyria, Ohio			CH		11 1/2 min @ 33 1/2	PH				
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	47.50	H	CH		15 1/2 min @ 33 1/2	PH				
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	53.50	H	CH		30 min					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	358.77	CO (3,4)	P	M (a), FS (a)	30 min					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	318.57	CO (3,4)	P	M (a), FS (a)	30 min					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	294.71	CO (3,4)	P	M (a), FS (a)	30 min					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)			P	M (a)	1/2 hr					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	1850.00	PR	P	M (a)	11 min					
Gray Manufacturing Co., 16 Archer St., Hartford, Conn. (AUDIOGRAPH)	885.00	PR	P	M (a)	11 min					
Hallen Corp., 3553 W. Olive Ave., Burbank, Calif. B-22	495.00	H, PR	P	M (a)	1 hr	AM, PH				
Lear, Inc., 110 Ionia Ave., N. W., Grand Rapids 2, Mich.	199.50	PR (1,2), CO (3,4,5,6)	T	AMP (e)	Playback only					
Lekas Mfg. Co., 111 1/2 S. Fourth Ave., Ann Arbor, Mich. (MUSICON)	278.00	PR (1,2)	P, R	AMPS (b)	64 min @ 3.75 in					
Lekas Mfg. Co., 111 1/2 S. Fourth Ave., Ann Arbor, Mich. (MUSICON)		PR (1,2)	P, R, C	AMPS (b)	64 min @ 7.5 in					
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.	216.15	PR (7)	T	M (a)	1 min					
Magnetic Recorders Co., 7120 Melrose Ave., Beverly Hills, Calif.	4775.00	PR (1,2)	P, R	M (a), MI (a)	33 min					
J. A. Maurer, Inc., 37-01 31st St., Long Island City 1, N. Y.	890.00	PR	P	AMP (a), LS (a), M (a), TK (a)	7 hrs					
Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y. (RECORDALL)	550.00	PR	P	AMP (a), LS (a), M (a), TK (a)	7 hrs					
DeLuxe	250.00	CO (3)	P	AMP (a), LS (a), M (a), TK (a)	80 min					
Basic	250.00	CO (3)	P	AMP (a), LS (a), M (a), TK (a)	80 min					
Walkie	375.00	CO (3)	P	AMP (a), LS (a), M (a), TK (a)	80 min					
Walkie			P	AMP (a), LS (a), M (a), TK (a)	80 min					
Molded Insulation Co., 335 E. Price St., Philadelphia, Pa. (WIRETONE)	149.50	H, PR (1)	T	M (c)	1 hr	PH, AM				
MR-6	135.00	CO (3,4,5,6)	T	FS (c), HP (c), TK (c), VIN (c)	2 hrs					
Movie-Mite Corp., 1105 Truman Rd., Kansas City 6, Mo.	2250.00	PR (2), CO	P	MI (b), HP (c), MI (c), VI (a), LS (a)	28 min					
MAGNEFILM (16 mm)			P	MI (b), HP (c), MI (c), VI (a), LS (a)	28 min					
Mohawk Business Machines Corp., 743 Fifth Ave., New York 22, N. Y.	138.75	H, CO, PR	P	FS (a), M (a), TM (a)	1 hr	TKA				
Sound Magnet A & D	279.50	H, CO, PR	T	M (a)	1 hr					
Telemagnet			P	M (a)	1 hr					
Operadio Mfg. Co., St. Charles, Ill.	188.50	H, CO (3,5,6), PR (1,2)	P	M (a)	1 hr					
DUKANE			P	M (a)	1 hr					
Pierce Wire Recorder Corp., 1328 Sherman Ave., Evanston, Ill.	400.00	CO (3,4,5)	P	VIN (a), LS (a), M (a), FS (b), HP (b), TK (c)	1 hr					
280C	390.00	CO (3,4,5)	P	M (a), FS (b), HP (b), LS (a), TK (c)	1 hr					
285	350.00	CO (3,4,5)	P	M (a), FS (b), HP (b), LS (a), TK (c)	1 hr					
285	300.00	CO (3,4,5)	P	M (a), FS (b), HP (b), LS (a), TK (c)	1 hr					
270		CO (3,4,5)	P	FS (b), HP (b)	Playback only					
Pentron Corp., 511 W. Division St., Chicago 10, Ill.	199.50	H, PR	P	M (a), TM (a)	1 hr	AM, PH				
748	154.50	H, PR	P	M (a), VIN (a)	1 hr					
T-2	189.50	H, PR	P	M (a), VIN (a)	1 hr					
T-3	149.50	CO (3,5)	P	M (a), FS (a), TM (a)	1 hr					
BW 100			P	M (a), FS (a), TM (a)	1 hr					
Presto Recording Corp., Paramus, N. J.	695.00	PR (1,2)	P, R	AMPS (a), VI (a)	1/2 hr					
F-500	220.00	PR (1,2)	P	AMPS (a), VI (a)	2 hrs					
SR-800	2644.00	PR (1,2)	C	AMP (b), SU (b)	1/4 hr					
8-DG	995.00	PR (1,2)	C	AMP (b), SU (b)	1/4 hr					
8-G	995.00	PR (1,2)	C	AMP (b), SU (b)	1/4 hr					
6-N	735.00	PR (1,2)	P	AMP (b), SU (b)	1/4 hr					
Y-5	771.00	PR (1,2), CO (7)	P	AMP (a)	1/2 hr					
K-10	348.00	PR (2), CO (7)	P	AMP (a)	1/2 hr					
Process & Instruments, 80 Greenpoint Ave., Brooklyn 22, N. Y. (BATTRECORDER)	350.00	CO (3,4,5,6), PR (1)	P	AMP (a), LS (c), M (a), HP (a), TK (c)	1/2 hr					
103			C, T, R	AMP (b), SU (b)	15 min @ 33 1/2					
Radio Corp. of America, RCA, Camden, N. J.	1250.00	PR (1,2)	D	AMP (a)	64 min @ 7.5 in/sec					
73-B			P	AMP (a)						
RT-11A			P	AMP (a)						

* Battery Operated and Completely Portable.
 B—Belt
 C—Console
 D—Disc
 F—Film
 H—Home
 K—Kit
 M—Microphone
 P—Portable
 R—Back
 T—Table
 W—Wire
 AM—Radio
 CH—Chassis
 CO—Commercial
 CU—Cutting Head
 FS—Foot Switch

** Includes One-year Maintenance.
 HP—Headphones
 LS—Loudspeaker
 MC—Microscope
 MF—Magnetic Coated Film
 MI—Mixer
 PH—Phono
 PR—Professional
 RC—Revolution Counter

† Net. Includes Speech and Music recorders only.
 AMP—Amplifier
 TKA—Automatic Telephone Pickup
 MCP—Meter Control Panel
 VIE—Volume Indicator Neon
 VIN—Volume Indicator Neon
 (a)—Included in list price
 (b)—Required but not included
 (c)—Available but not required
 (d)—@ 15 in./sec.

(e)—@ 7.5 in./sec.
 (f)—@ 78 RPM
 1—Broadcasting
 2—Sound Studio
 3—Office
 4—Factory
 5—Store
 6—Airport
 7—School

Manufacturer's Name and Address and Model Numbers	Type	List Price (Dollars)	Type Service Intended	Cabinet Type	Primary Accessories	Nominal Recording Time	Auxiliary Features Included	Recorder Speeds	Speaker Size (Ins.)	Playback Output	No. Input Channels	Recorder Frequency Response	Lines/In., Channels/Tape or Film Recorded
Rangertone, Inc., 73 Winthrop St., Newark, N. J. R-4P R-4C	TP	2025.00	PR (1, 2)	P	LS (a), RC (a), VI (a), MI (c)	3 hrs @ 7.5		3.75, 7.5, 15, 30	8		4	45-15,000 (d)	1 track
Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City, N. Y. (CHALLENGER) Standard	D	3000.00	PR (1, 2)	C	LS (a), RC (a), VI (a), MI (c)	3 hrs @ 7.5		3.75, 7.5, 15, 30	8		4	45-15,000 (d)	1 track
Deluxe Revere Camera Co., 320 E. 21st St., Chicago 16, Ill.	D	329.95† 389.95† 399.95†	PR (1, 2) CO (7) PR (1, 2) CO (7) PR (1, 2) CO (7)	P		15½ min. @ 33½ 15½ min. @ 33½ 15½ min. @ 33½		33½, 78 33½, 78 33½, 78	8		3	50-15,000	108, 120, 144, 182
Robinson Recording Laboratories, 35 S. 9th St., Philadelphia 7, Pa. Professional	TP	159.50	H, CO (3, 4)	P	M (a), AMP (a), LS (a), RC (a), VIN (a)	1 hr	AM	3.75 in./sec	5x7	5.5	2	50-7,000	2 track
Mark Simpson Mfg. Co., Inc., 32-28 49th St., Long Island City 3, N. Y. R-3	TP	199.50	H, CO (3, 4)	P	M (a), AMP (a), LS (a), RC (a), VIN (a)	1 hr	AM	3.75 in./sec	5x7	5.5	2	50-7,000	2 track
Scully Machine Co., 62 Walter St., Bridgeport, Conn.	D	800.00	PR (1, 2)	CH	SU (a), SP (c)	15 min @ 33½		78, 33½					88, 96, 120, 136
Sonar Radio Corp., 59 Myrtle Ave., Brooklyn 1, N. Y.	TP	395.00	H, PR, CO	P	M (a), VIN (a), RC (c)	1 hr	AM, PH	7.5 in./sec	6x8	5	2	100-7000	1 track
RPA-1 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.	TP	45.00	H	CH	M (a), VIN (a), RC (c)	1 hr	AM	7.5 in./sec	6x8	5	2	100-7000	1 track
SoundScriber Corp., 146 Munson St., New Haven, Conn. (TYCOON) Recorder	TP	275.00	PR (1), H	P	SU (a)	20 min @ 33½		33½, 45, 78					88-385
Combination Speak-O-Phone Recording & Eq. Co., 23 W. 60th St., New York 23, N. Y.	F	3375.00	PR (2)	T	AMP (b), M (b)	10 min		90 ft./in			1	50-7,500	2 tracks
Stanell-Hoffman Corp., 1016 N. Highland Ave., Hollywood 38, Calif. Minitape®	D	350.00** 323.00**	CO (3) CO (3) CO (3)	T	SM (a), TK (a)	15 min 15 min 7½ min		33½ 33½ 33½			1	100-4,000	275 lines/in
Tapetone Mfg. Corp., 202 Tillary St., Brooklyn, N. Y. Tapetone Tapetone	TP	159.00	H	P	VI (c), M (c), HP (c)	12 min @ 33½		78, 33½	6	5	2	100-5,000	112 lines/in
Universal Moulded Products Corp., Bristol, Va. C-1-A Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.	TP	219.00	H, PR, CO	P		15 min		7.5 in., 15 in./sec 7.5 in., 15 in./sec	5	3	1	100-5,000 45-15,000	2 tracks
Webster Electric Co., 19th & DeKoven, Racine, Wis. (EKOTAPE) 101-4 101-5 102-4 102-5 105 107	W	229.00 125.00	H, PR H, PR	P	M (a), LS (a) M (b), LS (b)	1 hr 1 hr	PH PH	7.5, 3.75 in./sec 7.5, 3.75 in./sec	8 8	3.5 3.5	2	100-7,500 (e) 100-7,500 (e)	2 tracks 2 tracks
Willcox-Gay Corp., Charlotte, Mich. OAI10 OJ10 OC10 Wireway Corp. of America, 1331 Halsey St., Brooklyn 27, N. Y.	TP	219.00	H, PR, CO	P	M (a), VIE (a)	1 hr		7.5 in./sec	5	4	3	70-8000	2 tracks
W-N Recorder Corp., 130 W. 46th St., New York 19, N. Y. TMP-3	W	149.50 86.50 107.50	H H H	P	M (a), TM (a) M (a), TM (a) M (a), TM (a)	1 hr 1 hr 1 hr		24 in./sec 24 in./sec 24 in./sec	5½ 5½	2 1.5	1	70-7,000 70-5,000 70-5,000	120 lines/in 110 lines/in 110 lines/in
	W	369.50 395.00 407.00 435.00 595.00 1095.00	H, CO (3, 4, 5, 7) H, CO (3, 4, 5, 7) PR (1), CO (7) PR (1), CO (7) PR (1, 2) PR (1, 2)	P	M (a), VIE (a) M (a), FS (a), VIE (a) VIE (a) VIE (a) VI (a)	½ hr ½ hr ½ hr ½ hr ½ hr 1 hr @ 7.15 in./sec		7.5 in./sec 7.5 in./sec 7.5 in./sec 7.5 in./sec 7.5 in./sec	8 8 8 8 8	5 5 5 5 001	1	80-6,000 80-6,000 80-6,000 80-6,000 80-6,000	1 track 1 track 1 track 1 track 1 track
	D	139.50	H, PR (2), CO (3, 7)	P	M (a), VIN (a)	12 Min @ 33½	PH	33½, 45, 78	5½	3	2	70-5,000 (f)	360 lines/in
	D	59.95	H, CO (3)	P	M (a), VIN (a)	4½ min	AM, PH	78	5	3	1	70-5,000	110 lines/in
	D	187.50	H, CO (3, 7), PR (2)	P	M (a), VIN (a)	D:5 min., TP:1 hr	PH	78 RPM, 3.75 in	5x7	3	2	70-5,000	110 lines/in
	W	149.50	H, CO	P	VIN (a), M (a), FS (a), HP (a), TK (a), TM (a)	1 hr	PH		4x6	1	2	100-5,000	2 track
	W	199.50	CO	P	VIN (a), M (a), FS (a), M (a), HP (a)	2 hrs	PH		4	2	1	250-5,000	2 track
	D	159.95	H	P	LS (a), M (a), AMP (a)	15 min @ 33½		33½	5	4	2	80-9,500	360 lines/in

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** Includes One-Year Maintenance.
 HP—Headphones
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 PH—Phono
 PR—Professional
 RC—Revolution Counter

† Net. Includes Speech and Music recorders only.
 SM—Combination Microphone-Speaker
 SP—Spiral
 SU—Suction Equipment
 TA—Pickup Arm
 TK—Telegraph Pickup
 TM—Timing Meter
 TP—Tape
 VI—Volume Indicator Meter

† Net. Includes Speech and Music recorders only.
 AMP—Amplifier
 TKA—Automatic Telephone Pickup
 MCP—Meter Control Panel
 VIE—Volume Indicator Magic Eye
 VIN—Volume Indicator Neon
 (a)—Included in list price
 (b)—Available but not required
 (c)—Available but not required
 (d)—@ 15 in./sec.



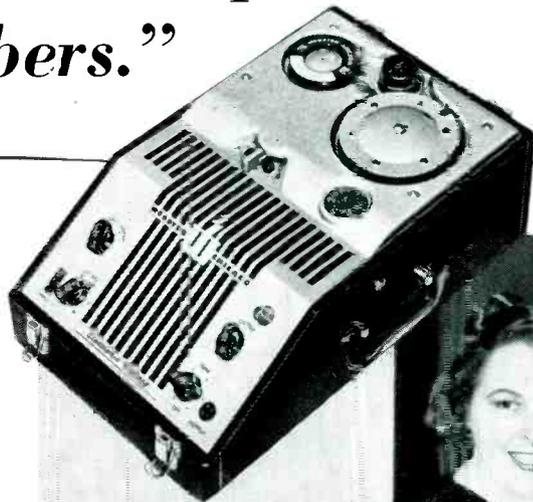
Kate Smith Says:

“I wouldn't be without my Webster-Chicago Wire Recorder when I practice my new numbers.”

When Kate Smith, star of *Kate Smith Speaks*, (heard over MBS at noon EST Monday thru Friday) says rehearsal time is cut in half when she uses a Webster-Chicago “Electronic Memory” Wire Recorder—that's news!

It is this powerful preference for Webster-Chicago wire recorders—by those who know and appreciate the high fidelity and amazing voice and music pick-up found only in Webster-Chicago products—that is helping you to sell.

Dealers all over the country are now enjoying higher profits from the versatile Webster-Chicago line; see your distributor today for some mighty valuable, and profitable information.



“Electronic Memory”  the ultimate in magnetic recording

WEBSTER-CHICAGO

CORPORATION • CHICAGO 39, ILLINOIS

PORTABLE RADIO

SPECIFICATIONS

MANUFACTURER'S NAME & ADDRESS and Model Name or No.	LIST PRICE*	TYPE battery(1) AC, DC & battery (3)	RECEIVES Broadcast (BC) Shortwave (SW) Longwave (LW) FM(FM)	CABINET Leatherette (LT) Plastic (P) Metal (M)	WEIGHT without batteries (pounds)	WEIGHT of batteries (pounds)	TUBES No. of Incl. tube-type rectifiers	Selenium rectifiers No. of	TUBE Type Nos.	SPEAKER SIZE In.
Air King Products Co. Inc., 170 53rd St., Brooklyn 32, N. Y.										
A-425	\$19.95	3	BC	P	1 ¹¹ / ₁₆		4		1R5, 1T4, 1S5, 3S4	2
A-520	28.95	3	BC	P	4 ¹ / ₈		4	1	1R5, 1T4, 1S5, 3V4	3 ¹ / ₂
Andrea Radio Corp., 27-01 Bridge Pl. N. Long Island City 1, N. Y.										
P-183	79.50	3	BC, SW	LT	10 ¹ / ₄	7 ¹ / ₂	6		1R5, 2-1N5GT, 3Q5GT, 1H5GT, 35Z5GT.	5
Bendix Radio Div., Baltimore 4, Md.										
55X4	24.95	3	BC	P			5		1R5, 1T4, 1U5, 1LB4, 117Z3.	4
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.										
		3	BC	M	3	4	4	1	1R5, 1T4, 1S5, 3S4.	
Crosley Div., Avco Mfr. Corp., Cincinnati, Ohio										
Playboy**	32.95	3	BC	P	5 ¹ / ₄		5	1	1U5, 1R5, 1T4, 1U4, 3V4	
Playtime**	29.95	3	BC	P	5	8	4	1	1R5, 1T4, 1U5, 3V4	
DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.										
D-517	27.95	3	BC	P	6		4	1	1R5, 1T4, 1U5, 3V4.	4
D-508	49.95	3	BC, SW	LT			4	2	1R5, 1T4, 1U5, 3V4.	5
Emerson Radio and Phonograph Corp., 111 8th Ave., New York 11, N. Y.										
645	18.95	1	BC	P	3	1 ¹ / ₄	4			4
640	24.95	1	BC	P	3	1	4			3
559	24.95	3	BC	P	4	1 ³ / ₄	5			4
584	39.95	3	BC	P	3	1	4	1		3
643	59.95	3	BC, SW	LT	9	6	5			5
Eapey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N. Y.										
511-P	105.00	AC only	BC, FM	LT	25		14			6x9
Fada Radio & Electric Co., Inc., 625 Main St., Belleville, N. J.										
P-111**	36.50	3	BC	P	4 ¹ / ₂	1 ¹ / ₄	4	1	1R5, 1T4, 1U5, 3S4	4
General Electric Co., Syracuse, N. Y.										
600	19.95	1	BC	P	4 ¹ / ₈	3 ⁷ / ₈	4		1R5, 1T4, 1S5, 3V4.	4
601	29.95	3	BC	P	4 ¹ / ₈	3 ⁷ / ₈	4	1	1R5, 1T4, 1S5, 3V4.	4
603	29.95	3	BC	P	4 ¹ / ₈	3 ⁷ / ₈	4	1	1R5, 1T4, 1S5, 3V4.	4
604	29.95	3	BC	P	4 ¹ / ₈	3 ⁷ / ₈	4	1	1R5, 1T4, 1S5, 3V4.	4
650	39.95	3	BC	P	7 ¹ / ₁₆	4 ¹ / ₁₆	5	1	1T4, 1R5, 1T4, 1S5, 3V4.	4
Gram Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.										
501		3	BC	LT	4	3 ¹ / ₂	5			3 ¹ / ₂
The Hatlicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.										
S-72	89.95	3	BC, SW	LT			18	7	1	5
S-72L	99.95	3	BC, SW LW	LT			17	7	1	5
Jewel Radio Corp., 10-40 45th Ave., Long Island City, N. Y.										
304	17.95	1	BC	LT	2 ⁷ / ₈	7 ⁷ / ₈	4		1R5, 1T4, 1S5, 3S4.	3 ¹ / ₂
801	29.95	3	BC	LT	4	7 ⁷ / ₈	4	1	1R5, 1T4, 1S5, 3S4.	
814	17.95	1	BC	P	2 ⁷ / ₈	7 ⁷ / ₈	4		1R5, 1T4, 1S5, 3S4.	2 ¹ / ₂
901	34.95	3	BC	LT	4	7 ⁷ / ₈	4	1	1R5, 1T4, 1S5, 3S4.	3 ¹ / ₂
949	19.95	3	BC	LT	4 ¹ / ₄	1 ¹ / ₂	4	1	1R5, 1U4, 1U5, 3Q4.	4
970	17.95	1	BC	LT	4 ¹ / ₄	1 ¹ / ₂	4		1R5, 1U4, 1U5, 3Q4.	4
Lear, Inc., 110 Ionia, N. W., Grand Rapids 2, Mich.										
P10-A	94.50	3	BC, SW, LW	LT	8	6	6		2-1U4, 1U5, 1R5, 3V4, 117Z6GT.	4x6
Majestic Radio & Television Corp., 70 Washington St., Brooklyn 1, N. Y.										
5K1	34.95 w/Batt.	3	BC	M, P	3 ¹ / ₂	1	4	1	1R5, 1T4, 1U5, 3V4.	3
John Meck Industries, Inc., Plymouth, Ind.										
EV-760	24.95	3	BC	LT	10		4	1		5
Micro-Electronic Prod., Peru, Ind.										
Micro	29.50	1	BC	P	3 ¹ / ₄	3 ¹ / ₈	3		2-E35, 574.	3
Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.										
5L1	24.95	3	BC	P	4 ¹ / ₄		4	1	1R5, 1U4, 1U5, 3S4.	3 ¹ / ₂
5MI	34.95	3	BC	M	6		4	1	1R5, 1U4, 1U5, 3S4.	3 ¹ / ₂
5J1	29.95	3	BC	P	4 ¹ / ₄		4	1	1R5, 1U4, 1U5, 3S4.	3 ¹ / ₂
8L1	39.95	3	BC	P	14		5	1	1U4, 2-1R5, 1U5, 3V4.	4x6
Noblitt-Sparks Industries Inc., Columbus, Ind.										
240-P	19.95	1	BC	P	5 ¹ / ₂	1 ¹ / ₄	4		1R5, 1U4, 1S5, 1LB4.	4
241-P, 244-P	29.95	3	BC	P	5 ¹ / ₂	1 ¹ / ₂	4	1	1R5, 1U4, 1S5, 1LB4.	4
350-P, 353-P	34.95	3	BC	P	5 ¹ / ₂	1 ¹ / ₂	5	1	2-1U4, 1U5, 1R5, 3V4.	4
448-P	19.95	1	BC	P	3	1 ¹ / ₄	4		1R5, 1T4, 1U5, 3S4.	4
The Orthon Corp., 196 Albion Ave., Paterson, N. J.										
405	11.98	1	BC	LT	4	3	4		3Q4, 1T5, 1R5, 1S5.	4
Philco Corp., Tlaga and C Sts., Philadelphia 34, Pa.										
620	29.95	3	BC	P	6 ⁵ / ₁₆	4 ¹ / ₁₆	5	1	3V4, 1T4, 1U4, 1R5, 1U5.	4
621	39.95	3	BC	P	5 ¹ / ₄	4 ¹ / ₁₆	4	1	3V4, 1T4, 1R5, 1U5.	4
631	34.95	3	BC	P			4	1	1R5, 1U4, 1U5, 3V4.	4
Philtain Electric Corp., 2131 Fairfield Ave., Fort Wayne, Ind.										
PR-104	24.95	3	BC	M	6	1	5		1R5, 1T4, 1U5, 3Q4, 117Z3	4
PR-104A	19.95	1	BC	M	6	1	4		1R5, 1T4, 1U5, 3Q4	4

MANUFACTURER'S NAME & ADDRESS and Model Name or No.	LIST PRICE*	TYPE [†] battery (1) AC, DC & battery (3)	RECEIVES Broadcast (BC) Shortwave (SW) Longwave (LW) FM (FM)	CABINET Leatherette (LT) Plastic (P) Metal (M)	WEIGHT without batteries (pounds)	WEIGHT of batteries (pounds)	TUBES No. of incl. tube-type rectifiers	Selenium rectifiers No. of	TUBE Type Nos.	SPEAKER SIZE In.
RCA Victor Div., Radio Corp. of America, Camden, N. J.										
BX-55	29.95	3	BC	P	7½	.3	4	1	1R5, 1U5, 1T4, 3V4.	4
BX-6	49.95	3	BC	P, M	11	.5	5	1	1R5, 3V4, 2-1U5, 1T4.	4
Regal Electronics Corp., 603 W. 130th St., New York 27, N. Y.										
1877	27.50	3	BC	P	5¼	2	4	1	1R5, 1T4, 1S5, 3S4.	5
1878	30.00	3	BC, SW	P	5¼	2	4	1	1R5, 1T4, 1S5, 3S4.	5
P-175	79.50	110-220V-3	BC, SW	LT	10	6	6	6	1R5, 1T4, 1S5, 3Q5, 2-117Z8.	5
777	29.50	3	BC	P, M	5¼	2	4	1	1R5, 1T4, 1S5, 3S4.	5
Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.										
335**	29.95	3	BC	P	5	1	4	1	1R5, 1U4, 1U5, 3V4.	4
312**	39.95	3	BC	P	5½	1	5	1	2-1U4, 1R5, 1U5, 3V4.	4x8
Setchell Carlson, Inc., New Brighton, Minn. 449	34.95	3	BC	LT	6½	4½	5	1	2-1T4, 1R5, 1U5, 3V4.	5
Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago 12, Ill. 102	29.95	3	BC	P	5		5	1	1R5, 1U4, 1U5, 3V4, 117Z3	
Soundview Marine Co., 267 City Island Ave., Bronx 64, N. Y. Sea Mate	69.95	1	BC, LW	M	16	4	5		2-1LC5, 1LC6, 1LD5, 1Q5.	5
Sparton Radio-Television, Jackson, Mich. 152**	34.95	3	BC	P	5½	7½	4	1	1R5, 1U4, 1U5, 3V4.	5
Stewart-Warner Electric Co., 1826 Diversey Parkway, Chicago 14, Ill. 9153-A	39.95	3	BC	P			4	1		4
A61P1**	49.95	3	BC	LT			6			5
Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles, Calif. 200	19.95	3	BC	LT	2½	1	4	1	1R5, 1U4, 1U5, 3V4.	4
Taffet Radio & Tel. Co., 2530 Belmont Ave., Bronx 58, N. Y. E3561	69.95	3	BC, SW	LT	7	6	6		1R5, 117Z4, 3Q5, 1H5, 2-1N5.	5
Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, Ill. 5022	19.95	3	BC	LT & P	5	1	4	1	1S5, 3S4, 1R5, 1U4.	3½
Westinghouse Electric Corp., Sunbury, Pa. H-309-P-5	39.95	3	BC	P	5¾	3¾	5	1	2-1U4, 1R5, 1U5, 3V4.	5
H-312P4, H-313P4	28.95	3	BC	P	3¾	1¾	4	1	1U5, 1R5, 1U4, 3V4.	4
Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill. G500	99.95	3	BC, SW	LT	20	5-6	5	1	2-1U4, 1L6, 1S5, 3V4.	5¼
G503Y	49.95	3	BC	LT	9½	5-6	5	1	1S5, 1L6, 2-1U4, 3V4.	4
G402	39.95	3	BC	P	6	2-3	4	1	3V4, 1S5, 1U4, 1R5.	3½
4G903	39.95	3	BC	P	8	2-3	4	1	1R5, 1S5, 1U4, 3V4.	4

* Prices are those received up to March 20, 1950.

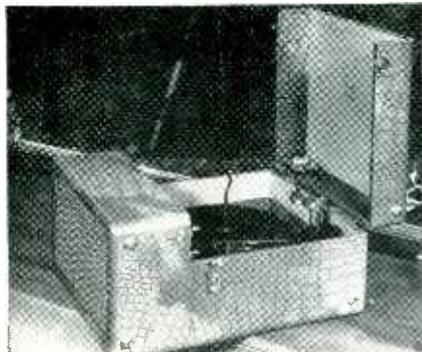
** Available in several colors.

† Hearing aid earphone.

Some companies having new portables in the works were unable to release information at the time we went to press. Information on such models will appear in forthcoming issues. Copyright 1950, Caldwell-Clements, Inc., 480 Lexington Ave., New York, N. Y.

Ansley 8-WATT PHONO

The Envoy model LP-5 is a portable phono with 3-speed changer operating automatically on 7, 10 or 12-inch records. It



features an 8-watt output to an 8-inch speaker. Case is alligator grain leatherette. List price: \$89.95. Arthur Ansley Mfr. Co., Doylestown, Pa.—RADIO & TELEVISION RETAILING.

Sightmaster TV SETS

Two new 19-inch consolettes are offered. Both include FM radio and phono attachments and are without doors. The "Staunton" lists at \$449.50 and the "Westchester" lists at \$479. Sightmaster Corp., 20 E. 35 St., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Andrea NORMANDY

A 19-inch console including FM-AM radio and plug for phono attachment. The 19-inch "filtered light" tube is protected by safety laminated glass. 30-tube chassis and 12-inch speaker in mahogany veneer cabinet with full length doors. List price



is \$649.50. Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

RCA TEL-ENSEMBLE

Model T-120 is a 12½-inch TV model featuring a built-in antenna. Has a metal



cabinet finished in dark maroon, trimmed with gold. Inside of cabinet is lined with a thick layer of asbestos. List price is \$229.95. RCA Victor Div., Radio Corp. of Amer., Front & Cooper Sts., Camden, N. J.—RADIO & TELEVISION RETAILING.

Great Strides Made by Recorder Industry

More Manufacturers, More Types, Better Equipment and Lower Prices Seen In Comparison with Products of Two Years Ago

• The "Speech and Music Recorder Specifications" appearing elsewhere in this issue show the results of a current survey conducted by the editorial staff of RADIO & TELEVISION RETAILING, and offer convincing proof of the vitality of that industry when compared with similar specifications which appeared in the August 1948 issue.

Nineteen manufacturers whose names did not appear in the 1948 "Specs" have entered the recorder field since that time, while the variety of types of equipment offered by all the manufacturers listed has greatly increased.

Magnetic recorders have assumed an ascendant position, accounting for 79 of the 125 models listed in the 1950 directory, whereas in 1948 they accounted for less than half of the total.

Most popular type in 1948 was the disc recorder, which accounted for 41% of the models listed, while in 1950 only 24% of the models were disc recorders. The actual distribution of types in both surveys is shown in the panel below.

Better Quality

Price-wise great strides were made, not only in bringing to the public models with much lower prices, but also in providing superior quality, performance and features at the same and even lower prices. While only 27% of the 1948 models carried list prices under \$200, 40% of the 1950 models are less than \$200 and many are under \$100. And due to advances in technique and production in those two years, this year's lower-priced models in most cases provide better quality recording, more ease of operation, and longer recording time than their earlier counterparts.

Only two types were offered in the 1948 Specs in the "under \$200" category: disc and wire, and of these, wire accounted for 57% of the models. In 1950, however, in the under \$200 category, disc, wire, tape and combination-tape-and-disc types were presented, with tape accounting for 40% of the models and wire 35%.

With generally lower prices prevailing, many of the higher quality types which, because of price, were virtually limited to the professional field are now within the reach of home users. One-half of the models offered in 1950 were designed by the manufacturers to be

adaptable for home use. The quantity of professional types has, however, increased since 1948 due to the ascendancy of magnetic recording in the professional field. Most of the broadcast program recording and transcription work is now done on magnetic recorders, and most of the recording companies making phonograph records (including the major companies) are now making "masters" magnetically.

As a matter of fact, this professional acceptance of magnetic recording is a powerful argument in selling this type to the home user, since the professional requirements of ease of operation combined with quality of sound are equally desirable to the amateur.

Commercial Uses

Not only have the professional uses of recorders been expanded, but the commercial as well. Stores are using them for "demonstrators" and recorded sales messages, executives are using them to record conferences as well as letters, sales managers are sending out recorded "pep talks" to their field men, stores as well as industrial firms are using recorded material for training programs (including safety training), schools (including correspondence schools) are using them for instruction purposes (particularly in languages and music), ministers and lecturers are recording their sermons and speeches, and an ever increasing number of business offices are using recorders because of the simpler, more compact and more efficient machines available. Lawyers and police organizations, also, are using recorders, while radio news-gathering agencies are making increasing use of "on-the-spot" recorded interviews for later broadcast.

In the home, recorders are finding more valuable employment in the in-

struction of children, in voice and music training, in the recording of the voices of growing children for historical record (like photographs), and in the recording of phonograph records played over the radio. Battery-operated portable recorders have further extended the many uses of recorders.

Many Improvements

Early complaints about recorders have to a great extent been eliminated by mechanical and electrical improvements. Faster rewind speed and positive stop on magnetic recorders has simplified their use and obviated the snarling and spilling of tape or wire. In addition, such features facilitate cueing. "Dual track" machines and new recording speeds have made it possible to get more recording time on an equivalent quantity of tape or wire, while the incorporation (at no extra cost) of revolution counters and timing indicators has made it much easier to find a particular recorded portion. Automatic reverse mechanisms on some models make possible uninterrupted (and unattended) recording of both tracks of "dual track" machines, as well as continuous repetition of a recorded message (as for instance, a sales message in a store) or recorded music (for skating rinks, dance halls, etc.). Simplified layout of tape recorders now make "threading" a new tape into the machine as simple as putting a disc on a phonograph. These are but a few of the improvements and new features which have been introduced to enlarge the market for recorders.

It is anticipated that 400,000 recorders of all types will be sold this year, and dealers may profit by cashing in on the increased interest in this field, heightened as it is by the improved machines now available at more attractive prices than ever.

Distribution of different types of recorders in 1948 and 1950 RADIO & TELEVISION RETAILING surveys.

1948	1950
1. Wire & Tape46%	1. Wire & Tape62.5%
2. Disc41%	2. Disc24.0%
3. Film10%	3. Film6.3%
4. Plastic belt3%	4. Plastic belt5.2%
	5. Comb. Tape & Disc 2.0%

WEBSTER-CHICAGO DOES IT AGAIN!



\$98⁵⁰

A new, low price on one of the most popular wire recorders on the market, the famous Studio Model —used in thousands of studios, classrooms, and homes. Available immediately at this unbelievable low price!

• \$99.75 west of the Rockies

● Be first with Webster-Chicago. Here's a chance to sell more and more Studio Model 181 wire recorders. There's wonderful *increased* profit in each sale and you have one of the most fertile markets for this favorite model *right now*.

Because of tremendous volume, Webster-Chicago engineers have effected production economies to bring the price way down on this fast seller. Check your leads today—and tell them the Webster-Chicago "Electronic Memory" Story. They will be amazed—and they will *BUY!*

- Can be carried from room to room.
- Amazing high fidelity.
- Instant playback.
- Magic eye recording indicator.
- Record-O-Magic controls.
- 15-minute spool of *pre-tested* wire.
- Automatic stops.
- Elapsed time indicator.

"ELECTRONIC MEMORY"



... the ultimate in magnetic recording

Another



Product

WEBSTER-CHICAGO CORPORATION • CHICAGO 39, ILLINOIS

CHOICE OF THE LEADERS

PICTURE-LIKE REALISM
BEYOND COMPARISON

Paul Whiteman is another
leader to choose Reelest

Clarity of ordinary recorder com-
pared to life-like fidelity of Reelest

FULL HOUR WITHOUT REWIND BRILLIANT LIFE-LIKE FIDELITY

Now, Reelest sets a new high standard of comparison for all tape recorders . . . superlative tone quality and simplicity of operation so outstanding it is already the "choice of the leaders" in music, business, education and the home.

Reelest plays a full hour without rewind at 7.5" per second . . . has fast forward and reverse speed . . . exclusive "Revers-A-Matic" automatically reverses tape . . . "Vol-U-Matic" assures perfect recording. It is compact and light in weight . . . can be operated by a child. Every part has been performance-proved . . . every unit quality-tested . . . approved by Macy's Bureau of Standards.

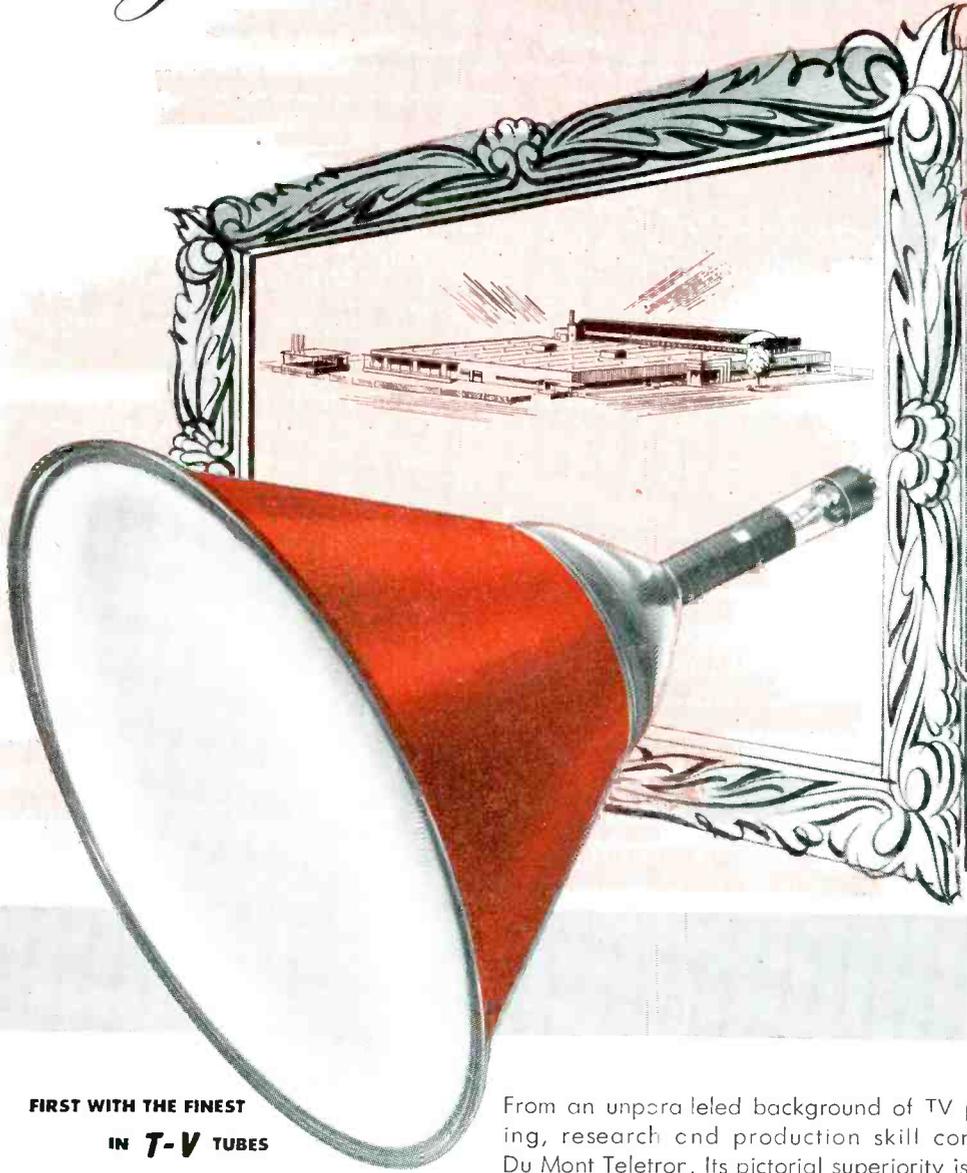
You can sell high fidelity tape recorders at only \$219 . . . opening a new market in studios, music schools, colleges, churches, organizations and the home. Write for full data on a Reelest dealership for your area . . . make the test that proves it best!

UNIVERSAL MOLDED PRODUCTS CORPORATION
ELECTRONICS DIVISION • BEISTOL, VIRGINIA

Reelest
TAPE RECORDER

* Trade Mark

Quality Production made Finer



**FIRST WITH THE FINEST
IN T-V TUBES**

DUMONT
*Teletrons**

From an unexcelled background of TV pioneering, research and production skill comes the Du Mont Teletron. Its pictorial superiority is but the reflection of intensive craftsmanship dedicated to the best in cathode-ray art. The Bent Gun and other Du Mont "Firsts" are rich dividends from Du Mont's specialized engineering ranging from TV transmitter to home receiver. And now, with well-nigh miraculous mechanization in the new Du Mont Allwood Tube Plant housing outstanding equipment, conveyors and test positions, QUANTITY joins QUALITY in offering the greatest values yet in TV picture tubes. Always remember, *Du Mont gives more at no extra cost!* Literature on request.

ALLEN B. DU MONT LABORATORIES, INC., Tube Division, Clifton, N. J.

*Trade-mark.

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NOW! Convert 10"-12½"

Quickly, Profitably, Easily with

NEW! NORELCO DUO-VUE
world's first dual-purpose TV offers
3' x 4' picture—\$199.50 list*

NEW! PROTELGRAM "CONVERSION PACKAGE"
makes possible huge 234 sq. in.
picture for trade-in buyers



This 2½" 3NP4 is smallest projection tube on market, is lowest in cost (\$19.50 retail), produces largest home picture (3'x4').



PROTELGRAM

North American Philips has really BIG PROFIT NEWS for you—and BIGGER, BETTER PROTELGRAM TV pictures for your customers, up to 3' x 4' in the sensational NORELCO DUO-VUE now making its world premiere at \$199.50 — more television picture for less money than ever before offered!

What is there in it for you? PROFITS from PROTELGRAM'S Four-Way Plan described on the right.

Philips makes it easy and profitable for you to—

1. Sell PROTELGRAM to set builders interested in bigger pictures—13½" x 18".
2. Sell PROTELGRAM for custom-built, large-screen installation, up to 3' x 4' for homes, clubs, bars, hotels, etc.

3. Sell NORELCO DUO-VUE, television's newest, finest and biggest picture used with the customer's direct-view table set to produce 3' x 4' pictures on a home-movie screen. A flip of a switch selects either picture, and you can connect DUO-VUE to almost any table-model receiver in less than an hour.

4. Sell PROTELGRAM in a conversion cabinet to customers wanting to convert their 10 or 12½" direct-view receivers to a picture larger than a 20" tube gives. And you can make the conversion in less than one hour following the simple, straightforward instructions provided.

Right NOW is the time to make extra profits with PROTELGRAM. Read every word of this ad. Then get in touch with your distributor or send the coupon now for all the facts.

*Prices slightly higher west of Rockies. Connection charges extra.

NORTH AMERICAN PHILIPS COMPANY, INC.

100 E. 42nd Street, New York 17, N. Y.

Jackson For 1950



Dimensions: 28 1/4 W; 16 1/4 D; 36 H

**4 RADIO PHONO
COMBINATIONS WILL
BUILD TREMENDOUS
Dealer Profits
IN 1950!**

- ★ Full-tone 10" Speaker
- ★ Slide-rule Easy-to-read dial
- ★ Wide range audio response
- ★ All models available in blonde

**MODEL 150
AM RADIO, 1 SPEED PHONOGRAPH**

Continuous tone control • Built-in loop antenna • Push-pull audio system • 7 tubes, including rectifier • Plays standard 10 and 12 inch records automatically.

In Gleaming Mahogany—**\$119⁵⁰**
List.....

**MODEL 153 S
AM RADIO, 3 SPEED PHONOGRAPH**

Continuous tone control • Built-in loop antenna • Push-pull audio system • 7 tubes, including rectifier • Plays standard 10 and 12 inch records (intermixes sizes) • Plays 33 1/3, 45 RPM, and 78 RPM Records.

In Gleaming Mahogany **\$149⁵⁰**
List.....

**MODEL 250
AM-FM RADIO, 1 SPEED PHONOGRAPH**

8 tubes, including rectifier • Straight AC chassis • Triode Mixer • 3 position tone control • Built-in dipole antenna with provision for external antenna • Plays standard 10 and 12 inch records automatically.

In Mahogany—List..... **\$159⁵⁰**

**MODEL 350
AM-FM RADIO, 3 SPEED PHONOGRAPH**

Shuts off automatically after playing last record • Intermixes 10 and 12 inch records • Plays 33 1/3 LP, 45 RPM, and 78 RPM records • 8 tubes, including rectifier • Straight AC chassis • Triode Mixer • 3 position tone control • Built-in dipole antenna with provision for external antenna.

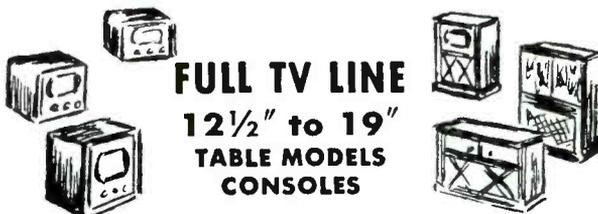
In Mahogany—List. **\$199⁵⁰**

HERE'S A REAL SALES LEADER

Kiddy Phono

- Symphonic sound box for rich true tone
- Built-in tone chamber
- Plays any record up to 12" symphony
- Streamlined one-piece plastic base
- Approved by Underwriters' Laboratories
- Absolutely guaranteed

LIST \$995



**FULL TV LINE
12 1/2" to 19"
TABLE MODELS
CONSOLES**

JACKSON INDUSTRIES

1112 South Michigan Ave., Chicago Ill.

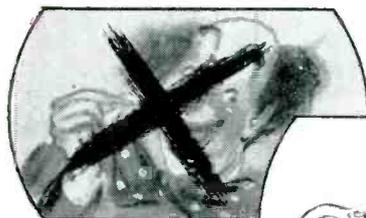
HA7-5084

In TV it's Standard All The Way...

"The Standard Booster" ... Your Solution to Fringe Area Reception



Model B-50
List Price \$29⁹⁵



"Considerably over 1,000,000
Standard Tuners
now in use"



"The Standard Tuner" is recognized by the trade as the accepted replacement tuner. See your jobber for details.

Plus Profits for You

Boost Your TV Set Sales in Fringe Areas

"The Standard Booster" will give your TV set customers brighter, sharper pictures. Considerably higher gain . . . lower noise ratio . . . 2-knob control . . . continuous tuning eliminates a switch from high to low channels . . . fully shielded . . . printed circuit for added stability.

"The Standard Booster" is attractively designed to blend with any TV set. One tube—single stage—trouble-free operation—adaptable to either 300 or 75 ohm line.

Standard COIL PRODUCTS CO., INC.
CHICAGO • LOS ANGELES • BANGOR, MICHIGAN

NEW!

Starrett



TELEVISION

SALES WINNER

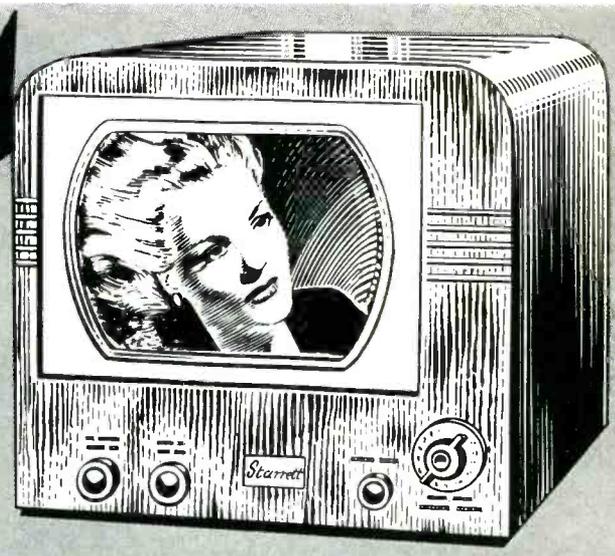
TRAFFIC BUILDER

PROMOTION SENSATION

- The same engineering perfection that goes into STARRETT sets selling up to \$1295.00.
- The same cabinet construction and beauty that goes into STARRETT sets selling up to \$1295.00.



The Cosmopolitan 16" tube AM-FM Breakfront Model. \$1295.00.



12 1/2" tube model, with scientifically FILM-FREED BLACK FACE picture tube, and built-in antenna...

\$159⁹⁵*

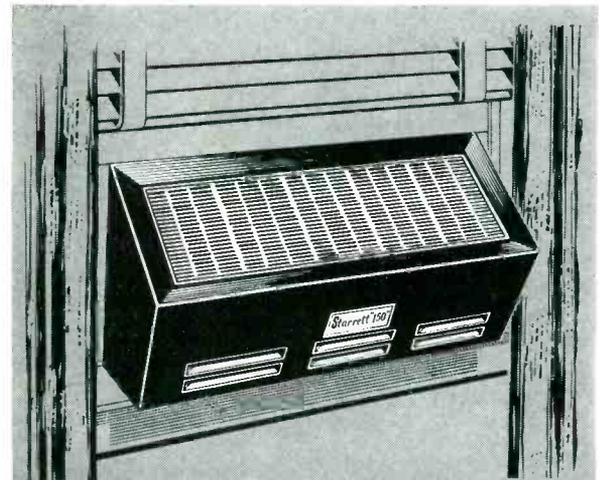
retail
(in walnut)

**FREE DELIVERY
TO DEALER**

MADE POSSIBLE BY STARRETT'S

NEW, ULTRA-MODERN, ENLARGED PLANT

THE MOST PROFITABLE DEAL IN THE U.S.!
DISCOUNTS UP TO 40%!
WRITE NOW FOR DEALERSHIP DETAILS!



Starrett

**ROOM
AIR**

CONDITIONERS

FOR ROOMS OR OFFICES

COMPLETE LINE
Featuring 5 exclusive Starrett developments that make Starrett America's best buy in room air conditioners! Cools! Filters! Circulates! De-humidifies! De-odorizes!

Starting at

\$239⁹⁵

Retail

NO OTHER AIR CONDITIONER OFFERS SO MUCH FOR SO LITTLE!

*plus excise tax

Slightly higher in West

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



Sales Point

A finger runs down one of the 'yellow pages' of the classified telephone directory... and stops at *your* listing or ad.

That's where many a prospect starts on her shopping trip... to your store. That's where many a sale begins.

Letting the 'yellow pages' point up sales for you in this way is a mighty important factor in building new business. Nine out of ten shoppers depend on the 'yellow pages' for buying information.



Get full information today from your local telephone business office.



Sheldon

Cordially Invites You...



We invite you to visit this 110,000 sq. ft. plant. Here, within 11 months, we reached a production of 2,500 Sheldon "Telegenic" Picture Tubes daily. Our plant has its own tool, die and repair shop; electron gun manufacturing facilities; an independent well-water supply; and railroad sidings. This production is enabling manufacturers to deliver 2,500 more television sets per day to their jobbers and dealers.

We are proud of this accomplishment! We are equally proud of the consistently outstanding quality of Sheldon Picture Tubes.



Write for Sheldon's new wall chart giving complete specifications on its line of 24 picture tubes . . . crystal face, velour black, round, rectangular, all-glass and glass-metal types.

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 6, CAL., 2559 W. Pico Blvd.

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

→ VISIT SHELDON'S BOOTH NO. 201 & DISPLAY ROOM NO. 632, PARTS DISTRIBUTOR SHOW, MAY 22-25, STEVENS HOTEL, CHICAGO ←

HIT THE JACKPOT

IN SPRING TELEVISION PROFITS

with this great

WESTINGHOUSE-HOLLYWOOD TIE-IN

"Champagne for Caesar"

A Harry M. Popkin production
released thru United Artists



STARRING

RONALD
COLMAN

AND

CELESTE
HOLM

FEATURING Westinghouse Television



★ When Ronald Colman, the man who knows all the answers, gets on the biggest, most grandiose television "give-away show" ever devised . . . the consequences are too hilarious to miss!

CASH IN on the box office success of one of the funniest movies ever to come out of Hollywood. It's coming soon to your local theater. It's being backed by Westinghouse newspaper advertising in your area. Call your Westinghouse Distributor . . . ask for "Champagne for Caesar" Headquarters. Get your complete promotion kit now!



SEE NEW **Westinghouse**

TELEVISION MODEL 619T12

Styled right, priced right! Expanded 12-inch picture, built-in antenna electronically tuned, keyed-fast AGC (no airplane flutter). Other Westinghouse quality features include cabinet of select genuine mahogany veneers.

FEATURE FOR FEATURE WESTINGHOUSE WINS!

There's no time to waste! Call "Champagne for Caesar" Headquarters, at your Westinghouse Distributor's, now!

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

Quality
beyond question

the time has come for you to profit through quality... to offer a television set in supreme confidence that it will not be affected by competition... that will maintain customer-confidence, always.

This is that set.

QUALITY BEYOND QUESTION...
MARATHON BEYOND QUESTION...
BEST IN THE LONG RUN.

Marathon

"BEST IN THE LONG RUN"



THE BRIGHTON, by MARATHON, carries a full complement of 31 tubes, including rectifier and Velour CRT... constructed with interior-decorator finesse by Ross, of superb genuine crotch mahogany, entirely tongue-and-groove, with mitred joints throughout... not a single nail enters anywhere. In addition... electronic perfection, masterful engineering and proud beauty.



An exclusive MARATHON feature — removable screen frame to permit change-over to larger CRT, whenever desired, and for easy servicing.

Choice Territories Available for Select Distributors. Please write for details.

Marathon RADIO & TELEVISION, INC., 495 Kent Avenue, Brooklyn 11, N. Y.

Wins 30% more business with SYLVANIA DEALER CAMPAIGN

"Last summer we obtained your coordinated campaign and mailed the postal cards to just certain sections. Then we kept track of service business, and found we received 30% more from the sections which got the cards.

"We're convinced . . . your campaign is the best insurance against a summer slump in service business.

"This year, May, June, July, and August are going to be our big profit months."

Albert Gale

Gale Radio and Television Lab., New Rochelle, N. Y.



- 1—Displays
- 2—Window Streamers
- 3—Post Cards
- 4—Ad Mats
- 5—Radio Spots

You, too, will cash in BIG with this powerful, new summer campaign

Right now is the time to send for the new, complete advertising campaign that's bound to bring you extra business . . . all through May, June, July, and August.

Look at all the colorful, sales-making material you get! Everything from large 3-dimensional window- and counter-displays, to complete newspaper ad mats and postal cards. Even radio spot announcements to be broadcast over your local station. It's all yours . . . and it's all FREE . . . you pay only the postage on the postal cards, 1¢ for each card.

Written and designed to tie in with Sylvania's big national magazine advertising which your customers will see in the Saturday Evening Post, Collier's, Look, Life and other publications.

So, don't delay! Mail the coupon for full details TODAY!

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

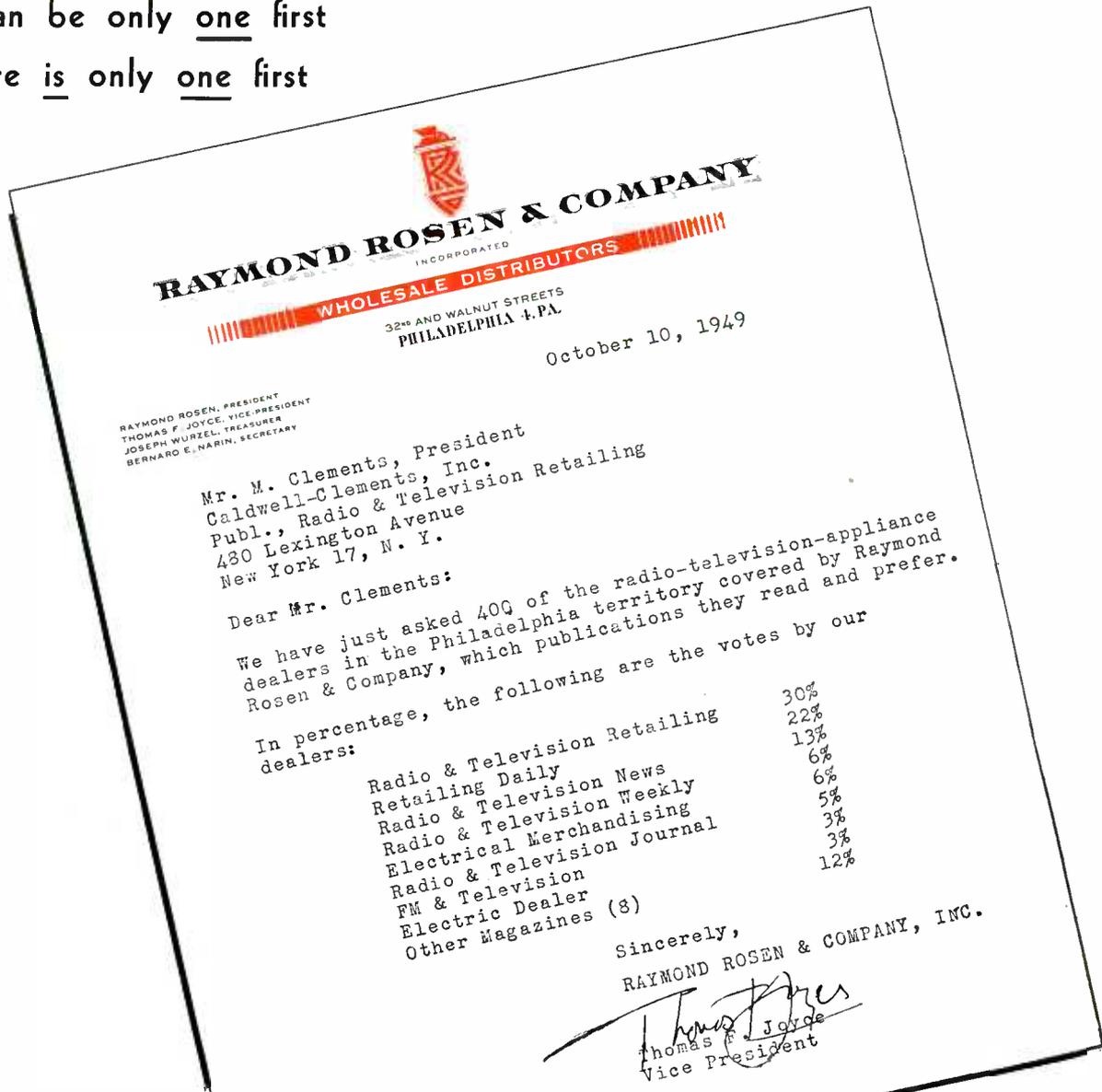
SYLVANIA ELECTRIC

Sylvania Electric Products Inc.
 Advertising Dept. R-1404-A, Emporium, Pa.
 Please send me full information about the May-June-July-August Service Dealer Campaign.

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

First... AGAIN AND AGAIN... IN TRADE PREFERENCE!

There can be only one first
and there is only one first



Largest PAID AND TOTAL CIRCULATION AMONG TV DEALERS

Largest PAID AND TOTAL CIRCULATION IN 59 KEY TV MARKETS

RADIO & TELEVISION RETAILING "first" IS GUARANTEED

If any publication asks you to make a survey (on manufacturer's letterhead, addressed to a representative list of dealers and asking the question "What radio-television trade paper do you prefer?") we will pay for it if RADIO & TELEVISION RETAILING does not win.

If you are shown a TV dealer survey which was not won by RTR, please advise us. We may be able to throw a new light upon it. All surveys of which we have had any knowledge in the past several years, have been won, as always, by RADIO & TELEVISION RETAILING.

**GENERAL
INDUSTRIES**
... covers the

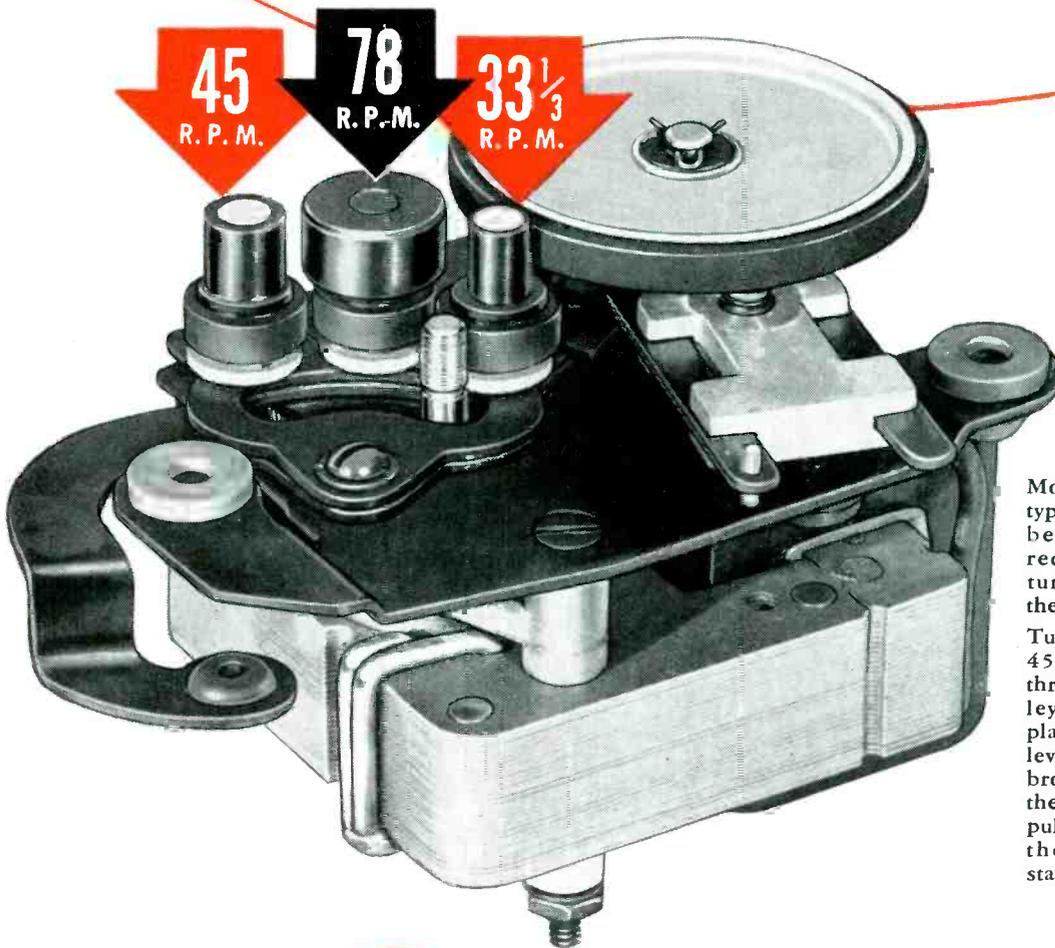
3-Speed

PHONOMOTOR MARKET

"A motor for *every* phonograph requirement"... this General Industries slogan is as true today as it was thirty years ago when it was first introduced. Today General Industries manufactures a complete line of single-speed, dual-speed and three-speed motors for use in every type of rec-

ord player and automatic record changer.

General Industries offers you the popular belt-drive Model TS 3-speed motor for both automatic record changer and manual use, and the turret model 3-speed motor illustrated for automatic record changer applications. Write today for complete details.



Model illustrated is a turret-type 3-speed motor currently being supplied only to record-changer manufacturers, and incorporating their own specifications.

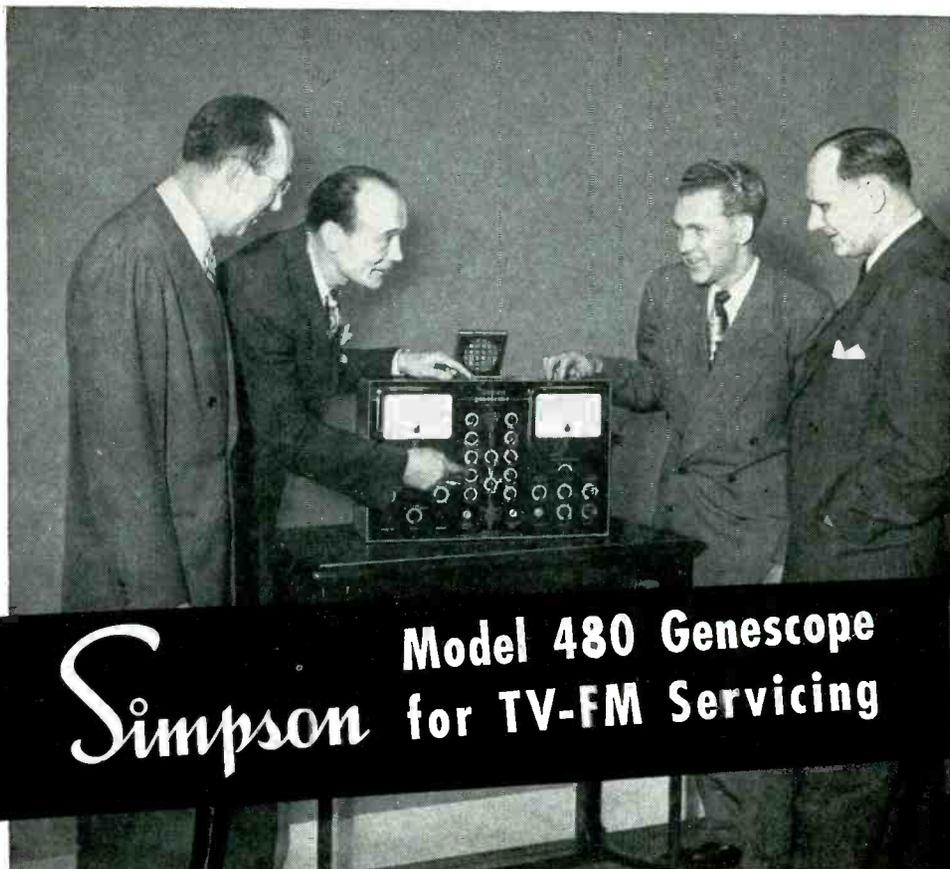
Turntable speeds of 33 $\frac{1}{3}$ —45—78 RPM are secured through three separate pulleys mounted on a turret plate. By means of a simple lever, the desired pulley is brought into contact with the idler wheel. The two pulleys not in contact with the idler wheel remain stationary.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

The Service
Managers of
Admiral
ZENITH
hallicrafters
Motorola
all recommend the



Simpson Model 480 Genescope for TV-FM Servicing

Max Schinke—ADMIRAL Frank Smolek—ZENITH Ed Croxen—HALLICRAFTERS Tim Alexander—MOTOROLA

• These four well known general service managers prefer the Simpson Model 480 Genescope for their FM and TV servicing.

For proper testing, servicing, and alignment of all TV and FM receivers, the Simpson Model 480 Genescope is the ideal instrument, leading general service managers agree.

These service managers know that modern FM and TV development and servicing demands test equipment made to the most exacting standards. They prefer the Simpson Model 480 Genescope because it is the most accurate, flexible, and convenient instrument available.

The Genescope is ruggedly built to give many years of trouble-free, accurate service.

In addition to providing all necessary signal sources, the new Simpson Genescope includes a high sensitivity oscilloscope of unique advanced design, complete in every detail. Equipped with a high frequency crystal probe for signal tracing. AM and FM oscillator sections provided with large, easy to read dials with 20:1 vernier control and 1000 division logging scales. *Revolutionary, ingenious, exclusive* output termination provides for various receiver impedances, either direct or through an isolating condenser. Step attenuator for control of output. Size 22" x 14" x 7 1/2". Weight 45 lbs. Shipping Weight 54 lbs.

DEALER'S NET PRICE complete with Test Leads and Operator's Manual \$375.00

THESE RANGES SHOW HOW MUCH THE SIMPSON GENESCOPE CAN DO FOR YOU

FREQUENCY MODULATED OSCILLATOR	AMPLITUDE MODULATED OSCILLATOR
Band A: 2-120 megacycles	Band A: 3.3-15.6 megacycles
Band B: 140-260 megacycles	Band B: 15-75 megacycles
Sweep width variable from zero to 15 megacycles	Band C: 75-250 megacycles
Sweep rate 60 cycles per second	30% modulation at 400 cycles or unmodulated
Specially designed frequency sweep motor	Continuously variable attenuator
Continuously variable attenuator	Visual method of beat frequency indication
Crystal calibrator: 5 megacycles \pm .05%	OSCILLOSCOPE
Audio Oscillator 400 cycles	Vertical sensitivity: 35 mv per inch
Output Impedance 75 ohms	Horizontal sensitivity: 70 mv per inch
Step attenuator for control of output	Linear sweep frequency: 3 cycles to 60 kilocycles
	60 cycle sine sweep
	Frequency essentially flat to 200 KC. usable to over 3 megacycles

THE SIMPSON MODEL 479 TV-FM SIGNAL GENERATOR

Exactly the same circuits, ranges and functions as the Model 480, described above, with the exception of the oscilloscope. Size 17" x 14" x 7 1/2". Weight 34 lbs. Shipping Weight 40 lbs.

DEALER'S NET PRICE with Test Leads and Operator's Manual . . . \$245.00



Simpson
INSTRUMENTS THAT STAY ACCURATE

SIMPSON ELECTRIC COMPANY
5200 WEST KINZIE STREET • CHICAGO 24, ILLINOIS
In Canada: Bach-Simpson, Ltd., London, Ont.
Phone: COLUMBUS 1-1221

Every One a Winner!

TRAV-LER TELEVISION



16-INCH RECTANGULAR TUBE
Gracefully proportioned mahogany finished console. Model No. 16R50A
\$24995



16-INCH DELUXE
Mahogany finished console with panel doors, smart speaker grille. No. 16G60A
\$29995



COMBINATION CONSOLE
Television-Radio-Phonograph. 16-inch rectangular screen, 3-speed Webster-Chicago changer, AM radio. Model No. 16R70A
\$34995

12½-INCH TUBE
Console cabinet of hand-rubbed, selected woods. Model No. 12L50A
\$19995



**THESE TRAV-LER FEATURES
MEAN MORE SALES FOR YOU!**



PUSH BUTTON TUNING
Simplest of all tuning! Just push the button for true picture, true sound — instantly!



BUILT-IN AERIAL
"Adjusto-Loc" antenna. Adjust it once with one simple adjustment. No extras to buy.



SUPER POWER
Extra sensitivity means outstanding performance even in fringe areas where ordinary sets foil.



HUGE 19-INCH TUBE
Magnificent console with panel doors. No. 19A60A
\$39995

3-SPEED COMBINATION
Radio-Phonograph with Webster-Chicago changer. Model No. 6053
\$6995



3-WAY PORTABLE
AC, DC or batteries. Less batteries. Model No. 5022
\$1995



TOP TUNER RADIO
Walnut or ivory finish—Walnut. Model No. 5060
\$1995

TRAV-LER RADIO CORPORATION

General Offices: 571 W. Jackson Blvd., Chicago 6, Ill.

A few territories open to live-wire distributors. Write, giving qualifications.

Jensen

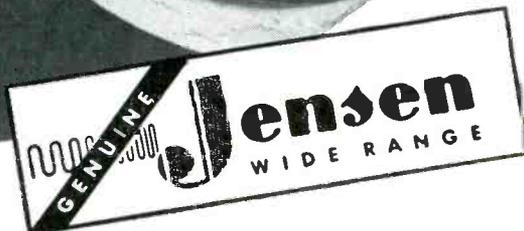
Model H-510

COAXIAL 2-WAY SPEAKER

For thrilling life-like reproduction . . . For truly satisfying listening pleasure . . . For a host of history-making features that mean higher performance . . . new flexibility and convenience—be sure to hear and see the Jensen H-510. You'll know why wise listeners tell us it's the best at any price!

*The Genuine Jensen Wide-Range Series includes a distinguished group of new coaxial and single-unit speakers—a complete range of sizes, ratings and prices. Ask for Data Sheet 152.

“Best—at any Price!”

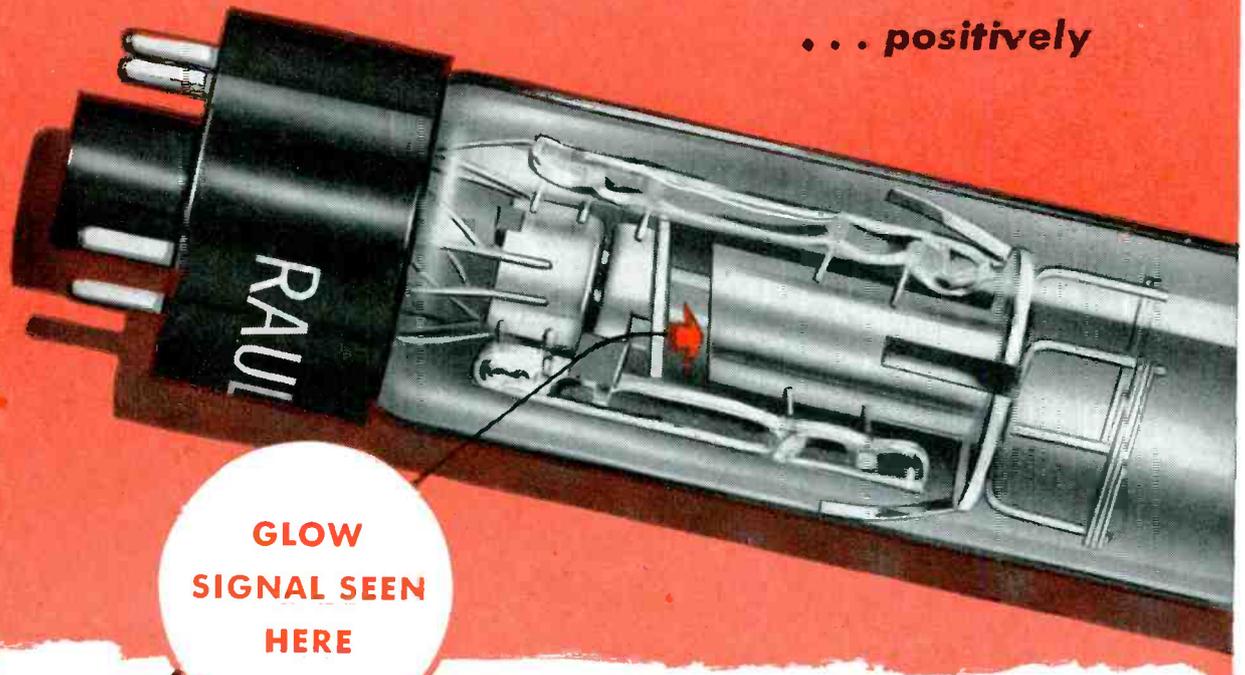


JENSEN MANUFACTURING COMPANY DIVISION OF THE MUTER COMPANY
 6625 South Laramie Avenue, Chicago 38, Illinois • In Canada: Copper Wire Products, Ltd., 351 Carlaw, Toronto

Another **Rauland** "First"!

NEW "Indicator Gun" CR TUBE

Assures perfect ion trap magnet adjustment instantly
... positively



GLOW
SIGNAL SEEN
HERE

Here at last— is a fool-proof solution to the problem of ion trap magnet adjustment... a development which Rauland is glad to offer for the benefit of both set makers and service men.

The new Rauland "Indicator Gun"—patent pending—gives a brilliant visible signal easily seen from the rear of the set while magnet adjustment is being made. A bright green glow within the Anode Tube signals when adjustment is incorrect—dims as correct adjustment is approached—disappears when adjustment is correct.

All guesswork is eliminated—risk of screen damage through incorrect magnet adjustment is ended—and adjustment time is reduced to seconds. Assemblers or service men *know* that magnet adjustment is right—*know* that any remaining picture defect is in other controls.

The Rauland "Indicator Gun" adds nothing to the price of Rauland picture tubes. First production is in the 12LP4-A with Luxide Screen—available now!

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS

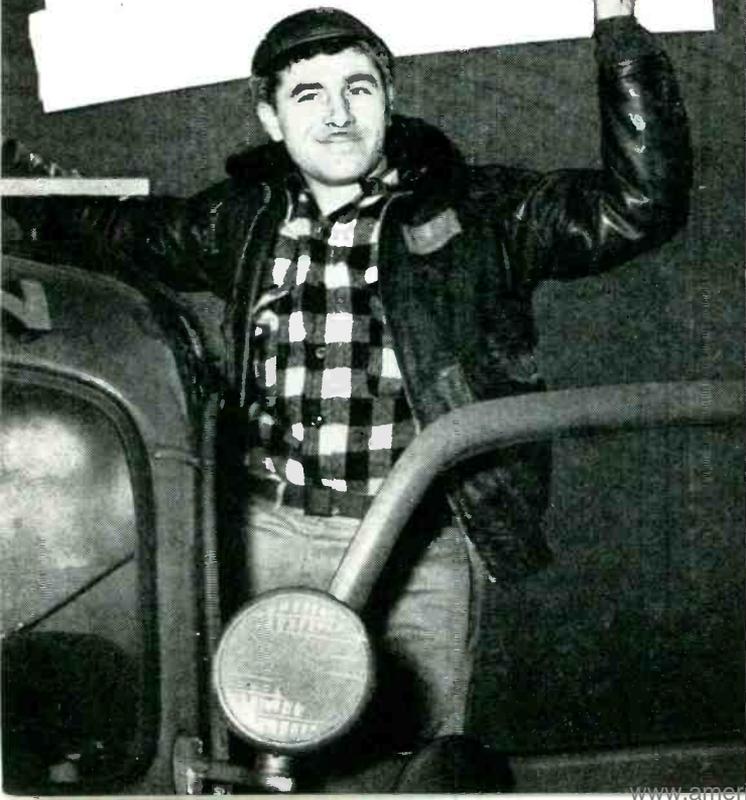


An Amphenol **-INLINE*** is the
cheapest antenna you can buy!

... with its Quick-up construction you save
expensive man hours in erection!
... with its admitted scientific design and
rugged durability you save expensive man
hours on call-backs!
It is the cheapest antenna you can buy!

AMERICAN PHENOLIC CORPORATION
1830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS
*U. S. PATENT NO. 2,474,480

AMPHENOL



Battery Eliminators of Proven Superiority



MODEL "P"

CONVERT BATTERY RADIOS TO A C ALL-ELECTRIC

Changes battery radio to all-electric at very low cost. Operates any 1.4 volt 4, 5 or 6 tube battery radio from 115 volt, 50 to 60 cycle source. Complete filtering insures hum-free reception. Equipped with tube rectifier. Fits into battery compartment of most radios. Also available for 220 volt operation.

Eliminates Batteries: Saves money.
Low Operating Cost: Uses only 11 watts.
Easily Installed: Just slips into battery space.
On-Off Switch: For simple operation.
Standard Battery Plug, sockets provided.
Steel Cabinet: Blue hammerloid finish.

MODEL "S" has a selenium rectifier at slightly higher cost, otherwise same as model "P."
MODEL "F" operates any 2 volt, 4-7 tube battery radio from 115 volt, 60 cycle source.
MODEL "Q" operates radio from any DC or storage battery on farms, boats, autos, camps.

Other Models Available—Unmatched in Quality, Price!

Sell Electro . . .
Sells the Best!

Send Today
for Literature



Pioneer Manufacturers

of Battery Eliminators

ELECTRO PRODUCTS LABORATORIES, Inc.

4497 NORTH RAVENSWOOD AVENUE, CHICAGO 40, ILLINOIS

GREATER ECONOMY — LESS RECALLS
REPLACE WITH

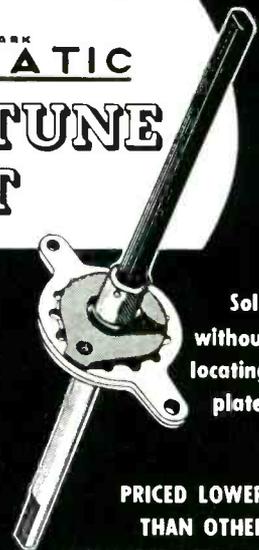
TELE-MATIC
STURDY-TUNE
DETENT

This new, improved Detent is especially designed to fit the R.C.A. Tuner as used in the "630 Type" chassis...and in Fada, Crosley, Garod, Air-King, Regal, Ansley, and many other TV chassis.

STURDY-TUNE is of highest quality, has many improved features that help avoid recalls by servicemen. It is available for re-use with the original locating plate — for extra economy.

Point-of-sale material furnished includes unusual counter displays, window streamers, decals, envelope stuffers, etc.

Available at all leading jobbers. For complete details and name of your nearest jobber, write:



Sold
without
locating
plate.

PRICED LOWER
THAN OTHER
AVAILABLE DETENTS.
Immediate delivery.

TELE-MATIC
INDUSTRIES, Inc.

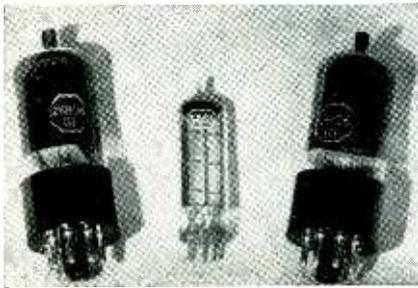
34 Wyckoff St., Brooklyn 2, N. Y.

Leading Mfrs. of TV Antennas, Accessories, & Component Parts

New Tubes and Components

G.E. RECEIVING TUBES

Three new receiving tubes (6AS5, 6BQ6-GT and 25BQ6-GT), designed mainly for television receivers, have been added to General Electric's tube lines. The 6AS5 is a beam-power amplifier of miniature construction. It is intended for use as the audio power-output tube in television receivers and small radio receivers. The 6AS5 is similar to the 35C5, and like the latter it operates at high efficiency and sensitivity in delivering relatively high power outputs at low plate and screen voltages. When operating Class A1, with a plate voltage



of 150 volts and an input signal of 8.5 volts peak, 2.2 watts of output power can be realized with 10 percent distortion. The 6BQ6-GT and 25 BQ6-GT are beam-power amplifier tubes designed to withstand high-surge plate voltages for short periods of time. The tubes are intended for use as horizontal-deflection amplifiers in television receivers. Maximum ratings of the tubes include a plate dissipation of 10.9 watts, a plate current of 100 milliamperes, and a peak positive surge plate voltage of 5000 volts. General Electric Co., Schenectady, New York.—RADIO & TELEVISION RETAILING.

Aerovox TUBULAR CAPACITORS

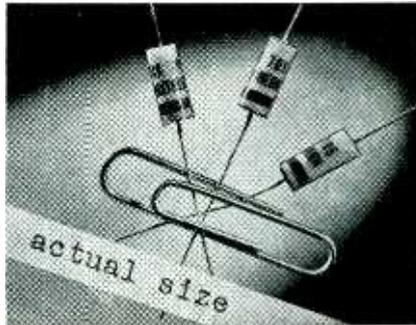
Type P85 are miniature paper tubulars Aerolene impregnated and sealed with Duranite. The resultant hard-cased tubular is said to offer the heat and humidity resistant quality of plastic tubulars at lower cost. Dielectric strength is maintained at high temperatures. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING.

Sarkes Tarzian RECTIFIERS

A new line of selenium rectifiers has been announced. These "Centre-Kooled" selenium rectifiers have been designed for use in radio, television or electronic equipment and feature center-cooling provided by a special spacer between the cells, insuring lower over-all operating temperatures by allowing air to reach the portions of the cells in which the current density is the greatest. Other features are: easily identified color coding, universal locating lug and a constantly high resistance path to ground under all atmospheric conditions. Sixteen models are available in the standard line ranging from units rated at 65 milliamperes at 130 volts to units capable of handling 450 milliamperes at 130 volts. Complete data and engineering information are available from Sarkes Tarzian, Inc., Bloomington, Ind.—RADIO & TELEVISION RETAILING.

Raytheon GERMANIUM DIODES

Types CK705, 706, 707 and 708 are new germanium diodes featuring excellent high frequency response and small size (.390" long and .160" in diameter), color



code marking, high operating temperature rating and resistance to humidity. Raytheon Mfg. Co., 55 Chapel St., Newton, Mass.—RADIO & TELEVISION RETAILING.

DuMont 12-INCH TUBE

A new Teletron, the type 12LP4A is a new type 12LP4 tube employing the DuMont bent-gun ion-trap design, and featuring the new gray filter face plate. Modification of the bent-gun design in the type 12LP4A, permitting the use of either a single or double magnet beam-enders insures direct interchangeability with all type 12LP4 tubes. Allen B. DuMont Labs. Inc., Tube Division, Clifton, N. J. RADIO & TELEVISION RETAILING.

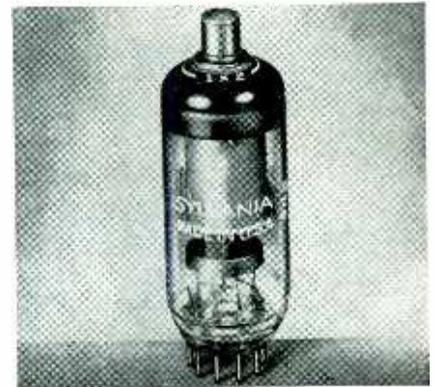
Pyramid CAPACITORS

The new "Humid-Seal" tubular paper capacitors are specially designed for 85 degree Centigrade operation in the most humid atmospheres, and to meet all demands of TV, auto radios, etc. Available in .001 to .1, 600 WVDC. Tube and ends plastic impregnated against moisture. Pyramid Electric Co., 155 Oxford St., Paterson, N. J.—RADIO & TELEVISION RETAILING.

Sylvania TUBES FOR TV

The type 1X2 is a double ended miniature high voltage rectifier tube designed for use with r-f, fly-back, and 60 cycle types of power supply for television picture tube anodes. The tube is for use in power supplies where voltages up to 15,000 volts DC are required.

The type 6AU5-GT is a high-perveance beam power amplifier designed for use as a horizontal deflection amplifier. The tube is particularly suitable for use in efficient horizontal deflection circuits oper-



ating from a plate supply of 250 volts or less in which tube plate voltage is supplied partly by the circuit and partly by the low-voltage DC receiver supply. One 6AU5GT, in a suitable circuit, will fully deflect 10BP4, 12LP4, or other picture tubes having up to 60° deflection and with anode voltages up to 12 kilovolts.

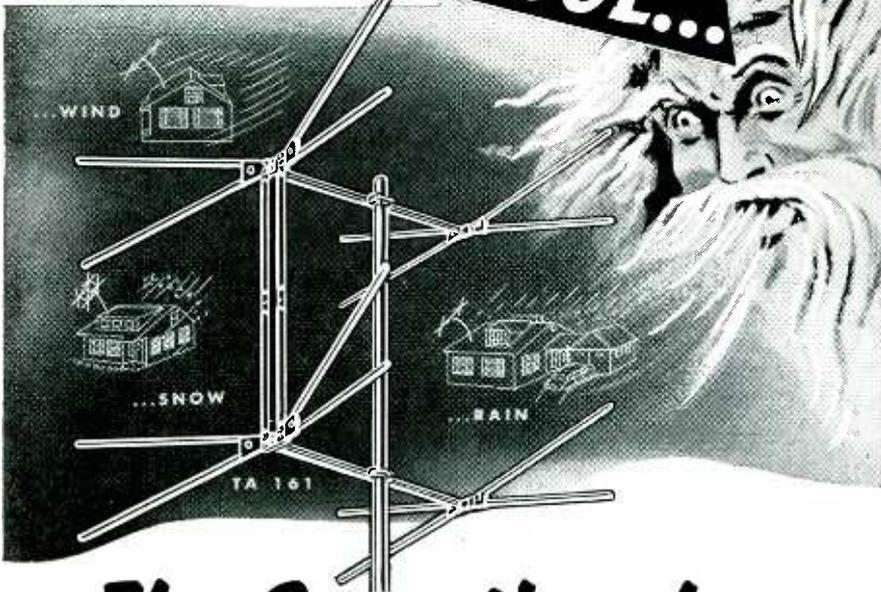
The type 1V2 is a miniature high voltage half wave rectifier designed for television receiver pulse rectifying systems and voltage doubler circuits for magnetically deflected 10 and 12 inch viewing tubes. The tube has a peak inverse plate voltage of 7500. Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING

New RCA Short TV Picture Tube



As shown above, the new 16GP4 16-inch metal kinescope is 5 $\frac{3}{8}$ inches shorter than the previous 16-inch tube (16AP4) and is actually shorter than 10- and 12-inch tubes. Shortened length was made possible by the use of 70 degree deflection. The RCA "Filterglass" face plate provides improved contrast.

In Fair Weather or **FOUL...**



**The Sensational...
JFD "D-Xer"
ALL-ALUMINUM
CONICAL ANTENNAS**

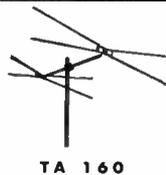
- ARE STRONGER!**
- MORE ECONOMICAL!**
- FASTER SELLING!**
- MORE PROFITABLE!**

Rugged construction. The only Conicals with reinforced elements. Will not bend, sag, sway or whip. Withstand all kinds of rough weather — wind, snow, rain, hail, etc.

Feature-for-feature, quality-for-quality, performance-for-performance, JFD "D-Xer" All-aluminum Conicals give more for the money than any other antenna. The smart serviceman looks for the reinforced element.

The proof of a product's popularity is in the re-order. Daily, our list of reorders grows longer and longer.

"D-Xer" Conicals sell faster — more easily. They require minimum servicing. Once put up, they stay put up — and they stay sold!

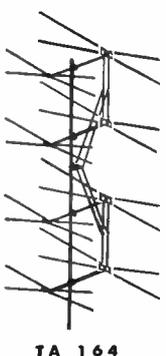


TA 161 ... Double "D-Xer" All-Band Conical. 1/4 wave-length stacked. Provides exceptionally high DB gain on both bands. Channels 2 to 13.

TA 162 ... same as TA 161, but 1/2 wave-length stacked.

TA 160 ... "D-Xer" All-Band Conical, channels 2 to 13 and FM. Good front-to-back ratio on all TV frequencies.

TA 164 ... "Super D-Xer" Double Stacked Conical, channels 2 to 13 and FM. Complete with mast-supported aluminum jumper harness. Unsurpassed for bringing in weak signals over long distances.



**WRITE FOR
FREE BULLETINS**

Now...right now...put your name on the JFD list to receive informative bulletins of JFD "D-Xer" Conicals, and all other fast-moving, profitable JFD products.

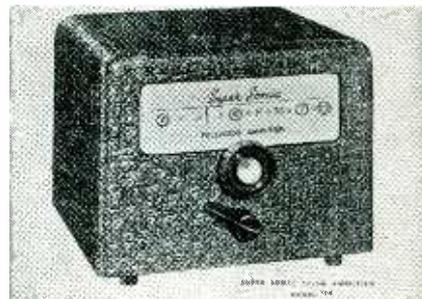
**BUY YOUR TV ANTENNAS
AND ACCESSORIES FROM
ONE SINGLE DEPENDABLE
SOURCE OF SUPPLY
... JFD**



MANUFACTURING CO., Inc.
6103 16th AVENUE, BROOKLYN 4, N. Y.
FIRST In Television Antennas and Accessories

Sonic TV BOOSTERS

Model IT-4 is a new, improved "Super Sonic" booster for insertion between antenna and receiver, and is designed to provide amplified signals free of interference on any of the 12 channels. Variable inductance tuning is employed and



a single continuous-tuning control is provided to tune all channels without band-switching. Additional selectivity is said to provide good rejection of unwanted signals. Unit tunes and boosts through the FM as well as TV bands. Sonic Industries, Inc., 221 West 17th St., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Lower Recorder Prices

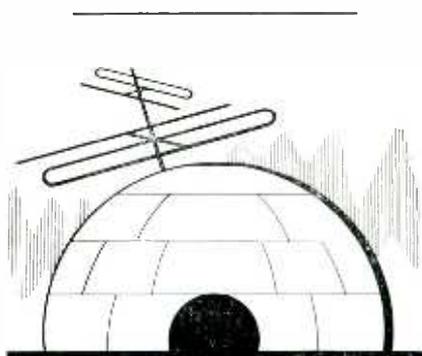
Webster Electric Co., Racine, Wisconsin, announce a price reduction of \$25.50 in the list price of their standard Ekotape, Model 101-4 recorder. The new price is \$369.50. Ekotape Model 101-5, which includes remote control is now being introduced with list price of \$395.00.

Circle X Appointment

The circle "X" Antenna Corp. has announced, through W. F. Hickson, its president, that it has appointed P. G. Scholz Co., 210 W. 8th St., Kansas City, Mo., as its exclusive representative to cover the "Heart of America States" and M. Arthur Baier, 1306 Center Road, Cleveland 21, Ohio, to cover the state of Ohio and western Pennsylvania.

Coolerator Names Little

Outlining a program of expansion for The Coolerator Co., Ward R. Schafer, vice-president and general manager of the firm, has announced the appointment of Corliss V. Little as manager of the Coolerator manufacturing division.



To Complete Your TV Table Model Line...



MODERN 12½" MAHOGANY TABLE MODEL
No. 125.† 90 sq. in. screen . . . FM sound . . .
built-in antenna.

MODERN 12½" MAHOGANY TABLE MODEL
No. 125.† 90 sq. in. screen . . . built-in an-
tenna. Also available in blonde mahogany.

You need these 2 Sylvania models

"RIGHT" size, price and style for your table model customers

YES With these two new 1950 Sylvania models, you can now offer your customers the TV table model that best suits their price and taste. For with these magnificent sets, the finest *Movie-Clear* TV line on the market is now complete.

With every set you sell, you offer your customers an extra-powered chassis. Extra-powered because Sylvania *Movie-Clear* television chassis has 24 working tubes, including 8 dual-purpose tubes, precision engineered to deliver actual 32-tube performance.

It assures your customers *sharper contrast, steadier pictures, minimum picture interference*

plus FM high-fidelity, intercarrier sound—sound locked in with picture.

Yes! In price and performance, size and style, Sylvania *Movie-Clear* television gives your customers the finest TV performance available today! Gives you the opportunity to trade-up for bigger gross, better margin.

Phone your distributor. Complete the *one* line that satisfies all your table model needs!

†Matching table optional at moderate additional cost.

SYLVANIA ELECTRIC PRODUCTS INC.

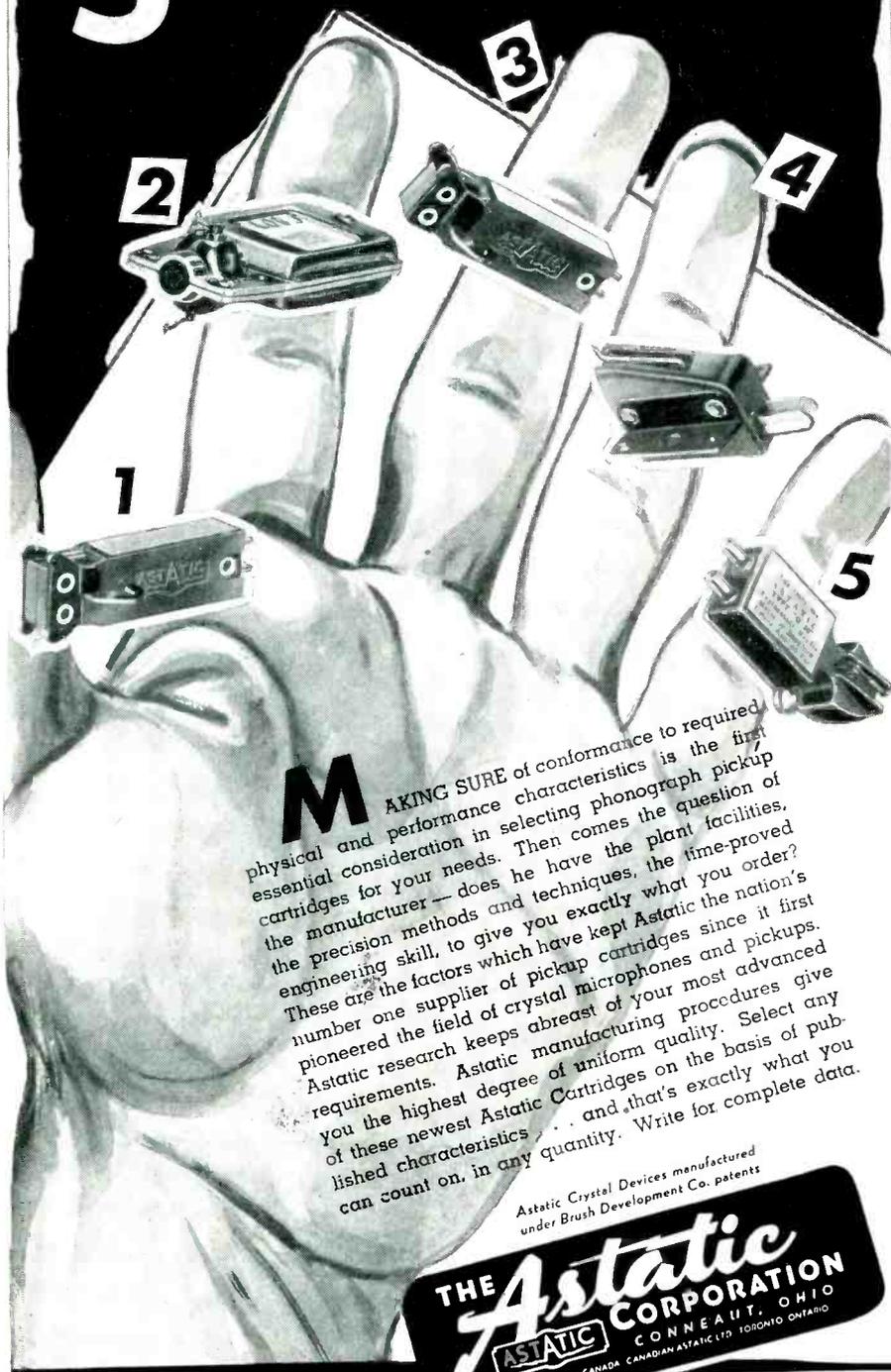
COLONIAL RADIO & TELEVISION DIVISION

1280 Main Street, Buffalo 9, New York

*Trademark



5 TO COUNT ON



MAKING SURE of conformance to required physical and performance characteristics is the first essential consideration in selecting phonograph pickup cartridges for your needs. Then comes the question of the manufacturer — does he have the plant facilities, the precision methods and techniques, the time-proved engineering skill, to give you exactly what you order? These are the factors which have kept Astatic the nation's number one supplier of pickup cartridges since it pioneered the field of crystal microphones and pickups. Astatic research keeps abreast of your most advanced requirements. Astatic manufacturing procedures give you the highest degree of uniform quality. Select any of these newest Astatic Cartridges on the basis of published characteristics . . . and that's exactly what you can count on, in any quantity. Write for complete data.

Astatic Crystal Devices manufactured under Brush Development Co. patents

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

ACD Double-Needle Crystal Cartridge

1 Newest Astatic miniature turnover model featuring mechanical drive system with new low in inertia. Result — sensationally smooth response, new tracking excellence, low needle talk. Output 1.0 volt at 1,000 c.p.s. Needle pressure six grams.

AC Crystal Cartridge

3 Tiny, single-needle version of the new ACD, with same unparalleled smooth response. AC-J for slow speed records has five gram needle pressure; AC-AG-J, with special All-Groove needle tip for all record types, has six gram needle pressure; AC-78-J for 78 RPM records has six gram needle pressure. Output of each is 1.0 volt at 1,000 c.p.s.

CQ Crystal Cartridge

5 Features miniature size and five-gram weight. Models CQ-J and CQ-AG-J fit standard 1/2" mounting and RCA 45 RPM record changers. Model CQ-1J fits RMA No. 2 Specifications for top mounting .453" mounting centers. Output 0.7 volt at 1,000 c.p.s. Employ one-mil tip radius "Q" Needle, or special All-Groove tip (Model CQ-AG-J).

LQD Double-Needle Crystal Cartridge

2 The PROVED TOP PERFORMER for turnover type pickups today. Outstanding for excellence of frequency response, particularly at low frequencies. Output 1.2 volts on slow speed side, needle pressure six grams; 0.9 volt on 78 RPM side, eight grams. Available with or without needle guards.

GC Ceramic Cartridge

4 The first ceramic cartridge with replaceable needle. Takes the "Type G" needle — with either one, three-mil or special All-Groove tip, precious metal or sapphire — which slips from its rubber chuck with a quarter turn sideways. Output has been increased over that of any other ceramic cartridge available. Light weight and low minimum needle pressure.

Television Film Debut



One of the first movies to make major use of a television receiver is Samuel Goldwyn's, "Our Very Own," in which an RCA Victor television receiver is delivered and installed at the beginning and used as a device for introducing the characters. Scene shows Gus Schilling, as a television technician, with Natalie Wood.

Simpson's 260,000th

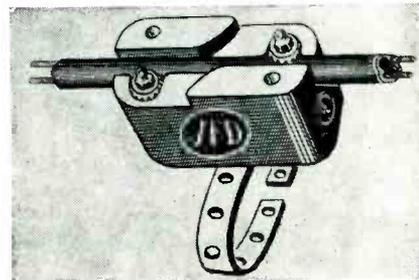
The 260 thousandth unit of the model 260 volt-ohm-milliammeter to roll off the production line at the Simpson Electric Co., 5200 W. Kinzie St., Chicago, was gold plated and presented to Ray Simpson, chairman of the board. It was accompanied by a silver plaque commemorating the event.

Rice With Starrett

Benjamin H. Rice, formerly southern regional sales manager, has been appointed national sales manager of the Starrett Television Corp., it was announced by Mitchell Fein, vice-president. Mr. Rice will supervise activities of five regional sales managers and 22 salesmen covering the entire country.

JFD LIGHTNING ARRESTER

The new AT103 lightning arrester is especially designed for the latest types of heavy and tubular twin lead. UL approved for outdoor-indoor use, the AT103 can be installed in seconds on masts, walls, or



cold water pipes without any preparation or the use of special tools. No splicing or cutting of the lead is necessary. The lead-in is simply slipped into the slot and tightened in place. The AT103 lists for \$2.25. JFD Mfg. Co., Inc., 6101-16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.



MR. DEALER:
Sell the Line that Builds
CUSTOMER CONFIDENCE

VARIABLE RELUCTANCE CARTRIDGES

★ FOR QUALITY ★ FOR PRICE ★ FOR TURNOVER
 Compare These General Electric Variable Reluctance Cartridges With Anything On The Market!

NEW "BATON" STYLUS →

provides unexcelled delicacy of tone for critical ears. Dual-twist stylus assembly (inset) permits higher lateral compliance and improved tracking. Double damping blocks filter out needle talk and mechanical resonance. This new assembly now included in all types of G-E Cartridges. RPX-040 and RPX-041.



← TRIPLE PLAY CARTRIDGE

Ride the sales boom of this sensational new G-E model! Plays all three types of records without a change of position in the tone arm! A flick of the knob selects stylus. Requires no adjustment of tone arm weight. Costs 25% less than the 2 cartridges it replaces! A hit with manufacturers and listeners alike! Model RPX-050.

PROFESSIONAL VARIABLE RELUCTANCE CARTRIDGE →

One of the most popular cartridges of the G-E Line. Preferred by broadcast station engineers for its smooth, wide-range frequency response designed to match broadcast equalizers. Operates with any G-E stylus. Model RPX-046.



You can't beat these General Electric Variable Reluctance Cartridges for superb reproduction, sturdy construction, and low cost. That's why manufacturers, radio stations, and the listening public everywhere continue to select the G-E Cartridge that fits their needs best.

You can get a bigger share of the valuable replacement business by stocking the models shown here. Don't delay—place your orders today!

PLENTY OF PROMOTION!

Ask your distributor for complete 1950 G-E Parts Promotion Kit! Counter displays, ad reprints, full line sheets and folders, everything you need to sell more G-E speakers, cartridges, parts and accessories! Get it today!

General Electric Company
 Section 2640
 Electronics Park
 Syracuse, N. Y.



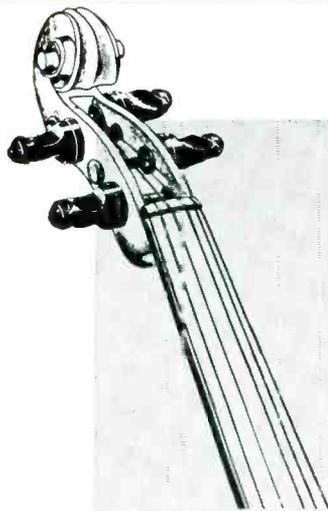
Send me latest information on stylus wear plus FREE folder on the new G-E Baton stylus.

NAME.....

ADDRESS.....

CITY.....STATE.....

You can put your confidence in—
GENERAL  ELECTRIC



Duosonic

LONG PLAYING PHONOGRAPHS

"the tone of the master"



THE most popular name in phonographs today is DUOSONIC, which stands for the ultimate in phonograph perfection exceptionally rich in tone, dependable in construction, richly styled for unusual beauty they are the choice of progressive dealers everywhere available in models and colors to suit every taste and budget.

Franchises are still open. Write about the availability of this top line for your territory.



Address all inquiries to Dept. TRP2

SONIC INDUSTRIES, INC.

Manufacturers of Super Sonic TV + FM Amplifiers

221 WEST 17th STREET • NEW YORK 11, N. Y.

New TV Models

Trav-ler TV SETS

Six new models are offered ranging from \$199.95 to \$399.95. They include a console and a consolette in 12½-inch size, two 16-inch consoles, a 16-inch consolette, and a 19-inch console. Model



16R50A is shown here. It is a 16-inch consolette with rectangular tube and lists for \$249.95. Trav-ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.—RADIO & TELEVISION RETAILING.

Marathon TV LINE

Highlights of the new line are the custom designed mahogany veneer cabinets. "The Brighton" (shown) is a 16 inch set with a 31-tube chassis. It lists for \$495. "The Claridge," a 19-inch regency console



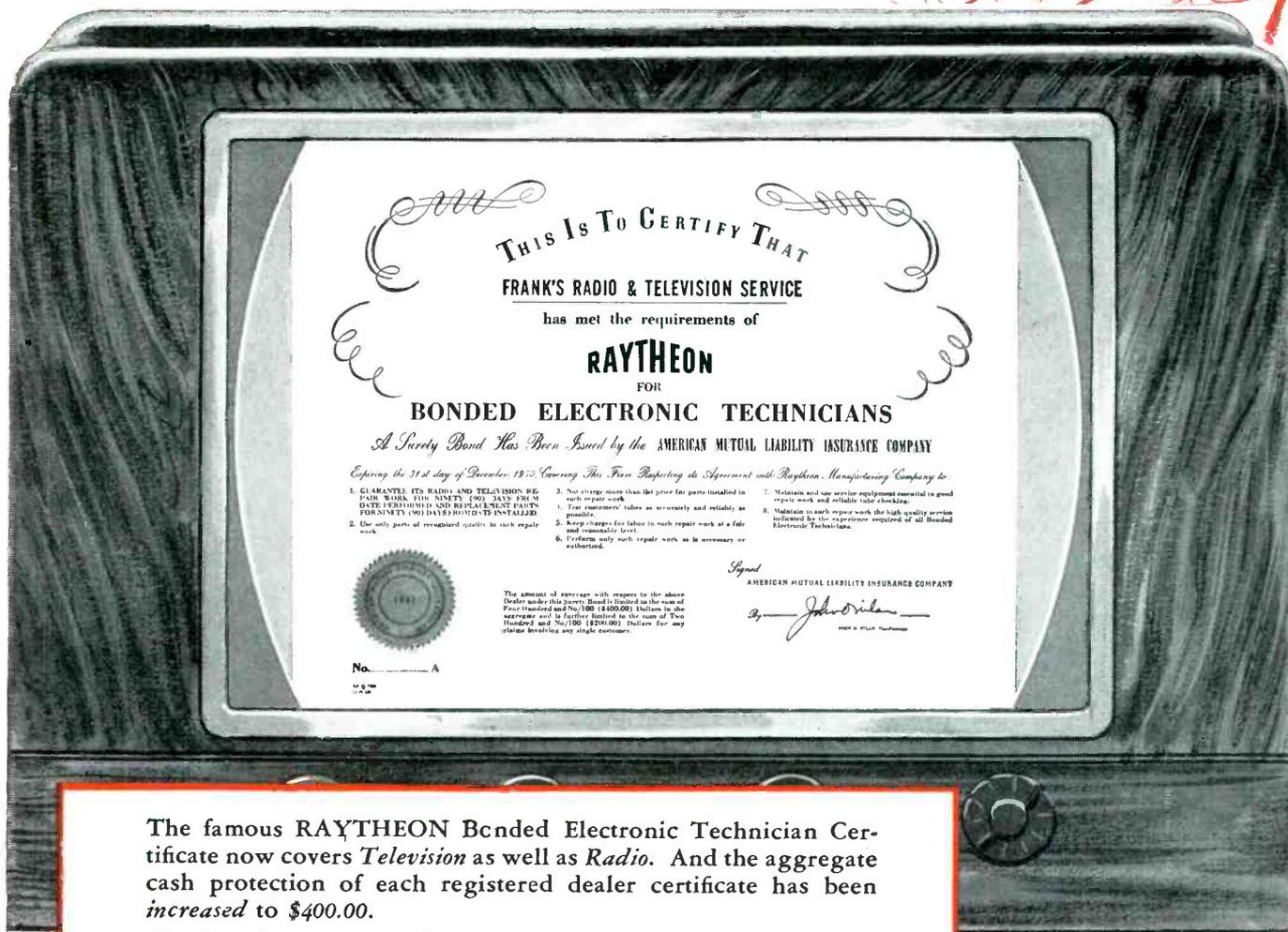
lists at \$565. Marathon Sales Co., 466 W. 42 St., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

Trans-Vue TV LINE

A new model has been added to the Aristocrat line, the Aristocrat 610. Priced at \$339.95 in mahogany cabinet, it is available in blonde mahogany and limed oak at slightly extra cost. Has the same features and style of the model 400, 12½-inch set. Trans-Vue Corp., 1139 E. Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

NOW, you can tell your Customers

it covers TELEVISION, too!



The famous RAYTHEON Bonded Electronic Technician Certificate now covers *Television* as well as *Radio*. And the aggregate cash protection of each registered dealer certificate has been increased to \$400.00.

Think of it . . . your 90-day guarantee on TV and Radio repairs and replacement parts — backed by American Mutual Liability Insurance Company's assets of close to \$100,000,000.00.

Here's the one, sure way to win and hold *customer confidence*, and it's

FREE — to qualified service dealers

If you're not yet a Raytheon Bonded Electronic Technician get in touch with your Raytheon Tube Distributor at once. It costs you nothing but it puts you first in line toward better volume and profit from your television and radio service work.



ACT NOW! Ask your Raytheon Distributor how to become a **BONDED ELECTRONIC TECHNICIAN**

RAYTHEON MANUFACTURING COMPANY

Radio Receiving Tube Division

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

Excellence in Electronics

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

Proctor Appointment

W. L. Obert has recently been appointed as assistant sales manager for distributor sales by the Proctor Electric Co., Phila., Pa. Mr. Obert joined the advertising department of Proctor in 1946 and has been responsible for many of the company's promotional activities.

DuMont Ad Director

Dr. Allen B. DuMont, president of DuMont Laboratories, Inc., has announced the appointment of Douglas Day as director of advertising. Mr. Day will coordinate the activities of the television receiver sales division and the

broadcasting system (DuMont TV Network and company-owned stations).

Stromberg Sales Office In Milwaukee

J. W. Farrow, formerly branch manager for the Stromberg-Carlson Co. in San Francisco, has established a new factory sales office in Milwaukee. The new headquarters will serve dealers and distributors in Wisconsin, Minnesota, upper and lower Michigan except for eastern portions, Iowa, North and South Dakota, Nebraska, parts of Ohio and Indiana.

Record News

The initial catalog offering of RCA Victor Red Seal long-playing 33 $\frac{1}{3}$ rpm records consists of 33 major works. In choosing the selections, paramount consideration was given to uninterrupted performance stressing symphonies, concertos, tone poems, operas, choral works, instrumental solos, etc. The records are non-breakable and are manufactured from the same vinyl plastic compound used in 45 rpm discs. Selections comprising two or more records are packaged in box-type albums, similar to the containers used for 45 rpm records. Single 33 $\frac{1}{3}$ rpm records are available in protective envelopes, utilizing artwork used on 78 rpm and 45 rpm album counterparts. In the initial release, the 10-inch records are priced at \$3.85 and \$4.45, including tax; the 12-inch records at \$4.85 and \$5.45, including tax. Pricing, it was announced, is on a per product basis.

Dealers and distributors are looking forward to stimulated activity in classical music on records as a result of the transcontinental tour of Arturo Toscanini and the NBC Symphony Orchestra. Strong tie-in publicity and promotion for records and instruments are being planned for each local concert. Special store and window display materials are also available for dealers from RCA Victor.

Jeff Wilson, general sales manager, Columbia Records, announced that the response to the company's promotion campaign for its 7-inch 33 $\frac{1}{3}$ rpm LP Microgroove record has been very enthusiastic. Mr. Wilson stressed the fact that there are more than 800,000 reproducing units capable of playing the 7-inch LP record automatically in the hands of consumers, and that more are being purchased every day.

Decca has recorded in its entirety the T. S. Eliot play, "The Cocktail Party," featuring the original Broadway cast.

William R. Gard, executive secretary of the NAMM, has announced that 1950 Trade Show space assignments for exhibitors are being made. Scheduled for July 10, 11, 12 and 13 at the Palmer House in Chicago, an attendance of between eight and nine thousand persons is expected.

Milton R. Rackmil, president, Decca Records, Inc., announced the creation of a new line of top-talent religious records known as the Decca Faith Series. Leonard W. Joy heads the new religious department. The records retail for 75c each, and are distributed through the regular Decca channels. Heading the initial release are two Bing Crosby recordings with the Ken Darby Choir. Other artists represented include: Andrews Sisters, Mills Brothers, Jack Owens, Red Foley, Ernest Tubb, and the Hamilton Quartet.

RCA Victor is a participating sponsor in the NBC television program, "Saturday Night Review," telecast Saturday night. Ralston H. Coffin, director of RCA Victor advertising, announced that "Eye Witness" television receivers, the 45 rpm system and phonograph records will be advertised on the show.



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

the Magic Touch

Fidelitone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50c to \$5.00

PERMO, Incorporated
CHICAGO 26,

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Rectangular-Faced Picture Tubes

Smaller Bulk Combined with Short Length and Wide Angle Deflection Effect Savings in Cabinet Space and Cost

The 16RP4 and 16TP4 rectangular tubes introduced by Hytron provide pictures comparable in size to 16-inch round tubes but in a cabinet having less height (due to rectangular face-plate) and less depth (due to short length made possible by wide-angle deflection). The all-glass tubes require no special high-voltage insulation, and employ light-weight glass which cuts down on tube weight. The neutral density face-plate is said to provide increased contrast by reducing the reflected light from the surface.

The 16RP4 and 16TP4 are the same except in the construction of the gun. The 16RP4 employs a straight gun such as that used in the 16AP4, and requires a double magnet ion trap. The 16TP4 uses a "tilted beam" gun which is designed for use with a single magnet having greater field strength. The latter construction permits a reduction in the overall length of the tube of $\frac{5}{8}$ inch, making the 16TP4 $18\frac{1}{8}$ inches long as against $18\frac{3}{4}$ inches for the

16RP4. (The 16AP4 is $22\frac{1}{4}$ inches long and the 16GP4 is $17\frac{5}{8}$ inches long: see "Wide Angle Deflection for TV," January, 1950, issue of RADIO & TELEVISION RETAILING.) The funnel of the tube (from the face-plate to the beginning of the neck, where the yoke is placed) is "short" with respect to the 16AP4, and therefore requires "wide angle" deflection: 65 to 70 degrees as compared to 52 to 54 degrees in the 10BP4 and 16AP4.

The longest dimension of the rectangular face is $16\frac{1}{8}$ inches, which is the diagonal, making the tube comparable to a "16 inch" round tube. The maximum usable diagonal is $14\frac{7}{8}$ inches long, compared with the maximum usable diameter of $14\frac{5}{8}$ inches on the 16AP4 and 16GP4 round tubes. Therefore the picture on the 16RP4 and 16TP4 of $10\frac{1}{8}$ by $13\frac{1}{2}$ inches is more or less exactly comparable with the rectangular picture on the round 16-inch tube. The "expanded" or "wide screen" pictures on the round tubes, however (with



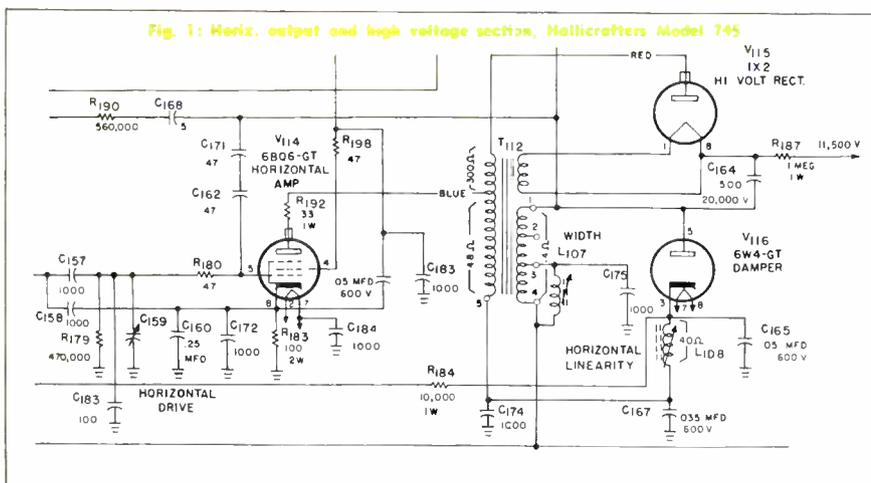
Hallicrafters Model 745

rounded sides), have a somewhat larger height and width, obtained by cutting off considerable at the corners.

Twelve thousand volts is the minimum recommended 2nd anode voltage for the 16RP4, which requirement is in part determined by the use of the neutral density face-plate having a 35% loss in light transmission.

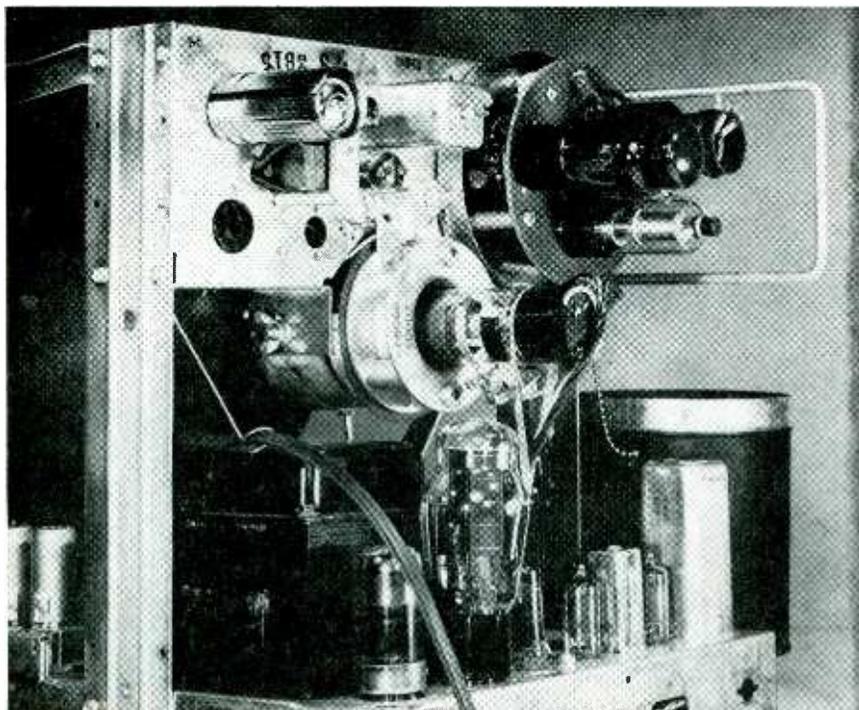
The accompanying photo shows the Hallicrafters model 745, a 16-inch table model utilizing a rectangular tube. The diagram (Fig. 1) shows the horizontal output and high voltage section of this receiver (and also the console models 750, 751, 760 and 761) using the 6BQ6-GT horizontal output tube, 1X2 high voltage rectifier and 6W4-GT damper. 11,500 volts on the 2nd anode is obtained without the use of voltage doubling by the utilization of the high efficiency horizontal output transformer described in the article "Universal TV Sweep Transformer" which appeared in the March, 1950, issue of RADIO & TELEVISION RETAILING. The combination of the higher efficiency transformer with the higher circuit efficiency possible with the 6BQ6 makes it possible to provide adequate sweep for the

(Continued on page 118)



Adjustable TV Focus with

New Video Unit Relatively Independent



PM focus unit as used in Sylvania TV receivers. The somewhat unconventional appearance of this compact chassis is due to the horizontal output and high voltage subchassis built above the picture tube neck. The focus magnet is attached to this subchassis. The round unit at the upper right is the RF high voltage supply with shield can removed. Can is behind chassis at lower right.

• The development of the focus magnet for TV is to a certain extent following the pattern of radio loudspeakers, where electro-magnetic speaker fields have been largely replaced by PM's. The advantages in radio were ease in handling, replacement and trouble-shooting (not only in the speaker but in the power supply), plus improved performance.

The advantages in TV are so obvious that it is a wonder we started out with EM focus, considering that TV engineers didn't have to go through the search for better and lighter magnetic materials for PM's. This development had already been accomplished for loudspeakers.

Early TV sets and oscilloscopes, however, employed electrostatic rather than magnetic focusing. The advent of larger and larger picture tubes has seen magnetic focus become practically universal in TV.

Electromagnetic focus was used on all TV sets up until recently because in TV we not only need a strong magnetic field; we also need to be able to adjust or regulate this field to compensate for the several variables which affect the fine focusing of the spot on the tube screen. No practical method of varying the intensity of such a field had been

devised other than the established method of varying the flow of current through a wire wound coil, probably because there had been no necessity for it.

Early in 1949 a method was developed by James P. Quam, president of the Quam-Nichols Company of Chicago, in which the intensity of a PM field was varied through the medium of a shorting screw. The application of this principle resulted in the commercial introduction of the PM focus unit, or "Focalizer."

Simple Bar Magnets Used

The unit consists of three or four small bar magnets which are placed along and around the axis of the tube neck. These magnets are held together and in place in their positions on different sides of the tube by two disc-like pole pieces made of low carbon steel. The pole pieces are approximately $\frac{5}{16}$ " apart. The magnets are arranged so that like poles are at the same end. The magnetic leakage flux lines joining the ends of these magnets pass through the tube (along the axis of the tube). Focusing is accomplished by the inter-

action of these lines with the field of the electron stream flowing through the tube, which interaction tends to force back into the concentrated electron beam any electrons which have a tendency to diverge from it.

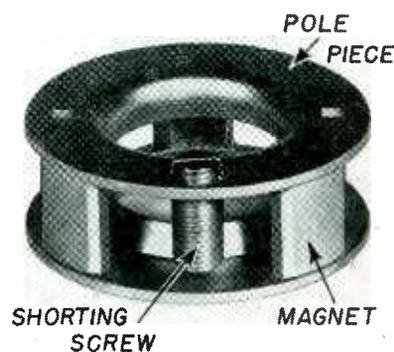
The half-inch shorting screw is threaded into one of the discs so that, as it is turned in, it travels closer to the other disc (or pole piece). This provides a path of less reluctance for the magnetic lines, or in other words, tends to short them out, so that the leakage field intensity in the tube is decreased. Conversely, as the screw is turned out, the intensity of the field in the tube increases.

Units Light in Weight

As will be noted in the photos, some of these units have one screw, some two, depending on the range of adjustment desired. It can also be seen that one of the focus units shown has three flat bars and one screw, the other has four round bars and two screws.

Thus, by means of the shorting screw or screws, the intensity of the magnetic field for focusing is varied as it would be by varying the flow of current through a wire wound coil.

Three ounces of Alnico V magnet material is used where a flux density of not more than 950 gauss is required. Where a greater density is required,



PM Focalizer with 3 magnets, 2 pole pieces, and 1 shorting screw.—Courtesy Quam-Nichols Co.

four ounces of the same material is used. Although precise measurements are difficult to make, it is estimated that 750 gauss is required for 10" tubes operating at between $7\frac{1}{2}$ and 9 KV; 10" tubes operating between 9 and 12 KV require approximately 850 gauss in the gap; $12\frac{1}{2}$ " tubes seem to require about 150 gauss more; and 16" tubes operating at between 10 and 12 KV

a Permanent Magnet

Of Line Voltage and B Current Variations

need about 1100 gauss.

The complete "Focalizer" weighs about three-quarters of a pound, whereas the wire wound device weighs about one and a half pounds.

The Focalizer is mounted in the same position on the tube neck as a wire wound device, and can be used to center the picture, as many wire wound focus coils are. The picture is centered by the PM device by horizontal and vertical movement only, however, and not by tilting with relation to the axis of the tube. As a result, the mounting of the device is

slightly different. In the accompanying photo, the focus magnet is shown attached to the chassis from the top by two rigid brackets which may be adjusted for horizontal and vertical positioning. In the magnet itself can be seen the two large shorting screws, above and below the tube neck.

Among the advantages of the device are: 1) No exciting current is required, 2) No potentiometer is needed, and 3) The focus magnet does not have to be wired in; 4) Since the focus magnet is not electrically connected with the set, line voltage and B current

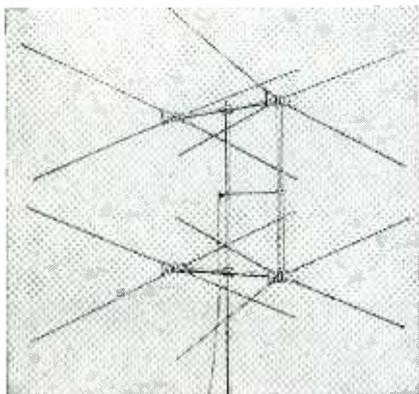
variations have less effect on the picture; 5) The Focalizer is practically a lifetime device, having no coils to open or short, no parts to fail; 6) The device does not contribute heat to the receiver, and 7) Does not change in value (as a resistance device might) with warm-up.

The receiver shown is a Sylvania TV set, one of several manufacturers using the PM focus magnet. It is estimated by the Quam-Nichols Company that well over 50% of the sets produced by the middle of this year will be equipped with PM focus.

FOR THE RADIO-TV TECHNICIAN

C-D TV ANTENNA CERAMIC CAPACITORS

Efficiency on all bands plus only a five-minute assembly and installation job are features claimed for Cornell-Dubilier's new all-band conical TV antenna. This antenna is known as the "Mighty-X Skyhawk" and is available in two models—LZX-2, a 2-

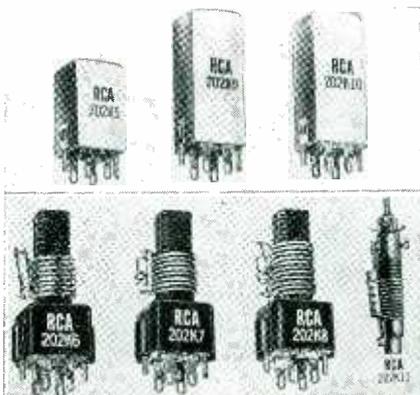


bay package, complete with an 8-foot mast, list price \$21.25; and model LZX, a single-bay package without a mast, listed at \$8.95. Separate wave-jumpers for stacking, retail for \$1.50. Further information may be obtained by writing to: Cornell-Dubilier Electric Corp., South Plainfield, N. J.—RADIO & TELEVISION RETAILING.

A new line of miniature disc ceramic capacitors called Tiny Mike, used principally in TV, FM and VHF applications, is designed for bypass and coupling in very compact assemblies. Unit is 19/32 in. in diameter and 5/32 in. thick and is available in 50 to 500 mmfd., 500 WVDC. Cornell-Dubilier Electric Corp., South Plainfield, N. J.—RADIO & TELEVISION RETAILING.

RCA IF TRANSFORMERS

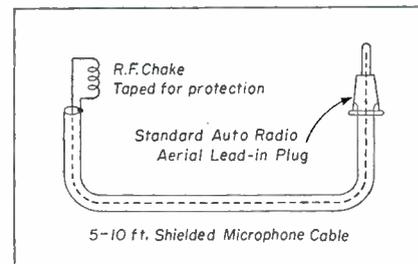
Seven new picture IF components giving improved sensitivity, selectivity, and response have been announced: a converter transformer, 5 picture IF transformers and a cathode circuit trap. A set utilizing these components has more tuned circuits than any previous RCA picture IF system, and is said to result in good selectivity at both the high and the low end of the picture IF



band, and an exceptionally flat response characteristic. The use of a link-coupled, double-tuned circuit between the converter plate and the grid of the 1st IF tube increases the sensitivity of the system. This arrangement makes it practical to use a low-impedance line to couple the 1st picture IF tube at some distance from the converter tube. The components are designed for a sound IF carrier of 21.25 megacycles per second and a picture IF carrier of 25.75 megacycles per second. Tube Department, Radio Corp. of Amer., Harrison, N. J.—RADIO & TELEVISION RETAILING.

Editor,
RADIO & TELEVISION RETAILING:

Am enclosing a sketch of a simple, but highly efficient auto radio noise probe that we have made and are using to eliminate interference. By plugging it into the auto radio or aircraft radio receiver and holding the RF choke



probe near a wire suspected of radiating interference, much time can be saved in locating the interference. If you would like to publish this helpful aid so that others may make one you may do so.

M. E. Quisenberry
Buck's Radio & Appliance Co.
630 S. Main St.
Lexington, Virginia

Raytheon TV TUBES

The 1X2 is a filament type rectifier of miniature construction designed for use in television receivers as a high voltage rectifier. It can be used in RF, fly-back, and power line frequency types of rectifier circuits. The 6BQ6GT is a beam pentode for use as a horizontal deflection amplifier in television receivers. Employing a T-9 bulb and a standard octal base space savings can be effected through the use of the 6BQ6GT. The plate connection is made through a top cap allowing for better isolation of the high plate voltage. Raytheon Mfg. Co., 55 Chapel St., Newton 58, Mass.—RADIO & TELEVISION RETAILING.

Reception Characteristics TV Antenna

An Analysis of Some of the Factors Which Must Be Considered in

• It would be a great convenience for the TV installer if one type of antenna were suitable for all locations. It is unfortunately true, however, that every type is designed to do a certain job or achieve a certain result, and the technician cannot oversimplify the situation without costly compromises. It is rather troublesome as well as expensive to try every antenna available in each situation, so it follows that the installer may profit from advance knowledge of the factors to be considered and the results to be expected.

Probably the most exacting requirement to which an antenna system may be subjected is that it must operate over all 12 channels. The gain of the antenna is likely to be different on every channel; the impedance may change, and therefore the power delivered to the set will vary; and the directivity pattern may alter radically throughout the band.

It is axiomatic of some types that the radiation pattern becomes more sharply directional as the frequency increases. It is probably less obvious that side and back lobes develop on

Choose an "all-channel" antenna which is the best compromise between the requirements of the local situation and the characteristics of the different antennas available, on both high and low bands. Some of the factors to be weighed are outlined here, along with the response of some of the popular antenna types. All these diagrams were made by, and are reproduced through the courtesy of the American Phenolic Corp. (Amphenol) of Chicago.

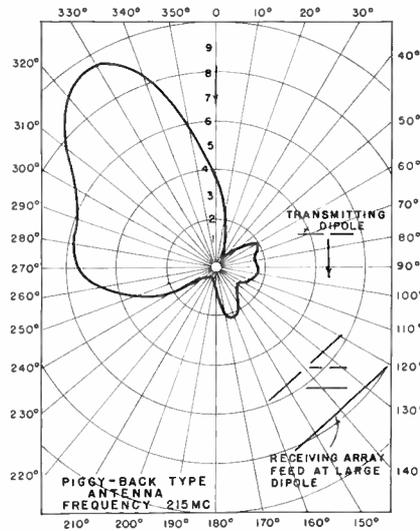


Figure 1-B

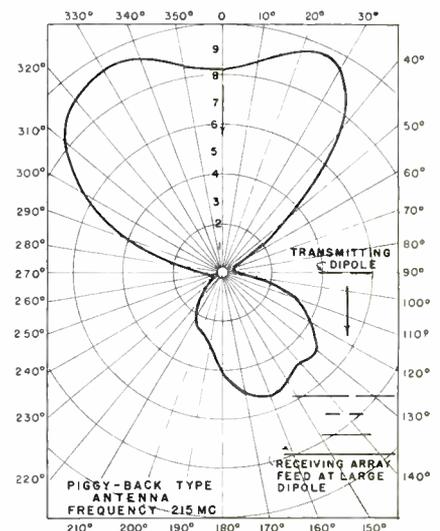


Figure 1-C

Figures 1-A, 1-B and 1-C show a Hi-Lo or Piggy-Back antenna at 215 MC, with the high band antenna always directed at the station, and the low-band unit oriented in different directions. Notice how orientation of the low-band unit changes the pattern of reception even at this (high) frequency. Figures 2-A, 2-B, and 2-C show the same antenna at 66 MC, with the low-band unit stationary and the high-band unit oriented. Very little change is noticed in the pattern. Figs. 3-A and 3-B show a Bat-Wing antenna at low and high frequencies. This type develops side-lobes on the high band, but maximum pickup is still in the "straight ahead" direction. Figs. 4-A and 4-B (next page) show a conical on high and low bands. Like the Bat-Wing, maximum pickup is maintained in the forward direction throughout the 12 channels; the main lobe narrows as the frequency gets higher, and some side-lobes appear. Figures 5 and 6 are explained on page 102.

some types at higher frequencies, and in some cases to such an extent that the maximum pickup is no longer in the forward direction.

Before discussing the radiation patterns shown below, however, it would be well to consider what sort of directivity is desirable. In an area where all stations lie in the same general direction, a fairly sharp lobe in one direction which remains constant throughout all the channels covered is desirable. Where the stations lie in the same general direction but are not closely grouped, such an antenna would provide only compromise reception on all stations unless a rotating device were used. Where stations are in different directions (for instance one East and one South), two antennas would be desirable in the absence of a rotator, since utilizing the side-lobes of an antenna which does not have a uniform pattern over the whole

Figure 1-A

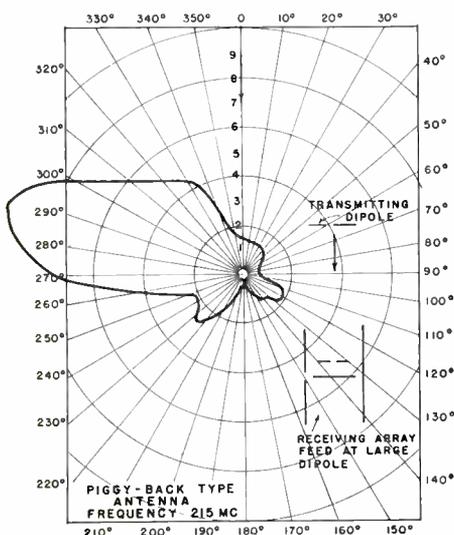
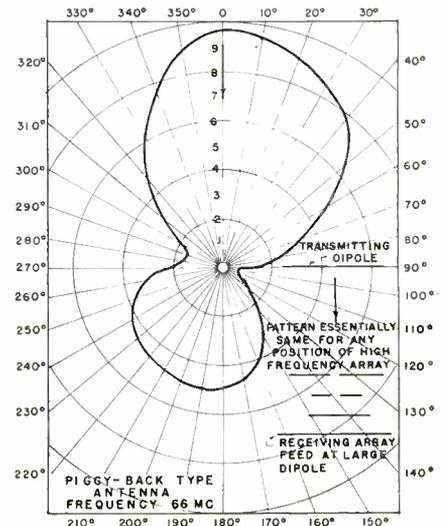


Figure 2-A



of Son ne Popular

Types

Proper Antenna for a Particular Situation

of chance. In lobes rarely wer of the place, such umber, in with almost be seen in some ng diagrams. In the ne patterns shown are d, permanent condition, but represent tests made under op- um conditions. The terrain, the height above the terrain, the type of transmission line, and the length and geographical path of the transmission line can change the results obtained at the receiver. The most reliable reception characteristic of an antenna to figure on is the main or principal radiation lobe.

Narrow Beam Types

The sharper the directional pattern of the antenna, the more the gain may be considered to be concentrated in the desired direction. A pattern may be too sharp, however, in which case it will be extremely difficult to orient, and especially with a rotator. If too sharp, also, it may be affected by winds and vibration. The actual op-

imum beam width will vary with the distance from the station and the number of stations desired.

Where high and low band stations are in different directions, the separately orientable "hi-lo" type of antenna suggests itself. No doubt many installers have discovered, however, that one of these two elements cannot always be completely ignored when orienting the other. The accompany-

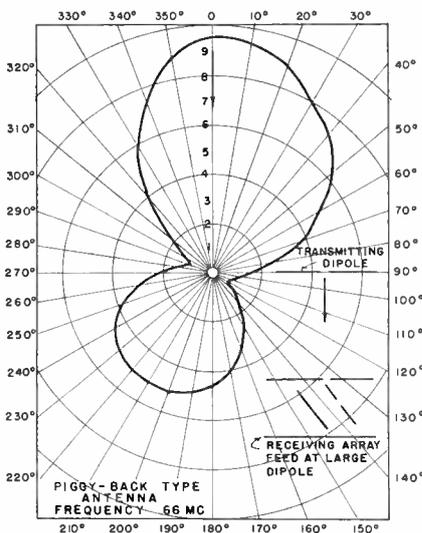
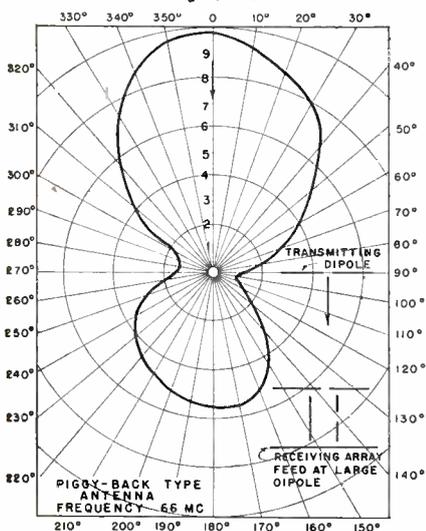


Figure 2-C

Figure 2-B



ing patterns of "piggy-back" antennas show that on the high channels, the low-band antenna still has control over the radiation pattern. On the low-band, the high frequency antenna can distort the pattern a little, although the reception results are still basically that of the larger antenna. Separate lead-ins would be more apt to produce the desired result, and separate masts would be even more of an improvement.

The gain of an antenna is taken to be the relation between the power delivered by that antenna on some frequency and the power delivered by a simple half-wave dipole cut for that frequency. Parasitic elements and

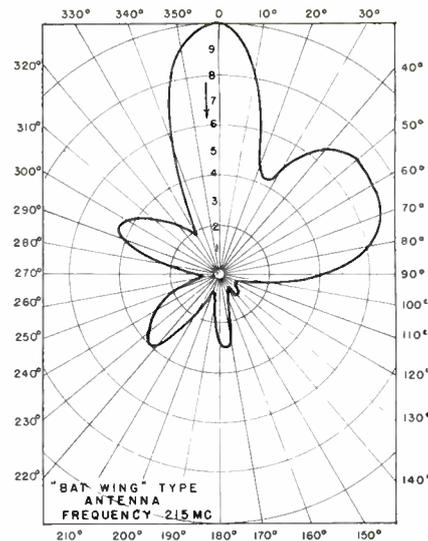


Figure 3-A

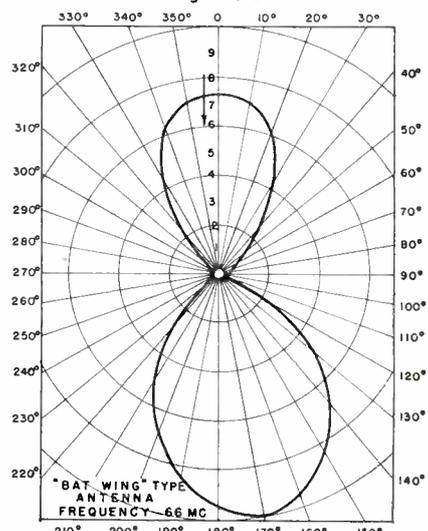
stacked arrays are probably the most readily effective means of increasing the gain of an antenna, if it is borne in mind that the impedance is lowered and the frequency-sensitivity increased with these additional elements (see "Impedance Considerations in Antenna Design" February 1950 issue of RADIO & TELEVISION RETAILING).

Improving Antenna "Gain"

The gain of an antenna without the use of parasitic elements or stacking, however, depends on its constructional features. A simple straight dipole cannot have any "gain" since the standard against which it is being compared is also a simple straight dipole, cut for the frequency at which measurements are being taken, and properly matched to the load.

Improving the impedance characteristics of an antenna may improve the results obtained with it over a broad (Continued on page 102)

Figure 3-B



TV Antenna Type

(Continued from page 101)

number of channels when compared with a similar antenna which does not provide a proper match, but will not result in "gain" over the standard antenna, because the latter is by definition cut especially to each channel, and properly matched. When considering actual practice, however, as opposed to theory, some improvement is possible. For instance, a folded dipole has a theoretical radiation resistance of 300 ohms at its cut frequency, and therefore provides a perfect match for 300-ohm lines and 300-ohm receivers,

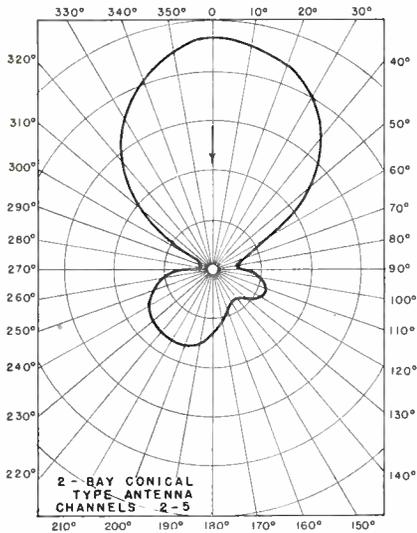


Figure 4-A

both of which are most commonly found in practice. The use of a straight dipole with 300-ohm line in the field, for best results, would require some sort of matching (pad or transformer) in which some losses would inevitably occur. Therefore, the folded dipole could be considered to have provided an improvement. Similarly, any antenna which is designed to provide a better impedance match over the whole band (such as a conical-type) may effect an improved power transfer when compared with some other antenna for which no such provision has been made, although it does not provide a better impedance match than a "standard reference

dipole" which is by definition perfectly matched.

Harmonic Response

As explained in a previous article (TV Antennas, August 1949 issue RADIO & TELEVISION RETAILING), response falls off more sharply below the resonant frequency of an antenna (the frequency for which it is a half-wave in length) than it does above that frequency; and, as a matter of fact, it reaches resonant peaks at odd harmonics. The third harmonic is generally the only usable odd harmonic. For instance, an antenna cut for channel 3 (as many popular low-band antennas are) will have a response peak at channel 9 in the high band. Even-numbered harmonics are relatively poor response points. The principal reason why a channel 3 antenna is usually not good at channel 9 is because the single main forward lobe is replaced by two side lobes about 35 degrees displaced from "straight ahead." However, an antenna which, because of its mechanical design, is able to achieve maximum gain in the forward direction on high as well as low band channels can operate over the whole TV spectrum fairly well provided it is a broad-band design. That is, the Q cannot be too high, for we already know that the higher the Q, the sharper the response and the higher the gain—and also, the narrower the bandwidth.

Weigh All Factors

In selecting an antenna for a situation, the installer must consider how many channels are to be received; whether both high and low band channels must be received; whether (if more than one channel is desired) the stations are in the same or different directions; whether sharp directivity and good front-to-back ratio is desirable for either fringe area high gain or for metropolitan area ghost elimination; whether the noise or weather conditions prevailing necessitate shielded transmission-line (which may suggest special impedance matching considerations in the choice of an antenna); and even physical conditions must be considered: such as whether there is space or sufficient

support available which is thoughtable. And by no means should the price of the antenna be considered. Where the station is to be received in a signal area presenting problems, the installer will be inclined to purchase the "favorite" antenna because it is designed to overcome problems that do not exist in this instance.

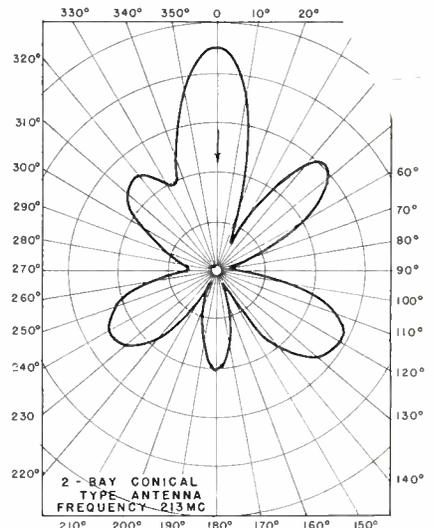
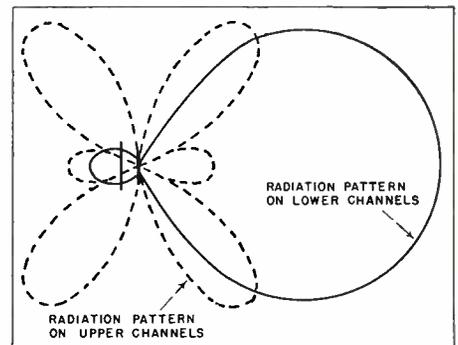
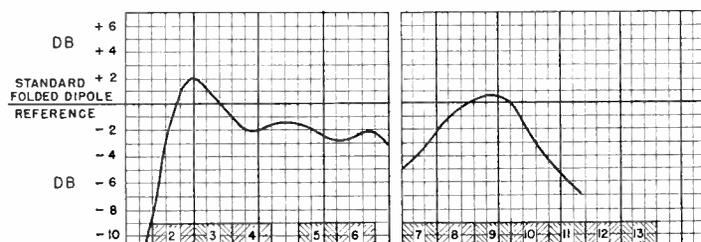


Figure 4-B

The foregoing discussion and the reception patterns reproduced on these pages are designed to facilitate the consideration (or re-consideration) of many of these problems in the selection of an antenna, and to assist in the evaluation of the different types which are available to solve different problems. The ultimate solution will inevitably be a compromise, but let it be the best possible compromise available to insure a satisfied customer, avoid costly call-backs, and stimulate word-of-mouth advertising which brings future business.

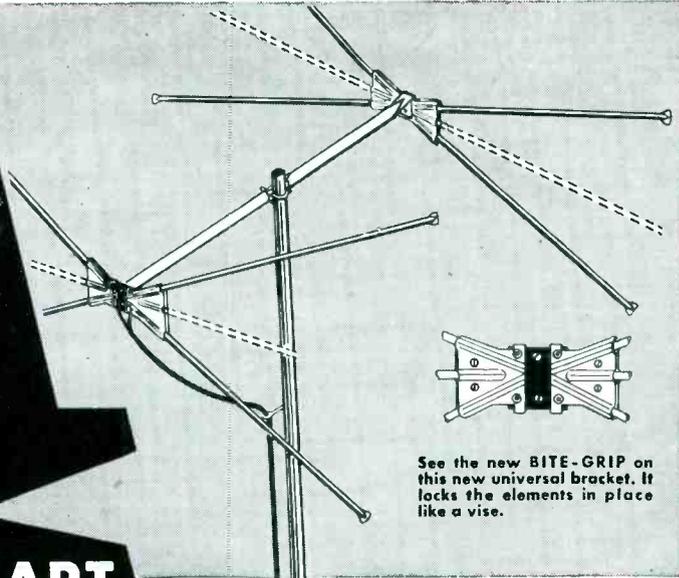
Fig. 6: Horizontal radiation patterns of a simple dipole (90" long) and reflector on low and high channels, showing development of side and back lobes on the high band, with change in direction of maximum pickup.

Fig. 5: Gain of a simple dipole and reflector over the 12 channels compared to the "standard" cut for each frequency. The antenna under test was 90" long (approx. Channel 3). Note 3rd harmonic response, as described above.





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See the new BITE-GRIP on this new universal bracket. It locks the elements in place like a vise.

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RADIART TV Antennas

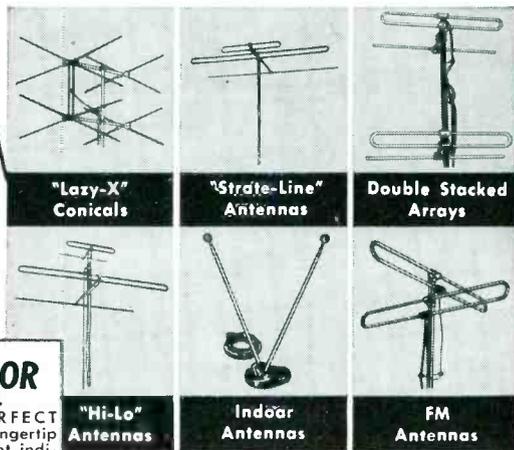
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RADIART was among the first to build quality TV and FM antennas and has pioneered many advance ideas that have improved TV reception! Recognizing that there is a SPECIFIC TYPE that works best under certain conditions ... RADIART has a COMPLETE line ... all at popular prices! Jobbers recognize ... and SERVICEMEN know ... that what they need is RADIART ... to do the job best ... because RADIART has everything!

Radiart Has a Complete Variety of Models Within These Basic Classifications:



RADIART TELE-ROTOR CONTROL
... with the PERFECT PATTERN dial... fingertip control with instant indication of antenna position shown on the illuminated two-tone face.

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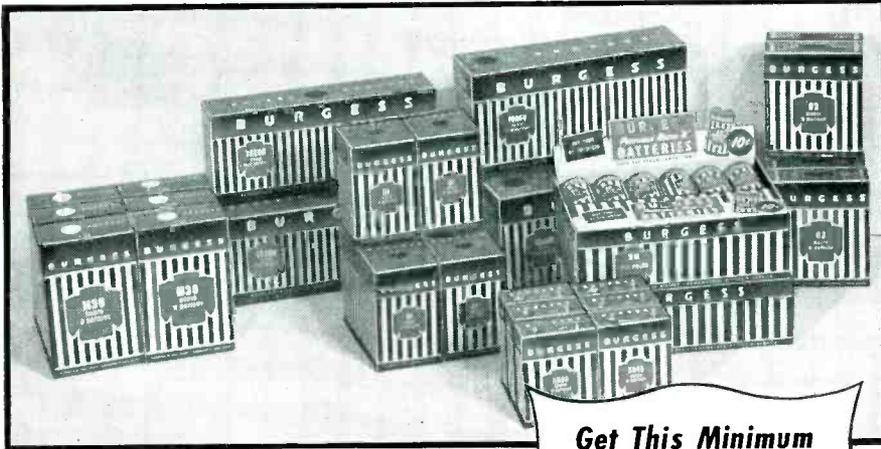
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* You Can't Beat a RADIART ANTENNA on a TELE-ROTOR... It's TOPS!

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2nd The RIGHT Promotion

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

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

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- 6 No. G3 4½ v. "A"
- 6 No. 4F 1½ v. "A"
- 48 No. 2R 1½ v. "A"
- 3 No. F6A60 7½,
9 and 90 v. "A&B"
- 3 No. T6Z60 7½,
9 and 90 v. "A&B"

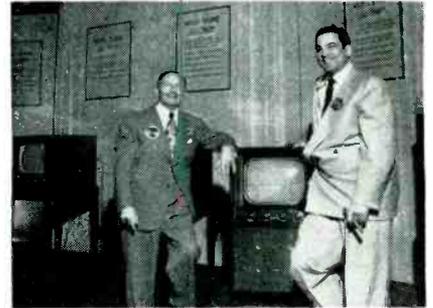
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New Fada TV Line



J. M. Marks, left, president of Fada, discusses new line of TV sets with R. W. Eisler, general manager of Fada, N. J., Inc., at showing of Fada's new models of Hotel Sheraton, Newark. Line was also displayed at New York's Park Sheraton.

New Meck Distributors

Four new distributors, who will handle the entire television line, have been announced by John Meck Industries, Inc., Plymouth, Ind. They are: Frank E. Laffan Co., 167 Charlotte St., Rochester, N. Y.; Globe Distributors Co. (B. Ivenbaum, pres.), 320 Taylor St., Syracuse, N. Y.; G&G television (J. Goldstein, pres.), a subsidiary of General Merchandise Distributors, Inc., 101 Pryor St., Atlanta, Ga.; Weiner Tire & Supply Co. (H. Weiner, pres.), 1324 Capitol Ave., Omaha, Neb.

New Admiral Field Men

Three new field merchandisers have been appointed in Admiral Corporation's appliance division, Wallace C. Johnson, vice-president in charge of sales has announced.

The men, who will be under the supervision of Bert Schaefer, appliance division sales manager, are Robert Olin, in charge of the western division with headquarters in San Francisco; Donald Roberts, Mid-West division, Chicago; and James George, eastern division, Philadelphia. They will operate in the field, Johnson said, to help distributors set up dealer organizations and to train distributor and retail personnel on the merchandising of Admiral's newly enlarged line of refrigerators and ranges.

Section Signs



A new fluorescent plastic sign, shown above, has been marketed by Celomat Corp., New York. Designed as markers for different store departments, it is ready made in common words such as Tubes, Service, Radio, etc.

4 Ways to Top Profits in T.V.!

Radion

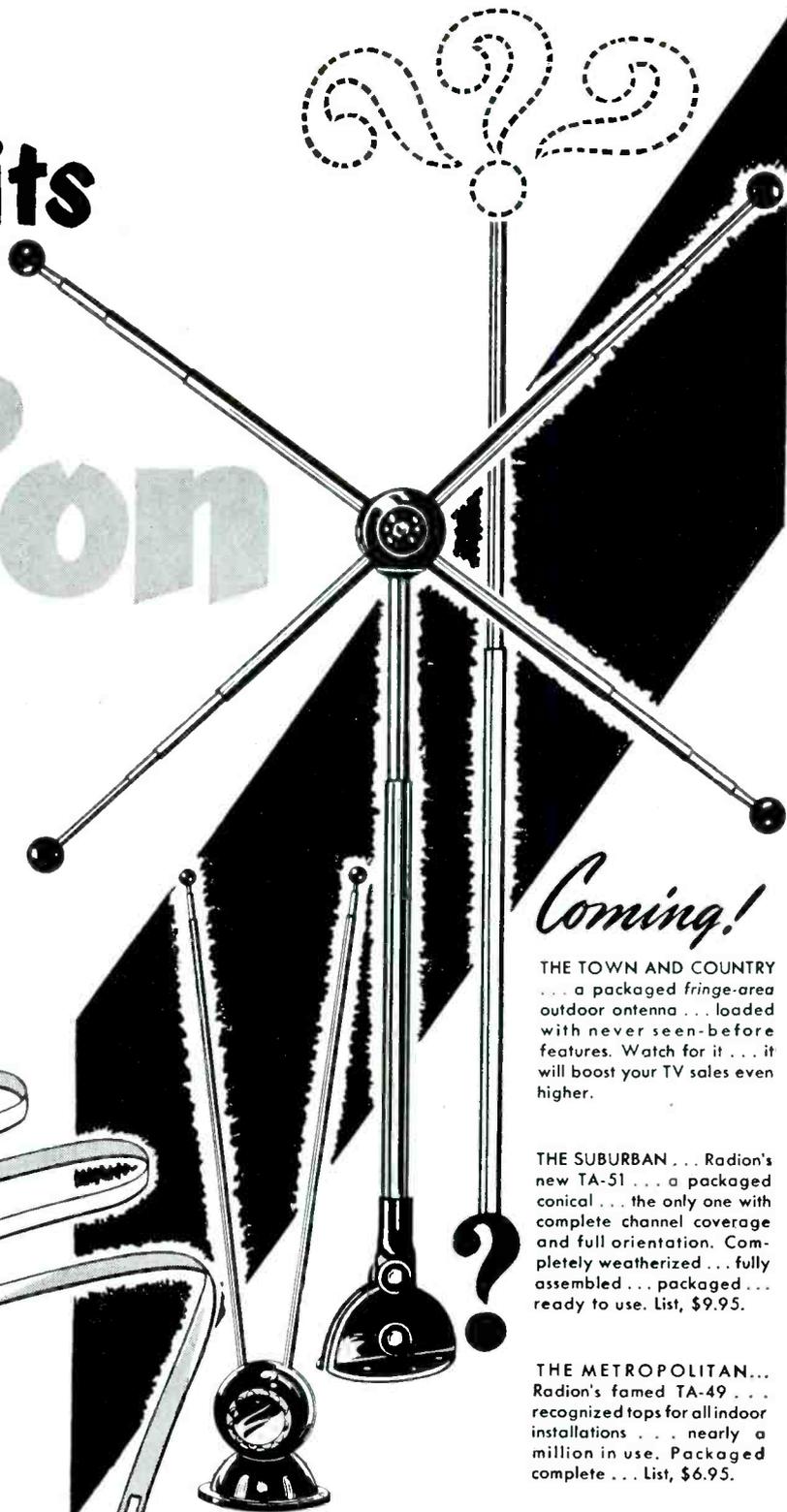
Radion cuts that installation cost . . . makes spot sales a cinch . . . gives you that final punch to close the set sale . . . and that's where your profit lies. Radion products are packaged . . . anyone can install them . . . that's why Radion is the nationally recognized leader. Spark your TV sales today. Get Radion profit packages.



NEW! LINKED LEAD-IN

The TL-10, 69c List

Not once, not twice, but a hundred times you've had it happen. Your customer needs more lead-in . . . you've got seconds when you need hours to make an installation. The Linked-lead-in is your answer. A ten foot package of lead-in stripped, split, with terminals already on, complete with a combination standoff and insulator. If you need twenty-feet, snap two lengths together. A natural for counter sales . . . a time and money saver for service departments.



Coming!

THE TOWN AND COUNTRY . . . a packaged fringe-area outdoor antenna . . . loaded with never seen-before features. Watch for it . . . it will boost your TV sales even higher.

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

THE METROPOLITAN . . . Radion's famed TA-49 . . . recognized tops for all indoor installations . . . nearly a million in use. Packaged complete . . . List, \$6.95.

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 Town & Country No. TA-53 Outdoor Mount. TL-10 Lead-in Package.

Name

Company

Address

City State

WEBSTER ELECTRIC

Record News

RCA Victor's dance band promotion featuring fifteen top band leaders, playing the music of composers particularly suited to their style, is causing nationwide comment. Designed for dancing, the albums include: "Tommy Dorsey Plays Cole Porter," "Vaughn Monroe Plays Victor Herbert," "Freddy Martin Plays Jerome Kern," "Sammy Kaye Plays Irving Berlin," "Larry Green Plays Vincent Youmans," "Erskine Hawkins Plays W. C. Handy," "Charlie Ventura Plays Duke Ellington," "Spade Cooley Plays Billy Hill," "Tex Beneke Plays Hoagy Carmichael," "Ralph Flanagan Plays Rodgers and Hammerstein," "Claude Thornhill Plays George Gershwin," "Wayne King Plays Johann Strauss," "Ray McKinley Plays Rodgers and Hart," "Miguelito Valdes Plays Ernesto Lecuona," "Spike Jones Plays the Charleston."

Rectangular Faced TV Tubes

(Continued from page 97)

65 degree horizontal requirement as well as providing the 2nd anode voltage.

Utilizing the capacitance between the (glass) picture tube anode and its outer coating eliminates the necessity for a separate high voltage filter condenser, but at some sacrifice of the high voltage output. Approximately 11,000 volts is obtainable using this capacitance, while approximately 12,000 is obtained when an external condenser is used.

The wide angle deflection yoke is shorter in length, as well as being formed to fit the end of the tube funnel so that the effective center of deflection is moved nearer the screen, and the beam does not hit the sides of the tube envelope. Due to the relatively short neck of the tube, a thin focus coil is also necessitated in order to fit the yoke, focus coil and ion trap magnet in the approximately 7 inches between the funnel and the tube base.

Rectangular tubes in sizes other than "16 inch" have already been developed and some are in use. A "14 inch" model providing an area of about 100 square inches is more or less exactly comparable to a 12½-inch round tube. A "19 inch" model with about 190 square inches of screen area is comparable to the 19-inch round tube.

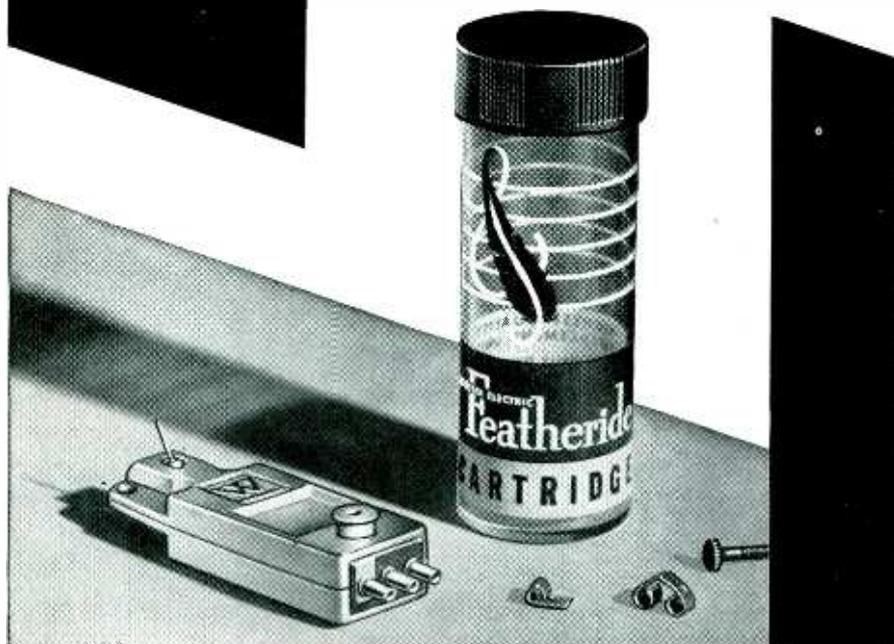
Du Mont Names Skier

Appointment of Norman Skier as administrative assistant to Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., has been announced by Mr. Marx. Mr. Skier will be concerned with detailed duties connected with the administration of the expanding receiver sales division. He brings to his new position an extensive background in television sales, merchandising, retailing and business administration.

RADIO & TELEVISION RETAILING • April, 1950

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"Featheride" replace-all cartridge



Replaces at least 45 current models of crystal cartridges

The New Featheride Replace-All Cartridge may be installed in any tone arm having ½ inch standard R. M. A. mounting. The versatility of this one cartridge means less inventory on the part of servicemen. Three terminals permit the selection of either of two voltages from the same cartridge. You'll find it competitive in price, quality and performance.

FEATURES

- Needle and cartridge are wedged at the factory. The needle you receive is the one approved by factory test. Replacement needles are also available.
- Crystal is coated to protect it against moisture and humidity.
- Develops 1½ volts at ¾ ounce tracking pressure, or 4 volts at ¾ ounce tracking pressure.
- Rest button and terminal clips furnished.
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**LOOKS BETTER —
AND IS BETTER!**

Homeowners and landlords everywhere are enthused about this antenna. Best of all, once installed you don't worry about call backs because of damage from snow, sleet or wind. No gradual loss of efficiency because of chemical and soot deposits. No more steeplejacking either!



NOT A KIT OF PARTS — COMPLETELY ASSEMBLED!
That's right, it's complete with TL already attached. Comes folded into compact package. To install, just unfold and place in position. That means quick, easy installation in any weather — winter or summer. Order today.

SOLVES TV INSTALLATION PROBLEMS IN ALL PRIMARY AND MANY SECONDARY AREAS — Makes outdoor installations unnecessary in most locations within a radius of 30 miles from transmitters without sacrificing pic or sound quality on any channel. (Reports of good reception at 80 miles have been received.)

SAME WELL-KNOWN TELREX SUPERIORITY IN SENSITIVITY, DIRECTIVITY BAND PASS AND CONSTRUCTION — Famous Telrex Conical-V-Beam design eliminates spurious lobes to increase forward gain and insure full band pass on all TV channels. It's a Telrex from start to finish, mechanically too.

OVERCOMES LANDLORD AND HOME OWNER OPPOSITION TO ROOF ANTENNAS FOR TV OR FM INSTALLATIONS — The first really practical indoor antenna. Ideally suited wherever space permits, in attic, garage, air spaces, or even utility rooms. Compact design, light in weight. Self-supporting on floor, beams, rafters or can be suspended.

EVERY SET OWNER — OLD OR NEW — IS A SALES PROSPECT FOR THIS ANTENNA — Every TV set owner would be happy to discard his roof antenna. That means that right now he's your prospect for this antenna. Why not stock up today and start selling this market. Wherever you see a rooftop antenna and an attic, you have a live prospect. Don't delay.

OTHER MODELS FOR RECEPTION CLOSER TO THE TRANSMITTER

Patents Pending
Copyright 1950

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

* REGISTERED TRADE MARK

telrex INC.

CONICAL-V-BEAMS*

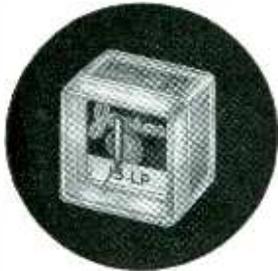
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individually packed in a
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It's easy and profitable to recommend a new Jensen Needle when making a service call. What's more, it's still easier to order any needle required from your jobber by number.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



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New Hickok President



Robert D. Hickok, jr., newly elected president of the Hickok Instrument Co., Cleveland, Ohio. His election followed the death of Robert D. Hickok, Sr., president and founder of the company. At the same time Walter Weiss was made vice-pres. in charge of engineering. The company will celebrate its 40th anniversary this year.

Segal Corp. Expands

The large "Packard Building," located at 637-643 Central Ave., Newark, N. J., has been purchased by Morris S. Segal head of the Morris S. Segal Corp. and Mayflower Industries. Mr. Segal's ultimate plans are to utilize a large portion of this building for the "Mayflower Industries" operations for offices, showrooms, and warehousing. The building has over 150,000 square feet of space.

Mayflower Industries is one of the largest wholesale major appliance and furniture distributors in the United States with offices, showrooms, and warehouses in various parts of the country.

GE District Rep

W. B. Every has been appointed General Electric district representative for the sale of replacement tubes and receiver parts with headquarters in Atlanta, Ga., according to an announcement by A. A. Brant, general sales manager of the electronics department. He will cover the Columbia, Nashville, Chattanooga, Knoxville, Memphis, Charlotte and Raleigh markets.

First 15-Year Man



William J. Halligan (right), president of Hallcrafters Co., looks on as a 15-year pin is presented to James W. Selle, manager of the materials reclamation department. Presentation is being made by Miss Rita Kryshak, the company's newest employee. Selle also received a 17 jewel gold watch. He is the first Hallicrafter employee to receive this award.

Sylvania Advertising



The first series of 1950 promotional material for the radio-TV serviceman, prepared by Sylvania Electric Products, Radio Tube Division. In addition to the display material shown, free mats for local advertising, radio spot announcements and three-color postal cards are available to radio servicemen.

Name Church and Gatling

O. O. Rae, manager of the Westinghouse Electric Corporation's southeastern district, has announced the appointment of R. B. Church, Jr., as assistant to the district manager, and B. M. Gatling, Jr., as central station division manager. Both men will be located in Atlanta.

Capehart Distributors

The appointment of Texas Wholesalers, Inc., Dallas, Texas, as distributors for the Capehart line of television receivers and phonograph-radios in the north Texas territory has been announced by C. R. Ward, sales manager of Capehart-Farnsworth Corp., Fort Wayne, Ind., a subsidiary of the International Telephone and Telegraph Corp.

Tele-King Appointee



William Shea has been appointed assistant sales manager of the Tele-King Corp. of New York. Announcement was made by Louis I. Pockross, chairman of the board.

V-M

THE NEW

tri-o-matic

V-M 950

THIS IS IT! The new V-M Tri-O-Matic Record Changer is *completely new*—not an adaptation of a single-speed mechanism! Completely automatic, yet so simple you'll be amazed! **AND**—the new 950 Tri-O-Matic will be available in a complete line—portable, amplified, on a base and as a replacement unit. There's a model to sell every prospect!

V-M CORPORATION

Benton Harbor, Michigan

C.T.I. TRAINED MEN ARE AVAILABLE!

Each month C.T.I. graduates ambitious young men who have completed an intensive course in Radio and Television maintenance and repairing. *Their training has been practical.* They've learned by working on modern equipment under personal, expert supervision. *If you need a trained technician,* we invite you to write for an outline of our course, and for a prospectus of the graduate. (No fees, of course.) Address:

Placement Manager, Dept. P110-4

COMMERCIAL TRADES INSTITUTE
1400 Greenleaf Chicago 26

The ANDREA "Profit-Plan" pays off in Cincinnati!

SUCCESSFUL TV DEALERS in the Cincinnati area like Herb Kramer go for the ANDREA Franchise because *it reads as if a dealer wrote it*. A leading distributor like Johnson Electric Supply votes for it, too . . . because it *protects the independent wholesaler's best interests*.

The ANDREA "Profit-Plan" has paid off in Cincinnati in 7 short months. It will work just as soundly in your city.

- 4 PROFIT-PAYING FEATURES**
1. Superlative Merchandise
 2. Top Discount
 3. Bonafide Price Protection
 4. Local Merchandising Support

ANDREA rigorously enforces quality standards with the finest of materials and components in a complete chassis. The newest ANDREA line, to be announced next month, includes table models, consoles and combinations . . . priced for volume sales.

The ANDREA discount policy gives a man a chance to make a decent return on his inventory and overhead. ANDREA price protection is realistic, too . . . *doesn't ask you to take the rap on price changes*. And ANDREA merchandising support concentrates its power right in your own backyard.

That's it! That's the ANDREA "Profit-Plan." It works. It will work for you. Write—right now—for all the facts.



PIONEER FRANK A. D. ANDREA SAYS . . .
Here is the Normandy, first of the new ANDREA line with the new "Filtered Light" 19-in. tube and "TRU-LIFE-SIZE" picture. I have manufactured television receivers since 1939 and I have never seen a finer instrument.



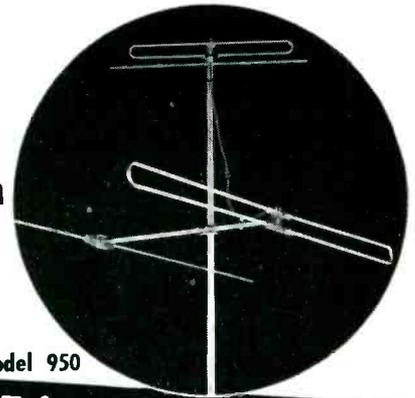
Andrea

SHARP-FOCUS TELEVISION

The Finest Franchise in Television

ANDREA RADIO CORP. • 27-01 Bridge Plaza N. • L. I. C. 1, N. Y.

**A
Better
Model
at an even
Better
PRICE**



Model 950

The New "Tricraft Duo-Band"

HI AND LOW BAND arrays orient individually . . . can be assembled in matter of seconds . . . here is the new outdoor antenna that is unexcelled for quality, construction and price value . . . matching connecting harness is designed to correctly match high band elements with low band elements. Factory assembled with sturdy weatherproof construction for fast installation.

**ALWAYS QUALITY—
NOW LOW PRICE!**

Tricraft Antennas are accepted for their unsurpassed quality. We have increased our production facilities in order to offer our complete line at greatly reduced prices . . . but our quality will still "lead the field."

"TRICRAFT ANTENNAS" are sold through jobbers

Jobbers: send for our new low price list!



Tricraft Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

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

COMMAND PERFORMANCE



RECORD PLAYERS

Performing miracles in quality . . . price . . . construction . . . design . . . and fidelity.

VOLUME SALES

SOLID PROFITS



RCA Licensed Manufacturers



18 Models in full price range. All speeds in manuals and automatics

Distributors — write for brochure.

**SYMPHONIC RADIO
& ELECTRONIC CORP.**

292 MAIN STREET · CAMBRIDGE, MASS.

Mission's 4th Birthday



H. M. "Hank" Fischer, president of Mission Radio, Inc., of San Antonio, Texas, cuts birthday cake to celebrate the company's 4th birthday. The cake was large enough to feed 250 people.

Jewel Names Mendelson

Jewel Radio Corp., 10-40 45th Ave., Long Island City, N. Y., announces the appointment of Herman Mendelson as sales representative in the metropolitan New York area. Formerly in sales work for Motorola and Philco, Mr. Mendelson has been active in radio merchandising for more than 20 years.

Du Mont District Manager

Albert C. Allen has been appointed district manager for the Westchester and Connecticut areas, by the New York factory distributor of DuMont television receivers, Rowland Guildford, New York manager, has announced.

Distributing Arvin

Appointment of Van Dervoort Hardware Co., 126-128 E. Michigan Ave., Lansing, Mich., as exclusive distributors of Arvin radios and television receivers in the central Michigan territory has been announced by Raymond P. Spellman, sales manager of the Arvin radio and television division of Noblitt-Sparks Industries, Inc.

Capehart Appointee



E. Patrick Toal, new sales manager of the Capehart-Farnsworth Corp., Fort Wayne, Ind., was formerly with General Electric. He has many years experience in appliance, radio and television merchandising.



Rain and Weatherproof OUTDOOR SPEAKERS



- Let it rain or blow—freeze or thaw—from arctic cold to blistering sandstorms, CLETRON loudspeakers keep functioning properly on P. A. systems and outdoor theatres with full-tone reproduction. CLETRON speakers have passed a 200-hour salt spray test and then another 200 hours on a weatherometer. In fact, these speakers actually operate when fully submerged in water.

A typical user writes: "During the last three years, we have used your speakers exclusively. Our engineering staff has found

the CLETRON speaker to be the only one on the market to meet our severe requirements. Actual field experience from Cape Hatteras to the sands of Texas has proved that our faith in your product is entirely justified." E. B. Brady, Chief Engineer, Drive-In Theatre Equipment Company, Inc., Cleveland.

The complete CLETRON line is distributed through leading jobbers. Whether you need weatherproof outdoor models or better radio and TV replacements, remember that CLETRON speakers are *unexcelled* in construction, performance and endurance.

CLEVELAND ELECTRONICS, INC.

6613 EUCLID AVE. • CLEVELAND 3, O.

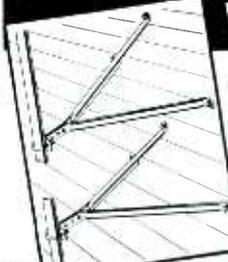
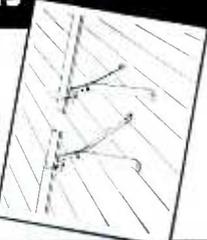
EXPORT DIVISION:

Morhan Exporting Corporation
458 Broadway, New York, New York



THE CHOICE OF EXPERT RADIO TECHNICIANS

South River's 2 New Outstanding ANTENNA
WALL BRACKETS

	<p>Duo-24" Wall Bracket \$6.25 List</p>		<p>Duo-12" Wall Bracket \$4.20 List</p>
---	---	---	---

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

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

MERIT

SINCE 1924—FINE RADIO PARTS

News

FREE!

MERIT TV "REPL" GUIDE

1950 ISSUE

**60 MANUFACTURERS—
400 MODELS—MOST
COMPLETE, UP-TO-DATE
LISTING**

Get this easy-to-use, time-saving guide to correct replacements for all popular television receivers. Simplifies servicing, cuts repair-bench time. Write us today for your free copy.

USE MERIT TV!

ONE SOURCE FOR

TV Tape-Marked Components:
Powers, Blocking Oscillators,
Vertical Outputs, Focus Coils,
Deflection Yokes, Flybacks.

WATCH FOR
Merit's future
issues of the
TV "Repl"
Guide.

TAPE-MARKED TO HELP YOU!

Handy tape marking on every Merit Transformer shows permanent hookup data for quick reference. Originated by Merit

MERIT

TRANSFORMER CORP.



4419 NORTH CLARK ST., CHICAGO 40, ILL.

TVCA

Television Cabinets

CUSTOM QUALITY at PRODUCTION PRICES



AVAILABLE
FOR
16" and 19"
ROUND OR
RECTANG-
ULAR
TUBES

•
HEIGHT 42"
WIDTH 30"
DEPTH 25"

•
SUNBURST
GRILLES
OPTIONAL

CONSOLE MODELS WITH FULL-LENGTH
DOORS, featuring

Piano Finish . . . Master Craftsmanship
Finest Mahoganies . . . Leather Doors
Modern Cabinets in Bleached or Cordovan
Mahogany.

TELEVISION CABINET CO. OF AMERICA

2436 Grand Concourse, Bronx 57, New York
Telephone LUdlow 4-2502

CLOSING DATES FOR

RADIO & TELEVISION RETAILING

5th of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
10th of preceding month for complete plates only—no setting.
1st of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

CALDWELL CLEMENTS, INC.

480 LEXINGTON AVENUE
NEW YORK 17

\$500,000 Order



Kenneth L. Brown, general sales manager of the Louis M. Herman Co., Boston, signs a one-half million dollar order for Regal products. Walter Spiegel (right), president of Regal Electronics Corp., is on hand to receive the order. Looking on are Norm Herman (left), Regal sales representative, and Jack Kreiger (third from left), general manager.

Represents Webster El.

Ray P. Krogh, who has been associated with the sales department of Webster Electric Co., Racine, Wisc., for the past 15 years, has been appointed to represent the company's sound and intercommunication division, including Ekotape, in eastern and southern Wisconsin and the eastern upper peninsula of Michigan. Krogh's headquarters will be at Racine.

Merit Aids Workers

Charles C. Koch, president of Merit Transformer Corp., Chicago, announces his company's establishment of a self-administered Profit Sharing and Retirement Plan supplementing their present plan providing complete insurance coverage and vacations from 20 hours at 6 months up to 3 weeks according to length of service. This plan assures old-age security and other benefits for the workers.

Westinghouse Showing



A. Earle Fisher, southeastern district sales manager for the Westinghouse Electric Supply Company, at a recent showing of new spring model TV receivers by the Westinghouse Home Radio Division. Mr. Fisher discussed the business outlook of the television industry and revealed advertising and promotion plans for the spring selling season. He and Earl L. Hadley, division advertising and sales promotion manager, formed a team which held exhibits in Charlotte, N.C., Atlanta, Ga., Birmingham, Ala., and New Orleans, La. Six other teams are covering other meetings in a coast to coast promotion of the spring line.

**NEW!
MOSLEY FLUSH SOCKETS**



CAT-F-14

Attractive
Conceals Unsightly Lead-Ins
Fits Standard Metal Outlet Boxes and Flush Plates



CAT-F-1

Easy to Install
Fits All Mosley Plugs
Fabricated of Plastic and Non-Ferrous Metals



CAT-F-15

Flush Socket has one outlet for antenna lead-in and one outlet for cable connections to 4 wire rotator and rotator control.



CAT-300-P

Mosley Transmission Line Plug for 2 wire 300 ohm transmission line.



CAT-300-1P

Has single outlet for connecting a TV or FM receiver to concealed 300 ohm transmission line lead-in.

ALL SPACINGS OF MOSLEY PLUGS AND SOCKETS ARE 1/2 INCH. ONLY NON-FERROUS METALS USED.

Flush Socket has one outlet for antenna lead-in and one outlet for cable connections to 5 wire rotator and rotator control.



CAT-301-5P

Special 5 wire Mosley Plug.

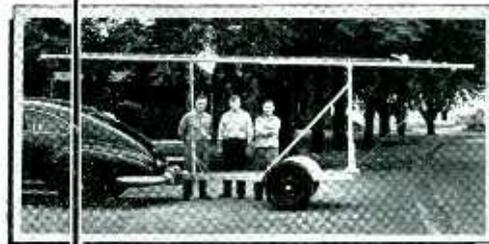
Special 4 wire Mosley Plug.

ASK YOUR JOBBER FOR FULL DETAILS TODAY.
(WRITE FOR BULLETIN 51)

MOSLEY ELECTRONIC SPECIALTIES
WØFQY
2125 LACKLAND OVERLAND MISSOURI

TRIPLE YOUR TV SALES!

**TENNA-TRAILER SAVES TIME AND MONEY
IN "ON THE SPOT" ONE MAN INSTALLATIONS**



The new Price Tenna-Trailer will put you way out front of your competition. It enables you to quickly raise a 51 foot mast. One man can set the versatile unit in position, crank up telescoping mast, rotate for best signal — all in a matter of minutes. You'll be thrilled with its ingenious, sturdy construction!

MAST AVAILABLE SEPARATELY

With adaptor kit, Tenna-Trailer Mast becomes versatile means for permanent rotatable TV installations on ground or side of house.

Trailer is ruggedly constructed of steel, tires are excellent retreads. Standard trailer coupler with ball included. Unit trails easily, stands rigid in highest winds, yet is the lowest price portable mast in the field!

Write for illustrated folder for full details. Don't delay. You, too, can get the jump on your competition with the Price Tenna-Trailer.

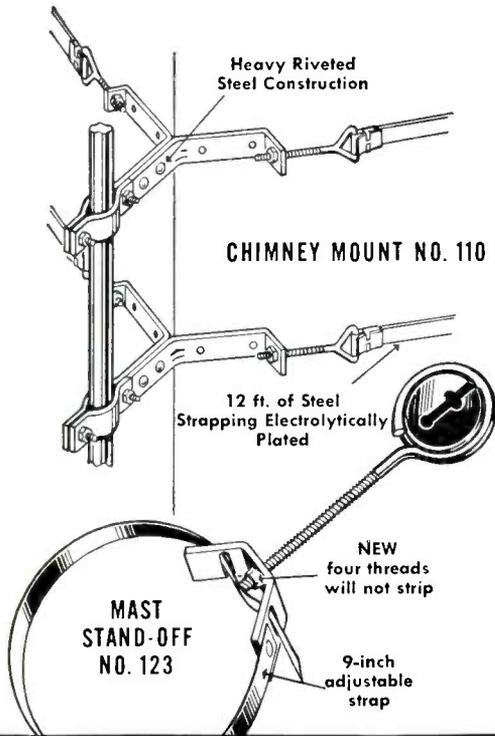
Complete, Trailer with Mast, Net \$225.00
Mast Only, List..... \$99.50



PRICE TENNA-TRAILER CO.
WATSEKA, ILLINOIS

QUICK, PROFITABLE TV INSTALLATION

use *Industrial Antenna Mounts*



Better Mechanical Design

Industrial Antenna mounting hardware incorporates several important improvements in mechanical design.

Low Cost . . . Industrial products are priced right for bigger profit returns.

REPRESENTATIVES

A few select territories are available for experienced manufacturers' representatives. If interested, write to

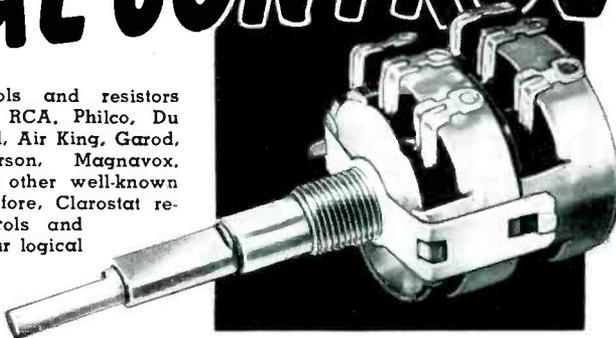
Industrial
PRECISION PRODUCTS CO.

325 N. Hoyne Avenue
Chicago 12, Illinois

SERVICEMEN INSIST UPON INDUSTRIAL ANTENNA MOUNTS

DUAL CONTROL

Clarostat controls and resistors predominate in RCA, Philco, Du Mont, GE, Regal, Air King, Garod, DeWald, Emerson, Magnavox, Farnsworth and other well-known TV sets. Therefore, Clarostat replacement controls and resistors are your logical choice in servicing TV sets. For instance . . .



CONCENTRIC-SHAFT TANDEM

★ Concentric dual knobs control two independent circuits independently. Typically Clarostat's s-m-o-o-t-h rotation, thanks to centerless-ground concentric shafts. With Series 37

(composition-element) or Series 43 (wire-wound) 1 1/8" dia. controls. With switch if desired. Reinforcement strap for rigid tandem assembly.

Ask your Clarostat jobber for the latest TV replacement listings. Or write us.

CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q., and branches

Display Hutch



This hutch cupboard display piece is over 5-feet tall and is self supporting. Landers, Frary & Clark is offering it to their dealers for spring and summer promotion of their Universal appliances.

Distributing Admiral

The Duval Distributing Corp., 1221 Admiral St., Richmond, Va., has been named a distributor for Admiral Corporation's radio, television and newly enlarged appliance line, Wallace C. Johnson, vice-president in charge of sales has announced. The Duval organization is headed by Harry G. Duval, president and treasurer, a man with an extensive and highly successful background in the appliance field.

Emerson Appointment

Leo Hahn has been appointed manager of the premium sales division of Emerson Radio & Phonograph Corp., it has been announced by Benjamin Abrams, president. Mr. Hahn returns to Emerson Radio after serving two years as manager of the Emerson Radio distributing organization for northern California.

Amana President



Howard Hall, president of Amana Refrigeration, Inc. This new organization was formerly the refrigeration division of Amana Society, Amana, Iowa. Other officers are: George C. Foerster, vice-pres. and general manager, Forrest Stewart, vice-pres., and B. T. Perrine, secretary.

Westinghouse Lamp Managers Appointed

Frank L. Taylor has been appointed manager of a newly-created Midwest Lamp Sales Division for Westinghouse lamps, with headquarters at 101 W. 11th St., Kansas City, Mo.

Appointment of Edward V. Bergui as manager of the Greater New York Lamp Sales Division of Westinghouse was announced by Fred S. Kinsey, the company's Eastern District lamp manager. In his newly-created post, Mr. Bergui will direct the company's lamp sales in Manhattan, Bronx, Kings and Queens boroughs and Putnam, Westchester, Nassau and Suffolk counties. His headquarters are at 40 Wall St.

The appointment of William A. Massey as manager of the New York State Lamp Sales Division of Westinghouse has been announced by Fred S. Kinsey, the company's Eastern District lamp manager. The newly-formed division within the Eastern District embraces upstate New York including the areas of Buffalo, Rochester, Syracuse, Albany, Utica, and Binghamton. Headquarters will be at 700 W. Genesee St., Syracuse.

Creation of a new Texas Sales Division with headquarters at 209 Browder St., Dallas, has been announced by Frank C. Cline, manager of the Southwestern District, Westinghouse Lamp Division.

Raymond K. Leonard of 4047 Magnolia Pl., St. Louis, was named manager of the new sales unit, which includes Texas, neighboring New Mexico and the eastern part of Arizona.

Tele-tone Wholesalers

Forbes Distributing Co., 2600 Third Ave., South, Birmingham, have been appointed distributors of the Tele-tone television and radio lines in Alabama, it has been announced by Morton M. Schwartz, Tele-tone general sales manager.

Sylvania Promotion



George R. Sommers has been appointed assistant general sales manager, Radio Tube Division, for Sylvania Electric Products, Inc. Mr. Sommers has been with the company since 1940.

"VIDEOSET" A FULL LINE OF CONSOLES

16"

Video Corporation of America

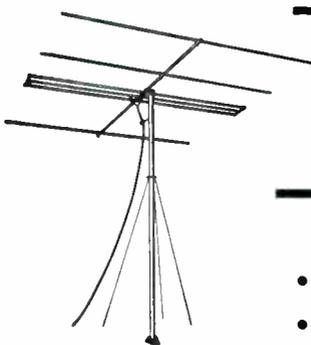


- Presents the giant 19" — available with or without doors.
- Representatives and dealers cannot afford to pass up this profit line of "videosets" featured by leading Department and Chain Stores nationally!
- A quality product utilizing standard coil tuners — Sprague and Aerovox condensers and resistors — 10" speakers — and other standard parts housed in beautifully hand-rubbed consoles; offering the best the industry affords!
- Worthy of your private label or our name brand.
- Built-in antenna.

Video Corporation of America

ENGINEERED FOR THE FUTURE
229 WEST 28th ST.

NEW YORK 1, N. Y.



GREATEST ADVANCE IN YAGIS!

The TRIO Double Folded Dipole

- Outperforms Conventional Large Arrays
- Sturdy Construction, light in Weight
- Exact Impedance Matching
- Gain Flat Over Entire Channel

Here's the antenna that's sweeping the field in fringe areas—the TRIO Double Folded Dipole. It's designed by G. N. Carmichael, one of the nation's foremost antenna engineers. Available for each of the 12 TV channels. Considerable gain achieved on adjacent channels. The double folded dipole accurately matches antenna to conventional 300 ohm line. Only 5 lbs. weight for channel 5, 2¼ lbs. for channel 9. Unusually sturdy. More than one bay may be mounted on mast with independent orientation of each. Available with or without mast. Specify channel when ordering.



AVAILABLE THROUGH YOUR JOBBER

Trio MANUFACTURING COMPANY
GRIGGSVILLE, ILLINOIS

Bigger and Better Than Ever!

**DEWALD's New 1950
19" King-Size TV with
BUILT-IN ANTENNA \$399.95**
Retails for only



19" King-Size
Model DT-190

From the new King-Size 19" model, thru the 16", 12½" and 10" table and console models — all with Built-In Antennas — this new line offers the finest in TV enjoyment. Clearer, brighter, steadier pictures plus extra-dependable performance.

And, this great new TV line plus an outstanding group of Superperformance Radios are available

NOW at NEW LOW PRICES

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

Proven Quality for Over a Quarter Century

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

**HERE'S LOW-COST SOLUTION FOR
your TV Tower Problems**
... IT'S SIMPLE AS A-B-C!

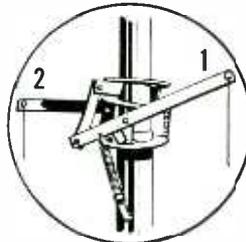


Now . . . you can slash installation and service costs to a minimum with any one of three famous TV Towers by Camburn. Each can be installed and serviced by one man . . . each can be ground or roof mounted (mounts for Alliance and Crown rotors available) . . . each satisfies the most rigid building codes . . . each makes more TV sales and profits! Sturdily built to withstand severe wind loads, these versatile Towers are built in three sizes . . . A, B and C as illustrated. The telescoping Camburn "Jack-Up" Tower (A) has a variable Tower height from 20' to 38' plus 14' of 1½" mast section . . . the next size (B) is 20' high plus 14' of 1½" mast section . . . and the small Tower (C) has a 20' height. Each is constructed from 16 gauge electric welded steel for utmost rigidity and sturdiness.

Remember . . . for lower installation costs and more profits, specify and buy Camburn TV Towers. Don't settle for less . . . investigate Camburn today!

In the "Jack-Up" Tower, top section pulls out and is fastened rigidly with metal clamp to middle section. Jack handle (1) easily lifts middle section and antenna to desired height. Spring-loaded locking ring and auxiliary lock hold middle section securely. Lever (2) lowers antenna to any position or brings it all the way down for quick, easy servicing.

Camburn TV Towers are sold only through recognized distributors. A few territories are still available . . . write today for full information and details.



Camburn SALES & MFG. CORPORATION
392 W. MICHIGAN AVE. BATTLE CREEK, MICHIGAN

Representatives
E. L. Berman, San Francisco, Calif.
Mairland K. Smith, Atlanta, Ga.
Maury E. Bettis, Kansas City, Mo.
Wm. B. Pray, Wellesley Hills, Mass.

Maury Farber, Buffalo, N. Y.
Bud Fisch, Fort Wayne, Ind.
Bruce Cummings, Chicago, Ill.
Gerald Wilson, Jackson, Mich.
Howard Fairbanks, Havertown, Pa.

Mars Names Harrison

Mars Television, Inc., of Corona, N. Y., has appointed Jack Harrison as general manager in charge of the custom built cabinet division. Mr. Harrison is the former manager of the radio and television department at W & J Sloane, Fifth Avenue Department Store since 1944. At Sloanes, he was manager of custom built radio - phono - television cabinetry, and many of his cabinet creations stand in the finest homes in America. Prior to his work at Sloane, Mr. Harrison was for many years the sales engineer of Scott Radio.

Kelvinator Appointments

Appointment of Lowell G. Collins as sales promotion manager, and L. Jack Gage as commercial advertising manager has been announced by J. C. Bonning, advertising manager of the Kelvinator Division of Nash-Kelvinator Corp.

Ward Products Rep

R. W. Farris of 406 W. 34th St., Kansas City Mo., has been appointed a representative of the Ward Products Corp., Julius Fine, sales manager, has announced.

DuMont Wholesalers

Appointment of Southern Bearings and Parts Co., 315 N. College, Charlotte, N. C., as exclusive DuMont television receiver distributor in the Piedmont section of North and South Carolina, has been announced by Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Laboratories, Inc.

Name Foster and Gaines

Foster and Gaines, Inc., 717 S. 12th St., St. Louis 2, Mo., has been appointed a distributor for the Hoffman Radio Corp., Los Angeles, according to R. J. McNeely, director of sales. A. Deb Gaines is president.

Duchess Representatives

The Appliance Manufacturing Company, Alliance, Ohio, announces the appointment of two additional representatives for Duchess Washers. They are: Boyd Robertson, 212 World Merchandise Mart, Seattle 1, Washington, and H. J. Zehner, 719 Western Ave., Albany 3, N. Y.

New Admiral Distributor

Wolverine Appliance Distributors, 920 Monroe Ave., N.W., Grand Rapids, Mich., a newly organized firm, has been named distributor for Admiral Corporation's complete radio, TV and appliance line.

Sylvania Appointee

Arthur L. Chapman has been appointed as general manager of the Colonial Radio and Television Division of Sylvania Electric Products, Inc. Mr. Chapman will be responsible for production and sales of all products of the division. Announcement was made by H. W. Zimmer, vice-president of Sylvania.

Marathon Radio Formed in Brooklyn

The formation of Marathon Radio & Television, Inc., with factory and show-rooms located at 495 Kent Ave., Brooklyn, N. Y., has been announced by Benjamin Willig, president. The company is featuring a line of solid mahogany custom cabinets.

Simpson Electric Merges

Simpson Electric Co. of Chicago, manufacturer of electrical measuring instruments and radio and television test equipment, is merging with the American Gage & Machine Company. Personnel, operating and sales policies of all divisions will remain unchanged.

Tel-O-Tube on West Coast

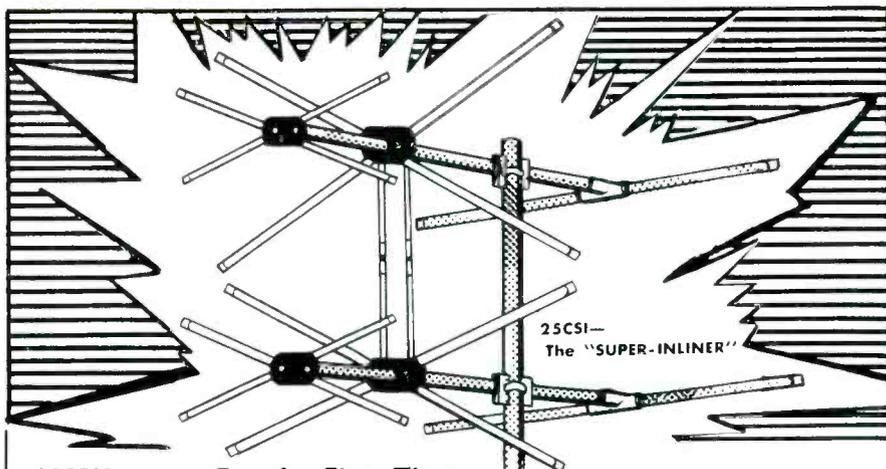
Tel-O-Tube Corp., East Paterson, N.J., has announced the opening of a new warehouse in Los Angeles, to take care of initial equipment and jobber replacement sales.

The addition of 50,000 sq. ft. of manufacturing space will double production, enabling them to produce 3,000 to 3,600 tubes per day.

Tubes will be tested at the plant before shipment to California and again to Los Angeles before delivery to the customer. Tel-O-Tube has also announced that it started sampling the trade with the new 14" rectangular tube on February 15, and will begin deliveries in quantity by March 1.

Colen-Gruhn Takes Jewel Radio in New York

Colen-Gruhn Co., Inc., 387 Fourth Ave., New York, have been appointed exclusive metropolitan distributors of Jewel radios. Announcement was made by Robert Lieberman, general manager of Jewel Radio Corp., Long Island City. M. Mitchell Gruhn, president of Colen-Gruhn, said that his organization will distribute Jewel radios as its featured line of portable and table models.



NOW . . . For the First Time

A High-Powered antenna with Tremendous range. Packed to the hilt with Solid Power, this sensational new antenna "gobbles up" distance.

FOR:

- Powerful Signal Pick-up
- Super-fine Picture Reception
- Tough Mechanical Construction
- Lightning Assembly

YOUR BEST BUY IS BEST VUE

"Super-Inliner" also available in a single bay model—No. 25C1. Write for Illustrated Brochure D and price list.

**POWER
PACKED
FOR PEAK
PERFORMANCE**



Best Vue Products

247 CENTRE STREET, NEW YORK 13, N. Y

SINCE 1916

...the name to remember

Phonola

PORTABLE PHONOGRAPHS



**PHONOLA
MODEL
TK-134**

3 Speeds
Plays 12"
records with
lid closed. An
outstanding
model in
Phonola's
Hit Parade

Write for folder on complete line



Electronic and Acoustic
models. 3 Speed and
Standard

WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

Presenting...

1950 MODEL INDOOR TELEVISION ANTENNA PEERLESS

"GOLDEN WAND"



QUALITY!
Admiralty
brass

BEAUTY!
Blends
perfectly

MODEL 50TV
NON-TIPPABLE

\$6.95
LIST

Will not tip, even
with one dipole ex-
tended horizontally.

- LARGE ATTRACTIVE BASE—mahogany—walnut-like finish—highly polished—molded of low loss polystyrene—heavily weighted.
- DIPOLES HIGHLY POLISHED ADMIRALTY BRASS—will not rust—perfect electrical conductor—jamless telescopic action—harmonizes with television set trimming.
- MOUNTS ANYWHERE—on back of set—on wall, ceiling, window sill, etc.—keyhole slot in metal plate simplifies mounting.
- AUTOMATIC FRICTION—allows adjustment of dipoles at any angle—constant tension—will not change.
- PHOSPHOR BRONZE CONTACTS—best possible electrical contact—everlasting spring tension on telescoping sections—eliminates wobbly dipoles.
- SUPPLIED COMPLETE — 300 ohm line with lugs attached emerges from lower part of base.

JOBBERS — WRITE FOR SUBSTANTIAL DISCOUNT

Manufactured by **PEERLESS PRODUCTS INDUSTRIES**

812 N. Pulaski Rd., Chicago 51, Illinois

Samuels at New Address

Milton Samuels, advertising counsellor and for many years a merchandising expert in the radio field, has announced the removal of his offices to 147-157 West 42nd St., New York City.

Fada Two Day Show

Dealers in the New Jersey area attended a two day showing of the new TV lines by Fada of New Jersey, Inc. of Belleville, N. J. The showing was held at the Sheraton Hotel, Newark. The display included eight new TV models, the "S" or suburban series listing from \$199.95 to \$299.95, and the "R" or rural series listing from \$269.95 to \$359.95.

\$369.95 for New 19" Set

Tele-tone has just announced a new TV console, having a 19-inch tube listing at \$369.95. A statement by S. W. Gross, president of the company, described the set as a "top quality receiver at lowest price to be found in the brand name market."

New Dale Men

Dale-New Jersey, Inc. has announced the appointment of Paul Hutchinson as advertising and sales promotion manager for the company, and William A. Lake as sales manager for Admiral refrigerators and ranges. Dale-New Jersey is the wholesale distributor for the Admiral TV and appliance line in New Jersey.

GE "Birth of a Salesman"

The General Electric show "Birth of a Salesman" opened simultaneously in Cleveland, Greensboro, N. C., and Cedar Rapids, Iowa. A. M. Sweeney, general sales manager of the company's Appliance & Merchandise department called it one of the "most ambitious educational projects ever attempted in the appliance field at the retail level."

Costing in excess of \$500,000, the show was written and directed by top New York radio and TV talent and features professional Broadway and Hollywood actors. It will be seen by more than 30,000 General Electric retailers, retail salesmen and their families in 46 cities during the five-week period the show will be on tour.

RMS Distributor

George D. Norris, of 3010 First Ave., Seattle, Wash., has been appointed as a distributor for Radio Merchandise Sales, Inc., 1165 Southern Blvd., N. Y. C. Norris will handle the RMS line of TV antennas and accessories for the northwest territory of Washington and Oregon.

New Fringe Areas Open
With Each New TV Station

CHAMPION STEEL TOWERS

Will Solve Your Problem

FOR THAT
FRINGE AREA

STURDY
EASILY ERECTED
PRICED RIGHT
GUYED TOWERS

45 Feet

65 Feet

85 Feet

(Extra 20' Sections Available for
Greater Heights)

SELF-SUPPORTING
TOWERS

40 Feet

53 Feet

67 Feet

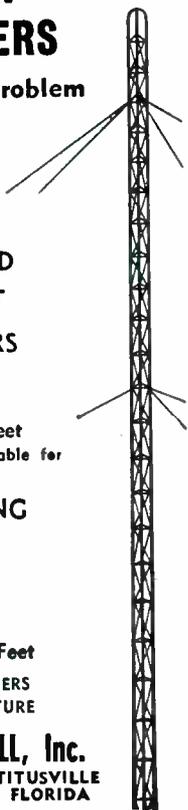
80 Feet

DEALERS and JOBBERS
WRITE FOR LITERATURE

NORMAN M. SEWELL, Inc.

LANSDALE
PA.

TITUSVILLE
FLORIDA



MODERN DISPLAYS NEED LIGHTED MOTION!

KASSON

Model "712"

Roto-Sho

ELECTRIC TURNTABLES

The ACTION Display-Way
To Boost Your Sales!

MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

There's nothing like "712" to revolutionize your window trim, because motion plus correct lighting is the key to successful displays. Sturdy construction, guaranteed, carries up to 200 lbs. Table 18" in diameter. A.C. only.

Write for our complete ROTO-PRODUCTS catalog!

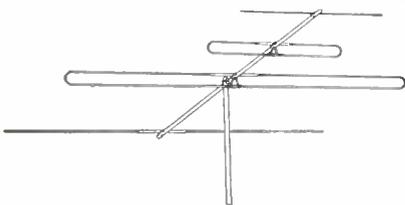


GENERAL DIE AND STAMPING CO.

Dept. TV, 262 Mott St., New York 12, N. Y.



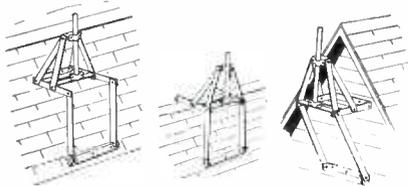
RIGHT—for fast assembly!
 RIGHT—for real dependability!
 RIGHT—for easier installation!



Phoenix IN-LINE Speed-Tenna PAR-3
 High gain consisting of director, high and low folded dipoles and reflector. Easily and quickly assembled. Lo-loss insulation. Complete with hardware, less mast.

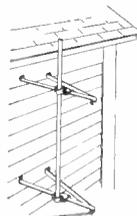


Phoenix CHIMNEY Speed-Mount PAM-9
 One-man, fast installation! Adjustable clamp holds masts 3/4" to 1 1/2". Extra strength at point of greatest stress. Permanent and trouble-free.



Phoenix UNIVERSAL Speed-Mount PAM-3
 Mounts on flat, sloping, peaked roofs and perpendicular walls. Holds any size pole 1" to 1 1/2". Strong, easily installed—all steel construction.

Phoenix WALL Speed-Mount PAM-6
 Adjustable from 1" to 19" from wall. Clears eaves, power wires, etc. Holds masts 3/4" to 1 1/2". Cadmium plated steel. Either section can be adjusted separately.



SEE US AT THE SHOW—BOOTH 618

PHOENIX

ELECTRONICS, INC.

Lawrence, Mass.

AT LEADING JOBBERS
 Write for folder V of complete line of television accessories.

Gibson Appointee



G. L. Rees, newly appointed manager of sales for the Gibson Refrigerator Co. of Greenwich, Mich., will be responsible for the sale of Gibson refrigerators, electric ranges and home freezers.

Telematic Manager

William Keats has been named as sales manager of Telematic Industries, Inc., of Brooklyn, N. Y. Mr. Keats, with 15 years of sales experience in the electronic field, will coordinate national sales for the company.

GE Representative For Philadelphia

Charles T. Hindle has been appointed representative for General Electric heating devices in the Philadelphia area, it has been announced by Harold T. Hulett, Atlantic District manager.

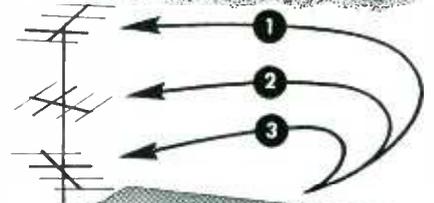
V-M PORTABLE PHONOS

Model 8025-A, shown, combines a three speed, automatic intermix changer, three tube amplifier and 5-inch speaker in one carrying case. Features automatic shut-off and single needle playing. List price is \$69.95. Also offered is the model 100A,



combining portable player, 3-tube amplifier and 4-inch speaker in a carrying case. List price is \$31.50. Model 105, same as the 100-A but with a leatherette case, lists for \$37.50. V-M Corp., 280 Park St., Benton Harbor, Mich.—RADIO & TELEVISION RETAILING.

Instant
 change-over
 TO EACH ANTENNA



3WAY

VEE-D-X ANTENNA SWITCH

\$4.95 list

Separate lead-ins on multiple antennas are no problem with the new VEE-D-X antenna switch. Just turn the knob, and you can change over instantly from one antenna to another. Eliminates entirely the fuss and bother of changing transmission lines every time a different antenna is used. Very useful for T V Dealers when demonstrating more than one receiver from a single antenna.

Here are the features that make the VEE-D-X Antenna Switch the finest available:

- Specially designed switch prevents leakage.
- Furnished in attractive ivory plastic case with satin finished aluminum face.
- Terminal strip accommodates three separate lead-ins as well as output line to receiver.
- Easy to install.
- Lead-ins attach to rear and are hidden from view.

VEE-D-X

VEE-D-X means video distance

LA POINTE-PLASCOMOLD CORP., 5
 Unionville, Conn.

Please send me further information about your TV antennas and accessories.

Name

Address

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

270 C & G Distributors

Louis G. Simpson, sales manager of C & G Tool Mfr., Inc., of E. Orange, N. J., announced that they now have 270 distributors in 43 states handling their line of rotors and antenna mounting accessories. The 30,000 sq. ft. plant is now operating on three shifts to facilitate deliveries. They now do their own tool making, stamping, plating and fabrication of parts for TV manufacturers under the one roof.

Emerson-Electric Catalog

The Emerson-Electric Mfg. Co., St. Louis, Mo., has released its 1950 catalog of all types of electric fans. The new catalog marks the 60th anniversary of the company.

New Recording Wire

A new recording wire called "Lubri-Lo" has been announced. It is manufactured by Fidelitone Corp. of Chicago, Ill., makers of "Permo-Magnetic" paper and plastic base recording wire and tape.

Royal Appointee

Royal Vacuum Cleaner Co. has appointed Edwin A. Hamala to their sales executive staff. This appointment represents part of a planned program of enlarging the consumer product activities of the company. Mr. Hamala was formerly advertising and sales manager of the Premier Vacuum Cleaner Div., General Electric Co.

TITANOCO
ANTENNAS
*Suit every
Purse & Purpose*
FEATURING
Jiffy-Rig

● Antenna designs for all locations, conditions, and price ranges. For 16 years Taco has been giving you the antennas you want—antennas that assure customer satisfaction and help close that TV sale for you. For 16 years Taco Antennas have proved their sturdiness under ice loads, hurricanes, and other adverse weather conditions. Taco stands for dependability coupled with performance beyond comparison.

TV - FM - AM ANTENNA SYSTEMS
TITANOCO
TECHNICAL APPLIANCE CORP.
SHERBURNE, N. Y.

announcing...
a NEW
Trans-Vue
"TRIUMPH"

**styled for sales . . .
. . . priced for profits**

This new promotionally priced line of customized television sings its own praise. A Triumph in engineering . . . a Triumph in styling . . . and a Triumph in dealer profits.

Mr. Dealer: When you inventory the new "Triumph" line you sell your valued customers these outstanding television features found only in quality receivers . . . and make a handsome profit.

Triumph 310
12 1/2 in. Console
97 Sq. inches of sparkling Television

Triumph 210
12 1/2 in. Table model
97 Sq. inches visual Fidelity

EAS-O-MATIC TUNING
AUDI-O-MATIC SOUND
BUILT IN TRANS TENNA
AVC-AGC-AFC CIRCUITS

"TRIUMPH"—a name you can't afford to forget. Made by Trans-Vue Corp.; manufactures of the famous Aristocrat Line.

Trans-Vue **CORP.**
1139-41 S. WABASH AVE.
CHICAGO 5, ILLINOIS

CUSTOMIZED TELEVISION FROM DESIGN TO DELIVERY

ADVERTISERS

April, 1950

Admiral Corp.	17-20	North American Phillips Co., Inc.	72, 73
Air King Products Co., Inc.	Cover 2	Olympic Radio & Television, Inc.	24
Alliance Mfg. Co.	8	Peerless Products Industries	130
American Phenolic Corp.	88	Pentron Corp.	58, 59
American Telephone and Telegraph Co.	77	Permo, Inc.	96
Anchor Radio Corp.	Cover 3	Philco Corp.	5
Andrea Radio Corp.	122	Phoenix Electronics, Inc.	131
Astatic Corp.	92	Price Tenna-Trailer Co.	125
Belmont Radio Corp.	61	Radiart Corp.	115
Best Vue Products	129	Radio Corp. of America ...	26, 44, 45, Cover 4
Bond Equipment Co.	120	Radion Corp.	117
Brach Mfg. Co.	2, 3	Rauland Corp.	87
Burgess Batteries	116	Raytheon Mfg. Co.	95
C & G Tool Manufacturers, Inc.	12	Ray-O-Vac Co.	37, 38
Caldwell-Clements, Inc.	82, 124, 134	Regal Electronics Corp.	9
Camburn Sales & Mfg. Corp.	128	Rider Publisher, Inc., John F.	16
Clarostat Mfg. Co., Inc.	126	Sentinel Radio & Television	36
Cleveland Electronics, Inc.	123	Sewell, Inc., Norman M.	130
Commercial Credit Corp.	29	Sheldon Electric Co.	78
Commercial Trades Institute	121	Simpson Electric Co.	84
DeWald Radio Mfg. Corp.	128	Sonic Industries, Inc.	94
DuMont Labs., Inc., Allen B.	34, 35, 71	South River Metal Products Co., Inc.	123
Easy-Up Tower Co.	133	Standard Coil Products Co., Inc.	75
Electro Products Labs., Inc.	88	Starrett Television Corp.	76
Emerson Radio & Phonograph Corp.	39	Stewart-Warner Corp.	13
Fada Radio & Electric Co., Inc.	6	Stromberg-Carlson Co.	40
General Die & Stamping Co.	130	Sylvania Electric Products, Inc. ...	32, 81, 91
General Electric Co. ...	7, 10, 11, 14, 15, 93	Symphonic Radio & Electronic Corp.	122
General Industries Co.	83	Technical Appliance Corp.	132
Hytron Radio & Electronics Corp.	27	Tele-Matic Industries, Inc.	88
Industrial Precision Products Co.	126	Television Cabinet Company of America ...	124
Jackson Industries	74	Telrex, Inc.	119
Jensen Industries, Inc.	120	Thomas Electronics, Inc.	Part 2
Jensen Mfg. Co.	86	Trans-Vue Corp.	132
Jewel Radio Corp.	21	Trav-Ler Radio Corp.	85
JFD Mfg. Co., Inc.	90	Tricraft Products Co.	122
Landers, Fray & Clark	30, 31	Trio Mfg. Co.	127
LaPointe-Plascomold Corp.	131	Universal Moulded Products Corp.	70
Magnavox Co.	28	Video Corp. of America	127
Marathon Radio & Television, Inc.	80	V-M Corp.	121
Merit Transformer Corp.	124	Waters Conley Co.	129
Mosley Electronic Specialties	125	Webster-Chicago Corp.	65, 69
Motorola, Inc.	22, 23	Webster Electric Co.	118
National Carbon Div., Union Carbide & Carbon Corp.	25	Westinghouse Electric Corp.	79
Noblitt-Sparks Industries, Inc.	33	Zenith Radio & Television	4

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

Top Value
in TV
Towers

Easy-Up

MODEL 300 "ROTA-TOWER"

- ★ Strong steel tube construction, all-electrically welded
- ★ Multiple cross-braces—90 in each 10 foot section
- ★ Saves many man-hours. Shipped pre-assembled—only 5 minutes to complete
- ★ Entire assembly hot-dip galvanized
- ★ Rotatable 360° to orient antenna after installation
- ★ Built-in ladder—safe to climb
- ★ Light—less than 1½ lbs. per foot of height
- ★ Quiet in the wind— all rounded surfaces
- ★ Hinged base— fits peaked or flat roof— tip up from any of four directions
- ★ Neat, trim, unobtrusive
- ★ Wide choice of heights
- ★ Minimum guy support needed

ONLY \$64⁵⁰ LIST for basic 30-ft. model complete

Actual photo of Easy-Up "Rota-Tower" with two extensions, elevating stacked Amphenol antenna and Alliance rotator 50 ft. above 30 ft. rooftop.

Also, extra-heavy-duty square and triangular towers for heights to 100 feet.

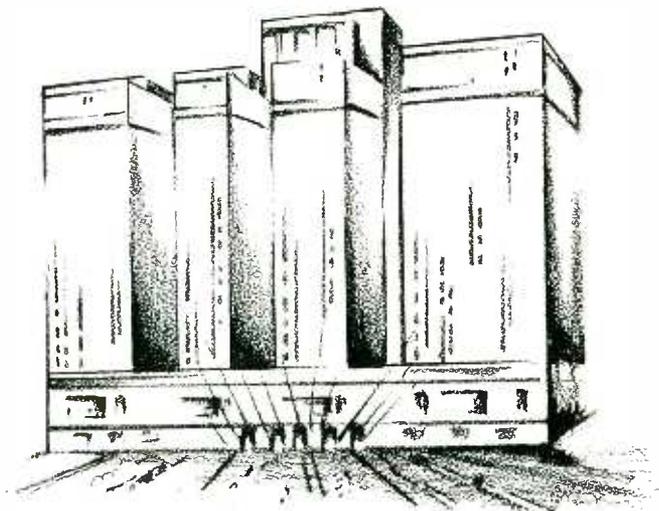
Easy-Up Tower is a quality product through and through... Built to make your installation job just as simple as possible... Your most economical way to elevate TV antennas for clearest reception.

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN

Greatest TRADE SHOW—



1950 PARTS DISTRIBUTORS Conference and Show CHICAGO, MAY 22-25

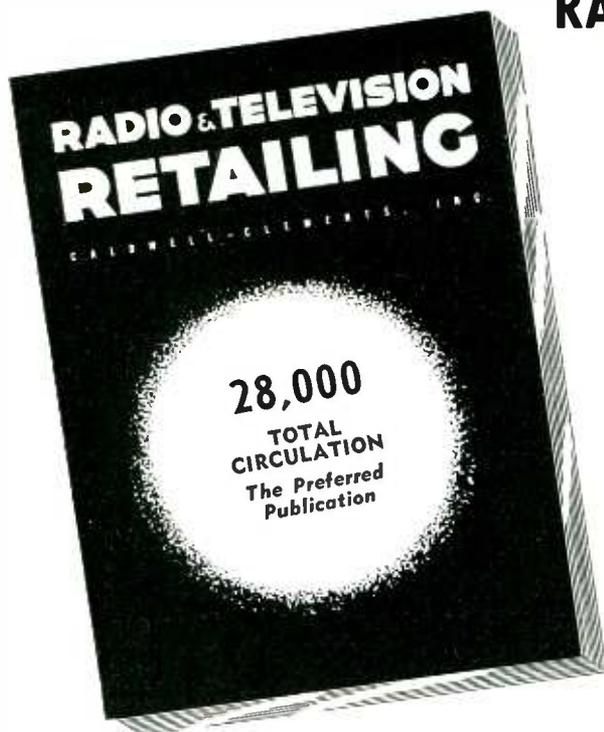
STEVENS HOTEL

Greatest TRADE COVERAGE—

RADIO & TELEVISION RETAILING'S

Chicago Show Issue in May

AND EVERY OTHER ISSUE FOR THE
PAST QUARTER CENTURY



- GREATEST paid circulation among owners and personnel of parts distributors.
- GREATEST paid and total circulation among radio-TV set distributors.
- GREATEST paid and total circulation among TV installation firms.
- GREATEST paid and total circulation among TV dealers.
- GREATEST paid and total circulation in 59 key TV markets.

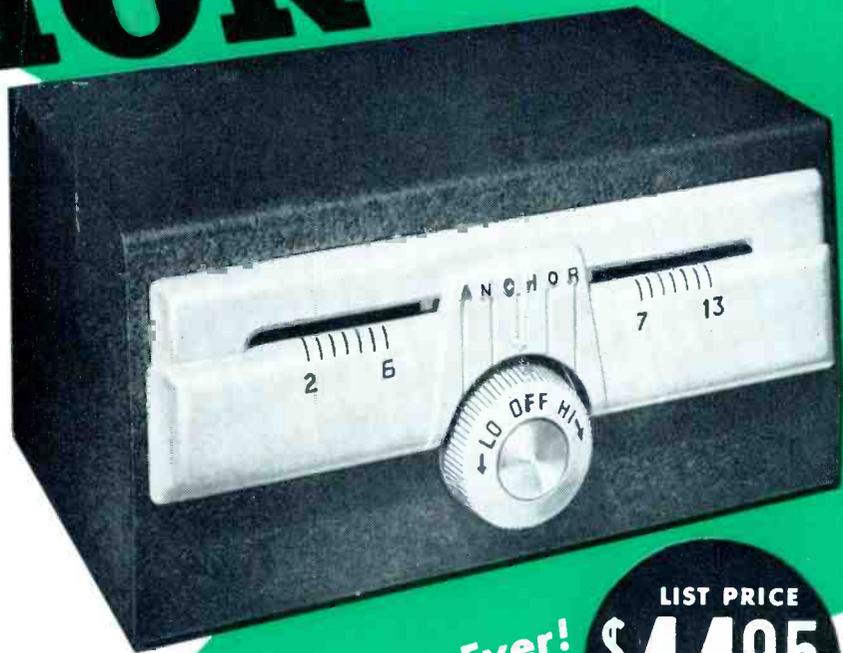
Make RADIO & TELEVISION RETAILING the backbone of your Show promotion
Make RESERVATION now, to insure best possible position

CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVENUE • PHONE PLAZA 9-7880
NEW YORK 17, N. Y.

ANCHOR

*Ahead
Again*



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

LIST PRICE
\$44.95

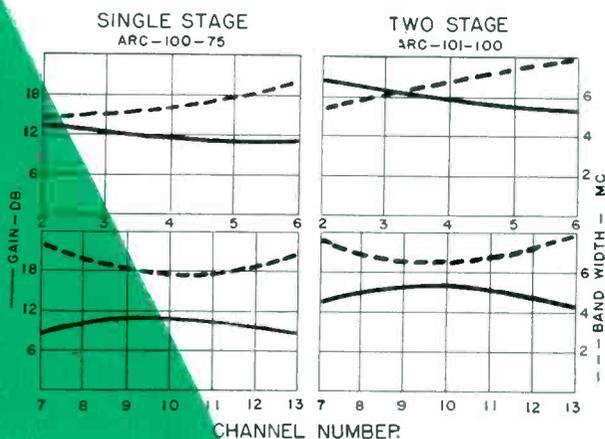
You'll be Ahead Too . . . With Greater Profits Than Ever!



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

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

ANCHOR'S performance curves have never been challenged. Undisputed laboratory tests prove that the ANCHOR Two Stage BOOSTER increases the original TV signal strength 5 TIMES.



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

**ANCHOR
ENGINEERING
ALWAYS A
YEAR AHEAD!**

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE

CHICAGO 23, ILLINOIS



\$10,000 IN PRIZES

FOR RADIO BATTERY RETAILERS and RCA BATTERY DISTRIBUTOR SALESMEN



IN THE **RCA BATTERY** "GET THE FACTS" CONTEST

YOU CAN WIN
A '50 FORD
... OR OTHER
VALUABLE
PRIZES

FREE ENTRY... here's how

LOOK AT THESE DEALER AWARDS! FIRST PRIZE — 1950 FORD SEDAN

Factory equipped 8-cyl. Tudor Custom Sedan

- 2nd Prize \$700 Drexel Bedroom Suite
- 3rd Prize \$619 Drexel Dining Rm. Suite
- 4th Prize \$450 Deep Freeze Unit, 12 Cu. Ft.
- 5th Prize \$350 Rogers Sterling (Service for 12)
- 6th Prize \$260 Kaufmann Travel Luggage (4 matched pcs.)
- 7th Prize \$233 Kroydon Golf Clubs & Bag
- 8th Prize \$145 Kaufmann Travel Luggage (2 matched pcs.)
- 9th to 15th Prizes—\$100 Longines Wrist Watches
- 16th to 25th Prizes—\$25 U. S. Savings Bonds

Duplicate Prizes for
RCA Battery Distributor Salesmen

Purpose of this contest is to encourage Battery Retailers to Get The Facts on why it's best to stock and sell . . .

RCA The battery for the Radio Trade!

Mail coupon today if you DO NOT know the name of your local RCA Battery Distributor.



RCA Battery Sales
Radio Corporation of America, Harrison, N. J.
Sirs: I am a Radio Battery Retailer, but DO NOT know the name of my local RCA Battery Distributor.

Please forward this request to him for my FREE copy of the RCA Battery "Get The Facts" Official Contest Booklet containing the FREE Entry Coupon.

Signed _____
Co. Name _____
Street & No. _____
City & State _____

No purchases required—no sentences to complete! Simply get your FREE copy of the Official RCA "Get The Facts" Contest Booklet . . . from your nearest RCA Battery Distributor. Then, fill out and mail the Free Entry Coupon in the Contest Booklet to the address printed thereon. Contest closes June 30, 1950. All entries must be postmarked on or before that time.

This contest is open to all radio battery retailers within the continental U. S. A. and to full-time personnel whose duties include the selling of radio batteries.

Here's how prizes will be awarded

1. All entry coupons received will be assembled at Contest Headquarters for an impartial drawing to be held July 10, 1950.
2. The retailer whose name appears on the first coupon drawn will be contacted by telephone, person-to-person. He will be asked one of the easy questions about RCA Batteries appearing in the "Get The Facts" Contest Booklet. If this contestant gives the correct answer immediately, he will be awarded first prize.
3. If the contestant fails to give the correct answer immediately, another drawing is held.
4. The above procedure will be followed in awarding all prizes.

DON'T DELAY. Get your Contest Booklet from your nearest RCA Battery Distributor. A magnificent prize can be your reward!

Complete Entry and Prize Award Rules can be found in the Official Contest Booklet.

RADIO BATTERIES



**RADIO CORPORATION
of AMERICA**

HARRISON, N. J.