

Including "TV-Appliance MART" and "TECHNICIAN"

# TELEVISION RETAILING

A Caldwell-Clements Publication

In 3 Sections  
Section 1.

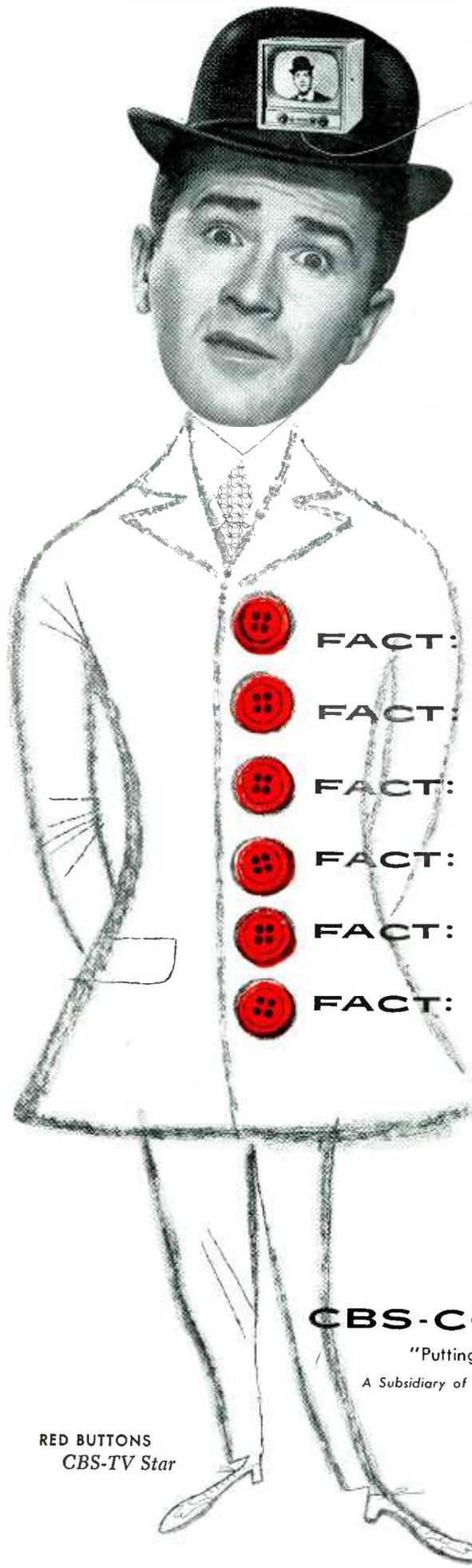
July  
1953

Radios, Records, Electrical Appliances



NAMM Music Show, Chicago, July 13-16

Joe Smeadows



# LET'S BUTTON UP THE CBS-COLUMBIA STORY!

There's more to the CBS-Columbia Story than meets the eye. More, even, than the illustrious stars behind it. Let's examine a few of the facts:

- FACT:
- FACT:
- FACT:
- FACT:
- FACT:
- FACT:

- CBS-Columbia gives you *Full Fidelity TV*—Full Fidelity Sight and 360 Full Fidelity Sound—the greatest “demonstrable sell” in the business. You have the world's finest example of sight and sound.
- CBS-Columbia gives you *complete coverage* in the TV market with low, leader-priced models that are the answer to your slack-season merchandising.
- CBS-Columbia gives you the Studio Series—all terrific traffic-builders which cover that broad popular-price market.
- CBS-Columbia gives you a de luxe line. This permits psychological “trading up” from the lower-priced models—to the bigger-profit-margin Masterline Series.
- CBS-Columbia gives you the “Profit Package Plan” that enables you to have rapid inventory turnover with a minimum of capital outlay.
- CBS-Columbia gives you the *prestige* of CBS, the greatest name in television. A name that reminds prospects of CBS-Columbia TV sets *102 billion times a year* . . . on *America's No. 1 TV and Radio Networks!*

**SEE US IN CHICAGO**  
at the **MERCHANDISE MART**  
Room 11-106—during the Music Show

**PREVIEW THE NEW**  
**1954 CBS-COLUMBIA LINE!**

**CBS-COLUMBIA INC.**  
“Putting Vision in Television”  
A Subsidiary of the Columbia Broadcasting System

RED BUTTONS  
CBS-TV Star



# TELEVISION RETAILING

A Caldwell-Clements Publication

JULY 1953

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**TELEVISION RETAILING'S CIRCULATION, 32,000**

Because of the lag in auditing, never catching up with current circulation in an expanding industry, an audit for the calendar year 1953 will not be made until after the end of the year. Meanwhile, sworn statements and post office receipts will be furnished covering the guaranteed circulation.

Presenting . . . at most moderate cost . . .

# ESPEY

25th Anniversary "Trophy" Models

AM-FM CHASSIS • TUNERS • AMPLIFIERS



In commemoration of twenty-five years' experience in the manufacture and development of high-fidelity audio equipment, Espey is proud to present its distinguished "Trophy" models. Renowned for beauty of styling and excellence of performance, the new Espey models are so reasonably priced that for the first time magnificent listening pleasure is within the means of all lovers of fine audio reproduction.

Descriptive literature on the new Espey AM-FM chassis, tuners and amplifiers now available . . . your inquiry is invited.

# ESPEY

SYLVAN A. WOLIN & ASSOCIATES SALES CORP., 409 GRAND AVENUE, ENGLEWOOD, N. J.

HERE'S THE ANNOUNCEMENT OF THE

1954  
**PHILCO**  
**TELEVISION**  
**AND RADIO LINES**

as Presented at  
Atlantic City, N. J. to

**7,500 of the Leading  
Appliance Dealers of America**

It's the greatest engineering story . . . the  
greatest profit story in the history of the  
**INDUSTRY!** Again, Philco sets the pace as  
Philco leadership sets the stage for a

**ONE MILLION SET YEAR!**

Turn the Page and Read the News!

# New 1954 PHILCO

WORLD'S FIRST TELEVISION  
COMBINATION WITH

## *High Fidelity Picture* AND *High Fidelity Sound*

Your first glance will tell you that here is something really new, but only a personal demonstration can reveal to you the full significance of the advances in this TV combination with FM-AM radio-phonograph. For the first time, it brings a High Fidelity picture *plus* High Fidelity sound for television, radio and records. With a new "Acoustic Lens", the entire room is flooded with sound so that the realism of the concert hall surrounds you. Nothing remotely like it has ever been on the market before; Philco leadership brings it now!



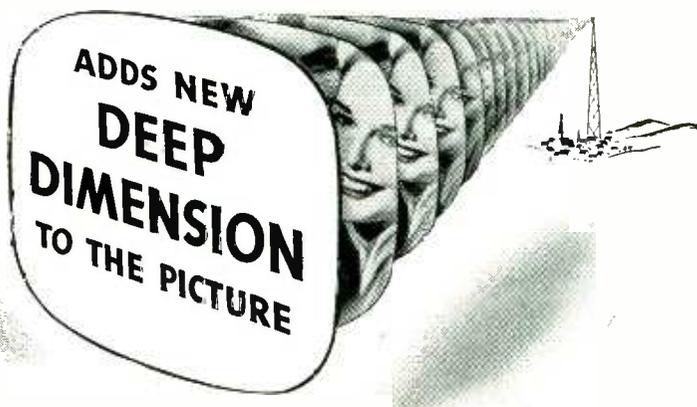
## PHILCO

### *HF-200*

#### Golden Grid TV

For its High Fidelity TV combination, as well as for other sets, Philco now announces a new TV chassis—the "HF-200". Unmatched for distance... unmatched for picture reproduction... it again sets a goal of reception power and performance for others to strive to reach.

ADDS NEW MILES TO TV RECEPTION...

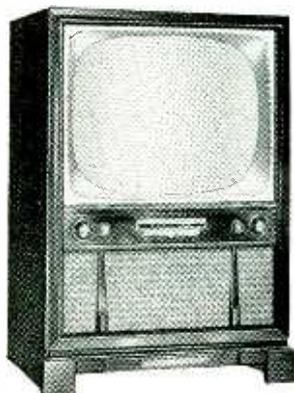


# Television Triumphs!

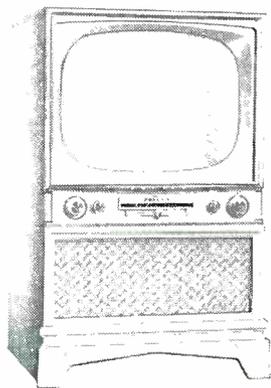
## *Famous* PHILCO *Golden Grid Television* **At New Low Prices!**

It's news that will sweep the country! Another new Philco power plant—the TV-190 with Golden Grid Tuner—is here for 1954 in a wide range of models. At new low prices for Golden Grid television they

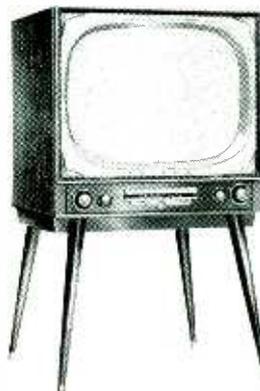
will again create the greatest public demand in the entire industry. Clear your decks and be ready to introduce the most sensational TV values in Philco history, designed with a million set year in mind.



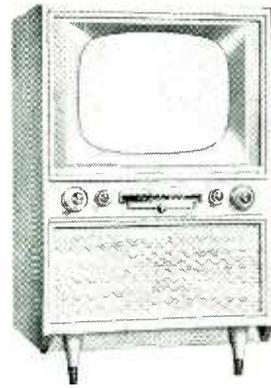
**NEW 24-INCH TV** is here from Philco as well as sets with 27, 21 and 17-inch screens.



**BLOND CABINETS**—Oak and Mahogany—typify the wide range of 1954 Philco models.



**GOLDEN GRID** 21-inch TV at the lowest price ever reflects Philco leadership in value for 1954.



**MODERN** or traditional—whatever the demand—there's a new Philco for every buyer.

## Another PHILCO First!

**PRISMATIC**  
**UHF**  
**Station Selector**



Beyond its quality . . . beyond its value . . . here's news that will make Philco the most talked about TV set in America. When you stand at the set to tune, the dial lights up in your line of vision. No stooping

and no squinting! But when you return to your seat, *like magic the lighted dial disappears from view!* Again, only Philco has it, and it's one more example of Philco leadership in tuning ease and viewing ease.

Celebrating its 25th Anniversary in Radio . . . .

# PHILCO Zooms RADIO into BIG BUSINESS FOR 1954!

Another World First  
**PHILCO**  
HIGH FIDELITY

*"Phonorama"*\*

Yes, for its Silver Anniversary in Radio, Philco brings its dealers the greatest, most profitable line in 25 years of pioneering and leadership! Spearheaded by the Greatest Radio-Phonograph of All Time . . . backed by the vast resources of Philco engineering and merchandising genius, this new line puts the *High Unit-of-Sale* back into radio and pays off in *Big Profits* for Philco dealers.

*Fills the Room with the Full Range of Sound!*



World's First Radio-Phonograph to Achieve

## FULL DIMENSION

in Reproduction of Sound

There has never been anything like it in appearance or performance! Philco "Phonorama" ushers in a whole new era in enjoyment of records, FM radio and AM radio . . . achieving, for the first time, High Fidelity sound in Full Dimension! You must see it, you must hear it to fully appreciate its unprecedented sales opportunities.

It's Big Business in '54 with a Philco Radio-Phonograph for Every Market



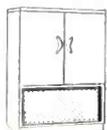
A Value Leader for Modern Living



Top Performance in Limited Space



For those with TV in Mind



For Outstanding Performance



For High Fidelity Enthusiasts

### Famous Philco Special Service Band

Soars to New Heights of Popularity



PHILCO 714

The short-wave service that's setting sales records everywhere—more potent than ever for '54! New features, new designs give you what it takes to cash-in on this great Philco-pioneered radio service!

\*Trade Mark



**MIGHTIEST**

**"Personal" IN RADIO HISTORY!**

Unmatched for performance and sales appeal in its field—this mighty midget has more advanced features than any other "personal" radio! It's the new, power-packed Philco 650 that delivers

**PEAK RECEPTION 10 TIMES LONGER**  
than other "Personal" radios

**NOW is the time to surge ahead to BIG PROFITS with PHILCO!**

# the Crossroads

There is no need to act like an ostrich and bury our heads in the sand. Let's face this fact of excessive production capacity.

The biggest industrial struggle that this industry has ever known is now in progress. The manufacturer's ability to gain and maintain volume is the key to survival. Likewise, it's the guide to trends in retailing methods. Actually, this struggle at the manufacturer level has created the entire structure of cut-price retailing which the old-line dealers cry out against so frequently.

## **Manufacturer Decisions Will Influence Dealers**

The manufacturers—many of them—have been straddling the fence. They have attempted to pacify the old tried-and-proven operations in retail selling while they've engaged in slightly surreptitious selling through the discount houses. This policy has reached a point, however, where something must "give." The decisions of the manufacturers, generally speaking, will be the vital factor in determining which way the majority of retail dealers will go. Will they join the ranks of discount operators and hit for big volume at lower unit profits? Or will they retain a policy of adherence to list prices?

But can manufacturers themselves determine a fixed policy at this time? The fight for dominance seems to be too great. The pressure is for unreasonable volume—not for just a fair share of the market.

The list price system has been warmly assailed as an umbrella over the heads of discount operators. It provides the medium by which all

discount sales are made. Will list prices go onto the scrap heap?

It is assumed that TV-appliance discount structures for dealers allow sufficient margin for the dealer to maintain his general overhead, sales expense and operate a satisfactory service department. Yet we can justly raise one question: does the consumer want to pay for overhead, sales expense and service he may never need? Perhaps we do have real over-the-counter merchandise today. Perhaps the consumer believes he can take home a refrigerator, TV, washing machine or freezer and just plug it in—with no fuss, no trouble and no need to worry over service at some unknown future date.

While the TV-appliance business is seeking its direction, and answers to the foregoing paragraph, there will be many casualties among retailers. It isn't a matter, either, of old-line dealer against the discount house. Instead, it's a matter of merchandising—for the dealer that keeps "slugging away" will find his own way to continue selling almost under any adversity. The mere airing of a bellyache solves nothing for the dealer under the present situation. He's forced to flow with the tide—perhaps steering a bit to one side or the other to improve his own little spot in the stream. Perhaps his own local situation will permit him to come through unscathed from this big war among the producers. Each dealer, of course, will act according to the pressures within his own particular niche.

Actually, the critical competitive situation among manufacturers may prove a boon to the entire industry. Many of the so-called newcomers

are truly big business. They think big and plan big. They study markets carefully, too. Perhaps they anticipated the capacities to produce that are out of line with capacities to consume. Perhaps this situation today only represents a colossal change-over from the era of "development" to the era of "exploitation." Could this titanic fight at manufacturer level be a carefully-planned sequence of events designed to change the entire merchandising pattern of the TV-appliance business?

If our merchandising structure is changing radically there are many possibilities that confront the TV-appliance dealers. Here are a few questions that are occasionally raised, even now.

## **How About Distributorships?**

Will exclusive distributorships disappear in favor of multiple distributorships, such as prevail for electric housewares? Will product service be "ducked" completely, leaving the customer entirely on his own? Will new types of retail outlets become dominant factors? Will utilities resume merchandising (in areas where it has been abandoned)?

## **Uncertainty Prevails**

No matter how fantastic some of these questions may seem, *they are being asked today*. They indicate the uncertainty which prevails. No one seems to doubt that more television sets and more appliances than ever before can be moved into the hands of consumers. Nearly all the experts agree that sales will be good for a long time, broadly speaking. But the question is this: Who will make those sales? What changes in retailing will result from the mass merchandising methods that loom in the near future?

What broad actions can TV-appliance dealers take to meet the threat of these trends? ONE: The dealer must appraise his own individual situation and determine, broadly, his own course—a specialty outlet or a mass merchandiser. TWO: The dealer should step up his interest in trade policy matters and become  
(Continued on page 109)

This article—highly controversial—is a special "extra feature" this month in TELEVISION RETAILING. It has been prepared by a man who has spent almost twenty years in close association with the radio-TV-appliance business. The name of the writer is being withheld, at his own request.

Here's a candid view of today's "big squeeze" on the TV-appliance dealer—and a thinly-veiled glimpse into a few situations which may confront the dealer in the near future.

# Business Goes UP, UP, UP in

**Indiana Merchant's New Outlet Provides Attractive Appearance, Wide Selection and Greater Convenience for Customers — and Sales ARE Climbing**



White goods are shown on the second floor. There are a number of complete kitchens, and all appliances are hooked up for live demonstrations. An item in action is more easily sold.

● When Bob Schaad, one of the largest TV-appliance-record dealers in the Evansville, Indiana, area, built a new store, it was natural that he allot more room and a more prominent space to his TV sets. So, one-third of the 50- by 110-foot first floor is occupied by the four lines he carries, and they have the honor position, where they catch the most traffic.

With the bigger and more modern store—on West Franklin Street, just a few doors from the old loca-

tion—he added an extra line of sets. He now carries Philco, Zenith, RCA Victor and Raytheon. The receivers are in the center section of the first floor, and they hit you in the eye when you walk into the modern, well-lighted, pleasant new store.

The store, which was opened less than a year ago with fanfare suitable for such an occasion, features two stories of glass frontage, with what Mr. Schaad estimates to be about 1,000 square feet of plate glass.

The front is trimmed with Indiana limestone, and the store interior is just as streamlined and modern as is the exterior. The outside lights go on without human help when darkness falls. A photo-electric cell takes the burden of remembering the lights off the mind of the store manager.

"Although we're still on a shake-down cruise," Mr. Schaad comments, "already we can point to twice as much business each succeeding month, since modernization."

Other improvements made after moving the retail operation from the old location to the present one include an enlarged and more efficient filing system—the old one was strictly of the pants-pockets-and-desk-drawers type. Now there are six desks for clerical office help, each with plenty of room, instead of the three-offices-in-one deal the store had before. A modern accounting system has been installed.

### **New System Helps a Lot**

"We now can break down our sales, and know just what's moving and what's not, and where we're winning and where we're losing, and have all that down in black-and-white, rather than spending long hours going over a mess of books and accounts," Schaad explains.

The interior lights are a recessed, fluorescent type. With these fluorescents go rotating spots which blend well with the fluorescents and also highlight the items that need to be brought to the customers' attention.

**Schaad's Disc Activities were described in the April, 1952 issue of this magazine.**

Schaad's new store is enjoying greatly increased business. The photograph was taken on opening day.



# This Sparkling Store!

Lower floors are covered with terrazo, upper ones with magnesite.

Lightweight blocks, with the trim below the chair level of blond oak, are used for the interior walls. Thick-butt red cedar weatherboard is the paneling for the partition walls. The boards are set vertically, which gives a novel effect and also is practical, says Mr. Schaad.

The ceilings are acoustical, of course. Both of the floors are completely air conditioned. And because of the addition of floor space, and business, a janitor has been added to the staff, and also a shipping, receiving and stock clerk.

"We relighted and redecorated the old store, and made it into a warehouse," Mr. Schaad said. "It had outlived its usefulness as our main place of business, but it's still okay for its current use.

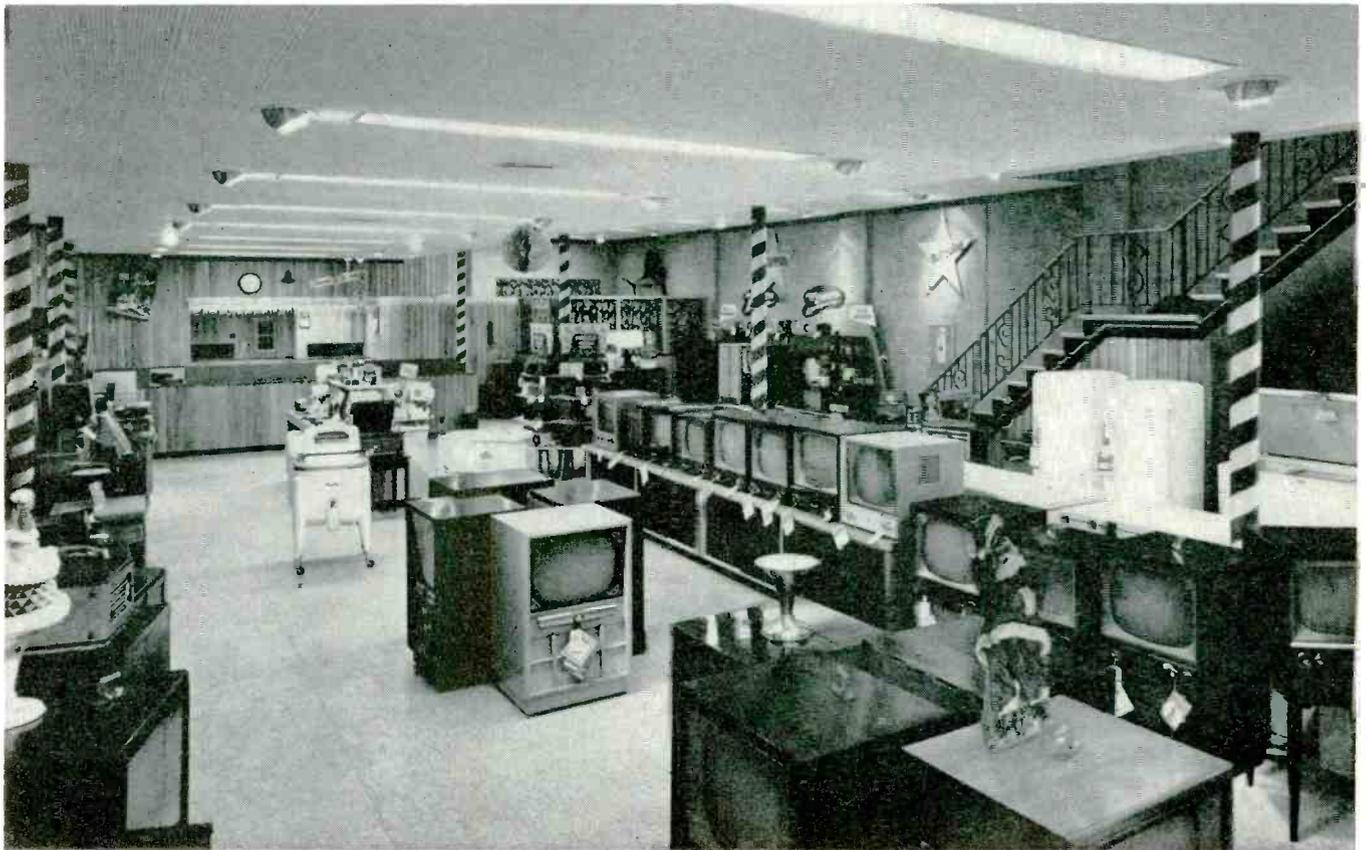
"Our trade-ins and repossessions, plus out-of-date models, are sold there, giving us a place to actually merchandise such items successfully," he added.

The modernization program in-  
(Continued on page 104)



1,000 feet of plate glass in this ultra-modern store gives the passerby a clear view of two floors.

Attractive TV display in this new store is the last word in eye-catchers. The old store is used as a warehouse, and also features a showroom for the sale of trade-ins and repossessions, as well as out-of-date models, where such items are actually merchandised.



# There's a Pre-Sold Market

But the Dealer Needs a "Specialty Touch" to  
Your Store as Headquarters



Modern housewives welcome ideas on modernizing their kitchens. Alert dealers present prospects with plans and proposals. It's good selling to take a genuine interest in a housewife's problem.

• Occasionally, you can find a "complete kitchen" dealer as you swing across the country. But there are not very many of them. We mean the dealers who really give top prominence to their over-all electric kitchen planning abilities.

There are several reasons for the scarcity of such dealers. Perhaps the foremost reason is the dealer's need to attract faster sales such as he can realize by specializing, or featuring, individual appliances. Another very good reason is the combination of skills required (or believed to be required) of a successful dealer of this type. Theoretically, the dealer should be a designer, architect, wood and metal craftsman and a good salesman.

The complete electric kitchen approach is somewhat the reverse of step-up selling—and most really sales-minded dealers in the business regard it as such. Certainly, the customer is approached along the "dream kitchen" line, or a complete

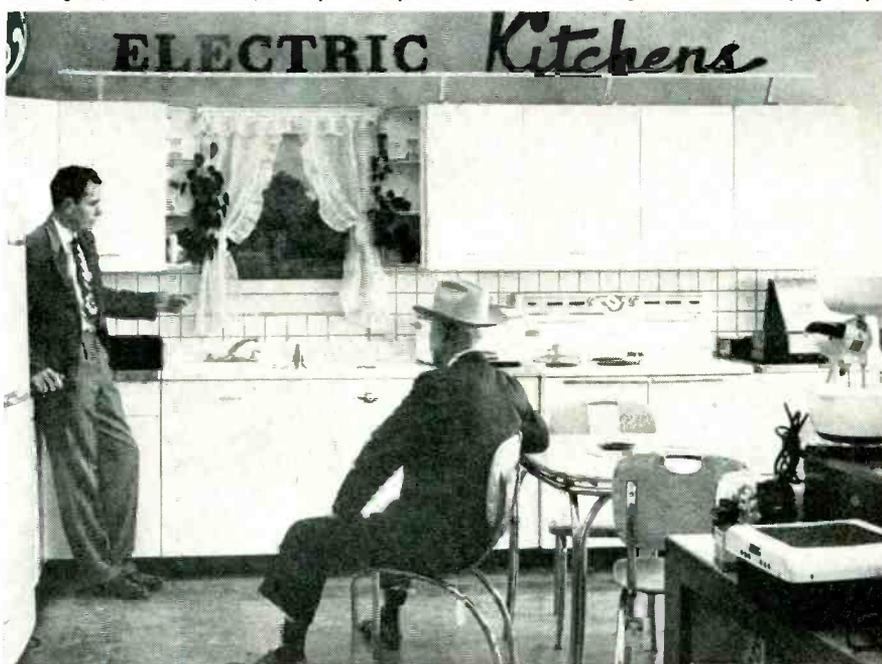
remodeling and renewing job. But many sales of single appliances can be the result, if the complete kitchen idea is tossed out by the customer.

But, like any product, let's consider the demand for the completely remodeled kitchen. Do your customers want it?

Before 1941 the construction of a contemporary, or "modern," house was regarded as "radical" in most parts of the country. Today, the contemporary home is the second most popular in new construction—and very rapidly going towards first place. This trend reflects strongly the revolution in living ideas. This trend, likewise, sets the pace for demand of the contemporary kitchen. This applies to new construction as well as to remodeling. Many housewives will balk at a building contractor's ideas for the kitchen she must use. His planning may be adequate, but very seldom "inspired." The homemaker knows that *unusual things can be done* with her kitchen. She wants superb styling combined with utility. She has seen better living through that "contemporary" design—and she wants it.

There are innumerable aids for the dealer who really gets into the

McDougal's, of San Antonio, set up a complete electric kitchen designed to make buying easy.



# for Complete Kitchens

Wrap Up The Sale! Here's How to Set Up  
for Appliance "Ensembles"



complete kitchen business. The home or shelter magazines continually show photographs and floor-plans of well-designed kitchens. So do the women's service magazines. A few of the manufacturers provide kitchen planning services. These plans can be a rich backlog of themes and ideas that may help the customer in deciding just what designs, features and materials she would like to have.

If the dealer has the floor space and inclination he can install "segments" of complete kitchens which show the use of widely varied materials, color schemes and products. Just consider counter tops, for instance. The dealer can show linoleum, plastic, stainless steel, Monel, ceramic tile, wood and marble. Then there could be many colors shown in some of these materials. But the main point is that he should give as many choices to his prospects as he can economically provide. The same is true of floor coverings, lighting fixtures, wall finishes, and so on. The dealer can plan these displays so that he stands a good chance of appealing to desires of as many prospects as possible and to demonstrate his own versatility as a kitchen planning expert.

### Dealer is not an Expert

For the dealer who wants to specialize in complete kitchens, we have to assume one thing: he is a good business man. This means that he

will not even attempt to be an expert, personally, in the several arts and crafts involved. But, as a business man, he will know how to organize these services to his needs. Also, as a TV-appliance dealer, he will not attempt to carry linoleum, counter tops of all kinds, and items of this nature. However, he will be acquainted with sources of such materials.

One successful complete kitchen specialist managed to line up a young housewife who had excellent training in interior design. She provided him with suitable drawings—floor-plans, interior views in good perspective—and lists of materials and color schemes. This service cost the dealer \$25 per job. He used her, of course, only when the sale was a pretty certain thing. He found that such plans and drawings, professionally done, were a tremendous aid both in selling and in completing the job.

For installation, this dealer secured the services of a young builder who had practical experience in all phases of construction. This man, acting as the dealer's own installation expert, would make night calls to the home to size up the job. He never made an on-the-spot estimate. Later, he would get together with the dealer and work out a fixed price for the job. This man knew enough about electrical work and plumbing so that he could safely figure these costs, too, into his overall estimate. At this point, the dealer

tossed in his cost for drawings and a fair over-ride for contracting. He carefully stipulated, in his written estimate to the customer, that any alterations or additions in the plans would make the price subject to revision.

### Salesmanship Is Essential Quality

Such a plan seems to be the proper approach to the complete kitchen business. If a dealer tried to carry a staff who are specifically qualified for the various jobs involved, it isn't likely that there'd be much profit, if any, in the business.

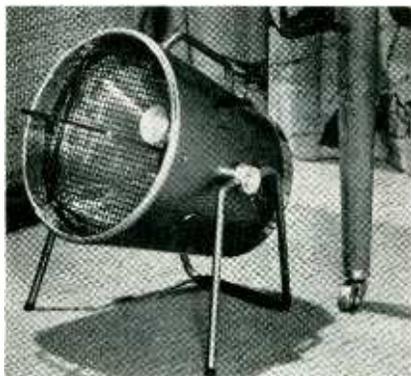
One of the skills, as we mentioned before, for this business is really fine salesmanship. The basic sales approach can be handled in either one of two ways. Usually, a sort of "step-down" selling policy is followed. The dealer will promote and approach his prospect to sell the complete kitchen idea. When he can't get the complete job—well, he simply drops down to doing part of the job, or to selling the appliances that can be incorporated in a complete kitchen job at a later date. The second method is to promote the appliances as such, with a secondary emphasis on complete kitchens. This calls for some pretty energetic step-up selling to boost a prospect from a new refrigerator or range right on up to a full remodeling job.

Perhaps the ideal set-up, if the sales force is geared for it, is the  
(Continued on page 94)

# New Appliance Products

## Arvin PORTABLE ROOM HEATERS

Two Raymond Loewy-designed electric room heaters have been introduced by Arvin. Model 5230 (shown) has a suggested retail price of \$18.95 and model 5200 carries a \$16.95 tag. The 5230, designated as the "Custom Safety," features fan-forced plus radiant heat to produce



a "fireplace glow." This model is also equipped with a safety switch which cuts off current instantly if the heater is tipped over on its face. Finished in silver-gray enamel with a chrome trim, the unit is 12 in. high; 11½ in. wide; 13 in. in length. Model 5200, the "Custom," is similar in design and appearance but is finished in bronze enamel with maroon trim. It is available as a fan-forced heater only. The company's full line numbers nine units. Arvin Industries, Inc., Columbus, Ind.—TELEVISION RETAILING.

## General's OZONE DEODORIZER

Trade-named Klensz-Aire, an electronic ozone deodorizer for use in homes, commercial, institutional and industrial fields, has been marketed. Unit embodies the ozone lamp developed by a major lamp manufacturer, it is said. With other non-moving parts, a 4-watt lamp is encased in a chrome wall fixture. Device is 6½ in. high and is equipped with an 8-ft. ivory cord and plug, ready for use on an AC circuit. The unit can also serve as a night light. Ozone lamp has an approximate life of 4,000 hours. Available in three models: 101 (single lamp) \$6.95; model 102 (twin lamp) \$9.95; model 103 (three-lamp) \$12.95. Specialties Division, General Manufacturing & Distributing Co., Quincy, Mich.—TELEVISION RETAILING.

## Pennwood ELECTRIC DESK CLOCK

The Lyra, model 962, is a self-starting electric clock covered in cordovan leather. It is decorated in a 24k gold key design, styled to blend with the surroundings of any desk. Dimensions:



4½ in. high; 10½ in. wide; 4¼ in. deep. Weight is 2¾ pounds. Available in medium brown, maroon and green, the price is \$69.50. Individually packed. Pennwood Numechron Co., Pittsburgh 8.—TELEVISION RETAILING.

## Whirlpool CLOTHES DRYER

A compact, automatic clothes dryer designed for small apartments or wherever space is at a premium, has been announced by this company. Exactly 24½ in. wide, the new dryer has a full 8-pound capacity of dry clothes. Casters for easy portability are available as optional equipment. Manufactured to retail at about \$200 and \$250. Dimensions: 36 in. high; 24¾ in. deep. A matching washer is also available. Whirlpool Corp., St. Joseph, Mich.—TELEVISION RETAILING.

## Coolerator UPRIGHT FREEZER

Just 31 in. wide, the new UFB-125 upright home freezer being introduced by this company, will provide 12.7 cu. ft. capacity and will hold up to 445 pounds of foodstuffs. The unit is equipped with expanded metal shelves which are said to provide fast contact freezing plus better controlled cold circulation throughout the cabinet. A special ice-cube freezing shelf is also



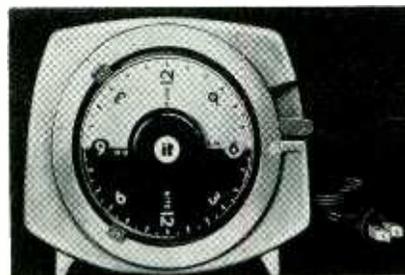
provided, as are extra shelves on the inside of the door. The middle shelf is adjustable, and a sliding basket rolls out for storage of irregular items. Freezer has a hermetically sealed ¼ H.P. compressor. Refrigerant is Freon 12. Coolerator Co., Duluth 1, Minn.—TELEVISION RETAILING.

## Norge ELECTRIC RANGE

Production has been started by this company on an electric range which will have a suggested retail price of \$179. Designated model PE-10B, the unit is designed so that it can be converted to automatic operation at a slight additional cost. The range has three surface units, an oven, deepwell cooker and seven cooking speeds. It has four cu. ft. of storage space and a porcelain enamel finish throughout. Dimensions: 38 in. wide; 27 in. deep; 36 in. high to cooking top; 47½ in. high to top of backrail. Oven is 16 in. wide; 20 in. deep; 15½ in. high. Norge Division, Borg-Warner Corp., Merchandise Mart, Chicago.—TELEVISION RETAILING.

## ELECTRIC APPLIANCE TIMER

A timer that turns appliances on and off without resetting after each time cycle has been completed, and can be set to skip operation for a day or longer, is the Time-All unit. Portable and lightweight, the device has numerous other uses such as for display lights



in store windows and animated displays. As a clock, it has the feature of telling time on a 24-hour dial that shows both the 12 daytime and 12 nighttime hours. Unit is 5 in. wide; 4 in. high; 2½ in. deep. Operates on AC only. Priced at about \$11. International Register Co., 2620 W. Washington Blvd., Chicago.—TELEVISION RETAILING.

## PORTABLE ROOM DEHUMIDIFIER

Model D750A has an on-off switch atop the cabinet; a removable In-A-Drawer container, which catches the water and is also an emptying unit; and a front attachment to which can be connected a garden hose should use of a floor drain be desired. Unit measures 17-¼ in. high 11-¼ in. wide, 18-½ in. long, and weighs 52 pounds. It has a carrying handle and plugs into any standard outlet. An automatic timing device and a steel dolly are optional equipment. Designed for AC operation, the model has a ⅛ H.P. condensing unit. Retail price: \$139.95. Fresh'nd-Aire Co., Division of Cory Corp., 221 N. LaSalle St., Chicago 1.—TELEVISION RETAILING.

# FADA

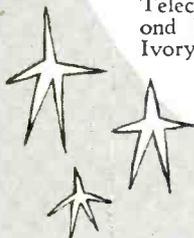
## Television



*New!*

MODEL 200  
De Luxe Clock  
RADIO

Does everything for you . . . wakes you up at a pre-set time, lulls you to sleep with music, starts your electric appliance automatically at a pre-set time. Fine Telechron self starting, sweep second hand. Available in Maroon, Ivory or Ebony.



# Gigantic

# 27 inch

TV Table Model  
*in both*  
**VHF and UHF-VHF models**



Here's the last word in BIG, BIG screen television, with the aluminized kinescope screen for superior contrast and brightness. Have it in both the 'Imperial' 'Power-Plus' Series or 'President' Series.

Choose either VHF or UHF-VHF models. The UHF-VHF have the exclusive Fada 'Silverdyne' all channel built-in tuner. Illuminated UHF and VHF channel dials. Built-in separate 'Fada-Scope' UHF and VHF antennas. Available in beautiful mahogany veneers or Limed Oak.

*New!*

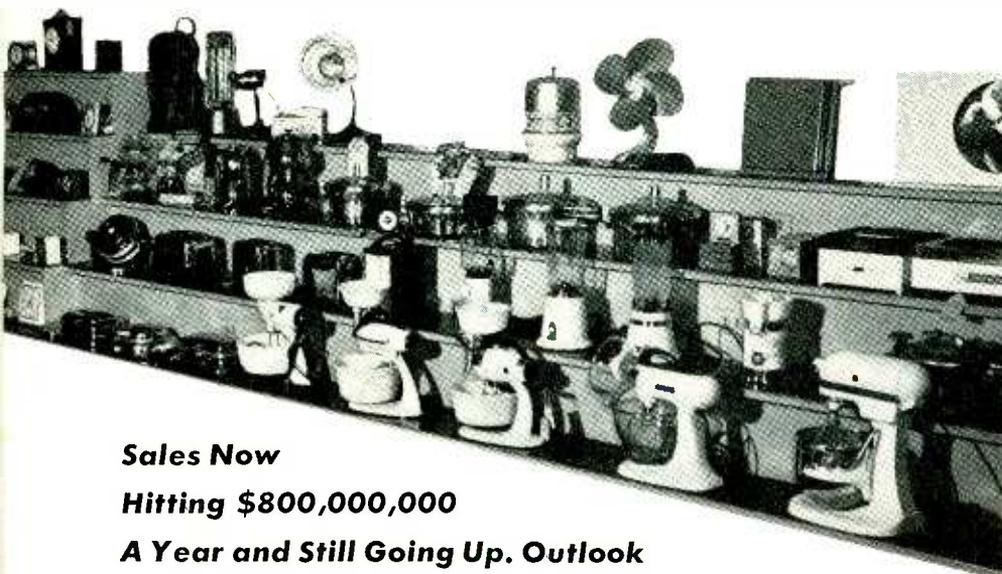
**BIG 27 INCH  
TABLE MODEL**

available in both  
Imperial and President  
Series in VHF and UHF-  
VHF Models . . . Mahogany  
or Limed Oak.



**FADA RADIO  
& ELECTRIC CO., INC.**  
*Belleville . . . New Jersey*

# ELECTRIC HOUSEWARES



**Sales Now**

**Hitting \$800,000,000**

**A Year and Still Going Up. Outlook**

**Optimistic as More Dealers Climb Aboard Bandwagon**

The trade, generally speaking, seems to agree that electric housewares are coming into a boom era. Certainly these are not new products, with few exceptions. But, mostly, the old stand-bys of the electric housewares business which now are greatly improved, and which are currently selling at the rate of \$800 million a year.

There are several reasons why better days are ahead in electric housewares. Some of the key factors are these: (1) Education of the consumer in the methods of food preparation. (2) A big market which has acquired essential major appliances, and now turns to electric housewares. (3) A greatly-improved promotional program within the industry. (4) Basic changes in living trends which encourage greater use of electric housewares, and, (5), as mentioned above, the improvements in products that have been already accepted in principle by the consumer.

Certain products in the electric housewares category have shown remarkable upturns in sales. Among those products which are relatively low in saturation, the portable mixer has probably turned in the most miraculous sales record. Also, blenders, steam irons, deep-fat fryers and rotisseries have shown remarkable results. All of these might be called "trend" products—since saturation on them remains quite low. They promise a brilliant future.

Among the accepted, or high-saturation, items, sales have jumped on

some and dropped slightly on others. The variances haven't been as strong, percentage-wise, as noted in low-saturation products. But unit volume has been good—and replacements have been strong.

Any way you figure it, electric housewares business has been excellent—and it promises to get much better!

## **Healthy Trend Is Evident**

There's a very healthy trend which is evident in the quality of electric housewares which consumers are buying. Perhaps it has been the result of "junk" merchandise which flooded the market after the war, bringing as it did so much grief to dealers and users. Anyhow, the consumer seems very aware of quality now. Reports indicate that women will steer clear of cut-rate off-brand items. They appear to be quite willing to spend a few more dollars rather than to take a chance on a product which, in their minds, is inferior—even though it may do a fairly adequate job. Too many women have been stung by products which "conk out" too quickly—so they're choosing better quality merchandise now.

Many retailers have responded quickly to the up-turn in electric housewares consumer demand. Numbers of TV-appliance dealers have enlarged and improved their electric housewares section. One dealer recently said: "They (electric housewares) have paid my rent for years. Now that I'm pushing them, maybe

they'll buy those two new trucks I'll be needing this year."

A great deal has been done in improving sales methods for electric housewares. Demonstration has been a powerful factor for years—and probably always will be. One dealer plans to use his daughter, home from college, each Summer as his own fulltime demonstrator. Another dealer intends to operate a "snack bar" to help sell small appliances, if local authorities permit him to do so.

Window and floor displays can be real traffic-stoppers—or they can be dull and unimaginative. One idea under discussion recently was the use of a "mobile"—a device displaying products balanced delicately in suspension on thin wires. Electric housewares seem readily adaptable to such a display. Another plan under discussion was the use of a small "Ferris wheel," with a different appliance on each of eight platforms. The wheel, hidden behind a large panel of corrugated board, would revolve slowly; and a cut-out window would allow each product in turn to come into view. The front panel would carry copy such as: Is Your Home Complete? Do You Have This (arrow to window) In Your Home Now?

In fact, there is absolutely no limit to good display ideas that are comparatively simple to create and install. Certainly, it's time well spent for any electric housewares dealer.

## **One Dealer's Idea**

Recently we heard of a merchandising idea which one dealer was considering for a "Dollar Day" promotion in his community. The dealer himself was uncertain about using the idea—but it's worth passing along. This man planned to advertise as his Dollar Day special that he'd repair any small appliances brought to him on that day for a flat one dollar charge, plus costs of any necessary replacement parts. This dealer was proud of his service operation, and he felt his men could do the work. But he was worried about sources on replacement parts on the old clunkers that would certainly be brought to him.

Again let's stress changes in living habits. Whether we like it or not,

*(Continued on page 104)*

*The Best -  
by Popular Acclaim*

The most  
**Powerful  
TV ROTOR**  
on the market

# TR-2

Power When and Where You  
Need It . . . To Turn ANY TV  
Antenna Array Under All  
Weather Conditions—

Complete rotor with "COMPASS  
CONTROL" cabinet having illu-  
minated "perfect pattern" dial  
(uses 3 wire cable) . . . \$49.95



THE **RADIART** CORPORATION  
CLEVELAND 13, OHIO



**CORNELL-DUBILIER**  
SOUTH PLAINFIELD, NEW JERSEY

# The Parking Problem Persists

## And Many TV-Appliance Dealers Are Moving to New Locations With Varying Degrees of Success

• The “move-to-the-suburbs” trend among retailers hasn’t been an actuality long enough to prove itself. Some retailers have experienced good results; for others, not so good.

But many dealers have found that suburban moves, intended to relieve the parking problem, have not done so. In some cases other retailers came into the same area, and the parking situation became just as lousy as ever. Perhaps a few dealers have hit more trouble in moving to “neighborhood” areas, believing they could get more parking relief than they experienced downtown, only to learn belatedly that the neighborhood area, too, has serious parking problems unless tremendous off-street facilities are available.

Actually, the downtown location sometimes proves better, from parking and traffic angles, than the neighborhood area. The downtown section usually has fair municipal facilities and the public transportation usually feeds into downtown from all areas. Matters such as overhead and competition are something else again.

Once a dealer decides to move out of his downtown location, he usually must re-tool his whole merchandising program. While downtown the dealer could depend on

pedestrian traffic that circulates in the area for many shopping and business reasons. This may not be true in an outlying spot, unless he moves into a well-established center of some sort.

### Dealer Must Choose

Thus the dealer must make a choice. Shall he move into a “supermarket” type of center, which already draws traffic and has off-street parking? Or shall he go out on his own, in “acreage” areas, and develop parking space?

A dealer in New England recently moved out on his own. Since the towns in his area were rather close together, he figured he’d get a broader market, as well as more parking, by locating in a sort of “hub” between several towns or centers. Also, he bought his own land—acreage, instead of a lot. He considered his purchase as a real estate investment as well as provision of ample parking. Yet, today, he is the only retailer of any sort within a mile in any direction.

When a dealer goes out on his own he usually saves on rent, but plows the savings back into expanded advertising. The New England dealer previously mentioned began using four newspapers where,

formerly, he had used two. He constructed giant displays to catch the eyes of motorists who moved by at a lively clip. He increased his inventory and always plugs away with price leaders. He’s moving into the “TV-Appliance City” type of operation.

The supermarket location in the outskirts offers some problems of a different nature. Often the surrounding real estate is tied up, too. Rentals sometimes are at back-breaking figures, as the dealer learns when he talks over an “in-the-center” store. Many retailers, of all types (except the supermarkets themselves), have folded up already in trying to crash into a supermarket locality feeling that this big marketing attraction would be a cure-all for sales problems.

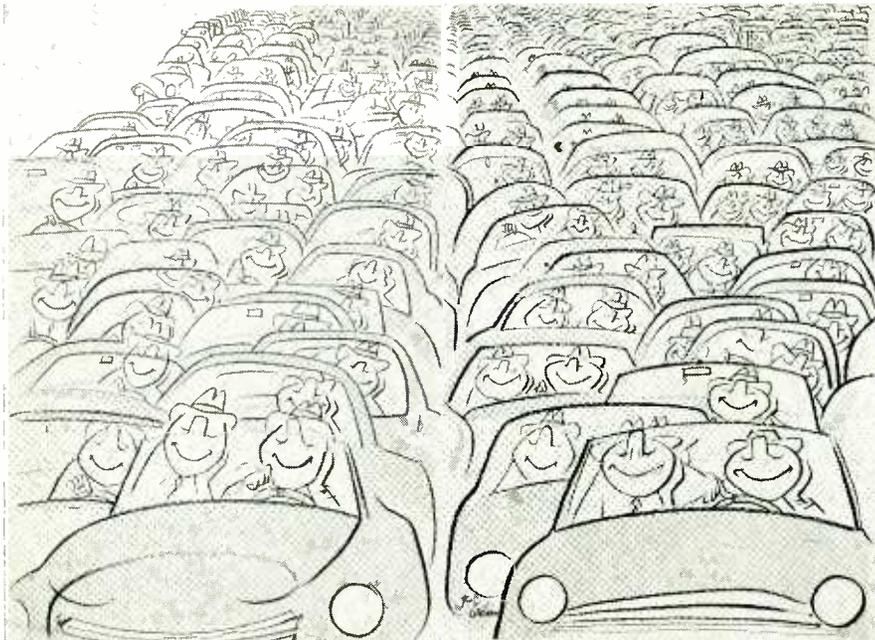
### Some Solutions Found

No dealer can sit back and relax just because his prospects have a place to park their cars. The supermarket will draw crowds. That’s proven. But perhaps the dealer will have to gear himself as a TV-Appliance “Supermarket,” too, to bring these crowds in the front door.

One group of retailers has another approach to the parking problem. They operate in a town of 12,000 population. Their established trading area has no room to expand—no room for off-street parking—unless they use a large swampy area behind their stores. They have suffered substantial losses because of new shopping centers in the outskirts. These downtowners have banded together and approached the town fathers with a plan to save their old shopping center.

They obtained figures indicating it would cost \$200,000 to convert the swampy area into an off-street parking area. Also, they contend, it would beautify the town and provide parking near municipal buildings. These merchants have proposed that they will provide \$160,000 if the town will kick through with \$40,000. The town officials like the idea—but the townspeople are up in arms.

This plan is becoming a real pub-  
(Continued on page 104)



Here's the '54

# CROSLY



**BIG PICTURE—COMPACT CABINET.** Double value in this handsome 17-inch table model. Selected hardwood veneer, rich mahogany finish. Model F-17TOLH. Also in comb-grain white oak, Model F-17TOLBH.



**MASTERPIECE OF SIMPLICITY.** 21-inch picture; beautiful console style that will never grow out of date. Hardwood cabinet finished in lustrous mahogany finish. Model F-21COLH. Also in comb-grain white oak, Model F-21COLBH.



**AUTHENTIC CHIPPENDALE STYLING; BEAUTIFUL '54 TV!** One of the most effective pieces ever designed. Genuine mahogany veneer; 21-inch screen. Model F-21CDMH. Also in modern comb-grain white oak, Model F-21CDBH.

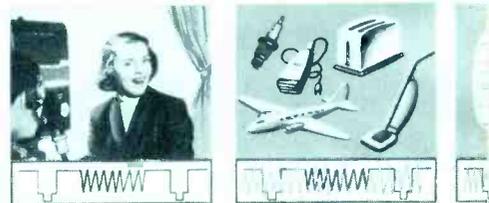


**CHIPPENDALE CONSOLE.** Traditional design set off by gleaming mahogany finish. Your customers can get all 70 UHF channels with center dial. Model F-24CDMU. Also in modern comb-grain white oak cabinet, Model F-24CDBU.



**GIANT 24-INCH TELEVISION.** Handsome console cabinet finished in polished mahogany. Built-in UHF—brings in all 82 channels, UHF and VHF. Model F-24COLU. Also in comb-grain white oak, Model F-24COLBU.

With the electronic **Picture-Sentry** roll-over... flutter. Automatically g



*And that's not all!*

In the studio—under controlled conditions—cameras pick up perfect image. Diagram represents television wave pattern as it appears on engineer's oscilloscope.

But man-made interference—a passing truck, a neighbor's vacuum cleaner—can distort TV waves. Such interference scrambles the wave pattern like this.

Scra  
cept  
Pict  
disto  
diste  
sive

See these other Crosley features th

- **BUILT-IN UHF RECEPTION** gives your customer all 82 channels—other UHF-VHF combinations available.
- **FULL-YEAR WARRANTY ON PICTURE TUBE** as well as 90 days on chassis parts, included in Crosley prices.
- **PERMANENT PINPOINT FOCUS**... no fussing with dials.
- **ALL RICH WOOD CABINETS**... not plastic.
- **SUPER PICTURE POWER**... Ideal for fr
- **REMOVABLE PICTURE WINDOW**... tomer can clean window and tube face
- **BRIGHTNESS AND TONE CONTROLS** in easy reach.

**NEW ALUMINIZED PICTURE TUBE** in 21- and 27-in remarkable cont

You can see it **BETTER**

# Keep Tabs on

# Huge Phono Record Stock

By John Hofer, manager,  
Ohio Appliance Co., Cincinnati, Ohio

Anyone who has a modest home collection of phonograph records knows the job of keeping the collection intact. Misplaced and lost records are a commonplace problem in most homes where recordings are part of the family entertainment.

Multiply this simple inventory problem by a record collection of thousands of different selections, with quantities of each selection ranging from 5 to 15,000 and the need for a high-powered inventory control is readily understood. At the Ohio Appliance Co., Cincinnati, Ohio, we have protection through our Remington Rand punched-card inventory system of millions of phonograph records which we sell to phonograph dealers.

Most any phonograph record distributor or dealer knows that the margin of profit for markup is seriously affected by the unavoidable accumulation of out-of-date and slow moving records.

This problem of obsolete records has been studied for many years by record manufacturers and distributors. Considered the number one hazard of our business, method after method has been applied but to no avail. Some of the projects seem to be effective for only a short time, but none for the long-



A tabulation machine operator checks figures.

term pull. It was not until Ohio Appliance Inc. turned to punched-card equipment that we found the system we needed.

We acquired an immediate inventory reduction of 33⅓% and an increase of 35% on order fill per-



John Hofer, manager, Ohio Appliance Co.

centage. As this article is being written, we have averaged a 95% dealer order fill for eight months against a former average of less than 60%. We now have a clean, well balanced inventory that is giving us an annual turnover increase from four times to ten times a year.

Another important benefit we have gained is the excellent dealer relationships which we have now established. The statistical and fiscal information which we now possess could never be achieved under our old style of manual inventory control. We are now sure that we can deliver the right selection in the right quantities at the right time.

When we were discarding our old system, and installing the new, we knew that for some time our inventory was constantly increasing yet we were continually out of the fast turnover merchandise which our dealers wanted. We tore down our inventory and built up specific categories such as: popular; Western; classical; etc. arriving at ten distinct classifications. There were, however, two speeds of records in our inventory and plenty of trade rumors that still another one was to come which would make our problem further complicated.

We also had recognized for a long time the need for more specific sales information as well as some solution for back-order sluggishness.

At the suggestion of the Remington Rand representatives, who were studying our problem, we set up a dealer code system to identify our dealers by type, by location, by

county, by trading zone, etc. Once our dealer coding was completed, we moved on to the coding of our ten categories of record selections by speeds. We soon progressed to the point where our punched-card equipment was transcribing our daily orders to cards, printing our shipping orders, completing our dealer billings and, in general, handling our entire billing operation. These steps were more or less designed for the improvement of dealer relations and the handling of orders and billings with the dealers.

From the information we received after the cards were punched, sorted according to numerical sequence, and tabulated—we were able to develop an excellent inventory control. We had for the first time a complete tabulated list of all orders written by our salesmen on the



Millions of phono records are processed rapidly and "automatically" by this Ohio wholesaler. Up-to-the-minute information is available to dealers, and deliveries speeded as a result of the new system developed.

previous business day.

The question arose whether we could use this list to develop a merchandise order to be sent to the factory. If this could be done we would have the basis of an automatic inventory control.

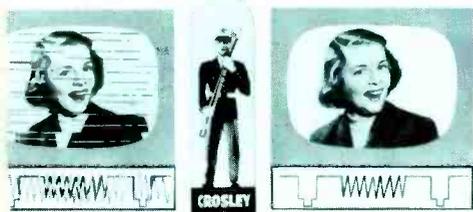
By establishing a minimum stock level of all selections on the list as a basis for replenishing our basic stock, we built our inventory control system. A check of our daily tabulated list against the stock control cards involved enabled us to maintain a minimum basic stock on all of our control cards.

(Continued on page 104)

# CROSLLEY TV line

28 new models in all!

... that wipes out streaks . . .  
 gives you true-to-life pictures.



Distorted TV waves ruin reception on ordinary TV sets. The picture becomes streaked and distorted. Crosley tackled wave distortion . . . developed exclusive Picture-Sentry.

Crosley Picture-Sentry (an advanced electronic circuit) controls TV wave pattern; guards against scrambling. The image on '54 Crosley stays clear, sharp, true-to-life . . . as in the studio.

## What'll HELP YOU SELL!

- **ILLUMINATED DIAL ON CUSTOM SETS** . . . no more squinting.
- **WHEN AND IF COLOR COMES** . . . your customer is assured that his '54 Crosley will receive in black and white all programs broadcast through the compatible color system being developed by the television industry.

On Custom models. Aluminized film in the tube reflects the light—gives picture brighter, sharper . . . a difference you can demonstrate!

## On a CROSLLEY



**BIG, BIGGER, BIGGEST!** 27-inch screen is one of the very biggest on the market today. Picture unparalleled for clarity, detail, steadiness. Cabinet finished in hand-rubbed mahogany. Model F-27COMH. Also in comb-grain white oak, Model F-27COBH.



**CUSTOM TABLE TELEVISION** that combines big-screen viewing with a trim, handsome cabinet. 21-inch screen. Cabinet finished in hand-rubbed mahogany. Center dial for all 70 UHF channels. Model F-21TOMU. Also in comb-grain white oak, Model F-21TOBU.



**BIG-SCREEN TV THAT WON'T FILL UP A ROOM.** Lustrous mahogany-finished cabinet will fit even a small room . . . at no sacrifice of big-picture enjoyment. Model F-21TOLH. Also in comb-grain white oak, Model F-21TOBH.

**28 NEW MODELS**  
 (18 not illustrated)  
 Write for full information

## WHAT'S IN IT FOR YOU?

- **Your time.** Your time is money—hard, cold cash. You save it when you offer a customer a known name like Crosley.
- **Like you, your customer has pride** . . . solid pride of ownership. When someone asks him what make of TV set he owns, he's proud to say, "I've got one of those new Picture-Sentry Crosleys." Crosley has 30 years' experience in electronics.
- **Your customer knows Crosley** is a reliable outfit that's been in business a long time, is in business and will still be in business when his little baby is old enough to vote! He's sure when he buys a Crosley he can always get service, always get parts . . . he knows his set will never become an "orphan" TV.
- **Pre-sold prospects** . . . pre-sold not only by magazine, newspaper, radio and outdoor advertising, but pre-sold by top-ranking network TV shows . . . pre-sold customers are what Crosley delivers to its dealers!
- **Bigger profits.** Priced to sell in big volume with increased margins to dealers. Get the good news from your distributor.



**MAGNIFICENT CUSTOM CONSOLE**  
 The smart design of this 21-inch comb grain white oak console will go well with any decorating plan, please your most style-conscious customer. Model F-21COBH. Also in mahogany veneer, Model F-21COMH.



**COMPLETE FAMILY ENTERTAINMENT CENTER.** 21-inch television. 3-speed automatic record changer, powerful FM-AM radio. Hand-polished cabinet is genuine mahogany veneer. Model F-21PDMH. Also in comb-grain white oak, Model F-21PDBH.

SALES PROMOTION DEPT., CROSLLEY DIVISION OF AVCO  
 Cincinnati 25, Ohio

Please send with no obligation

- Full-line folder showing Crosley's '54 line
- A distributor to call and talk over the way Crosley works

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

The new 1954

# CROSLEY TV

*gives you the best bait  
ever offered for catching customers!*

## Exclusive

# Picture



# Sentry

© 1953 AVCO MFG CORP

GUARDS AGAINST

INTERFERENCE

## And here's the advertising punch CROSLEY puts behind the '54 line



**YOUR HIT PARADE**—TV'S TOP-RANKING MUSICAL PROGRAM. Every Saturday night all year, the all-star Hit-Paraders will sing Crosley right into a national buy-word. And Dave Garroway will introduce the '54 line on his popular "Today."

FIRST 3-PAGE FOLD-OVER TV AD EVER TO APPEAR IN THE SATURDAY EVENING POST, COLLIER'S, LOOK. Dramatic 3-pager unfolds right out to grab the reader. These exciting ads will be followed by spreads and color pages in the Post, Look, Collier's, Ebony, and other leading magazines.

AND SMASH ADS IN 154 KEY-CITY NEWSPAPERS ALL OVER THE COUNTRY. Wherever there's a market for television sets, Crosley will be there. Localized big-page newspaper ads will make folks want Crosley, come to you for a demonstration.

### Plus

• RADIO SPOTS  
IN 99 MARKETS

• MAJOR PROMOTION IN HOLIDAY,  
THE NEW YORKER, SUNSET,  
HOUSE BEAUTIFUL, AND  
HOUSE AND GARDEN

• OUTDOOR BILLBOARDS  
IN MORE THAN  
80 MARKETS



# **MORE MUSIC**

*For the Homes of Your Customers,*

**MORE SALES AND PROFITS FOR YOU!**

JOIN NOW IN THIS GREAT SELLING CAMPAIGN, NATIONWIDE AND IN YOUR TOWN

TO

**These Industry Groups  
Helping the Dealer  
Increase Business—**

**Record Industry  
Association of America  
Phonograph Manufacturers  
Association**

**Radio-Television  
Manufacturers Association**

**National Association of  
Music Merchants**

**SELL MORE RECORDS**

**SELL MORE PLAYERS**

**SELL MORE RECORDERS**

**SELL MORE HI-FI**

**SELL MORE RECEIVERS**

(RADIO-TV) with phono outlets

**GET ON THE**

**\$ \$ \$ BANDWAGON!**

# Disc Dollars Roll In—

**Platter-Minded Public Out Buying in Spite of Hot Weather. '53 Seen a Top Year. TV**

• The good old Summertime is doing all right by records and record players. While business is down from seasonal peaks, it's still surprisingly good, and when the end of this year rolls around, the 75-year-old industry will have rung up an impressive sales total.

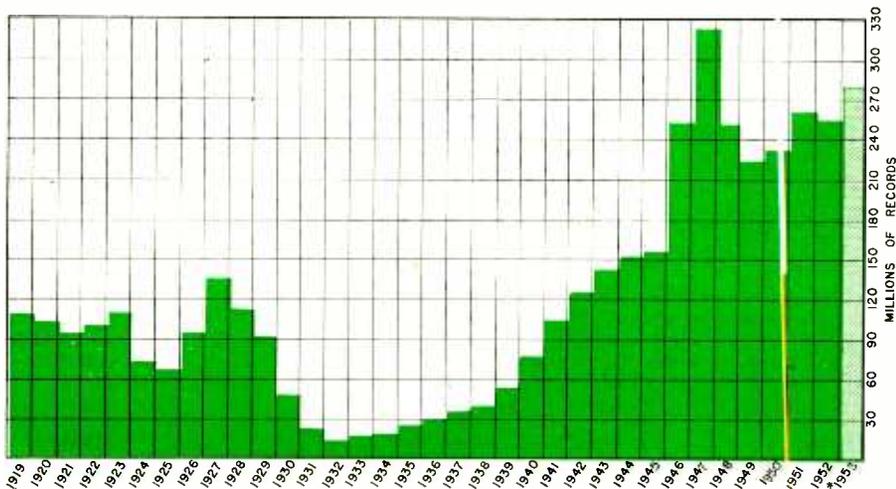
For instance, this '53 total can well run into about 270,000,000 discs and more than five million turntables in phonographs and in combinations.

With movie attendance off, and with what can be described as a declining interest in the legitimate stage, television has taken over as the prime appetite-whetter for recorded music.

Let's take a look at the home market potential for records and phonographs. To begin with, let's say it's more than merely colossal. Let's say, too, that in spite of the industry's ripe old age it hasn't done a good job.

Facts? Here they are: *Out of the total of an estimated 25,450,000 turntables owned, 7,000,000 are not in use because of inoperative condition or obsolescence. This leaves a total in use of 18,450,000!* (See accompanying table showing how many of those old 78-only phones are included!) *There are more TV sets in use right now than there are phonographs. And this in spite of the fact*

Breakdown of Phono Record Sales	
<b>By Speeds:</b>	
45 RPM . . . . .	\$ 60,000,000
33-1/3 RPM . . . . .	70,000,000
78 RPM . . . . .	120,000,000
<b>By Categories</b>	
<b>Pops, including Westerns, folk, hill-billy, etc. . . . .</b>	<b>\$155,000,000</b>
<b>Classical . . . . .</b>	<b>70,000,000</b>
<b>Kiddie . . . . .</b>	<b>25,000,000</b>



Phonograph record production figures from 1919 to present. Compiled by the editors of TELEVISION RETAILING. Copyright, 1953. (\*Estimated.)

And television is a double-barrelled disc and player salesman because it sells popular and classical music to viewers *in the home*. And TV has brought about an even greater trend to in-home living than did the slow-to-catch-on advent of radio.

Naturally, then, as more and more people get into the habit of spending more time at home, the greater the disc and phono potential becomes.

It is significant to point out here that in skyrocketing sales of discs in the home, television brought about a slow-down in the jukebox industry. Hence the need for taking up this slack by an all-out drive for the home market, with the spotlight focused on the dealer as the man to do the job.

*that commercial television is but sweet-six-plus-years-old; the record industry pushing seventy-six!*

Now all of this doesn't mean that the phono record and phonograph business is "senile," or that it has to wait for life to begin at 80, or anything like that.

But it all does go to prove at least two things: 1. That the industry's products, discs and players, need more joint promotions such as those being undertaken by RTMA and RIAA, and 2, that the potential is so excitingly huge that an all-out effort at the retail level, with wholehearted cooperation by manufacturers and distributors, *could easily double the present annual volume!*

And the way to such upped volume is crystal-clear.

Manufacturers and distributors of records should try to interest more GOOD dealers in records, realizing that though a small percentage of TV-radio-appliance dealers sell records today, this small percentage accounts for 90 per cent of all sales of phono records in the home market.

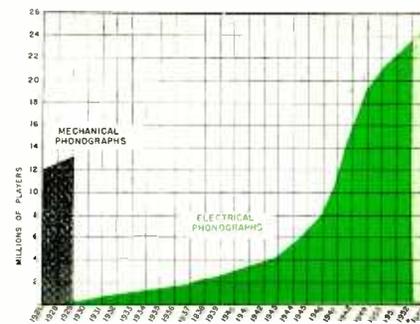
Manufacturers and distributors should abandon operating on the premise that the disc volume is fixed at about its present level.

More good outlets, rendering service, and selling playing instruments, can skyrocket sales.

*The first job is to get more modern players into the homes, including extra phonos for various rooms, and the dealer who sells products associated with records is the best man to do the biggest job.*

In this market, where consumer interest in recorded music is at fever-pitch, the merchant has a golden opportunity. He can't capitalize on it by sitting back and just letting people buy phono records.

Mechanical and electrical phonographs in use by years, from 1927 to present. Figures include turntables in combinations. Compiled by editors of TELEVISION RETAILING. Copyright, 1953. (\*Estimated.)



# Brisk Biz In Phonos

**Boosting Sales. Huge Potential With Less Than 19 Million Turntables in Actual Use.**

He has to get more players into the homes in his community in order to build his disc sales.

There are a great many phonographs and combinations on the market today, and the price range is wide. A real out-and-out drive for turntable business, with extra players for different spots in the home, will pay off handsomely in profits on the players and a steady increase in sales of discs.

This is a vigorous market, where even the price-war situation in many of the big cities seems to be lessening in intensity.

For the dealer, getting that new phono into a home is like lending someone his piggy bank to fill for him—with their money. He makes a profit on the player to begin with, and from there on, there's a steady income in the form of record sales.

There are two (2) markets that are getting increasingly strong attention now.

*Market One:* Special interest is on the up-swing in the children's field. Generally, this means the ages of three through eight years. Furthermore, it means the promotion of good players rather than the musical toys that play records but do little to develop a child's appreciation of music.

The so-called experts on child psychology have put a stamp of approval on players and selected records. There's enough usage in this age bracket for good word-of-mouth advertising. And some of the strongest sales reasons exist for tapping this rich segment of the market—both for players and discs. Here's a babysitter for the mother—a "teacher" under the parents' control (in record selection)—endless hours of "restful

**ONLY 18,450,000 OPERABLE TURNTABLES OWNED IN 44 MILLION WIRED HOMES**

With the present intense interest in recorded music, here's the poor showing of players in use.

Phonographs	
78-only	12,500,000
33-only	700,000
45-only	3,000,000
78-33	250,000
3-speed	9,000,000
	<b>25,450,000 total owned</b>
Turntables not in use because of inoperative condition or obsolescence	7,000,000
<b>Total in use</b>	<b>18,450,000</b>

Note: There are more TV sets in use in this infant industry than there are players in the 75-year-old phonograph business.

(Figures compiled and copyrighted by TELEVISION RETAILING.)

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**A STABILIZED PRICE ON RECORDS WOULD BRING A LOT OF GOOD, NEW DEALERS INTO THE FIELD**

Only a small percentage of merchants who sell TV, radio, appliances sell phono records also.

90 per cent of all phono records are sold by dealers who sell TV, radio, appliances!

Instrument dealers who have their own service departments sell the bulk of the records. Many more can be attracted if the phono record industry can call a halt to the long-lived price-war.

play" for the little guys who naturally have "dynamo" tendencies.

And what a salesman a kid can be when he really wants something!

*Market Two:* Here's an old one—the teen-age gang. Some dealers have turned in a top-level job on this market for years. But the surface is only scratched. Just like the adults, teen-agers, too, are staying home more, doing more home entertaining. Perhaps it's TV again that's doing the trick.

Teen-agers can afford to buy their own players and records now—for they have more spending money and get greater employment at various part-time jobs than they've ever had before. And your record department is one of the first places they'll head for.

Recorded music is like a very palatable morsel of food. Once the taste is developed, it usually remains. And the appetite grows. So the dealer can feather his own nest by getting the youngsters in a mood for music at an early age.

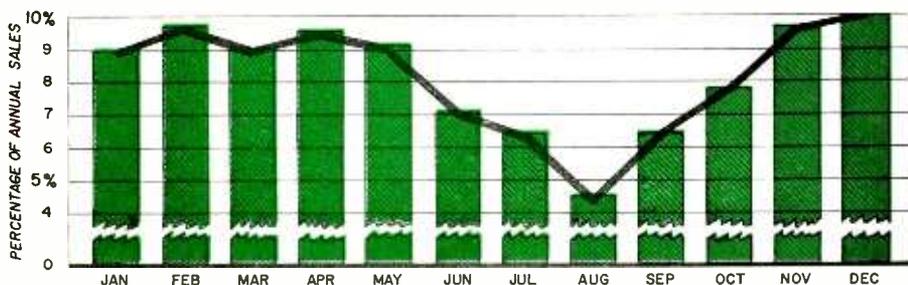
### Summing Up

Yes, this business is big, and it's lusty, and it's just bubbling over at the consumer level. But that untapped potential—brother, that's truly big game to go after!

Millions of people hear about records every day, and would like to own a phonograph.

Advice to the dealer: ask 'em all to buy, and make yourself some real money from here on.

Seasonal trends in retail disc sales averaged over the past few years. Each bar represents percentage of annual sales expected during the certain months. Copyright, 1953, Caldwell-Clements, Inc.



# Crowds Ready and Rarin'

● The wheels are turning—and it looks like a bang-up session this month for the Music Merchants!

It's the 52nd convention for the National Association of Music Merchants, Inc., being held July 13-16 at the Palmer House, Chicago.

Reports from dealers indicate an exceptionally keen interest this year in industry trends. Thus a record turn-out is expected. The dealer interest in TV-radio, phono records, phonos, Hi-Fi and recorders is stimulated by model changes, new manufacturers in the field and a few new merchandising trends.

NAMM has developed an impressive program, which gets its launching on Monday, the 13th, with a talk by Henry E. Callaway, president of the group. On following days, NAMM will hold its business meeting and various sessions designed to aid members in store operations.

One interesting sidelight will be the formation of the new Junior Executives group. A meeting of charter members will assemble for an opening day breakfast, under the

guidance of temporary co-chairmen Parham Werlein of Philip Werlein, Ltd., New Orleans, and William P. Chrisler, Jr., of Aeolian Company, St. Louis. Clarence M. Pettit, advisor to JENAMM, and a director of NAMM, will aid the group in its organization.

The industrial music field will get special attention this year with a special session on Thursday, the 16th. This segment of the music business is looked upon enthusiastically by the NAMM members who have studied it. Dealers who have made special overtures to the industrial phase of the business will lead a brass tacks discussion on possibilities in industrial music.

Manufacturers have moved in heavily, snapping up the available display space. (A partial listing of exhibitors on the facing page.) The TV and Hi-Fi makers are expecting exceptional interest from the trade. They will show new lines and new models that are expected to stimulate their respective fields considerably.

## More Homes Demand Music

"... There is every indication that an increasing number of homes are becoming equipped with record-playing machines and Capitol sales are maintaining a high level con-



trary to the traditional "Summer slump" that one anticipates this time of the year... All in all, the picture is a bright one for every type of recorded music and we sincerely believe that this Fall and Winter season will be the best in many years."

**GLENN E. WALLICHS, President, Capitol Records, Inc.**

## Heavy Sales Assured for '53

"... Increasing trade and public acceptance of our Permo and Fidelity lines of phonograph needles assures heavy billing during the last



seven months of 1953. Our sales, advertising and promotional plans are geared to make the most of the industry-wide campaign to "Bring More Music Into the Home."

**GAIL S. CARTER, Vice-President Permo, Incorporated**

## Needles Get Dealer Push

"... It has been extremely difficult for the average dealer to keep up with the variety of phonograph

### Members of Record Industry Association of America

Capitol Records, Inc.  
Columbia Records, Inc.  
Decca Records, Inc.  
RCA Victor Division, Radio Corporation of America  
London Records, Inc.  
Dot Records, Inc.  
The Folk Dancer  
Folkways Records & Service Corp.  
Life Music, Inc.  
James H. Martin, Inc.  
National Records Co., Inc.  
Russell Records  
The Shelby Music Publishing Co. and Record Mfrs.  
Square Dance Associates  
Standard Phono Corporation  
Star Music & Recording Studios  
Thomas J. Valentino, Inc.  
WCFM Recording Corporation  
The Windsor Company  
Banner Records, Inc.  
Dana Records, Inc.  
Empire Record Corp.  
Jubilee Record Co.  
Polymusic Records  
The Mercury Record Corporation  
M. G. M. Records  
Simon and Schuster, Inc.  
Atlantic Recording Corp.  
The Children's Record Guild  
Clef Records  
Mesner Sales, Inc.  
Raxor Corporation  
Savoy Record Co., Inc.

Specialty Records, Inc.  
Urania Records, Inc.  
Vox Productions, Inc.  
Peacock Records, Inc.  
Ansonia Records, Inc.  
Bartok Records  
Cherokee Recording Co.  
Circle Record Company  
Dee Gee Record Company  
Delilah  
Derby Records, Inc.  
Rainbow Recording Corp.  
Seger Records, Inc.  
Zodiac Record Co.

### Members of Phonograph Manufacturers Association

B & R Electronics Co.  
Birch Phonographs  
Dean Electronic Corp.  
Dynavox Corporation  
Edu-Craft Sales Corp.  
Hudson Electronics Corp.  
Kraft Brothers  
Major Electronics Co.  
Sonic Industries  
Steelman Phono & Radio Co., Inc.  
Symphonic Radio & Electronics  
Trylon Radio Laboratories  
Vanity Fair

# to Go to the Music Show!

needles that are now necessary to service their customers, but in the past year the dealers have risen to the challenge and are now beginning to make real profits on the sale of needles."

**KARL W. JENSEN, Jensen Industries, Inc.**

## Geared For Big Season

"... Through progress to maintain leadership sums up the theme of our Fall planning in the RCA Victor record division... a vigorous drive for top position in the single record



field complete with new personnel... fewer releases, a renovated artist roster and increased popular promotion—all these herald RCA Victor's call for the best sales and dealer relations in the record industry today."

**EMANUEL SACKS, Vice-President, Record Dept., Radio Corporation of America**

## 100% Gain Over '52 Expected

"... The sale of Pentron tape recorders and accessories has far exceeded our projection as of the first



of the year... convinced that the sales... will, for the last half of 1953, be double that of the last half of 1952."

**IRVING ROSSMAN, President, Pentron Corporation**

## Huge Interest in Phonos

"One out of every two families in this country owns a phonograph—22,000,000 of them. And today, for the first time in several years, we



are hearing from dealers and distributors that there is as much consumer interest in phonographs as in TV sets. Record-playing for home entertainment is booming again. Today consumers are interested in buying new phonographs so they can play the new speed records—only half of those 22,000,000 families own new speed equipment. Record dealers can create an enormous new market for 11,000,000 families who have yet to buy their first "Lp" and 45 RPM discs."

**JAMES B. CONKLING, President, Columbia Records Inc.**

## Music Up, TV Helps Sales

"... Actually, the sales of radios, phonographs, records and musical instruments are higher than they were before television's boom—and TV continues to thrive... this indus-



try can reassess its prospects on the basis of four or five or seven instruments per family, instead of the one or two we used to set as a goal... we can look forward to a great future."

**R. F. BLASH, Board Chrm., Pres. Webster-Chicago Corporation**  
(Continued on page 44)

## Partial List of Exhibitors at 1953 Music Show

AMERICAN MUSIC CONFERENCE, Room 830  
 AMPRO CORP., Booth 75  
 AUDIO INDUSTRIES, INC., Rooms 626, 627, 628  
 B & R ELECTRONICS, Room 645, Booth 78  
 ARTHUR C. BARNETT, INC., Booth 12  
 BEACH INSTRUMENT CORP., Room 887  
 BOETSCH BROS., Room 910  
 CAPITOL RECORDS, INC., Booth 56  
 CHICAGO ALBUM & SPECIALTY CO., Booth 45  
 C. G. CONN, LTD., Rooms 731, 732, 740, 741, 742, 743, 805, 820  
 CONNISONATA (Div. C. G. Conn, Ltd.) Rooms 889, 890  
 CRESCENT INDUSTRIES, INC., Room 605  
 CROSLLEY DIV., AVCO MFG. CORP., Booths 7, 8, 9  
 DAMPP-CHASER, INC., Room 947  
 DEAN ELECTRONIC CORP., Room 959  
 DECCA RECORDS-CORAL RECORDS, Booth 44  
 ALLEN B. DU MONT LABS., INC., Mezzanine  
 DUOTONE CO., INC., Room 654  
 DYNAVOX CORP., Room 910-W  
 EDU-CRAFT SALES CORP., Room 908  
 ELECTRO MUSIC, Room 893  
 ELECTROVOX CO., INC., Booth 57  
 ELSO MFG. CO., INC., Booth 80  
 ESQUIRE RADIO CORP., Rooms 649, 650  
 ESS & ESS MFG. CO., Room 700 1/2  
 CARL FISCHER MUSICAL INST. CO., INC., Rooms 702, 703, 905  
 FISHER RADIO CORP., Room 636  
 GENERAL ELECTRIC CO., Sec. A, Red Lacquer Room  
 GRAYLINE ENGINEERING CO., Room 958  
 GUY HOBBS, INC., Room 903-W, Booth 52  
 HEDCO MFG. CORP., Room 903-W, Booth 52  
 HOFFMAN RADIO CORP., Rooms 651, 652  
 HUDSON ELECTRONICS CORP., Room 604  
 JENSEN INDUSTRIES, INC., Booths 85, 86  
 JEWEL RADIO CORP., Rooms 633, 634  
 KRAFT BROS., Room 902  
 LE MIRE PRODUCTS, Booth 11  
 LONDON GRAMOPHONE CORP., Booth 1  
 THE MAGNAVOX CO., Private Dining Room  
 MAGNA ELECTRONICS CO., Room 746  
 MAJESTIC RADIO & TV DIV., Wilcox-Gay Corp., Rooms 684, 685, 689, 690  
 MAJOR ELECTRONICS CO., Room 618  
 MASTERPIECE TV MFG. CO., Booth 14, 15, 16  
 MELODY RECORDS SUPPLY CO., Booth 69, 70  
 MOTOROLA, INC., Room 601  
 NATIONAL TELETABLE CORP., Room 681  
 NORTH AMERICAN PHILIPS CO., INC., Room 644  
 PEERLESS ALBUM CO., INC., Booth 72  
 PENTRON CORP., Room 603  
 PERMO, INC., Booth 43  
 PHILCO CORP., Red Lacquer Room "C"  
 PORT-O-MATIC CORP., Room 635  
 RADIO CORP. OF AMERICA, RCA VICTOR DIV., Private Dining Room 14  
 RADIO & TELEVISION EQUIPMENT CO., Room 795  
 RECORD CORP. OF AMERICA, Booth 71  
 RECOTON CORP., Booth 74  
 REVERE CAMERA CO., Booths 3, 4, 5  
 RIDGEWAY DIV., GRAVELLY NOVELTY FURNITURE CO., Room 632  
 RISTAUCRAT, INC., Booth 42  
 ROWE INDUSTRIES, Room 755  
 RUSSELL RECORDS, Booth 48  
 SANO CORP., Room 975  
 SCHULMERICH ELECTRONICS, INC., Rooms 879, 880  
 SCOTT RADIO LABS., INC., Rooms 660, 661  
 H. & A. SELMER, INC., Rooms 752, 756  
 SHAW TELEVISION CORP., Rooms 640, 641  
 SHERATON TELEVISION CORP., Booth 6  
 SHURA-TONE PRODUCTS, INC., Room 656  
 H. ROYER SMITH CO., Room 646  
 SONIC INDUSTRIES, INC., Room 901-W  
 SONORA RADIO & TV CORP., Booths 83, 84  
 SOUND PROJECTS CO., Room 942  
 SOUND WORKSHOP, Room 904  
 SPARTON RADIO-TELEVISION CORP., Rooms 679, 680  
 SPIRLING PRODUCTS CO., INC., Room 620  
 STEELMAN PHONOGRAPH & RADIO CO., Room 659  
 STROMBERG-CARLSON CO., Private Dining Room #17  
 SYMPHONIC RADIO & ELECTRONIC CORP., Rooms 682, 683, Booth 2  
 TELE KING CORP., Rooms 676, 677, 678  
 TONK MFG. CO., Room 859  
 TRYLON RADIO LABS., Room 916  
 UNIVERSAL CO., Rooms 642, 643, Booth 82  
 V-M CORP., Room 648, Booth 62  
 VANITY FAIR CO., Room 903  
 WATERS CONLEY CO., Room 657  
 WEBSTER-CHICAGO CORP., Rooms 638, 639  
 WEBSTER ELECTRIC CO., Booth 91, 92  
 WESTINGHOUSE ELECTRIC CORP., RADIO-TV DIV., Red Lacquer Room "B"  
 DAVID WEXLER & CO., Rooms 710, 711  
 WILCOX-GAY CORP., Booths 89, 90  
 ZENITH RADIO CORP., Private Dining Rooms 15, 16

# Unique Methods to Up Recorder Sales

• Sometimes there's a "sleeper" in this TV-appliance business that crashes through to the high-profit columns before the sharpies begin knocking it to pieces on a wide scale with cut prices and wild trade-ins. Usually such a product takes a bit of specialty selling—but it pays off.

The tape recorder is enjoying this position now.

Recently, a number of dealers were approached regarding sales methods on tape recorders. Frankly, many dealers were not even stocking tape recorders; some stated they were making no special effort on them. But the dealers who had put a bit of "push" behind recorders were very enthusiastic over (1) volume and (2) profits.

## There Are Various Approaches

There are many unique sales approaches which can be used effectively in building up sales on tape recorders. In fact, the methods of reaching prospective customers must be unique—for here is a "different" product *and* the prospect is hard to classify. Tape recorders are being sold to musicians, businessmen, home owners, clergymen, salesmen—all kinds of people, and for all kinds of reasons.

Some dealers, such as Grinnell Bros. (TELEVISION RETAILING, Feb. '53) have made a specialty approach through musicians and music students. But other dealers are not so perfectly geared to reach into the music field. These dealers, usually, reach out for an extremely broad list of prospects.

One dealer, for instance, has built his reputation largely on his washing machine business—and, in recent years, he has moved heavily into television. Last year he analyzed several new products—frankly, he says, to search out products which would give him a good profit, with a minimum of competition and trade-in problems. The tape recorder looked like a good bet.

A super-market in his town uses a "birthday gift" idea, presenting each child, registered by its parents, with a birthday package. This TV-appliance dealer tied in with this idea, offering a tape recording of the child's voice on his birthday. If

agreeable with the mother, the dealer makes the recording in the home, explaining that the child will be more at ease there. Certainly, he said, there are plenty of laughs—and headaches. But he reports that sales are very satisfactory.

When the parents show a real interest in the recorder, the dealer makes a pick-up from the radio or television set. He explains the operation to the father—then insists that the latter keep the machine for a couple of days.

In a large Mid-Western city another dealer concentrates on business organizations who are particularly concerned with improving sales presentations. He stresses the value of the tape recorder in allowing salesmen to hear their own pitch, and to permit an analysis of speech habits.

This same dealer has another angle he's working on now. He's building up a list of the local musicians and entertainers. He doesn't anticipate a great deal of business among the real "pros"—for he feels they're a close-knit group that will have access to fine professional equipment. He expects his biggest payoff from people who are trying to break into the entertainment field. He's trying to work out a deal with

producers of radio and television shows which attract amateur talent, just to get names of youngsters who are trying out for these shows.

## People Love to Hear Themselves Talk

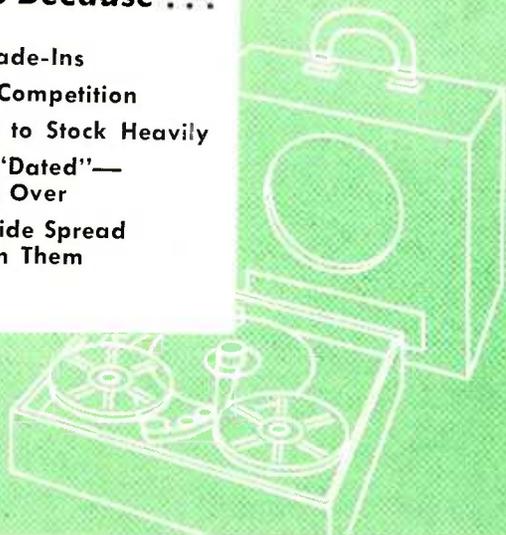
There's a bit of "ham" in everybody! That's the theory used quite effectively by another dealer in a small city. He has arranged with local civic clubs—Lion's, Kiwanis, Rotary—to make tape recordings of each speaker at their regular meetings. The orators love it. The dealer follows up quickly—while the speaker is still up in the clouds over his world-shaking remarks. This merchant says it pays off.

Another good prospect is the owner of a movie camera. Very few movie camera fans use regular film sound track. The tape recorder—with its long-playing ability—affords an excellent means of dubbing in sound. It's a wonderful way of making a travelog out of a fishing trip, a vacation, or a trip abroad. Also, it's good for those "growing up" films of children which every proud parent cherishes so deeply.

(Continued on page 68)

## It's Good Business to Handle RECORDERS Because . . .

- There Are Few Trade-Ins
- There Isn't Much Competition
- It Isn't Necessary to Stock Heavily
- Models Are Not "Dated"—  
Can be Carried Over
- There Isn't Any Wide Spread  
Price-Cutting on Them



# Something Really NEW Has Been Added!



## "COMPACT" Tape Recorder and Player

only **\$99<sup>50</sup>** complete

with • Microphone • Reel  
of Tape • Extra Reel • Mike  
Input • Phono-Radio Input •  
External Speaker-Amplifier Output

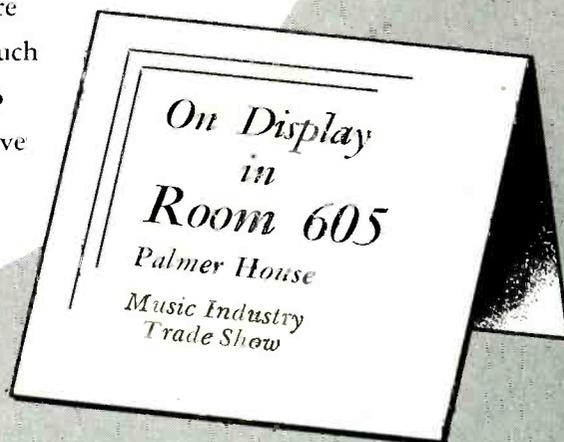


*Nothing Like It in the Industry...  
Good Tape Recording at a Popular Price*

See it and marvel! Hear it and be amazed! Never before in the history of magnetic recording has there been such a combination of quality and price. Every buyer who has seen and heard it sings its praises... thousands have been sold from the pilot model. You owe it to yourself to see this marvel before you leave the Show!

Choice of 2 Models

- ★ 3 3/4 IPS
- ★ 7 1/2 IPS



**A Quality Tape Recorder  
At a Price Everyone Can Afford**

**CRESCENT INDUSTRIES, INC., 5900 W. Touhy Avenue • Chicago 31, Illinois**

# Another case history of the Profitable Magnavox Franchise



Evan R. Moon  
Merchandise Manager  
Major Appliance Department  
Joske's of Texas  
San Antonio, Texas



Joske's of Texas, San Antonio, Texas

## "Joske's of Texas" reports:

"Among the Magnavox principles contributing to our success is the protected distribution policy which eliminates chiseling dealers and back-door distributor deliveries." *Evan R. Moon*

- "This year Joske's celebrated their fifth anniversary as a Magnavox dealer. The event was marked by three record sales months—1200 Magnavox instruments during May, June and July!
- "In addition to the Magnavox protected distribution policy, Mr. Moon credits the following reasons for Joske's big success with Magnavox instruments:
- "Minimum service costs, which have a

Be a Magnavox Guest at the 1953 Music Show, Private Dining Room Number 18, Palmer House, Chicago.

definite mark-up percentage value.

- "The radiation of complete satisfaction and good-will from our thousands of Magnavox happy users—a powerful sales influence.
- "The fact that Joske's employees are so enthusiastic about Magnavox products. A high percentage have Magnavox instruments in their homes.
- "We want to thank you," wrote Mr. Moon, "for the splendid cooperation, fine merchandise, the profit opportunities and the excellent policies of Magnavox. We are proud of our association with you."

### 7 REASONS WHY

Magnavox is the best franchise for building a sound, profitable business—

- 1 Protected Markets. 2 Direct Dealings. 3 Longest Discounts. 4 Reliable Prices.  
5 More Advertising Dollars Per Dealer. 6 Sound Merchandising Help. 7 Staunchest Owner Loyalty.

*the magnificent*

BETTER SIGHT... BETTER SOUND... BETTER BUY  
**Magnavox**

*television - radio - phonograph*

**COAST-TO-COAST THE STORY IS THE SAME... for a sound, profitable, long-term business, Magnavox is the BEST franchise.**

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS

# IT'S HERE! IT'S NEW! IT'S RCA!

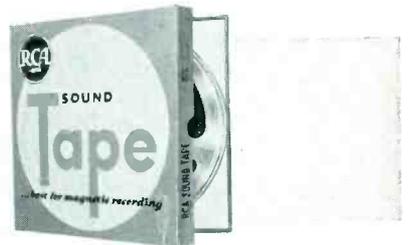
EASY TO PLAY  
EASY TO RECORD  
EASIEST TO SELL!



## RCA **PUSH-BUTTON** TAPE RECORDER

**The name, the features  
your customers want**

- THE RCA NAME for unequalled consumer preference
- APPEARANCE as modern as this minute
- PUSH-BUTTON controls for easy operation
- EASY THREADING for easy demonstration
- BETTER TONE, LONGER LIFE through RCA engineering
- RIGHT PRICE for your customers—for you



*... and here's repeat business*

RCA Sound tape brings these high-ticket customers back again and again. Full RCA line includes Reel-Tab adhesive labels, Carry-All tape carrier, and Cover-All recorder cover.

CONTACT your RCA Victor Distributor today for information on the RCA PUSH-BUTTON Tape Recorder ... AND RCA's dealer kit and merchandising program.



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS  
CAMDEN, N. J.

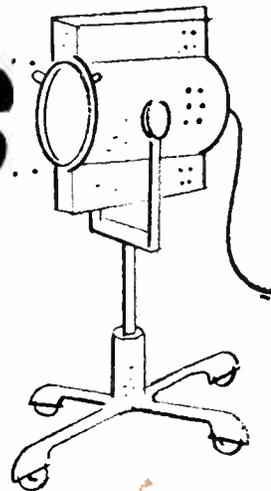
# Tele King

famous for the biggest markup in the industry  
spotlights

## BIG PROFITS

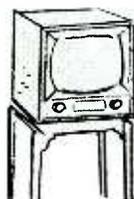
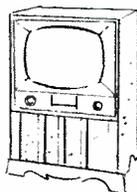
the year 'round

with its **FOUR-SEASON  
SELLING LINE!**



### CONSOLE TV

models in styles to suit any decor! 17", 21", 24" and 27" screens. Available in VHF only, or complete all-channel UHF-VHF.

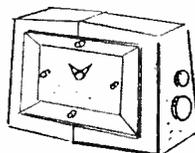
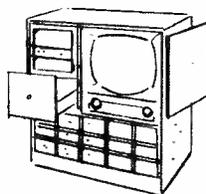


### TABLE MODEL TV

with console performance! 17" and 21" screens. Available in VHF only, or complete all-channel UHF-VHF.

### TV, RADIO, and 3-SPEED PHONOGRAPH

combinations. Complete home entertainment units, with 17" or 21" screens. Available in VHF only, or complete all-channel UHF-VHF.

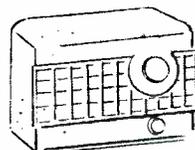


### CLOCK RADIO

no bigger than a clock, but many ways better! A valet, maid, and star performer, all in one compact entertainment package! In a choice of colors.

### 3-WAY PORTABLE

for perfect performance, anywhere. Engineered to outperform any portable on the market. Offered in a wide selection of brilliant new colors.

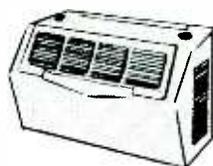


### TABLE MODEL RADIOS

engineered for top performance, decorator styled in a large variety of colors to harmonize with the decor in any room in the house.

### "WEATHERKING" ROOM AIR CONDITIONERS

with more great new "years-ahead" features than any other unit. Heats and cools... automatic thermostat... all at no extra cost!



# Tele King

601 W. 26th St. • New York 1, N. Y.  
See this full line at the Nat. Assoc. of Music Merchants  
Show... In Suite 676-7-8, the Palmer House, Chicago,  
July 13-16, 1953



THE BEAUTIFUL  
MODERNISTIC  
MODEL #5100 S

by JEWEL

NEW! SMART!  
STYLED TO SELL ON SIGHT!!  
IT'S A BEAUTY!!!!

Here's the very latest in "eye-catching . . . ear-pleasing"  
4-tube small radio with built-in loop antenna.

A compact superheterodyne with  
a choice of 4 popular colors:

EBONY IVORY RED WALNUT

A top quality JEWEL  
masterpiece at an  
amazingly low  
price of under \$1<sup>00</sup><sub>00</sub>  
distributor cost

See this JEWEL and all other "Gems"  
of the air in Radio and TV in Chicago at  
the N.A.M.M. Show, July 13 to 16 at the  
Palmer House, Rooms #633-634.

*Jewel*

RADIO CORPORATION

900 PASSAIC AVENUE • EAST NEWARK • NEW JERSEY

*More Music in the Home!*

Fidelitone has been *first choice* for  
listening pleasure in American homes  
for more than a decade.

20,000 Dealers can't be wrong —  
Fidelitone is their *first choice* to  
satisfy public demand for the best.

**PERMO, Incorporated**  
CHICAGO 26

Booth 43  
NAMM SHOW

**Fidelitone**

**PHONOGRAPH NEEDLES**

**Your ears  
won't believe  
what they  
hear...**

You're in for a wholly new experience . . . for an exciting glimpse of the latest developments in television. You'll find the new Hoffman Easy-Vision\* Television advances for 1954 not only an eye-opening but an ear-filling occasion. Look us up at the Music Show, won't you?



**Hoffman**  
EASY-VISION\*  
television

\*Trademark

**Drop in and see us  
Palmer House, Hoffman Suite  
Rooms 651-652**

(Continued from page 33)

**Customer Wants Hi-Fi Facts**

"... Hi-Fi to the mass market should be translated into terms the consumer understands. The time is ripe to take Hi-Fi out of the technical aura it has assumed . . . Let the consumer see it in terms which he understands—a radio-phonograph with quality reproduction and more enjoyable listening, plus interior styling previously reserved for custom sets."

**CLIF HOWARD**, Sales Manager,  
Sound Workshop

**Music Season Looks Good**

"... The coming season looks like a good one . . . sales trend definitely leans toward better phonographs . . ."



Mounting public interest in music and sound has helped as does rise in record sales . . . The dealer with a sound sales policy backed by effective advertising and promotion is bound to find this one of his best years."

**JOSEPH DWORKEN**, President,  
Dynavox Corporation  
(Pres., Phonograph Mfrs. Assn.)

**Hi-Fi Needs Demonstration**

"... High Fidelity is today a bona fide and lucrative business . . . This is the era of Music coming of age . . . Every customer of every music and radio dealer is a prospect for a high unit sale; but the intangible beauty of high quality music reproduction cannot be described by the written word . . . it must be demonstrated."

**LAWRENCE EPSTEIN**, Sales Mgr.  
University Loudspeakers, Inc.

**Hi-Fi on Up-Trend**

"... High-fidelity reproduction is definitely on the up-trend . . . radio retail merchants will do well to set up Hi-Fi show rooms . . . Sales potential of Hi-Fi equipment is there for the asking."

**JAMES I. BENJAMIN**, Sales Mgr.  
Pilot Radio Corporation

(Continued on page 69)



Entertainment Knows No Season

# Robert Q. Lewis heads Webcor's giant SUMMER advertising campaign

... Proving with profits that  
"Entertainment Knows No Season"

Here's the big advertising package that's  
selling for you during July and August:

- Robert Q. Lewis  
Sunday night ½ hr. show.
- Robert Q. Lewis  
Window and counter displays
- Mats
- Radio Copy
- National ads  
in Sat. Eve. Post., Colliers, Holiday,  
Seventeen, Ebony, New Yorker, Sunset.

Here's a message that's as welcome as water on the Sahara desert. WEBCOR defies industry tradition this summer with its powerful summer national advertising program. Unlike the usual industry practice of cutting advertising budgets during the slow months, Webcor is zooming ahead with the sound thinking that "entertainment knows no season."

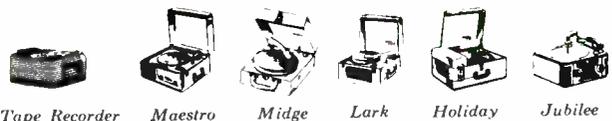
Now you can double . . . even triple your July and August Webcor sales compared with last year.

Webcor's giant summer promotion is spear-headed by the tremendous new nationwide Sunday night radio show starring Robert Q. Lewis. This terrific salesman went on the air June 7 and has been piling up Webcor sales ever since. Why don't you tie in with this and the rest of the excellent Webcor SUMMER promotion. You'll make yourself profits undreamed of during any previous summer.

Entertainment knows no season

# Webcor®

By Webster-Chicago • Chicago 39, Illinois



Tape Recorder    Maestro    Midge    Lark    Holiday    Jubilee

*These are the Webcor units being pre-  
sold for you this summer*

4651  
©W/C—1953

# DuMont

This Full-Profit Line invites  
*...for power! performance! quality!  
 value! at every price!*

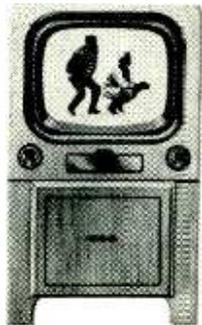
DuMont  
 SUTTON

17-inch DuMont Selfocus\* tube. Contemporary table model, mahogany or walnut hues. Built-in UHF-VHF antenna. 82-channel tuning optional. Matching base extra.



**Great News for You from DuMont Engineering!** Here—like a bugle call to greater profits for you — are complete quality features, to be compared with *every* make at *every* point in *every* set at *every* price! See all that DuMont offers:

- ★ **NEW STRONGER NATIONAL ADVERTISING!** — pre-selling complete DuMont quality to your best customers month by month in top magazines and newspapers!
- ★ **NEW STRONGER SALES FEATURES!** — see the *Complete\* Comparison* on this page. Read it and cheer!
- ★ **RIGHT PRICES FOR ALL YOUR CUSTOMERS!** — and better values in every set, with DuMont quality control from end to end of the line!
- ★ **MORE ATTRACTIVE DEALER DISCOUNTS!** — yours in a shorter, more profitable line that reduces your inventory and saves your display space!



DuMont de Luxe  
 CHATHAM

17-inch DuMont Selfocus\* tube. Contemporary table model, matching base extra, as illustrated. 82-channel tuning optional. Built-in UHF-VHF antenna.

ALL your customers  
 can afford

**DU MONT** QUALITY TELEVISION ... from \$199.95\*\*

First with the Finest in Television . . . Past, Present and Future!

(for 17-inch DuMont  
 SUTTON table model)



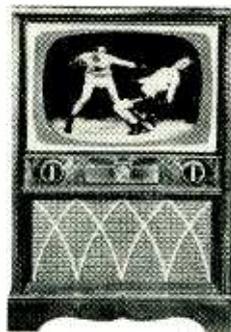
DuMont de Luxe  
 WARWICK

American Contemporary table model. Mahogany or limed oak finish. Matching base extra, as illustrated. 21-inch DuMont Selfocus\* tube. Phono-jack. Built-in UHF-VHF antenna. 82-channel tuning optional.



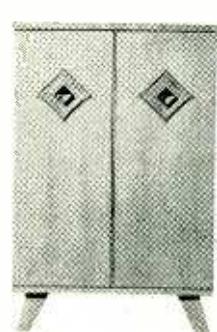
DuMont de Luxe  
 LYNWOOD

Swedish Modern cabinet, mahogany or limed oak finishes. 21-inch DuMont Selfocus\* tube. 82-channel tuning optional. Built-in UHF-VHF antenna.



DuMont de Luxe  
 BRADFORD

English traditional cabinet, mahogany finish. 21-inch DuMont Selfocus\* tube. Phono-jack. Built-in UHF-VHF antenna. Optional 82-channel tuning.



HARTFORD

21-inch DuMont Selfocus\* tube. Swedish Modern design in limed oak or mahogany finish. Optional 82-channel tuning, built-in UHF-VHF antenna.



DuMont WALTON

21-inch big-screen picture on DuMont Selfocus\* tube. Contemporary table model, finished in mahogany or limed oak. Matching base extra, as illustrated. Built-in UHF-VHF antenna. 82-channel tuning optional.

Other sets not illustrated:

DuMont BEVERLY

DuMont de Luxe  
 RIDGEWOOD "41"

DuMont Custom  
 ROYAL SOVEREIGN

★ **THE SELECTIVE DU MONT DEALER FRANCHISE**

# Television

## COMPLETE\* COMPARISON



★ **DU MONT SELFOCUS\* TUBE**  
First with automatic focus—now again improved to give you a new standard of excellence!

★ **CUSTOM-CRAFTED CABINETS**  
Du Mont is famous for finer design, richer finish, better construction and costlier woods, at every price!

★ **QUALITY PRODUCTION CONTROLS**  
Du Mont multiple tests and controls of materials, parts and production assure dependable quality and minimum service expense over the years.

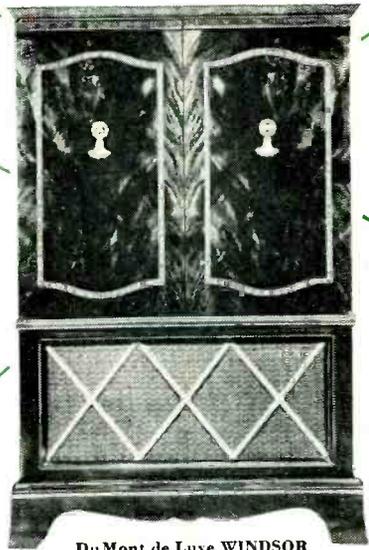
★ **THRIFTIER OWNERSHIP**  
Your customers save on Du Mont values . . . on long-lasting Du Mont quality . . . on cooler, thriftier set operation . . . on factory-supervised servicing . . . on higher trade-in value.

★ **NEW CLEAR-PICTURE POWER**  
New Du Mont high-resolution picture tube and high picture power give a fuller tone range—from blacker blacks to whiter whites! Exclusive in Du Mont Telesets\* at every price!

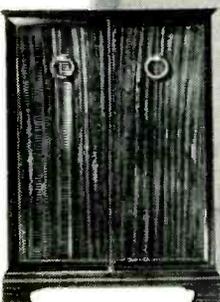
★ **OPTIONAL 82-CHANNEL TUNING**  
Du Mont engineering now gives you the most sensitive UHF-VHF tuning in television, optional in your new Du Mont Telesets\*!

★ **FRINGE AREA EXCELLENCE**  
Du Mont's exclusive electronic yardstick—the Du MONITOR\*—automatically adjusts the picture signal for best possible reception anywhere.

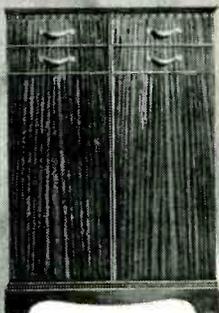
★ **TRUER TONE**  
Higher tone fidelity from precision engineered circuits, extra powerful speakers, and choice woods. Highest audio power, for tone unmatched in commercial television! New continuous bass-to-treble tone control



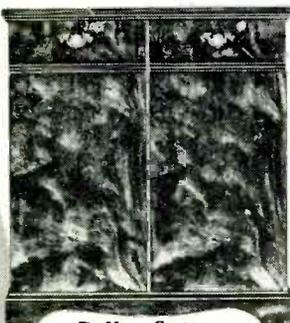
**Du Mont de Luxe WINDSOR**  
21-inch Du Mont Selfocus\* tube. Fine 18th Century cabinet on casters, hand-rubbed mahogany finish. Phono-jack. 82-channel tuning optional. Built-in UHF-VHF antenna.



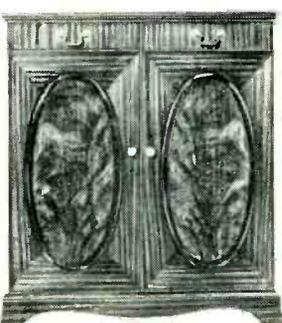
**Du Mont de Luxe WAKEFIELD "41"**  
21-inch Du Mont Selfocus\* tube. American Contemporary cabinet, mahogany or limed oak finish. 82-channel tuning optional; built-in UHF-VHF antenna.



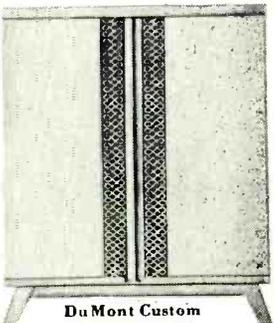
**Du Mont de Luxe ESSEX**  
Georgian console, mahogany finish. 21-inch Du Mont Selfocus\* tube. Glare-free big screen picture. Built-in UHF-VHF antenna. 82-channel tuning optional.



**Du Mont Custom SOMERSET II**  
21-inch Du Mont Selfocus\* tube. Sheraton console, mahogany or blond finish. Drawer for record player. Built-in UHF-VHF antenna. 82-channel tuning optional.



**Du Mont Custom HANOVER II**  
Sheraton console, mahogany or blond finish. 21-inch Du Mont Selfocus\* tube. 82-channel tuning optional. Built-in UHF-VHF antenna. Drawer for record player.



**Du Mont Custom NEWBURY II**  
Modern styling, mahogany or limed oak finishes. 21-inch Du Mont Selfocus\* tube. Drawer for record player. Built-in UHF-VHF antenna. 82-channel tuning optional.

WRITE, WIRE OR PHONE YOUR DU MONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey. Canadian Affiliate: Canadian Aviation Electronics Ltd., Montreal, Canada.

\*Trade Mark  
\*\*Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the South and West and subject to change.

### IS MORE VALUABLE THAN EVER!

# Manufacturers of Equipment, Instruments to Bring More Music into the Home

## PARTS & ACCESSORIES

<b>Amplifiers</b> .....	A
<b>Baffles</b> .....	B
<b>Cabinets</b> .....	C
<b>Cartridges, phono pickup, crystal</b> ..	D
<b>Cartridges, phono pickup, ceramic</b> ..	E
<b>Cartridges, phono pickup, magnetic</b> ..	F
<b>Cases, portable</b> .....	G
<b>Coils, crossover (loudspeaker)</b> .....	H
<b>Discs, blank</b> .....	I
<b>Equalizers, phono pickup</b> .....	J
<b>Filters, needle scratch</b> .....	K
<b>Heads, cutting (phono disc)</b> .....	L
<b>Heads, magnetic tape playback</b> .....	M
<b>Heads, magnetic wire playback</b> .....	N
<b>Heads, magnetic recording</b> .....	O
<b>Microphones</b> .....	P
<b>Needles, cutting</b> .....	Q
<b>Needles, phonograph</b> .....	R
<b>Pickup arms</b> .....	S
<b>Preamplifiers, phono</b> .....	T
<b>Record racks</b> .....	U
<b>Speakers, cone, electrodynamic</b> .....	V
<b>Speakers, cone, PM dynamic</b> .....	W
<b>Speakers, horn</b> .....	X
<b>Speakers, tweeters</b> .....	Y
<b>Speakers, woofers</b> .....	Z
<b>Tape, magnetic</b> .....	AA
<b>Tuners, AM</b> .....	AB
<b>Tuners, AM, FM</b> .....	AC
<b>Tuners, FM</b> .....	AD
<b>Wire, magnetic</b> .....	AE

Acton Inc., H. W., 370 7th Ave., New York 1, N.Y.—R  
Aero Needle Co., 911 W. Superior Ave., Chicago 22, Ill.—R  
Alamo Electronics, 105 W. Romana St., San Antonio, Texas—A,C  
Alden Products, 117 N. Main St., Brockton, Mass.—G  
Allied Radio, 833 W. Jackson Blvd., Chicago, Ill.—A  
All Star Products, Squire Ave., Defiance, Ohio—A,B,C,AD  
Altec Lansing, 9356 Santa Monica Blvd., Beverly Hills, Calif.—A,P,T,V,W,X,Y,Z,AB,AC,AD  
American Communications, 306 Broadway, New York, N.Y.—A  
American Microphone, 370 S. Fair Oaks, Pasadena, Calif.—D,P,S  
Amperite Co., 561 Bdw., New York—P,S  
Amplifier Corp. of America, 396 Broadway, New York 13, N.Y.—A,Q,R,AA  
Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—AA  
Angie Genesee Corp., 100 Norris Dr., Rochester 10, N.Y.—C  
Ansley Mfg. Co., Arthur, Doylestown, Pa.—A  
Approved Electronic Instr. Corp., 928 Bdw., New York 6, N.Y.—A,T,AB,AC,AD  
Argos Products, 310 Main St., Genoa, Ill.—C,G  
Astatic Corp., Harbor St., Conneaut, Ohio—D,I,M,N,O,P,R,S  
Atlantic Electronics, 4 Manhasset Ave., Port Washington, N.Y.—A,T  
Atlas Metal Stamping, Castor & Kensington Aves., Philadelphia 24, Pa.—AD  
Atlas Sound Corp., 1449 39 St., Brooklyn 18, N.Y.—B,X,Z  
Audak Co., 500 5 Ave., New York, N.Y.—F,O,L,S  
Audar Inc., P. O. Box 438 M, Pasadena, Calif.—A,AB,AC,AD  
Audiocraft, Inc., 77 S. 5 St., Brooklyn, 11, N.Y.—V,X  
Audio Devices, Inc., 444 Madison Ave., New York 22, N.Y.—I,Q,AA  
Audio Master, 341 Madison Ave., New York, N.Y.—AA  
Audio & Video Products, 730 5 Ave., New York 19, N.Y.—A,I,J,L,O,Q,AA  
Autocrat Electronics, 5024 Elm St., Skokie 8, Ill.—A  
Automatic Radio Mfg., 122 Brookline Ave., Boston 15, Mass.—A  
Barker & Williamson, 237 Fairfield Ave., Upper Darby, Pa.—A,P  
Beam Instruments Corp., 350 5 Ave., New York 1, N.Y.—A,C,P

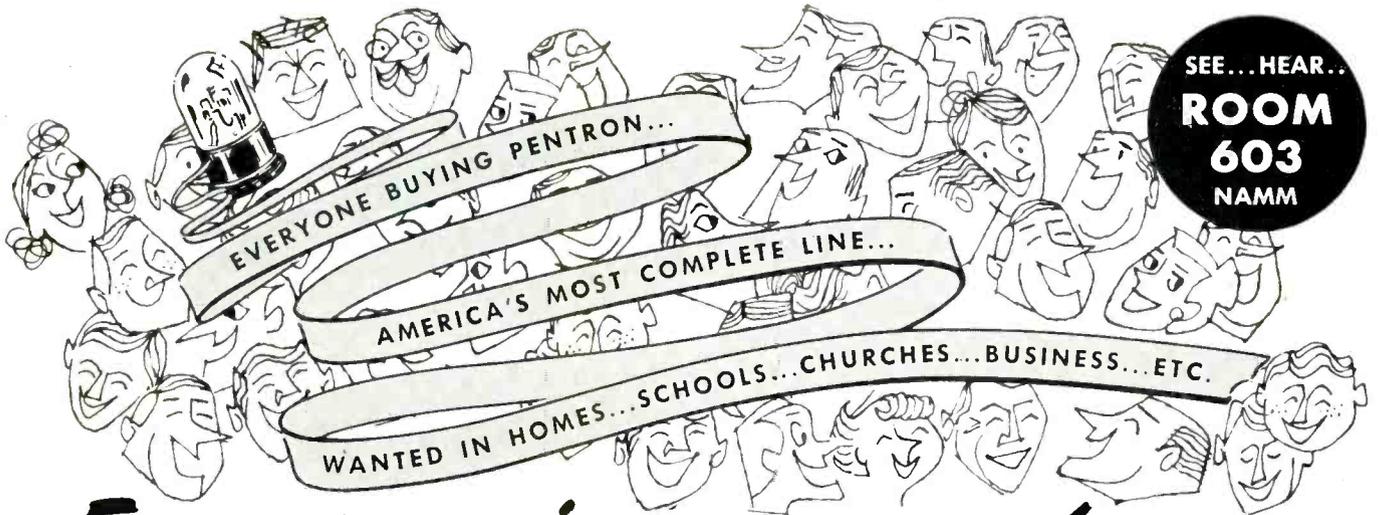
Beam Radionics, 224 N. Desplaines, Chicago, Ill.—A  
Bell & Howell, 7100 McCormick Rd., Chicago 45, Ill.—P  
Bell Sound Systems, 555 Marion Rd., Columbus 7, Ohio—A,AA  
Bendix Radio Div., Bendix Aviation, Towson 4, Md.—A  
Berlant Assoc., 4917 W. Jefferson Blvd., Los Angeles 16, Calif.—A,G,M,O,AA  
Berndt-Bach, 7325 Beverly Blvd., Los Angeles 36, Calif.—A  
Bogen Co., David, 29 9 Ave., New York 14, N.Y.—A,B,C,D,P,W,Y,Z,AB,AC,AD  
Bowen & Co., 4712 Bethesda Ave., Bethesda, Md.—A,S  
Bozak Co., R. T., 114 Manhattan St., Stamford, Conn.—Y,Z  
Brach Mfg. Corp., 200 Central Ave., Newark 4, N.J.—AA  
British Industries Corp., 164 Duane St., New York 13, N.Y.—B,H,S,W,Y,Z,AA  
Brociner Electronic Labs., 1546 2 Ave., New York 28, N.Y.—A,J,T,V,W,X,Y,Z  
Brook Electronics, 34 DeHart Pl., Elizabeth, N.J.—A,T  
Browning Labs., Winchester, Mass.—A,B,AC,AD  
Brush Electronics, 3405 Perkins Ave., Cleveland 14, Ohio—A,L,N,O,P,V,W,AA  
Bud Radio, 2118 E. 55, Cleveland, Ohio—B,C,G

**See MART, Section 2, for names of manufacturers, not listed in this directory, who make quality TV sets, radios and combinations to provide more music for the home—more profits for alert retailers**

Cabinet Industries, Inc., Danville, Pa.—C  
Calbest Eng'g & Electronics, 823 N. Highland Ave., Hollywood 38, Calif.—A,T,AB,AC,AD  
Califone Corp., 1041 N. Sycamore St., Hollywood 38, Calif.—A,F  
Caltron Products Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.—A,F,I,M,Q,R,S  
Capitol Records, 1730 Broadway, New York 19, N.Y.—R  
Carbonneau Industries, 100 Lexington Ave., S.W. Grand Rapids, Mich.—A,H,V,W  
Castlewood Mfg. Co., 1430 S. 12 St., Louisville, Ky.—C  
CBS-Columbia, Inc., 3400 47 St., Long Island City, N.Y.—A,AA,AE  
Cleveland Electronics Inc., 6611 Euclid Ave., Cleveland 3, Ohio—B,V,W,Y,Z  
Collins Audio Products Co., 126 Park St., Westfield, N.J.—AD  
Collins Radio, 355 35 St., N.E., Cedar Rapids, Iowa—A,B,AC,AD  
Colonial Products Co., Dallastown, Pa.—C  
Colortone TV Co., 238 William St., New York 38, N.Y.—A  
Columbia Records, Inc., 799 Bdw., New York 19, N.Y.—R  
Conn. Telephone & Electric, 70 Britannia St., Meriden, Conn.—A  
Conrac Inc., 19217 E. Foothill Blvd., Glendora, Calif.—AC  
Consolidated Radio Products, 350 W. Erie St., Chicago 10, Ill.—V,W  
Continental Electronics Mfg., 4212 S. Buckner Blvd., Dallas 10, Texas—AB  
Cook Laboratories, Route 2, Stamford, Conn.—A,L,T  
Coronet Radio-TV, 1451 E. 27 St., Brooklyn, 10, N.Y.—A  
Crescent Industries Inc., 5900 W. Touhy Ave., Chicago 31, Ill.—M,N,O,W,AA,AE  
Custom Craft Mfg., 256 E. 98 St., Brooklyn, 30, N.Y.—A  
Danby Radio Corp., 2042 Chestnut St., Philadelphia 3, Pa.—V,W  
Dapco Products, P. O. Box 176, Station B, Toledo 6, Ohio—V,W  
Daven Co., 191 Central Ave., Newark, N.J.—C,J  
Daystrom Electric Corp., 837 Main St., Poughkeepsie, N.Y.—AA  
Dean Electronics, 35 5 Ave., Brooklyn 17,—A  
Decca Records, 50 W. 57 St., New York,—R

Delco Radio Div., General Motors Corp., Kokomo, Ind.—V,W,AD  
Dennis Co., 23 Nairn Pl., Newark 8, N.J.—U  
Dubrow Devel. Co., 235 Penn St., Burlington, N.J.—A,J,T,AB,AC,AD  
DuKane Corp., St. Charles, Ill.—A,V,W,X  
DuMont Labs, Inc., Allen B., 2 Main Ave., Passaic, N.J.—A,P  
Dunkle Records, 3257 W. 6 St., Los Angeles 5, Calif.—R  
Duotone Co., Keyport, N.J.—I,L,M,R  
Easy Vue Record Rack Co., 87 Barclay St., New York 7, N.Y.—U  
Ectro, Inc., 425 S. Sandusky St., Delaware, Ohio—P,V,W,AA  
Edu-Craft Corp., 150-45 12 Ave., Whitestone, N.Y.—A  
Eicor, Inc., 1501 W. Congress St., Chicago 1, Ill.—O  
Electro Assemblies Inc., 2935 W. Belmont Ave., Chicago 18, Ill.—AB  
Electromatic Mfg. Corp., 88 University Pl., New York 8, N.Y.—A  
Electron Enterprises, 6917 Stanley Ave., Berwyn, Ill.—A,AA  
Electro-Voice Inc., Buchanan, Mich.—A,B,C,D,H,P,R,S,V,W,Y,Z,AC  
Electrovox Co., 60 Franklin St., East Orange, N.J.—R  
Ellar Woodcraft Corp., 431 W. 28 St., New York, N.Y.—B,C  
Eltran Corp., St. Anne, Ill.—V,W  
El-Tronics Inc., 2647 N. Howard, Philadelphia, Pa.—A,T  
Emerson Radio & Phono. Corp., 111 8 Ave., New York, N.Y.—R  
EPCO Electronics, 140 Liberty St., New York 6, N.Y.—A  
Erwood Inc., 1770 W. Berteau, Chicago 13, Ill.—A,T  
Espey Mfg. Co., 528 E. 72 St., New York 21, N.Y.—A,J,T,AB,AC,AD  
Fairchild Recording Equip., 154 St. & 7 Ave., Whitestone, L.I., N.Y.—A,F,J,L,O,Q,S,T,AA  
Feiler Eng'g & Mfg., 8026 N. Monticello Ave., Skokie, Ill.—A,T  
Fidelitone, Inc., 1616 Devon Ave., Chicago 26, Ill.—AA,AE  
Fidelity Amplifier, 703 W. Willow St., Chicago, Ill.—A  
Fisher Radio, 45-41 Van Dam St., Long Island City 1, N.Y.—A,C,T,AC  
Freed Electronics, 200 Hudson St., New York, N.Y.—A,T,AB,AC,AD  
Freedman Artcraft, Charlevoix, Mich.—C  
Garod Radio Co., 70 Washington St., Brooklyn 1, N.Y.—AA,AB,AC,AD  
General Cement Mfg., 919 Taylor, Rockford, Ill.—C,R,Q,AA,AE  
General Electric, Receiver Div., Syracuse, N.Y.—A,B,D,E,F,K,R,S,T,V,W  
General Industries, Olive & Taylor, Elyria, Ohio—Q,R,AA  
General Instrument, 829 Newark Ave., Elizabeth, N.J.—S,AD  
General Radio Co., 275 Mass. Ave., Cambridge 39, Mass.—A  
G & H Wood Products, 75 N. 11 St., Brooklyn, N.Y.—C  
Gonset Co., 801 S. Main St., Burbank, Calif.—AB,AC,AD  
Goodenow Mfg., 1406 E. 26 St., Erie, Pa.—C  
Gray Research & Develop., 598 Hilliard St., Manchester, Conn.—J,S  
Greene Co., L. Charlton, 314 Washington St., Newton 58, Mass.—A  
Grem Eng'g Co., 206 8 Ave., Brooklyn 15,—A  
Grigsby-Allison, 407 N. Salem Ave., Arlington Heights, Ill.—AB,AC  
Hallcrafters Co., 4401 W. 5 Ave., Chicago 24, Ill.—A  
Hamilton Electronics Corp., 2726 W. Pratt Blvd., Chicago 45, Ill.—A,T  
Hedco Mfg. Corp., 161 W. Huron St., Chicago 10, Ill.—A  
Heppner Mfg. Co., Round Lake, Ill.—V,W  
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio—A  
Homasote Co., Trenton 3, N.J.—C  
Home Recording Products Corp., 56 Mill Rd., Freeport, N.Y.—I  
Hudson Electronics, 110 E. 3 St., Mt. Vernon, N.Y.—D,E,F  
IDEA, Inc., 7900 Pendleton Pike, Indianapolis 26, Ind.—A  
Ill. Wood Products Corp., 1656 N. Besley Court, Chicago 22, Ill.—C  
Industrial TV, 369 Lexington, Clifton, N.J.—A  
Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N.Y.—C,G  
Jensen Industries, 329 S. Wood St., Chicago, Ill.—Q,R,AA  
Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.—B,C,H,V,W,X,Y,Z

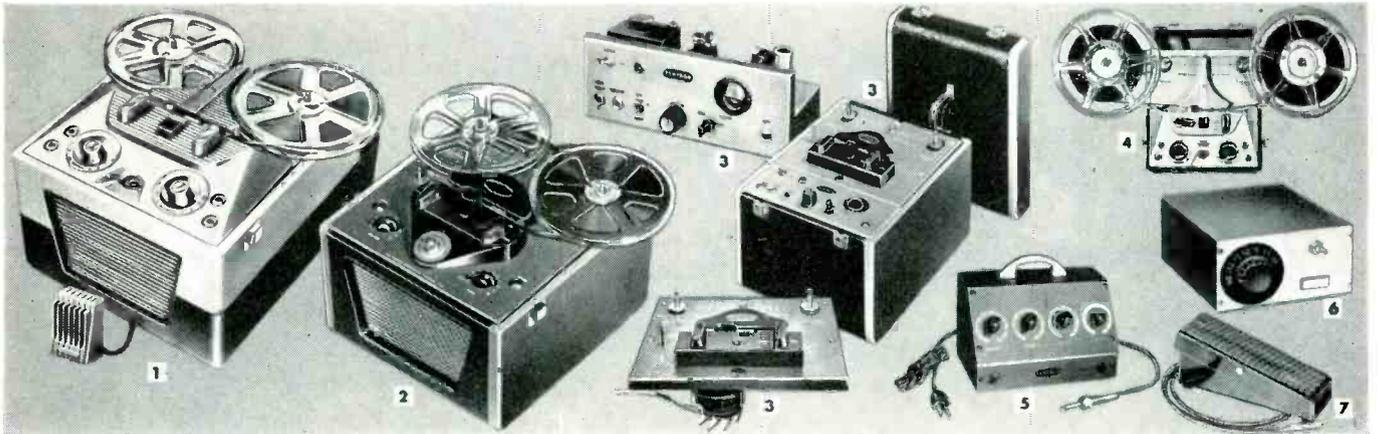
(Continued on page 56)



SEE... HEAR...  
**ROOM  
 603**  
 NAMM

# Everyone is your customer

when you sell **PENTRON** recorders and accessories



1—MULTI-SPEED TAPE RECORDER, Model 9T-3C    3—HI-FI TAPE MECHANISM and PRE-AMP, Model 9T-3M and PRE-7    5—ELECTRONIC MIXER, Model MM-4    7—FOOT CONTROL, Model FP-5  
 2—TAPE PLAYER, Model PB-A2    4—10½" REEL ADAPTER, Model X-302    6—AM RADIO TUNER, Model AM-T

**Wider line gives you more sales**—Customers can buy all their audio needs from you. Pentron's more complete selection of accessories increases product's usefulness, makes customers buy. You have more opportunities to sell, and get more repeat business.

**Products help sell themselves**—Operate a Pentron unit side by side with competitive units—regardless of price. Compare. You and your customers can *hear* the difference. Customers will invariably choose the Pentron.

**Powerful promotion paves your way**—Pentron's vigorous national ads to homes, schools, churches, and business bring you customers from every field. Pentron's Sales Promotion Kit is a tested success—helps you sell with literature, mats, cuts, direct mail, publicity, displays, etc.



Pioneers of Magnetic Recording and Playback Equipment Since 1940  
**Sales Office:**  
 664-Rc North Michigan Blvd., Chicago 11, Ill.  
 Canada: ATLAS RADIO CORP., LTD., Toronto, Ont.



## Profit-Making Sales Kit and Catalogs

**THE PENTRON CORP., (Sales Office)**  
 664-Rc North Michigan Blvd., Chicago 11, Ill.

At no obligation, please send me:

Sales Kit                       Catalogs on complete line

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

# New Arvin Radios

EVERY TYPE, EVERY COLOR, EVERY PRICE

You can't  
miss a sale  
with Arvin!

## WIDE CHOICE IN ALL MODELS!

Arvin was first with decorator colors in the radio field! Arvin leads in value and variety—57 actual choices, counting all of the color variations in AC/DC, straight AC, FM/AM, clock-radios, 3-way portables, and battery portables! Whatever any customer wants, you've got it in the amazingly complete Arvin line!

## SUPREME VALUE AT EVERY PRICE!

There's a real value achievement in every Arvin radio—made possible only by Arvin's long experience in engineering and production-line manufacturing. Only a real leader in table model radios could possibly offer such values. With Arvin, you're offering the most for the money, in every price bracket. Arvin puts you in the driver's seat!

## GENEROUS SELLING SUPPORT!

National advertising, free newspaper mats, copy for radio spot announcements, and elaborate, colorful, hard-hitting point-of-sale display material are all part of the Arvin Radio program. Arvin goes all-out to help you build more sales! Climb on the Arvin bandwagon and watch your radio profits pile up!

**CONTACT YOUR ARVIN  
DISTRIBUTOR NOW FOR  
HEAVY FALL RADIO PROFITS!**

## LOOK AT THESE BRAND-SPANKING-NEW ARVIN TABLE MODELS



Sleepytimer, Jr.—Model 758T  
Clock radio

In coral, ivory, green, tan, and rosewood. Dependable electric clock and automatic timer; 5 tubes including vacuum rectifier; loop antenna; 4" Alnico speaker... **\$2995**



Rainbow—Model 740T  
Six colors; shatterproof cabinet

In coral, ivory, cherry, citron, green and tan. New styling for the famous chassis which has delighted over 3 million users! 4 tubes including rectifier... **\$1495**



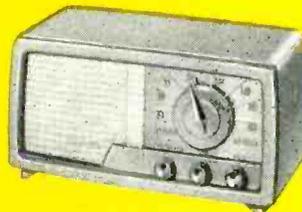
Collegian—Model 741T  
Lucite dial; built-in antenna

Plastic cabinet, lucite dial, 4 tubes including rectifier. Built-in Arvin Magnetenna for distance; 4" Alnico speaker. In coral, ivory, cherry, citron, green and tan. **\$1695**



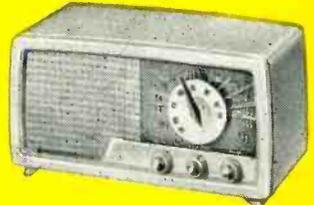
Urbanite—Model 753T  
Top achievement in its class

Eye-catching style with crystal dial, 5 miniature tubes including rectifier, long-range Arvin Magnetenna. In coral, ivory, tan and green, **\$22.95**. Walnut finish... **\$1995**



Prelude—Model 760T  
Arvin's finest AC/DC set

Brilliant new styling; lighted dial; 6 tubes including rectifier; extra-sensitive Arvin Magnetenna; 5" Alnico speaker. Ivory, green, tan, rosewood and ebony. **\$3495**



Polonaise—Model 780TFM  
Ultimate in FM/AM reception

In ivory, green, tan, rosewood and ebony. 8-tube straight AC circuit; dual antenna system; finest performance on either FM or AM. 5" Alnico speaker... **\$5995**

# 57 varieties to choose from

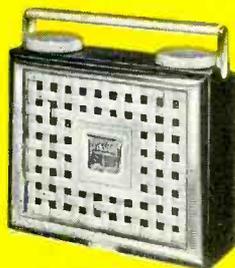
ANY CUSTOMER CAN WANT!

## AND WHAT A STAND-OUT NEW LINE OF PORTABLES



**Personal Pal—Model 747P**  
Battery portable that tells time

In maroon, jade and tan, the newest in battery portables! Mechanical clock; 4 miniature tubes; Arvin Magnetenna; Alnico speaker. Batteries load from front. . . . **\$26<sup>95</sup>\***



**Gadabout—Model 746P**  
Same set without clock

Styled for instant gift appeal. Gold-tone metal grill opens for easy loading; 4 miniature tubes, new long-life batteries; Arvin Magnetenna. In maroon, jade and tan. . . **\$21<sup>95</sup>\***



**Troubadour—Model 652P**  
Top value 3-way portable

Styled in rich ruby plastic with Cloth-o-Gold midriff, this set has the same famous chassis as Arvin Vacationer which sold at \$39.95! Uses AC, DC or batteries. **\$29<sup>95</sup>\***



**Companion—Model 652P**  
3-way portable, gift favorite

Exquisite variegated jade plastic with Cloth-o-Gold midriff; jade handle and dial. 5 tubes plus selenium rectifier; Arvin Magnetenna; 4" Alnico speaker. . . . **\$32<sup>95</sup>\***



**Caballero—Model 654P**  
3-way portable, mirror dial

Arvin's finest 3-way portable. Suntan plastic with reptile grain trim, mirror dial, and clear plastic folding handle. Also in ebony and jade. *The portable buy!* . . . . **\$34<sup>95</sup>\***

\*All portables priced less batteries.

## PLUS THESE PROVED PROFIT BUILDERS WITH ESTABLISHED DEMAND!



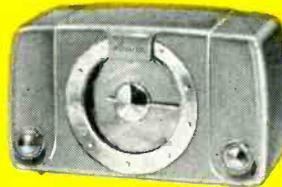
**Sleepytimer—Model 657T**  
America's loveliest clock-radio

Music for dozing off, music for waking, follow-up buzzer alarm, appliance outlet, 5 tubes including rectifier; Arvin Magnetenna. Coral, ivory, green, tan, rosewood. **\$39<sup>95</sup>**



**Cosmopolitan—Model 651T**  
Styled for gracious giving

In ivory, ebony, green and tan, with distinctive gift styling and Velvet Voice tone system. 5 tubes including rectifier; loop antenna; heavy-duty speaker. . . . **\$32<sup>95</sup>**



**Lovely—Model 451T**  
Edge-lighted lucite dial

In ivory, ebony, green, sandalwood. A proved gift-favorite wherever shown! 5 tubes including rectifier; Magna-Bass amplifier; lucite dial and crystal knobs. . . . **\$24<sup>95</sup>**



**Stradivara—Model 751TM**  
Mahogany cabinet; AC circuit

A superb instrument with tone quality assured by wood cabinet and 9 x 6 oval speaker. 5 tubes, straight AC circuit; phono jack. Blonde finish, \$54.95; mahogany **\$52<sup>95</sup>**

See America's most complete line of radios

July 13th to July 16th at the

# MUSIC TRADE SHOW

Section D, Exhibit Hall, Palmer House, Chicago

Radio & Television Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana



# ZENITH ANNOUNCES THE RECORD PLAYER EVER

**New Cobra-Matic with Stroboscope measures exact record speeds... amazing dot of light lets you see how records should sound**

- Another Zenith first! Gives you a dramatic eye-and-ear demonstration of Zenith's ability to play all records including the new 16 2/3 RPM "talking books," at perfect pitch and tempo!
- Only Zenith gives you this great new sales exclusive!

Now, for the first time, you can *show* prospects when they're hearing music *exactly* as recorded. You can *sell* the idea of perfect pitch and tempo to every prospect, even those without a keen musical ear. You can assure a customer rich fidelity from *all* his records for years to come!

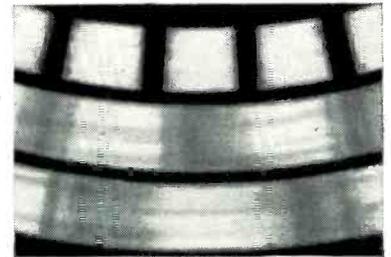
For, as you know, even the finest record players vary in turntable speed when new, and will definitely change to other speeds as they grow old. Any variation causes distortions of tempo, key and voice.

With Zenith, you can be first to end this nuisance by offering prospects a positive visual "speed check" comparable with equipment used in recording studios.

**Yours to sell only in Zenith Radio-Phonographs, and TV-Radio-Phonograph combinations!**



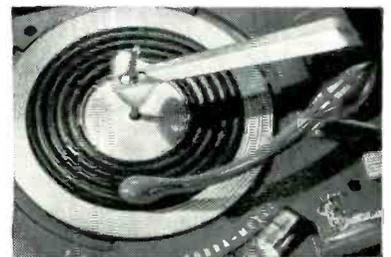
Zenith Stroboscope measures exact record revolutions-per-minute . . . 78, 45, 33 1/3 or the new 16 2/3 RPM talking book speed.



Stationary Dot of Light shows when record is spinning at RPM required for perfect reproduction. Any turntable error starts light moving!



Zenith All-Speed Cobra-Matic plays any speed from 10 to 85 RPM. Turntable error is corrected at a touch. Record plays right on the dot.



Zenith's High Fidelity Cobra Tone Arm makes records sound better, last longer. New rubber base keeps records from slipping and free of lint.

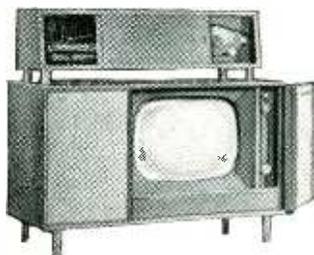
*Your customers asked for it . . . here it is!*  
**NEW ZENITH CHAIRSIDE RADIO-PHONOGRAPH**

**3 Great Zenith Enjoyment Features!**

1. New Zenith Cabra-Matic Record Player with Stroboscope.
2. Zenith Long Distance AM Radio.
3. Zenith Super-Sensitive FM Radio.

There's room in every living room for it. Won't crowd the room that already has TV. Perfect for small apartments. Doubles as end table.

**THE HAMPSHIRE** — Model L845R. Clean lines, finest mahogany wood veneers. Top has 24 kt. gold tooled leather finish. Giant 10-inch Zenith-built speaker plays through handsome fluted front grille. Record player slides out of sight. In Cherry: The Williamsburg, Model L846H. In blonde Afara wood: The Park Avenue, Model L846E.



**THE STRATOSPHERE** — Model L2894H. 27-inch TV-Radio-Phonograph. Complete FM-AM Radio and Cobra-Matic Record Player with Stroboscope in an ultra-modern cabinet of Cherry veneers and solids. Unique ultra-smart grille covering.



# MOST REVOLUTIONARY SEEN, HEARD OR SOLD!

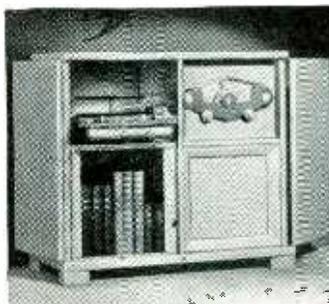
## Exclusive Zenith Features



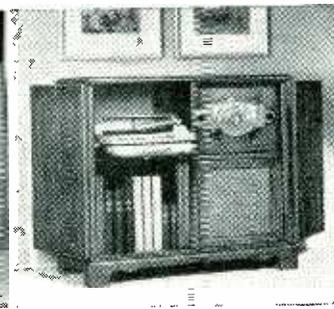
**High Fidelity Cobra Tone Arm** with new element pickup and "floating action."

**High Fidelity Speakers** . . . Zenith-built! Powerful, sensitive, with Alnico 5 magnet for true reproduction of deep bass and delicate trebles.

**Zenith plays ALL speeds, including the new 16 2/3 RPM talking books!** Every Zenith Record Player sold since August, 1950, is equipped to play the new 16 2/3 RPM, as well as any speed from 10 to 85 RPM. No other manufacturer can say this!



**THE MORLEY**—Model 1083E. AM-FM Radio-Phonograph Console, with Long Distance Standard Broadcast and Super-Sensitive FM. Cobra-Matic Record Player with Stroboscope. Modern styling and rich Afara wood.



**THE BYRON**—Model 1086R. AM-FM Radio-Phonograph Console, with Long Distance Standard Broadcast and Super-Sensitive FM. Cobra-Matic Record Player with Stroboscope. Mahogany finish with hand-rubbed doors.



**THE RODGERS**—Model L2287R. 21-Inch TV-Radio-Phonograph. Zenith Long Distance Standard Broadcast and Super-Sensitive FM. Cobra-Matic Record Player with Stroboscope. Mahogany and selected veneers, full-length doors.



**THE WENTWORTH** — Model L2291E. 21-Inch TV-Radio-Phonograph. Complete Standard AM and FM reception. Cobra-Matic Record Player with Stroboscope. Smart Afara wood solids and veneers, full-length doors.

**ZENITH**  
 The royalty of television and **RADIO**®

35 Years of Leadership in Radionics Exclusively  
 ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1953

# Roster of Mfrs.

(Continued from page 46)

JFD Mfg. Co., 6101 16 Ave., B'klyn 4, N.Y.—R  
 Kane Electronics Corp., 81 Willoughby St.,  
 Brooklyn 1, N.Y.—A,C  
 Kelton Co., 958 Mass. Ave., Cambridge, Mass.—  
 V,W  
 Kellogg Switchboard & Supply, 79 W. Mon-  
 roe St., Chicago 3, Ill.—P  
 Key Electronics, 20 W. 22 St., New York.—A  
 Keystone Records, 1415 Locust, Philadelphia,  
 Pa.—A  
 Kingston Products Corp., 1412 N. Webster  
 St., Kokomo, Ind.—AB  
 Langvein Co., 37 W. 65 St., New York.—A  
 Lansing Sound, Inc., J. B., 2439 Fletcher  
 Dr., Los Angeles 39, Calif.—B,C,W,X  
 LaPointe Electronics, 155 W. Main St., Rock-  
 ville, Conn.—A  
 Lear, Inc., 11916 W. Pico Blvd., Los Angeles  
 64, Calif.—A,W  
 Life Record Co., 64 W. Randolph St., Chi-  
 cago 1, Ill.—I  
 Lindberg Instrument, 830 Folger, Berkeley,  
 Calif.—D,E,F,S  
 Livingston Electronics, Livingston, N.J.—S  
 Loge Sound Engineers, J. M., 2171 W. Wash-  
 ington Blvd., Los Angeles 18, Calif.—A,T  
 Lowell Mfg. Co., 3030 Laclade Station Rd.,  
 St. Louis 17, Mo.—B,C,X  
 Lytle Eng'g & Mfg., 4721 N. Kedzie Ave.,  
 Chicago 25, Ill.—AB,AC,AD  
 McGohan Inc., Don, 3700 W. Roosevelt Rd.,  
 Chicago 24, Ill.—A,P,V,W,X  
 McIntosh Labs., 320 Water St., Binghamton,  
 N.Y.—A  
 McLaughlin, J. L. A., LaJolla, Calif.—AB  
 Macon Electronic Div., York Radio & TV,  
 Decatur, Ill.—A  
 Magna Electronics, 9810 Anza Ave., Ingle-  
 wood, Calif.—A,B,J,T,AA,AB,AC,AD  
 Magnavox Co., Fort Wayne, Ind.—A,V,W  
 Magnetics, Box 6960, Washington 20,  
 D.C.—AA  
 Magnecord Inc., 360 N. Michigan Ave., Chi-  
 cago 1, Ill.—A,M,O,AA  
 Magnetic Recorders Co., 7120 Melrose, Los  
 Angeles 46, Calif.—D,E,F,AB,AC,AD  
 Magnetic Recording Industries, 30 Broad St.,  
 New York 4, N.Y.—A,O,T,AA,AE  
 Majestic Radio & TV, Div. Wilcox-Gay, 385 4  
 Ave., New York 16, N.Y.—AB,AC,AD  
 Mallory & Co., P. R., Indianapolis, Ind.—  
 AB,AC,AD  
 Mattison-Cowley, 1487 Lincoln Ave., Pasadena  
 3, Calif.—A  
 Mattison TV & Radio, 893 Broadway, New  
 York 3, N.Y.—C,U  
 Maurer Inc., J. A., 37-01 31 St., Long Island  
 City 1, N.Y.—A  
 Meissner Mfg. Co., Mt. Carmel, Ill.—A,V,W,  
 AB,AC,AD  
 Miles Reproducer Co., 812 Broadway, New  
 York 3, N.Y.—A,L,O,P,Q,T  
 Miller Co., J. W., 5917 S. Main St., Los  
 Angeles, Calif.—K,AB  
 Miller Mfg., M.A., Libertyville, Ill.—K,Q,R  
 Millivac Instruments, 44 2nd St., Schene-  
 cady, N.Y.—A  
 Milwaukee Stamping, 800 S. 72, Milwaukee,  
 Wis.—S  
 Minnesota Electronics, 6th & Minn. St., St.  
 Paul 1, Minn.—A  
 Minnesota Mining & Mfg. Co., 900 Fauquier  
 St., St. Paul 6, Minn.—AA  
 Molded Insulation, 335 E. Price, Philadelphia,  
 Pa.—V,W  
 Molded Products Corp., 4535 W. Harrison  
 St., Chicago 24, Ill.—C  
 Monarch Radio-TV, 61 Crescent, Brooklyn 8,  
 N.Y.—A,AB,AC,AD  
 Morrow Radio Co., 2794 Market St., Salem,  
 Ore.—A,T  
 MP Concert Installations, Fairfield, Conn.—A  
 Newcomb Audio Products, 6824 Lexington  
 Ave., Hollywood 38, Calif.—A,AB  
 Northern Products, 2210 N. Clark St., Chi-  
 cago 14, Ill.—V,W  
 Orradio Industries, Opelika, Ala.—AA  
 Orthon Corp., 196 Albion Ave., Paterson,  
 N.J.—A,K  
 Oxford Electric Corp., 3911 S. Michigan Ave.,  
 Chicago 16, Ill.—V,W,Y,Z  
 Pacific Transducer Corp., 11921 W. Pico  
 Blvd., Los Angeles 64, Calif.—F,J,Q,R,S  
 Par-Metal Products, 32-62 49 St., Long Is-  
 land City, N.Y.—G  
 Perfection Electric Co., 2635 S. Wabash Ave.,  
 Chicago 16, Ill.—V,W  
 Peirce Wire Recorder, 1328 Sherman, Evans-  
 ton, Ill.—O,AA,AE  
 Pentron Corp., 221 E. Cullerton St., Chicago  
 16, Ill.—A,B,G,M,N,O,T,AA,AB,AC,AD  
 Permoflux Corp., 4900 W. Grand Ave., Chi-  
 cago 39, Ill.—B,C,H,P,V,W,Y,Z,AA  
 Permo Inc., 6415 Ravenswood Ave., Chicago  
 26, Ill.—Q,R,AA,AE  
 Pfanstiel Chemical Co., Waukegan, Ill.—D,  
 E,F,R,S,T,AA  
 Philco Corp., Tioga & C. Sts., Philadelphia  
 34, Pa.—A,D,E,F,I,P,R,S,V,W  
 Philmore Mfg. Co., 113 University Pl., New  
 York 3, N.Y.—P,V,W  
 Phonograph Corp. of America, 55 W. 42 St.,  
 New York 36, N.Y.—A

Pickering & Co., 309 Woods Ave., Oceanside,  
 N.Y.—A,F,J,R,S,T  
 Pilot Radio Corp., 37-06 36 St., Long Island  
 City 1, N.Y.—A,T,AC  
 Plastics & Electronics, 272 Northland Ave.,  
 Buffalo 8, N.Y.—T  
 Plymouth Electronics, 50 Kingsbury St.,  
 Worcester, Mass.—A,C  
 Precision Electronics, 7518 Melrose Ave., Los  
 Angeles 46, Calif.—AB,AC,AD  
 Precision Electronics, 9101 King Ave.,  
 Franklin Park, Ill.—A,T  
 Presto Recording Corp., Box 500, Paramus,  
 N.J.—A,F,I,J,L,M,O,Q,AA  
 Quam-Nichols Co., 33rd Pl. & Cottage Grove  
 Ave., Chicago 16, Ill.—V,W,Y,Z  
 Racon Electric, 52 E. 19 St., New York, N.Y.  
 B,H,W,X,Y  
 Radar Electronics, 229 W. 28, New York—A  
 Radio Condenser Co., Davis & Copewood Sts.,  
 Camden 3, N.J.—AB,AC,AD  
 Radio Corp. of America, RCA Victor Div.,  
 Camden, N.J.—A,B,C,D,F,L,M,O,P,R,S,U,V,  
 W,Y,Z,AA,AB,AC,AD  
 Radio Craftsmen, 4401 N. Ravenswood, Chi-  
 cago 40, Ill.—A,AB,AC,AD  
 Radio Eng'g Labs., 36-40 37 St., Long Island  
 City 1, N.Y.—AD  
 Radio Industries Inc., 5225 N. Ravenswood  
 Ave., Chicago 40, Ill.—AD  
 Radio Kits Inc., 120 Cedar, New York—A,T  
 Radio Merchandise Sales, 2016 Bronxdale  
 Ave., New York 60, N.Y.—T  
 Radio Music Corp., 84 S. Water, Port Chester,  
 N.Y.—A,D,E,F,J,L,O,S,T  
 Radio Recorders Equipment Co., 7007 Mel-  
 rose Ave., Hollywood 38, Calif.—C,I,AA  
 Radio & TV Inc., 119 W. 57 St., New York  
 19, N.Y.—B,C,AC,AD  
 Rauland-Borg Corp., 3515 W. Addison, Chi-  
 cago, Ill.—A,T  
 Raypar Inc., 7800 W. Addison St., Chicago 34,  
 Ill.—A  
 Recordisc Corp., 395 Broadway, New York  
 13, N.Y.—I,AA  
 Reetcon Corp., 147 W. 22 St., New York 11,  
 N.Y.—I,Q,R,S,AA  
 Reevesound Co., 35-54 36 St., Long Island  
 City 1, N.Y.—A,J,M  
 Reeves Soundcraft, 10 E. 52 St., New York  
 22, N.Y.—I,Q,AA  
 Regal Electronics, 605 W. 130 St., New York,  
 N.Y.—A  
 Rek-O-Kut Co., 38-01 Queens Blvd., Long Is-  
 land City 1, N.Y.—A,I,L  
 Remco Mfg. Co., 545 N. LaSalle Ave., Chi-  
 cago 10, Ill.—A  
 River Edge Industries, 5 River Edge Rd.,  
 River Edge, N.J.—B,C  
 Roesch Co., D. J., 2200 S. Figueroa St., Los  
 Angeles 7, Calif.—A  
 Russell Speaker, 6158 S. Kedzie Ave., Chi-  
 cago, Ill.—V,W  
 Sargent-Raymont Co., 1401 Middle Harbor  
 Rd., Oakland 20, Calif.—A,T,AB,AC,AD  
 S C Labs. Inc., 37 George St., Newark 5,  
 N.J.—A  
 Scott Inc., H. H., 385 Putnam Ave., Cam-  
 bridge, Mass.—A,H,J,K,T  
 Setchell Carlson Inc., New Brighton, Minn.—  
 V,W  
 Shaw TV Corp., 195 Front St., Brooklyn 1,  
 N.Y.—A  
 Shevers Inc., Harold, 123 W. 64 St., New  
 York 23, N.Y.—AB,AC,AD  
 Shoup Eng'g Co., 221 E. Cullerton St., Chi-  
 cago 16, Ill.—M,O,AA  
 Shura-Tone Products, 440 Adelphia, Brooklyn  
 38, N.Y.—A,C,G,Q,R  
 Shure Bros., 225 W. Huron St., Chicago 10,  
 Ill.—D,M,N,O,P,S  
 Sickles Div., F. W., General Instrument  
 Corp., P. O. Box 330, Chicopee, Mass.—AB,  
 AC,AD  
 Simpson Mfg. Co., Mark, 32-28 49 St., Long  
 Island City 3, N.Y.—A,T,AA,AB,AC,AD  
 Sonar Radio Corp., 3050 W. 21 St., Brooklyn  
 24, N.Y.—A,AA  
 Sonic Recording Products, 58 Mill Rd., Free-  
 port, N.Y.—I,Q  
 Sonotone Corp., Elmsford, N.Y.—A,D,E,F,P  
 Sound Inc., 221 E. Cullerton, Chicago, Ill.—A  
 Spartan Radio-TV, 2400 E. Ganson St., Jack-  
 son, Mich.—A  
 Speak-O-Phone Recording & Equip., 23 W.  
 60 St., New York, N.Y.—A,Q,AA  
 Special Products Co., 9115 Brookville Rd.,  
 Silver Spring, Md.—A  
 Standard Coil Products Co., 2329 N. Pulaski  
 Rd., Chicago 39, Ill.—AB,AC  
 Steelman Phono & Radio Co., 12 Anderson  
 Ave., Mt. Vernon, N.Y.—A  
 Stephens Mfg. Corp., 8538 Warner Dr., Cul-  
 ver City, Calif.—A,B,C,H,P,V,W  
 Stromberg-Carlson Co., 100 Carlson Rd.,  
 Rochester 3, N.Y.—A,B,C,P,T,V,W,X,Y,Z,AC  
 Superex Electronics Corp., 23 Atherton St.,  
 Yonkers, N.Y.—A,C  
 Talk-A-Phone Co., 1512 S. Pulaski Rd., Chi-  
 cago 23, Ill.—A  
 Tape Master Inc., 13 W. Hubbard St., Chi-  
 cago 10, Ill.—A  
 Tartak Speaker Co., 55 E. Angelino, Bur-  
 bank, Calif.—V,W  
 Tarzian Inc., Sarks, 539 S. Walnut St.,  
 Bloomington, Ind.—AD  
 Tech Labs., 120 Hillcrest, Laconia, N.J.—A  
 Tech-Master Products, 443 Broadway, New  
 York 13, N.Y.—A

Telex Co., 217 Riverdale Ave., Yonkers,  
 N.Y.—R  
 Televiso Products, 7466 Irving Park Rd., Chi-  
 cago, Ill.—A  
 Telex Inc., Telex Park, St. Paul 1, Minn.—  
 A,P,S,V,W,AB,AC,AD  
 Tetrad Co., 62 St. Mary, Yonkers, N.Y.—Q,S  
 Thordarson-Meissner Div., McGuire Indus-  
 tries, Mt. Carmel, Ill.—A,AB,AC,AD  
 Tibbetts Industries, Camden, Maine—P  
 Tonk Mfg. Co., 1912 N. Magnolia, Chicago—C  
 Transcriber Co., 172 Green St., Boston 30,  
 Mass.—R  
 Triumph Mfg. Co., 913 W. Van Buren St.,  
 Chicago 7, Ill.—A  
 Trutone Electronic Eng'g Co., 812 N. High-  
 land Ave., Los Angeles 38, Calif.—A,T  
 Turner Co., 909 17th St. N.E., Cedar Rapids,  
 Iowa—P  
 Ultrasonic Corp., 61 Rogers St., Cambridge,  
 Mass.—V,W  
 U. S. Recording Co., 1120 Vermont Ave.,  
 N. W., Washington, D.C.—A,D,I,J,L,M,O,P,  
 Q,S,W,Y,Z,AA  
 United Transformer Corp., 150 Varick St.,  
 New York 13, N.Y.—H,J,K  
 Universal Microphone Co., 424 Warren Lane,  
 Inglewood, Calif.—P  
 University Loudspeakers Inc., 80 S. Kensico  
 Ave., White Plains, N.Y.—B,C,V,W,Y,Z  
 Univox Corp., 102 Warren St., New York 7,  
 N.Y.—A,J,T  
 Utah Radio Products Co., Huntington, Ind.—  
 B,C,V,W,Y,Z  
 Valentino, T. J., 150 W. 46 St., New York 36,  
 N.Y.—I,AA  
 Vidair Television, 576 Merrick, Lynbrook,  
 L.I., N.Y.—A  
 Videon Electronic Corp., 222 E. Ohio St.,  
 Indianapolis 4, Ind.—A  
 V-M Corp., Benton Harbor, Mich.—A  
 Waldom Electronics, 911 Larrabee St., Chi-  
 cago 10, Ill.—V,W  
 Waveforms Inc., 333 6 Ave., New York 14,  
 N.Y.—A  
 Weathers Industries, Box 531, Barrington,  
 N.J.—D,E,F,S  
 Webster-Chicago Corp., 5610 W. Blooming-  
 dale Ave., Chicago 39, Ill.—N,R,AA  
 Webster Electric, 1900 Clark St., Racine,  
 Wis.—A,D,S,AA  
 Weingarten Electronic Labs., 7556 Melrose  
 Ave., Los Angeles 46, Calif.—A  
 Western Mfg. Co., 1400 W. 22 St., Kearney,  
 Neb.—A  
 Westinghouse Electric Corp., 2519 Wilkens  
 Ave., Baltimore 3, Md.—A  
 White Rock Mfg. Co., White Rock, S. Car.—  
 A,C,G  
 White Sound Inc., 105 W. Madison St., Chi-  
 cago 2, Ill.—A,V,W  
 Wilcox-Gay, 604 W. Seminary, Charlotte,  
 Mich.—A,I,R,AB,AC,AD  
 Wright Inc., 2233 University, St. Paul 4,  
 Minn.—B,C,V,W  
 Wright Zimmerman Inc., 330 5th Ave., New  
 Brighton, Minn.—B,P,V,W  
 Zephyr Products Co., 129 E. 124 St., New  
 York, N.Y.—I,AA

## PHONOGRAPH RECORDS

Apollo Records Inc., 457 W. 45 St., New York  
 Atlantic Recording, 234 W. 56 St., New York  
 Audio-Master, 341 Madison Ave., New York  
 Banner Records, 33 Union Sq. W., New York  
 Bartok Records, 115 W. 57 St., New York  
 Blue Note Records, 767 Lexington, New York  
 Capitol Records, 1730 Broadway, New York  
 Caravan Records, 113 W. 57 St., New York  
 Castle Records, 5821 Sunset Blvd., Los Angeles  
 28, Calif.  
 Century Record Co., 737 Fox St., Bronx 55,  
 Children's Record Guild, 27 Thompson St.,  
 New York, N.Y.  
 Circle Records, 778 10th Ave., New York 19,  
 N.Y.  
 Classic Editions, 67 Riverside Dr., New York  
 Columbia Records, 799 Broadway, New York  
 Command Performance, 167-08 Hillside, Ja-  
 maica, L.I. N.Y.  
 Concert Hall Soc., 507 W. 56 St., New York  
 Conlin Records, 324 E. Wisc., Milwaukee 2,  
 Wisc.  
 Continental Records, 551 5th Ave., New York  
 Coral Records Div., Decca, 48 W. 57 St., New  
 Cook Labs., Route 2, Stamford, Conn.  
 York, N.Y.  
 Cornell Alumni Assoc., 18 East Ave., Ithaca,  
 N.Y.  
 Damon Recording, 1221 Baltimore, Kansas  
 City 6, Mo.  
 Dana Music Co., 344 North Ave., New Roch-  
 elle, N.Y.  
 Decca Records, Inc., 50 W. 57 St., New York  
 Dial Records, 520 W. 50 St., New York 19  
 Dot Records Inc., Gallatin, Tenn.  
 Dunkle Records, 3257 W. 6 St., Los Angeles  
 5, Calif.  
 Educational, 1702 K St., NW Washington D.C.  
 Elektra Records, 189 10 St., New York 14  
 Esoteric Records, 11 W. 18 St., New York  
 Folkways Records, 117 W. 46 St., New York  
 Fox Records, 1558 N. Vine, Hollywood, Calif.  
 Good Time Jazz, 8481 Melrose Pl., Los Angeles  
 Gotham Records, 1626 Federal St., Philadel-  
 phia 46, Pa.

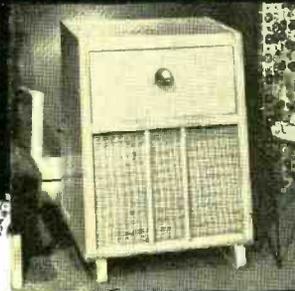
(Continued on page 58)

exclusive...

WILCOX-GAY HI-FI

# Recordio Grand

the  
**FIRST**  
new idea in  
home recording  
in **15** years...



#### NEW MASS MARKET CREATED

Wilcox-Gay, pioneer in tape recording, again creates a new market. A console recording instrument designed expressly for the home.

#### NO COMPETITION — FULL DEALER PROFIT

A completely new product that will satisfy an unfilled demand . . . a tremendous opportunity to concentrate on a new profit-potential in a **GUARANTEED EXCLUSIVE MARKET!**

#### HIGH FIDELITY HOME INSTRUMENT

High Fidelity RecordioGrand reproduces music to standards never before approached in home recording . . . push-pull amplifier . . . 12" auditorium speaker in bass-reflex acoustic chamber delivers 6 watts of undistorted output . . . even the softest whispers can faithfully be reproduced.

#### AUTOMATIC PUSH BUTTON RecordioGrand

Only Wilcox-Gay has the exclusive "PRESTOMATIC" keyboard . . . so simple a child can operate it . . . Click, it records . . . click, it plays back.

#### INDEX COUNTER

Here at last . . . a visual index device accurately locates any desired selection or recording.

#### DECORATOR DESIGNED CABINETS

Wilcox-Gay's master craftsmen have designed a truly handsome piece of furniture . . . available in mahogany and limed oak. Storage compartments hold twelve 5" or 7" reels.

WORLD'S LARGEST MANUFACTURER OF MAGNETIC TAPE RECORDERS

**RECORD A  
SOUVENIR TAPE  
AT THE MUSIC SHOW  
BOOTHS 89 & 90  
ROOMS 684 & 685**



Write for details, Dept. T

**THE WILCOX-GAY CORPORATION**

CHARLOTTE, MICHIGAN

## Roster of Mfrs.

(Continued from page 56)

Harmonia Records, 535 5 Ave., New York.  
 Harvard University Band, Cambridge 38, Mass.  
 Harvard Vocarium Records, Cambridge 38, Mass.  
 Haydn Society, 30 Huntington Ave., Boston 15, Mass.  
 Imperial Records, 6425 Hollywood Blvd., Hollywood, Calif.  
 Jansen Electric Co., 86 Sherman Ave., Teaneck, N.J.  
 Jazz Man Records, 6420 Santa Monica Blvd., Hollywood, Calif.  
 Keystone Records, 1415 Locust St., Philadelphia 2, Pa.  
 Kiddieland Records, 1595 Bdwy, New York  
 Kismet Record Co., 227 E. 14 St., New York  
 Life Record Co., 64 W. Randolph, Chicago, Ill.  
 Lincoln Records, 1420 Walnut St., Philadelphia, Pa.  
 London Records, 539 W. 25 St., New York

Lyrichord Records, 464 W. 51 St., New York  
 Magic-Tone Records, 545 5th Ave., New York  
 Magnolia Record Co., 14155 Magnolia Blvd., Van Nuys, Calif.  
 Mercury Record Corp., 35 E. Wacker Dr., Chicago, Ill.  
 MGM Records, 701 7th Ave., New York 36.  
 Mond's Records, 1619 Jericho Tpke., New Hyde Park, L.I. N.Y.  
 Oceanic Records, 15 Park Row, New York  
 Old Timer Records, 3703 N. 7 St., Phoenix, Ariz.  
 Parade Records, 799 Broadway, New York  
 Paramount Distr., 1637 N. Ashland, Chicago 22, Ill.  
 Period Music Co., 884 10 Ave., New York 19.  
 RCA Victor Div., Radio Corp. of America, Camden, N.J.  
 Reena Record Corp., 130 W. 42 St., New York  
 Regal Record, 20 Elizabeth Ave., Linden, N.J.  
 Regent Record, 58 Market St., Newark, N.J.  
 Remington Records, 551 5 Ave., New York.  
 Sacred Records, 2829 W. Vernon, Los Angeles, Calif.  
 Savoy Records, 58 Market St., Newark, N.J.  
 Seeco Records, 39 W. 60 St., New York 23.  
 Seva Record Corp., 45 E. 49 St., New York  
 Skating Rhythms Records, 1608 E. 4 St., Santa Ana, Calif.

Specialty Records, 8508 Sunset Blvd., Hollywood, Calif.  
 Square Dance Asso., 102 N. Columbus Ave., Freeport, N.Y.  
 Star Songs, 34 Hillside Ave., New York 34.  
 Stradivari Records, 79 Buff Rd., Tenafly, N.J.  
 Swing Time, 3427 S. San Pedro St., Los Angeles, Calif.  
 Tico Recording Co., 143 W. 41 St., New York  
 Tempo Records, 8540 Sunset Blvd., Hollywood 46, Calif.  
 Tico Recording Co., 143 W. 41 St., New York  
 Urania Records Inc., 667 Madison Ave., New York, N.Y.  
 Valentino Inc., T. J., 150 W. 46 St., New York  
 Vanguard Recording Soc., 256 W. 55 St., New York, N.Y.  
 Verne Recording, 1724 Madison, New York  
 Vox Productions, 236 W. 55 St., New York.  
 WCFM Recording, 1120 Conn. N. W., Washington 6, D.C.  
 Westminster Recording, 275 7 Ave., New York, N.Y.  
 Willida Records, 1595 Broadway, New York,  
 World Wide Records, 315 W. 47 St., New York 19, N.Y.  
 Young People's Records, 100 6 Ave., New York, N.Y.  
 (Additional Phono Record Makers in Panel on Page 32.)

FIRST SHOWING AT THE CHICAGO MUSIC SHOW!

# Selling Features Galore for '54!



**PORTABLE RECORD PLAYERS AND RADIO-PHONO COMBINATIONS**



- SINGLE SPEED MODELS
- 3-SPEED MODELS
- 3-SPEED AUTOMATIC MODELS
- 3-SPEED AUTOMATIC RADIO-PHONO COMBINATIONS
- TRANSCRIPTION-DEMONSTRATORS

**DISTRIBUTORS!** Limited number of profitable territories available to established distributors. Your territory may be open! See us during the show!

**DEALERS!** The Symphonic franchise means greater sales and profits for you in '54. See your local distributor or let's talk it over during the show!

**SYMPHONIC RADIO & ELECTRONIC CORP.**

Main Plant: 160 North Washington Street, Boston 14, Mass.

N. Y. Sales Offices: 1926 Broadway, New York 23, N. Y.

Your visit to the Music Industry Show will not be complete if you fail to see the great new Symphonic line for '54. It's new and better all the way through! NEW! Smartest Styling ever! NEW! Finest performance ever! NEW! Greatest values ever!

**Two Great Exhibits!**  
**THE PALMER HOUSE**  
 Rooms 682 and 683  
 Booth 2, Exhibition Hall

## HOME INSTRUMENTS

- Home sound systems ..... A
- Record changers, automatic ..... B
- Record players, home ..... C
- Record players, transcription ..... D
- Recorders, disc ..... E
- Recorders, magnetic tape ..... F
- Recorders, magnetic wire ..... G
- Recorders, portable ..... H

Admiral Corp., 3800 Cortlandt St., Chicago 47, Ill.—B,C  
 Alliance Mfg. Co., Alliance, Ohio—C  
 Altec Lansing, 9356 Santa Monica Blvd., Beverly Hills, Calif.—A  
 Ampex Electric Corp., Redwood City, Calif.—F,G  
 Amplifier Corp of America, 396 Broadway, New York 13, N.Y.—A,E,F,G,H  
 Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—C,F  
 Andrea Radio, 27-01 Bridge Plaza Rd. N., Long Island City, N.Y.—C  
 Ansley Mfg. Co., Arthur, Doylestown, Pa.—C  
 Approved Electronic Instrument, 928 Broadway, New York 6, N.Y.—A  
 Arvin Industries, Columbus, Ind.—C  
 Atlantic Video, 18 Clinton St., Bklyn, N.Y.—C  
 Audar, Inc., M, Pasadena, Calif.—A  
 Audio Devices, Inc., 444 Madison Ave., New York 22, N.Y.—F  
 Audio Industries, Michigan City, Ind.—B,C,E,H  
 Audio Master, 341 Madison Ave., New York, N.Y.—A,B,C,F  
 Audio-Tone Oscillator Co., 237 John St., Bridgeport, Conn.—A  
 Audio & Video Products, 730 5 Ave., New York 19, N.Y.—E  
 Autocrat Electronics, 5024 Elm St., Skokie 8, Ill.—B,C  
 Automatic Radio Mfg., 122 Brookline Ave., Boston 15, Mass.—C  
 Beam Instruments Corp., 350 5 Ave., New York 1, N.Y.—A,C  
 Beam Radionics, 224 N. Desplaines, Chicago, Ill.—B,C  
 Bell Sound Systems, 555 Marion Rd., Columbus 7, Ohio—A,C,D,E,F,H  
 Bendix Radio, Bendix Aviation, Towson, Md.—C  
 Berlant Assoc., 4917 W. Jefferson Blvd., Los Angeles 16, Calif.—F  
 Boetsch Bros., 221 E. 144 St., New York,—C  
 Bogen Co., David, 29 9 Ave., New York 14, N.Y.—A,C,D  
 Bowen & Co., 4712 Bethesda Ave., Bethesda, Md.—A,C,D  
 B & R Electronics, 1701 Boone Ave., New York 60, N.Y.—C  
 British Industries Corp., 164 Duane St., New York 13, N.Y.—B,H  
 Brush Electronics, 3405 Perkins Ave., Cleveland 14, Ohio—F,H  
 Bud Radio, 2118 E. 55, Cleveland, Ohio—C  
 Cadillac Electronic Corp., 19 W. 26 St., New York 10, N.Y.—C  
 Calbest Eng'g & Electronics, 828 N. Highland Ave., Hollywood 38, Calif.—A,C  
 Califone Corp., 1041 N. Sycamore St., Hollywood 38, Calif.—C  
 Capehart Farnsworth, 3700 Pontiac St., Ft. Wayne, Ind.—C  
 Capitol Records, 1730 Bdwy., New York—C  
 Carboneau Industries, 100 Lexington Ave., S. W., Grand Rapids, Mich.—C  
 Carron Mfg. Co., 741 W. Harrison St., Chicago, Ill.—C  
 CBS-Columbia, Inc., 3400 47 St., Long Island City, N.Y.—C  
 Central Electronics Corp., 4875 San Fernando Rd. W., Los Angeles 39, Calif.—C  
 Clevens Co., Raymond, 294 Broad St., Lynn, Mass.—B,C

(Continued on page 65)

# RCA VICTOR

## Announces

**powerful new  
television sets with**

# *Rotomatic Tuning*

**CLICK  
there's  
your  
station**



**more to see...less to do...**



# Here's new

## More to see . . .

**More detail**—amazing depth and clarity. The "Magic Monitor" screens out static, steps up power—*automatically*. The picture is vivid, accurate, over the entire surface of the screen.

**More stations**—with television's tremendous new expansion. This means more prospects for you . . . more sales! And with Rotomatic Tuning, they'll be *easier* to sell.

*It's one knob CLICK tuning*



17-inch Brent, finished in maroon or grained blond, Special Model 17S350.



17-inch Bristol, finished in grained mahogany or blond, Special Model 17S351.



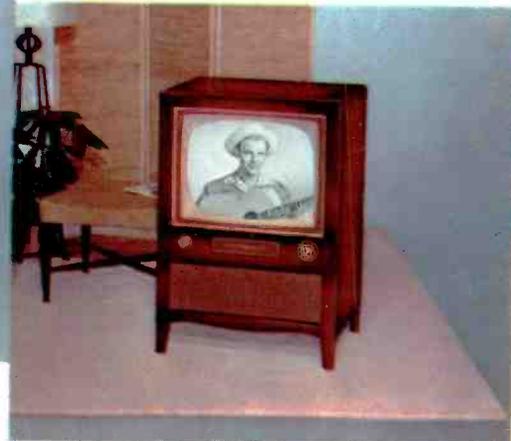
17-inch Denham, finished in grained mahogany or blond, Special Model 17S360.



17-inch Hayes, finished in grained mahogany or grained blond, Super Model 17T352U, with Rotomatic UHF-VHF Tuning only.



21-inch Blake, finished in maroon or blond, Special Model 21S354.



21-inch Talbot, finished in grained mahogany or blond, Special Model 21S362.



17-inch Highland, finished in mahogany or limed oak, Super Model 17T361.



21-inch Bentley, finished in grained mahogany or grained blond, Super Model 21T356U, with Rotomatic UHF-VHF Tuning only.

*Every year more*

# RCA Victor is America's best advertised television

**Here's the most spectacular advertising campaign you've ever had behind you!**

**Television's behind you!** The "Goldbergs"—RCA Victor's new summer television show—will be selling for you!

**Radio's behind you!** The new Tony Martin musical show will deliver customers to your store.

**Magazines...** the ones *your* customers read . . . will feature Rotomatic Tuning in big-space ads . . . *soon!*

**Newspapers in your area** will carry strong-selling RCA Victor advertising . . . for *you!*

**Billboards and car cards** will provide double-barreled sales-impact for you!

**Point-of-purchase sales aids** and plenty of hard-hitting promotion pieces are ready to help you to help *yourself* to the big profits in fast-selling RCA Victor Television with Rotomatic Tuning!

**Millions of dollars** in the next six months . . . that's the kind of advertising support we're giving you!

**Now's the time** to order—call your RCA Victor Distributor today! And when you do, also ask him about the new *Bermuda "45" Distributor-Dealer Contest.*



*and—*

## RCA Victor is America's best serviced television!

Even if you have your own Service Department, RCA Victor—and *only* RCA Victor—"backs you up" with a nation-wide factory-controlled Service Company, whose facilities you can use as little or as much as you please.

*And only* RCA Victor offers you Rotomatic Tuners. *Only* RCA Victor offers you the really full line you need for easy "sell-ups". *Only* RCA Victor offers you such *complete* advertising support. For all these reasons—



**Call your RCA Victor Distributor-TODAY!**



Every year more people buy RCA VICTOR than any other television

# RCA Victor Television with

## Less to do!

**Less dialing**—with Rotomatic Tuning every station is pre-tuned. Turn one knob—CLICK!—there's your station . . . sharp, clear, steady. It's so *automatic* a child can tune any channel as easily as an adult.

**Less adjusting**—exclusive "Magic Monitor" circuit system automatically brings in and *holds* the finest sound and picture. "Golden Throat" tone system gives "in person" listening.

*for both UHF and VHF!*



21-inch Latham, finished in natural walnut or limed oak, Super Model 21T365.



21-inch Hillsdale, finished in mahogany or limed oak, Super Model 21T363.



21-inch Hayward, finished in mahogany or limed oak, Super Model 21T364.



21-inch Preston, finished in mahogany or limed oak, Super Model 21T372.



21-inch Powell, finished in maple, red cherry, or mahogany, Super Model 21T373.



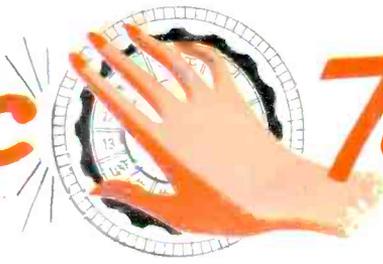
21-inch Sutton, finished in limed oak or natural walnut, Super Model 21T374.



21-inch Chadwick, finished in mahogany or walnut, Super Model 21T375.

*people buy* **RCA VICTOR** *than any other*

# Rotomatic Tuning



21-inch Dunbar, finished in mahogany or red oak, Deluxe Model 21D358.



21-inch Talmadge, finished in mahogany or limed oak, Deluxe Model 21D366.



21-inch Caldwell, finished in mahogany or limed oak, Deluxe Model 21D376.



21-inch Vincennes, finished in mahogany, natural cherry, Deluxe Model 21D377.



21-inch Newport, finished in natural walnut or limed oak, Deluxe Model 21D378.



21-inch Bradbury, finished in mahogany or walnut, Deluxe Model 21D379.



21-inch Beaumont, cherry, maple or mahogany finish, Deluxe Model 21D380.



27-inch Copeland, finished in grained mahogany or walnut, Deluxe Model 27D383.



27-inch Longchamps, finished in maple, or genuine mahogany, Deluxe Model 27D384.

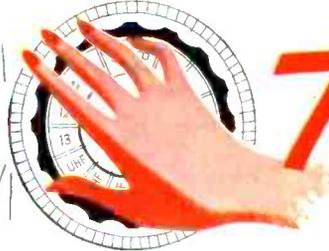
er television



"HIS MASTER'S VOICE"

RCA Victor offers you value-leading Special Models . . . stylish, volume-producing Super Sets . . . and, to round out the line, RCA Victor Television Deluxe—for those who want the finest that money can buy.

# Rotomatic Tuning

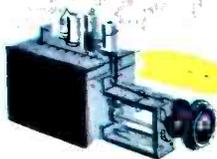


Here's what it is —

Rotomatic Tuning is the combination of two great RCA Victor exclusives: a powerful Rotomatic tuner plus the famous "Magic Monitor" circuit system. Nothing could be simpler to sell! Turn one knob—CLICK!—there's the station . . . sharp, clear, steady, perfectly pin-pointed and locked into position.

And RCA Victor gives you a choice of Roto-

matic tuners. For VHF, the Rotomatic VHF tuner is the finest of its kind. For UHF, the advanced Rotomatic UHF-VHF tuner does more—and does it better—than any other ever built. Optional at extra cost, it is available on all models except the lower priced Special Series, which features Rotomatic Tuning for VHF, with manual tuning for UHF optional, extra.



A powerful, accurate  
**ROTOMATIC TUNER**



The automatic  
**MAGIC MONITOR**  
Circuit System



**ROTOMATIC TUNING**  
—more to see . . .  
less to do!

And here's how to sell it —



Tell your Customers  
it's **NEW**

Explain that Rotomatic Tuning is the latest in a long series of "firsts" developed by RCA Victor.



Prove to them  
it's **POWERFUL**

Show them how RCA Victor's extra power makes a difference in reception that they can see!

Show them it's  
**ACCURATE**

Let your customers see for themselves how each station comes in sharp, clear, steady—at a click!



Demonstrate that  
it's **AUTOMATIC**

Rotomatic Tuning means more to see and less to do for your customers . . . more to sell and less to do for you!



Get **CLICKING** with

**Rotomatic**  **Tuning Now!**

**RCA Victor—America's most complete television line!**

## Roster of Mfrs.

(Continued from page 58)

Clinton Radio & Phono. Co., 103 Lafayette St., New York, N.Y.—C  
 Columbia Records, 799 Bdwy., New York—C  
 Comet Corp., McHenry, Ill.—B,C  
 Cook Labs., Route 2, Stamford, Conn.—E  
 Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago 31, Ill.—C,G,H  
 Crosley Radio-TV, 1329 Arlington St., Cincinnati, Ohio—C  
 Daystrom Electric Corp., 837 Main St., Poughkeepsie, N.Y.—F  
 Dean Electronics, 35 5 Ave., Brooklyn 17, N.Y.—A,C  
 Decca Records, 50 W. 57 St., New York—C  
 DeWald Radio, 35-15 37 Ave., Long Island City, N.Y.—C  
 DuKane Corp., St. Charles, Ill.—A,F  
 DuMont Labs., Inc. Allen B., 2 Main Ave., Passaic, N.J.—C  
 Dynavox Corp., 40-05 21 St., Long Island City, N.Y.—C  
 Ectro, Inc., 425 S. Sandusky St., Delaware, Ohio—F,H  
 Edu-Craft Corp., 150-45 12 Ave., Whitestone, N.Y.—A,B,C  
 Eicor Inc., 1501 W. Congress St., Chicago 1, Ill.—F  
 Electro-Mite Co., 1026 Myrtle, Bklyn., N.Y.—C  
 Electron Enterprises, 6917 Stanley Ave., Berwyn, Ill.—B,C,F,G  
 Electro-Voice, Inc., Buchanan, Mich.—C  
 Elso Mfg. Co., 1218 W. Girard Ave., Philadelphia 23, Pa.—C  
 Emerson Radio & Phono. Corp., 111 8 Ave., New York, N.Y.—C  
 Erwood, Inc., 1770 W. Berteau, Chicago, Ill.—C  
 Espey Mfg. Co., 528 E. 72 St., New York 21, N.Y.—A  
 Fada Radio & Elec., 525 Main St., Belleville, N.J.—C  
 Fairchild Recording, 154 St. & 7 Ave., White-stone, L.I.N.Y.—D,E,H  
 Feiler Eng'g & Mfg., 8026 N. Monticello Ave., Skokie, Ill.—A,F,G,H  
 Fidelity Amplifier, 703 W. Willow St., Chicago, Ill.—C  
 Fisher Radio, 45-41 Van Dam St., Long Island City 1, N.Y.—C  
 Freed Electronics, 200 Hudson St., New York, N.Y.—A,C

(Continued on page 66)

**new  
MONEY  
MAKERS  
FOR YOU**

*Steelman*

Portable Phonographs  
 Table Model Phonographs  
 Phono-Radio Combinations  
 Children's Phonographs

Palmer House **ROOM 659**

Be sure to see our  
 "SURPRISE PACKAGE"

STEELMAN PHONOGRAPH AND RADIO CO.  
 12-30 Anderson Avenue, Mt. Vernon, N.Y.



the Moderne  
 Model UR-312 Available in Cherry  
 Mahogany, Blond Mahogany,  
 or Lined Oak.  
 User Net: \$ 64.50  
 Blond and Lined Oak—10% extra

**LOOK** at the styling . . .  
**LISTEN** to the reproduction . . .

the new *Musicorner*

the Provincial  
 Model UR-310.  
 In Maple  
 or Fruitwood.  
 User Net: \$ 64.50

by **UNIVERSITY**



the Traditional  
 Model UR-311.  
 In Cherry or  
 Cordovan Mahogany.  
 User Net: \$ 64.50

Now you can have good "looking" with good listening! Each University MUSICORNER design is authentic in every detail, and reflects the traditions of the old masters of fine furniture. All genuine woods—hand rubbed! Designed to flatter the decor with stylings that smartly blend with any existing interior.

University Musicorner gives you wide angle coverage, clarity and brilliance with its full front radiation. High power handling ability and distortion control, with an internal and extended horn. And, boosted low frequency response with high efficiency, from its unique integral bass reflex system.

THE HEART OF THE *Musicorner*

Model 6201, 12" coaxial speaker system. A TRUE coaxial dual range system, with woofer, and driver type tweeter, built-in crossover network, and "balance" control. Finest to be had! User Net: \$ 45.00



The exclusive University Diffusicone-12 speaker is acclaimed by experts everywhere! Here, in the economy of one speaker you get dual-horn loading, radial projection, and diffraction—to give unsurpassed fidelity, range, and uniform sound distribution. User Net: \$ 27.00



Model 6200, 12" extended range speaker. Gives highly efficient full-bodied response throughout the operating spectrum. User Net: \$ 21.00



**FREE BOOKLET!**

describing these  
 wonderful enclosures in  
 greater detail.

*University* **LOUDSPEAKERS, INC.**

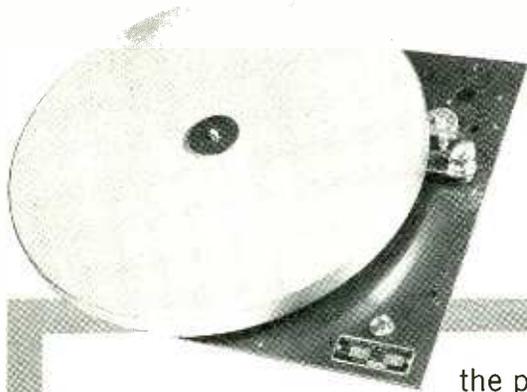
80 SOUTH KENSICO AVENUE • WHITE PLAINS, N. Y.

## Roster of Mfrs.

(Continued from page 65)

Garrard Sales, 164 Duane, New York N.Y.—B,C  
 Geib Co., 1757 N. Central Park, Chicago, Ill.—C  
 General Cement Mfg., 919 Taylor, Rockford, Ill.—F,G  
 General Electric, Receiver Div., Syracuse, N.Y.—B,C  
 General Industries, Olive & Taylor, Elyria, Ohio—B,C,E,F  
 General Instrument, 829 Newark Ave., Elizabeth, N.J.—B,C  
 Gilfillan Bros., 1815 Venice Blvd., Los Angeles 6, Calif.—C  
 Grayline Eng'g Co., 12233 Ave. O, Chicago 33, Ill.—C  
 Greene Co., L. Charlton, 314 Washington St., Newton 58, Mass.—C  
 Hallcrafters Co., 4401 W. 5 Ave., Chicago 24, Ill.—C  
 Hamilton Electronics Corp., 2726 W. Pratt Blvd., Chicago 45, Ill.—A,C  
 Hedco Mfg. Corp., 161 W. Huron St., Chicago 10, Ill.—B,C  
 Herold Radio-TV, 18 Anderson Place, Mt. Vernon, N.Y.—C  
 Hudson Electronics, 110 E. 3 St., Mt. Vernon, N.Y.—C  
 Jackson Industries, 58 E. Cullerton St., Chicago 16, Ill.—C  
 Jewel Radio, 900 Passaic Ave., E. Newark, N.J.—C  
 Key Electronics, 20 W. 22 St., New York, N.Y.—A,B,C  
 Kraft Bros., 1299 Jerome Ave., New York 52, N.Y.—C  
 Lansing Sound, Inc., J. B., 2439 Fletcher Dr., Los Angeles 39, Calif.—A  
 Lear, Inc., 11916 W. Pico Blvd., Los Angeles 64, Calif.—G  
 Life Records, 64 W. Randolph, Chicago 1, Ill.—C  
 Lincoln Eng'g, 5701 Natural Bridge, St. Louis, Mo.—B  
 Lion Mfg., 2640 Belmont, Chicago 18, Ill.—C  
 Loge Sound Engineers, J. M., 2171 W. Washington Blvd., Los Angeles 18, Calif.—A  
 McGohan, Inc., Don, 3700 W. Roosevelt Rd., Chicago 24, Ill.—A,B  
 Macon Div., York Radio-TV, Decatur, Ill.—C  
 Magna Electronics, 9810 Anza Ave., Inglewood, Calif.—A,C,F  
 Magnavox Co., Fort Wayne, Ind.—C  
 Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.—F,G,H  
 Magnetic Recorders, 7120 Melrose, Los Angeles 46, Calif.—C,E,F,G  
 Magnetic Recording Industries, 30 Broad St., New York 4, N.Y.—F,G  
 Majestic Radio-TV Div., Wilcox-Gay, 385 4 Ave., New York 16, N.Y.—C  
 Major Electronics, 42 Meserole, Brooklyn—B,C  
 Markel Electric Products, 147 Seneca St., Buffalo, N.Y.—B,C  
 Meck Industries, John, Plymouth, Ind.—C  
 Meissner Mfg., Mt. Carmel, Ill.—B,C  
 MGM Records, 701 7 Ave., New York—C  
 Miles Reproducer Co., 812 Broadway, New York 3, N.Y.—F,H  
 Milwaukee Stamping, 800 S. 72 St., Milwaukee, Wis.—B,C  
 Mitchell Mfg., 2525 Clybourn, Chicago, Ill.—C  
 Mohawk Business Machines, 47 West St., New York.—F  
 Morrow Radio, 2794 Market, Salem, Ore.—A  
 Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.—B,C  
 MP Concert Installations, Fairfield 3, Conn.—A,C,D  
 National Acoustic Products, 11 S. LaSalle St., Chicago 3, Ill.—B,C  
 Newcomb Audio Products, 6824 Lexington Ave., Hollywood 38, Calif.—A,C,D  
 Oak Mfg. Co., 1260 Clybourn, Chicago, Ill.—B  
 Olympic Radio-TV, 34-01 38 Ave., Long Island City, N.Y.—C  
 Operadio Mfg., St. Charles, Ill.—C  
 Packard-Bell Co., 12333 W. Olympic Blvd., Los Angeles 64, Calif.—C,E  
 Pathe Television Corp., 250 W. 57 St., New York 19, N.Y.—C  
 Peerless TV Radio Co., 6508 Euclid Ave., Cleveland, Ohio—C  
 Peirce Wire Recorder, 1328 Sherman, Evanston, Ill.—G  
 Pentron Corp., 221 E. Cullerton St., Chicago 16, Ill.—A,B,C,F,G  
 Perno Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—F,G  
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—C  
 Philmore Mfg. Co., 113 University Pl., New York 3, N.Y.—A  
 Phonograph Corp. of America, 55 W. 42 St., New York 36, N.Y.—B,C  
 Pilot Radio Corp., 37-06 36 St., Long Island City 1, N.Y.—C  
 Plymouth Electronics, 50 Kingsbury St., Worcester, Mass.—C  
 Port-O-Matic Co., 438 E. 91 St., New York—C  
 Precision Electronics, 7518 Melrose Ave., Los Angeles 46, Calif.—A

(Continued on page 70)



sell this one  
 for **PROFIT**  
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**CUSTOMER**  
**SATISFACTION**

the precision engineered

# PRESTO 15-G

turntable

designed and manufactured by  
 the world's largest producer  
 of professional tape and disc  
 recording equipment.

- Heavy, cast aluminum 12" table
- Precision, constant speed motor
- Instant 3-speed selection
- Quiet, rumble-free performance

Retails at \$53.50 (chassis only)

Write for  
 dealer arrangements  
 and attractive  
 counter display



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 new models—new fea-  
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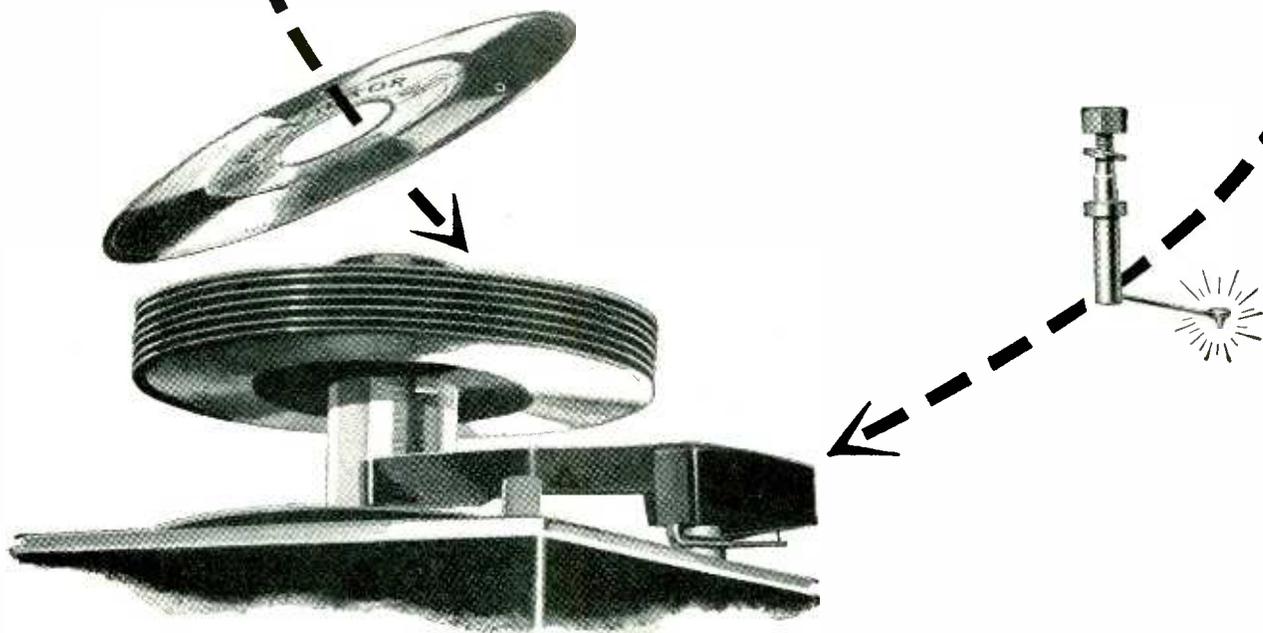
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**488 7th AVE. NEW YORK 18, N. Y.**

**RCA VICTOR  
SERVICE PARTS**

*Made to play together...*

*... the only crystals and jewel sapphires specifically designed for the RCA "45"*



**RCA Crystal Cartridges in RCA "45" record players have the precise weight for proper tracking**

 RCA Crystal Cartridges are designed specifically for RCA "45" pick-up arms. Together, they provide the correct weight for proper tracking—optimum lateral stylus compliance to minimize record-wear. Exact dimensions make them easy to install in any RCA Victor "45" record changer.

There's an "original" RCA Crystal Cartridge specially designed for every model RCA Victor record changer made. Use *genuine* RCA Crystal Cartridges and avoid replacement problems.

**Jewel-polished RCA Sapphire Styli are microscopically shaped for "45" grooves**

 RCA jewel sapphires are rouge-polished to a superfine finish, and have the proper tip radius for "45" records. Record and stylus are designed to play together.

*Genuine* RCA jewel Sapphire Styli, with correct tip radius, are available for replacement in all type RCA Crystal Cartridges designed for RCA Victor 45, 78, 78-33, and 3-speed changers.

**RCA Crystals and Styli are made better—cost no more**

 Because they're mass-produced by precision methods, RCA Crystal Cartridges and Styli meet the highest quality standards, yet cost no more. Smart packaging makes them easy to sell... handy dispensers make them easy to display.

Remember... customers count on you to return their RCA Victor record changers to their *original* high performance standards... by using *genuine* RCA Crystal Cartridges and Styli. Order a model inventory today from your *RCA Parts Distributor*.

**Genuine RCA Victor Service Parts are readily available from your RCA Parts Distributor**



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

## Phono Needles

(Continued from page 40)

It's up to you to make it sooner. Point out to your customer or browser that needles should be changed at least once a year. It's only fair to his records. A small investment on his part in a good needle will save that big investment he's made over the years in his record collection.

Today there are almost 26,000,000 turntables in consumer homes. A

great many of these turntable owners are not replacing needles regularly. You know they're only curtailing their enjoyment. Tell them about it. Never pass up an opportunity to show the customer the needles and to stress the all-important role they play in the phono system. Use the manufacturer-supplied dealer aids to attract customers' attention. The various charts, folders and promotion pieces will help you to learn lots more about the product you're selling as well as impress your customers with the importance of the needle.

While you're learning yourself, train your salespeople as well. It's important that they know just as much and be just as eager to sell the needles as you are. For a starter, try bonuses or sales contests as incentives. Use this system at regular intervals to keep interest up. Nothing is a greater selling aid than keen competition among salesmen.

Another thing you can do is to use different types of needles on your demonstrating machines and in your listening booths. Possibly you could have on hand some needles that have been used regularly for almost a year. Let the customer hear the difference in record tone between the two needles. He'll get the idea pretty quickly.

Needles, no matter how the price rises or the field expands, are still a small item as far as size goes. Therefore, give them a "preferred" position that will attract the customer's interest.

You might also run contests, such as "How Many Needles in the Jar?" This works on the same principle as the old bean contest. Fill a large jar with old needles and have contestants guess how many it contains. Or how about "Find the Needle in the Haystack?" Set up a display of a small pile of hay and strategically place in it a few needles spaced well apart. Allow each customer one probe with a magnet, and if he comes up with a needle, he wins a prize. If you run contests with records as prizes, why not include a gift needle? The customer will be very pleased.

It's important to get your customers used to the idea of how good records sound with a new needle. Once they try it, they'll tell their friends and demonstrate on their own machines. Using the user is a good practice to follow.

The phono needle potential is sky-high. Be sure you get your share!

**New Exciting**

**ENGINEERING ACHIEVEMENT**

**DYNAVOX**

**3-D in Sound 3-SPEED AUTOMATIC PORTABLE PHONOGRAPHS**

With the new DYNAVOX diatonic amplifier—sound qualities never before achieved in a portable phonograph.

Model 504 (open & closed)

Here's the greatest value in a hi-fi quality 3-speed portable automatic ever developed by modern engineering—third dimension in sound! Unusual depth—dulcet tones—fine timbre, it's the finest sounding portable you've ever sold.

Plays all size records of every make in all three speeds, with lid closed. Deluxe VM changer with automatic stop, floating light-weight pickup arm, turnover cartridge with two osmium point styli.

**additional features:**

Powerfully engineered DYNAVOX diatonic 4-tube, push-pull, high-gain amplifier with hi-fi quality. Heavy-duty 8" PM Alnico V speaker with 3.16 oz. magnet.

Luxurious cabinet—with split-lid styling—is made of solid wood with locked corners, covered in two-tone duPont leatherette pyroxilyn coated to repel water, trimmed in contrasting plastic beading, matching handle and brass plated teardrop hinges and catches.

**PORTABLE AUTOMATIC RADIO-PHONO COMBINATION**

Model 402C An elaborate radio-phono combination—VM changer plays all size records in all three speeds with lid closed. Reversible cartridge with two permanent needles. RADIO is a 5-tube superhet. with two IF transformers, built-in loop antenna, large slide-rule dial. Magnificently covered with duPont leatherette.

### 3-SPEED PORTABLE

Model 306 Features a 5" PM speaker in front, outside grille backed with acoustic baffle for extra tonal quality. Luxurious, compact carrying case has locked corners, covered in duPont leatherette pyroxilyn coated to repel water, trimmed with complementary beading. Plays all size records in all three speeds, hi-fi twist crystal pick-up, hi-fi gain amplifier with variable volume and tone controls.

DYNAVOX has 24 new models for 1953-54.

Hear them, see them all!

MUSIC SHOW, ROOM 910 W,  
PALMER HOUSE

## DYNAVOX CORPORATION

40-05 21st Street, Long Island City 1, N. Y.

LARGEST MANUFACTURERS OF QUALITY PHONOGRAPHS AND RADIO-PHONO COMBINATIONS SINCE 1936

## Recorder Sales

(Continued from page 34)

In smaller cities and towns there's a real touch of Americana that affords the tape recorder a chance to sell itself. It's the home social gathering. When young couples get together for an evening, they can play cards, talk, play the good old-fashioned games, watch television or play records.

These are average, run-of-the-mill young couples—but each likes

(Continued on page 69)

to be a good host and hostess. Each couple likes to introduce some novel way of entertaining—and that's where the tape recorder comes in. The boys will form an impromptu (and off-key) quartet—or some gal will bang out her piano solo or do a dramatic skit she remembers from her high-school play.

Dealers who are experienced in promotion of tape recorders seem in agreement that it's necessary get the prospect signed up quickly—while he's enthused. That's one good reason why dealers favor very short trial periods. The prospect hits a "peak" in his desire for the recorder—and he mustn't have too much time to "fiddle" with the recorder and become indifferent to it.

Along this same line, most dealers go after a substantial down-payment, feeling there'll be fewer reverts as the novelty of the recorder diminishes. This factor, of course, isn't so great when the recorder has been sold for solid professional or business purposes.

With the Fall months just around the corner, many dealers will be giving thought to state and county fairs. For dealers who set up displays at these events the tape recorder provides an almost sure-fire attraction. The crowds can be stopped with offers to record voices and play them back.

Here's a real specialty product—most dealers agree on that. It has virtually no saturation; it's especially well-adapted to demonstration. There are not too many dealers, as yet, getting into the act.

(Continued from page 44)

### Sales Up on Tape Recorders

"... We expect sales of Ampro tape recorders to more than double following the introduction at the



NAMM show of our new... magnetic tape recorders... Reports from our distributors also tell us that sales... should continue to show accelerated gains as the general public becomes increasingly aware of the entertainment and educational benefits of the tape recorder in the home."

**ARTHUR J. PALMER, President, Ampro Corporation**

### Cabinets Help Hi-Fi Sales

"... Too many high fidelity dealers think in terms of the component end of the system alone, forgetting that every purchaser of a Hi-Fi system is

a prospect for a cabinet... The dealer without a representative line of cabinets can only make part of the sale—and possibly lose out on all of it."

**SIDNEY HERBSTMAN, President G & H Wood Products**

### Turntable Guide Is Offered

Gale Dorothea Mechanisms, Elmhurst, N. Y., makers of turntables and animated display devices, has released a 19-page article, *Guide to Turntables*. It details how to choose these devices for special purposes and gives reasons why. Copies are obtainable free of charge, the company says.

**Free WITH #1470**  
**JENSEN NEEDLE ASSORTMENT**  
**Sensational NEW DISPLAY AND STORAGE KIT**

**ONLY \$1500**

**COMPACT-OVER-ALL SIZE**  
 4 1/8 x 8 1/8 INCHES

**GLEAMING PLASTIC**  
**3 BRIGHT COLORS**

**REPLACES 5 DISPLAY CARDS**

*Oldest Name in Needle Engineering*

- YOU BUY (turnover-balanced) assortment of 27 conventional JENSEN needles at regular price and get this marvelous display and storage kit absolutely free of any extra cost.
- These JENSEN top quality needles provide perfect stock balance to meet customer needle demand: Nine at \$1.50—Nine at \$1.00—Six at \$1.50—Three at \$2.50.
- This is a hot item. It's just what you need to display and store your needles. See it at the MUSIC SHOW, July 13-16, Booths 85 and 86.

**Jensen INDUSTRIES 329 SOUTH WOOD ST. • CHICAGO 12, ILL.**

## Roster of Mfrs.

(Continued from page 66)

Precision Electronics, 9101 King Ave., Franklin Park, Ill.—A,C  
 Presto Recording Corp., Box 500, Paramus, N.J.—E,F,H  
 Radar-Electronics, 229 W. 28 St., New York—A  
 Radio Corp. of America, RCA Victor Div., Camden, N.J.—A,B,C,H  
 Radio Music, 84 S. Water, Port Chester, N.Y.—C  
 Radio Recorders Equipment Co., 7007 Melrose Ave., Hollywood 38, Calif.—A,B,C,H  
 Rauland-Borg Corp., 3515 Addison, Chicago, Ill.—F  
 Recorder Sales, 218 S. Wabash, Chicago, Ill.—F  
 Reevesound Co., 35-54 36 St., Long Island City 1, N.Y.—H  
 Regal Electronics, 605 W. 130 St., New York, N.Y.—A,C  
 Rek-O-Kut Co., 38-01 Queens Blvd., Long Island City 1, N.Y.—C,E  
 Revere Camera Co., 320 E. 21, Chicago, Ill.—F

Ristaurat, 1216 E. Wise, Appleton, Wisc.—C  
 Rockbar Corp., 211 E. 37 St., New York—B  
 Roesch Co., D. J., 2200 S. Figueroa St., Los Angeles 7, Calif.—A  
 Scott Inc., H. H., 385 Putnam Ave., Cambridge, Mass.—A  
 Scott Radio Labs., 1020 Rush, Chicago, Ill.—C  
 Seeburg Radio Corp., J. P., 1500 Dayton St., Chicago, Ill.—C  
 Sentinel Radio, 2100 Dempster, Evanston, Ill.—C  
 Setchell Carlson, New Brighton, Minn.—C  
 Sherold Specialty Prods., 68 E. 131 St., New York, N.Y.—C  
 Shevers Inc., Harold, 123 W. 64 St., New York 23, N.Y.—A,C  
 Shura-Tone Products, 440 Adelphi, Brooklyn 38, N.Y.—C  
 Shure Bros., 225 W. Huron, Chicago 10, Ill.—C  
 Simpson Mfg. Co., Mark, 32-28 49 St., Long Island City 3, N.Y.—A,C,E,F  
 Sonic Industries, 221 W. 17 St., New York 11, N.Y.—C  
 Sound Inc., 221 E. Cullerton, Chicago, Ill.—F  
 Sound Workshop, 75 N. 11 St., Bklyn., N.Y.—A

Sparton Radio, 2400 E. Ganson, Jackson, Mich.—C  
 Speak-O-Phone Recording & Equip., 23 W. 60 St., New York, N.Y.—D,F  
 Steelman Phono & Radio Co., 12 Anderson Ave., Mt. Vernon, N.Y.—C  
 Stewart-Warner, 1300 N. Kostner Ave., Chicago 51, Ill.—C  
 Storminger, J. G., 1355 Market, San Francisco, Calif.—C  
 Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N.Y.—B,C  
 Sumner Products, 140 Market St., Paterson, N.J.—C  
 Symphonette Corp., 112 E. Watson Pl., Chicago, Ill.—C  
 Symphonic Radio-Electronics, 160 Washington St., Boston 14, Mass.—C  
 Symphony Radio & TV Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—C,E,F  
 Talk-A-Phone Co., 1512 S. Pulaski Rd., Chicago 23, Ill.—A  
 Tape Master Inc., 13 W. Hubbard St., Chicago 10, Ill.—F  
 Tape Recording Ind., 3335 E. Michigan, Lansing, Mich.—F  
 Thorens Co., New Hyde Park, N.Y.—B  
 Travler Radio, 571 W. Jackson, Chicago, Ill.—C  
 Trebor Radio Co., Pasadena, Calif.—C  
 Trutone Electronic Eng'g., 812 N. Highland Ave., Los Angeles 38, Calif.—A  
 Trylon Radio, 1136 N. American St., Philadelphia, Pa.—C  
 U.S. Recording, 1120 Vt. Ave., N. W., Washington, D.C.—C,H  
 University Loudspeakers Inc., 80 S. Kensington Ave., White Plains, N.Y.—A  
 Vanity Fair, 61 E. 11, New York.—C  
 V-M Corp., Benton Harbor, Mich.—B,C  
 Vocaline Co. of America, Saybrook, Conn.—A  
 Wagner Research, 150 W. 56 St., New York 19, N.Y.—E  
 Waters Conley Co., Rochester, Minn.—C  
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—B,C,F,G  
 Webster Electric, 1900 Clark St., Racine, Wisc.—A,F  
 Weinkarten Electronic Labs., 7556 Melrose Ave., Los Angeles 46, Calif.—A  
 Wells-Gardner, 2701 N. Kildare, Chicago—C  
 Western Mfg. Co., 1400 W. 22 St., Kearney, Nebr.—A,C  
 Westinghouse Elec. Corp., Metuchen, N.J.—C  
 White Rock Mfg. Co., White Rock, S. Car.—C  
 Wilcox-Gay, 604 W. Seminary, Charlotte, Mich.—C,E,F  
 Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.—C

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has only thru rigid Quality controls maintained its  
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"I'm not complaining. Just wanted  
 to compliment you on the quality  
 of the music since you got the  
**JENSEN NEEDLE!**"

**YOU CAN'T AFFORD TO MISS**

# Philharmonic

*an instrument worthy of the name*



These fine stores  
buy their TV from  
**PHILHARMONIC**

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CONRAD HILTON HOTEL  
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JULY 13 thru 16



See the TV that leading department and furniture stores back up with their own good name.

Find out how you too can participate in a going TV program.

Several cities still open in new UHF or VHF markets. More important, come in and find out how your store can make money with TV.

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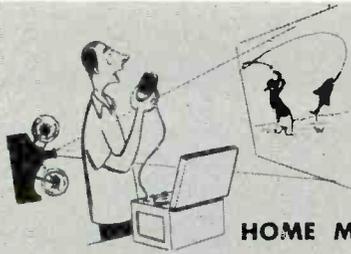
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EICOR MODEL 230 has the modern design, simplicity of operation, low sale price and engineering quality which assures you of volume sales and satisfied customers.

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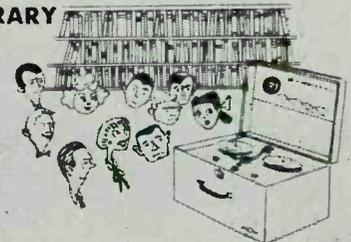
LAWYERS



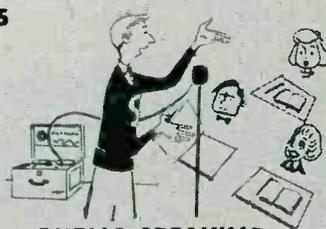
SPOT INTERVIEWS

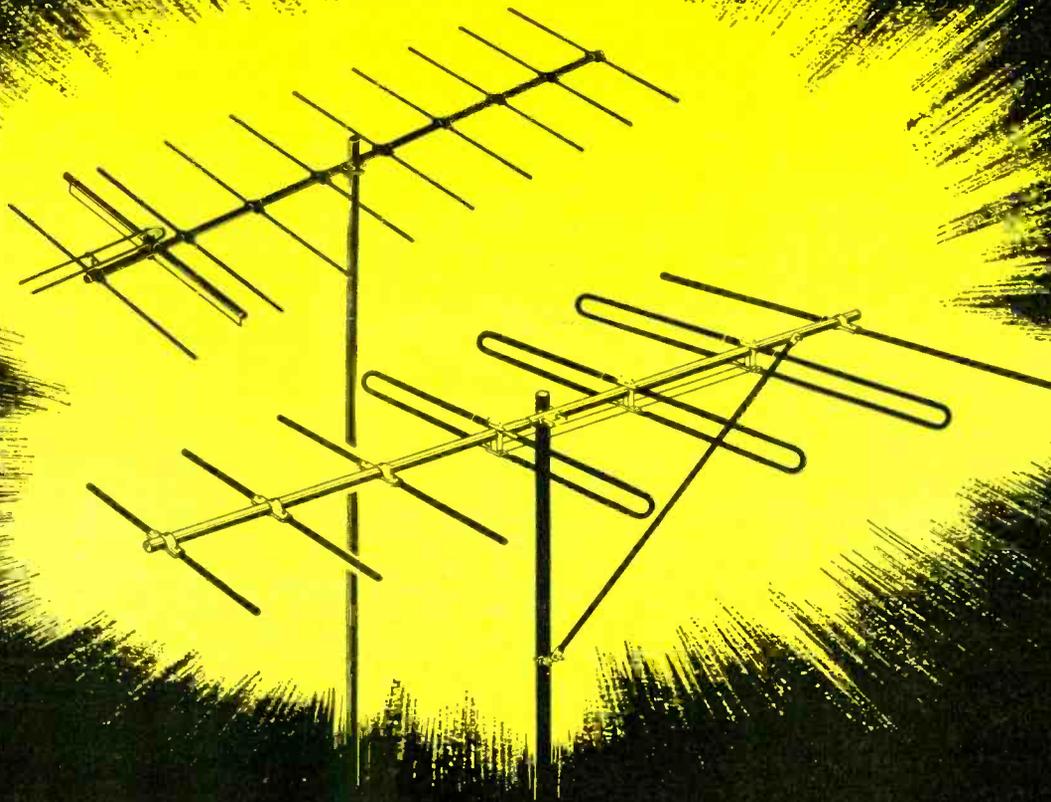


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TACO, originator of the patented "TWIN-DRIVEN" antenna principle brings you broad band antennas to cover the entire VHF band. Here are the answers for your fringe installations.

### TACO INTRODUCES:

The TRI-TUNED 7-element Model 1840. TRIPLE-DRIVEN low band yagi with an unbelievable directivity pattern, and highest gain on Low-Band channels 2 thru 6 inclusive.

The SILVER STREAK BAZOOKA Model 1860, utilizing eleven working elements each contributing to an ideal directivity pattern with highest gain *across the band* from channel 7 thru 13.

**TECHNICAL APPLIANCE CORPORATION, SHERBURNE, NEW YORK**

in Canada: Hackbusch Electronics, Ltd., Toronto 4, Ontario

# TV, Radios, Phonos, Recorders

## RCA Victor PORTABLE TAPE RECORDER

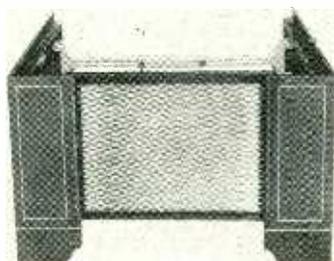
This dual-speed machine can record or play back up to two hours and can rewind in approximately two-and-three-quarter minutes. It



can use all sizes of tape reels up to seven inches. Push-button controls are used to operate the machine and it is equipped with a jack to permit attachment to phonographs, radio receivers and public address systems. Unit weighs 25 pounds and is 14 by 12 by 9 inches. Operates at 3.75" and 7.5" per second and requires 105 to 125 volts, 60 cycles AC. Tubes in built-in amplifier are RCA type 5879, 12AX7, 6AQ5 and 6X4. List price is \$189.95. RCA Victor Div., Radio Corp. of America, Camden, N. J.—TELEVISION RETAILING.

## Hobbs TV BASE

The X-pando TV-base expands from 19 to 26 inches in width to hold any size TV set. It is available in two model sizes—20 and 22 inches deep. The base is assembled by sliding the Hamer-Lok adjusters into



position and locking them in place with a hammer. Made of five-ply construction with five-coat furniture finish, it has a large metal grille in front and is available in mahogany and blond finish. Guy Hobbs, Inc., Dallastown, Pa.—TELEVISION RETAILING.

## Magnavox 21-INCH CONSOLE

The Broadway 21 is a 21-inch open-face TV console. According to the manufacturer, its LD-106 chassis is especially designed for the 21-inch cylindrical picture tube and employs 26 tubes, including three rectifiers and the picture tube, plus a crystal picture detector. The cascade tuner with two RF stages gives increased gain and eliminates interference. The chassis utilizes a two stage video amplifier and features new IF amplifiers, instant automatic gain control, interference rejector, Magna-Lok automatic frequency control and vertical picture stabilizer. A 12-inch high fidelity speaker and baffle are slanted upward and the audio amplifier consists of two stages of amplification with push-pull output tubes delivering 10 watts of undistorted output. Provision for installation of a UHF tuner is made in the chassis. Available in either mahogany or white oak, list price is \$398.50. The Magnavox Co., Fort Wayne 4, Ind.—TELEVISION RETAILING.

## Zenith MERIDIAN

This three-band portable radio for domestic and overseas use is equipped for reception on the standard broadcast band plus two continuous short-wave bands extending from 16 meters to 150 meters. It receives short-wave transmissions in the internationally assigned 16, 19, 25, 31 and 49 meter bands plus tropical frequencies in 60, 90, 120 and 150 meter bands. Ship-to-shore, ship-to-ship and up-to-the-minute weather report coverage is also provided in this unit. Suggested retail price is \$89.95, less batteries. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39—TELEVISION RETAILING.

## Roland PORTABLE RADIOS

The portable line consists of four models: 5P2, pearl gray at \$29.95; 5P3, brown and tan at \$32.95; 5P4, maroon and gold, or tan and gold at \$34.95; and 6P2, ebony and gold or white and gold at \$44.95. Sets are equipped to operate on AC/DC or battery. Model 6P2 features a five-tube plus rectifier chassis with tuned stage of RF and 3-gang condenser. All sets have built-in loop antennas. Roland Radio Corp., Mount Vernon, N. Y.—TELEVISION RETAILING.

## Raytheon TV LINE

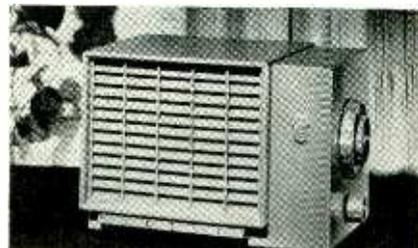
The Warwick (shown) is a 21-inch open face console available in either mahogany or blond. The Shoreham is a 21-inch table model in a leatherette cabinet in either maroon or ivory. The Statler, a 17-inch table model, has a leatherette cabinet in either maroon or ivory and the Belvedere is a 17-inch open face console available in blond or mahogany. The manufacturer states that sets are designed for inside-set installation or



continuous UHF tuner. They also are available factory-equipped with the UHF tuner. Raytheon TV & Radio Corp., Dickens Ave., Chicago 39—TELEVISION RETAILING.

## Crosley GRADUATE

This AC/DC table model radio features an iron core IF transformer, "drift-free" tuning, automatic vol-



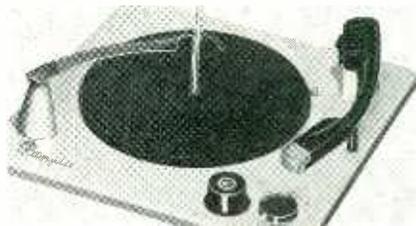
ume control, an alnico V speaker and a built-in antenna. The two Civilian Defense emergency broadcast bands, 640 and 1240, are marked on the tuning dial. Available in four colors, red, ivory, chartreuse or mottled mahogany, suggested retail price is \$19.95. Crosley Div., Avco Manufacturing Corp., 1329 Arlington St., Cincinnati 25, Ohio—TELEVISION RETAILING.

**Be Smart . . .  
Read the MART!**

# To Up Summer Sales Volume

## V-M HIGH FIDELITY CHANGER

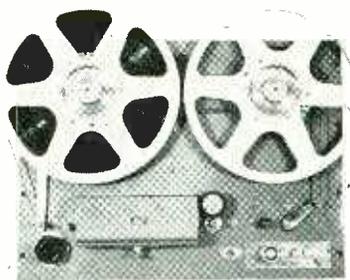
Model 935HF (shown) is a high fidelity record changer which features a die cast aluminum tone arm that is rigid and resonance-free to eliminate



tonal distortion. A laminated turntable with precision-formed concentricity is heavily weighted and carefully balanced. The four-pole, four-coil motor completely eliminates the source of electronic hum and rumble during its silent, constant-speed operation, according to the manufacturer. Recorder plays all three sizes and speeds automatically. List price for 935HF is \$59.95 east of the Rockies. Model 936HF consists of the same unit, but is mounted on a gold-colored metal pan and is equipped with a six-foot AC power cord and a four-foot phono cord with plugs. V-M Corp., Benton Harbor, Mich.—TELEVISION RETAILING.

## Presto TAPE RECORDER

Model RC-11 is a tape transport mechanism with separate heads for recording, playback and tape erasing. It employs a capstan drive unit containing a precision motor, endless nylon belt, brass fly wheel, capstan shaft, pressure pulley and solenoid. Entire unit is self-contained and removable for maintenance or replacement. Also featured are a ribbed cast



aluminum panel, enclosure for recording heads and push-button operation. The RC-11 accommodates reels up to 10½" diameter and will record at 7½ or 15"/sec. Unit is available as chassis only for rack mounting or comes mounted in portable or console cabinet. Presto Recording Corp., P. O. Box 500, Paramus, N. J.—TELEVISION RETAILING.

## Hallicrafters S X - 88

This amateur communications receiver displays the highest degree of usable selectivity that has ever been commercially available, according to the manufacturer. Features are new audio system which provides for standard broadcast reception with "near high fidelity quality," precision gear drive for main and band spread tuning and six tuning bands which cover a range from 535 kilocycles to 33 megs. Also included are a calibrated electrical band spread and a factory built-in crystal calibrator. Price is in \$450 range. Hallicrafters Co., 4401 W. 5th Ave., Chicago 24—TELEVISION RETAILING.

## Trav-Ler PERSONAL PORTABLE

Model 5300 is a personal portable in a polystyrene plastic cabinet. A four tube unit, two of the tubes are dual purpose, giving the receiver six tube performance, according to the manufacturer. The "ferrite" iron core antenna picks up weak signals for long distance reception. Unit carries all standard broadcast stations. Price is \$19.95, less batteries, and model is available in bright red, marbled brown and grey. Trav-Ler Radio Corp., Jackson Blvd., Chicago 6—TELEVISION RETAILING.

## GE HIGH FIDELITY UNIT

The "Custom Sound Ensemble" consists of a 12-inch dual coaxial speaker, a transcription tone arm mounted on a three speed manual play turntable and a 10-watt power amplifier unit. Exclusive of furniture, this GE high fidelity system is priced at about \$200. General Electric Co., Electronics Park, Syracuse, N. Y.—TELEVISION RETAILING.

## BATTERY-SAVING DEVICE

Sav-A-Battery is the name given to a device which converts battery-type portable (personal) radios to AC operation on an ordinary 110-volt house current, occupying the same space as the batteries it replaces. The device's power cord is simply plugged into any AC outlet and the set plays. No wiring or soldering is necessary. Installation of the unit is said to eliminate battery seepage inside a set, and maker claims it will also rejuvenate weak "B" batteries when hooked up according to instructions. Retail price is \$6.95. Electronic Devices, Inc., 429 12th St., Brooklyn 15, N. Y.—TELEVISION RETAILING.

## Wilcox-Gay TAPE RECORDER

New from this company is the Recordio tape recorder with a Prestomatic pushbutton keyboard. The unit is housed in a console cabinet of limed oak (model 3F41, shown) and also is available in a mahogany-finished cabinet, designated as model 3F40. The recording unit's features include a radio-phono-TV input jack; two record level indicators; external speaker jack; microphone; tone and volume control. A 12-in. auditorium speaker in bass-reflex acoustic chamber delivers 6 watts undistorted output from push-pull beam power amplifier. A side rack holds up to 12 5- or 7-in. tape reels.



Other features are a retractable bayonet-type plug for radio, TV or phono recordings which springs back when disconnected; a revolution counter which provides a visual index for locating any selection or recording. The Wilcox-Gay Corp., 79 Washington St., Brooklyn 1, N. Y.—TELEVISION RETAILING.

## Bogen HI-FI UNITS

A ten-tube radio receiver, model RR500, provides both FM and AM reception and has an output of 10 watts at 3% distortion, and furnishes separate bass and treble tone correctors. The FM circuit features a triode RF amplifier and triode mixer. Sensitivity is seven microvolts input for 30 db. quieting and its frequency response is plus or minus two db. from 30 to 18,000 cps. For AM operation, the RR500 is equipped with a low impedance loop antenna matched by a high "Q" ferrite input transformer. Frequency response on AM is plus or minus 3 db. from 40 to 4,000 cps. Price \$109.75. An FM-AM tuner, model R300, incorporates separate bass and treble controls, an automatic frequency control circuit and a compensated preamplifier for use with magnetic phonograph pickups. Price, \$90.75 net. David Bogen Co., Inc., 29 Ninth Ave., New York 14—TELEVISION RETAILING.

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# TECHNICIAN\*

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## Treat Customers Right

Technical Know-How Must Be Supplemented By Good Business Psychology

• One of the most neglected phases of the TV-radio service business is the proper handling of customers. Many a technician will devote years to the study of the technical side of his profession, and give practically no time at all to an analysis of customer psychology. The feeling is common that no special skill is needed to handle customers—why, you just deal with them, that's all.

The inaccuracy of this feeling is reflected in the fact that a good TV salesman is almost always better paid than a good TV technician. "Selling" a customer is far more important, economically, than merely fixing his set, and a good businessman is the first to recognize this. We might therefore consider, with profit, some of the fine points that go into the art of dealing with customers.

One of the simplest things a technician can do—and often doesn't—is to greet a customer with a smile. Some day a psychologist is going to study the importance of the smile in America, and come up with the conclusion that it is an essential part of the American way of life. We can safely take the conclusion for granted. A smile is the simplest, cheapest, most effective way of making a customer feel welcome; the technician who cannot summon one up to replace the hostile or indifferent look on his face should spend all his time on the bench, and refrain from dealing with customers. One of the beauties, incidentally, of the smile technique is that it will "perk up" the man who tries it, bringing him out of sullenness or apathy into a state of mind that is pleasanter to live with, as well as being better for business.

Another important point in dealing with customers: Never treat them with anything but respect. Sounds simple and elementary, doesn't it? Nevertheless, this basic rule is very frequently violated.

It's no trick to be nice to pleasant, courteous customers. The difficult but essential job is to be respectful and considerate of the pesty ones; the irritable people, the customers who waste

your time, who expect too much and pay too little; the kind who distrust you implicitly, the ones who insist on an explanation they can't possibly understand, then don't believe a word of it. Treat people like that with respect and consideration and brother, you can pat yourself on the back and say: "Today I am a (business) man."

### Analyze Your Clients

You can't will yourself into treating such clients with dignity. You've got to analyze people, either with the help of books on practical psychology or without them. Find out why they behave the way they do, and how you can get them to behave the way you want them to. A good primer of practical business psychology is that old classic, HOW TO WIN FRIENDS AND INFLUENCE PEOPLE, by Dale Carnegie.

The heart of dealing successfully with customers lies, perhaps, in a

fundamental that is constantly being re-discovered, even though it goes back thousands of years: *Treat your customers as you would like to be treated.* Consider your work as a service, not merely a means to a profit. If you are as genuinely concerned about satisfying your customer as you are about making your profit, you will undoubtedly be successful in retaining old customers and getting new ones (all other things being equal). If you sometimes place the customer's satisfaction above getting a profit—possibly taking a small loss, to prevent the much larger, if intangible loss of a customer's good will—then, friend, you shouldn't be reading this article—you should be writing it.

Some specific suggestions may be helpful in improving customer-technician relations. The following will, we feel, be recognized as sound and non-controversial.

1—Don't give the customer the idea  
(Continued on page 88)



# "Wow" in Record Changers

## Stroboscope-Testing Motor for Irregular Speed.

### Sources of Trouble in Phono Mechanisms

• The turntable of a record-changer should maintain a constant speed. When its speed fluctuates, the pitch of whatever is being played at the moment changes, becoming either higher or lower. The ear is sensitive to such changes in pitch. When the pitch change occurs at a low-frequency rate, it is heard as *wow*.

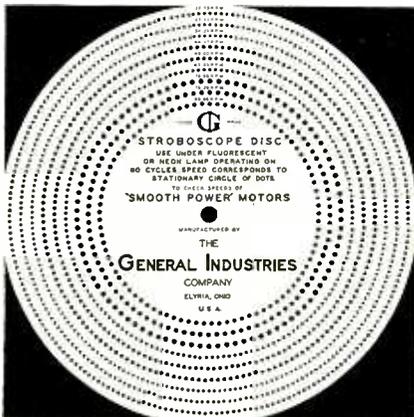


Fig. 1—One type of stroboscope disc.

The first service problem that arises in connection with wow is to verify whether the trouble noted is actually due to turntable speed irregularity. One method of doing this involves the use of a stroboscopic disc (fig. 1). Fluorescent lighting, operated from a 50-60 cycle AC source, is needed to illuminate the disc.

Before the test, the phono motor of the changer under test should be warmed up by permitting it to run for ten minutes or so. Then the reject-automatic-manual control is placed at

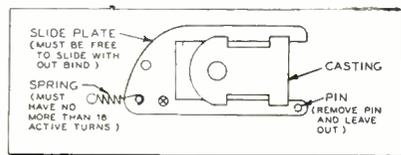


Fig. 2—Slide plate in RCA Victor 930409 series record changer. (Courtesy RCA Victor)

"manual" setting; the speed control set to the speed at which wow is evident; the turntable is loaded with a maximum stack of records, and the tone arm placed on the top record.

The stroboscopic disc is placed on the top record as well. (This will not interfere with the positioning of the tone arm on the top record because the stroboscopic disc is only about six inches in diameter). The disc is then observed during rotation, by the light of the fluorescent lamp. When the tone arm

runs into the outer edge of the stroboscope unit, it should be set back to the beginning of the record, if observations have not been completed.

If the speed of the turntable is correct, the dots or strips in the appropriate row of the disk (the row calibrated for 78 RPM, if the motor is being checked at this speed) will remain stationary. If the speed is slightly (negligibly) above or below this speed, this apparent cessation in motion is not observed; the dots or strips will seem to drift very slowly but smoothly backward or forward in this case.

When the drift of the dots or strips is *unsteady* on the stroboscopic disk, uneven turntable speed is present and is causing the wow. Such unsteady drift indicates that variations in speed are occurring during each cycle.

Another method of testing a turntable for constant speed is by playing a classical recording of some piece performed solo, on an instrument like a violin, piano or flute. The record should, of course, be one that is known to be free of warp or other defects. (A record

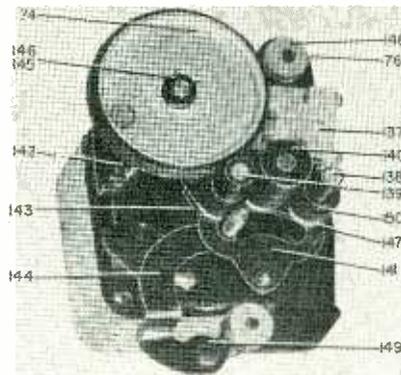


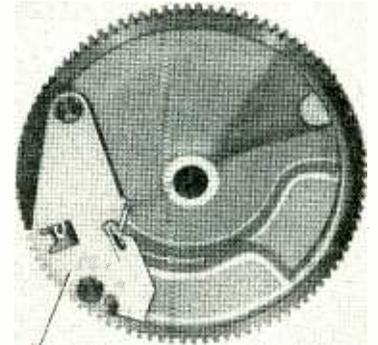
Fig. 3—Photo of motor assembly. Idler wheel is shown contacting the 45 RPM pulley. (Courtesy GE)

whose center hole is enlarged, or improperly formed in some other way, may create wow.) Watch for waver or pitch change on the long sustained notes.

A record capable of supplying a constant-frequency signal may also be used to check for wow.

The turntable under test may be checked for wow at all the speeds on which it operates, to facilitate localization of the trouble. When a tendency to wow is present at all speeds, it is apt to be most noticeable on the slowest speed (33 $\frac{1}{3}$  RPM).

Improper lubrication may be a source of wow. If the unit under test seems to need oiling or greasing, lubricate it, following the manufacturer's instructions very carefully regarding which



RETRACTABLE SEGMENT

Fig. 4—Cam gear. One or more defective teeth in this unit may cause wow. (Courtesy Philco)

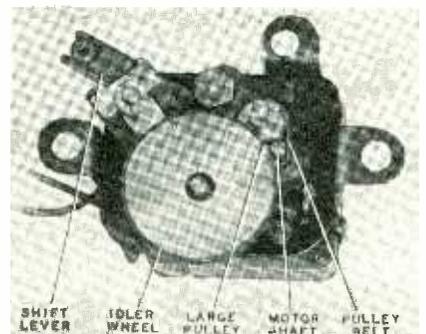
points to lubricate. Some areas in record changers require a good grade of SAE 10 or 20 machine oil; on others, cup grease or petroleum jelly is needed.

When the motor is being lubricated, grease or oil should be used very sparingly, since excessive lubrication may result in erratic operation. Care should be taken to avoid getting lubrication on such things as the motor drive shaft, motor pulley, drive belt, idler tire, etc. If oil or grease is found in contact with such surfaces, or the inside rim of the turntable, it should be removed with a clean rag. If carbon tet has been used to clean any rubber surface, it should be wiped off as quickly as possible, to prevent deterioration of the rubber.

Improper centering of the turntable spindle may be a source of trouble. If it has shifted from its true center position, it may rub on the interior of the sleeve, creating wow. To check, look down at it from above; the spindle should appear well centered within its sleeve.

In RCA Victor changers using a slide plate motor assembly, a pin in the slide plate (Continued on page 94)

Fig. 5—Photo of motor assembly. Presence of oil on grease on the motor shaft, pulley or pulley belt can cause wow. An off-position motor shaft can also produce this symptom. (Courtesy Philco)



# and Tape Recorders

## Detection of Pitch Changes on Tape.

### Where to Look for Defects. Test and Remedies

• Irregularities in the speed of tape recorders give rise to *wow* and *flutter*. Both are the result of very minute changes in the rate of motion of the tape. The changes in the speed of the tape modulate the signal, thus becoming audible.

When the deviation from normal speed occurs at a relatively slow rate—from less than one up to two or three cycles per second—the symptom introduced is known as *wow*. When more rapid deviations from normal speed take place—from three or four up to thirty or more per second—the undesired symptom is known as *flutter*. Both *wow* and *flutter* are very common—they are, perhaps, the most common of all tape recorder troubles.

*Wow* is noticeable when audio signals of any frequency are being reproduced. *Flutter* is most apparent on prolonged notes, of middle and high frequency. The ear is very sensitive to these small-amplitude pitch changes; even an untrained ear will wince when *wow* or *flutter* is being produced.

*Wow* is readily identified. A recording of piano music is best for detecting it. The reproduced sounds will tend to have a "tinny" character, and resemble those produced by a harpsichord, when *wow* is present. Organ music, and slow

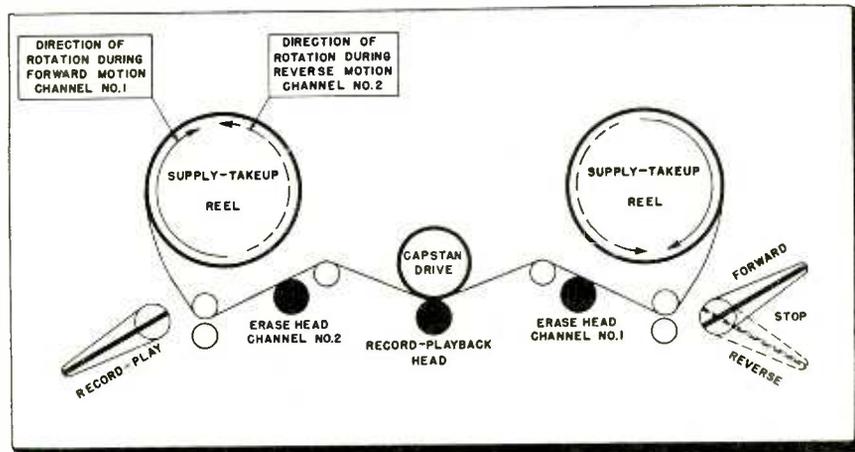


Fig. 7—Sketch showing tape position during recording and playback in one make of machine. A study of this sketch should make it easy to see why capstan, supply reel or pressure pad defects should readily produce irregularities in tape speed, causing *wow*. The pressure pads (not shown) force heads against tape. (Courtesy Amplifier Corporation of America.)

passages of classical music, are also good for *wow* detection.

Detecting *flutter* is not as simple at all times as recognizing *wow*. A very slow *flutter* can be detected by careful listening—so can, for that matter a high-speed *wow*; a high-speed *flutter*, on the other hand, is much less recognizable. *Flutter* of this type sounds very

much like distortion to the ear, and is equally objectionable. It manifests itself as a general muddiness in tone, and may be mistaken for any number of things besides *flutter*. A tape recorder troubled with *flutter*, producing sounds far from clean and clear, will still give low distortion readings—an indication that the trouble does not lie in the amplifier or the heads.

Any defect in the recorder that results in the tape passing the recording or playback head at a varying speed will produce *flutter* or *wow*. The following are a list of possible sources of trouble:

*Slipping of idler wheel (unit 81, fig. 6) due to dirt or presence of oil on its rubber tire.* To remedy, wipe idler capstan drum (item 35, fig. 6) and the motor shaft, with a clean cloth. If further cleaning is necessary, apply some alcohol to the cloth. Some manufacturers warn against the use of carbon tet in cleaning any rubber surface, saying it will seriously damage such a surface.

*An eccentric idler wheel, or one with flat sections on it, will cause pitch changes.* The wheel should be replaced in such a case.

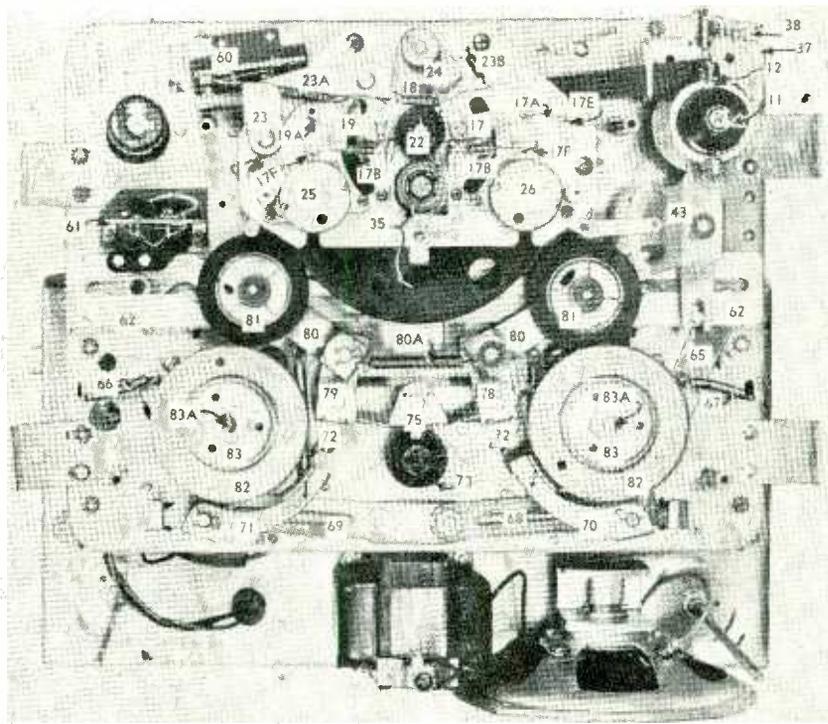
*A tilted idler wheel may be causing trouble.* If this defect is observed, the idler mounting unit (item 80 in fig. 6) should be bent until the idler appears level to the eye.

*Defects in pressure wheel or roller.* The pressure wheel or roller (unit 22, fig. 6) holds the tape closely against the capstan. It should be parallel to the capstan. A bend in its mounting shaft may produce changes in pitch, and should be straightened out.

A defective pressure wheel, or one

(Continued on page 94)

Fig. 6—Photo showing some of the components in a tape recorder, defects in which are capable of causing *wow*. Pressure pad assembly, 17, 19; capstan and drum assembly, 35; idler wheels, 81; pressure roller, 22; idler mounting arm, 80; tension spring for idler mounting arm, 81. (Courtesy Webster-Chicago.)



# Troubleshooting Horizontal

## How to Locate Defects in Sweep

By James A. McRoberts

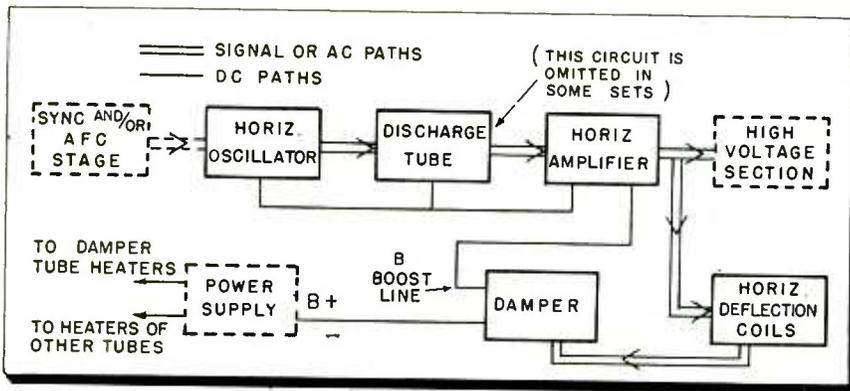


Fig. 1—Block diagram of horizontal deflection system. Solid boxes indicate horizontal section stages; boxes in dotted lines indicate stages in other sections.

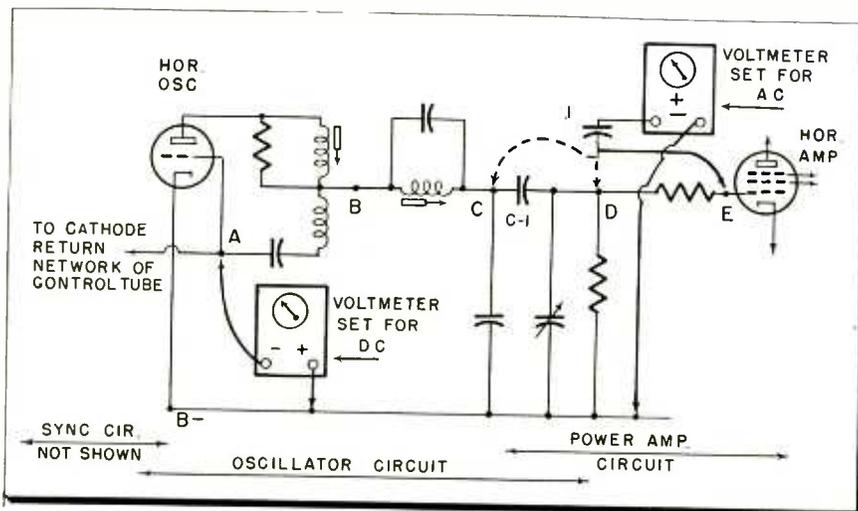
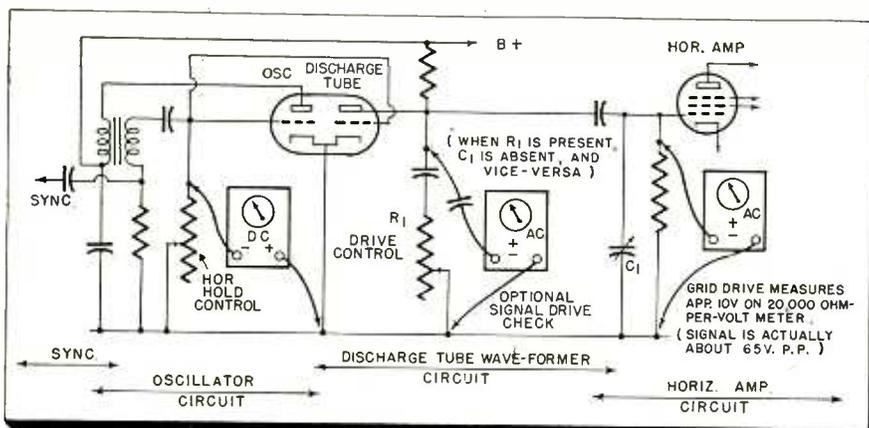


Fig. 2—Check points in pulse-width-controlled horizontal deflection circuits. Oscillator grid voltage is checked between A and B—no check is necessary between B and B—if grid voltage is ok. A check between E to B—reveals if input to horizontal amplifier is normal. If it isn't, checks are made between D to B—and C to B—to localize the trouble.

Fig. 3—Test points in blocking oscillator circuit.



This article will show how a form of signal tracing can be employed to isolate defects in horizontal deflection circuits, using only an ordinary pocket voltmeter. The meter preferred is one with a DC input resistance of 20,000 ohms-per-volt, and a relatively high AC input resistance; a 1000-ohm-per-volt meter may, however, also be used. The latter will, of course, provide slightly lower voltage readings on DC, and often on AC as well. The method is particularly suited for service work in the customer's home.

We can start by considering a block diagram of a typical horizontal kick-back system (see fig. 1). The horizontal oscillator works at or near horizontal line frequency, controlled by the hold and frequency adjustments, and "governed" by the sync pulses, with or without automatic frequency control. The oscillator may supply drive to the control grid circuit of the horizontal amplifier direct, or it may trigger a discharge or switch tube. In either case, an AC signal will exist at the grid of the horizontal output tube (6BG6G or similar tube).

When the horizontal output tube is operating with proper drive, or the right amount of input signal, it supplies adequate power to two loads: 1—The high voltage rectifier (which we consider a separate section, external to the horizontal deflection circuits proper); 2—The deflection coil load circuit.

The damper tube functions as a load on the horizontal deflection coils, removing energy from oscillation started in these coils during every horizontal retrace interval. The energy removed in this way is in the form of a pulsed voltage. This voltage is filtered by the linearity coil and (in many circuits) two condensers at each end of the coil. The damper, in conjunction with this filter network, acts as a half-wave rectifier in series with the B supply, adding about 60 to 80 volts to the voltage provided by the B supply.

Now that we have briefly considered the operation of the system as a whole, we can discuss tests of the individual stages beginning with the oscillator.

All oscillators take DC power from the power supply and generate AC power from it. A means for limiting the amount of the power generated is provided by the grid bias. The grid bias, when measured on the DC scale of the pocket voltmeter, furnishes information as to whether the oscillator is oscillating, and how much the amplitude of oscillation—i.e., the oscillator output—is. The grid bias measurement, in fact, tells us all we need to know about the oscillator except whether or not it is running at the correct frequency. This

# Deflection Circuits

## Section with a Pocket Voltmeter

last point can be determined later, when the circuits have been gotten into operation, by seeing if a picture can be synced in horizontally.

Absence of oscillation as indicated by lack of grid bias on the oscillator requires tube substitution and stage checks, as in other sections. Keep in mind that the horizontal oscillator, as well as other stages, may be fed with boosted B voltage from the danger-deflection coil circuits. If this boosted B voltage is absent or insufficient, the damper-deflection coil circuit must be investigated and repaired prior to further testing of the oscillator.

In some cases, the serviceman will want to determine whether hum, jitter, tearing, pulling and similar troubles are originating in the horizontal sweep circuits, or in preceding sections. To do so, the sync pulses are prevented from reaching the oscillator by disconnecting the sync input to the horizontal deflection system. This is accomplished by pulling the last sync tube (horizontal AFC tube), or in cases where such tube removal will affect some other circuit, by disconnecting the line feeding sync pulses to the horizontal oscillator. The oscillator will run at line frequency (at intervals, not continuously) even with the AFC disabled and no sync pulses coming in, provided there is no fault in its circuit.

### AFC Tube Withdrawal

In those cases where the AFC tube is pulled, readjustment of the frequency and phase controls present, as well as the hold control, may be necessary to bring in a picture. In those cases where the oscillator is supplied with voltage from the control tube, an auxiliary voltage source may be temporarily required for testing—a bias box, something like those used to provide AGC bias during alignment, will do nicely for this purpose. The bias box is used to restore to the oscillator the voltage that withdrawal of the AFC tube has removed.

If symptoms that were present before the sync pulses were eliminated are no longer noticeable now, a fault in the AFC or preceding stages is indicated.

We mentioned previously that only the grid bias of the oscillator need be tested, to determine if the oscillator is functioning. Another test that can be substituted is to check for drive at the output tube grid, or at the horizontal oscillator output, using the AC section of the voltmeter. The reading at these points should be about  $\frac{1}{6}$  to  $\frac{1}{10}$  the peak-to-peak value given on the sche-

(Continued on page 88)

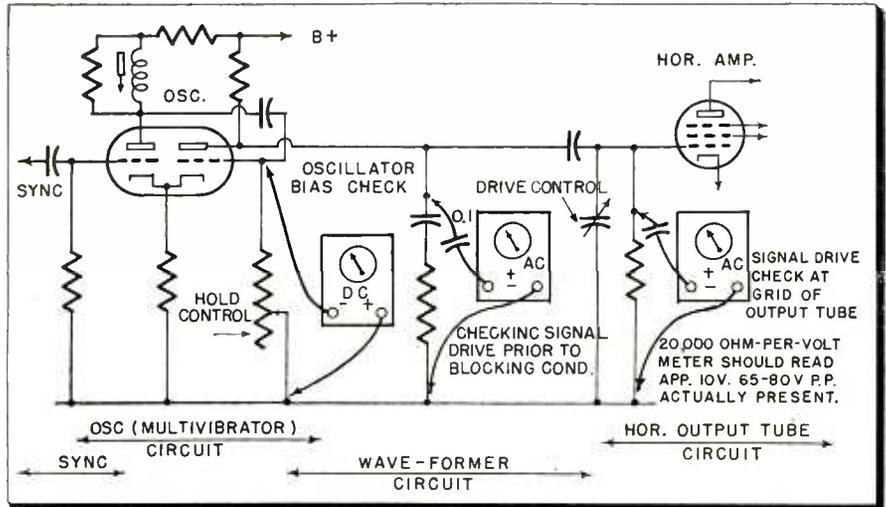


Fig. 4—Check points in multivibrator circuit.

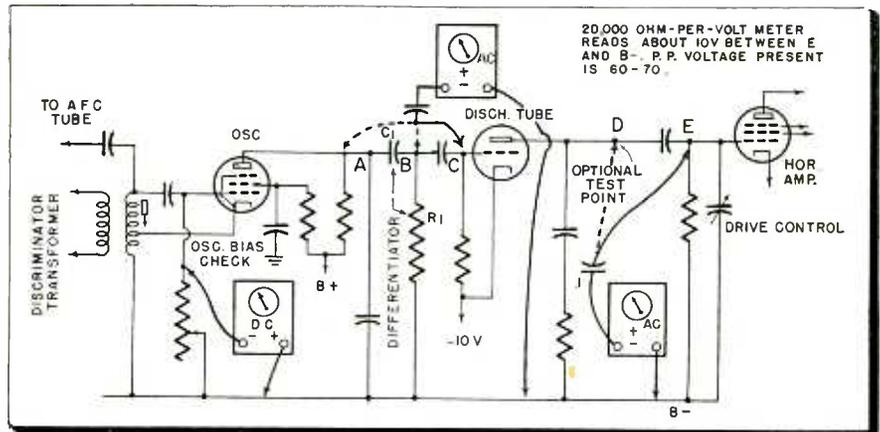
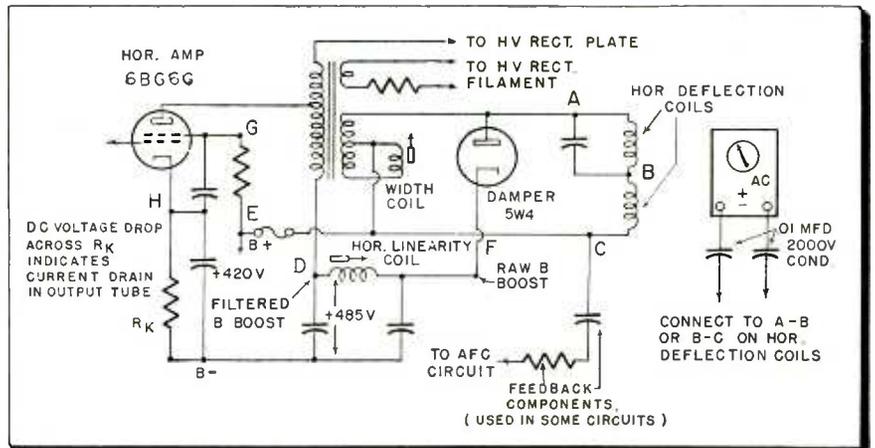


Fig. 5—Check points in sine-wave oscillator circuit.

Fig. 6—Check points in power amplifier and damper of kickback deflection circuit. D, E, F, G, H, and A-B, B-C are good test points at which to take voltage readings.

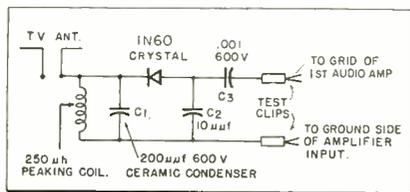


# Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

## P.A. Test Set-Up

P.A. system service work is something that comes into some shops only once in a while. When it comes, however, if an appropriate test set-up is not available, considerable time may be lost trying to get a source of input signal to feed to the P.A. amplifier. The little input circuit shown in the sketch is very useful for this purpose. It selects a local AM station and feeds it into the first audio stage of the P.A. amplifier. The components are quite inexpensive. The coil and parallel condenser select the station desired and the crystal detects it. The input tank circuit resonates at 710 KC. To change frequency, simply change the size of C-1. C-2 bypasses RF. C-3 isolates the



crystal from the amplifier circuit, keeping it from being damaged; C-3 is also used for coupling. If an outdoor TV antenna is connected to the input end of the circuit, plenty of signal will be made available, since the average TV antenna lead-in is 40 to 60 feet long. L. A. Briel, 18700 Saticoy Street, Reseda, Calif.

## Checking Lightning Arrestor

When making a TV service call, it is worthwhile to check the lightning arrestor on the lead-in. Since a fairly



heavy ground wire is attached to the arrestor grounding lug, the lug clip often breaks after a time, resulting in no connection, as illustrated. H. Leeper, 1346 Barrett St., N. W., Canton 3, Ohio.

## SHOP HINTS WANTED

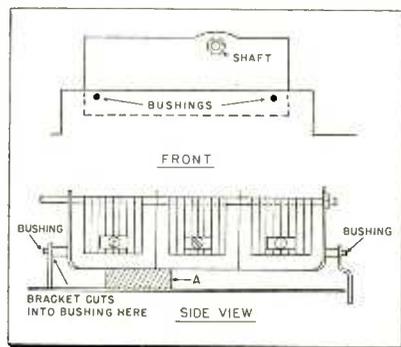
Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, TELEVISION RETAILING, 480 Lexington Ave., New York 17, New York."

## Test Equipment Protection

To protect our test equipment, we remove all terminals which aren't so mounted as to be grounded to the instrument chassis. A lock washer is then installed, and the terminal post restored to its position. When a wire is now placed under the terminal, twisting it over-tight will cause the lock washer to bite into the instrument chassis. This prevents the entire terminal post from turning, and perhaps twisting off a lead inside the instrument that may be connected to it. Harry J. Miller, 708 West 48th Street, Sarasota, Fla.

## Intermittent Distortion in Radio

I have run into cases of intermittent distortion in Philco 51-930 and similar model radios. Overloading would oc-

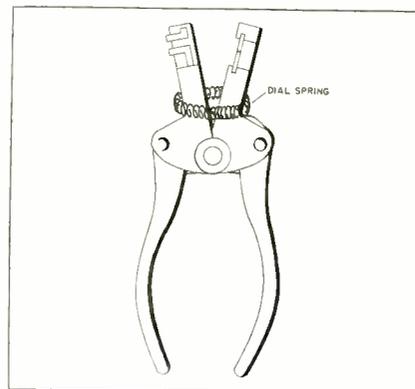


cur on strong signals, and AVC voltage would be lost. The second detector output voltage, measured across the volume control, rose to 25 or 30 V (separate diodes were used for the second detector and AVC). Tipping the chassis would sometimes cause the trouble to come and go. Resistance measurements between the insulated tuning condenser frame and chassis showed a direct short at times. The trouble was finally traced to the rubber bushings that were supposed to insulate the tuning gang condenser from chassis. Due to excessive tension

on the dial cord, the tuning condenser was being pulled downward, causing one of the bushings to be cut through, with the result that a metal bracket contacted the tuning condenser frame (see sketch). To eliminate the trouble, the tension on the dial cord spring was slackened by attaching one end of the spring to a lower hole in the drive wheel. The bushings were also rotated 180 degrees, and cemented lightly in place with rubber cement. A sponge rubber block was added at point A (see sketch) as an additional help. M. G. Goldberg, 140 E. 4th Street, St. Paul, Minn.

## Repairing Wire Stripper

After prolonged use, certain type wire strippers sometimes fail to close completely after the stripping operation. To correct this, place a long weak dial spring, with the ends joined, around the neck of the stripper. A rubber band will accomplish the same result, but it is a little more difficult to adjust the tension



satisfactorily. A wire stripper, incidentally, can be used for another purpose. Laid face down on the bench, it is ideal for holding small parts during soldering, since both hands are left free for the soldering operation. Robert G. Seymour, 567 Elm Grove Drive, Elgin, Ill.

## Lazy Man's Cheater Cord

Servicemen who don't like to poke behind couches, etc., in order to remove a cheater-type line cord (preliminary to getting at the chassis in a customer's home) may find this idea relaxing. Get a cheater cord, remove the male line plug present at one of its ends, and install a male cheater plug in its place. The cord can now be connected between the female connector of the set's cheater cord, and the male connector on the receiver chassis.—Chet Hajek, Westhampton Beach Radio, Westhampton Beach, N. Y.

*the secret is in the LIPS!*



**“Little Giant”  
LIGHTNING  
ARRESTER**

Burton Browne advertising



pat. no.  
D-4664

the *only* lightning arresters with the strain relief lips are made by JFD. A patent is its proof!

JFD MANUFACTURING CO., INC. BROOKLYN 4, N.Y.  
*World's largest manufacturer of TV antennas and accessories*

for flat and oval jumbo twin lead  
No. AT105 (with hardware for wall or window sill mounting) . . . . . \$1.25 list  
No. AT105S (with stainless steel strap for universal mounting) . . . . . \$1.50 list

**balanced throughout your car!  
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The Autone Rear Deck Speaker Kits are priced right, have eye appeal and are of excellent quality. Each kit complete. Nothing else to buy. Easy simple installation. Millions of car owners are prospective buyers. Autone Rear Deck Speakers are a popular accessory today. We furnish displays, mailing pieces and other advertising material.

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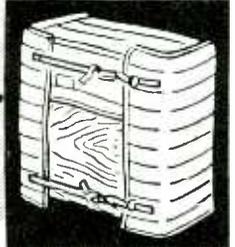


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**EXTRA PROFITS  
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**NORTHERN PRODUCTS CO., INC.**  
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Do you carry  
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*Write for details and prices*

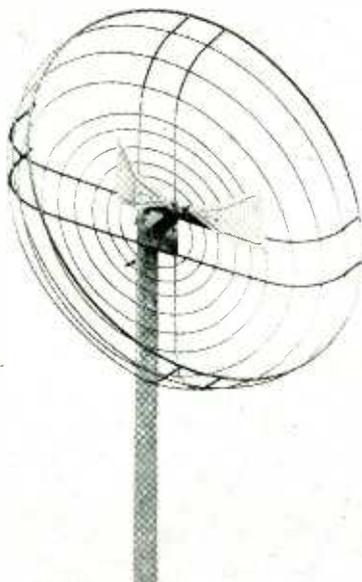
**WEBB MANUFACTURING COMPANY**  
2920 N. 4th St., Phila. 33, Pa.



# Technical New Products

## JFD UHF ANTENNA

Model UHF900 "Golden Para Bow" antenna provides total gains over a half-wave-length folded dipole as high as 11.6 db, it is said. The antenna was patterned after radar and microwave antennas in its reflector design. The



tendency of the completely rounded (parabolic) reflector to reflect more of the UHF signal toward the Bowtie dipole from all directions increases the receiving power of the antenna and also minimizes snow and ghost-producing back and side signals. List price, \$14.95. JFD Manufacturing Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—TELEVISION RETAILING.

## Sylvania STABILIZER TUBE

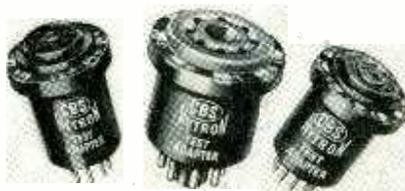
A new horizontal deflection stabilizer tube, type 40B2, has been released by the Radio Tube Division of Sylvania Electric Products Inc. The type 40B2 is similar in application to earlier released Sylvania type 40A1. However, the new 40B2 has different voltage and current ratings. In circuits designed for its use, the 40B2 serves as the cathode bias resistor for the horizontal output tube. The non-linear resistance characteristic of the filament tends to hold the cathode current of the horizontal output tube relatively constant despite line voltage variations. The result is a stabilized horizontal deflection and second anode voltage. It becomes possible, therefore, to operate the horizontal output tube near full scan capabilities at low line voltage without subjecting it to operating conditions which exceed the maximum ratings at high-line voltage. Average operating conditions are 40 volts at 150 ma. Sylvania Electric Products Inc., 1740 Broadway, New York 19.—TELEVISION RETAILING.

## Channel Master VHF YAGI

Model 626 is a pre-assembled 5-element broad-band VHF Yagi. The antenna provides high uniform gain on channels 2, 3, 4, 5, and 6, according to the manufacturer. Units gain is said to be up to 7 DB on single bay and 9½ DB stacked. Manufacturer particularly recommends it for areas in which new VHF stations are being added to the present ones on the low band, since only a single transmission line runs to the set and no switching systems are needed. Channel Master Corp., Ellenville, N. Y.—TELEVISION RETAILING.

## CBS-Hytron TEST ADAPTERS

CBS-Hytron is now offering, in addition to its 7-pin Test Adapter, a 9-pin Miniature Test Adapter and an 8-pin Octal Test Adapter. The adapters



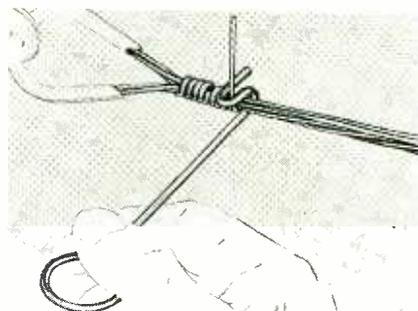
permit servicemen to test all sockets "topside." Tubes plug into test adapters and adapters into sockets. Wiring or parts need not be disturbed. CBS-Hytron, Div., Columbia Broadcasting System, Danvers, Mass.—TELEVISION RETAILING.

## Littelfuse KIT

With the highly compact selection of fuses found in the One Call Kit, servicemen can handle 95 per cent of their fuse needs, according to the manufacturer. Littelfuse, Inc., Des Plaines, Ill.—TELEVISION RETAILING.

## Copperweld SERVICE TOOL

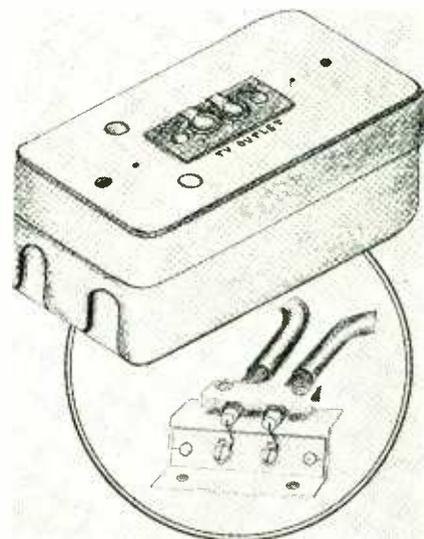
Provides a quick and easy method for forming dead-ends when guying radio and television antennas. With this tool, the wires of the strand itself can be tightly wrapped or served, forming a neat-finished dead-end without the use



of clamps or clips. Designed especially for use with Copperweld High-Strength Strand. Copperweld plans to supply one serving tool free with each standard package of Copperweld Guy Strand. Copperweld Steel Co., Glassport, Pa.—TELEVISION RETAILING.

## B-T OUTLET BOX

Model R01 resistor outlet box provides isolated TV outlets in all types of master TV systems. Designed to supply UHF and VHF signals in dealer showrooms, service departments and other establishments using multiple installations. May be mounted on the wall or recessed. Resistor outlet boxes may be used in large or small systems, with or without line amplifiers, depending upon signal levels. With a large number of outlets, it is advisable to convert avail-



able UHF channels to VHF before distribution in order to conserve signal strengths. Outlet boxes list at \$5.50. Dealer net is \$3.30. Blonder-Tongue Labs, Inc., 526-536 North Ave., Westfield, N. J.—TELEVISION RETAILING.

## University CORNER ENCLOSURES

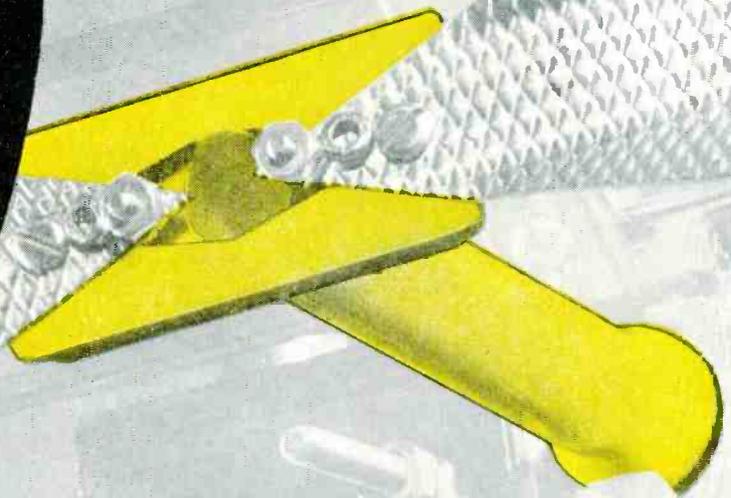
University's line of high-fidelity corner enclosures for 12-inch speakers, though specially designed to house the University Model 6201 coaxial speaker, Model 6200 extended-range or the wide-range Diffusicone-12, can serve as the enclosure for most 12-inch speakers, according to the manufacturer. High power handling ability and control of distortion is achieved in these Musicorner enclosures, it is claimed, by an internal horn arrangement which, together with the floor and walls of the room, forms an extended horn. University Loudspeakers, Inc., 80 S. Kenisco Ave., White Plains, N. Y.—TELEVISION RETAILING.

## Radion FIELD STRENGTH METER

Battery-operated Radion model FSM-5000 is a portable field strength meter that features continuous one-knob tuning for channels 2 to 83, direct accurate reading in microvolts of either video or sound carrier signal strength, and sensitivity ranging from 5-50,000 MV on VHF to 50-100,000 MV on UHF. Radion Corp., 1130 Wisconsin Ave., Chicago 14.—TELEVISION RETAILING.

**WALSCO**  
**HAS THE ONLY UHF**  
**ANTENNAS WITH**  
**AMAZING**  
**X-77**  
**INSULATOR**

*Hollow, unbreakable X-77  
 Insulator used exclusively on  
 Walsco Corner Reflector and  
 Reflecto-Fan.*

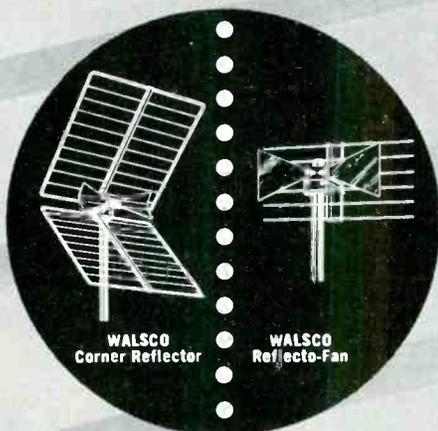


X-77 insulator makes Walsco the most efficient, all-band UHF antennas in America. Nothing compares with it!

X-77 is hollow, allowing lead-in wire to pass through the center. Wire is kept completely out of field pattern. It eliminates broken wires caused by strain of wire on antenna terminals.

X-77 can't break . . . ever! It's 5 times stronger than polystyrene. Silicone treated to shed dust and moisture . . . not affected by extreme heat, cold or wind.

X-77 is non-hygroscopic. Outstanding insulating qualities will last indefinitely.



*Largest in demand everywhere*

Catalog No.	Description	Avg. Gain (db)	List Price
Reflecto-Fan 4400	Single Bay	7.0	\$ 6.75
*4402	Dual Stack	11.0	14.25
*4404	4 Bay Stack	14.5	35.00
Corner Reflector 4450	Single Bay	11.2	14.50
*4452	Dual Stack	16.4	32.00

**WALSCO**

Walter L. Schott Co.  
 Los Angeles 18, Calif.  
 Chicago 6, Ill.

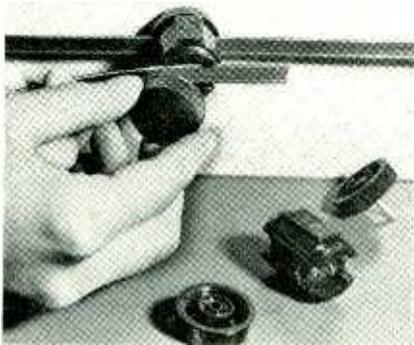
\*Supplied with complete stacking kit.  
 Mast not included in prices.

Overseas Representative: Ad Auriema, Inc., 89 Broad St., New York 4, N.Y.

# Service Technician

## RCA ANTENNA COUPLER

TV set coupler RCA-240A1 permits the simultaneous operation of two receivers from the same antenna. It can also be used in combinations of two, three and four units for the operation of as many receivers from one antenna.



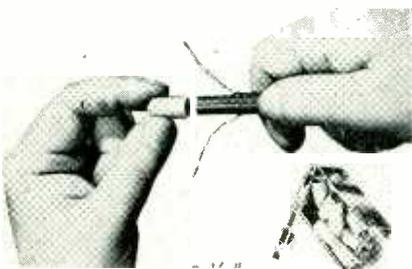
Designed for use with antennas having 300-ohm ribbon-type transmission line. Requires only a screwdriver and a few minutes of time for installation. Unit lists for \$1.95. RCA Victor, Div., Radio Corp. of America, Camden, N. J.—TELEVISION RETAILING.

## Tenna-Trailer MASTS

New line of low-cost masts known as S-U series masts. Made in 30 and 50 foot heights. In the average installation, S-U masts are installed on the ground and bracketed to side of building without the use of guy wires. Tenna-Trailer Co., Pontiac, Ill.—TELEVISION RETAILING.

## G-C UHF LINE CAPS

A quick and easy means of permanently sealing exposed ends of tubular lines is provided by these UHF line



caps. Suited to both round and oval hollow-line types. List price, fifty cents per box. General Cement Manufacturing Co., 919 Taylor Ave., Rockford, Ill.—TELEVISION RETAILING.

## Imperial TRANSMISSION LINE

New open-lead line with a nominal impedance of 250-275 ohms. For UHF and VHF installations. 4½ or 6-inch spacing. May be used with 300-ohm receivers and antennas without concern over mismatch. Imperial Radar and Wire Corp., 4342 Bronx Blvd., New York 66.—TELEVISION RETAILING.

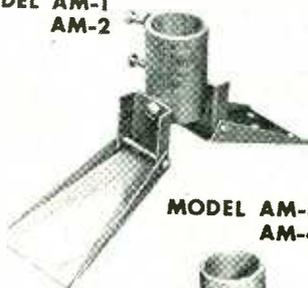
## Snyder ANTENNA

The GM-K is a portable TV antenna for UHF-VHF reception. Besides the usual swivel and length adjustments of the elements, a 6-position switch permits use of a special phasing bar in a variety of circuit arrangements. This aids in impedance matching and ghost elimination, and provides orientation beyond that obtainable with the conventional "rabbit-ear" type of indoor antenna. Suggested list price, \$9.95. Snyder Manufacturing Co., 22nd & Ontario Sts., Philadelphia.—TELEVISION RETAILING.

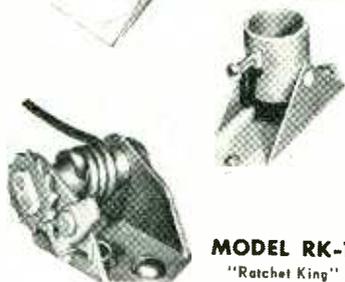
## C-P ANTENNA ACCESSORIES

Two types of roof mounts in three sizes to accommodate masts up to two inches in diameter, and a guy wire "Ratchet King" that replaces the turnbuckle, are now available. The roof

MODEL AM-1  
AM-2



MODEL AM-3  
AM-4



MODEL RK-1  
"Ratchet King"

mounts are easily installed on peaked, slanted and flat roofs. List prices range from seventy-five cents to \$2.25, according to model and size. "Ratchet King" lists for fifty cents. Commercial Products, 125 Ontario St., Toledo, Ohio.—TELEVISION RETAILING.

## Shure WIRELESS MICROPHONE

The Vagabond "88" is a wireless microphone designed for use in night clubs, hotels, theatres, restaurants, and similar establishments. Gives entertainers freedom to move about, without need for pulling long lines of heavy cable across the floor. Shure Bros., Inc., 225 W. Huron St., Chicago 10.—TELEVISION RETAILING.

## Crest BAR GENERATOR

For linearity adjustments when no stations are on the air. Produces adjustable number of verticle and horizontal bars. Self-powered, vest-pocket sized plug-in unit. Fits picture-tube socket. Crest Laboratories, Inc., 84-11 Rockaway Beach Blvd., Rockaway Beach, N. Y.—TELEVISION RETAILING.

## Philco ADAPTER

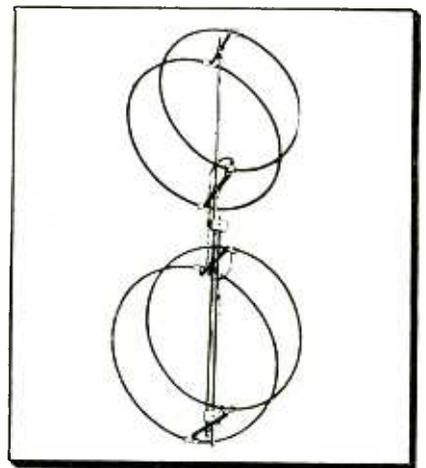
Model G8000 VHF-TO-UHF signal generator adapter is designed to prevent obsolescence of VHF signal generators. The Philco UHF tuner is the heart of the adapter. Output from any VHF signal generator at 60 MC is fed into the adapter. The VHF sweep or marker signal then beats against the UHF oscillator of the G8000, producing UHF signals having the same characteristics as the VHF input signal. Adapter can also function as an external UHF converter. Philco Corp., Philadelphia 34.—TELEVISION RETAILING.

## Aetna WRENCH

Flexible wrench for hexagon socket-head screws. Makes it easy to turn screws in hard-to-get-at places. Manufactured in sizes to fit cap screws from No. 6 to ⅝", and from No. 10 to 7/16" set screws. Five wrenches to the set. Aetna Mfg. Co., Bensenville, Ill.—TELEVISION RETAILING.

## Telesine VHF ANTENNA

A 4-element, 9 DB gain antenna for grade "B" service areas is one of many types produced by this company. Made



of copper-bearing aluminum, the unit's supporting frames are of one-inch OD aluminum tubing with the point of mounting so positioned as to offer a balance to wind and ice-loading. This type 4 antenna is available in six models. Telesine Antenna Corp., P. O. Box 1387, Shreveport 92, La.—TELEVISION RETAILING.

## Standard AUTO TRANSFORMER

The 300 BU Adjust-A-Volt variable transformer features variable output from zero to 17% above the input voltage. Manufacturer claims excellent regulation, smooth control of voltage, high efficiency, small size, new type of brush construction. Priced at \$12.50. Standard Electrical Products Co., 2240 E. Third St., Dayton 3, Ohio.—TELEVISION RETAILING.

# At Last! a YAGI for the ENTIRE LOW BAND!

## CHANNEL MASTER'S Newest futuramic

Completely covers every low band channel-2 through 6

**Now** the extraordinary high gain of a Yagi . . . the razor-sharp directivity of a Yagi . . . *Not on just one channel — but clear across the entire Low Band!*

Designed for service TODAY and TOMORROW in these 3 booming VHF markets:

**Areas in which present VHF stations are changing channels (on the Low Band).**

The Futuramic Yagi provides better reception than conventional Yagis on the present channels — and when the shift occurs this superior reception will continue on the new channel WITHOUT INTERRUPTION. And you can make your change-over installations NOW.

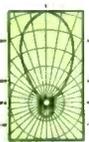
**Areas in which a new VHF station is being added to the present one (on the Low Band).**

The great number of single channel Yagis now in use will not bring in the new channel. If an additional Yagi is installed it will have to be tied into the present installation with separate leads and a switching system. However, one Futuramic will do the job of BOTH antennas — at lower cost — with better results on BOTH channels.

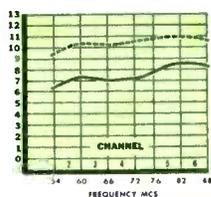
**Areas served at present by two or more VHF stations on the Low Band.**

You no longer have to compromise between conventional broad band antennas, and separate Yagis for each channel. The Futuramic gives you the full advantages of both. It combines highest gain and sharpest directivity with simple, economical installation.

horizontal polar pattern (relative voltage)



gain above tuned reference dipole



model no. 1126

A high-low Futuramic combination is the most sensitive array ever designed for all-channel VHF reception. Just combine models 1173 and 1126.

Now — 6 great Futuramic models, designed for every reception area:

model no.	channels covered	list price
1173	7 — 13	\$20 <sup>83</sup>
1124	2, 3, and 4	\$40 <sup>97</sup>
1125	2, 3, 4, and 5	
1136	3, 4, 5, and 6	
1146	4, 5, and 6	
1126	2, 3, 4, 5, and 6	

CHANNEL MASTER engineering pays off on VHF!



CHANNEL MASTER CORP. ELLENVILLE, N. Y.



## Treat 'Em Right

(Continued from page 77)

that you are impatient at his questions, and can't wait to get rid of him. Work out some way of letting him know you are busy, without telling him that in so many words. For example, you might arrange it so that an employee (when the circumstances warrant it) comes up from the back of the store and says: "Excuse the interruption, but Mr. Jones expects you to have his set ready for him by one o'clock today." The customer will take the hint, without being offended.

2—*When customers beef—listen.* Don't interrupt or contradict. Don't even apologize, until the customer has gotten things off his chest. When the customer is through, remember—a soft answer not only turns away wrath, it's good for business.

3—*Try to give the customer some extra service,* and make him realize he is getting it. His gratitude will often be out of all proportion to the service.

4—*Don't try to put anything over on a customer.* There are merchants in all fields who perpetrate some petty deception to get a few extra pennies of profit, and never realize that dollars are frequently lost by the practice. Dishonesty is bad for business not because it is immoral, but because it takes an extraordinary amount of acumen to cheat without being found out, and the business man who cheats generally does not have such acumen. On the other hand, the business man with acumen doesn't have to cheat—he can make a good profit without doing so.

5—*Never argue with a customer.* Remember, the man who would rather be right than be president does not belong in a retail business.

## Deflection Circuits

(Continued from page 81)

matic of the set under test, using a 20,000-ohm-per-volt meter (such as the Simpson, for example).

Blocking condensers should always be used in series with each voltmeter lead, when AC voltages are measured, to keep DC from affecting the voltage readings obtained.

Voltage readings cited are approximate. The serviceman should take readings on normally-operating receivers of various makes, and keep these statistics as references. Readings obtained on the meter used by the technician should be compared with the corresponding peak-to-peak voltage specified in the set manufacturer's notes, and the ratio noted. On subsequent measurements, the meter's degree of accuracy will be known, and the peak-to-peak voltage present may be worked out from the AC reading obtained.

In figs. 2, 3, 4, 5 and 6 representative circuits and check points are shown. The pulse-width circuit is illustrated in fig. 2. Note that no discharge tube is present. The oscillator can be checked by measuring its grid-to-ground voltage; or else its output may be measured at the grid of the output tube, or at some point ahead of the blocking condenser, C-1.

In fig. 3, a blocking oscillator and discharge-tube combination is shown. Oscillator grid bias is measured from the oscillator grid to ground. Oscillator output may also be measured by checking the AC voltage across the output of the discharge tube or the input to the horizontal amplifier (thus testing both oscillator and discharge tube simultaneously). A reading of 13 or more volts on the 50 V scale of the 20,000-ohm-per-volt meter should be obtained at either check point.

Fig. 4 shows a multivibrator circuit. The grid-to-ground voltage of the second half of the tube is measured, as a test of multivibrator operation.

A sine-wave oscillator is shown in fig. 5. Bias is measured between oscillator grid and ground. Other check points at which drive may be measured are indicated in the sketch. Representative voltage readings to ground (using a 20,000-ohm-per-volt meter) are: 8-10 V on the 50 V AC scale at point A; 1-3 V on the 10 V AC scale at points B and C; about 10-15 V on the 50 V AC scale at the grid of the horizontal amplifier. Tests at these successive check points should help localize trouble present in the chain.

### Checking Flyback Secondary

The horizontal output stage amplifies the signal applied to it, delivering power to the flyback transformer. We have already shown how to check for the presence of signal at its input. To determine whether the output tube is operating, check the high voltage at its plate (by drawing an RF spark from the plate to a screwdriver held near it). If a spark is obtained—or if it is determined by other tests, that the HV is normal—the horizontal amplifier is working. Now, although we know that the flyback primary is functioning, the flyback secondary may be inoperative. To determine this, check the DC boost voltage (refer to the typical kickback deflection circuit shown in fig. 6)

If the B reading at the bottom of the flyback primary is greater by 60 or more volts than the reading at the fuse or the unboosted B+, the deflection secondary may be assumed to be operative, and supplying power to its load, since only under these conditions will the correct amount of boosted B voltage be developed.

If the two readings are equal, and no boost voltage is being developed, it may be assumed that no deflection current is flowing.

If the boosted B voltage is less than 60 volts greater than B+ (say it is only 30 V in excess of B+) then the possi-

bility must be considered that the output transformer secondary and the width coil are supplying B boost voltage without the assistance of the deflection coils, which may be open-circuited.

We may note, in passing, that the screen supply to the horizontal amplifier is often connected to the unboosted B+ line, whereas the plate is tied to the B boost circuit (the B boost may feed the oscillator and other tubes as well). If the B boost voltage is insufficient, the DC screen and cathode voltages of the horizontal output tube may be quickly checked on the voltmeter which was just used to test the B boost voltage; not infrequently, a fault will be uncovered by such voltage checks.

### Deflection Coil Checks

The deflection-damper circuits comprise the true load, so far as horizontal deflection is concerned. The B boost voltage indicates whether the damper (actually a load on the horizontal deflection coils) is working properly; it also tells us whether horizontal deflection current is present. In many cases, when trouble in the horizontal deflection circuit coil secondary seems to exist, it may be desirable to test the deflection coils, to further localize the fault. The voltmeter (set to read AC) can be connected across the deflection coils (preferably with high-voltage blocking condensers inserted in series with each lead, as shown in fig. 6) to see if proper AC voltage is being developed across each coil. The normal or expected reading on a 20,000-ohm-per-volt meter is between 200 and 250 V on the 1,000 V AC scale of the meter, when the picture tube is 17 inches. The readings will be proportionately larger for larger-sized tubes.

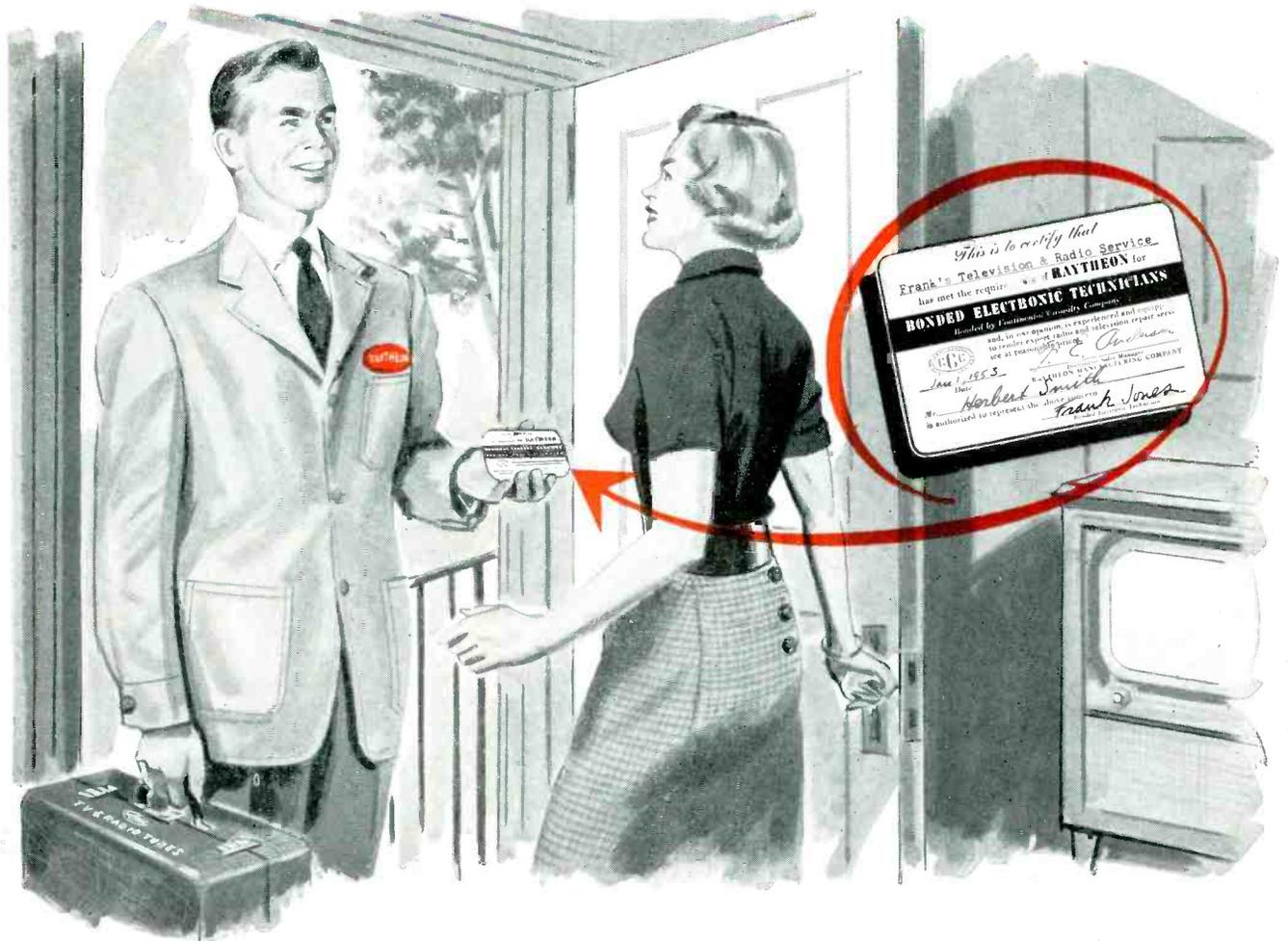
### Caution Necessary

Caution should be used in making this measurement. While the meter may read only 200-250 V RMS, 4,000 V peak-to-peak pulses may actually be present. Well-insulated test leads should therefore be used, and care should be taken to prevent the meter case from becoming "hot." It is desirable to support the meter on a block of wood or dry newspaper, when these readings are being made.

In some receivers, a sawtooth voltage is fed back to the AFC circuit. When a short develops in this feedback circuit, reduced high voltage, insufficient horizontal deflection, as well as loss of synchronization, may result. To test for the presence of such a trouble, open the feedback path, and note results on deflection, high voltage, and other circuit voltages. Subsequent resistance checks on feedback path components should readily localize the trouble.

It should be noted that voltage readings made on vacuum-tube voltmeters may be expected to be 10 to 20% higher than those made on 20,000 ohm-per-volt meters; readings made on 1,000 ohm-per-volt meters may be expected to be about 10% less than on 20,000 ohm-per-volt units.

# HERE'S A WINNING CARD...



## The **RAYTHEON** Bonded Electronic Technician's Identification Card

is mighty important to customers. It instantly identifies the bearer as an expert technician representing a reputable company — lends reassurance to the apprehensive set owner.

But this is only one of the ways the *Raytheon Bonded Electronic Technician Program* helps you. The cash-protection of the Raytheon Bond (backed by

Continental Casualty Company), the Raytheon "Code of Ethics" and the sound, sensible business methods the code suggests all help to create customer confidence and good will. That means more business now, and more business in the future from a steadily increasing backlog of satisfied customers.

This potent weapon in the war against consumer mistrust is yours *without cost* if you can qualify for it. It is Raytheon's investment in *your* future. Call your Raytheon Tube Distributor today, and ask him if you can become a *Raytheon Bonded Electronic Technician*.



RIGHT...FOR SOUND AND SIGHT



**RAYTHEON MANUFACTURING COMPANY**

Receiving Tube Division  
 Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.  
 RAYTHEON MAKES ALL THESE:

*Excellence in Electronics*

RECEIVING AND PICTURE TUBES • RELIABLE SUBMINIATURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • RECTIFICATION TUBES • MICROWAVE TUBES

# News in the Appliance Field

## Nice Way to Treat a Tooth



Both patient and dentist can relax during the hot summer days with a room air conditioner, says the Kelcinator Div., Nash-Kelvinator Corp. Other professional men are also finding this true.

## Hotpoint and Nairn Tie-In

Hotpoint Co. and Congoleum-Nairn announce that Hotpoint dealers will give away free with each purchase of a Hotpoint EG-95-6 refrigerator a completely installed Gold Seal Nairn inlaid kitchen floor. C-N dealers will be advertising the same promotion in their stores. A variety of dealer aids will be supplied to publicize the campaign.

## Deepfreeze Produces Films

As part of its increased promotional activities program, Deepfreeze Appliance Division of Motor Products Corp. has produced a series of 13 full-color movie trailers and TV spots which are available to dealers and distributors. The division will also provide new clock signs, visualizer selling charts and dealer banners.

## RCA President and Other Officials Examine Ohio Plant



When Frank M. Folsom, president of the Radio Corporation of America, recently visited Hamilton, Ohio, he joined other RCA Victor executives in examining the plant facilities and products of the RCA Estate Appliance Corporation. Shown (l to r) are Folsom, Robert A. Seidel, RCA Victor vice-president; and Cecil Dunn, president of RCA Estate. Occasion was a community-wide celebration welcoming RCA.

## New Salesmen On Factory Tour, See Universal Appliance Made



Much interest in the manufacture of the electrical unit of the Universal Coffeematic is reflected in the faces of this group, members of Landers, Frary & Clark's sales development force. They represent first of a group of 18 who will work with dealers and distributors in promoting Universal appliances. L to r: Norman P. Simpson, Virginia; Robert Davis, New York; Charles Blalock, Alabama; David C. Larsen, Ohio; John J. Flynn, Pennsylvania; Edward Groden, Mass.

## I-H Protects Dealer Price

International Harvester Co. has recently announced price protection to cover dealer and distributor purchases of current model refrigeration products retroactive from April 9 to September 30, 1953.

## Thor Appoints Peoria Firm

Thor Corp., Chicago, has appointed Illinois Appliance Inc., Peoria, to succeed the Johnson-Moody Co. as its distributor in that city. The latter business has been dissolved, according to Thor.

## Deepfreeze Gets Radio Plug



Home freezers were spotlighted on Chicago radio station WLS recently when B. G. Sanderson, general sales manager of Deepfreeze Appliance Division appeared as the special guest of Mertha Crane, popular hostess of the Feature Fads show.

## New Stati-Clean Package



Along with the introduction of a smart 4-color label for its spray can, Stati-Clean now comes with a lint-free applicator cloth, says Electrovox Co., the maker. Cloth removes dust and dirt from phono records as well as excess fluid when the static-eliminating preparation is applied. Cloth also serves as a fluid spreader.

**NEW!**

**Snyder**  
PHILADELPHIA

**UHF/VHF**

**Directronic**

**PORTABLE TV ANTENNA**

- All Channels 2-83
- Maximum Adjustments
- Two 3-Section Staffs
- Gold Tone Brass Staffs
- Brass Plated Phasing Bar

**Directronic** 6-Position Beam Selector

GIVES clearest picture  
ON EVERY CHANNEL *INSTANTLY*  
*NO WAITING*

- Aids in impedance matching, ghost elimination, orientation.

**SNYDER MFG. CO.**

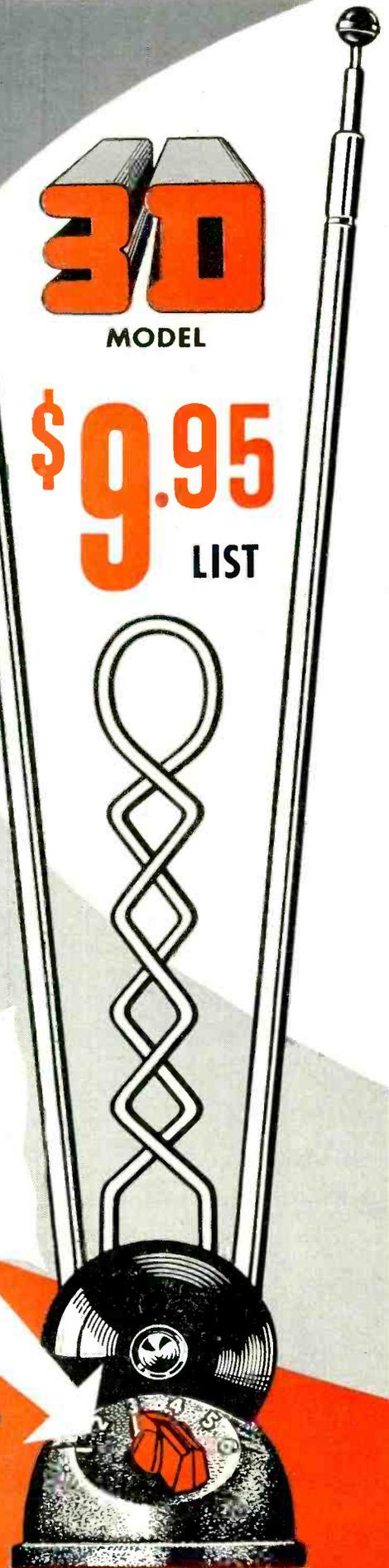
ANTENNA ENGINEERS  
**PHILADELPHIA**

WORLD EXPORT: ROBUEN AGENCIES, INC., NEW YORK 7, N. Y.  
CANADIAN DISTRIBUTOR: VAN DER HOUT ASSOC., LTD., NEW TORONTO

**30**

MODEL

**\$9.95**  
LIST



*Quality  
conscious dealers  
want the  
Nepco Line*

**E**xperience is a great teacher.  
And experience has taught more  
and more TV installers and service  
men they can't afford to risk their  
reputations on inferior materials.

**T**hat's why so many demand the  
NEPCO LINE—television's "Master  
of the Elements." They've found  
that National Electric's complete  
line of TV Antennas, Mounting  
Accessories, and Wire provides  
built-in ruggedness . . . meets the  
test of time and weather—and  
*assures their reputation in both*  
the new and replacement markets.



## EXAMINE THE NEPCO LINE—

**Quality materials  
with the strength to  
stay on the job . . .**

- \* Extra heavy zinc galvanizing on all parts.
- \* Baked on "Shera-solution" for *extra* corrosion protection.
- \* Rigid heavy gauge steel used in all mounts (1 $\frac{3}{4}$ "x1 $\frac{1}{8}$ ").
- \* Two 15' *stainless steel* chimney bands,  $\frac{5}{16}$ " eye bolts, and 4 heavy gauge banding clips with patented imbedding screws available with each chimney mount.
- \* All hardware corrosion-protected in the same complete manner as the mounts.

- \* Every item in the NEPCO Line is engineered, tested and field proved to assure long service on the job.

**Plus features  
for fast, easy installation  
and handling**

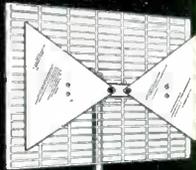
- \* Unique adjustable mast clamp with one bolt mounting.
- \* Exclusive antenna mast clamp with positive alignment in all planes.
- \* Patented imbedding type screw for positive electrical and mechanical locking.
- \* Versatile mounts that accommodate all types of installations.

# National

ANTENNAS—UHF



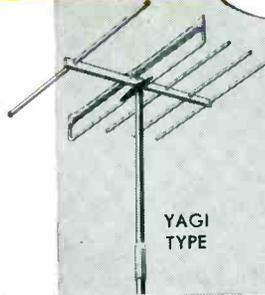
CORNER ARRAY



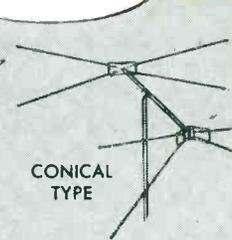
BOW TIE REFLECTOR

- DOUBLE DIPOLE REFLECTOR
- STACKED DIPOLE REFLECTOR
- YAGI TYPE
- BOW TIE
- CONICAL TYPE

ANTENNAS—VHF



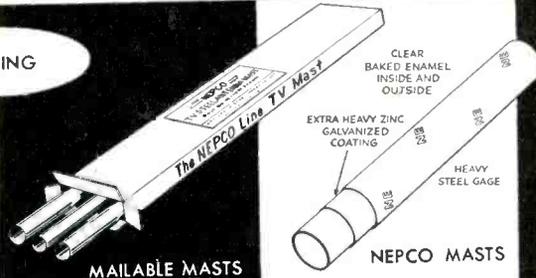
YAGI TYPE



CONICAL TYPE

THE COMPLETE LINE  
FOR A FAST  
PERMANENT INSTALLATION

MASTING

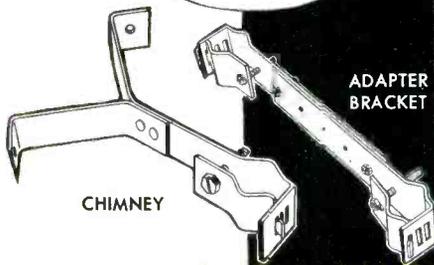


MAILABLE MASTS

CLEAR BAKED ENAMEL INSIDE AND OUTSIDE  
EXTRA HEAVY ZINC GALVANIZED COATING  
HEAVY STEEL GAGE  
NEPCO MASTS

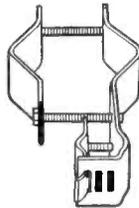
TELESCOPING MASTS

MOUNTS

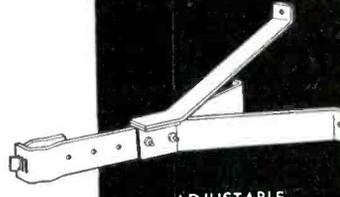


CHIMNEY

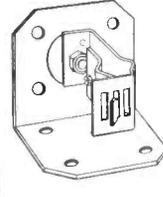
ADAPTER BRACKET



VENT

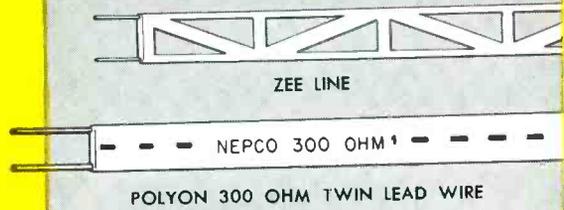


ADJUSTABLE WALL



ROOF

WIRES



ZEE LINE

NEPCO 300 OHM 1

POLYON 300 OHM TWIN LEAD WIRE

YOU'LL FIND...

- \* A line designed with your handling problems in mind . . . strong compact boxes easy to move and stack.
- \* Large easy-to-read illustrated package labels.

In addition . . .

Brand recognition has been gained for the NEPCO Line through superior service on the job, and a national advertising and promotional program has created acceptance for this quality line.

The NEPCO Line is priced right for your customers.

Write, wire or phone for the name of your nearest representative today

Plus

- Wall Brackets
- Guy Rings
- Chimney Banding
- Banding and Mast Clamps

THE  
**NEPCO**  
LINE

**Electric Products**

Radio & Television Department, Pittsburgh, Pa.

## Tape Recorders

(Continued from page 79)

that binds or rubs against the capstan or its housing, may also be the source of undesired pitch variations. Remove any bind present. If the wheel is defective, replace it. Insufficient pressure exerted by the roller may also be a source of trouble. A loose spring may be responsible, or the roller may need replacement.

**Pressure pad troubles.** Excessive pressure of the pressure pads against the recording or playback heads may be the source of trouble (see fig. 6). Readjust, to correct. Worn pressure pads may also be responsible for variations in pitch. Replace the pads, to remove symptoms.

**Bind in motor or capstan.** A binding motor shaft may be causing trouble. The shaft should turn freely when rotated by hand (no power applied, off-on switch in off position). If it doesn't, tapping the motor lightly with a wooden mallet may, by realigning its bearings, remove the bind. If the bind cannot be removed, replace the motor.

A bind in the capstan may be the source of wow. Replacement of the capstan assembly will have to be resorted to, if the bind cannot be removed.

**Other capstan troubles.** A bent capstan, or damaged capstan drive belt, are readily detected sources of trouble. Replace the capstan drive assembly, or capstan belt, to remedy the trouble in each case. The capstan should also be replaced if its bearings are worn.

A coating of material shed by the tape onto the capstan may cause the capstan to become very smooth and slippery. Intermittent slipping, producing wow or flutter, are likely to result. Clean capstan in alcohol-dipped rag to remedy.

**Warped or misfit reels may be the cause of flutter,** due to their irregular motion (see fig. 7).

**Uneven pull on the supply reel, due to a gummy or dirty bearing,** may be the cause of wow. Clean the supply reel spindle, to eliminate.

## Record Changers

(Continued from page 78)

plate (see fig. 2) may be restricting the movement of the plate. The idler wheel is, in consequence, prevented from making firm contact with the turntable rim, causing wow. To remedy the condition, permanently remove the pin from the slide plate, and smooth down any burr present around the hole from which the pin came.

A slide plate that isn't flat, or has burrs on its surface, may be producing wow. Straighten plate and remove burrs to remedy. The manufacturer recommends lubrication of the slide plate surface with Sta-Put #320, to help

eliminate wow or prevent its recurrence.

An excessively long idler spring should be shortened by removing turns, to eliminate wow (fig. 2).

### Possible Sources of Wow in Record Changers

#### Troubles associated with idler wheel:

(In the case of a rim-driven turntable, a rubber-tired idler wheel that makes contact with the inside rim of the turntable is used to drive the latter—see fig. 3).

**Dirt under idle wheel assembly.**

**Flat or worn spots, oil or grease, on rubber tire of idler wheel.**

**Idler wheel or its associated mechanism binding for some mechanical reason.**

**Impression on idler wheel.**

**Idler wheel spring (see fig. 2) loose or missing.**

#### Troubles associated with turntable:

**Dirt under or around turntable.**

**Defective turntable shaft or bearing assembly.**

**Grease on turntable rim.**

**Turntable binding.**

**Turntable spindle not centered.**

#### Other troubles:

**Defective motor (motor brushes or bearings defective).**

**Defective teeth in gear unit (fig. 4).**

**Oil or grease on pulley, pulley belt or drive shaft (see fig. 5).**

**Loose, worn or distorted pulley belt.**

**Changer not floating properly, due to excessively tight mounting bolts.**

**Motor leads pulled too tight, preventing motor from floating freely.**

**Motor drive shaft slightly out of correct position (see fig. 5).**

**Speed control knot not in correct position.**

**Record being played is warped.**

**Improper lubrication.**

## Complete Kitchens

(Continued from page 19)

training of one man as a complete kitchen specialist. Also, if the size of the dealer's operation permits, the promotional approaches for business can be along both lines—complete kitchens and the individual household appliances as such.

A recent report by *McCall's Magazine*, entitled "My Kitchen," gives results on questionnaires which dealt with many aspects of kitchen planning. The study was made from replies submitted by women who obviously wanted a kitchen remodeling job. One question was this:

"What decorating theme have you chosen for your new kitchen?"

The responses, percentage-wise, were as follows:

Modern .....	57.5%
Farm house type.....	15.7
Early American.....	10.7
Ranch house type.....	2.5
French Provincial.....	.7
Victorian .....	.4
Other Styles.....	16.2

The above findings definitely support the aforementioned trend in kitchen planning. However, do not be confused by the word "modern," or contemporary. There are any number of variations. Basically, the modern or contemporary design—kitchens, houses or furniture—means "cleanness" of lines and good functional values. Thus, a modern kitchen certainly doesn't mean one of those gleaming white jobs, necessarily. In fact, most women now want to blend "warm" colors into their kitchens so that they're harmonious with the white appliances.

A "must" in going after complete kitchens is this: the dealer must establish good relations with the architects. He can provide the architect with latest spec sheets and other data. In most of these cases, all the planning and construction problems remain completely in the architect's hands. If the dealer builds up a portfolio of kitchen designs, very often the architect wants to look it over for ideas, too.

When the prospective new home owner does not employ an architect, it's usually more beneficial to contact the new owner rather than the builder. Thus the dealer can learn just what arrangements have been made with the builder and, also, determine just what are the desires of the owner. The proper time for contacting the owner, of course, is just as soon as possible after building permits are issued—or sooner, if the dealer has other

(Continued on page 109)



MR. DEALER... **VEE-D-X** IS BEHIND YOU  
ALL THE WAY WITH THE  
**SENSATIONAL NEW  
VEE-D-X ROTATOR**

we want to help you promote for profits



AND HERE'S HOW  
... TO TURN  
THE IMAGINATION



Colorful and informative consumer folder to acquaint your prospects with the outstanding features of the VEE-D-X Rotator and control console and the best rotator antenna systems.

Newspaper ads that are part of the VEE-D-X Mat Service. These ads stress the need for a rotator and the advantages of the VEE-D-X Rotator. Convincing and sales making TV and radio commercials.

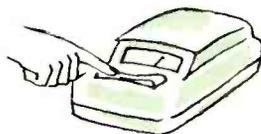


TO TURN THE HEAD



Giant posters and window streamers for powerful impact. Display them in windows, at counters, in TV set display rooms.

TO TURN THE ANTENNA



The beautiful, decorator styled control console is a wonder in sales appeal as well as performance. Display it prominently in your store.

TO TURN THE SALE



Even the colorful, eye-catching display box is a powerful salesman. A *natural* for display in your windows and in your showroom.

NOW IT'S YOUR TURN *for bigger, better profits!* SELL THE ROTATOR THAT HAS PRE-SELLING HELP BEHIND IT

THE GREAT NEW

**VEE-D-X**

ANTENNA ROTATOR

*LaPointe*  
**ELECTRONICS INC.**  
ROCKVILLE, CONNECTICUT

### National SHORT-WAVE RECEIVER

Production of a new broadcast and shortwave receiver, the World Master, model NC-88, is announced. Designed especially for shortwave listeners and radio amateurs, the receiver covers all frequencies from 540 kc to 40 mc, in four bands. Features include calibrated bandspread; AC-powered superhet circuit using eight miniature tubes; a tuned RF stage, two RF stages and a high fidelity audio output stage. Set is priced at \$119.95. National Co., Inc., 61 Sherman St., Malden, Mass.—TELEVISION RETAILING.

### Garrard RECORD PLAYER

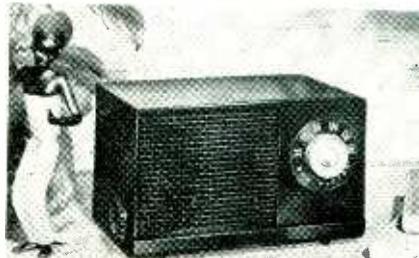
Model "T," the "Crest," is a high-fidelity manual record player which plays all record speeds. Among its features are an easily accessible stylus pressure adjustment, a small knurled knob at the rear of the tone arm which



allows accurate adjustment of the stylus pressure as desired, and a finger lift on the tone-arm shell which safeguards record grooves. Action starts when the tone-arm is moved and the player automatically stops and shuts off at the end of any type or size of record. This model incorporates a 4-pole motor. Cabinet dimensions are 14½" left to right; 13" front to rear; 3¼" clearance above and 3½" below the top of the motor board. AC model dual voltage motor, 100/130 and 200/250 volts, 60 cycles. Garrard Sales Corp., 164 Duane St., New York 13.—TELEVISION RETAILING.

### RCA Victor TABLE RADIOS

The Quincy (photograph), model 3X521, is a five-tube table radio. Suggested retail price is \$19.95. The Weldon incorporates the same five-tube chassis as the Quincy and is



available in five colors: ivory, model 3X532; green, model 3X533; tan, model 3X534; red, model 3X535 and white, model 3X536. RCA Victor Div., Radio Corp. of America, Camden, N. J.—TELEVISION RETAILING.

### RCA Victor PORTABLE RADIO

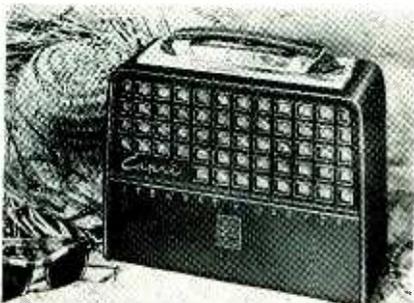
The Yachtsman, model 3BX51, is a three-way portable radio available in four color combinations. Featured



are an automatic control for maintaining uniform volume and an automatic switch to cut off the battery when the set is plugged into a power line. Suggested retail price is \$34.95. RCA Victor Div., Radio Corp. of America, Camden, N. J.—TELEVISION RETAILING.

### Stewart-Warner PORTABLE RADIOS

The Capri (photograph), model 9175, provides AC/DC and battery operation. According to the manufacturer, it is designed primarily for distance reception and difficult radio



reception areas. Available in black for \$49.95 and green or brown for \$54.95 less pack. The Gadabout, a smaller set, is available in green, gray or maroon for \$39.95 less batteries. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14—TELEVISION RETAILING.

### Regal AUTO RADIOS

Model CR-871 has universal in-dash, under-dash mount. Also featured are superheterodyne circuit with six tubes including rectifier, automatic volume control, illuminated slide-rule dial, audio inverse feed-back, seven tuned circuits, ferrite antenna coil and IF rejection-trap. Also available are models 872 with international shortwave and 873 with special services and marine band. Prices are 871, \$89.98; 872, \$99.50 and 873, \$99.00. Regal Electronics, 603 W. 130th St., N. Y.—TELEVISION RETAILING.

### Prize Contest By Recoton

A prize contest, "The Name's the Game," is being initiated by Recoton Corp., New York, for its dealers and distributors. Prizes include a Buick sedan, mink stole, and sterling silverware. Details are available from the company.

### \$10,000 Raytheon Contest

Raytheon Mfg. Co.'s Receiving Tube Division announces a \$10,000 Transistor Application Contest, one which is to be handled exclusively through Raytheon special purpose tube distributors. First prize is \$5,000. Rules state that contestants must obtain a Raytheon CK722 transistor, and devise and build a piece of electronic equipment employing it. A photo of the unit, together with an official entry blank and a constructional article on the equipment made, must also be submitted. August 31 is the deadline.

### Admiral Sets Coast Branch

A branch sales office in Colton, Cal., has been established by the Admiral Corp. Managed by Dick Reed, the new office includes a parts department and showroom and is equipped for the warehousing, sale and service of all Admiral products.

### "Open House" at Alter Co.

The Harry Alter Co. recently held an "open house" for visitors viewing the firm's completely remodeled building at 1728 S. Michigan Ave., Chicago. The company has one of the largest distribution centers in the country.

### Bendix Has Coin-Operated TV

The Bendix Television & Radio Division of Bendix Aviation Corp. reveals that it is now ready to market a complete line of TV receivers with factory engineered and installed coin mechanisms. The coin-operated sets were shown publicly for the first time at the recent American Furniture Mart Show in Chicago. In addition to the regular models, a special portable unit, the "A La Cart," was displayed.

The company feels there is a vast potential for these "pay-as-you-go" receivers because of their special adaptability to hotels, hospitals, offices and institutions. A simplified nation-wide financing program with local banks has been arranged, the Division says, one which will greatly facilitate distributor discounting of paper.

### Move for Zenith of Jersey

The New Jersey Division of Zenith Radio Corp. of New York recently opened new headquarters in Newark, N. J., thus bringing offices, showrooms, parts and service departments under one roof. Both floors of the building have been modernized and the structure gives the company over 12,000 sq. ft. of working space.



**this TV set IMPROVES WITH AGE**

Five years old next week—and now better than ever. When the original tube wore out it was replaced with a Rauland. Now pictures are brighter, sharper, clearer. Another Rauland success story—your cue to sell *improvement* through *replacement* with Rauland—and chalk up plus business.

THE RAULAND CORPORATION • 245 NORTH KNOX AVENUE  
CHICAGO 81, ILLINOIS • NULBERRY 5-5000  
ZENITH SUBSIDIARY

Burton Brinone Advertising

### Oh, For a Day at the Beach!



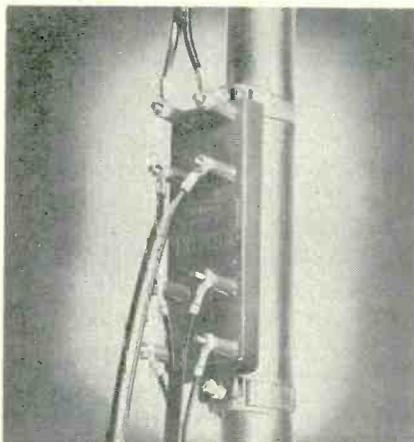
The pretty young gal in the photo above is Ruth Peppel, or "Miss Photo Flash of 1952." She's seen tuning in her new Sylvania portable, the Catalina. Behind her companion is the Tartan Cooler that is being given free to each purchaser of the radio. Miss Peppel can be seen in a new Betty Grable movie, "The Farmer Takes A Wife."

### Sprague Wins NATESA Plaque



The only NATESA award given to an electronic component part manufacturer for outstanding business and service standards, was won by Sprague Products Co., North Adams, Mass., at the association's recently held national convention in Kansas City. Pictured above are Neal Hunter, of Sprague, receiving the 1953 award from Frank Boch, president of the National Alliance of Television and Electronic Service Associations.

### C-M's Inter-Action Filter



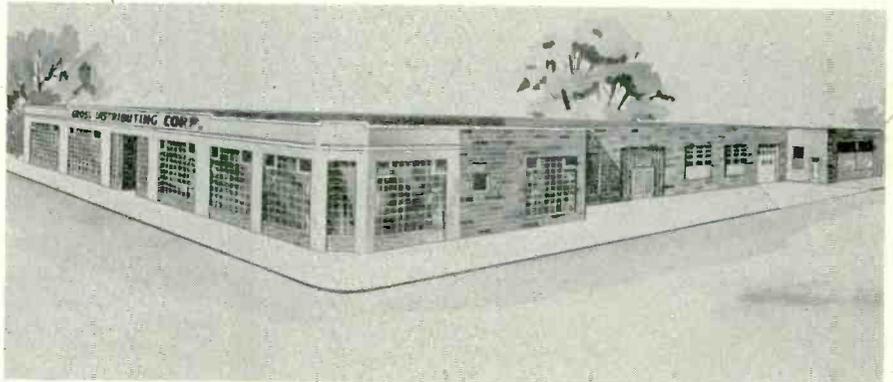
Now marketed by Channel Master Corp., Ellenville, N. Y., is this Triple-Tie inter-action filter, model 9035, which ties together all three TV reception bands thus permitting the use of up to three individual antennas with only one lead to the TV set or converter. Unit is designed to quickly adapt all hi-lo VHF installations to UHF.

### Spico Men View Antenna Ads Used By Many Major Stores



Pictured above as they inspect the newspaper ads of major department stores featuring the company's "Super-Phantom" TV antenna, are Milton Spirt, president of Spirling Products Co.; Gus Hofeller, the general manager; and Alyce Cougis, who, as the "Phantom Girl," helps to promote the line.

### Gross Distributing Corp. Purchases Plant in New Jersey



Pictured above is the recently purchased East Orange, N. J. plant which will house the general offices of Gross Distributing Corp. of Newark, N. J. Air-conditioned, the main building has 14,500 sq. ft. of street-level space which will also accommodate the firm's showroom, advertising department, sales training quarters, parts and service division and other facilities. Occupancy took place in June.

### Chicago Ad Agency Provides the Coffee and Doughnuts



As per its custom, the Sander Rodkin advertising agency again this year served coffee and doughnuts at its open house during the recent parts show held in Chicago's Hilton Hotel. Pictured as he pours a steaming cup of java is Mr. Rodkin. His firm specializes in accounts for the electronics industry.

# How to make PICTURE-TUBE SUBSTITUTIONS EASILY



New CBS-Hytron Substitution Chart for Television Picture Tubes helps you pick logical substitutions easily, quickly. It's a cinch to use this complete, up-to-date Chart. An Index of types leads you to proper Substitution Group listing all readily interchangeable types. You pick an available type . . . with the least number of necessary service adjustments. That's it. No other references required. You save time . . . money. You need this indispensable CBS-Hytron TV Substitution Chart. Get it from your CBS-Hytron distributor. Or write direct today.

## WHAT'S IN IT

1. General Introduction outlines scope and purpose.
2. Introductory Notes give details on tabulation.
3. Typical Substitution shows how to use Chart.
4. Index indicates Substitution Group for each type.
5. Substitution Groups narrow choice to logical substitutions.
6. Basing and Outline Drawings give basing and dimensional data.

## FEATURES

- All necessary data given for all electromagnetically deflected types, regardless of make.
- Directly interchangeable types indicated.
- Other popular substitutes and required service changes high-lighted and explained.
- Substitution, not conversion, emphasized.

## GOT THESE HELPFUL GUIDES?

All are complete. Include all types, regardless of make. Give all pertinent data. Are free. Get yours today.



Miniature Guide includes 250 types, 111 basing diagrams. Indicates similar larger prototypes.



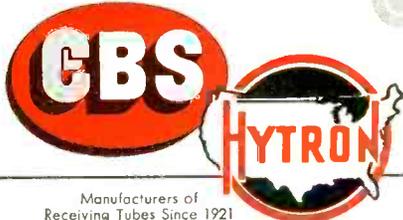
Crystal Diode Guide describes 92 types. Includes 7 dimensional diagrams. Indicates typical application for each type.



TV Picture-Tube Guide lists 164 types, 19 basing diagrams for all magnetically deflected picture tubes.

## New . . . Free DECAL

Not just an identification. But a colorful decal that sells for you! *Sells* your magic ability to recapture new-set sparkle. Let this decal pull customers to you. Get it today from your CBS-Hytron distributor.



Manufacturers of  
Receiving Tubes Since 1921



CBS-HYTRON Main Office: Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

## NOW 3

## CBS-HYTRON TEST ADAPTERS



7-Pin Mini.,  
\$1.45 Net

8-Pin Octal,  
\$2.25 Net

9-Pin Mini.,  
\$1.75 Net

**BY POPULAR DEMAND.** You can now buy CBS-Hytron Test Adapters in all three popular sizes: 7-pin miniature, 8-pin octal, 9-pin miniature.

You can now test *all* sockets dynamically . . . "topside." Without wrestling with heavy chassis. Without disturbing wiring or parts. Just plug tubes into Test Adapters and Adapters into sockets. Presto, socket connections are topside . . . ready for your test prod. You check voltage, resistance, gain, intermittents, oscillation. Trace signals, etc. All the e-a-s-y topside way. Order *all three* Test Adapters from your CBS-Hytron distributor today.

RECEIVING . . . TRANSMITTING . . . SPECIAL-PURPOSE AND TV PICTURE TUBES • GERMANIUM DIODES AND TRANSISTORS

TELEVISION RETAILING • July, 1953

99

# Names in the News

## The Andreas Go Abroad



Mr. and Mrs. Frank A. D. Andrea are seen as they prepared to sail aboard the S. S. Andrea Doria for a two-month visit to Italy and France. While on the Continent, Mr. Andrea, president of Andrea Radio Corp., will meet with electronic experts and manufacturers of radio, TV sets.

## Heads NAMM Show Committee



Norbert J. Biehoff (above), president of Biehoff Music Co., Milwaukee, is named chairman of the 1953 Trade Show committee of the National Association of Music Merchants. He is responsible for planning this year's show at the Palmer House, Chicago, July 13-16, association says.

## Ex-Ball Player Joins S-C



Emerson Dickman, Jr. (above) former pitcher for the Boston Red Sox, and in recent years active in the radio-TV fields, has joined Stromberg-Carlson Co. as a district merchandiser. His territory will include the New England and Metropolitan New York areas, the company announces.

## Radio Pioneer Gets "Oscar"



In recognition of his 50 years in the radio field, Hugo Gernsback (above, in center) was presented with huge trophy inscribed with the names of 97 individuals and 33 organizations. Presentation was made by Austin C. Lescarboura (left), well-known scientific journalist; and Leon L. Adelman, member of the awards committee of the radio industry. Gernsback will award a replica of his trophy each year to the individual selected for outstanding radio-electronics achievements.

## New Philco Post for Sands



Herbert Sands (above) has recently been appointed to the sales department of the Radio Division of the Philco Corp. He joined the company in 1942 as an engineering department expediter. In his new capacity, Sands will be associated with John Moran, sales manager of the Radio Division.

## Kory Gets Emerson Promotion



Michael Kory (above), manager of Emerson Distributing Subsidiaries, has been appointed administrative director of the sales and advertising departments of Emerson Radio and Phonograph Corp., according to a recent announcement.

## College Heads Laud Abrams

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., has been receiving many letters praising the forceful views on educational television he expressed in his recent speech before the University of Houston. More than 150 letters were from college and university presidents, the company pointed out.

## In New Coolerator Posts

Three district sales managers have recently been appointed by the Coolerator Co.: R. O. Gustafson for the Dallas territory; Roger D. LeDuc for the West Coast, succeeding Herschel L. Johnson, resigned; and D. B. Jones, named to the newly created sales area of upper New York and Eastern Canada.

## Olympic Appoints Orne

Eric K. Orne, former sales manager of Metro Distributors of Boston, has been appointed Eastern sales manager by Olympic Radio & Television, Inc. He joined the company's sales staff in 1952.

## Hughes Gets Capehart Post

J. R. (Dick) Hughes has recently joined the Capehart-Farnsworth Corp. as manager of its Fort Wayne, Ind. sales region. A veteran of nearly 25 years in the appliance field, Hughes came to C-F from Admiral Corp.

## Peyser Named Bogen Rep

Peyser & Co., Colorado Springs, Colo., has been appointed a representative of the David Bogen Co., New York electronic equipment manufacturing firm. The Peyser company will cover Utah, Colorado, Wyoming and New Mexico.

## Hoffman Appoints Dorris

Walter L. Stickel, general sales manager of Hoffman Radio Corp., Los Angeles, has announced the appointment of Burt Dorris to the newly created post of western sales manager.

## Kunsman Elected RCA V. P.

Donald H. Kunsman has been elected a vice-president of the RCA Service Company, according to a recent announcement by E. C. Cahill, president of the company. Kunsman will have charge of the Consumer Product Service Division. Also, at the same board meeting, Gerald W. Pfister was named as treasurer and controller of the company.

## Tom Maiden to Randall Co.

Tom Maiden has been named manager of the Philadelphia office of the Ken Randall Co., manufacturers' representatives.

# YOU CAN GET

## All-New Service Aids from Westinghouse Tube Distributors

Many offered at no cost with RELIATRON TUBE purchases

**1** Create confidence in your shop with bright new signs like these:



Indoor Lighted Sign



Giant Outdoor Illuminated Sign  
Your store name in big letters!



Personalized Window Display. It never stops moving.



Modern Clock Sign



4-Foot Wall Banner



5-Foot Lighted Window Sign

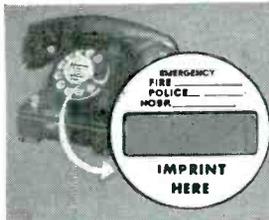


Brilliant Counter or Window Sign

**2** Attract new customers, build repeat business with lasting reminders like these:



Set Polishing Cloth



Plastic Phone Dial Reminder



Service Stickers

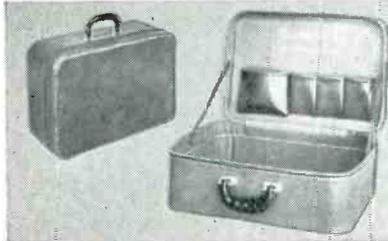


Lizard Billfold Give-Away

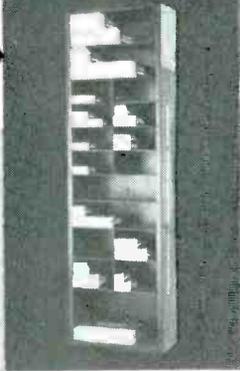


Hard-Hitting Postals — stamped and imprinted.

**3** Be business-like, save time with tested service aids like these:



De Luxe Tube Caddy



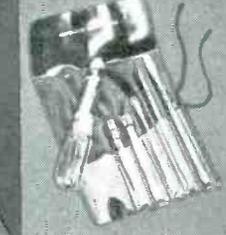
Pilfer-Proof Tube Cabinet



Reversible Service Jacket



Swiss Calendar Watch



TV Tool Set

**SERVICE DEALERS:** You can now get these sales builders — and many more — from your nearest Westinghouse RELIATRON Tube Distributor. Call or visit him soon. If you don't know where to find him, write Dept. L-207 at the address below. We will send you his name and address and a catalog of the complete new Westinghouse line of sales aids and business builders.

ET-95027

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

**RELIATRON TUBES**  
TM

WESTINGHOUSE ELECTRIC CORPORATION, ELECTRONIC TUBE DIVISION, ELMIRA, N. Y.

# How Dealers Sell Hi-Fi

## Growing Interest Shown by Consumers as More Merchants Enter Field

• The experienced dealer knows what Hi-Fi means to him. He knows that it stands for truer, more perfect tone in the reception of recorded or broadcast music and speech.

But a great many experienced dealers haven't done much with the Hi-Fi business *because they are not quite sure how to sell it to their customers.*

Dealers who are not presently pushing Hi-Fi products, but are eyeing this growing field, are usually puzzled as to how to get



fans who assemble their own equipment, usually buy most of their supplies from catalog houses or local wholesale-retail outlets, and who use the dealer as a convenient source of supply only on occasion. Such customers almost always want

lovers, professional musicians and the like. Enterprising merchants are selling such folk "complete" custom jobs, or "pieces" of equipment separately, such as fine phonographs and tape recorders, extra speakers, and, of course, phono records. "I go after sales in the same manner the electric kitchen dealer does," says one retailer. "I try to sell a complete job, but if I don't sell the works, I usually end up with an order for an instrument, or some components, anyway."

Most dealers agree that it's next to impossible to do a good job with Hi-Fi unless good demonstration facilities are maintained. "People don't know much about Hi-Fi, except what they may have read," points out a New York merchant. "They're not interested in components as such," he says, "but they are interested in two things. First, perfect reception, and second, attractive cabinetry."

"I got started in Hi-Fi in a peculiar way," another dealer says. "I  
(Continued on page 107)

## How a Dealer Advertises

House of Music does a big business with high-fidelity equipment and custom jobs. Located in Southampton, N. Y., the firm just moved into a modern store, one of the finest in the state. Following are excerpts from a newspaper ad:

**"You may sample records on the latest HIGH FIDELITY equipment. For a special treat, we invite you to visit our HIGH FIDELITY SOUND room to hear the latest in record reproducing equipment—and that includes budget-priced phonographs under \$200 as well as the ultimate, built to an IDEA, not a price."**

started. They want answers to such questions as: 1. "Who are prospective customers for Hi-Fi in my trading area?" 2. "What sort of equipment will they be interested in?" "What method shall I use in trying to sell them Hi-Fi?" 3. "What kind of inventory do I need to carry to get in this Hi-Fi business?"

The editors of TELEVISION RETAILING have talked with a number of dealers who are quite active in Hi-Fi retailing, and from such discussions they have come up with some answers which can prove helpful to those planning to enter the business.

First, with Number One, established dealers break their customers down into several categories. Among these are "layman" Hi-Fi

price "breaks" from dealers, and have been attracted to the store by the dealer's advertising or window displays. "Now and then I make a few bucks from such customers" says one dealer, "and I do some servicing work for them, too." This particular retailer gets a few leads from the "layman" fans. But another dealer doesn't cultivate them. "Most of them do work for others, and are therefore competitors," he says.

Now it must be pointed out right here that the Hi-Fi merchant's future business is not going to come from the hobbyists, and that the foregoing situation is temporary.

Other well-qualified prospective customers for Hi-Fi equipment include the dealer's quality-buying customers, including known music

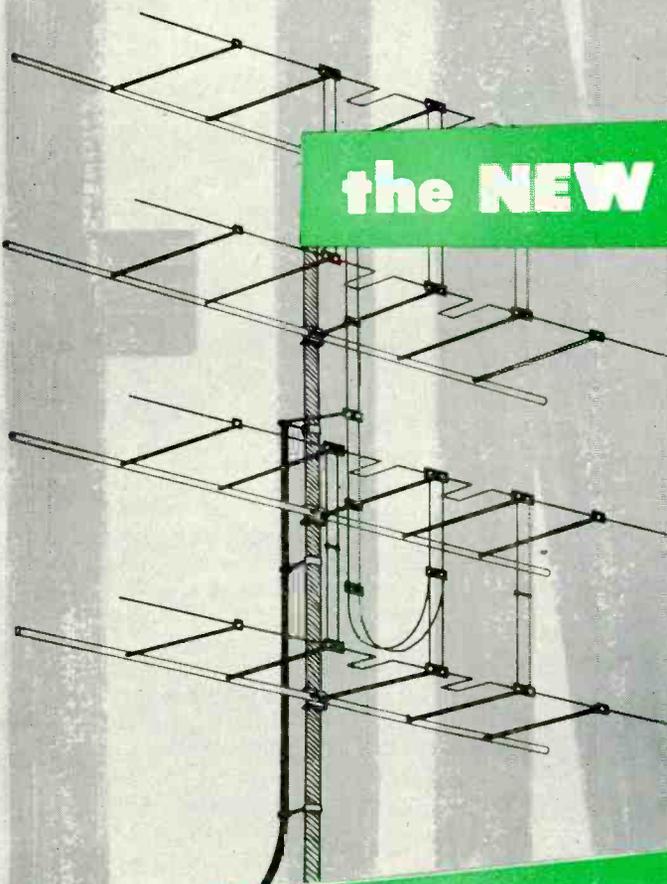
## Hi-Fi Business Running at Annual Rate of \$155,500,000

Exclusive estimates prepared by the editors of Television Retailing reveal that the high fidelity sales volume, including labor at the retail value, is going at a rate of about \$155,500,000. The figure includes components, recorders, phonographs, cabinets, phono records, and needles for Hi-Fi listening.

Again

First and Foremost in the  
Vast Fringe Area Market!

the NEW **FINCO 400-A**



Fringe area TV buyers demand Quality installations... **FINCO** is Quality!

Undeniably the No. 1

ALL CHANNEL  
fringe antenna

**UHF-VHF**

- Perfect Reception 120 miles to 150 miles from Station — We Can Prove This!
- Double CO-Lateral — 32 Driven Elements.
- One antenna. One transmission line.
- Rugged all aluminum construction. Completely pre-assembled. Light weight — total weight only 8 lbs.

To help you sell...  
**FINCO** is advertising in

**LIFE**

Your Local Newspaper

Radio

Farm Magazines

Television

Tie-in with this Powerful  
National Program...

Ask your jobber for the free LIFE DISPLAY CARDS AND WINDOW STREAMERS — and "ADVERTISED IN LIFE" AD MATS. Ask about the Co-op Newspaper ads that enable you to tie-in with LIFE ADVERTISING

**THE FINNEY COMPANY**

4612 ST. CLAIR AVENUE • CLEVELAND 3, OHIO

**YOU CAN WRITE US DIRECT**

THE FINNEY COMPANY  
Dept. TR-17  
4612 St. Clair Ave.  
Cleveland 3, Ohio

**RUSH**

- information on the new Finco 400-A
- LIFE merchandising material
- Co-op newspaper ad mat brochure

Name .....

Company Name .....

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

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## Parking Problem

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(Continued from page 24)

lic issue—which isn't good. If the merchant's plan goes through it's entirely possible that repercussions will bring on some boycotting from the townspeople.

But downtown dealers can work out plans for parking through their municipal government in many instances. The city of San Francisco handled the problem quite neatly by building a tremendous underground garage beneath a downtown park. Shoppers seem willing enough to pay the parking fee. Many towns have found that parking meters cut down the all-day parking. In many cases a legitimate municipal parking area is possible—without the merchants becoming directly involved.

One dealer, moving out of the downtown area, came out with this remark: "If they're buying downtown they (customers) either use their department store charge account or their membership card in a discount house." This seems a little far-fetched—but it's another indication of the general merchandising situations which may have a bearing on a change of location. It's really more than just a parking problem.

The dealer doesn't especially care if the customer arrives by car or on the hoof—just so long as the customer arrives. Maybe it's no cause of great concern until you see those customers arriving in greater quantity at the next guy's store. Even then it may not be the beautiful parking lot that draws them in. It takes a lot of thinkin', mister. Parking is a problem—but remember that saying about the better mousetrap, too.

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## Record Jobber

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(Continued from page 28)

This method achieved results which we had never been able to acquire before. However, we soon found that our method needed further simplification.

To check this daily tabulation against the inventory control cards required too many man-hours of work. The daily posting of purchase orders, processing of the orders, and receiving of small daily orders by our warehouse involved a great deal more time than we wanted to expend. The inventory control method was working beautifully but it

was also increasing our cost of acquisition.

We turned to method simplification to reduce this high cost. We simply accumulated the daily tabulations until Friday and then repunched quantity and selection numbers from each list. These new cards were then sorted and a master tabulation run.

By this procedure we increased our basic stock to a safety factor of one extra week's supply against each selection. On Friday afternoons the master list was checked against the inventory control cards and when the total number sold for the week had pulled the stock below the basic requirements it was immediately placed on order at the factory. Selections not sold during the week were not included on the master tabulation list and indicated that basic stock levels had not been changed.

If our inventory control system seems simple it is because simplification was possible only through the use of punched-card equipment. This simplification is the key to our present efficient, successful inventory control.

Distributors must be ever alert to the public's changing tastes in phonograph records.

The single weakness in the past has been the fact that all too often the distributor has been late in recognizing public reaction and therefore was losing many sales. Mechanized inventory control enables us to deliver the right selections in the right quantity at the right time! A goal of every efficient business man.

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## Business Goes UP

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(Continued from page 17)

cluded the TV installation and repair department, which is quite complete in the Schaad setup. The firm now has a closed van truck with a hydraulic lift so one man can load and unload heavy appliances; two TV service trucks and one three-quarter-ton truck.

Special treatment is given white goods. Each make carried has its own model kitchen.

The demonstrators are operative, too, as the owner had plumbing and power hooked right in, so ranges, refrigerators, dishwashers, ironers, dryers, washers and other items can be sold by showing them in action.

"We designed everything so that, as nearly as possible, the customer doesn't have to use his imagination to see how the item will work in his home," Mr. Schaad explains.

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## Housewares

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(Continued from page 22)

the homes being built now are considerably smaller than ever before. This means smaller kitchens and frequently the complete elimination of the dining room. Crowded quarters are creating a "relaxed" manner of living. Family and guests are participating in food preparation. Likewise, crowded quarters are partially responsible for the outside living trend that's so evident during the warmer seasons. Thus, today you find food preparation taking place in kitchen, living room and patio—wherever the whim of the moment may dictate.

These trends bring electric housewares into greater use than ever before! This means heavy replacement, addition of new items for the home and the acquisition of duplicate appliances for sake of convenience.

Manufacturers have done a good job of providing sales aids. There are indications that these materials will be improved in the near future. Some of the literature—such as line folders, envelope stuffers, etc.—show new vitality now. Many dealers are including such materials more and more in their promotional efforts. Dealers who formerly sent out mailings only once or twice a year on electric housewares have stepped up such activities considerably. They have discovered that the "seasonal" and "special occasion" peaks of buying can be augmented nicely by a good off-season volume—if they really make an effort to get this business.

Dealers can expect, too, an upturn in cooperation from the utilities who are providing dealer merchandising assistance. The industry-wide promotional programs have been growing rapidly in recent years. The load factor involved in use of electric housewares is a considerable item, worthy of specialized action by the power companies.

But, as in all merchandising, the consumer demand is the key to good volume—if the dealer can provide the consumer with a reasonable means of satisfying that demand. Such is the case with electric housewares now. The demand is good—and the dealer can offer good products at prices within easy reach of most consumers. The market exists. The next step is going after that market in a carefully planned, orderly and aggressive manner. Many dealers are on the bandwagon already—and you don't hear many gripes about the ride they're getting!

# TAKE YOUR PICK

**EITHER OF THESE VALUABLE SERVICING ITEMS...YOURS AT NO EXTRA COST...with purchases of Federal Picture Tubes!**



## THIS TOOL and TUBE CADDY or...



**CADDY FACTS:** An attractive convenience — for tools and tubes — you'll be proud to carry on all service calls. Sturdy wood construction covered with simulated alligator leather (blue). Over-all size: 18¾ inches long, 13¼ inches high, 9 inches wide. Brass-finished lock, hinges, catches and corner guards. Compartments hold approximately 75 receiving tubes of various sizes. Opens into three separate, easily-accessible sections. \$9.50 value! (A \$14.95 list value).



## THIS 135-WATT WELLER SOLDERING GUN



**GUN FACTS:** Weller Model WD-135 (135 watts). Ideal for all types of soldering and dozens of household jobs. Instant heating. Dual heat increases tip life. High or low heat as desired. Exclusive tip-fastening feature—full, constant heat. Low-cost, replaceable tips. Pre-focused spotlight. Langer reach—perfect balance. Shatter-proof plastic housing. \$10.95 value! (A \$14.90 list value).

We want you to know the Quality, Long-Life Performance and Replacement Profits in

**Federal PICTURE TUBES**



TV SET MANUFACTURER TEST SHOWS OVER

**99% HIT THE BULL'S-EYE FOR QUALITY!**

Here's proof that it pays to replace with Federal. Here's assurance of customer satisfaction... of less time wasted on call-backs... of more dollars of profit.

Join the trend to Federal "Best-in-Sight" Picture Tubes... outstanding for *quality*, because they are made by a world leader in broadcast tubes.

Federal's line of popular-size tubes will take care of over 90% of all TV replacements!

## How to get your choice—

With every purchase of a Federal "Best-in-Sight" Picture Tube, your participating Federal Distributor gives you one Federal Certificate. There are no restrictions on type of tube. You may buy one tube at a time, or as many as you need.

As soon as you have accumulated 10 certificates, deliver them to the distributor from whom you purchased your Federal Picture Tubes and he will exchange them for the Combination Tool and Tube Servicing Caddy OR the Weller Soldering Gun. (If you wish, both Caddy and Soldering Gun will be given in exchange for 20 Federal Certificates.)



**See your Federal DISTRIBUTOR For Federal Tubes and Certificates!**

This offer is void wherever prohibited or wherever any tax, license or other restriction is imposed.

(This offer expires August 31, 1953)



**Start Ordering Federal Picture Tubes—Start Saving Federal Certificates!**  
*Federal Telephone and Radio Corporation*

VACUUM TUBE DIVISION • 100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company Ltd., Montreal, P. Q.  
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

### Philco Shows "Phonorama"

More than 7,500 dealers as well as distributor executives from 10 foreign countries attended the four-day mid-summer convention of the Philco Corp. in Atlantic City, N. J. recently. It was said to be the biggest dealer convention ever held by a single company. The firm previewed a new line of TV's, radios and radio-phonographs, including a new system of high-fidelity sound reproduction, the "Phonorama." This instrument, a radio-phono combination, marks, according to the company, the first successful design of a hi-fi system in a single cabinet with an acoustically-designed sound chamber to reproduce the full range of high and low tones.

### Fenton Firm Names Rep

The Fenton Co., New York, manufacturers of TV wires and guy wires, has appointed William B. Gollhofer as its sales representative for Colorado, Wyoming, New Mexico and Utah.

### Coast Electronic Show Set

Billed as the "Biggest Electronic Show Ever Held in the West," the 1953 Western Electronic Show and Convention will be held in San Francisco's Civic Auditorium, August 19-21. Heckert Parker, Show's business manager, says 316 exhibitors will occupy booths and over 200 "jobber lines" are to be shown.

### New Battery by Eveready

National Carbon Company has announced the new Eveready No. 950 flashlight battery, stating that the new product features a longer service life and a guarantee against damage to a flashlight.

### Recorder Aids in Reading



A new aid to better reading is demonstrated by Carolyn Jane Handweg, 11, of Glen Ellyn, Ill., who has doubled her reading speed by practice reading into a tape recorder at home. Listening to play-backs of her voice has enabled the youngster to correct bad reading habits. Watching Carolyn are her parents. Mr. Handweg is assistant general sales manager of Ampro Corp.

### Clarostat Honors Two

Two veteran employes of the Clarostat Mfg. Co., producers of resistors and other devices, were recently honored at a dinner meeting in Chicago. Sam Bialek and Jack Perlmuth, who handle the firm's sales in the Metropolitan New York and on the West Coast, respectively, were presented with gold watches, scrolls and 25-year service gold lapel pins.

### Speaker Producer Lauded



William H. Kelley (above, right), Motorola Corp. vice-president in charge of sales, congratulates Gordon S. Carbonneau, president of Carbonneau Industries, Inc., on the development of a new inverted speaker, one said to embody the first significant change in speaker design in 25 years. By reducing bulk, the new speaker makes possible large-speaker tone in small radios. The new unit will be used in Motorola's Parta-Clock (shown on desk) and in other radios.

# A Consistent Seller

## "The" TELEVISION TABLE with "the" Shelf!

Our complete line of quality television tables are proven sellers, but this table with the shelf is one of the most consistent sales-producers in the line. Available in mahogany, limed oak and blonde . . . a finish to appeal to any and every customer.



Model S-650

21" x 21"

Model S-750

24" x 21"

with shelf

Protected by U.S. Patent

Entire upper portion of all tables (top and rails) completely rotates with our nationally famous ball bearing center unit: eliminates warping or binding under any weight.



Write for our multi-colored, completely illustrated literature illustrating our extensive line of television tables and our new ADJUSTA-BASE.

Sold through recognized distributors only.



**Universal WOODCRAFTERS inc.**  
of LA PORTE, Indiana

The Nation's  
Leading Furniture  
Specialists to  
the Radio and  
Television Industry

**Sylvania Display on Premium**



A "Fun Lovers Special" promotion to introduce the Catalina portable radio is emphasized in this full-color display, says the Radio and TV Division of Sylvania Electric Products Inc. To each radio purchaser goes the Tartan Toter picnic cooler shown. Offer is for a limited time.

**To Distribute Kay TV Line**



Midtown Cabinet Sales, Inc., 160 E. 56 St., New York, has taken over national distribution of the complete new line of Kay Electric Corp.'s Crestwood TV sets. The cabinets (one style is illustrated) are built around the 630 chassis.

**Distributes for Sentinel**

Metropolitan Television Distributors, Detroit, has been selected to handle the TV and radio lines of Sentinel Radio Corp. in eastern Michigan, according to E. G. May, Sentinel's sales director.

**Added Space for Symphonic**

The recent acquisition of three floors in a nearby building is announced by Symphonic Radio & Electronic Corp., Boston. Production at the new location will be devoted to the company's 1954 line.

**Selling Hi-Fi**

(Continued from page 102)

bought a few 'custom' TV receivers, in beautiful cabinets and put them in the window along with a

few 'blank' period cabinets. Soon people started coming in asking about them, and I found myself farming out quite a bit of cabinet work to a local man. Well, the Hi-Fi equipment came along next, and now it's the bulk of my business."

**"Elementary" Selling**

So far as prospects for Hi-Fi in the home are concerned, there are few who are going to walk in and ask about instruments and equipment. The dealer needs to keep dis-

cussions about high fidelity on a simple, easy-to-understand level.

In last month's issue, this magazine published an article giving detailed inventory figures, together with a description of the components the dealer needs to stock. The same article also gave valuable information on assembling "packages," and on retail prices.

The article provides actual facts and figures, and will help any dealer get started in this exciting business which is still strictly "ground-floor."

**Only ROHN TOWERS ARE PROVED IN CONSTRUCTION, DESIGN, USE & SALES**

**3** standard self-supporting ROHN steel towers for your every need!

**Famous ROHN FOLD-OVER TOWER (Pat. Pending)**

Fold-Over Tower uses standard tower sections plus an inexpensive easy-to-use "fold-over" kit. The perfect answer to this type tower requirement.

**NO. 5**—A 9-in. triangular designed tower especially designed for TV needs. Can be used up to 40-ft. non-guyed or guyed to 80-ft. An economical, yet sturdy, permanent tower. Can be climbed as can all ROHN Towers.

**NO. 10**—The standard 12-in. design—heavy duty tubular steel, electric welded and heavily cross-braced through out. Used by thousands coast-to-coast. Up to 50-ft. non-guyed—guyed to 120-ft.

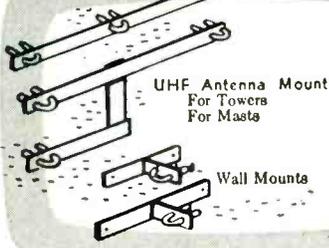
**NO. 20**—Uses a 14-in. triangular design—the heavy duty tower. Ideal for communications and where greater height is required.

All ROHN towers in 10-ft. sections for easy erection and transportation.

**ROHN TELESCOPING MASTS**

Come in 20, 30, 40 and 50 ft. sizes. Easily erected, heavy-duty seamless steel tubing throughout.

**PLUS A COMPLETE LINE OF ACCESSORIES:**

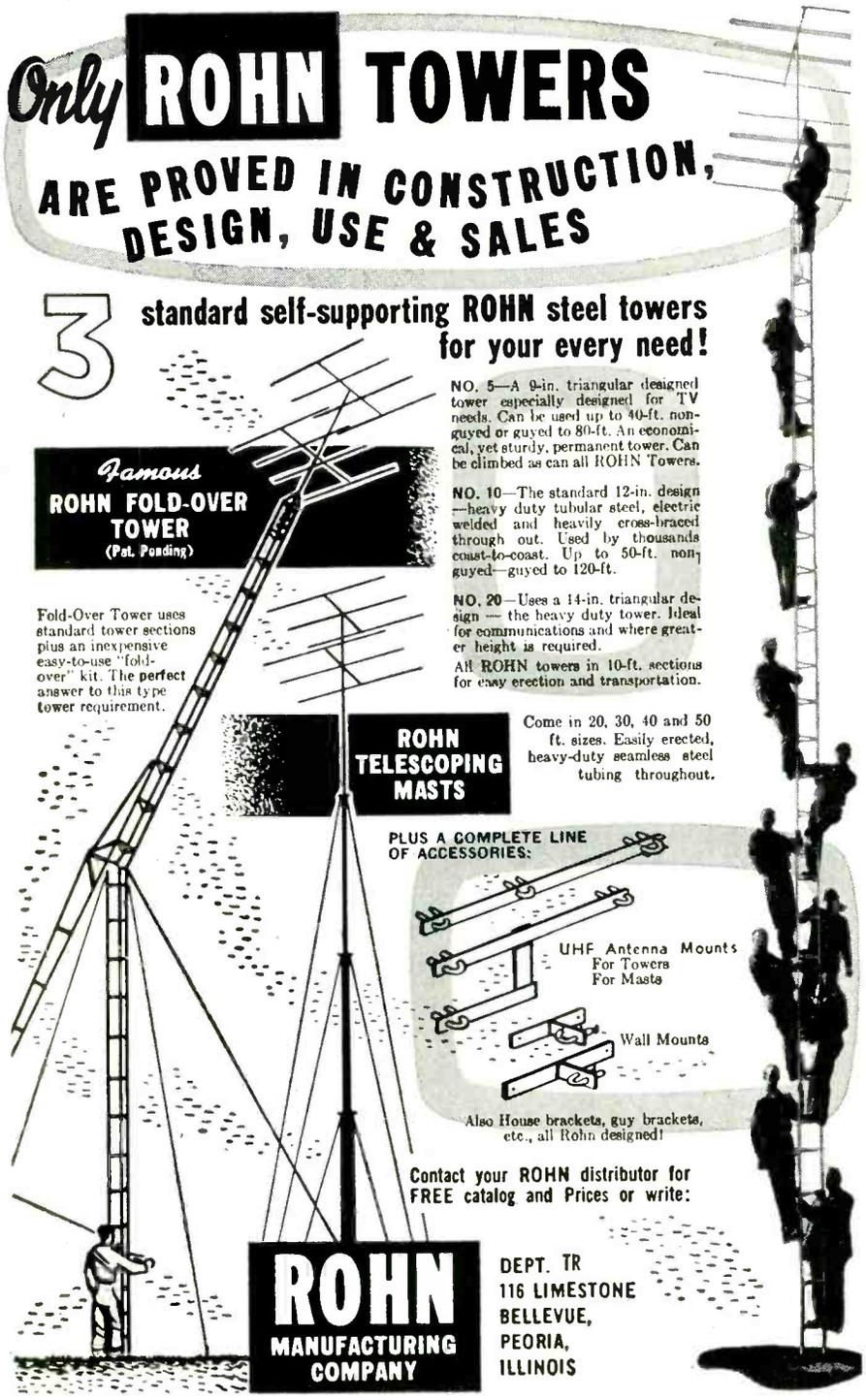


Also House brackets, guy brackets, etc., all Rohn designed!

Contact your ROHN distributor for FREE catalog and Prices or write:

**ROHN MANUFACTURING COMPANY**

DEPT. TR  
116 LIMESTONE  
BELLEVUE,  
PEORIA,  
ILLINOIS



### Crescent TAPE RECORDER

This tape recorder and player features dual track recording, full 7-inch reel rewinds in 80 seconds, and frequency response essentially flat from 70 to 8500 CPS at 7½ IPS and from 90 to 6000 CPS at 3¾ IPS. Price of \$99.50 includes ceramic mike, reel of tape and extra reel. Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago.—TELEVISION RETAILING.

### Zenith PHONOGRAPH

The Zenith "Cobra-Matic" is a table phono that plays the new 16⅔ RPM talking books as well as the conventional speed records. Unit plays any speed from 10 to 85 RPM. Model S9010 also features the "Cobra" tone arm



which uses a modulated radio frequency wave for richer, truer record reproduction and is virtually free of surface noise, according to the manufacturer. The maroon colored cabinet has a gold-colored grille. Suggested retail price is \$69.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39—TELEVISION RETAILING.

### MGM Records' HI FI PHONO

An MGM high fidelity, three speed, portable record player is being offered exclusively to MGM record distributors. This unit features an eight-inch extended range, heavy duty, permanent magnet speaker, a GE variable reluctance cartridge with dual sapphire needles, negative feed-back tone control and four watts undistorted output. This phono-graph, available in an all wood case, lists for \$49.95. MGM Records, Div. Loew's Inc., 701 Seventh Ave., New York 36—TELEVISION RETAILING.

### Pilot LINE ADDITIONS

Additions to the Pilot line of high fidelity equipment include the AF-824 Pilotuner, a high-fidelity AM-FM tuner retailing for \$119.50, UHF converter CV-602 selling for \$49.50, two TV chassis, the TV524 and TV527, 24- and 27-inch picture units with a remote control tuner unit, retailing at \$399.50, less picture tube. Pilot Radio Corp., Long Island City, N. Y.—TELEVISION RETAILING.

## Latest Phonos and Recorders

### Dynavox PORTABLE PHONOS

Model 504 is a three-speed automatic portable that plays all size records in all three speeds with the lid closed. Features include a three-speed automatic changer with a floating pick-up arm for tracking on all grooves, automatic stop, turnover



crystal cartridge and a full range tone control with a variable volume control with switch. List price is \$89.50. Another unit, model 306 (shown) is a three-speed portable which features a 5-inch PM speaker in the front with the outside grille backed with acoustic baffle. It also has a high gain amplifier with variable tone and volume controls. Model 306 lists for \$37.95. Dynavox Corp., Long Island City, N. Y.—TELEVISION RETAILING.

### Central MUSIC MAKER

The Music Maker is an all-aluminum, three-speed portable phono-graph. The manufacturer says the unit incorporates an improved tru-fidelity amplifier which has increased power output and



better frequency response for an extreme range in tones. Overall size: 11 by 9 by 5¼ inches. For 105-125 volts, 60 cycle AC operation. Central Electronics Corp., 4875 San Fernando Rd., W., Los Angeles 39.—TELEVISION RETAILING.

### Shura-tone RADIOS-PHONOS

Model 302 RP (photograph) is a three speed phonograph-radio combination featuring a five tube chassis



with built-in high gain loop antenna. Also featured are a double needle twist cartridge, tone control and outside controls. Unit will play a 12-inch record with a closed lid and has a wood baffle mounted speaker and reflex opening. Suggested retail price is \$49.95. Model 400 RP is a portable three speed automatic changer radio-phonograph combination. This model is adaptable for use with the 45 RPM automatic spindle. Suggested retail price is \$89.95. Shura-tone Products, Inc., 440 Adelphi St., Brooklyn 38, N. Y.—TELEVISION RETAILING.

### Sonic Industries PHONOS

The Sonic Industries line of three-speed phonos with stereoscopic sound includes the "Capri" (shown) in an all plastic case at \$29.95; the "Lido" featuring an all purpose per-



manent needle for all speeds at \$25.95; the "Belvedere" at \$29.95; the "Bel-Aire," with a dual needle turn-over crystal at \$32.50; the "Wilshire" at \$29.95; the "Shelton" with full range tone control at \$37.50; the "Nassau" with a V-M record changer at \$69.95 and the "Riviera" with an outside heavy duty speaker at \$79.95. Sonic Industries, Inc., Long Island City 1, N. Y.—TELEVISION RETAILING.

## Complete Kitchens

(Continued from page 94)  
means of learning of impending new home construction.

There appears to be plenty of room at the top in this kitchen planning business. It has been in the "also-ran" class with many top-notch dealers. But the demand exists. Again, the aggressive dealers have a big field ahead of them—a selling job that demands once more that "specialty" touch. The alert dealer can close that gap between a customer's desires and actual acquisition.

## At Crossroads

(Continued from page 15)  
very active, indeed, in compatible dealer associations which are founded on cooperative effort rather than dictatorial endeavor. **THREE:** Salesmanship has salvaged many a wavering business—so the dealer must relentlessly press for sales while he's keeping an eye, also, on the colossal battle that's shaping on a not-too-distant horizon.

Lack of capital is held responsible for more business failures than all other reasons combined—and mass merchandising requires tremendous sums for its fractional profits. This fact, perhaps, may be the best guidepost which the average TV-appliance dealer can follow when he's faced with that crucial decision—specialty selling or mass merchandising.

### New Philco Line Makes Bow

Philco Corp. recently introduced a new line of 47 TV receiver models (see MART, section 2) including a 24-inch picture tube. Also introduced at the company's recent sales convention were 31 radio, radio-phonograph and clock-radio models and a new 30-inch electric range.

### Sprague Offers Thermometer

A new jumbo thermometer, 12 in. in diameter, is available from parts distributors of Sprague Products Co., North Adams, Mass. Weather-sealed in an aluminum case for outdoor and indoor use, the face of the eye-catching device is finished in orange and blue. It is priced at \$3.

### New Admiral Lines Announced

Eighteen new TV models in a total of 37 colors, plus six radios including, for the first time, a 15-tube high fidelity AM-FM radio-phono combination, are announced by the Admiral Corp. For prices of TV sets and clock-radios, see MART, section 2.



## The SMART, NEW way to buy your C-D Seal-Vent Vibrators in the RE-USABLE Plastic Vibrator Kit

You get the re-usable  
plastic box FREE  
with the nine vibrators

You get the best  
vibrators money can buy

You get in one purchase  
the 5 types that serve  
over 60% of the popular  
replacement requirements

Save time . . . with the convenient C-D VIBRATOR KIT that gives you 9 vibrators in 5 types PLUS a sturdy transparent plastic box with a hinged cover and dividers that has dozens of uses around the shop and at home. The assortment includes two 5300; two 5301; two 5326; two 5342 and one 5335—all with the remarkable SEAL VENT that allows the vibrator to remain sealed until used and then vents itself automatically for "breathing" when put into use for even greater performance.



CONSISTENTLY DEPENDABLE

**CORNELL-DUBILIER**  
SOUTH PLAINFIELD, NEW JERSEY



• ROTORS • CAPACITORS • ANTENNAS • VIBRATORS • CONVERTERS

## Important New Announcement to the Trade

**KAY ELECTRIC CO., INC.** takes pleasure

in announcing a new line of complete  
television sets to be known as

## The CRESTWOOD

Distributed nationally by

MIDTOWN CABINET SALES, INC.  
160 E. 56th St., New York 22

George Daleo, President  
Telephone Plaza 3-7998

Literature Available

in the tradition of the

—**INLINE\***—

\*reissue patent 23,273



## new UHF Antennas

Following in the footsteps of the fabulous **INLINE**, now in its fifth year of providing quality reception for all VHF set owners, are a complete line of outstanding **AMPHENOL** UHF antennas. Created to provide the versatility of types needed for the complicated reception problems presented by UHF, Servicemen and dealers will find them their answers to any local reception worries that they might have.

**114-065 BO-TY** A broadbanded high gain antenna, equipped with a sturdy reflector to insure rejection of unwanted signals off the back and sides. With its gain of 5.5 db to 8 db\* and excellent front-to-back ratio, the single **BO-TY** is a fine antenna for major signal areas. The **BO-TY** can also be stacked for the increased gain necessary in fringe areas.

**114-058 CORNER REFLECTOR** Very high ascending gain and fine directivity patterns make this broadbanded antenna the perfect choice for weak-signal areas. The gain rises from 8 db at 470 mc to 13 db\* at 890 mc. The **CORNER REFLECTOR** features the same sturdy construction employed in all **AMPHENOL** antennas.

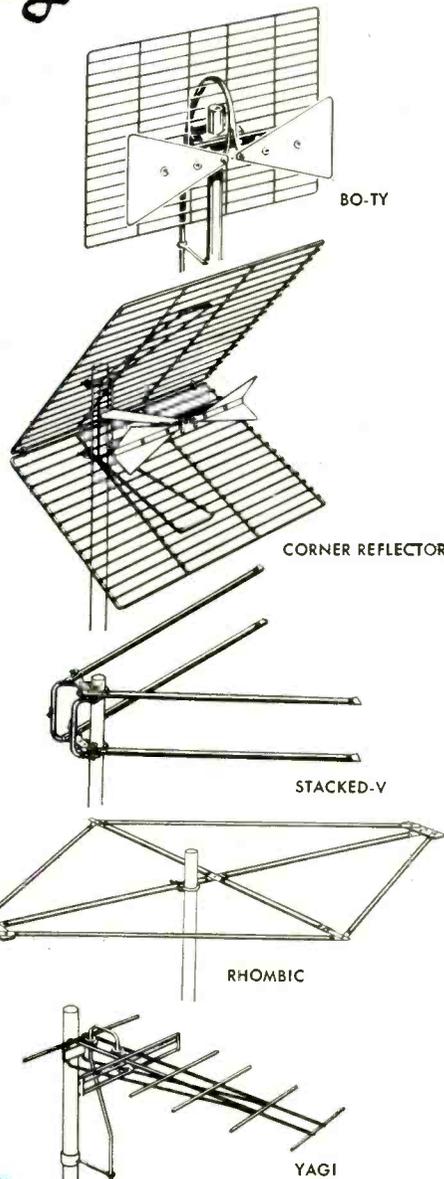
**114-059 STACKED-V** Provides reception across all television frequencies, VHF or UHF. The angles between the V's can be adjusted to three different angles. 70° for all-channel reception, 90° for VHF only and 50° for UHF only. Gain is excellent at 50° (UHF) and very good at 90° (VHF) and 70° (UHF-VHF).

**114-060 RHOMBIC** An antenna for all UHF channels, 14 to 83. Its high gain, 6 db to almost 14 db\*, and sharp narrow forward lobe mean fine reception of every UHF station. The **RHOMBIC** has an exceptionally sturdy crossbraced construction.

**114-054 YAGI** A six element all-aluminum antenna ideal for fringe areas, the **YAGI** features a very narrow forward lobe and high gain of 10 db. **AMPHENOL** has prepared eleven **YAGI** models to provide custom reception of specific channel groups: 14-17, 18-22, 23-28, 29-34, 35-40, 41-46, 47-53, 54-60, 61-67, 68-75, 76-83.

\*All **AMPHENOL** gain measurements are made in accordance with current **RTMA** standards.

by **AMPHENOL**



AMERICAN PHENOLIC CORPORATION

**AMPHENOL**

chicago 50, illinois

### Gibson Names Division Men

Three new divisional sales managers have been appointed by the Gibson Refrigerator Co., Greenville, Mich. J. E. Mater will handle the company's Kansas City territory; E. R. Vanderlinden takes the San Francisco district; and J. L. Albers has been assigned a territory which includes Alabama, Tennessee, Arkansas and New Orleans.

### Moriarty Gets New LF&C Duties

M. F. Moriarty, district manager of northern New England, for Landers, Frary & Clark, has been placed in a supervisory capacity, also, for southern New England to work with J. J. Coughlan, district manager in that area.

### RCA Dehumidifiers on Way

The 1953 RCA Victor electric dehumidifier, incorporating a newly-designed chassis which makes possible stepped-up performance by 50%, is currently being shipped to distributors. The new unit will serve a room up to 12,000 cu. ft., or the equivalent of a room 30 ft. wide and 50 ft. long, with an 8-ft. ceiling. Housed in a metal cabinet of two-tone gray, the dehumidifier can remove up to 14 quarts of excess moisture from the air during a 24-hour period. Unit weighs 68 pounds and has a suggested retail price of \$139.50.

### Flinn to American Kitchens

Clarence B. Flinn has been named district sales manager for American Kitchens in the Kansas City area, according to an announcement by C. Fred Hastings, general sales manager.

### Amana Gives Training Hints

A service-training procedure designed to help dealers boost efficiency, sales and profits has been instituted by Amana Refrigeration, Inc., Amana, Iowa. The procedure is presented in a series of bulletins. Fully illustrated, they are suitable for framing and wall mounting.

### Quiet Kool's 6 Ft. Display

A four-color, six-foot air conditioning merchandise display has been created for the Quiet Kool Division of Quiet Heat Mfg. Co., Newark, N. J. The unit is designed in three parts and is packed in corrugated cartons. A cut-out in the center of the display will accommodate any of the company's three air conditioners.

### Plans Set for IAEL Meet

The 18th annual conference of the International Assn. of Electrical Leagues will be held at the Fairmont Hotel, San Francisco, August 5-8. The occasion will mark the first time this organization has held such a meeting in the West. A large attendance is expected, according to IAEL's secretary, O. C. Small, whose office is at 155 E. 44th St., New York.

### Get Maytag Sales Posts

Three regional sales managers have recently been assigned by the Maytag Co.: Melvin R. Gibson in parts of Minnesota and Iowa; Anthony T. Vaccaro in parts of Louisiana; and Arza R. Hughes, who has seven counties in Ohio.

### Lucas in Omaha for Norge

D. M. Lucas, Inc., Omaha, Neb., has been awarded a Norge distributorship according to the Borg-Warner Corp. The company will handle 76 Nebraska and 13 western Iowa counties.

### Pennwood Sets Several Reps

The following firms have been named by Pennwood Numechron Co. to represent its Numechron clock line: Earl Goetze Co., Kansas City, Mo.; Herbert Sierk & Co., Dallas; Albert M. Solen Co., Denver; Arthur L. Ehlers & Co., Cincinnati; Crain-Brennan Associates, Cleveland.

### Hotpoint Distributes Films

Hotpoint Co., Chicago, is making available to dealers and distributors colored movie trailers and black-and-white TV spot announcements featuring 13 playlets of its 1953 kitchen and home laundry appliances. The sound films come in 16 and 35mm reels.

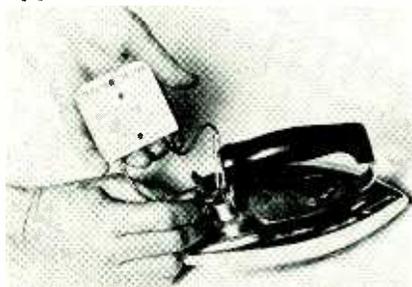
### Thor Names Motorola-Chicago

Thor Corporation has appointed Motorola-Chicago as distributors of Thor products, according to John R. Hurley, president of the manufacturing concern. The distributor will serve Cook, DuPage, Lake and Will Counties.

### RCA Victor Urges Air Conditioners for Night Workers

According to RCA Victor, the two million Americans who work nights and sleep days will get the facts and figures on room air conditioners during the coming weeks. A special advertising-merchandising program for RCA units is being directed to this substantial market, one which will point out that with a room air conditioner, a night-worker can sleep in a cool, dark bedroom, untroubled by the noise, humidity, heat and confusion of the busy summer streets.

### Appliance-Testing Device



Electro-Tester, a new device from Electro-Tester Co., Malden, Mass., is said to instantly test wiring and appliances with the power OFF. Unit has two wires which are singly connected to circuits being tested. A small bulb lights if circuits are safe to use.

### Mancor IRON TV TABLES

A complete line of wrought iron TV tables is being made by this firm. Models available include swivel types and expandable units designed to accommodate any size table TV receiver. The units can also be used as coffee tables, magazine racks or display stands. Finished in black, the tables come ready for quick, easy assembly. Mancor Co., 540 N. LaSalle St., Chicago 10, Ill.—TELEVISION RETAILING.

### Sparton PORTABLE

The Tag-Along, a four-tube portable radio, is housed in a case of Royalite, a synthetic composition. The manufacturer states that the Tag-Along will take unusual abuse



and is waterproof, stainproof, greaseproof, acid and alkali resistant and can be washed with soap and water. Unit is suspended to withstand shock, and spring clips hold a 3/8-inch by 7-inch ferrite rod antenna. Available in brown, green and ivory, unit is 9 1/4 by 7 1/4 by 4 1/4 inches and weighs five pounds. Sparton Radio-TV, Div. Sparks-Withington Co., 2400 E. Ganson Ave., Jackson, Mich.—TELEVISION RETAILING.

### Sentinel PERSONAL PORTABLE RADIO

This three-way radio weighs four and one-half pounds, complete with batteries and is eight inches long by



six and three-fourths inches high. Incorporated in this unit is a three and one-half inch speaker. Available in rust, mahogany, mottled tan, green, ebony and ivory, it is priced at \$39.95. Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.—TELEVISION RETAILING.

### Emerson Adds to Sales Staff

Robert F. Mewbourne has joined the sales staff of Emerson Radio and Phonograph Corp., according to David J. Hopkins, director of sales and advertising for the company. Under the direction of Roger Brown, Emerson's southern sales manager, Mewbourne will work with distributors and dealers in the southeast.

### Sees Color TV Two Years Off

"Color TV sets for home use are at least two years away—and these receivers probably will be priced over \$1,000 when they reach the market," says Frank Freimann, president of the Magnavox Co. He also said that present-day receivers will continue to be the standard sets for many years to come and will not be obsolete or depreciated in value in the foreseeable future.

### Philco's 1954 Radio Line

A total of 31 radios, radio-phonograph combinations and clock-radios are being introduced by the Philco Corp. Model numbers, description and list prices follow. Clock-radios and TV sets listed in MART, Section 2.

Model & Finish	Type	List Price
1754-M (Mahog.)	radio-phonograph	\$229.95
1754-L (Bl. Oak)	" "	239.95
1753 (Blond)	" "	239.95
1752 (Mahogany)	" "	229.95
1750 (Mahogany)	" "	179.95
1750-L (Bl. Oak)	" "	189.95
1352 (2-tone birch)	" "	139.95
1350 (Mahogany)	" "	114.95
1349-E (Ebony)	" "	99.95

(All of the above are 3-speed units)

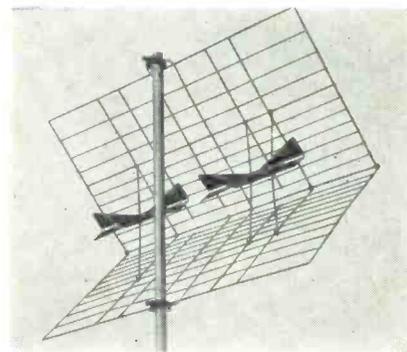
Model & Finish	Type	Price
956 (Mahogany)	Table model	\$79.95
964 (Mahogany)	" "	64.95
962 (Mahogany)	" "	49.95
574 (Tangerine, Green, Maroon)	" "	34.95
570 (Cardinal, Sand)	" "	29.95
572 (Maroon, Green, Sand)	" "	29.95
569 (Mahogany)	" "	19.95

Model & Finish	Type	List Price
656 (Beige, Green, Charcoal)	Portable	\$64.95
652 (Gray, Cherry, Two Greens)	" "	47.50
651 (Cherry, Green, Driftwood)	" "	39.95
650 (Cherry, Green, Sand)	" "	32.50
649 (Maroon)	" "	29.95

### Capehart Adds Distributors

Capehart-Farnsworth Corp. has appointed two firms to handle its radio and TV lines: Bemis Electric Distributing Corp., Roanoke, Va.; and Home Products, Inc., Cincinnati.

### Channel Master Reflector



A twin corner reflector, model 406, is a new all-channel UHF antenna that provides up to 16 DB gain, says the manufacturer, Channel Master Corp., Ellenville, N. Y. Device is said to give the performance of two stacked antennas in one unit. Antenna is braced to mast at screen ends.

### Westinghouse Names Parker

The appointment of William C. Parker as manager of public relations for the Westinghouse Electric Appliance Division is announced. Parker was formerly with the company's New York public relations staff.

### RCA Victor Awards Trophies for Outstanding TV Service



A 3-month campaign to achieve "maximum efficiency and customer satisfaction in service to TV set owners," was concluded recently by the RCA Service Co. with the presentation of "President's Cup" awards to four of its TV service branches. The trophies were presented by Frank M. Folsom, president of the Radio Corporation of America. Pictured l to r: E. C. Cahill, president, RCA Service Co.; Ernest A. Steinkraus, Auburn, N. Y. branch; Francis X. Diamond, Baltimore branch; W. L. Rothemberger, New York regional manager for RCA; Mr. Folsom; R. N. Baggs, general sales manager, RCA Service Co.; Robert C. Scully, Bridgeton, N. J. branch; Orrin Dunlap, Jr., vice-president of advertising and publicity for RCA; and Stanley T. Burek, Kalamazoo, Mich. branch.

### Department Store Plugs CBS-Columbia TV Hollywood Way



Hart's Department Store, San Jose, Calif., witnessed scenes like this during its recent two-day promotion of CBS-Columbia TV sets. Using a Hollywood "saturation" technique, the store and its distributor, Pacific Northern Appliances, of San Francisco, used newspapers, mail, telephone and transcribed radio and TV spots featuring Arthur Godfrey and other big names to promote the receivers. Gowned hostesses, door prizes, floral displays—even searchlights were employed in the big event.

### The "Representatives" Elect New National Officers



Outlining plans for the coming year are these newly-installed officers of the "Representatives." Their election took place at the organization's recent delegates meeting in Chicago. Pictured above are Russ Diethert, president (second from right); 1st vice-president Wally B. Swank, Empire State Chapter (extreme left); Dean A. Lewis, 2nd vice-president, California chapter; and Ronald G. Bowen, of the Rocky Mountain chapter. Bowen is national secretary of the "Representatives."

# 4<sup>for</sup> 53 NEW Trav-Electric CONVERTERS

CHANGE 6 OR 12 VOLT D.C. TO  
110 VOLT A.C. 60 CYCLE  
Just plug into Cigar Lighter on Dash.



**Trav-Electric  
Super**  
Model 6-71160  
60 cycle  
60-75 Watts  
**\$37<sup>95</sup>**  
LIST

Size  
4" x 5" x 6"

### Operates

- Wire Recorders
- Dictating Machines
- Amplifiers
- Turntables
- Soldering Iron
- Small Electric Drill



**Trav-Electric  
Master**  
Model 6-51160  
60 cycle  
40-50 Watts  
**\$24<sup>95</sup>**  
LIST

Size  
4" x 5" x 6"

### Operates

- Curling Irons
- Small Dictating Machines
- Radios
- Test Equipment, etc.
- Turntables
- Portable Phonographs



**Trav-Electric  
Senior**  
Model 6-11160  
60 cycle  
35-40 Watts  
**\$15<sup>95</sup>**  
LIST

Size 2 1/2" x 2 1/2" x 4 1/2"

### Operates

- Test Equipment
- Short, Long Wave Radios
- Turntables
- Portable Phonographs
- Lights
- Electric Shavers, etc.



**Trav-Electric  
Midget**  
Model 6-11160  
60 cycle  
10-15 Watts  
**\$11<sup>95</sup>**  
LIST

Size 2" x 2" x 3 1/2"

Operates Test Equipment, All Electric Shavers

**Fully Guaranteed**

Attractive Jobber Discounts

**TERADO COMPANY**

MFRS. OF PRECISION EQUIPMENT

1068 RAYMOND AVE. • ST. PAUL 14, MINN.

In Canada write: Atlas Radio Corp., Ltd.  
560 King St. West, Toronto 28, Ont.

Expert Sales Division: Scheel International, Inc.,  
4237 N. Lincoln Ave., Chicago 18, Ill., U. S. A.  
Cable Address—Harscheel

## Hausman Is Named CBS V.P.



The recent appointment of Louis Hausman (above) as vice-president of CBS-Columbia, Inc., is made known by the Columbia Broadcasting System subsidiary. Associated with CBS for 13 years, most recently as administrative vice-president, Hausman will now supervise all sales, advertising, styling, merchandising, public relations and other activities of the subsidiary firm.

## RCA Victor Unveils Full Line Of Hi-Fi Equipment for Consumer

The first complete line of matched high-fidelity sound system components to be developed for the consumer field by the RCA Victor Division was unveiled at the recent electronic parts show in Chicago. The new components are specifically matched to work with one another for optimum performance in any system composed of them, RCA said. The line includes a deluxe 3-speed automatic record changer, AM/FM radio tuners, pre-amplifiers and power amplifiers, loudspeakers of three different sizes, and separate enclosures for equipment and speakers.

## Du Mont Ups Training Plan

An accelerated serviceman's training program in new TV areas, plus a follow-up in older markets, is currently underway by the Teleset Service Department of Allen B. Du Mont Laboratories. Service clinics are being held in more than 40 new areas, it is revealed.

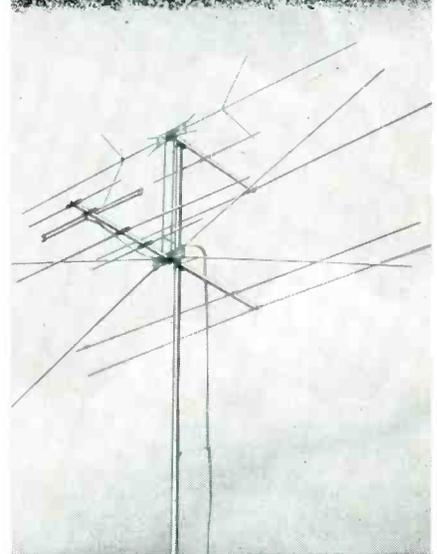
## S-C Adds to Service Policy

The Radio-TV Division of Stromberg-Carlson Co. has announced that it has changed its service policy to include one year's warranty on picture tubes and 90-day warranty on parts and small tubes. The company will also discontinue its former policy of adding the warranty charge to the retail price of each model. This charge will now be included in the suggested list price.

## Whalen in New GE Post

David J. Whalen, formerly with headquarters staff of the General Electric Tube Department, has been named district sales manager for GE replacement tube sales in the Kansas City, Mo., area. The newly-created sales territory will include parts of seven states.

*Performance*  
**JUSTIFIES  
THE CLAIM...**



**THE Greatest  
HIGH-GAIN  
VHF-UHF ANTENNA  
EVER BUILT!**  
**The Far-Reaching Kay-Townes  
BJU-1**

*Original, Revolutionary Design  
... FIXED IMPEDANCE\*  
Point System Provides All-Channel,  
High-Gain Reception With a  
Single Transmission Line!*

Ultimate High-Gain sharp picture reception throughout the entire television spectrum...  
**ALL CHANNELS, 2 to 83!**

No matching pads or isolation filters... no coils or condensers which tend to cut down signals and increase costs of installations. Simplified, but more effective engineering not only results in sharper reception, but reduces service call-backs to absolute minimum. VHF reception improved by addition of UHF system.

One lead-in wire only. Built to high standards of performance and workmanship. Sold in kits of 2, 3, 4 bay units... BJU-1, BJU-1X, BJU-2.

**SOLD ONLY THROUGH SELECTED  
WHOLESALE OUTLETS...**

Contact your jobber or write for name of nearest distributor.

\*Patent Applied for

**THE BEST SET  
IS ONLY AS GOOD  
AS ITS ANTENNA!**

**KAY-TOWNES  
ANTENNA CO.  
ROME, GEORGIA**

### **Brach Display Card Ready**

A point-of-sale display card for its new two and four set TV antenna couplers is being distributed to jobbers by the Brach Mfg. Corp., a division of General Bronze Corp. Finished in four colors, the units display Brach's 300-300 and 477 (two set) and the 478 (four set) couplers.

### **Rice a Rep for Zenith Div.**

Bert Rice has been named a special representative in the sales department of the New Jersey Division of Zenith Radio Corp. of New York. He will handle radio-TV merchandising.

### **Raytheon Lectures Continue**

Another in its series of lectures on "How to Interpret What You See in UHF" was presented to 300 servicemen in Atlanta, Ga., recently, by the receiving tube division of Raytheon Mfg. Co. The meeting was co-sponsored by Southeastern Radio Parts Co., and Hopkins Equipment Co., Raytheon distributors. William Ashby, of Raytheon, was main speaker.

### **Pro Games to Westinghouse**

Westinghouse Electric Corporation has concluded arrangements to telecast professional football games this Fall on a nation-wide basis, according to J. M. McKibbin, vice-president of the company. The games will be shown on a regular schedule of Saturday nights and Sunday afternoons and carried by 65 or more TV stations.

### **Walsco Gets New Chi. Branch**

Increased sales activity has necessitated the removal of the Chicago branch of Walter L. Schott Co. to larger quarters at 315 W. Walton Place. The staff of warehouse personnel has also been increased, according to Jack O'Donnell, who will supervise activities at the new location. With floor space in excess of 10,000 sq. ft., a bigger stock of antennas and accessories will be maintained.

### **Hess Gets Sparton Post**

Robert G. Hess has been appointed as district merchandiser for northeastern Michigan, the Sparton Radio-Television Division of Sparks-Withington Co. announces, succeeding the late F. C. Druillard.

### **Sylvania to Build TV Plant**

Plans for the erection of a 416,000 sq. ft. TV set manufacturing plant at Batavia, N. Y. have been announced by Sylvania Electric Products Inc. The company's radio-TV division headquarters will remain in Buffalo, N. Y., however. Construction on the 124-acre site is expected to be completed in February, with full operation some six months later. Batavia will be the 33rd community in ten states in which Sylvania has at least one manufacturing plant, and the new facility there will be the largest of the company's plants under one roof. Some 1,200 persons will be employed, officials estimate.

### **Goldfinger Joins Jersey Co.**

Max Goldfinger has been appointed as house salesman by South River Metal Products Co., Inc., South River, N. J., and will visit parts distributors in New York City, Long Island, southern New York State, and northern New Jersey.

### **W. E. Barth Joins LaPointe**

Webster E. Barth has joined LaPointe Electronics Inc. as general sales manager, and will coordinate the sales efforts of all divisions, the announcement stated. Barth was formerly New England sales manager for the Reynolds Metals Co.

### **Natter To Hallicrafters**

Douglas F. Natter has been named district sales manager for New England by the Hallicrafters Co. He will handle the firm's TV and radio lines. Timothy Coakley, whom Natter replaces, will continue to represent the company in communications equipment, the announcement noted.

### **Windt a V.P. at Alber Co.**

Robert S. Windt has been named vice-president of the industrial division of David O. Alber Associates, Inc., New York public relations firm. Windt has been account executive on the Allen B. Du Mont Laboratories account.

### **Majestic Distributor Named**

Majestic Radio & Television Division of the Wilcox-Gay Corp., has appointed Max Fischman Co., Inc., Pittsburgh, as distributor for its TV and radio line in western Pennsylvania.

### **NEDA Chapter Elects Slate**

The Missouri Valley chapter of the National Electronic Distributors Assn. recently elected Jack Fisher, Radio Supply Co., Wichita, Kans., as president. William E. Silkey, St. Joseph Radio & Supply Co., St. Joseph, Mo., is secretary-treasurer, succeeding Fisher. J. D. Pottenger, Interstate Electronic Supply Corp., Wichita, is the retired president-director.

### **Sylvania Franchises Four**

New franchises for Sylvania Electric Corp.'s Radio and Television Division have been assigned to these firms: Cummings Distributors, Monroe, La.; Walsh Distributing Co., Kansas City, Mo.; Mid-State Distributing Co., Omaha; and Bomar Appliance Co., Knoxville, Tenn.

### **Ward Plan for Sales Boost**

"How You Can Sell More Auto Antennas" is the theme of a new promotional campaign by Ward Products Corp., Cleveland. Promotion is explained in an eight-page booklet which, together with mats, displays, and a new catalog, is available from the company's distributors.

### **Westinghouse Names Rogers**

Westinghouse Electric Corporation has named A. George Rogers as manager of operations for the Westinghouse Television Radio Division, Metuchen, N. J. He succeeds F. M. Sloan, recently named manager of the company's lamp division.

### **New York NEDA Hears Gross**

Benjamin Gross, Gross Sales Co., was the principal speaker at a recent meeting of the New York chapter of the National Electronics Distributors Assn. He discussed industry sales techniques.

### **More Jobbers for Simpson**

The recent addition of five jobbers who will stock panel meters for industrial accounts has been announced by Simpson Electric Co. The firms are J. B. Distributing Co., Omaha; Radio Parts Co., Milwaukee; Radio Distributing Co., Indianapolis; Standard Supply, Salt Lake City; and Almo Radio, Philadelphia.

### **RMS Holds Florida Forums**

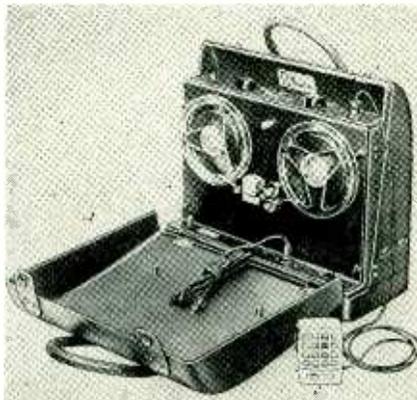
Two forums, conducted by Radio Merchandise Sales, Inc., and held under the sponsorship of local distributors for the firm's TV antennas and accessories, were recently held in St. Petersburg and Miami, Fla.

### **New Rep Firm in California**

A new manufacturers' representative firm, M & E Sales, has opened offices at 267 Arcadia St., Pasadena, Calif. Margaret Gleeman will manage the sales division.

### **Ectro PORTABLE TAPE RECORDER**

The Cub Corder, a completely portable tape recorder, is equipped to record, playback, erase, monitor and recharge batteries. Primarily designed for outdoor recording, the



operation allows the operator freedom while recording, according to the manufacturer. Unit is contained in a leather-grained case. A monitor jack socket enables headphones to be used for playback or listening to determine correct volume setting. Ectro, Inc., Delaware, Ohio—TELEVISION RETAILING.

Designed for Your  
Convenience—Engineered  
for Job Performance ...

# MASTS

by the TENNA-TRAILER Company  
Leaders in the field of Telescoping Masts  
...Producers of Masts for every purpose

## TENNA-TRAILER

A mobile mast for demonstrating TV in homes—A tool for installing masts.

## TENNA-MAST

The Cadillac of the self-supporting, telescoping, crank-up type masts.

## KENMAST

The economical, lightweight, 50-foot mast. Telescoping—Crank-up—Square Tubing

## CS-SERIES MASTS

The low-priced mast for the lowest priced market. Not just gas-pipe but an engineered product.

## SU-30 & 50 MASTS

The King of the 50-foot, Slip-up type Masts. Made of square Nikoh Tubing.

## INSTALLATORS

Base Plates and Standoff Brackets adjustable for every type of mast installation.

Write for Literature

**THE TENNA-TRAILER COMPANY**  
321 North Plum Street • Pontiac, Illinois

# The New, Improved P-238

# 14 element, Yagi-type all wave ANTENNA

Pat. App. For

- Two-stacked
- Fringe Area
- Pre-assembled

Model P-38  
Single Unit

**ORDER TODAY!**

SOLD THROUGH JOBBERS ONLY!

Write for new technical literature.

- Separate matching network for different stacks
- Now furnished with Impedance matcher to improve gain on high band.

Model P-238  
Two-stack with stacking bars and impedance matcher

Model P-438  
Four-stack with stacking bars, impedance matcher and stacking harness



**Tricraft Products Co.**

1535 N. Ashland Avenue, Chicago 22, Ill.  
Manufacturers of complete line of Television,  
FM and AM antennas and accessories

two  
new  
magazines

One is *MART*—for television-appliance  
retailers. The other is *TECHNICIAN*—  
for television, audio, electronic servicing.

First issues - September, 1953.  
Complete details on page 118.  
Caldwell-Clements, Inc. 480 Lexington  
Avenue, New York 17, New York

**for  
easy  
tuning -**

*Silverline*

**UHF CONVERTER**

**S-P-A-C-E-S**

**ALL CHANNELS EVENLY  
around the dial . . .**

**14 - 25 - 35 - 45 - 55 - 65 - 75 - 83**

Compare the SILVERLINE converter to any other on the market today and see how SILVERLINE eliminates difficult tuning or channel "bunching." Only SILVERLINE is designed to spread the channels evenly around the dial—SILVERLINE offers *straight line frequency dial calibration*. Other UHF converters make available (as illustrated) less than one third or one quarter of the dial to channels 45 to 83. This makes tuning extremely difficult in the upper half of the UHF bands. Easiest tuning . . . simplest installation . . . SILVERLINE outperforms all other UHF converters.

*For the finest UHF converter — SILVERLINE!*

Jobbers:—Some choice territories still remain open.—  
Write for details.

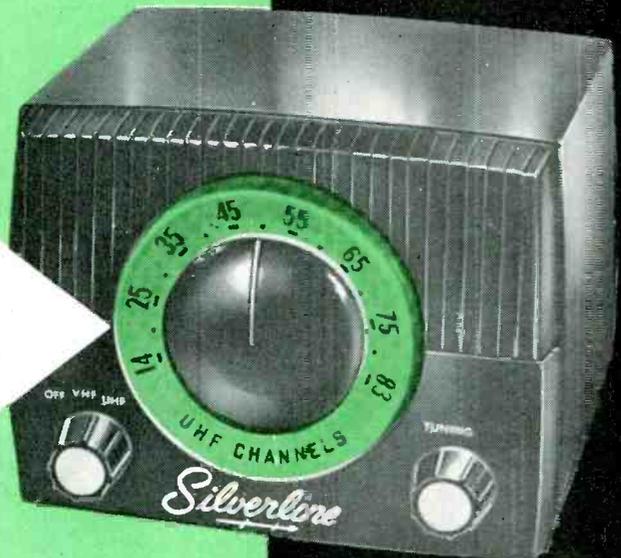
**General Instrument & Appliance**

CORPORATION

Subsidiary of GENERAL INSTRUMENT CORPORATION • 829 Newark Avenue • Elizabeth 3, N. J.



32 Channels cramped into 1/2 of dial  
Manufacturer A



40 Channels cramped into 1/3 of dial  
Manufacturer B



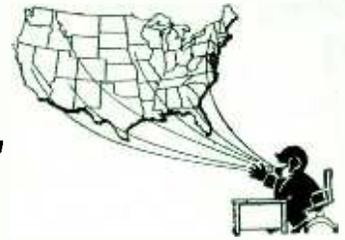
70 Channels cramped into 1/3 of dial  
Manufacturer C



33 Channels cramped into 1/4 of dial  
Manufacturer D

Telephoned Reports from All Sections Reveal

# STATE of the MARKET



## BOSTON

TV SLOW, INVENTORIES SLOW HERE, but pick-up expected in late August. . . . Dealers expect to buy quite heavily in the immediate pre-Fall period. . . . 21-inchers most popular. . . . Lots of interest in consoles. . . . Appliances holding up well, with ranges quite active. . . . Refrigerators lagging. Estimates are that 70% of the units in homes are of postwar vintage. . . . Weather has held back air conditioner sales at dealer level, though distributors have bought heavily. . . . Clothes dryers slow as are phono records and players. . . . Widespread price-cutting going on.

## SAN FRANCISCO BAY AREA

LOWER-PRICED TV SETS SELLING FAIRLY WELL in a listless market. . . . Complete kitchens, ranges and refrigerators active. . . . Freezers and room air conditioners slow because of unseasonably cool weather. . . . Automatic washers doing surprisingly well. . . . Portable radios moving out of stores at rapid pace, but records are slow.

## ATLANTA

INVENTORIES ABOUT NORMAL HERE with TV just so-so saleswise, and some spot shortages in low-priced table jobs. . . . Most white goods ahead of last year, and there have been shortages of 7-foot refrigerators. . . . Air conditioner sales have been very good, and some models are in short supply. . . . Phono records sell well in most stores.

## DALLAS

BUSINESS UP HERE with TV, radios, phonos and records moving briskly. . . . Ranges and refrigerators performing well. . . . Air conditioners and fans selling well, and expected to be better with continued hot weather.

## MINNEAPOLIS-ST. PAUL

TV FAIR HERE, and not much price-cutting. . . . Refrigerators doing fairly well, and there's considerable interest in dryers in this locality where they've had plenty of cold, wet weather. . . . Inventories in

healthy condition. . . . Food freezer sales dragging. . . . Phono records selling very well, and mostly at list prices, with volume well up over last year.

## CINCINNATI

TV SET SALES HOLDING UP, about on a par with last year, but there's plenty of price-cutting. . . . Ranges doing well, as are room air conditioners; latter in good demand with prices holding firm. . . . Electric fans are in short supply. . . . Refrigerators commencing to come alive. . . . Automatic washers up 10% over last year; wringers holding their own. . . . Electric housewares steady but not spectacular.

## CHICAGO

CAUTIOUS BUYING HERE BY CONSUMERS. TV slow. . . . De luxe refrigerators fairly active. . . . Freezers lagging. . . . Exceptionally good sales of automatic washers and dryers. . . . Ranges are off. . . . Air conditioners and fans quite active. . . . Electric housewares have been busy items. . . . Radios slow; phono records brisk.

## NEW YORK

SLOW, SLOW AND SLOWER HERE IN TV, but dealers expect a good Fall. . . . Inventories quite low, but heavy buying by retailers is on the way. . . . White goods just about normal--nothing exciting, and as usual there's plenty of price-cutting. . . . Some suburban dealers doing all right by themselves with all products, but business is spotty and erratic. . . . Discount-houses crowded with cash buyers out after brand-name electric housewares. . . . Phono records fair, and they'll pick up before long.

## PORTLAND, OREGON

THE TV TUMULT AND THE SHOUTING has died down here, though sets are being sold. . . . Some exclusive TV stores have folded, and competition is keen as a razor, with price-cutting increasing. . . . White goods doing well, especially in freezers. . . . Getting back to TV, sales are expected to be needed this Fall when the city's second TV station is expected to go on the air. This will be Channel 6, VHF.

COMING IN SEPTEMBER—

# two new magazines

# MART • TECHNICIAN

—the magazine for television and appliance retailers

—the magazine for television, audio, electronic servicemen

**PRETESTED  
FOR  
MONTHS**

This is the first major change in TELEVISION RETAILING in 32 years. In September, this all-time leader of television-appliance trade media will be succeeded by two completely new and separate publications—MART and TECHNICIAN. These magazines have been planned to help the reader meet the certainty of early and extensive changes in selling and servicing. Television—now on the threshold of color and growing more rapidly than ever before—demands a high degree of editorial specialization to match the growing specialization in its selling and servicing functions.

Both MART and TECHNICIAN have been issued (in condensed form) as regular supplements of TELEVISION RETAILING for many months. The response to this pretesting has been the most phenomenal in our publishing. It's been so laudatory . . . so great . . . that we've decided to give the trade the two new magazines it needs and wants—MART and TECHNICIAN.

## MART FACTS

**Editorial**—the best and most experienced staff in the industry edits MART for the television-appliance retailer—with the information the retailer needs—the information the retailer wants—to step up profits. The contents will be aimed directly at meeting the retailer's selling, sales training, and management problems.

**Price Mart**—special feature of the MART will be the monthly "Price Mart"—giving the retailer specifications and list prices of all national lines of television-appliance merchandise. It's a day-in and day-out must for the retailer.

**Format**—The new page size will be 9" by 12". Four columns. Tabloid newspaper style front page.

**Circulation**—35,880 guaranteed, including 31,060 minimum monthly retailer circulation. The retailer circulation—an unmatched high of 86% of the total circulation—includes television appliance retailers, department stores, furniture stores, chain and syndicate stores, public utilities, hardware stores, and automotive outlets.

**Rates**—The lowest cost per thousand retailer rates in the field. Ask us about them.

**Important Dates**—Closing Date—5th of month prior to date of publication. Issuance Date—1st of month of issue.

## TECHNICIAN FACTS

**Editorial**—The pages of TECHNICIAN will be devoted to helping the serviceman and service manager with his servicing and installation problems. A great editorial staff will produce more pages on these all-important subjects than any other magazine in the field. What's more, there'll be supplements, special inserts, color charts, reference data plus—a totally new service feature!

**Circuit Digests**—The greatest technical contribution ever made to the trade—Circuit Digests, presents each month circuit explanations and schematics of television and radio models currently reaching the trade.

**Format**—The main section will have the standard 7" by 10" page size. The Circuit Digests will be continued in their present tabloid size, folded and inserted in the magazine—so they can be readily used by servicemen.

**Circulation**—Plans call for a paid circulation in excess of 50,000 by January, 1954, to reach the largest group of verified service readers. These include service technicians and service managers of television, radio, audio, and electronic servicing and installation organizations; service managers of TV retail outlets having service departments; all TV and electronic parts distributors.

**Rates**—TECHNICIAN gives you the lowest rate per thousand service organizations of any magazine in the field.

**Important Dates**—Closing Date—10th of month prior to date of publication. Issuance Date—10th of month of issue.

## ● TARGETS FOR '54 . . .

### An estimate of the "MART" market ahead—

Product	Total Units In Use 1/1/54	Percent Saturation 1/1/54	Estimated Units to be sold in 1954	1954 Sales—Estimated Retail \$ Value of Units
Television Receivers	28,000,000	63.6	7,000,000	\$1,960,000,000
Refrigerators	40,200,000	91.3	4,200,000	1,176,000,000
Washing Machines	34,000,000	77.3	4,000,000	720,000,000
Freezers	6,500,000	14.8	1,800,000	684,000,000
Radios	120,500,000	*98.0	11,900,000	570,000,000
Ranges, Electric	11,900,000	27.0	1,800,000	360,000,000
Room Air Conditioners	1,582,000	3.6	1,000,000	340,000,000
Vacuum Cleaners	28,700,000	65.2	3,200,000	256,000,000
Clothes Dryers	1,900,000	4.3	1,000,000	250,000,000
Water Heaters, Elec.	6,400,000	14.5	1,000,000	128,000,000
Sewing Machines, Elec.	18,000,000	41.0	1,600,000	176,000,000
Dishwashers	2,000,000	4.6	400,000	92,000,000
Irons	4,600,000	10.4	320,000	54,000,000
Disposal Units	1,500,000	3.4	200,000	30,000,000
Housewares, Elec.				960,000,000
Misc.— (Supplies, bulbs, etc.)				1,000,000,000
<b>TOTAL</b>				<b>\$8,756,000,000</b>

\* Two percent of electric customers without radio; but multiple-unit owners among 98% account for 120,500,000 units.

The above figures are simply estimates based on interviews with manufacturers and industry leaders.

### "Technician's" replacement Market and Index, including estimated sales of tubes for 1953 and 1954 . . .

Year	Active Tube-Sockets (Tubes in Use): Receiving Tubes. Units**	Sales of receiving tubes, Initial equipment and renewal	
		Units	\$ Volume Retail
1952	1,216,617,000	368,500,000	\$775,000,000
1953	1,458,622,000*	447,660,000*	895,000,000*
1954	1,889,655,000*	513,169,000*	1,026,000,000*

Year	Sales of pictures tubes, Initial equipment and renewal Units	\$ Volume Retail	Receiving tube and picture tube	
			Units	\$ Volume Retail
1952	7,800,000	\$312,000,000	\$1,082,000,000	
1953	11,000,000*	440,000,000*	1,335,000,000	
1954	13,000,000*	520,000,000*	1,546,000,000	

\* Estimated

\*\* Number of sockets represents market factors for capacitors, coils, and hundreds of other parts and components.

**SO . . . be sure you're "in" these great, momentous first issues—out in September. Reserve your space today!**

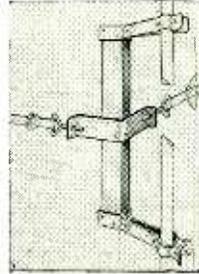
**CALDWELL-CLEMENTS, INC. • 480 LEXINGTON AVE. • NEW YORK 17, NEW YORK**

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# South River

★ ★ NEWS ★ ★



**Chimney  
Uni-Mount  
Model  
UM-1**

Riveted, heavy-gauge, galv. steel with wide, flared-lip, snap-in mast holders. 18" spacing between mast holders for firm support. Available with one heavy-gauge stainless steel strap, Kwik-Klip banding closure and Chimney Corner Guards.

Model UM-2 . . . same as UM-1 with 2 heavy-gauge stainless steel straps.

Write for our new 1953 catalog.  
In Canada—A.T.R. Armstrong Co.,  
Toronto

**SOUTH RIVER METAL  
PRODUCTS CO., INC.**  
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER  
OF FINEST LINE OF ANTENNA MOUNTS

## CLOSING DATES FOR

### 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

# SPRAGUE

# TV REPLACEMENT CAPACITOR GUIDE

## SETS of the MONTH

### SPARTON MODELS 22312, 22313, 23322, 23323 (Chassis 29U213)

Symbol No.	Rating MF @ WVDC	Sparton Part No.	Sprague Replacement
C29	2 @ 50	PA4303-14	TVA-1301
C45	40+40 @ 250/10 @ 200	PA4307-21	TVL-3785
C68	5 @ 50	PA4308-2	TVA-1303
C73	80 @ 450/100+20 @ 50	PA4307-23	TVL-3704
C79	40 @ 475/20+20 @ 450	PA4307-22 (1)	TVL-4840
C114	40+40 @ 475	PA4307-13	TVL-2830

### INSTALLATION NOTES (1) Parallel 10 mfd sections.

### MOTOROLA MODEL 610T AUTO RADIO (Mopar)

Symbol No.	Rating MF @ WVDC	Part No.	Sprague Replacement
C21	30 @ 350/30 @ 300/20 @ 25	23A473015	TVL-3620

### REGENCY MODEL RC-600 UHF CONVERTER

Symbol No.	Rating MF @ WVDC	Regency Part No.	Sprague Replacement
C1	50+50 @ 150	300-082-7	TVL-2435

### GRANCO MODEL CTU UHF CONVERTER (Chassis 100)

Symbol No.	Rating MF @ WVDC	Sprague Replacement
C11	20+20 @ 300	TVL-2626

### MAJESTIC SERIES 112, 113

Symbol No.	Rating MF @ WVDC	Majestic Part No.	Sprague Replacement
C29	40+40+4+4 @ 450	C-5.435-3	R-1320
C64			
C72			
C106			
C31			
C62	40+40+4+4 @ 450	C-5.435-3	R-1320
C63			
C104			
C50			
C102	100+25 @ 50	C-5.429-2	R-1319
C97	4 @ 50	C-5.430-1	TVA-1303

# TOP QUALITY ALL YEAR for ALL SETS

## ● PAPER TUBULAR REPLACEMENTS

"Black Beauty Telecap"  
molded tubular capacitors.

## ● CERAMIC CAPACITOR REPLACEMENTS

"Ceramate" Discs and "Bulplate"  
rectangulars have every needed rating!

## ● TWIST-LOK\* 'LYTIC REPLACEMENTS

Type TVL—world's most complete  
line of electrolytic capacitors.

## ● TUBULAR 'LYTIC REPLACEMENTS

Type TVA "Atoms" are small enough to  
fit anywhere, work anywhere.

\* TRADEMARK

THE WORLD'S  
LARGEST



CAPACITOR  
MANUFACTURER

For Dependable Call-back Free Replacement Capacitors, use only the proven products of the most complete capacitor line! Sprague has the ratings you need every time! Send 10¢ for 44 page TV Replacement Capacitor Manual to Sprague Products Co., 65 Marshall St., North Adams, Mass., or get it FREE from your Sprague Distributor.

Depend on Mallory  
for  
Approved Precision Quality

# GET A BIGGER SHARE

of the NEW UHF market  
with the Mallory UHF Converter

The new UHF market is a big one . . . and the Mallory UHF Converter is ready to help you make the most of it. Thousands of sets will need converting when UHF television goes on the air in your area . . . and the Mallory Converter can be your fastest moving item.

- The Mallory Converter adds *all* existing UHF channels to *any* TV set . . . without sacrificing reception of existing VHF channels.
- Mallory precision quality insures high quality picture definition . . . easy tuning.
- Your customers have nothing more to buy, no further adjustments to make . . . even if they move to another broadcast area.

**Ask** YOUR MALLORY DISTRIBUTOR

for complete details of the Mallory Converter. It has been a "best seller" in areas where UHF is already on the air. It can be your answer to a bigger share in the new UHF market.

### Installation is fast and EASY

All you need to do is connect the antenna lead and power lines from the Converter to the set. It can be done in your customers' homes in a matter of minutes.



P. R. MALLORY & CO. Inc.  
**MALLORY**

CAPACITORS • CONTROLS • VIBRATORS • SWITCHES • RESISTORS  
RECTIFIERS • POWER SUPPLIES • FILTERS • MERCURY BATTERIES

**APPROVED PRECISION PRODUCTS**

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

# A serviceman's *"best friend"* is an RCA Tube

An RCA Tube starts working for you from the instant the customer first sees the familiar red, black, and white carton. You have her confidence from the start, because she knows and respects the RCA trademark.

But the big payoff to you begins when the tube goes to work. For, experience has proven that the superior quality of RCA Receiving Tubes and Kinescopes is your best measure of protection against premature tube failures. With RCA Tubes, you can be sure the job is well done.

Helping you to safeguard your reputation is a vital, everyday service of RCA Tubes. And that protection is yours at no extra cost.



**UNLOCK  
 THE DOOR TO  
 BIGGER  
 PROFITS**

Here's *your* key to better business... RCA's dynamic Dealer Identification Program. Ask your **RCA Tube Distributor** for your copy of the colorful, 16-page booklet "A Magic Pass-Key to Customer Confidence." It tells you how you can become a Registered Dealer... and get *extra* sales benefits.



**RADIO CORPORATION of AMERICA**  
 ELECTRON TUBES

HARRISON, N. J.