

Radios, Phonograph Records, Appliances

Including TV-Electronic TECHNICIAN

TELEVISION RETAILING

A Caldwell-Clements Publication

In Two Sections
• Section One •



Get Ready
for the
Last-Minute
Shopping
Rush!

December • 1952

Now

Each Week

2,521,816

RADIO LISTENERS

Are Hearing About America's Most Advanced TV Set

CBS *Columbia*

On the DORIS DAY RADIO SHOW...



DORIS DAY—Warner Bros. Star soon to be seen in "April in Paris."

The Big, New Night-time Radio Show over the CBS Radio Network covering every major Market in America!

DORIS DAY—America's brightest singing sensation—now on the air to help you sell the new CBS-Columbia TV sets.

What a combination! A big, top-budget night-time radio show . . . and strong-selling messages

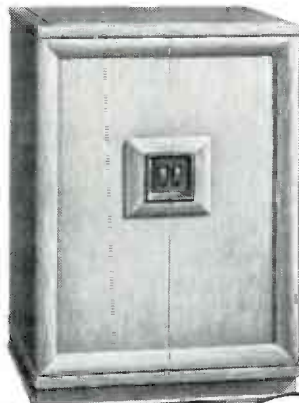
about CBS-Columbia TV sets.

Starts November 11th (10:05-10:30 P. M. E. S. T.)—Don't miss it!

All This... Plus:

- 1 Continuing Magazine Campaign, Double-Page Spreads and Full Pages!
- 2 Full-Page Newspaper Advertisements in every major city.
- 3 Concentrated local Spot-Radio Campaign featuring CBS Stars on hundreds of stations.
- 4 Dramatic Store-Demonstration Record featuring top CBS-TV Stars.
- 5 Unusual new dealer ads featuring top CBS Stars.
- 6 Exclusive life-size Jack Benny Floor Display, Star Pennants, Window Streamers.

And dozens of additional customer-catching promotional devices!



ENGINEERED BY

CBS *Columbia*

THE GREATEST NAME IN HOME ENTERTAINMENT



CBS-COLUMBIA has a Great Selling Plan!



JACK BENNY
CBS-TV's Sunday Star

Yes, and it took CBS to do it, Jack!



ARTHUR GODFREY
CBS-TV Star

Contact Your CBS-Columbia Distributor—Today!

CBS-COLUMBIA INC.

A Subsidiary of the Columbia Broadcasting System

TELEVISION RETAILING

including "RADIO & TELEVISION"
"RADIO & TELEVISION TODAY"
"TV TECHNICIAN" and
"APPLIANCE RETAILING"

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CALDWELL-CLEMENTS, INC., Publication Office, Bristol, Conn.

Editorial and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Plaza 9-7880
Publishers also of TELE-TECH

Westinghouse

announces a great new division for full-scale manufacture of
RELIATRONTM ELECTRONIC TUBES

To Produce and Market A Complete Line of Tubes

RECEIVING • TELEVISION PICTURE • TRANSMITTING • INDUSTRIAL • SPECIAL PURPOSE

Westinghouse proudly announces a completely new division of the Westinghouse Electric Corporation—the ELECTRONIC TUBE DIVISION, with headquarters at Elmira, New York.

This division is pledged to become THE leader in research, development, manufacture and marketing of electronic tubes. To achieve this aim rapidly and surely, Westinghouse has built two of the most magnificent, modern electronic tube plants in the world at Elmira and Bath, New York.

OLD IN EXPERIENCE; NEW IN FACILITIES, EQUIPMENT, TECHNIQUES

It has collected at these plants one of the greatest electronic tube engineering and production teams ever assembled. This experienced team was recruited from the most talented of Westinghouse's 100,000 employees and augmented by key experts from throughout the industry.

The Westinghouse Electric Corporation, too, is a veteran of wide electronic tube experience. To cite only a few instances:

- ★ Westinghouse produced the first dry-battery operated vacuum tube in America—the WD-11.
- ★ Westinghouse developed and produced the first vacuum tubes utilizing an indirectly heated cathode, introducing ac radio operation.
- ★ Westinghouse pioneered in high-powered transmitting tubes for use in both pulsed and CW radar applications. The famous Westinghouse Type WL-530 was in the Pearl Harbor radar set which gave the warning of the approach of Japanese planes in 1941. These tubes led the way to all subsequent radars.
- ★ Basic development of the cathode ray television system was performed in Westinghouse Laboratories.



RELIATRON Tubes are backed by Westinghouse Reliability

Because of Westinghouse experience and the unlimited resources and facilities of its new Electronic Tube Division, it is now producing electronic tubes which are the finest ever made... Westinghouse RELIATRON Tubes.

TUBE RESEARCH AND DEVELOPMENT

Westinghouse tube leadership is based on the untiring efforts of its research staff. These men are now improving present tube types and developing new types for superior service and new applications, including UHF.

QUALITY CONTROL

RELIATRON Tube performance is assured by exacting quality control. Every step in the manufacture of RELIATRON Tubes—from raw materials to finished product—must meet standards which are the highest in the industry.

ENGINEERING AND SALES SERVICES

Whatever your tube problem, you will find Westinghouse electronic tube sales representatives and application engineers at your service. Sales and engineering offices are strategically located throughout the country to serve you.

ADVERTISING

Trade acceptance of Westinghouse RELIATRON Tubes will be aided by a nationwide advertising campaign second to none. Sales promotion programs for distributors and service dealers will be hard-hitting sales builders. Your product or service will profit from the fullest consumer acceptance.

DISTRIBUTORS, EQUIPMENT MANUFACTURERS, WRITE NOW

For complete information on the Westinghouse line of RELIATRON Receiving Tubes, Television Picture Tubes, and transmitting, industrial, and special purpose tubes, write or wire Westinghouse Electric Corporation, Dept. L-12, Elmira, New York. Or call your nearest Westinghouse Electronic Tube Division Sales office.



WESTINGHOUSE IN ELMIRA, NEW YORK

360,000 square feet of steel, glass and brick designed for one thing—to house the most efficient electronic tube production in the world. Here are produced Westinghouse RELIATRON television picture tubes, transmitting tubes, industrial tubes, special purpose tubes—all of unsurpassed quality. Here, too, is located the headquarters of the Westinghouse Electronic Tube Division with sales, engineering and production management ready to extend a warm welcome to you.

WESTINGHOUSE IN BATH, NEW YORK

This Westinghouse Receiving Tube plant is another 220,000 square feet of modern production efficiency. It lies only a few miles from a major source of glass tube envelopes. It is served by all modern transportation media to assure prompt shipment of your requirements—only hours away from all principal markets. Here at Bath the most modern equipment is operated by the industry's leading craftsmen. From it are shipped the finest receiving tubes in the industry—Westinghouse RELIATRON Tubes.



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

**ELECTRONIC
TUBE DIVISION**

WESTINGHOUSE ELECTRIC CORPORATION, ELMIRA, N. Y.

ET-95001

HER CHOICE IS

Regency

LARGEST SELLING VHF BOOSTER
AT ANY PRICE!

ANOTHER DX ENTHUSIAST

HELEN STANLAND QUAM
SALES MANAGER, JOBEER DIVISION
QUAL-N-CHOLS COMPANY
CHICAGO, ILLINOIS



ALSO MAKERS OF THE **Regency** UHF CONVERTER

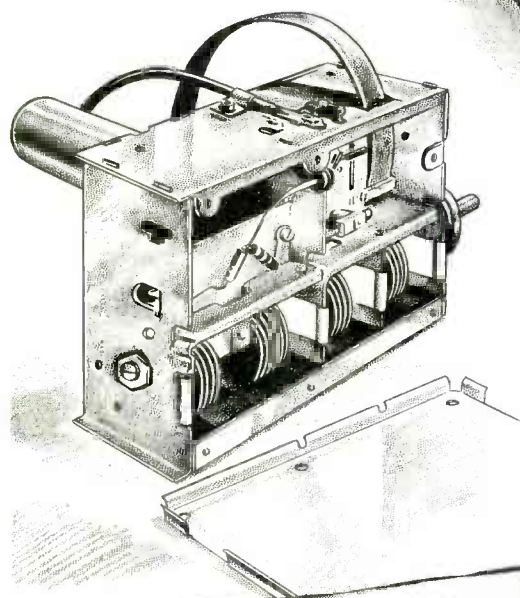
Budger Brown advertising

QUALITY FIRST... A PHILCO POLICY

PHILCO ADVANCED RESEARCH IN
THE FIELD OF ELECTRONIC SCIENCE

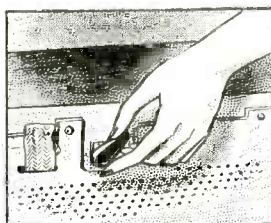
**PUTS PHILCO
FAR AHEAD
IN UHF**

THE F.C.C.
HAS ALLOCATED
511 NEW
VHF STATIONS
AND **1432**
NEW UHF
STATIONS!



THE NEW, EXCLUSIVE PHILCO BUILT-IN
ALL-CHANNEL UHF TUNER
WILL RECEIVE EVERY STATION ON
THE AIR IN EVERY COMMUNITY!

**FAR MORE THAN
JUST A "ONE-OR-
TWO STATION" SET,**
PHILCO ALL-CHANNEL TELEVISION
ASSURES **FULL** COVERAGE AND
FULL PERFORMANCE NOW...
AND FOR YEARS
TO COME!



4-WAY CONTROL
BEAMS THE AERIAL
TOWARDS THE
STRONGEST SIGNAL
FROM ANY STATION

ONLY PHILCO HAS IT!
DIRECTIONAL
UHF-VHF
BUILT-IN AERIAL

PHILCO FAMOUS FOR QUALITY THE WORLD OVER

Spico Super-Phantom* indoor TV Antenna



Sold 17,654 SUPER-PHANTOM* ANTENNAS in 12 days

Phenomenal! — 17,654 Super-Phantom antennas SOLD by only 5 department stores in just 12 DAYS! Each promotion, backed by large Sunday newspaper ads in the city's leading newspapers, brings unprecedented store traffic and sales. All stores repeat and repeat. No wonder the country's foremost big store buyers demand SPICO Super-Phantom promotions.

Today, get in on this PHENOMENAL MONEY-MAKER! Get the complete sales story about big profits, big volume and the special cooperative advertising promotion for your city.



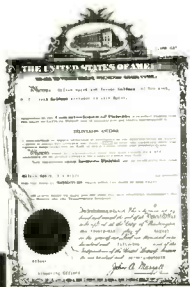
Super-Phantom — the nation's most consumer advertised antenna!

Some of the leading department stores (plus those shown above) that proved SPICO Super-Phantom the GREATEST SALES BUILDER IN YEARS: Macy's, New York City; Hale's, San Francisco; Denver Dry Goods, Denver; Gertz, Jamaica, N. Y.; Lansburgh's, Washington, D. C.; Horne's, Pittsburgh; Ed Schuster & Co., Milwaukee — plus many, many more.

SPICO Super-Phantom INDOOR TV ANTENNA, Model 503 Tunes Out Ghosts and Fuzz — Brings in clear, sharp pictures

Exclusive features: Impedance matching stub; adjustable knob for pin-point tuning, minimum adjustment of dipole lengths, less flicker and roll-over with steadier picture, rustproof brass tubing, will not tilt nor tip and gleaming, handsome base.

Now! Write, wire, phone! Order this PHENOMENAL MONEY-MAKER today! \$7.95 list



U. S. PATENT
NO. 2608657

SPIRLING PRODUCTS CO., Inc.

62 GRAND STREET • NEW YORK 13, N. Y.

You can put away the salt, boys!

The word's around: you can take what you hear about the Zenith TV for '53 *without* a grain of salt.

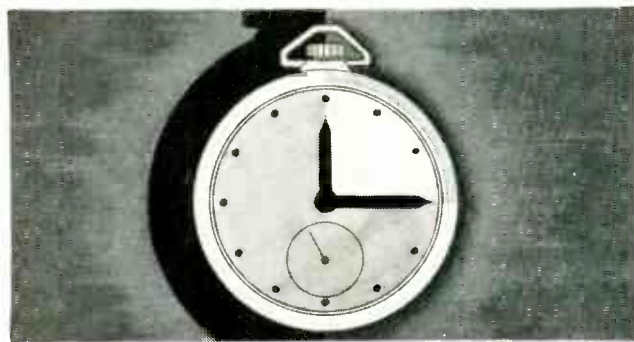
It IS the hot line we promised you. It DOES the things we said it would. And just in case you've forgotten any of the reasons why it's such a pleasure to sell Zenith, here are some—just the way so many of you tell 'em to us:



Long Distance Reception—Fringe area dealers report the new K-53 chassis turns skeptics into sales on *sight!* Reason: The new Zenith pulled in 20% clearer pictures from 25% farther out than leading makes tested against it in 17 tough TV fringe areas.



Showroom Strength—Up-to-date dealers with well-lighted stores tell us the new Zenith has the picture strength to hold its own against strong overhead lights and street glare. (That means one less hurdle for you to clear before closing a sale.)



UHF in 15 Minutes—Wherever UHF comes in, Zenith gets compliments both from dealers and owners. Reason: Addition of UHF channel strips to the exclusive Zenith turret tuner (takes 15 minutes or less) and any Zenith ever sold is ready for superb UHF reception . . . a fact already proved in thousands of Portland, Oregon homes. No outside converter or adapter.

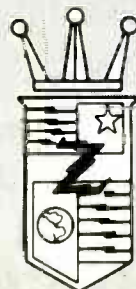


Blindfold Tuning—Demonstration-minded dealers say the "Blindfold Tuning" demonstration is one of the most convincing ways to clinch a Zenith TV sale. It focuses attention on the picture, proves how one knob will get a perfect picture and flawless sound on the new 1953 Zenith. (Tip: Keep a clean handkerchief handy. Practice counting clicks to change channels.)

TRUE IN '52 AND GOOD ADVICE FOR '53

FOR SELLING QUALITY, FEATURE ZENITH

ZENITH
REG. U.S. PAT. OFF.
LONG DISTANCE RADIO
and TELEVISION



COPR. 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Greater than Ever!



THE RADIART *TV Booster*

with these added features:

- ★ Automatic On-Off Switch
- ★ Stand-By Position — eliminating "warm-up" time for booster
- ★ EXTRA 110 volt convenience outlet — plug in rotor or any appliance

and these too: High Signal-to-Noise Ratio ★ Wide Band Amplification ★ Complete Neutralization for Stable Operation ★ Mahogany Grained Polished Finish ★ Completely Enclosed for Dust-Free Operation ★ 15 Degree Tilt for Easier Visibility.

Accepted as outstanding . . . now with the ADDED features this BOOSTER leads the field. The automatic switch makes it possible to shut off the TV set by switching off the booster . . . the stand-by position keeps the booster in readiness for use . . . and the extra outlet adds versatility to the booster.

It's the Perfect Partner to the CDR ROTOR . . . the TV TWINS



SUBSIDIARY OF



THE RADIART CORPORATION CLEVELAND 13, OHIO

VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTORS • POWER SUPPLIES



"ON THE BEAM" WITH CROSLLEY TV

You can see it **BETTER** on a CROSLLEY

AMERICAN KITCHENS
BENDIX HOME APPLIANCES
CROSLLEY
CROSLLEY BROADCASTING CORPORATION
HORN
LYCOMING
NEW IDEA
SPENCER HEATER

CROSLLEY 21" CONSOLE PRICED LOWEST OF 6 MAJOR BRANDS

Comparison shows this fast-moving model leads 'em all in most wanted features

Ever been asked, "Is there any REAL difference between leading TV sets?" Crosley says there's a whopping big difference and points to its 21COL—big 21-inch open console.

This handsome set has a suggested retail price of \$299.95. And this low price, like all Crosley prices, includes two sales-clinching extras. Federal tax and a big full-year warranty. Crosley's full-year warranty doesn't cover merely the picture tube, or just the chassis parts—it covers the big picture tube, all other tubes, and ALL chassis parts.

Automatic focusing is another "difference" that makes a shopper comparing a Crosley nod his head and say, "I agree, You can see it BETTER on a Crosley." There's no annoying fuzziness as the picture gets away from the center and out toward the curved edges of the picture tube.

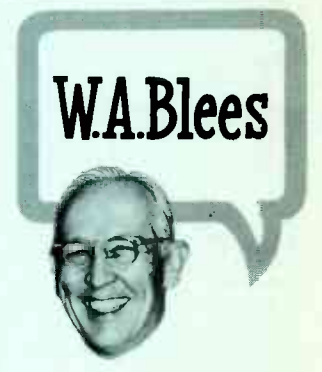
Then consider amateur radio interference. Customers may ask if those newly licensed "ham" operators will cause trouble on the set they look at. If you sell Crosley, the answer is a confident "No, siree!"—thanks to months-ahead precautions of Crosley engineers.

How about room lights in a room when the set is on? With Crosley there are no reflections—the slanted picture window throws any glare to the floor.

Finally, remember a TV set is a piece of furniture that must be good, look good and blend well with other pieces in the room. Crosley cabinets are all fine wood. Not metal . . . not plastic. And only Crosley offers a choice of mahogany or blond finishes for the same price.



The Executive, Model EU-21COL. Here's the set that's beating competition. Beautiful wood cabinet in a choice of deep mahogany or pale blond finish. Read here how this Crosley De Luxe Model leads the field.



reveals shipments of Crosley electronics up 150% over last season

"Our 1953 models of television sets have received such enthusiastic public reception that figures show a sales picture brighter than our most enthusiastic hopes.



"We are operating at peak capacity in our Cincinnati plants. Recently, new production lines have been opened to better handle a mounting flood of orders from distributors all over the country.



"In fact, so great has been the demand that we have had to allocate all production, to be fair to all dealers.



"As an example of this phenomenal sales rise, take a look at our fall business. September 1952 alone was over 100% ahead of the highest month in 1951. This even exceeds November 1951, which has been accepted as the peak month of the '51 selling season.

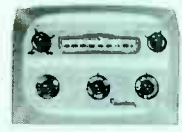


"Today's exciting sales volume dramatically justifies the faith Crosley has had all along in the future of superior television—Crosley television."

Here are 10 reasons why you can see it BETTER on a Crosley

- All channels. Built-in UHF, optional.
- Sharp, clear image. No disturbing patterns.
- Always in focus right to edges of screen.
- Interference virtually eliminated. No fade.
- Greater picture-pulling power. Distant stations clear without weakening local reception.
- Year's warranty covers ALL chassis parts—not just picture tube.
- Full-room viewing. See it all from any viewing angle.
- Reduced service calls. Auxiliary controls in easy reach for minor adjustments.
- Removable picture window. Clean it yourself.
- Factory- and field-tested. Ready to plug in. —all backed by Crosley's 30 years' experience in electronics

→ These 3 selling points alone will clinch a Crosley sale for you!



All-channel reception—VHF-UHF

Crosley sets with built-in UHF receive every Ultra High Frequency channel sharper and clearer—even in fringe areas. No adjustments or adapters are required. Crosleys without UHF can easily be converted to receive all UHF channels by simply adding Crosley's Ultratuner.



Greater picture-pulling power

Crosley television brings in stronger, clearer pictures from distant stations without, as some sets do, weakening local reception. The Custom Models do this automatically. The De Luxe Models have a special booster switch with 3 settings—local, suburban and distant.



Always a sharp, clear image

When a neighbor's refrigerator or oil burner goes on, you get no disturbing patterns on a Crosley TV, because line voltage drains are automatically compensated for in Crosley sets. Explain this to your customers as another reason why "You can see it better on a Crosley."

"ON THE BEAM".....with CROSLLEY TV

CROSLLEY MOBILE UNIT GIVES PREVIEW OF TV IN NEW AREAS

Sells public on Crosley long before stations open up



The Crosley Traveling TV Station "shoots" spectators in front of dealer stores so they can see themselves on Crosley TV sets

"Come on! Let's go watch the Crosley TV Station!" That's what TV-hungry people are saying in new television areas. Seeing the Crosley Traveling TV Station roll into town is as exciting as a circus to these eager people, for Crosley gives them their first taste of "live" TV. The rolling TV station builds a tremendous

acceptance for Crosley sets in tele-blind areas, which results in early Crosley orders. Crosley's Traveling TV Station is a television studio on wheels, with two cameras, monitor boards and 800 feet of coaxial cable! The rolling TV station will cover every new TV area weeks before it receives its first signal.

New CROSLLEYS Priced to Win Unsold TV Market

Now dealers can sell Crosleys to customers who said . . . "But I don't think I can afford TV!"

What dealer hasn't asked himself this question: "Why don't non-TV owners buy television sets?"

To answer this question and others, Crosley asked a noted consumer research panel to conduct a special survey.

It may surprise many dealers, but the special Crosley survey revealed that 48% of the non-TV owners think they cannot afford television sets!

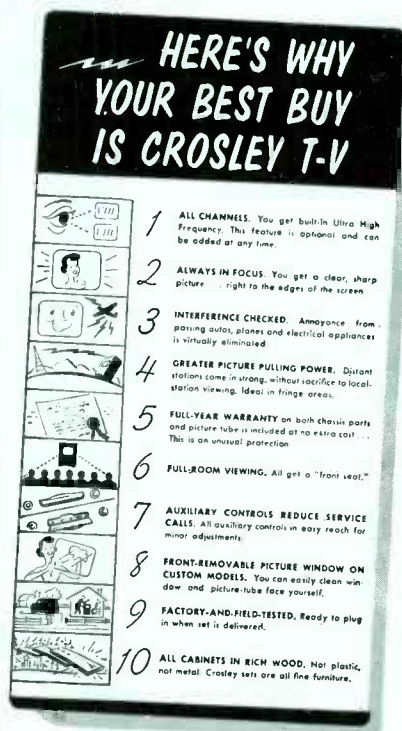
Another fact. These potential customers want an inexpensive set, yes; but they want a set that gives clear,

lifelike pictures. Crosley's advertising theme, "You can see it better on a Crosley," is directed right at these people!

New deluxe Crosleys priced for this big market

Crosley's new 1953 De Luxe line was built, styled and priced for this tremendous market. Crosley offers these non-TV owners a 17-inch TV in a rich wood cabinet for only \$199.95 (suggested list price). And when these people see it *better* on a Crosley—and for *less* money—Crosley TV is what they will buy!

Plastic Pocket Size Card Keeps CROSLLEY STORY at Salesman's Fingertips



No chance for a salesman to forget any of the 10 Big Crosley Selling Points with this new pocket sales aid

Once the customer has made the Crosley Side-by-Side TV Test, and has seen the clearer, sharper pictures on a Crosley TV—have your salesmen use this new Crosley sales aid to follow through.

The 10 reasons why you can see it *better* on a Crosley are clearly outlined on this card to help your salesmen clinch more Crosley sales with a convincing and accurate sales talk.

You can supply your salesmen with this handy pocket memo by contacting your Crosley distributor. He'll be glad to send you all the cards you need.

99% UNSOLD MARKET IS YOURS..

SELL IT WITH *WILCOX-GAY* tape **Recordio**[®]

LESS THAN 1% OF MARKET TAPPED!

Think of it! Less than 1% of the potential customers for tape recorders have been sold . . . according to a recent authoritative market survey. With a "sold-out" market on many of your lines, this is the perfect opportunity to concentrate on a tremendous new profit potential.

AUTOMATIC PUSH-BUTTON Recordio
.. AS SIMPLE TO OPERATE AS A RADIO!

Recordio engineering has consistently produced the finest recorders in the world. Recordio's PRESTOMATIC* push-button keyboard has made complicated tape recording a thing of the past. Only Recordio has this Prestomatic fingertip control! Recordios are actually as easy to operate as radios! Simple push-button controls are welcomed by countless customers who have held off buying run-of-the-mill tape recorders. This pent-up demand is waiting to be served **ALONG WITH MILLIONS OF NEW CUSTOMERS.**

Only Recordio has a complete line!

You NEVER have to turn a customer away when you carry the versatile Recordio line . . . the most complete in recorder history! Four distinctive, top quality models that meet every possible recording need. You have complete command of the market when you carry the world's finest recorder.

Priced right with full pre-war profit margin

Recordio is the finest buy on the recording market. Moderately, sensibly priced, these fine recorders retail from \$169.95 to \$199.95 for the combination tape-disc model. Each step-up is based on logical, easily identifiable features. Each model is an outstanding value in its own right. A full pre-war retail discount gives you an almost unheard of profit on an established world-famous product.

EXTRA profit opportunities!

You can build a fence around the recording market in your area, exclude competition, and have added volume, added sales with the Recordio Accessory line. Recordio Tape, Recordio Discs, Recordio Needles, Extension Speakers, foot control and earphone attachments for dictation and other accessories chalk up EXTRA PROFIT tie-in sales and guarantee a chain of *continued, steady sales* every time you sell a Recordio!

BACKED UP BY THE MOST COMPLETE, EFFECTIVE SALES AIDS IN RECORDING HISTORY

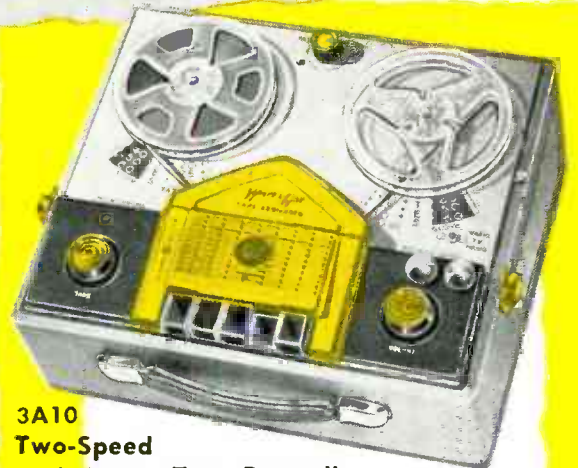
Learn about the *BIG '10' Sales-aid Package!*

Send for the Recordio PROFIT story today . . .

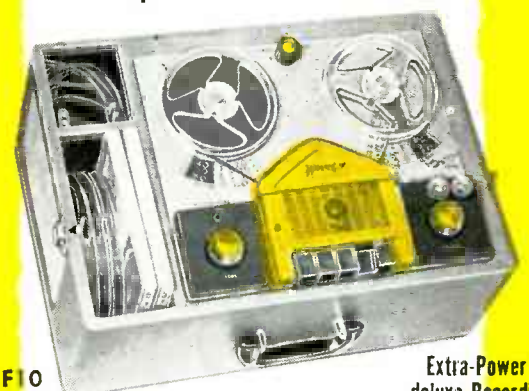
THE WILCOX-GAY CORPORATION

Manufacturers of the world-famous MAJESTIC RADIO & TELEVISION
385 FOURTH AVENUE, NEW YORK 16, N. Y.

FOR HOME • OFFICE • INDUSTRY • SCHOOLS • INSTITUTIONS • PROFESSIONALS



3A10
Two-Speed
Push-Button Tape Recordio



3F10
Extra-Power deluxe Recordio



3C10
Combination Tape-Disc Recordio



NOW

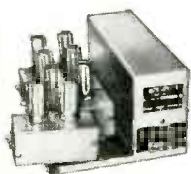
MORE TV SET OWNERS ENJOY BETTER TELEVISION with B-T UNIT SYSTEMS



More and more SERVICE TECHNICIANS are using the B-T UNIT SYSTEM to plan and install Master TV Systems for VHF and UHF, for 1 Set or for 2000, and without outside engineering assistance. And today hundreds of thousands of set owners enjoy the benefits of Better Television

The B-T UNIT SYSTEM was designed expressly for the Service-Technician to help him meet the various problems which arise in his work. The B-T UNITS are intended for use wherever the Technician finds any one or all of the following requirements to exist: Amplifying Weak Signals . . . Handling Multi-directional Signals without a Rotator . . . Multi-set Distribution from a Single or Multiple Antenna Installation. (See Typical Applications)

B-T UNITS include:



MIXER AMPLIFIER MA-4

- Basic Chassis and Power Supply \$52.50
- Individual Channel Plug-in Amplifier Strips \$19.50
- UHF Conversion Strip To be announced

DISTRIBUTION AMPLIFIER DA-8

No Loss Distribution to 8 Sets \$87.50



DISTRIBUTION AMPLIFIER DA-2

No Loss Distribution to 2 Sets \$39.50

COMMERCIAL ANTENSIFIER CA-1

All Channel Line Amplifier—27db Gain \$77.50



The B-T UNIT SYSTEM is the result of exhaustive study projects conducted by Blonder-Tongue Laboratories, whose research facilities are entirely and continuously devoted to Better Television. All B-T UNITS are broad band, and require no channel tuning or band-switching.

TYPICAL APPLICATIONS

| FOR USE | MA-4 plus Individual Channel Strips | CA-1 All Channel Line Amplifier | DA-8 Each Feeds 8 Sets | DA-2 Each Feeds 2 Sets |
|-----------------------------|-------------------------------------|---------------------------------|------------------------|------------------------|
| WEAK SIGNALS | ✓ | OR ✓ | | |
| MULTI-SET DISTRIBUTION | | | ✓ | ✓ |
| MULTI-ANTENNA INSTALLATIONS | ✓ | | | |
| COMMUNITY TV SYSTEMS | ✓ | ✓ | ✓ | ✓ |

NOTE: These Units may be used alone or in any number of combinations. See Your Distributor, or Write to B-T Service Department for full specifications of B-T Units and Accessories.



Standard RTMA Warranties Apply

BLONDER-TONGUE LABORATORIES, INC.
Westfield, New Jersey

PRICES SHOWN ARE LIST

VIC'S RADIO - TELEVISION
SALES & SERVICE
 SINCE 1931
 1201 SO. HAWTHORNE BLVD.
 HAWTHORNE, CALIF.

Unsolicited letter from Sparton dealer
 proves TV engineered to stay sold adds
 up to lower service costs, higher net!

JUNE 1, 1952

MR. LEROY MILLER,
 LEROY MILLER AND ASSOCIATES,
 1121 S. FLOWER STREET,
 LOS ANGELES 15, CALIF.

DEAR MR. MILLER:

I RECENTLY MADE AN ANALYSIS OF REPAIR EXPENSES ON SPARTON TELEVISION RECEIVERS WHICH I HAVE SOLD, AND I BELIEVE YOU WILL BE VERY MUCH INTERESTED IN THE RESULTS. AS YOU KNOW, I HAVE BEEN A FRANCHISED SPARTON DEALER FOR OVER THREE YEARS, AND MY ANALYSIS COVERS 452 SPARTON TV SETS, SOME OF WHICH HAVE BEEN OUT MORE THAN THREE YEARS.

WHILE I HAD A GENERAL IDEA THAT SERVICE EXPENSE ON SPARTON IS LOW, THE ANALYSIS OF MY SERVICE DEPARTMENT FIGURES INDICATES THAT THE AVERAGE EXPENSE TO THE CUSTOMER, ON SETS WHICH I HAVE SERVICED SINCE THEIR PURCHASE, INCLUDING BOTH PARTS AND LABOR, HAS BEEN \$8.21 PER SET.

I MIGHT ADD FOR YOUR INFORMATION, THAT MY ADVERTISING EXPENSE ON SPARTON HAS BEEN VERY LOW, AND MOST OF MY SALES ARE BROUGHT ABOUT BY THE RECOMMENDATION OF SPARTON OWNERS TO THEIR FRIENDS. IN FIVE MONTHS WE SOLD 51 SPARTONS THROUGH PHONE CALLS FROM PEOPLE WHO WANTED A SPARTON LIKE SO AND SO HAD. OUR CUSTOMERS SEEM QUITE HAPPY TO RECOMMEND TO THEIR FRIENDS, AND NO DOUBT THE LOW COST MAINTENANCE IS ONE OF THE REASONS.

SOME SERVICE CALLS ARE AS LONG AS 18 TO 24 MONTHS APART. I ALSO WISH TO ADD THAT I KNOW OF NO OTHER SET THAT PRODUCES A BETTER QUALITY PICTURE, AND GIVES YOU SO MUCH FOR THE MONEY.

VERY SINCERELY,

Vic O. Williams,
 owner

I HAVE EXAMINED THE SERVICE DEPARTMENT RECORDS OF VIC. WILLIAMS, AND IN MY OPINION THE ABOVE AVERAGE SERVICE COST PER SET IS CORRECT.

Ed Vogel
 ED VOGEL
 PUBLIC ACCOUNTANT

Average service cost on Sparton TV only \$8²¹

TV profits coming in the front door . . . going out the back door for service repairs?

That's not for Sparton dealers! Sparton Cosmic Eye Television is virtually custom-made. Sparton builds over 70% of its own vital functioning parts, specifies extra *hand-assembly* steps to assure trouble-free performance. The result: lower service costs for Sparton dealers from sets that *stay* sold.

Sparton dealers also get what are probably today's longest TV discounts, *plus* up to 3% retroactive discount; exclusive selling rights in their shopping areas; protection against dumping and price cutting.

The Sparton franchise in your area may still be open. Why not investigate? *Sparton Radio-Television, Jackson, Michigan.*



The 21' Cambridge
\$629.95
 Federal excise tax and warranty included.



The 21' Gilmore
\$339.95
 Federal excise tax and warranty included.



The 17' Radford
\$329.95
 Federal excise tax and warranty included.



The 21' Carrington
\$389.95
 Federal excise tax and warranty included.

THE SUPERB

Sparton

THE SET THAT STAYS SOLD

Mr. B. G. Hickman
Sparton Radio-Television, Jackson, Michigan

Please send me additional information on the Sparton franchise and information on the availability of franchises in my trading area.

Name _____ Position _____

Company _____

Address _____

City _____ Zone _____ State _____

1902-1952



**ELECTRICAL AND ELECTRONIC
WIRES AND CABLES**
—*For the Automotive, Appliance, Motor,
Radio, and Television Industries*
Belden Manufacturing Company
Chicago 80, Illinois

Thanks a million!

A sincere expression of gratitude from the General Electric Receiver Department for the wonderful merchandising support of G-E dealers in making G-E Ultra-Vision and G-E Clock-Radios outstanding in their fields.

G-E ULTRA-VISION

Just a few months ago, G-E Ultra-Vision made its bow. Its introduction was preceded by every conceivable test and comparison that one of the finest engineering staffs in the world could devise. We knew that G-E Ultra-Vision created a new high standard of TV reception. We knew it outclassed any TV picture in the industry. We knew it cost millions to produce and that we'd spend more millions bringing the story of this wonderful improvement to the public in newspapers, radio and magazine advertisements.

But we also knew that the critical factor in making G-E Ultra-Vision a success would be dealer support. That support has exceeded our fondest hopes. From coast to coast, dealers have found that G-E Ultra-Vision sells itself on comparison alone. So they have geared their sales to side-by-side demonstrations. The result: in a few short months G-E Ultra-Vision has become the talk of the industry—the dealer profit-leader in the quality field, and the acclaimed favorite of the public for sheer superiority in performance.

For your part in putting G-E Ultra-Vision out in front—keeping demand ahead of supply, *thanks a million.*

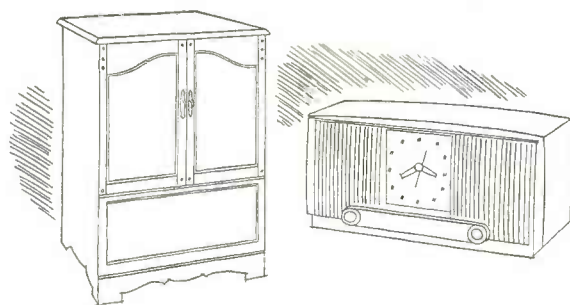
G-E CLOCK-RADIOS

Six years ago, hardly anyone you knew had a clock-radio nor had the average man ever heard of one. The radio future looked gloomy. Then something big happened. General Electric introduced the first clock-radio. Our theme "Wake-up-to-Music"—revived an industry. Today millions of clock-radios are in use—most of them General Electric.

"Wake-up-to-Music" was the first of five major G-E innovations. Each year new features were added. The go-to-sleep-switch, the automatic appliance timer, super-power, and now the phono-jack and the audio-magic switch. Smart merchants were quick to capitalize on each new plus.

They latched on to the G-E Clock-Radio as a traffic item. They combined our ideas with their own, devised completely new promotion techniques and went to town in a big way. It was this outstanding dealer support that made the G-E Clock-Radio America's #1 favorite.

So again we say, *thanks a million* for everything you have done to help make the world's most useful radio, the world's most popular radio.



You can put your confidence in—

GENERAL  **ELECTRIC**

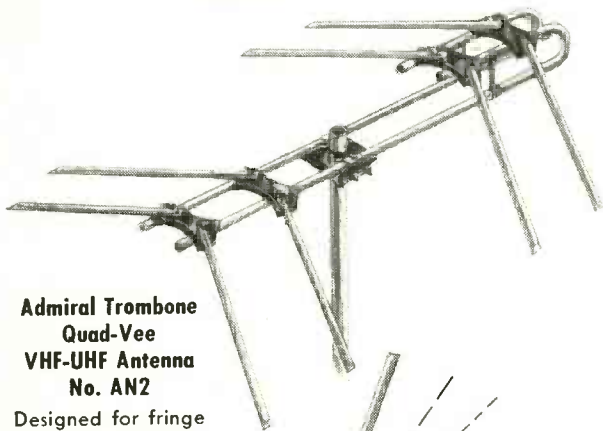
from
Admiral
ALL-CHANNEL
ANTENNAS
 for high gain
 on both . . .

VHF
UHF

These two new antennas will help you sell TV sets now . . . especially if you expect new stations or channel changes in your area. Elements are adjustable to three positions . . . (1) VHF only, (2) VHF-UHF and (3) UHF only. Thus the *same* antenna may be installed to deliver high gain on any currently operating station . . . and will give top performance on *all new stations*, either VHF or UHF.

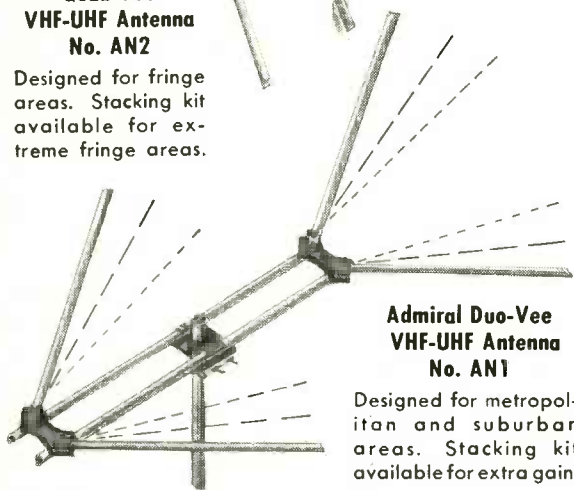
Admiral antennas are built to minimize callbacks. Sharp directivity reduces ghosts and interference. Seamless aluminum elements, dowelled for sturdiness. Completely preassembled for quick, easy installation . . . no lost parts. See these and other Admiral Antennas when you visit your Admiral distributor.

**A COMPLETE LINE OF ADMIRAL TV ANTENNAS . . .
 NOW AVAILABLE FROM YOUR ADMIRAL DISTRIBUTOR**



**Admiral Trombone
 Quad-Vee
 VHF-UHF Antenna
 No. AN2**

Designed for fringe areas. Stacking kit available for extreme fringe areas.

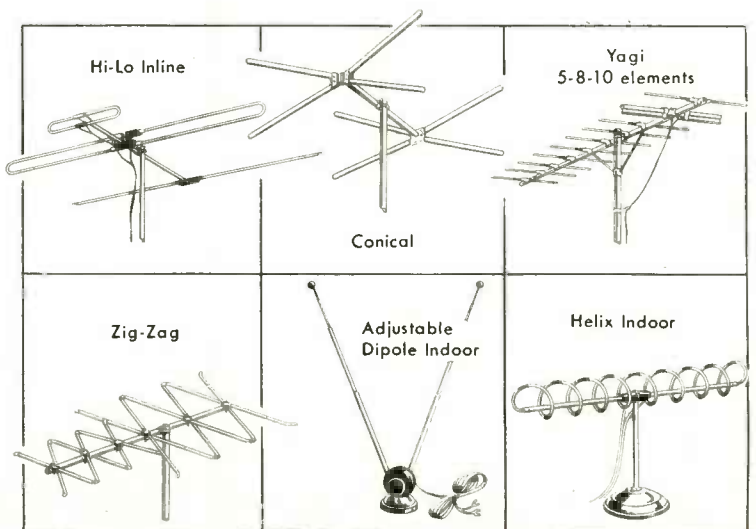


**Admiral Duo-Vee
 VHF-UHF Antenna
 No. AN1**

Designed for metropolitan and suburban areas. Stacking kit available for extra gain.

See your Admiral distributor for
 Antenna masts and tower equipment. Mounting hardware and accessories. Tubular steel TV tables.

Admiral Corporation
 Accessory and Equipment Division
 Chicago 47, Illinois



NOW IS THE TIME TO
Join the Alliance Profit Parade!



**SOLD THE MOST
 BECAUSE SEEN THE MOST!**



Deluxe Model HIR Automatic Alliance Tenna-Rotor

36 MILLION VIEWERS IN
 13 MILLION HOMES AROUND
 70 TV STATIONS SEE ALLIANCE
 TV DEMONSTRATIONS

**- MEANS EXTRA
 PROFITS FOR YOU!**

"Just set it
 and forget it"



**PRE-SELLING Your Prospect
 PAYS OFF!**

Alliance TV spots demonstrate, convince — SELL! . . . They're packed with eye-compelling action! It pays to push the line with the *least* resistance — the *most* acceptance!

FROM COAST TO COAST

New products join the Alliance Profit Parade! The Alliance Cascamatic, automatic TV Booster with the famous "California Circuit" is the latest profit maker added to the Alliance line.

Pre-tuned to all VHF channels, this 3-tube booster mounts on back of set.

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO



How to head new customers your way

The 'yellow pages' of the telephone directory are ideal for bringing in new customers.

The 'yellow pages' are the nation's buying guide. Surveys prove that 9 out of 10 shoppers refer to them *when they're ready to buy*. Do they see your name, address, telephone number and selling story under the classifications for all the products and services you sell?

The Directory Representative will gladly help you plan effective 'yellow pages' advertising as he has done for many, many dealers. Why not call him today?



**For Further Information
Call Your Local Telephone Business Office**

TV, Radio, Appliance Lines At Winter Furniture Market

The annual mid-Winter furniture market in Chicago at the Merchandise Mart and the American Furniture Mart, January 5-16 will see a number of new TV-radio lines debut. Since many TV set makers have announced that they will have only one line a year henceforth, the new showings will have more significance than usual. The opening of several UHF markets in 1952 and the promise of many more in 1953 will also provoke a careful scrutiny of the new offerings. In addition, makers of appliances, housewares, furniture and home furnishings of all types will be on hand to welcome buyers.

BBB Urges End to Come-On TV Servicing Advertisements

The Better Business Bureau of New York City recommends that all advertising of specific prices for TV service such as \$1 per call, "plus parts" be discontinued. The Bureau recommended the elimination of all "free estimate" offers and cautioned that all advertised "guarantees" of service should be specific as to duration and actual terms. The Bureau reports an increased number of complaints from persons using television service advertised as costing "\$1 per call plus parts," as well as other specific price claims for service. The Bureau quotes responsible industry members as saying that adequate labor charges on a time basis are necessary, and that the profit on tubes and parts alone is insufficient for an honest repairman to guarantee his work and stay in business. The "\$1.00 plus parts" type of offer leads frequently to a bigger expenditure than would be necessary otherwise. The Bureau recommends, to all TV service advertisers and advertising media, the following: In advertisements of television service, (1) No prices should be mentioned; (2) "Free estimate" offers should not be used; (3) "Guarantees" should be specific as to duration and actual terms.

Chicago Reps Have NEC Message Center

The "House of Representatives" information and Message Center, equipped with a 6 x 6-foot screen on which were flashed names of people for whom messages were being held, enabled visitors attending the 8th Annual National Electronics Conference, held at the Hotel Sherman, to obtain information and receive messages promptly and efficiently during the 3-day show. Approximately 150 messages daily were received, of which more than 75% were picked up. In addition, hundreds of inquiries, both from visitors and by telephone, were answered. The Reps' secretary Elvera Bendt, assisted by Mildred Swanson, and at least one Chicagoland rep, were in attendance at the booth. The show management considered the Message Center a very worthwhile service.

DuMont CLINTON
17" rectangular DuMont tube. All-wood cabinet. Plexitone finish in bracken brown or blond. Built-in antenna. **\$199⁹⁵**



DuMont BEVERLY
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$349⁹⁵**



DuMont WAKEFIELD
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$409⁹⁵**

**NOW SELL 16 GREAT
DU MONT TELESSETS* AT
"STEP-UPS" FROM
\$199.95 TO \$1,795.00****

Additional sets not shown

DuMont de Luxe DEVON
17". Plug-in for record player. Mahogany or limed oak veneers. **\$279⁹⁵**

DuMont MILFORD
21". Mahogany or limed oak veneers. Built-in antenna. **\$279⁹⁵**

DuMont RIDGEWOOD
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$399⁹⁵**

DuMont SHELBURNE
21". Period cabinet of fine mahogany veneers. Built-in antenna. **\$425⁰⁰**

DuMont de Luxe WICKFORD
21". Plug-in for record player. Cabinet of fine mahogany veneers. **\$439⁹⁵**

DuMont de Luxe BANBURY
21". Plug-in for record player. Fine mahogany or limed oak veneers. Also limed oak with rattan panels. **\$439⁹⁵**

DuMont de Luxe WIMBLEDON
21". Plug-in for record player. Fine mahogany veneers. **\$479⁹⁵**

DuMont de Luxe SOMERSET
21". Drawer for optional record player. Fine veneers in mahogany or blond. **\$489⁹⁵**

DuMont de Luxe NEWBURY
21". Drawer for optional record player. Fine mahogany or limed oak veneers. **\$499⁹⁵**

DuMont de Luxe WHITEHALL, Series II
21". Plug-in for record player. Fine mahogany veneers. **\$499⁹⁵**

DuMont de Luxe FLANDERS
21". Plug-in for record player. French Provincial cabinet of fine fruitwood finish. **\$549⁹⁵**

DuMont de Luxe ROYAL SOVEREIGN
30-inch direct-view DuMont tube... world's largest. Built-in FM radio. Plug-in for record player. Hand-rubbed mahogany finish. **\$1,795⁰⁰**



DuMont de Luxe DYNASTY
21". Chinese Chippendale cabinet of fine mahogany veneers. Drawer for optional record player. **\$525⁰⁰**

ONLY Du MONT GIVES YOU

this great combination of

SALES FEATURES AND PROFITS!

These are the features which make possible finer pictures, cabinets and sound at every DuMont price . . . DuMont's "PROOF YOU CAN SEE." They provide new profit opportunities at greater discounts for every holder of the *Selective* DuMont Dealer Franchise!

DuMont receives more!

NEW DUMONT CASCODE TUNER. Clearest local or distance reception! "PICTURE GUARD" that rejects interference! **CONTRAST BOOSTER.** Greatly increases picture contrast! **FRINGE AREA RECEPTION.** High-power circuits, for full range picture! **SINGLE TRACK RECEPTION.** Picture and sound automatically matched in power and clearness!

DuMont gives more!

DUMONT SELFOCUS* TUBE. Clearest automatic focus in television! **FULL RANGE PICTURE.** Sharp, detailed, full picture tone-range! **RICHER TONE SOUND** from DuMont sound system and cabinet construction! **CABINET CRAFTSMANSHIP.** Outstanding in design, heavier woods, stronger construction!

SEE MAJOR LEAGUE FOOTBALL AT THE STADIUM. IF YOU CAN'T, THEN SEE IT ON DUMONT TELEVISION!

IN ACTION!—THE NEW YORK FOOTBALL GAME



**All prices are suggested retail, subject to change. No extra charge for Warranty and Federal Excise Tax or mahogany finish. Prices slightly higher in the South and West. Limed oak or blond model prices slightly higher than shown.

*Trade Mark

DU MONT
QUALITY **\$199⁹⁵****
Teleset prices now begin at

PROOF YOU CAN SEE IS PROOF YOU CAN SELL!

THE SELECTIVE DU MONT FRANCHISE

is more valuable than ever today!

ASK YOUR DUMONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. DuMont Labs., Inc., Television Receiver Div., East Paterson, N. J.

SOUNDCRAFT RULES THE SOUND WAVES

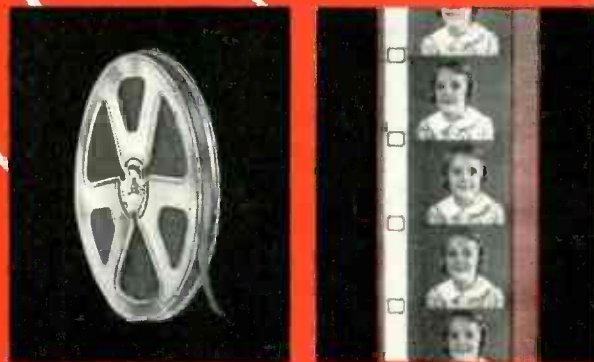
For sound on film
sound on tape . . .
thousands choose **SOUNDCRAFT**

With full respect for the word, we can honestly call ourselves *specialists* in sound. For more than 20 continuous years we have produced quality recording materials. We have researched new methods, tested new formulas, perfected new processes. And the results are products that are second to none—in quality performance.

Soundcraft Magna-Stripe* A method of permanently bonding magnetic oxide to motion picture film, that lets you make sound movies as quickly, easily and inexpensively as silent films. You can even make "talkies" of old silent films. And you can erase and change a Magna-Stripe sound track any time you like. To get quick Magna-Stripe service for your film, either 8 or 16 mm., visit your nearest photographic dealer.

Soundcraft Magnetic Recording Tape. The quality, the fidelity you expect from *sound specialists*. Soundcraft Recording Tape delivers top performance every time. In fact, many outstanding radio programs are recorded on Soundcraft Tape.

Write for free booklets! For complete information on both Magna-Stripe and Soundcraft Magnetic Recording Tape, write for free booklets.



REEVES

SOUNDCRAFT CORP.

10 East 52nd Street, N. Y. 22, N. Y.

THE ONLY RECORDING MATERIALS
PERFECTED AND MANUFACTURED
BY RECORDING SPECIALISTS

you can't live on prestige alone...



it's *Tele King*
performance

and *Tele King*
profits
that count!

Let the Biggest Mark-up in the Industry Go to Work for You!

Only TELE KING offers peak performance, plus the largest discounts in TV, adding up to top value for your customers, and top profit per dollar of volume for you! For bigger profits...and satisfied customers...on every sale, sell the set with the best engineered tuner in television, the set with the least service headaches—TELE KING TV!

What is your top-selling price bracket? Whatever it is, make it a profitable one, with TELE KING—the sets worth selling!

AVAILABLE TO TELE KING DEALERS — Free complete TELE KING advertising kit

Tele King

THE BEST IN TELEVISION AT ANY PRICE
 TELE KING, 601 West 26th Street, New York 1, N. Y.

Visit our exhibit at the Winter Furniture Market,
 January 5th to 9th, Suite 505A, The Conrad Hilton Hotel, Chicago.



(KC11)

21" Console Model KC11 with New Non-Glare Features (Also available in Lined Oak as KC11B)

A Large-screen, open-face console Contemporary styled in rich mahogany veneers, finished off to a luxurious lustre, to blend with any home decor.



Prince Model RK 51

in Walnut, Ivory, Maroon and selected decorator colors. Also Economy Model RK 41 in gleaming black plastic.



(KD27)

27" Console Model KD27 (The Randolph) with Removable Glass Front and New Non-Glare Features

A direct-view, truly full-size picture, in an authentic American Chippendale-style decorator cabinet, with matched crotch panels, hand-rubbed to bring out the rich color of its fine-grained mahogany veneer.



YES—send the Golden 5 Minutes

Name _____

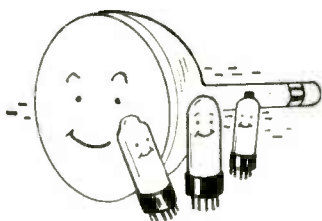
Address _____

City _____ Zone _____ State _____

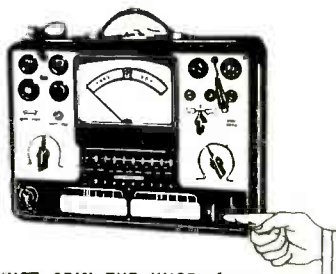
For accurate
flexible and
quick tube
testing at
low cost...
model 3413-A



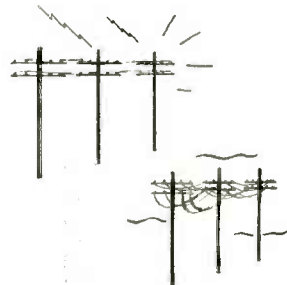
Model 3413-A...\$79.50 at your distributor. (Price subject to change.) BV Adapter, \$7.90 Add'l.



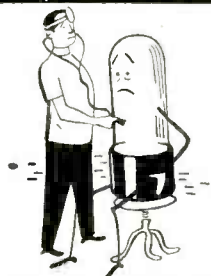
1. YOU CAN TEST MORE TYPES of tubes, also appliances for shorts and open circuits.



2. JUST SPIN THE KNOB—for correct, last-minute data, on the speed roll chart. Lists 700 tubes.



3. YOU CAN COMPENSATE for line voltage—just throw snap-action switch.



4. YOU CAN TEST EACH ELEMENT in each tube—by a simple flip of the switch.

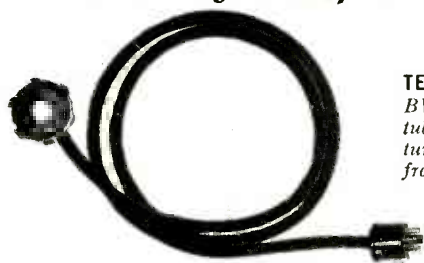


5. YOU CAN TEST THE NEW TUBES—including those with low cathode current.



6. YOU GET NEW TUBE DATA—immediately, while it is still news. No waiting.

Nearly Half a Century of Service to the Service Man



TESTS PICTURE TUBES, TOO! With this BV Adapter, Model 3413-A tests every tube in a TV receiver, including the Picture Tube—without even removing tube from receiver or carton! Saves time!

FOR THE MAN WHO TAKES PRIDE IN HIS WORK

Triplet

TRIPLET ELECTRICAL INSTRUMENT CO., BLUFFTON, OHIO, U. S. A.

THE ANDREA VICTORIA, a 21" picture tube combination console with the exclusive ANDREA FRINGEMASTER TUNER, AM RADIO, UHF, cabinet of fine matched mahogany plus 3 speed record player.



TODAY'S MOST ADVANCED TV RECEIVERS

The new 1953 ANDREA line incorporates all of the latest TV developments, including several *exclusives* . . . FRINGEMASTER TUNER, complete UHF circuit, AM radio in every instrument.

THE FINEST FRANCHISE IN TELEVISION

Here's the franchise that reads like a dealer or distributor wrote it . . . minimum inventory and maximum margin, plenty of room to sell in, no costly service headaches, and a built in profit stability.

1. **NO SERVICE "RED INK"** . . . Independent surveys prove Andrea receivers average less than one service call per year. It's the *stability* set of the industry.
2. **LONG DISCOUNTS** . . . One Andrea sale is worth two ordinary sales — more margin — extra profit for you.
3. **FAST-MOVING INVENTORY** . . . Just 5 basic models, geared to 1953 popular demand. No white elephants.
4. **RESTRICTED DISTRIBUTION** . . . No "next door" competition—more prospects for you—for real sales.
5. **QUALITY LEADERSHIP** . . . Frank A. D. Andrea's 33 years' experience in the field of radio and television make this 1953 product the *stability* line for '53.

AND A LEADERSHIP NAME IN ELECTRONICS

Frank A. D. Andrea has pioneered in the radio and television fields for 33 years. His is a personally directed organization—with a personal interest in his dealers and distributors and their problems.



Write today for the complete ANDREA story . . .
ANDREA RADIO CORPORATION
 27-01 BRIDGE PLAZA NORTH, LONG ISLAND CITY, N. Y.





DISPLAYS HELP SELL MERCHANDISE—Here is the attractive, modern sales room of the McClain Distributing Company. Dealers, too, can set up hard-selling displays with the aid of the complete **COMMERCIAL CREDIT PLAN**, which offers both wholesale and retail financing on all types of appliances . . . enabling dealers to carry on high volume operations without tying up needed working capital.



ADVICE FROM COMMERCIAL CREDIT HELPS DEALERS—Mr. Enloe McClain, left, President of McClain Distributing Co., Charlotte, N. C., shown here checking an account with Mr. George Ray, Jr., Secretary-Treasurer, says "COMMERCIAL CREDIT's advice to the retailer on financing and management helps the dealer, and indirectly helps our sales." He also likes COMMERCIAL CREDIT's collection service, and the resultant low credit loss.



GET FULL INFORMATION—Ask your distributor, or contact your nearest **COMMERCIAL CREDIT** office . . . ask for a free copy of "Buy and Sell with Sound Financing," the interesting pamphlet that gives details on how the **COMMERCIAL CREDIT PLAN** can help you increase your sales and profit. There is no obligation.

More appliance
dealers use
**Commercial Credit
financing**
than any other
national plan

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.



YOU

make more money when you replace with

RAYTHEON PICTURE TUBES



**RAYTHEON PICTURE TUBES
GIVE YOU ALL THESE ADVANTAGES:**

A brand new tube — Raytheon makes only new tubes of finest quality. Raytheon Picture Tubes have new glass, new guns, new screens.

Top quality — Raytheon Picture Tubes are the precision products of a multi-million dollar concern that has specialized in the design, development and manufacture of only top quality electron tubes for more than 26 years. During all this time RAYTHEON has never compromised with quality.

A thoroughly tested tube — *Raytheon Picture Tubes* and their components are given *101 rigid quality tests and checks* to insure electrical and mechanical perfection.



Right... for Sight!

An established brand name — Raytheon Picture Tubes don't need to be "sold" to your customers — thanks to Raytheon's national advertising and reputation for making only the finest quality tubes.

Service — *Raytheon Picture Tubes* are readily available through your Raytheon Tube Distributor.

A 1-year warranty — *Raytheon Picture Tubes* are guaranteed for 1 year from date of installation — a warranty backed by Raytheon — one of America's leading tube manufacturers.

**THESE RAYTHEON PICTURE TUBE
ADVANTAGES ADD UP TO:**

Satisfied customers — Raytheon Picture Tubes will give your customers the finest picture, the finest performance possible. They'll build your reputation as a competent and thoroughly dependable Service Dealer — put you in line for repeat business and the business of your customers' friends.

More profit! — You'll save time on replacement jobs when you use *Raytheon Picture Tubes* because you work with complete confidence that their quality is uniform and will complement your skills. Saving time means more profit for you.

RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

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

RAYTHEON MAKES ALL THESE:

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



Excellence in Electronics



The nicest Christmas Vision is ^{}Panoramic Vision!*

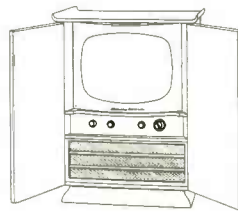
Once again—as in 28 years gone by—a gift of a Stromberg-Carlson “from the family to the family” will be the center of excited interest in thousands of homes. To our loyal distributors and dealers who have helped make this happy situation come true—our own sincere wishes for a joyous holiday season and a bright, prosperous new year.

*Patent applied for.
 **Zone 1. Includes excise tax.
 Installation and one year warranty extra.

“There is nothing finer than a

STROMBERG-CARLSON[®]

Stromberg-Carlson Company, Rochester 3, N. Y.



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The Classic 21—21-inch Panoramic Vision in a cabinet individually hand decorated with symbolic Chinese story design on ivory, red or ebony lacquer . . . \$565.00**

*Other Panoramic Vision models from \$295.00***

Including "Radio & TELEVISION,"
"RADIO & TELEVISION TODAY,"
"TV TECHNICIAN" and
"APPLIANCE RETAILING"

TELEVISION RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Resolutions for

PROSPERITY IN '53

At the threshold of a new year, the industry finds itself in a splendid position to start off with a clean slate and to earn profits with honor in 1953. Sales are going along at a lively pace, inventories are low and there's very little distressed merchandise on the market.

So, with ideal conditions prevailing for a fresh start, the editors offer the following suggested resolutions for the three segments of the industry:

For Manufacturers:

1. Study trends and markets to gear production closely to demand.
2. Keep list prices of products competitive and low as possible.
3. Guard brand-name reputation by keeping your quality control high.
4. Give distributors and dealers sufficient advance information on new models you plan to launch, to curb price-cutting, dumping.
5. Police co-op ad money to stop abuses; to halt unfair competition.

For Distributors:

1. Give a fair break to all in discounts, deals and co-op ad funds.
2. Continue to fight against back-door selling and transshipping.
3. Cooperate with dealers, helping them to sell, finance, advertise.
4. Make prompt adjustments on damaged or defective parts, and in disputes and misunderstandings with your retail outlets.
5. Exercise care in franchising, seeking worthwhile, ethical stores.

For Retailers:

1. Strive to improve salesmanship through careful selection, training.
2. Make follow-up calls on prospects, after-sale calls on customers.
3. Buy carefully, but adequately, and cut all unnecessary expenses.
4. Endeavor to hold list prices, selling products on their merit, through effective demonstrations, displays and advertising.
5. Build good reputation and big customer list through good service.

What's Ahead! — in Radio,

PLENTY OF VALUABLE AND EXCLUSIVE material coming in the January issue of this magazine. **TV-Appliance Price MART** will bring readers latest prices and features of leading makes of TV sets, clock-radios and major appliances. This new and exclusive editorial service will appear monthly. Also in the January issue: **Launching of a great new project**—"More Music for the Homes of Your Customers," covering records, phonographs, receivers with jacks, combinations, recorders and Hi-Fi equipment. (Articles will tell dealers how to make more profits and prestige by cooperating in the big industry drive . . . details elsewhere in this issue.)

AND JANUARY'S TELEVISION RETAILING WILL also feature statistics in all Four Fields—TV-Radio, Phono Records, Electrical Appliances, Servicing . . . and valuable forecasts, helpful in planning for the year ahead. Also, room air conditioning will be thoroughly covered in articles on selling, displays, demonstrations, together with basic technical information, and statistical data. And, of course, there will be "Television Technician"—which has made such a tremendous hit. Worthwhile articles, too, in January on salesmanship, business methods and money-making merchandising techniques.

PRICE-JUGGLERS, NOW SEEKING TO UNDERMINE fair trade laws, would put America's independent retailers under an "after-five shadow" of doing marginal off-hours business in order to survive, Maurice Mermey, director of the Bureau of Education on Fair Trade, said in a recent address before a dealer group in Richmond, Va.

"**THERE ARE 26 DIFFERENT BRANDS** of clothes dryers on the market. We definitely know that in the very near future we will have at least 15 additional manufacturers of dryers on the market. They are there for only one reason. Today, not in 1957, the sale of dryers is a very important profitable item."—Don Davidson, sales promotion manager, Whirlpool Corp.

BUSINESS GOOD, WITH INVENTORIES in a healthy condition in most parts of the country. Dealers are looking for a busy, sales-making Christmas, with no indications now that large numbers of people have already spent their holiday budgets as they did some time before Christmas last year. Dealer credit improved steadily with the climb in sales, and dealer mortality is down right now as compared with earlier months in '52 when a dormant market and large inventories, plus price-cutting caused a number of failures, including those of some very large retail outlets.

RECENT FLURRY OF "BAIT" ADS in the New York metropolitan area featured mostly odds and ends in TV receivers and major appliances, and the bargains were few and far between, with most of the specials no longer in stock when shoppers sought them.

IN SPITE OF RISING PRICES in TV sets, rumors of increases in lists on white goods and electric housewares, and threats of shortages, dealers are buying with utmost deliberation in New York, Chicago, Philadelphia and Boston. Reason: Slow tempo of business improvement in these markets.

PRESIDENTIAL ELECTIONS SHOULD BE held every year, as far as the TV industry is concerned, observes John S. Meck, president of Scott Radio Labs., who estimates that the political conventions, campaigns and election results will be responsible for sales of about 2 million sets this year.

A CONTINUANCE IN 1953 OF THE BUYER'S MARKET that developed this year in large appliances is forecast by Clarence H. Linder, general manager of GE's major appliance division in Louisville. He added, however, that prices during the coming months will be firm and "that industry must take steps to increase its prices to reflect increased labor and material costs within the limits imposed by the price control regulations."

TIMETABLE of NEW TELEVISION

A geographical listing of the 99 new commercial TV stations and 9 noncommercial educational outlets for which post-freeze FCC grants and construction

| STATE AND CITY | CALL LETTERS | CHANNEL | DATE ON AIR | STATE AND CITY | CALL LETTERS | CHANNEL | DATE ON AIR |
|----------------------|--------------|---------|---------------|------------------------|--------------|---------|------------------|
| ALA.: Mobile | WKAB-TV | 48 | December, '52 | KANS.: Manhattan (NCE) | KSAC-TV | 8 | * |
| Montgomery | WCOV-TV | 20 | March, '53 | KY.: Ashland | WPTV | 59 | July, '53 |
| ARK.: Little Rock | KRTV | 17 | March, '53 | LA.: Baton Rouge | WAFB-TV | 28 | January, '53 |
| Little Rock | KETV | 23 | | MARYLAND.: Frederick | WFMD-TV | 62 | * |
| CALIF.: Fresno | KMJ-TV | 24 | May, '53 | MASS.: Fall River | WSEE-TV | 46 | May, '53 |
| Los Angeles (NCE) | * | 28 | * | New Bedford | WNBH-TV | 28 | * |
| COL.: Denver | * | 20 | * | Springfield-Holyoke | WWLP | 61 | January, '53 |
| Denver | KBTV | 9 | Now on air | Springfield-Holyoke | WHYN-TV | 55 | March, '53 |
| Denver | KFEL-TV | 2 | Now on air | MICH.: Ann Arbor | WPAG-TV | 20 | April, '53 |
| Denver | KDEN | 26 | Spring '53 | Battle Creek | WBKZ-TV | 64 | * |
| Pueblo | KCSJ-TV | 5 | | East Lansing | WKAR-TV | 60 | August, '53 |
| CONN.: Bridgeport | WICC-TV | 43 | January, '53 | Flint | WCTV | 28 | January, '53 |
| Bridgeport | WSJL | 49 | February, '53 | Saginaw | WKNX-TV | 57 | February, '53 |
| New Britain | WKNB-TV | 30 | January, '53 | MINN.: Duluth | WFTV | 38 | * |
| Waterbury | WATR-TV | 53 | | MISS.: Jackson | WJTV | 25 | December 25, '52 |
| FLA.: Ft. Lauderdale | WITV | 17 | February, '53 | MO.: St. Joseph | KFEO-TV | 2 | August, '53 |
| Ft. Lauderdale | WFTL-TV | 23 | March, '53 | Springfield | KTTS-TV | 10 | May, '53 |
| St. Petersburg | WSUN | 38 | May, '53 | NEB.: Lincoln | KOLN-TV | 12 | February, '53 |
| ILL.: Peoria | WEEK-TV | 43 | March, '53 | Lincoln | KFOR | 10 | May, '53 |
| Rockford | WTVO | 39 | March, '53 | N. J.: Asbury Park | WCEE-TV | 58 | Late '53 |
| IND.: Muncie | WLBC-TV | 49 | * | Atlantic City | WFPG-TV | 46 | December, '52 |
| South Bend | WSBT-TV | 34 | March, '53 | | | | |
| I.A.: Sioux City | KWTV | 36 | * | | | | |

See also Caldwell-Clements Statistics in World Almanac, Encyclopaedia Britannica, National Industrial Conference Board "Fact Book" and "Information Please" Almanac

Appliances, Records and Television

FED UP WITH SEASONAL SLUMPS, numbers of dealers, distributors and manufacturers will go into diversification programs in '53. There will be some surprising developments along diversification lines at the manufacturing level. All segments of the trade now realize that there is a familiar and well established store in this field, and that it sells TV, radio, records, appliances, and maintains its own service department. Such "Four-Way" merchants have set the pattern which manufacturers and distributors now plan to follow in their own operations.

HONEST ADVERTISING CAN PAY, as is witnessed in numbers of instances. In the red-hot New York area, some dealers are using forthright ad copy to solicit servicing, and are getting very good results. One of the largest phono record departments in the South runs a "mystery tune" contest over the radio, with the quizzes quite difficult, and the whole program above-board, and has made a tremendous hit with it. A Philadelphia dealer is doing an outstanding job in promoting a food freezer-food plan in competition with some of the sharpshooters.

UNUSUAL USE FOR REFRIGERATORS. Numbers of women are placing damp-dried clothes in refrigerators shortly before ironing them, claiming that this technique results in easier ironing and better work, reports a New York dealer.

GRIST FROM THE RUMOR MILL. That vacuum cleaner maker won't bring out a canister-type model after all. . . . They say TV set prices will stabilize after the new year. . . . Big appliance maker will definitely enter room air conditioning field next year, as will a prominent fan manufacturer. . . . Smart dealers will do all they can to hang onto good technicians, as manpower shortages will worsen considerably by middle of next year. . . . Present wave of personnel shake-ups in some of the big manufacturing firms are not ended by any means. . . . New TV maker's sets, to be launched in '53, will stress an exclusive operating feature. . . . Because of price-cutting competi-

Future Events of Interest to Readers

- Jan. 5-16: The International Home Furnishings Market, Merchandise Mart, Chicago.
- Jan. 11-13: National Appliance and Radio-TV Dealers Association Annual Convention, Conrad Hilton Hotel, Chicago.
- Jan. 15-22: National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago, Ill.
- Jan. 26-30: Eleventh International Heating and Ventilating Exposition, International Amphitheatre, Chicago, Ill.
- Feb. 1-4: Western Gift, Toy and Housewares Show, Western Merchandise Mart, San Francisco.
- Feb. 2-6: Western Winter Market, Western Merchandise Mart, San Francisco, Calif.
- Feb. 4: Western Radio-Television and Appliance Trade Dinner, Western Merchandise Mart, San Francisco.
- Feb. 5-7: Audio Fair, Los Angeles, Calif.
- Mar. 23-26: IRE National Convention, Grand Central Palace & Waldorf-Astoria Hotel, N. Y. C.
- May 18-21: 1953 Electronic Parts Show, Conrad Hilton Hotel, Chicago, Ill.
- June 21: Father's Day.
- Sept. 1-3: International Sight and Sound Exposition, Palmer House, Chicago.
- Sept. 14-17: National Electronic Distributors Assoc. Fourth Annual Convention and Manufacturers' Conference.

tion a few big dealers have closed up their phono record departments, and more may follow suit. Meanwhile, top brass in some of the record companies are seriously considering fair trade. . . . Right now some of the big chains are not getting the sort of preferential treatment discount-wise they've been enjoying in the past. If there are no serious shortages, watch TV sales ring up a remarkable record in '53.

For latest telephoned reports
from all sections of USA on the
STATE OF THE MARKET
See second right-hand page next preceding
Index to Advertisers at rear of this issue

STATIONS COMING on the AIR

permits had been issued through December 1, 1952. Information on expected start of telecasting is from operator's estimate furnished TELEVISION RETAILING.

| STATE AND CITY | CALL LETTERS | CHANNEL | DATE ON AIR | STATE AND CITY | CALL LETTERS | CHANNEL | DATE ON AIR |
|---------------------|--------------|---------|---------------|-----------------------|--------------|---------|-----------------|
| N. Y.: Albany (NCE) | WRTV | 17 | * | S. C.: Charleston | WCSC-TV | 5 | * |
| Binghamton (NCE) | WOTV | 46 | * | Columbia | WNOK-TV | 67 | January, '53 |
| Buffalo (NCE) | WTF | 23 | * | Columbia | WCOS-TV | 25 | Spring '53 |
| New York City (NCE) | WGTW | 25 | * | TENN.: Chattanooga | WTVT | 43 | March, '53 |
| Rochester (NCE) | WROH | 21 | * | Chattanooga | WOUN | 49 | * |
| Syracuse (NCE) | WHTV | 43 | * | TEX.: Amarillo | KGNC-TV | 4 | March, '53 |
| N. C.: Asheville | WISE-TV | 62 | * | Amarillo | KFDA-TV | 10 | March '53 |
| Raleigh | WETV | 28 | February, '53 | Austin | KCTV | 18 | * |
| OHIO: Akron | WAKR-TV | 49 | Winter '53 | Austin | KTBC-TV | 7 | December 1, '52 |
| Massillon | WMAC-TV | 23 | March, '53 | Austin | KTVA | 24 | * |
| Youngstown | WUTV | 21 | July, '53 | El Paso | KROD-TV | 4 | December, '52 |
| Youngstown | WFMJ-TV | 73 | January, '53 | El Paso | KEPO-TV | 13 | * |
| Youngstown | WKBN-TV | 27 | * | El Paso | KTSM-TV | 9 | January, '53 |
| ORE.: Portland | KPTV | 27 | * | Houston (NCE) | KUHT | 8 | * |
| PA.: Bethlehem | * | 51 | Now on air | Lubbock | KCBD-TV | 11 | April, '53 |
| Harrisburg | WHP-TV | 55 | April, '53 | Lubbock | KDUB | 13 | November, '53 |
| New Castle | WKST-TV | 45 | January, '53 | VA.: Roanoke | WROV-TV | 27 | December, '52 |
| Reading | WEEU-TV | 33 | July 1, '53 | Roanoke | WSLS-TV | 10 | January 1, '52 |
| Reading | WHUM-TV | 61 | December, '52 | WASH.: Spokane | KHO-TV | 6 | Early '53 |
| Scranton | WTVU | 73 | January, '53 | Spokane | KXLY-TV | 4 | December, '52 |
| Scranton | WGBI-TV | 22 | February, '53 | HAWAII: Honolulu | KGMB-TV | 9 | December, '52 |
| Wilkes Barre | WBRE-TV | 28 | December, '52 | Honolulu | KAMI | 11 | Early '53 |
| Wilkes Barre | WILK-TV | 34 | January, '53 | PUERTO RICO: San Juan | WKAQ-TV | 2 | Late '53 |
| York | WNOV-TV | 49 | March, '53 | | | | |
| York | WSBA-TV | 43 | December, '52 | | | | |

(NCE) Noncommercial educational station.

* Information not available at press time.



This has been a good year, and we at RCA VICTOR are grateful for it. We're mostly grateful to you—because after all, it was your skill, your interest and your knowledge that made it a good year. You always came through with the most important element in any business—the sale.

For this reason, and many others that come out of our day to day dealings, we would like to thank you, and wish you a very merry Christmas.

But no business, no matter how successful today, can stay that way without keeping an eye on tomorrow. To make sure that this coming year will be even better, **RCA VICTOR** has produced a new line of television sets. We're very proud of them; we believe they're the finest consumer instruments we've ever created.

So we not only wish you a happy and prosperous New Year...we intend to help you make it so.

 **RCA VICTOR** 

Division of Radio Corporation of America

Looks Like

Prosperity for '53 —

**Optimism Prevails as Market Continues Strong.
Expect Record Sales of TV Sets, Appliances,**



• With 1953 breathing down our necks, and with the hectic year of '52 about ready to give up the ghost, manufacturers, distributors and retailers are in a most optimistic mood, and are expecting one thing for the coming year—*good business*.

And the outlook certainly is for good business, though there will probably be some seasonal drops and accompanying waves of frenzied merchandising.

Nowadays, due to the extremely high cost of doing business, even a few weeks of quiet creates considerable panic as was witnessed during certain periods in 1952 when a great many people in all segments of the industry solemnly declared that TV was through and that white goods were all washed up.

The TV-appliance industry always has a couple of masks on hand, one a gloomy, tragic affair and the other the real McCoy of joy. There's nothing in between. Business is either good or bad. Right now, the joy-mask is being worn, and everything is rosy. And while it does look as though the happy-mask will be the order of the day for some months to come, the year 1953 is bound to have its ups and downs.

For instance, if sales continue to be very good, and materials are available in good supply, the likeli-

hood of overproduction is apparent. As pointed out before, a slump of even short duration can pull the rug out from under the industry and cause loads of merchandise to be dumped into the market with such familiar results as widespread price-cutting and a halt in buying by merchants.

However good the prospects are at the present time, all segments of the industry need to watch trends in '53, and to give serious thought to ways and means for tiding themselves over during any lull in business.

On the bright side of the '53 picture there are a number of reasons why the new year should be a prosperous one.

Inventories Are Low

First, manufacturers, distributors and dealers will start off with low inventories, thus making it possible to produce and stock new merchandise.

Second, the sales picture is quite good at this time and promises to continue as such for some months ahead, with new markets opening up all over the country for TV.

Third, employment is expected to go along at the present high rate, and wages seem likely to increase.

Fourth, there's been a change of heart recently among consumers who suddenly decided to go out and buy the things they've been wanting for a long time, and they will doubtless keep right on spending money for TV sets and appliances.

Following are some of the things which could occur to hurt business in 1953: (1) Material shortages. (2) A worsening of the international situation. (3) Acute man-power shortages. (4) Sharp increases in prices. (5) A slow-down in sales for a long period.

Trends in the Market

In spite of the fact that the market is firm now, and that prospects look good, smart merchandisers are preparing for a hard selling year, and are planning to go after business aggressively. Such people know that they will be playing safe in taking nothing for granted, and they are strengthening their businesses through genuine attempts to upgrade salesmanship; to advertise consistently, to stay open nights, and to do more outside selling.

So far as general trends shape up for the new year, it seems certain that some very unusual things will take place at the manufacturing level. For instance, there is widespread thinking and planning along the lines of diversification. Some big manufacturers have already gone into the marketing of new products, and others will follow suit. At least two very large makers who have already expanded into new fields will take on additional new products before the new year is out.

Dealer credit will probably be improved in 1953 due to the fact that the firms which have been able to weather the storm and strife of the past two years have found almost all the answers to merchandising problems, among them the rising costs of doing business which many have been able to cope with by chopping down on all unnecessary expense. Following are a few forecasts on what's ahead:

Look for '53 to produce a wave of brand-switching by both dealers and

But We Must Work For It

New Year Bound to Have Ups and Downs. Phono Records. No Shortages Foreseen.

wholesalers in both TV and appliances.

Look for terrific competition in room air conditioners, which, because of adequate inventories, will have to be sold.

Look for prices to continue slowly upward as costs spiral all along the line. Consider, too, the likelihood that the trend will be away from government controls.

In '53 the 21-inch TV set will be the one most in demand, but there will be plenty of 17-inchers sold to folk who live in small quarters. Look for comparatively few combinations to come off the assembly lines, and look for a demand, especially in the older TV areas, for television sets with AM or AM-FM, because many radios are breaking down and TV-minded folk will want to replace them with "complete" TV-radio units. Look for new television markets to gobble up very heavy production.

Product Sales Patterns

So far as 27-inchers are concerned, there's a big question mark, but it doesn't look at all like a 27-inch year.

Radios will continue to sell well, and this goes for the combinations, clocks and portables.

Magnetic recorder sales will climb as more and more dealers take them on and do some real promotion to create demand.

More and more dealers will go into Hi-Fi activities in 1953, and custom-building and selling will be much more attractive this year than ever before because of the cooperation and interest of manufacturers and distributors in setting dealers up in this business.

Phono records will continue to sell well, and sales can be greatly stimulated by the recently-announced campaign launched by various groups as a cooperative industry-wide drive to get modern-speed players into more homes. The phono record potential is terrifically large, and the only reason that a great many more are not sold is because of the pathetically small number

of turntables in use—somewhere around 25,000,000 many of which are one-speed jobs.

Look for food freezers to keep right on spiralling sales-wise with by far the greatest number being sold by dealers in this field. It's likely, too, that there will be diminishing interest in food-freezer deals since so many folk have been rooked by unscrupulous operators, and since there's always a certain amount of regimentation associated with such transactions.

Look for a steady sale of refrigerators in spite of the highly saturated market; an increase in electric ranges, and in laundry equipment,

with dryers and automatic washers moving at a lively pace.

A change in leadership in vacuum cleaners will probably occur among the top manufacturers during the coming year. Cleaners should sell ahead of '52.

Some other appliance predictions for 1953: Dishwashers will move ahead at least 10 per cent over '52; electric fans slightly ahead of '52; electric housewares up 10 to 15% over this year.

Dealer interest in fair trade will wax and wane along with changing market conditions. If business gets tough, there will be a most vociferous
(Continued on page 96)



WE SEE AHEAD—

- Increased sales for '53**
- High level of employment**
- Shortage of technicians**
- Need for return to hard selling**
- Increase in installment buying**
- More diversification by mfrs**

Here's How to Cut Your Selling Costs

• The salaries and wages you pay out to yourself and to other people in your organization probably comprise the largest item of expense in your store. They may amount to two-thirds of your total expenses.

If you milk the business by paying a high salary to yourself the effect is not serious. You merely transfer money from one pocket to another. If, however, you pay out more than you should to your employees in relation to your sales volume, your net profit quickly disappears and your store becomes unprofitable.

Salaries and wages vary in terms of percentage of sales from store to store more than most other items of expense. Studies of cost of operation in retail radio and appliance stores seem to indicate that excessive payment of wages and salaries in terms of per cent of total sales is the commonest cause of unprofitable operation.

In ordinary language, you can just plain give away your profits in salaries and wages, either to your officers or to your help.

It is not likely that you are paying too high a wage to the repair, delivery, clerical or maintenance staff. You should, of course, watch their wages closely. Your big wage problem, however, is the cost of your selling organization.

Distribution of Wages

In order for you to show a net profit at the end of the year, you must hold your annual cost of your sales staff to a certain percentage of net sales. If, for example, you increase your sales cost by 5% you reduce your net profit by that same 5%.

What percentage of sales cost to sales you can tolerate depends on your average gross margin. Everything, including your sales cost, other expenses and net profit as well, must be squeezed into that gross margin.

If your gross margin for your store as a whole is 35% of your sales and if you are to make a 5% net profit, this leaves a 30% total expense figure. You may break that figure down roughly into thirds. One third should probably be for salaries and wages of officers, including yourself. Another third should be for all ex-

penses except wages of your employees. The final third should pay the wages of your employees.

This means that with a 35% gross margin you cannot afford to pay your employees more than approximately 10% of your net sales for your store as a whole. Of course, one or two per cent is non-selling wages, but as was already explained the real problem is that of selling costs.

With this overall figure in mind it becomes evident that the percentage of net sales you can afford to pay in any department which gives

same way for each salesman. Comparing his sales volume against his wages will give you his sales cost as a percentage of net sales.

There are two ways in which you can reduce this percentage of selling costs to sales for any salesman or in any department in your store. The first way is to reduce the annual wage of your sales force. The second is to increase your sales volume and keep your payroll as it is in terms of dollars a year.

You may cut your payroll to a certain extent and still benefit your business by eliminating deadwood among the sales personnel in your store. If a man has a consistently high percentage of sales cost to sales, there may be no other way out than to discharge him.

Upped Sales Reduce Costs

More sales volume is the most dynamic and in the long run the most satisfactory way for you to reduce your cost of salaries and wages in terms of percentage of your total sales. By proper methods of paying your salesmen you can often pay a higher weekly wage at the same time that their cost of sales in terms of per cent of total sales is going down.

Do not ever look at the amount of a salesman's pay check grudgingly, even if he makes more money than you do. There is absolutely no limit to what you can pay a salesman in the TV-radio and electrical appliance field.

Therefore, do not watch the dollars and cents. Watch only the percentage of total sales. Set out to decrease that cost per dollar of sales for every employe by helping him increase his sales volume.

One way for a salesman to increase his sales volume is by a higher average sale. Analysis of sales records will help you to determine whether or not each salesman needs to increase the average amount of his sale.

First learn what each salesman's total dollar volume of sales amounts to over a given period. Divide this dollar figure by the number of customers he has sold. This figure will give you his average sale.

If your major appliance or TV salesman has been spending too

| Weekly Pay of Salesman | Cost of Salesmen's Pay | | | | |
|------------------------|------------------------|-------|-------|-------|-------|
| | 5% | 10% | 15% | 20% | 25% |
| \$25 | \$500 | \$250 | \$167 | \$125 | \$100 |
| 30 | 600 | 300 | 200 | 150 | 120 |
| 35 | 700 | 350 | 233 | 175 | 140 |
| 40 | 800 | 400 | 267 | 200 | 160 |
| 45 | 900 | 450 | 300 | 225 | 180 |
| 50 | 1,000 | 500 | 333 | 250 | 200 |
| 55 | 1,100 | 550 | 367 | 275 | 220 |
| 60 | 1,200 | 600 | 400 | 300 | 240 |
| 65 | 1,300 | 650 | 433 | 325 | 260 |
| 70 | 1,400 | 700 | 467 | 350 | 280 |
| 75 | 1,500 | 750 | 500 | 375 | 300 |
| 80 | 1,600 | 800 | 533 | 400 | 320 |
| 85 | 1,700 | 850 | 567 | 425 | 340 |
| 90 | 1,800 | 900 | 600 | 450 | 360 |
| 95 | 1,900 | 950 | 633 | 475 | 380 |
| 100 | 2,000 | 1,000 | 667 | 500 | 400 |
| 105 | 2,100 | 1,050 | 700 | 525 | 420 |
| 110 | 2,200 | 1,100 | 733 | 550 | 440 |
| 115 | 2,300 | 1,150 | 767 | 575 | 460 |
| 120 | 2,400 | 1,200 | 800 | 600 | 480 |
| 125 | 2,500 | 1,250 | 833 | 625 | 500 |
| 130 | 2,600 | 1,300 | 867 | 650 | 520 |
| 135 | 2,700 | 1,350 | 900 | 675 | 540 |
| 140 | 2,800 | 1,400 | 933 | 700 | 560 |
| 145 | 2,900 | 1,450 | 967 | 725 | 580 |
| 150 | 3,000 | 1,500 | 1,000 | 750 | 600 |
| 155 | 3,100 | 1,550 | 1,033 | 775 | 620 |
| 160 | 3,200 | 1,600 | 1,067 | 800 | 640 |
| 165 | 3,300 | 1,650 | 1,100 | 825 | 660 |
| 170 | 3,400 | 1,700 | 1,133 | 850 | 680 |
| 175 | 3,500 | 1,750 | 1,167 | 875 | 700 |

you less than a 35% gross margin will be correspondingly smaller. For example, if a department shows you only 25% gross margin instead of 35%, your other expenses will still remain 10% because they are fixed in nature. This leaves 15%.

In such a department you must either limit your wages to say, 5% for officers and 5% for sales costs or perhaps eliminate the department altogether. Obviously if you continue to pay 10% for your sales costs you eliminate your net profit.

You can analyze sales costs in the

In Order to Show a Net Profit at End of Year, You Must Hold Annual Cost of Sales Staff to a Certain Percentage of Net Sales

much of his time selling low-priced or standard models of smaller size and of inferior quality these facts will show up. Such a salesman can best increase his sales volume by selling better products and thus increasing the average amount of each sale.

Another way to increase sales volume is by selling a greater number of customers. To get this figure take the total earnings of each salesman, divide this figure by the number of customers and you will have the amount of cost per customer. This will show the salesman who should sell to more customers.

The simple figure of the number of customers whom he sells over a period of time also shows whether or not he completes as many sales as the other salesmen in your store.

These two indexes are not ends in themselves. It is not enough to increase the average sale if the number of customers goes down at the same time. Conversely, it is not enough to increase the number of customers by selling more small items. The point is that when you have analyzed his particular deficiency, each salesman may be able to increase his sales volume.

This brings down his cost per sale when his income is constant. When he sells enough more to warrant giving him part of this additional sales volume in an increased income then both you and he will benefit.

Paying Your Salesmen

If high sales cost is permitted to destroy your net profit the result is that your sales staff will be out of a job and you will be out of a business. The way to avoid this is to watch the income of every sales person in terms of its percentage to his sales.

Once you arrive at this figure your problem is not finished but in fact is just starting. You must then determine how to pay out this amount of money so as best to provide the maximum possible incentive for good work and loyalty on the part of your staff.

There are several methods by which you may pay your salesmen in your store. These range all the way from a straight salary to complete profit sharing.



The Right Compensation Plan—

- Is profitable to the employer
- Is profitable to the salesman
- Is reflected in greater customer satisfaction
- Helps to maintain a permanent salesforce

It is quite common in radio and appliance stores to pay the inside sales force and clerical staff who spend 100 per cent of their working time in the store on a straight salary basis. Inside employees have many duties not connected with selling activities. These include dressing windows, handling customer complaints, answering telephone calls, performing clerical work, arranging stock and doing many similar tasks. When you pay a straight salary you can exercise full control over the time of your inside staff and can get them to concentrate properly on the work of making the routine of the store run smoothly.

Many dealers who paid outside men on a commission basis in the past are now paying these men a straight salary. This method does not always work out best for men who spend part of their time outside the store. The sale of TV sets and appliances is a high type of specialty sales effort. Outside salesmen who are sure of their salary tend to become mere order takers and their sales do not reach the peak that the

same men can attain under more stimulating methods of pay.

Some dealers who have turned to the straight salary method for outside salesmen have done so at a time when sales were operating at a high level and it was possible to obtain sales help at a lower percentage of total sales volume than would be the case under a more flexible sales payment plan. It is true that you give fuller security to your sales staff by avoiding the week and month fluctuations in income which are common under other arrangements. At the same time your salesmen tend to become dissatisfied when they see a large sales volume and want to see their salaries raised. When you come to try to apportion these raises you will find it is difficult to do so to correspond with the actual selling power of individual men.

You will also find it difficult to decrease salaries when the sales of individuals fall off for any reason. Thus you may defeat your own purpose to keep the cost of your sales

(Continued on page 44)

How TV-Appliance Salesmen Can

Overcome

Selling UP to Quality



It pays to SELL customers instead of BARGAINING with them. Arouse enthusiasm for the better products through explanation of the reasons why the customer should carefully consider the higher-priced items.

● One problem plaguing many TV-appliance salesmen today is that presented by the "price buyer." Dealers handling many different lines all over the country are facing ever increasing price resistance pressure from their customers. Generally, the price-haggler is either ignorant of real values in this field or is just trying to beat down a price out of pure habit.

A large television-radio-phonograph set may appear "overpriced" to one couple who feel a less expensive table model would be more suited to their present needs, while the same combination model looks

very economical to the lover of music who places a very high value on a fine record-playing unit and a good FM radio. So, at the outset, we can see that "high" and "reasonable" prices vary with the particular customer.

But why do customers in general raise the price question and make an issue of it? In many retail lines, the days of price-haggling and dickering and trading have been replaced by firm one-price policies and fair trade agreements and regulations. Standards of quality, manufacturer advertising and general public education into the quality

built into nationally distributed items have to a large extent tended to eliminate "price resistance" as such. Unfortunately however, there is still altogether too much "bargaining" going on between customer and dealer or salesman in the radio-television-appliance field. In many cases, this price dickering and chiseling is so bad that a dangerous, albeit ridiculous, notion is taking root in the public mind—namely, that only a gullible fool pays the list price for TV sets and appliances today.

A Firm Price Policy

The inherent evils of failing to live up to a firm one-price policy are becoming increasingly apparent to dealers all over the country. The immediate advantage of giving in to the price-haggler—that of making a sale rather than losing it to the competition—is often tempting. However, the long-run disadvantage of such methods far outweighs any small immediate profit. Dealers are beginning to *want* to stick to a one-price policy, but many are finding it very difficult to stop horse-trading without losing a great deal of business.

Ultimately, of course, the effective solution could come if all dealers (or the overwhelming majority of them) refused to budge on the question of price. The chiseler would then not have the advantage of being able to walk down the street to someone who "will do business with him." Such a general return to business sanity may come one day. However, the dealer still faces the vexing problem of what to do about the price haggler NOW. In general, the answer must be that we have to relearn to *sell* expertly—not to give our merchandise away. More specifically, we must analyze the price-haggler—see what makes him tick—and then apply a strong, individualized sales approach to him.

In spite of his apparent "sharpness," the price-buyer has several real deficiencies in his judgment and understanding of value. He has, in the first place overlooked the importance of quality and service.

Price Resistance

the Right Way Will Result in More Big-Ticket Sales

If the product is sufficiently *cheap*, it's good enough for his purpose, he thinks. First cost is more apparent and important to him than replacement or upkeep.

The price-minded customer fails to take into account the values of service, careful handling and delivery, manufacturer's guarantee, the reputation and integrity of the store and similar elements, all of which go to increase the value of any product. Sometimes he must be shown very carefully and tactfully the increased values due to these factors.

The price-buyer also usually places little or no value on the opinions of the salesman. He will give you a run-around, mumble objections you can't quite make out and try to get information as to prices with the thought that he will go elsewhere and compare price and get himself a "good deal." A competent salesman, looking after the customer's interests as well as his own and those of his store, can build into any item values for the purchaser simply by pointing out the specific features of the piece and how they are most useful and advantageous to this particular customer.

Create Desire to Buy

Basically, there are three main ways of handling the price problem in any TV-appliance selling situation:

1. Never let it come up.
2. Scare 'em and save 'em.
3. Expose the low-price myth.

1. *Never let it come up.* If you have done a thorough job in making a sales presentation of your merchandise, the price problem is partly licked already. If you have attracted the customer's attention sufficiently to get your points across and make your demonstration; if you have created desire in his mind sufficiently strongly; if you have proved your points carefully as you went along, being sure to understate rather than exaggerate; if you have led him up to the point of making a decision to buy, the price question should not become an insurmountable obstacle.

Sell quality. Create a desire for quality in your customer's mind. Show him the long-run values of your highest quality items. The purpose, of course, is that the highest-priced item in the line gives the salesman an opportunity to paint the most glowing word pictures and back them up with product information. Secondly, when price enters the picture, it is always possible to step down to the next highest-priced item, within the range of the customer's pocketbook. Going the other way, from the bottom up, the second-highest priced item would look very expensive by contrast with the cheaper grade of merchandise.

Show him not only what the details of design are, but why they were made that way, what materials were used and what the function of each part is, so that the ability of the particular product to suit his needs is made crystal clear. Explain elements of construction in terms of his satisfaction: appearance, durability, performance, adaptability.

In discussing construction quality,

salesmen should remember that every piece of merchandise on the floor is a good value at its price. The individual features of each piece of merchandise fit the particular needs of *some* customer, and it is by fitting his merchandise to the particular customer's individual needs and desires that the salesman avoids running into a strong price argument.

2. *Scare 'em and save 'em.* Build up in the mind of your prospective customer the desirability and real value of your product. Talk about the virtues of FM to the man who is no "longhair" himself, but who evinces a sincere desire to provide the best of everything for his young children. Stress the cultural benefits to be derived from a fine record player and remind the parent that TV is not all light entertainment—that there is important intellectual and political fare being offered all the time. Talk about the political campaign coverage, about the panel discussions and the lectures. Conversely, bring home to the obvi-

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When you sell the customer the best product he can afford to buy, the purchaser will be happier and the store will have made more money. Sell performance, design, etc. to overcome price objections.



New York State Dealer Finds "Straight" Selling

Gimmick-Free Methods Poughkeepsie. Sales of



Owner Jack Shafren points out features of TV model to customer. Sets are arranged to encourage store traffic. Small radios and portables are shelved at eye-level height.

• Rocket Stores in Poughkeepsie, N.Y., has never ceased emphasizing the quality of its merchandise and never failed to back up its sales with service that keeps the customer happy after the TV set or appliance is moved into his home. This kind of reputation has carried Rocket Stores through 20 years of profitable operation, surviving heavy competition and price-cutting, Jack C. Shafren, owner and operator, declares. Today this dealer, centrally located at 437 Main Street, is an outstanding TV-radio-

appliance dealer in town, and has a big separate Service Center.

This Poughkeepsie dealership has found that "straight" selling pays off to the tune of \$300,000 gross per year in a city of 41,000 population. Rocket Stores has one of the largest stocks in Poughkeepsie of TV sets, radios and appliances. The customer is offered no discounts, fancy deals or price slashes. The product is sold as quality merchandise and nothing else. And if the TV set doesn't work properly in the customer's home, due to some unfore-

seen bug or booby trap, Rocket Stores will make trip after trip to see that it does. The customer is never forgotten after the product is sold to him, as is the case with many of the fast operators. Low pressure selling is the rule, and it is assumed that the prospect has come in to make an important purchase and should have plenty of time to look over whatever attracts him.

Traffic-Making Displays

Television consoles are attractively spaced over the display floor, and small radios are shelved at eye-level height. Small appliances are spotted in groups on shelves and stands. There is an avoidance of crowding of merchandise. Customers involuntarily make traffic patterns around the sales floor that expose them to almost all the merchandise. And few can resist stepping into a large alcove, which is a simulated kitchen and also a display area for electric ranges, refrigerators, electric sinks and other white goods.

Rocket Stores has been one of the leaders in establishing the Television Dealers Association of Poughkeepsie. A dealer is required to have a good reputation in order to be admitted to it, and he must post a bond. Ten Poughkeepsie dealers belong to the Association, including the largest department store in town, with its big TV-appliance section.

The objectives of the Association are to maintain the customer's confidence in the dealer and in the quality of his products; to use list prices only; to never advertise price-cutting; to guarantee standards of service and parts quality; and in general to maintain ethics in the TV-radio-appliance business.

Advertised and promoted as the TDA, the Television Dealers Association meets once a month and more frequently if necessary, to fulfill its objectives and also to carry out other activities. TDA multi-signature advertising is arranged on a cooperative basis. This advertising promotes the TDA as much as the

Rocket Stores found it necessary to build this separate Service Center. Servicing business then expanded four times. Manufacturers use it as a base for field trips and to test new TV receivers.



Pays Off

Create \$300,000 Gross in Used TV Sets Developed

dealers themselves. Every TV set which is sold by a TDA member has attached to it a prominent card bearing the guarantee: "This is a TDA Guaranteed Television Receiver." The Association stands behind its product with quality sales and service. Television receiver warranties issued by Rocket Stores and other members bear the stamp of the TDA. An unusual activity of the TDA is to set aside a week during the year and donate all TV trade-ins to charity and benevolent organizations. This drive is appropriately promoted as a service to the community.

Jack Shafren has found that expert and dependable servicing is one of the mainstays of his business. He does not attempt to make a profit on this department, and he is very happy if it breaks even.

He has learned that charging very high prices to make servicing more profitable only alienates the customer. The policy here is to make the customers like the service and to make them come back for more. Building good will and maintaining contact with current and potential customers is deemed a major function of the service department. Shafren estimates that 60% of his sales originate in some manner through it.

Progressive Service Center

The service department is housed in a separate new building with a 40 foot store front and a private driveway from the street. Called the Service Center, the building is parallel to the street where the main store is located. A driveway connects the two stores. Since opening the new building two years ago, there has been four times as much business as before. Rocket Stores has thirteen technicians and six trucks to give good service to the 41,000 population of Poughkeepsie plus the customers in the surrounding area. All servicers are uniformed and identified as being from the Rocket Stores Service Center. The number of service calls is from 40 to 60 per day, yet all are an-



The white goods display is in a large alcove that simulates a modern kitchen, yet it is also large enough for complete display of all appliances. Customers are never put under heavy pressure to buy.

swered within 24 hours and the average is six hours. The minimum price of a service call inside the city is \$5, and outside the city—not over 25 miles—it is \$7.50. Repairs made in the home run as high as 90% of all service volume.

A special feature of the Service Center is the Rocket Stores tower truck, famous throughout the Poughkeepsie area. A folded steel TV antenna is mounted on the truck, and when being used, the antenna is run up to 70 feet. The tower antenna is used to check on reception conditions, and the prospect is then advised of his antenna requirements. For a test \$25 is charged, but, if the customer buys a set, Rocket Stores absorbs the charge. In the hills of the Hudson

Valley around Poughkeepsie, the tower truck is a tremendous asset. It also captures considerable free publicity for the firm.

A feature of the service department that is popular with the customers is the practice of Rocket Stores in leaving a substitute TV set in the homes from which they pull a set for repair. Word-of-mouth advertising is so strong on this item that many customers start their service inquiry by mentioning that the substitute TV set is the reason they called Rocket Stores.

A profitable sideline that stems from the Service Center is the selling of used TV sets. Most of these are gained through trade-ins on new models. There are usually 15 to

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Servicers (left to right) Bell, Ginsberg, service manager Al Tenhope and Finning, with other Service Center personnel, give Rocket Stores service leadership. In foreground are used sets ready for sale.



This California Dealer Does A Record Job Selling

Platter Volume Up 500% After Elliott and Craun's



Now the youngsters start coming in as soon as school closes, and don't stop until closing time. Elliott and Craun's has won its own personal battle with chains, cut-rate stores.

• As a football fan, Russell Craun knew that one of the marks of a top-notch ball carrier is the ability to shift directions quickly, to find an opening somewhere else when one avenue of progress appears closed.

As a good businessman, Mr. Craun realized he, too, would have to discover a new opening, a new source of clientele to prevent losing ground in phono record sales to a host of tough competitors.

Craun, of Elliott and Craun's of 6824 Pacific Boulevard, Huntington Park, California, found the opening more than five years ago, and has been scoring consistently ever since.

Teen-age trade has made the important difference in Elliott and Craun's successful adjustment to a difficult situation. One of the leading stores in Southern California for several years, the Huntington Park concern suddenly found its brisk business menaced as competitors sprang up in the fast-growing Southeast District community.

Chains could now match his stock; cut-rate five-and-tens undercut his prices.

But by realizing that in teen-agers a vast, relatively untapped buying potential existed in Southern California, Craun not only put his firm back into the number one spot, but boosted record sales more than 500 per cent from earlier volume.

Getting the Prospects

When first aware of the high potential, Craun was still faced with the problem of reaching the teen-ager, of making his store the unofficial headquarters for young disc fanciers.

Russell and wife Rubye first sought the largest concentration of local teen-agers. That answer was easy—Huntington Park High School, where more than 1,000 boys and girls gather every week day.

Next came the question of how best to reach this promising public. The answer to that one was solved

by the teen-agers themselves. One day the Crauns overheard a group of high school students discussing the possibilities of beginning noon-time dances, and mourning the fact that they didn't have enough suitable platters.

Within a few days of hearing the plan, Elliott and Crauns had provided the teeners with a stack of the latest pops, and noon dances became a permanent fixture in Huntington Park High School student life. It wasn't long before pop recording sales took an upward spurt as students came in to purchase "that swell record I've been hearing every day."

Alcove for the Young Folk

The teen appeal program was off to a good start. But Craun realized that it was only a start, and that other inducements had to be offered to create a steady flow of business from the younger set.

"You know, Russ," Mrs. Craun remarked one day, "The youngsters seem a little self-conscious about selecting records with so many adults around. Why don't we give them more privacy?"

Accordingly, the Crauns, shifted the record section to the rear of the store, putting it out of the way of customers who come in to look at other merchandise, such as instruments. Now, with a little alcove of their own, teeners could try out as many platters as they wished, without disturbing other customers. Teen-agers soon began to make a habit of dropping in after school to listen to records and meet their friends. They didn't buy every day, but when allowance or salary time came around, a considerable number came back to pick up a few favorites. Sometimes they'd bring Mom and Pop along too, and the Crauns were never unhappy about that development.

In the minds of local teen-agers, records and Elliott and Craun's were words that belong side by side. Results were highly satisfactory so far, but there was more to be done.

At this point, teen-age trade had

Records to Teen-Agers

Went After a New Market and Really Worked It!

been limited primarily to students of one high school. How could the field be expanded?

Newspaper advertising wasn't quite the answer, the Crauns believed. Something more direct than the printed word was needed. After surveying the possibilities, it was decided that the most economical and efficient means to reach out-of-town teeners was through the local movie houses.

Elliott and Craun's arranged a reciprocal agreement with several local theatres, in which they furnished records to play at intermission and special events, and were given plugs over the public address system. Many teeners from neighboring communities attended those shows regularly, and when they were in a record-buying mood, a substantial number of them remembered Elliott and Craun's.

Young Part-time Salesmen

Every new customer represents another circle of prospective customers, the Crauns believe. Hence, when a new teener comes in, the Crauns take special care to win him over. To round out their teen appeal program, Elliott and Craun's employs young high school men and women both full and part-time, working under the theory that no one can understand a teen-ager like another teen-ager. Not only does this aid sales in that teeners feel more at ease with salesman of their own age, but the employes bring in additional customers from among their own circle of friends.

And so the success story of Elliott and Craun's stems from the recognition and encouragement of teen trade, of being the first in the area to offer something special to a special class. Bigger, fancier stores with more robust advertising budgets could have turned the same trick had they been aware of the large buying potential in high school ranks. But the Crauns aren't worrying about what might have happened, they're too busy planning new methods to increase teen-age trade.



Finishing up a new display is Mrs. R. E. Craun, while a teen-ager customer already investigates the merchandise. Self-service spontaneously draws young people to latest releases.

A pair of record customers stop to admire a television receiver. They may eventually purchase a set or some other "big ticket" item, after being initially attracted by Craun's complete record stock.



News of the Record Industry

Cornell Has New Hit!



Don Cornell, Coral recording artist, has something really big in his latest release on that label. Entitled simply 1, the beautiful ballad gets fine treatment from Don. This tune has all the ingredients of a hit number—lovely melody, good lyrics, fine orchestration, and the tops in presentation by the noted crooner.

Capitol. . . .

Axel Stordahl and June Hutton (Mr. and Mrs. in private life) recently signed a contract with Capitol Records. First release features June singing *Keep it a Secret* and *I Miss You So*, with Stordahl providing the background.

Comedian Jackie Gleason leads a magnificent string orchestra on some of Broadway's better-known song successes in Capitol albums CDF-352 (45 RPM) and H-352 (33 $\frac{1}{3}$ RPM). Titled "Jackie Gleason Presents Music for Lovers Only," the package offers such melodies as *Love, But Not For Me*, *I Only Have Eyes For You*, and *My Funny Valentine*. Album features veteran trumpeter Bobby Hackett for the first time in a "symphonic" setting.

Dean on New MGM Disc



English Alan Dean sings a very beautiful tune called *GIVE ME YOUR LIPS* for MGM. This song is from the pen of Vernon Duke, who wrote *APRIL IN PARIS*, and is from the movie of the same name. Flipside is ballad *HALF A HEART*.

WATCH THESE . . .

"Keep It A Secret"

J. Stafford (Columbia)

"Blue Violins"

H. Winterhalter (RCA Victor)

"1"

D. Cornell (Coral)

"Ma Says, Pa Says"

J. Ray-D. Day (Columbia)

"Nina Never Knew"

Sauter-Finegan (RCA Victor)

MGM. . . .

There are few sounds more clearly associated with Christmas than that of chimes ringing out the familiar old hymns and carols of the season. MGM Records has a fine new album entitled appropriately enough "Christmas Chimes." Recorded at the historic Church of St. Mary Magdalene in London, England, the set features James Blades, chimes; Felton Rapley; organ, and a brass choir in a selection of nine Christmas tunes. These include *Adeste Fideles*, *Silent Night*, *The First Noel* and *Joy To The World*. This is a really "different" album and should be a perennial Christmas favorite.

RCA Victor. . . .

Christmas With Eddie Fisher is a delightful new album by RCA Victor featuring the very popular singer in two carols and six pop tunes. Considering the customary eagerness with which new Fisher recordings are awaited, this album with "more Fisher than usual" should be an excellent seller, especially during this Christmas season that's coming up. Songs in the album include *Silent Night*, *White Christmas*, *You're All I Want For Christmas*, *That's What Christmas Means to Me* and *O Come All Ye Faithful*. Some of the selections are also available as singles.

Decca. . . .

A masterpiece of terror is Lucille Fletcher's thriller *Sorry, Wrong Number*. Famous originally as a radio play that held listeners spellbound, it was later made into a motion picture, and finally, the great story has been recorded. Starring Agnes Moorehead as the sick woman who, realizing that she is to be murdered, waits alone for death, the album is now available on Decca records. DL 6022 is a 10" long-playing record priced at \$3.85; album DAU-2 consists of two 78 RPM records priced at \$4.85.

Columbia. . . .

In 1950, Columbia Records released the 1938 Benny Goodman Carnegie Hall Jazz Concert album, which sold more than 100,000 copies. They are now releasing a sequel to this entitled *Benny Goodman 1937-38 Jazz Concert No. 2* (shown) which was taped from "air checks" of more than 150 cross-country



broadcasts. Included in the album are fifteen selections never recorded by Goodman, unlike the earlier Carnegie Hall Concert set in which he performed only repertoire which had also been waxed commercially. The combined array of stars and music in this album is certainly going to appeal to jazz fans. Harry James, Lionel Hampton and Gene Krupa, in addition to BG, are only a few of the jazz greats to be heard.

Italian Publisher Visits RCA Victor Record Execs



Dr. Mario Di Luigi (right), owner and publisher of *MUSICA E DISCHI*, leading music trade publication of Italy and one of the foremost in Europe, discusses trade topics with Paul A. Barkmeier (left) vice-president of the RCA Victor Record Department and L. W. Kanaga (standing) general sales manager of the department, during a visit to RCA Victor's general offices in Camden, N. J. Dr. Di Luigi expressed gratification at the excellent response given to Italian music by American audiences.

(More record news on page 57)

Another case history of the Profitable Magnavox Franchise

**“Magnavox is made to order for
the quality-minded customers
that Paine serves.”**



Louis H. Johnson

Manager, Music Department,
Paine Furniture Company

*Paine Furniture Company
Boston, Massachusetts*

“PAINE Furniture Company has customer confidence that began when the store was founded in 1835. Each new generation has been educated to expect the best in all merchandise presented. This clientele knows quality instinctively and is exacting in its demands.

- “In television and radio-phonograph that means Magnavox is the outstanding favorite... really made to order for the quality-minded customers Paine’s serves. The Magnavox line is a must for a radio-television department in our type of store. By appealing to customers who have a preference for quality merchandise, we are building the soundest of foundations for the future.”

Be sure to see the new Magnavox models in their new home... ROOM 1126, Merchandise Mart, Chicago

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-PHONOGRAPH

Cut Your Selling Costs



Salesmen must be financially secure in order to do a good selling job for you. The right kind of compensation plan will hold the right kind of man on your staff

(Continued from page 35)

staff at a low percentage of total sales, if in the future any substantial number of your salesmen have their sales drop off because of bad business conditions.

A straight salary will pay some of your outside salesmen more than they earn. This raises your selling cost. It makes the other salesmen dissatisfied if they know about it.

A straight salary pays some other outside salesmen less than they earn. This makes them dissatisfied with their own earnings and in a frame of mind to leave.

One of the few situations in which a straight salary appears to be indicated is where you have decided to spend some of your established profits in order to be the first to pioneer some new line. If you expect a salesman to go out and beat the bushes when his chances of immediate sales are remote then you might decide to pay this man a straight salary to perform this missionary work for a limited period of time.

In general, it is hard for most men to show loyalty to you when they have only a pay check of a fixed amount to tie them to your store. You should usually try to base wages for outside salesmen on what they can produce, not on the time they work at so much a week or a month.

When your salesmen make profits for you by increasing their sales, be willing to give them a share of those profits in some way. This places

salesmen in a proper frame of mind for increasing their sales still further. They have tangible proof that by being loyal to you they are also being loyal to themselves and to their families.

By paying a straight salary you tend to attract the over-conscientious and fearful type of worker. These can do inside clerical and sales work satisfactorily. They do not often make the best specialty men either in or out of the store.

A straight commission basis for paying outside salesmen has been a common means of payment used. Most TV and appliance dealers feel that the day of pure commission selling is vanishing. Whether or not it will return at some time in the future is problematical.

From a theoretical point of view a straight commission appears to be ideal. It enables you to get your money's worth easily. It gives you direct control over your selling cost in terms of percentage of sales volume.

A straight commission method of pay may not be to your best advantage as a dealer. In their eagerness to close sales, men on a straight commission frequently oversell a customer. High pressure tactics and false promises may result in giving your store a bad name.

Bad Features Cited

It is hard for you to control men who work for you on a commission basis. They are not disposed to accept your advice. They work hard when they feel like it and they take time off without consulting you. This lack of reliability of commission salesmen tends to demoralize other store employes whom you may be paying on some other basis. When you do not know whether or not your salesmen will report for work at any given time it also is difficult for you to coordinate the activities of the store.

Turnover is high where salesmen are paid on a straight commission and expenses are involved in hiring, breaking in and training new salesmen.

There are other drawbacks to a commission plan from your own viewpoint. Commission salesmen follow the path of least resistance. They sell only the newest and most desirable models. They leave the old stocks to accumulate.

It is necessary to give commission salesmen floor accounts and furnish them with leads. On this plan of pay some salesmen develop a knack for rushing to grab an unfair proportion of customers during floor time allotted. They neglect leads for small-ticket items that may be important to you but not to them. They avoid such work as arranging stock and helping to arrange displays. They refuse to stay within territorial limits allotted to them. All these things may lead to bickering among the salesmen and poor morale.

Income From Commission

When your salesmen are paid on a commission basis they tend to search only for quick sales because the commission is paid on the basis of the completed sale. This means that they are not building your business for the future but only for the present.

Commission salesmen may accept trade-in allowances which are excessive. They also may be prone to shade the price by splitting part of their commissions. This destroys any one-price policy you have established and contributes to a chaotic market in your area.

From the standpoint of the salesman himself the commission plan is not usually desirable. True there are some men who are ambitious and who wish to make higher incomes than they can make with conventional jobs. To these men the straight commission basis may offer some appeal.

For most men this hope of high income is more than offset by fear. The only man who can operate on it successfully is one who has substantial reserves of finances from which he can draw in times of low sales. Such a man is unusual. Most commission salesmen spend whatever commission they make no matter how high during periods of prosperity and face financial difficulties when things go badly.

A commission basis of pay means constant financial worry. The result of this is that the salesman is over-eager and then when he has a streak of bad luck his eagerness soon changes to despair.

Most men realize that when they take a job on a straight commission basis their income will stop in times of sickness or because of some acci-

(Continued on page 80)

Only from Hallicrafters

A WORLD-WIDE PORTABLE
SO SUPERIOR
SIMPLE COMPARISON SELLS IT!

Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries. There is nothing like it!



The whole world knows Hallicrafters Quality

... easier to sell because it's easier to prove!

Now... Hallicrafters 20" Television PRICED TO SELL—BUT NOT AT YOUR EXPENSE!

Here's news! This magnificent new Hallicrafters 20" TV is priced at a "Bargain-Leader" level—but YOU don't make any sacrifice. Here is a competitively priced 20" TV that gives YOU a fair mark-up. Why make sales that don't make money? It's profits, not sales, that keep your doors open.

And, as with all Hallicrafters equipment, here is the finest picture in TV. Here is a set that invites comparison—a set so superior that it is *guaranteed for one full year!* Non-glare, glass front. Provision for UHF. Modern plastic cabinet.

Complete line of 17", 20", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

Prices subject to change without notice



hallicrafters

Electrical Appliance News

Roe Named Sales Manager

The appointment of Kenneth G. Roe as sales manager for General Electric's household refrigerator department was recently announced by W. M. Timmerman, department general manager. At the same time, Timmerman announced the appointment of Marshall Bartlett, Jr., as department product planning head to succeed Roe.

In American Kitchen Posts



Eastern and Western division sales managerships of American Kitchens Division of Avco Manufacturing Corp., have been announced by C. Fred Hastings, general sales manager for the Division. Mack Johns (left) is Eastern sales manager, and Ken Cook has the Western division sales.

York Announces New Line

John R. Hertzler, vice-president and general sales manager of the York Corporation has announced that the 1953 line of room air conditioners will consist of 11 models of $\frac{1}{8}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1-horsepower capacity using air-cooled condensers. Recently, York held business administration conferences for its top distributor principals throughout the United States dealing with programs for marketing York air conditioning, refrigeration and ice making equipment during the coming year.

Lewyt Xmas Tree Display



The new Lewyt "Christmas Tree" Top O'Cleaner display, available nationally to all Lewyt dealers, is accented by model Chic James.

Hoover Promotes Munz To Field Sales Position



Walter A. Munz (above) has been made field sales manager of The Hoover Co., it was announced by M. Mansager, sales vice-pres.

Nelsen Succeeds Seibert

Appointment of Loris M. Nelsen as service manager to succeed Sylvester J. Siebert, who was recently named Canadian field sales manager, was recently announced by Ben G. Sanderson, general sales manager of Deepfreeze.

GE Promotes Stehle

The appointment of Edward L. Stehle as southeastern district manager of the General Electric Company's major appliance division has been announced by H. A. Warren, manager of distribution.

Westinghouse Dealer Aids



Orders for the Westinghouse miniature laundry twin salt and pepper shakers, used to promote the company's 1953 Laundromat and clothes dryer, have swamped the electric appliance division, reports J. J. Anderson, laundry equipment manager. Current sales to dealers have passed the quarter million mark. The miniatures can be obtained by visiting any Westinghouse laundry equipment dealer and asking for a demonstration of the new Laundromat and clothes dryer. Dealers report great consumer interest.

Deepfreeze May Enter Air Conditioning Field in '53

Ben G. Sanderson recently stated that Deepfreeze will not add home air conditioning units to its product line on January 1st, as has been rumored. He made it plain, however, that the Deepfreeze Appliance Division will eventually enter the air conditioning market on a broad scale, possibly before the end of 1953 and certainly during the following year.

Blackstone District Managers

H. F. Koether has been named district sales manager for Blackstone Corporation of Jamestown, New York. His headquarters will be in Denver, and the territory covered will be the Rocky Mountain states. Ray Sullivan has been named district sales manager to cover the territory in northern Illinois, the state of Indiana except extreme southern counties, part of Wisconsin, and the upper Michigan peninsula.

Fisher in Bendix Post

Parker H. Ericksen, director of sales for Bendix Home Appliance Div. of Avco Manufacturing Corp., has announced that Ray W. Fisher, of Dallas, Texas, has been named a district representative for the Division.

Whirlpool Names Muldoon

Ray Muldoon has been appointed advertising production manager for Whirlpool Corporation, manufacturer of home laundry equipment, it was recently announced by sales promotion and advertising manager, Jack D. Sparks.

Fresh'nd-Aire Xmas Special!

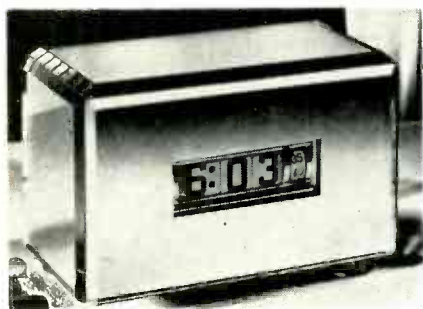


Santa's helper June Myers prepares to deliver a full pack of Fresh'nd-Aire Heaterettes, made by a Cory Corp. division, Fresh'nd-Aire Co., Chicago, in two 110 V. AC models. The 1320 watt model (\$16.95 retail) is tan and cocoa baked enamel trimmed in chrome. The 1650 watt model (\$18.50) is cream and burgundy with chrome.

and Latest New Products

Numechron CLOCKS

The Park Avenue 500 comes in a plastic case of mottled walnut. It's also available in ivory. Both are available with gold trim. Height is 3 $\frac{5}{8}$ ", width 6", depth 3", weight, 3 $\frac{1}{4}$ lbs. Model 500 has painted gold trim and 500 GP has gold plated trim. The Vernon 960 has a 'top grain ecrase' leather case. Very attractive for either home or office use. Height, 4 $\frac{1}{4}$ ", width 7 $\frac{1}{2}$ ", depth 3 $\frac{5}{8}$ ", weight 2 $\frac{1}{2}$ lbs. Available in leaf green, charcoal ebony, matara seal brown, chinese red or saddle brown. The Vanitie 400 (shown) is designed for a lady's boudoir. Combines the sparkle, grace



and beauty of fine, beveled mirror with precision accuracy. 4 $\frac{1}{2}$ " high, 7" wide and 4" deep, it weighs 3 $\frac{3}{4}$ lbs. and comes in rose gold, crystal clear and Danube blue. The Belvedere 900 is made of carefully selected hand-finished, hand-rubbed woods, set off by polished gold feet and gold bezel. Available in burl walnut, swedish modern and stump mahogany, it is 4 $\frac{1}{8}$ " high, 7 $\frac{1}{2}$ " wide, 3 $\frac{1}{2}$ " deep and weighs 3 lbs. Pennwood Numechron Co., 7249 Frankstown Avenue, Pittsburgh 8, Pa.—TELEVISION RETAILING.

Hotpoint 1953 LINE

A portable room dehumidifier that will extract more than 3 gallons of water a day from up to 10,000 cu. ft. of room air is a plug-in unit requiring no special wiring, plumbing or permanent installation. The unit is finished in gray enamel, equipped with a $\frac{1}{8}$ HP motor that operates an air circulation fan and refrigeration system charged with Freon 12, and lists at \$139.95. New food freezers of 8, 15 and 23 cu. ft. capacity are the EK-8, EK-15, and the EK-23. Storage capacity ranges from 280 lbs. in the EK-8 to 819 lbs. in the EK-23. Freezing capacity is from 40 lbs. every 24 hours in smaller models to slightly over 130 lbs. in the largest model. Other features include hermetically-sealed freezing units, power interruption alarm, thermometer and interior lights. Prices are \$329.95, \$479.95 and \$659.95. Three combination refrigerator-freezers equipped with automatic defrost and water disposal system that prevents frost buildup and maintains correct food storage temperatures and

humidities under all types of operation without expensive heaters, buttons, or switches are models EH110-6 (deluxe), EG95-6 and EH95-6, one-door combinations. Prices are \$509.95, \$399.95, \$429.95, respectively. 1953 electric range lines feature 40% larger ovens, built-in automatic french-fry kettles, 15% more responsive baking and surface units, and a "color key" system of pushbutton controls. Prices of models RD18, RD19, RB49, RB50, RB51, RB52, RB55 and RC-20 range from \$329.95 to \$449.95. Model



EY-75 room air conditioner (shown) is a $\frac{3}{4}$ HP unit that automatically mixes and circulates any desired combination of fresh and cooled room air. It is equipped with permanent air filters that can be cleaned and used again. Unit can be used on a year-round basis, cooling and dehumidifying air during summer, and exhausting stale air during the winter. Hotpoint Co., 5600 W. Taylor St., Chicago 44, Ill.—TELEVISION RETAILING.

Quiet Kool AIR CONDITIONER

The new $\frac{1}{2}$ HP "install it yourself" room air conditioner has a new manufacturing design which results in the balancing of the main weight of the air conditioner on the window sill proper. This compact conditioner projects only 9" into the room and does not extend outside the normal building line. The unit operates on the regular 115 V. AC line. Because of its window sill clips, it can be readily removed, and the unit can be stored or moved without any expense or difficulty. Cooling capacity serves bedrooms up to 350 square feet and rooms up to 230 square feet if used both night and day. Quiet Heat Manufacturing Corp., 135 N.J.R.R. Ave., Newark 5, N.J.—TELEVISION RETAILING.

**For Additional New Products
Including GE's line of
Refrigerators,
Air Conditioners, Ranges,
Washers, etc. See page 92**

Coolerator 1953 LINE

New refrigerators in the Coolerator line are model RTB-119 (shown), a 2-door custom-design model with automatic defrost, roll-out shelves, 75 lb. capacity, listing at \$499.95; RDB-117 with 11 cu. ft. capacity and RDB-103 with 10 cu. ft. of storage space list at



\$449.95 and \$399.95 respectively. RB-83, RB-84 and RB-86 are 24" space-saver models, equipped with all the features of big refrigerators in a cabinet affording more than 8 cu. ft. of capacity in a space ordinarily occupied by a 6 cu. ft. model. More than 10 cu. ft. of storage space are provided by the RB-101, (\$299.95) and the RB-106 (\$339.95). Both these models have top-to-bottom inside storage space in a 28" wide cabinet and are equipped with full-width freezers, large capacity Crispolators and door racks.

(For description of new Coolerator room coolers, freezers, ranges, see page 92.)

Domestic SEWING MACHINE

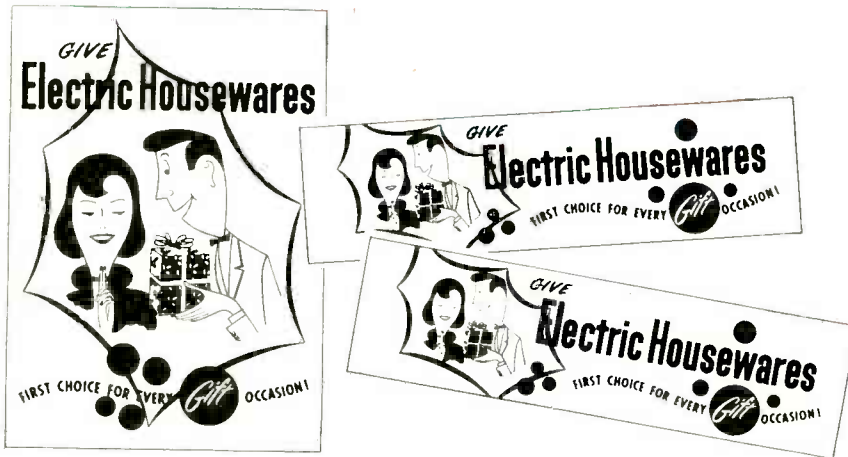
The new kitchen cabinet model sewing machine is a combination sewing and table cabinet. Top and hardware match the rest of the cabinets in the kitchen. It is designed in the height,



width and depth of other standard-made single unit cabinets. Space conservation is stressed as well as beauty and convenience. Domestic Sewing Machine Co., Cleveland, Ohio—TELEVISION RETAILING.

Ideas That Sell

More Electric Housewares



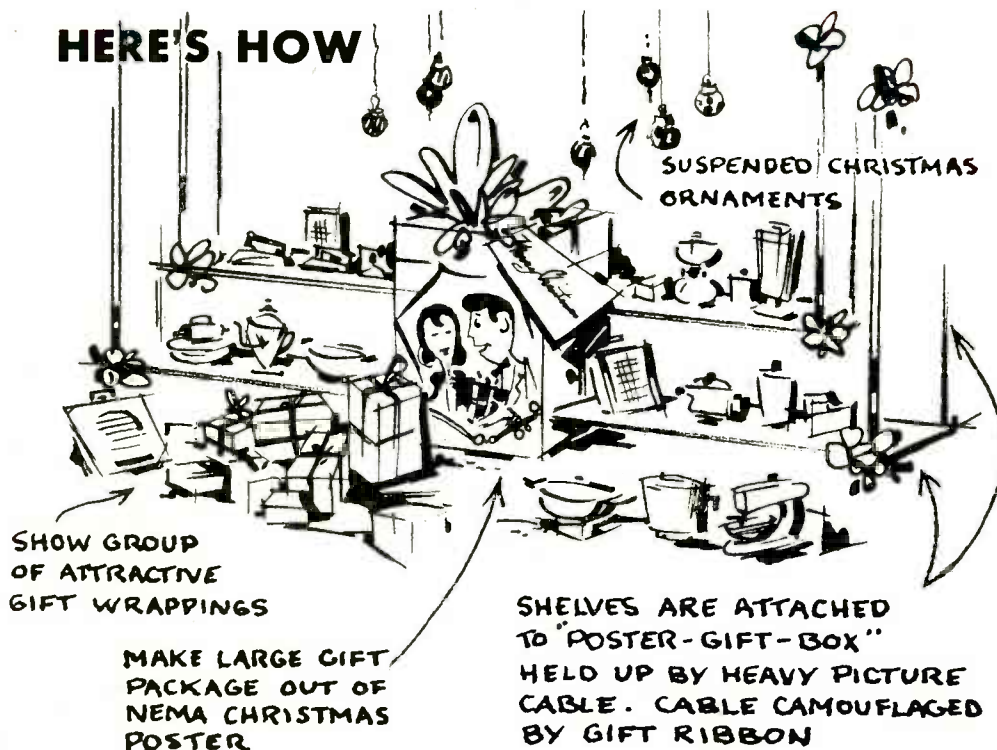
NEMA window cards and streamers help tie in with national campaign.

• Alert retailers are all ready for the big last-minute Christmas rush, and they're ready with electric housewares, the real naturals for Christmas selling. Right now, profit-minded merchants have attractive window and in-store displays, provisions for gift-wrapping, and are adding more customers to their lists through use of gift certificates which they print locally or obtain from the Electric Housewares Section of NEMA, 155 E. 44 St., New York 17, at \$10 per hundred.

This year's Christmas retail tie-in kit, prepared by NEMA and available through local distributors and Electrical Leagues consists of a 6-page sales planner, illustrating specific suggestions, two attractive 3-color 6" x 22" streamers and a 3-color 16" x 22" poster reflecting the basic theme, "Give Electric Housewares—First Choice for Every Gift Occasion." Free ad mats featuring electric housewares, and tying in with the national theme, are available from local newspapers.



Eye-catching show-window display designed to bring 'em in the store.



Suggest These As Xmas Gifts

- Bed coverings
- Blenders
- Bottle warmers
- Broilers
- Clocks
- Coffee makers
- Coffee grinders
- Corn poppers
- Deep fat fryers
- Egg cookers
- Fans
- Food mixers
- Hair dryers
- Heat pads
- Heaters
- Hotplates
- Irons
- Ice cream freezers
- Juice extractors
- Knife sharpeners
- Massagers
- Roasters
- Sandwich grills
- Shavers
- Toasters
- Vaporizers
- Vibrators
- Waffle irons

LEWYT CHRISTMAS DISPLAY KIT

... helps you cash in on gift-buying traffic!

1 out of 4 Lewyts is bought as a gift!

LEWYT

Spotlight your store as Lewyt gift-headquarters! Display Top O' Lewyt Christmas Tree and "gift-wrapped" Lewyts in your window, on your floor, at your Lewyt Market Place!

Cash in on Lewyt's proven gift-appeal with this low-priced Christmas Display Kit! Pull in prospects with Lewyt's sensational "Oneida Silver Tray" Christmas promotion!

Promote LEWYT now and profit from the impact of Lewyt's mighty 18-magazine \$1,000,000 advertising drive! Contact your Lewyt Distributor today!

TOP O' LEWYT CHRISTMAS TREE DISPLAY!
Compact, eye-catching "silent salesman" for your floor or window! In 4 rich colors on heavy board stock!

3 LEWYT "GIFT WRAPS!"
Printed in handsome red and gold Lewyt holiday design! Just slip around carton, tape top! Appealing in store display and under tree at home!

DRESS UP YOUR MARKET PLACE!
Christmas Display Kit comes with instructions on how to arrange displays, how to run entire Lewyt Christmas promotion!

Listed by Underwriters Laboratories

MEMBER OF A DIVISION OF
Guaranteed by Good Housekeeping
DO NOT BE MISLEADING



DO IT with **LEWYT**

WORLD'S MOST MODERN VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. R-12 60 Broadway, Brooklyn 11, N. Y.

New TV Sets, Combos

Magnavox 21-INCH CONSOLE

The Holiday 21 console model features modern design cabinet with downward tilt on picture tube to deflect room light and reflections. Long range chassis employs 21 tubes, including two



rectifiers and 21-inch picture tube. Incorporating high fidelity Magnavox 12-inch loudspeaker, the Holiday 21 lists at \$298.50 in mahogany and \$315 in frosted oak. Magnavox Co., Fort Wayne 2, Ind.—TELEVISION RETAILING.

RCA TV COMBINATIONS

Two new combinations have been added to the line, incorporating 21-inch TV, radio and 3-speed Victrola. The Westland, (21T-242) in contemporary cabinet, lists at \$525 in mahogany, \$550 in blond. The Penfield (21T-244) has traditional cabinet, FM-AM radio, retails at \$595. RCA Victor Div., Radio Corp. of America, Camden, N. J.—TELEVISION RETAILING.

Andrea TV COMBINATION

The "Victoria," model CO-VM 21, is a 21-inch full-door console with AM radio and 3-speed record changer. Is available with VHF strip tuner, or with built-in tuner for complete UHF cov-



erage. Features include keyed AGC, built-in antenna and tone control. Suggested list is \$625 in mahogany, \$650 in blonde. Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City, N.Y.—TELEVISION RETAILING.

GE TV SETS

One addition each has been made to the company's Standard, Stratopower and Ultra Vision lines, bringing to 15 the number of sets in the GE line. Model 17T12 is a 17-inch table set in mahogany wood cabinet in the Standard series at \$239.95; model 21C210, 21-inch open face console with blonde oak cabinet in the Stratopower series at \$419.95, and model 21C208U, 21-inch open face console with mahogany veneer cabinet in the Ultra Vision series at \$399.95. All these suggested list prices include one-year warranty on picture tube and 90-day warranty on parts, and federal excise tax. General Electric Co., Electronics Park, Syracuse, N.Y.—TELEVISION RETAILING.

Capehart TV COMBINATION

A 21" three-way combination is the "Saratoga," model 11W212M, which employs the Capehart CX-36 chassis. "Area Control" cancels noise and assures maximum performance in both fringe and local areas; automatic gain control



circuit stabilizes the picture and generally eliminates airplane 'flutter.' Set is ready to receive UHF. Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana.—TELEVISION RETAILING.

Raytheon TV PRICES

Price increases have been announced on the following 11 models (prices include excise tax and one year warranty on all parts and tubes, including picture tube).

| Model | New price | Old price |
|--------|-----------|-----------|
| M-1734 | \$249.95 | \$239.95 |
| C-1735 | 269.95 | 259.95 |
| C-1736 | 279.95 | 269.95 |
| C-2108 | 349.95 | 339.95 |
| C-2109 | 389.95 | 379.95 |
| C-2110 | 369.95 | 349.95 |
| C-2111 | 379.95 | 359.95 |
| C-2112 | 449.95 | 429.95 |
| C-2113 | 469.95 | 449.95 |
| C-2114 | 499.95 | 479.95 |
| C-2118 | 469.95 | 449.95 |

Prices on the Suburban Northbrook and Beverly and the Continental Essex and Stockholm remain unchanged. Raytheon TV and Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.—TELEVISION RETAILING.

Sylvania TV COMBO

The "Lexington," model 178M, is a 21-inch combination AM-FM radio and 3-speed phonograph. This model features "Halolight," and utilizes the Stratopower 508 chassis. Cabinet is ma-



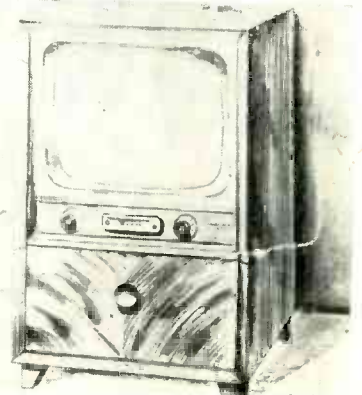
hogany veneer with rosewood grained doors. Available with built-in all-channel UHF reception. Suggested list in mahogany \$629.95, in blonde (178B) \$649.95. Sylvania Elec. Prods., Inc., Radio-TV Div., Buffalo 7, New York.—TELEVISION RETAILING.

Conrac TV SETS

New line of remote control 21 and 24-inch TV sets are tradenamed "Fleetwood." Separate tuner chassis, with edge-lit dial and individual channel pilot lamps, includes on-off, volume, picture, channel selection and fine tuning controls. Cascode strip tuner is provided, as well as two audio outputs: 4 watts for loud-speaker or high impedance for connection to existing amplifier. Conrac, Inc., 649 W. Foothill Blvd., Glendora, Calif.—TELEVISION RETAILING.

Sonora TV SETS

Two new TV-radio-phonograph consoles have been introduced. Model 408, shown, is an open face console with 21-inch screen, radio and 3-speed record



changer, lists at \$299.50 in mahogany cabinet. Model 409, ¾ door combination lists at \$399.50. Sonora Radio & TV Corp., 2023 W. Carroll Ave., Chicago, Ill.—TELEVISION RETAILING.



SEVEN KEYS TO A NEW MARKET

Dealers everywhere are right on the doorstep of big business. Just inside are some of the greatest sales and profit opportunities ever offered to retailers. Virtually untouched, this market is ready to be opened by smart merchandisers.

The right combination of keys—and you're in.

RCA Room Air Conditioning has all the keys to make your entrance easy. Seven

new models to fit every size room—every size budget—every dealer's needs.

They're styled right, priced right and are right in every way to move fast in a fast moving market. And don't forget, this market is new. People are just becoming conscious of the fact that an *air conditioned* room is as important as a *well heated* room!

To make your sales job easier there is nothing like an accepted name in a new

market. RCA has built consumer-confidence over a long period of years. With the RCA Service Company to provide installation and service, the purchaser has complete assurance of efficient operation . . . the dealer has the assurance of a clean sale and full profit.

The keys will be ready soon—to open up a whole new field of sales and profits in room air conditioning for you in 1953.



RCA Room Air Conditioners

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



New Radios, Recorders

RCA Victor PORTABLE RADIO

Newest "Globetrotter," model 2BX63, features extra power to bring in distant stations, will operate on AC, DC or



batteries. It is styled in dove-grey plastic with metallic trim, leather handle. Suggested retail is \$44.95. RCA Victor Div., Radio Corp. of America, Camden, N.J.—TELEVISION RETAILING.

Spartan RADIO-PHONO

1300 series radio-phonograph console combination features a 6-tube AM radio



and Trio-matic 3-speed record changer. List: mahogany veneer—\$199.95; blonde—\$209.95. Spartan Radio-Television, Jackson, Michigan.—TELEVISION RETAILING.

Crosley RADIO

Model E-10 "Dynamic" table radio has four tubes plus rectifier, built-in



antenna and operates on AC or DC. This new Dynamic series is available in four colors: white, blue, maroon and chartreuse. Suggested list is \$24.95. Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati 25, Ohio.—TELEVISION RETAILING.

Eicor TAPE RECORDER

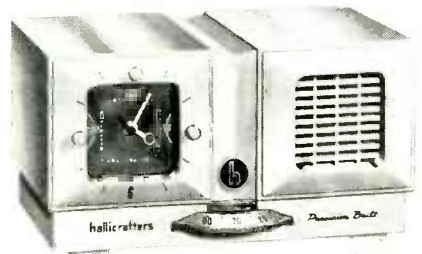
Model 230 tape recorder features built-in dual speed capstan for 7.5 and 3.75 inch per second recording. Plug-in dual track recording head can be re-



placed by single track head if desired. Incorporates 6-inch PM speaker, 5-tube amplifier, has frequency response of 70-8000 cps ± 3 DB at 7.5 inches, 70-4000 cps at 3.75 inches. Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.—TELEVISION RETAILING.

Hallicrafters CLOCK-RADIO

The new "Atom" clock-radio is the first unit in the firm's line of radio and TV receivers to utilize the "foto-etch" printed circuit type chassis. The process is said to eliminate the possibility of



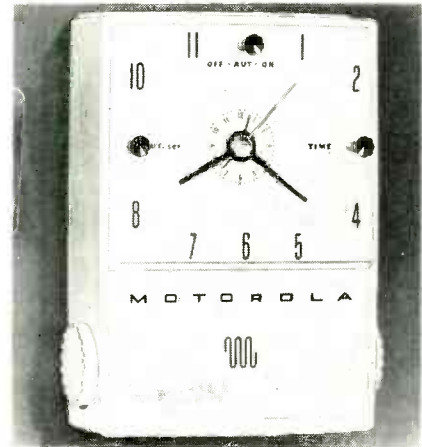
human error in assembly operations, and eventually will result in lowered costs to the consumer. The new clock-radio cabinets are plastic and come in white, green and mahogany. Hallicrafters Co., 4401 West 5 Ave., Chicago 24, Ill.—TELEVISION RETAILING.

Revere RECORDERS

The new TR-20 studio model tape recorder is said to be the first single-unit "hi-fi" tape recorder with built-in radio. The TR-20 is a light-weight, portable model with 7-inch reel and speed of 7½ inches per second. It plays for 1 hour. Unit incorporates an index counter, and a panel of automatic key controls that enables user to record, stop, playback or fast rewind by simple touch. With microphone, 2 reels (one with tape) and carrying case, the TR-20 lists at \$260. TR1-10, without radio, is \$235. Revere Camera Co., 320 E. 21 St., Chicago 16, Ill.—TELEVISION RETAILING.

Motorola CLOCK-RADIO

Model 52CW clock-radio, called the "Pin-Up," is designed for hanging in any room in the house, from kitchen to bedroom. Plastic cabinet comes in



four colors. Line cord solves problem of cord length—simply cut cord to desired length and snap on plug. Radio has superhet circuit. Price is \$39.95. Motorola, Inc., 4545 Augusta Blvd., Chicago, Ill.—TELEVISION RETAILING.

B & R PHONOGRAPHS

A new line of phonographs will tie in with the movie "5000 Fingers of Dr. T" by virtue of an exclusive contract between B & R and Columbia Pictures. The line includes 5 models starting at \$11.95 list, and consists of a table model and portables in single and three speed units. Each player is tied in with the movie by means of decorative coverings. B & R Electronics Co., 363 Greenwich St., New York, N.Y.—TELEVISION RETAILING.

Audio Master COMBINATION

New portable radio-phonograph combination incorporates 3-speed phonograph with turn-over cartridge, 5-inch loud-



speaker and 5-tube superhet radio with slide-rule dial and built-in aerial. Case is covered in 2-tone Fabricoid. Price \$59.50. Audio-Master Corp., 341 Madison Ave., New York 17, N.Y.—TELEVISION RETAILING.

Raytheon All-Channel TV



James Butler (above), sales promotion manager, displays the certificate now issued by the Raytheon Television and Radio Corp., guaranteeing that each receiver in its 1953 line will receive all 12 VHF and 70 UHF TV channels.

Halpin Predicts TV Sales

A potential \$14,000,000 business for retail television dealers for Lubbock and Great South Plains areas during the next 14 months was recently predicted by Dan D. Halpin, general sales manager for the receiver division of Allen B. Du Mont Laboratories, Inc. "Based on past experience in other new television areas, the industry can anticipate sales of approximately 40,000 receivers in the Great South Plains areas covered by the KDUB-TV transmitter. Retail sales for these receivers will come to approximately \$10,000,000. Add to that \$4,000,000 for installation, maintenance and general service and you have the \$14,000,000 total," he said. Halpin declared that local residents can also look forward to a general business increase, due to the expected rise in local employment with resultant increase in local purchasing power, and increased buying due to TV's effect as an advertising medium, supplementing newspapers.

Olympic Appoints Buchter



Theodore W. Buchter (above), has been appointed assistant to the president of Olympic Radio & Television, Inc., of Long Island City, N.Y., it was announced by Percy L. Schoenen, president.

Now! CUSTOM BUILT TELEVISION at Volume Prices!

**Stratford
TELEVISION**

The illustrated 21" open-face console is typical of our quality merchandise. No finer TV sets produced anywhere.

A few choice territories available for experienced representatives with dealer following.

Our assembly lines are rolling . . . producing in quantity the famous custom built sets which have made Stratford a "name" in the industry. Priced so low that your volume sales are assured . . . let's hear from you today!

- Your choice of 17", 20", 21"
- Table models and consoles
- Finished in mahogany or limed oak
- Standard RTMA requirements
- Include ALL the exclusive features you find in most expensive sets
- Write for YOUR DEAL today . . . from factory to you!

We manufacture sets for private labels . . . large merchandisers are invited to write for particulars.

Stratford
TELEVISION CO.

Write for free illustrated literature, no obligation

2555 West 21st Street
Chicago 8, Illinois
CUSTOM BUILT TELEVISION

...the nation's
HOTTEST
antenna line!

CLEARBEAM
BURBANK CALIFORNIA

Let's Bring Back the Good Old Days of Distributor Salesmanship!

● A few months ago we heard a dealer complain bitterly about a "fast one" put over on him by a distributor salesman. The transaction involved the purchase of a certain number of TV sets at a special price. According to the merchant, the salesman assured him that the receivers were a good buy since he could sell them at a higher profit than usual, and that no superseding models were contemplated in the near future by the manufacturer. Then, according to the dealer, two things happened within a few weeks. First, the same models were widely advertised in the dealer's territory by a competitor at retail prices just a few dollars higher than the complaining merchant had paid for them. Second, the models were dropped by the maker who brought out a new line.

Naturally this merchant feels that he got a raw deal. He paid cash on the line for the sets, and only bought them because he felt that he could benefit financially through taking on the deal. The end result was that he had to meet the competition, and actually lost money instead of making the neat profit he expected to get.

Ducking Responsibility

Now the thing that gripes him the most is the fact that he can't get in touch with the salesman, the latter ducking him on every occasion. Nor can he get any sort of satisfaction from the concern. "You went in it with your eyes open," he was told by an executive of the supplying firm.

"This salesman seemed like a decent sort of fellow," said the dealer, "and when I saw the ads dumping the sets I thought it possible that he wasn't in on the inside and perhaps didn't know that he put something over on me. I thought it also likely that the firm wasn't to blame. But I found out, all right, that the whole thing was just one of those crummy deals—a sort of hit and run affair. I

knew this for certain when the salesman wouldn't even answer a phone call, and when the distributor people wouldn't discuss it, either."

All over the country one can find dealers who have become bitter against the few sharpshooting distributors, and the condition is a deplorable one because it gives a black-eye to the many highly ethical, cooperative wholesalers who are in business to help dealers make money, and who wouldn't countenance reprehensible methods by salesmen.

However, gripes from retailers are not mostly concerned with "deals" in which they have been left holding the bag, for actually this condition isn't as prevalent as many believe it to be. What a great many merchants are experiencing in the way of poor relationships with distributors is the lack of cooperation, and what they describe as "cold-bloodedness" on the part of the distributor salesman.

"They only come around to see me when they need business badly," said one small dealer, speaking of distributor salesmen. "I can remember the days when they used to visit me as friends, and would help me with selling ideas, suggesting how to get rid of slow-movers and the like. Today, they're only interested in the big-volume accounts, giving them all the breaks."

"It used to be that the wholesale salesman would call to sell me mer-

chandise on a regular basis," said another retailer. "Now he only calls when he's got some big deal to offer. He gets the order and you never see him again until another big deal is cooking."

In light of present strained conditions between a great many dealers and distributors, isn't the time ripe for the wholesaler to train his men to return to the old-time methods of selling?

After all, the same situation exists between the retailer and his customer as between the distributor salesman (and firm) and the dealer. Too many retail salesmen these days knock off a sale, and then fail to show any interest in the customer once the latter's name is on the dotted line. It's true, too, of the distributor salesman who fails to *service* his accounts.

Friendship in Selling

In the good old days, distributor salesmen used friendship in selling. They went to the bat for the dealer in cases where faulty parts were involved, where merchandise was damaged in shipment, or where there were disputes over bills. This was the method they used to get repeat business, and to gain the whole-hearted confidence of their customers. Such all-out cooperative effort meant hard work and long

(Continued on page 73)

Too many distributor salesmen only show up when they have a big deal cooking. Too few make enough "friendship" calls on their dealer-customers. Too few are interested in their dealer's current problems.





Contact Your Local Distributor
Warehoused from Coast to Coast

Sell your fringe area market with TELE-TURN TV TABLES

The TELE-TURN TV TABLE with its storage shelf for the power booster fills the needs of fringe area set owners. And the full 360 degree turn-top provides directional tuning where indoor antennas are used. The new Rollator* corners of metal eliminates binding of the top. Tele-Turn TV Tables are quality throughout; built of hardwoods furniture finished in rich mahogany or light blond.

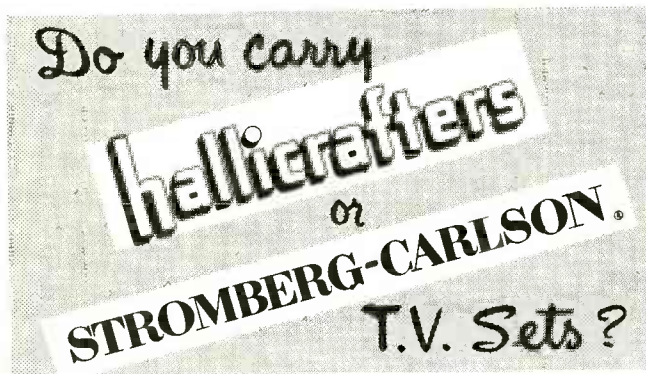
See the new 1953 line

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HOTEL CONGRESS

During January Furniture Market

Guy Hobbs, INC.

DALLASTOWN, YORK COUNTY, PENNSYLVANIA



Deliver them without the fuss and muss of uncrating. Use Webb Wrapabouts. They're water-repellent canvas pads, thickly-quilted and adjustable to cover front, sides and top of cabinet.

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FIT ALL SIZES OF EVERY MAKE**

Webb Wrapabouts can be slipped on and off quickly, are good for years of wear and pay for themselves over and over again through repeated use. Let Webb know which brands, you carry.

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The ANTENNA PRODUCTS Line gives you More in Every Essential Feature

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Important! Exclusive Territories Open to Distributors.

Selling the Hi-Fi Prospect



This very attractive and very well equipped high fidelity installation in a Beverly Hills, California home represents possibly the ultimate in custom Hi-Fi sales. But don't expect every prospect to buy the ultimate. Many customers will have to be led slowly and gradually up to this point. Accompanying article explains how to qualify the new Hi-Fi prospect and to start him on the road to better audio.—photo courtesy Kierulff Sound Corp.

Turning Inquiries into Profits Can't Be Done with "Take It or Leave It" Attitudes; Special Merchandising Aspects of Custom Sales Are Outlined in This Article

• When the mildly interested high fidelity prospect wanders into your store—or is drawn in by your promotion ads or direct-mail pieces—or is stimulated to inquiry by your displays, or the suggestive selling techniques of your sales people—how are you going to turn his interest into a sale?

This question is being answered in various ways by the various types of merchandisers now exploring this field, and with varying degrees of success.

But if you have made any sort of investment in this relatively new field of home entertainment merchandise—because you have learned of the great strides it has made of late in gaining consumer interest and acceptance—you will deservedly demand more than “varying degrees of success.”

It is as true in merchandising as any other phase of life, that anything

worth doing at all is worth doing well. You can't just “carry” a line—you've got to *sell* it.

In order to sell Hi-Fi equipment for custom home installations, there are certain basic consumer attitudes of which you should take cognizance, and towards which you should aim your selling efforts.

First: the average Hi-Fi prospect is interested, but uninitiated and uninformed. He might come in and say, “What's this Hi-Fi stuff all about anyway?” Or he might stop in front of a piece of equipment and say, “Is this Hi-Fi?”

You might interrupt at this point to say that this doesn't sound like an average Hi-Fi customer to you. But remember—we're not talking about the already hard-bitten audio hobbyist, experimenter and amateur. As far as the general population goes, these “wide-band Willies” are relatively few and far between, and

they are already well acquainted with the mail-order catalogs and the jobbers' “sound salons.” Such “home handymen” aren't apt to come to you for assistance.

On the other hand, the news about Hi-Fi is beginning to reach out to the fellow who can't even hang a picture on the wall, but who has been attracted to Hi-Fi mostly through hearsay and some pretty pictures and articles in magazines. This customer is already accustomed to come to you for radios, TV sets, appliances and records, and service on such equipment. You will be the first person he's likely to ask about high fidelity.

It's up to you to lead him gently by the hand. You must explain to him, first of all, that “high fidelity” isn't an absolute entity, like a 98.6 degree temperature. Rather, it is a *striving* for something better in the way of sound reproduction, particularly music reproduction.

Second, it isn't something he's got to force himself to like, such as olives. It's something he *should* like because it sounds better to him. You can find out what is likely to sound better to him by finding out, first of all, what he has now.

Don't even jump to the conclusion yourself that he must have a custom installation. You now stock (or at least, you can if you wish to) ready-made combinations with very fine music reproduction qualities . . . and you have had such for a number of years. Maybe Mr. Jones—whose present equipment consists of a simple table midget, a portable and a clock-radio—would be much happier with a nationally advertised complete home instrument.

Learn Customer's Needs

On the other hand, maybe he already has a combination, but a somewhat outmoded one. By careful questioning, you can find out just what he is looking for: (1) Is he dissatisfied with the appearance of his present instrument, and does he long for a slick looking, built-in custom job? or (2) Is he completely dissatisfied with both the sound and appearance of his present equipment, and does he wish for a complete new custom Hi-Fi job, inside and out? or (3) Does he wish to venture a few exploratory bucks into this new idea

(Continued on page 82)

Phono Record News

(Continued from page 42)

Sales Soar for Columbia 3-Speed Low-Priced Player

Sales of Columbia's \$12.95 3-speed record-playing attachment soared past the 100,000 unit mark in its first five months on counters, according to information received from the company. The Columbia Model 105 player is little larger than a Manhattan telephone book and plays all record speeds with a single needle.

MGM Records has released a new sound track album, *Stars and Stripes Forever*, featuring the music of John Philip Sousa, recorded directly from the sound track of the 20th Century Fox film production. The Sousa album contains such marches as *Semper Fidelis*, *El Capitan*, *Battle Hymn of the Republic*, and *Dixie*, and is available in all three speeds. Alfred Newman and the 20th Century Fox Orchestra play the music.

Frank Sinatra does some real singing on his new Columbia platter of that favorite oldie, *Birth of the Blues*. Interpretation, arrangement and even vocal quality on this disc are better than Sinatra's come up with in a long, long time. If he keeps making records like this, Frank's crooning popularity should really soar again. Flipside, *Why Try To Change Me Now* is slightly on the style of *Autumn in New York*, and is also a fine example of Sinatra's improvement. Backing on both sides is by Percy Faith.

Editors TELEVISION RETAILING:

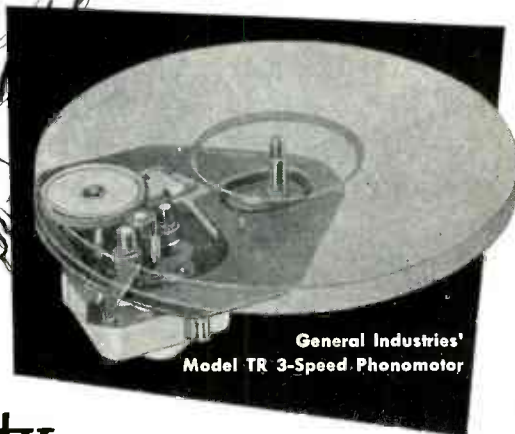
Regarding your September issue of TELEVISION RETAILING, am so impressed with some of the articles that I would like to have you mail me and to my personal attention six copies of this issue.

Several of the articles are unusually valuable in training new salespeople and since I have embarked on several promotions to further increase the sale of phonograph records and phonographs as you will note from the enclosures.

There is some tangible evidence now that with the right kind of operation there is money to be made in records. For the first time the record manufacturers have organized and will promote records—just everybody's records. Their preliminary budget of \$100,000 for national advertising and their good public relations work in urging the manufacturer of TV and radio to include phono jacks has promise and the "sample" promotion of records in Hartford Sept. 29th to October 4th may become a national affair from city to city.

My stores have gained approximately 50% sales vs previous years' business and there is no ceiling to the potential volume.

Yours truly,
J. G. Bradburn, Sr.
LIL' PAL STORES, HOUSTON, TEX.
(More record news on page 70)



General Industries'
Model TR 3-Speed Phonomotor

Dependability . . .

an important reason why leading manufacturers
prefer General Industries' 3-Speed Phonomotors

Year after year, General Industries' *Smooth Power* Phonomotors provide trouble-free performance—backing up fine radio, television and record-changer engineering with highest quality motor design and construction.

Write for complete information, including specifications, design features and dimensions. Quantity price quotations available on request.



THE GENERAL INDUSTRIES CO.
DEPARTMENT MD • ELYRIA, OHIO

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 on'y—no setting.
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.
480 LEXINGTON AVENUE, NEW YORK 17

Extra profits for servicemen!

NOW you can add UHF to the thousands of VHF Super Fans presently installed in your area; with Channel Master's exclusive new Ultra-Dapter, Model No. 414. In 5 minutes you can convert any Super Fan into an all-channel VHF-UHF antenna. See your distributor for details.

VHF *and* UHF

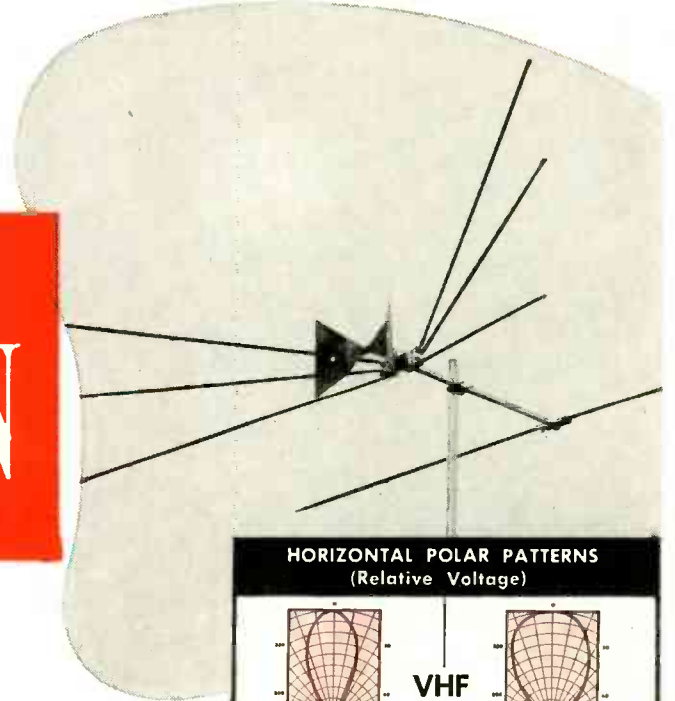
Now! Get all 82 channels

with the

new

CHANNEL MASTER ULTRA FAN

model no. 413



Write for literature on Channel Master's new complete line of UHF antennas including such models as these:



Ultra Bow
Model No. 401



Ultra Bow with
screen reflector
Model No. 403



Ultra Vee
Model No. 404



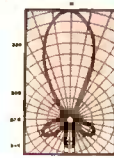
Today's most advanced ALL-VU* antenna.

*All VHF, All UHF

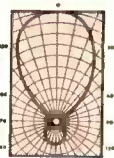
Featuring:

- **2 great antennas in 1 —**
A genuine, high gain Super Fan on VHF, and an all-channel Triangular Dipole and reflector for peak UHF reception.
- **Electronic inter-action filter —**
Automatically isolates VHF and UHF bands, eliminates inter-action. Ultra Fan operates with only a single transmission line to TV set.
- **"Free space" terminals —**
Channel Master's exclusive UHF "free space" terminals prevent accumulation of dirt and moisture which gradually reduce picture quality in ordinary UHF installations.
- **Famous Channel Master engineering —**
The Ultra Fan is an integrated VHF-UHF antenna that give uniformly high gain over all TV channels, from 2 through 83.

HORIZONTAL POLAR PATTERNS (Relative Voltage)

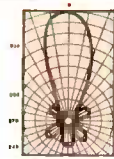


Channel 2

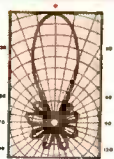


Channel 10

VHF



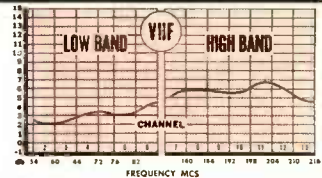
Channel 60



Channel 77

UHF

GAIN CURVES



FREQUENCY MCS

LOW BAND VHF HIGH BAND

CHANNEL

FREQUENCY MCS

UHF

CHANNEL

FREQUENCY MCS

Can be stacked for additional gain.

MEMBER



CHANNEL MASTER CORP. ELLENVILLE, N. Y.

TV-Electronic

TECHNICIAN*

Section of **TELEVISION RETAILING**
Including Radio Service and Sound

* Trademark

Handling "Big Ticket" TV Service

The Sometimes Unavoidable High Price for a TV Set Repair Can Cause a Lot of Trouble If Not Dealt With in the Proper Manner

● The squeeze is really on for today's TV technician who must temper his own high cost of servicing to please customers who are (1) penny-conscious because of their own high cost of living, (2) wary of "gyp" servicers and (3) usually unaware of the skill and time that must be paid for in a good servicing job.

Despite the fact, therefore, that the customer has his guard up against a big bill for service, many servicers get themselves in hot water because they don't handle the big bills the right way. As a matter of fact, they not only cause a lot of ill-will, but in addition, they are frequently unable to collect the bill at all, and lose the customer besides.

How to Lose Friends

Here's what happens, according to a legion of consumer complaints: the customer puts in a call for service and in due time the man comes to look at the set. After some deliberation, he decides that the chassis should be pulled. This is a real tough one, and he has it in the shop several days. The customer calls on the phone several times and each time is told that it will be done "tomorrow." Finally it is done and delivered and the dealer finds that in order to cover parts, labor and a minimum markup, he must render a whopping bill—let's say \$50-\$100. That loud noise you hear is the customer hitting the ceiling!

What's wrong with this picture? Simply that there was no *pre-selling* of the job to the customer. The blow



hit him like a ton of bricks. He recoils from it as if his best friend had stabbed him in the back. After all, the set only cost him \$250. How could it cost so much to fix! Obviously this so-called serviceman is a gyp, a robber, a blackguard, etc.

Well, we'll go along with the customer to the extent of saying that the serviceman is a jerk. When he first pulled the chassis, he should have started paving the way by saying that the job looked like a big one due to such and such appearing to be wrong, after a cursory first glance in the home, without benefit of the complete battery of testing equipment which he has available in his well-equipped shop.

Pre-Selling Your Work

Then he should have called the customer (instead of vice-versa) to estimate the time and the cost of this job, giving some sort of quasi-scientific explanation of what needed to be done. If it is a high estimate, he should explain how it happens sometimes that these things

go wrong with sets, and why it is a relatively costly job to do, but how the results will produce the sort of satisfactory service that the customer desires from his set.

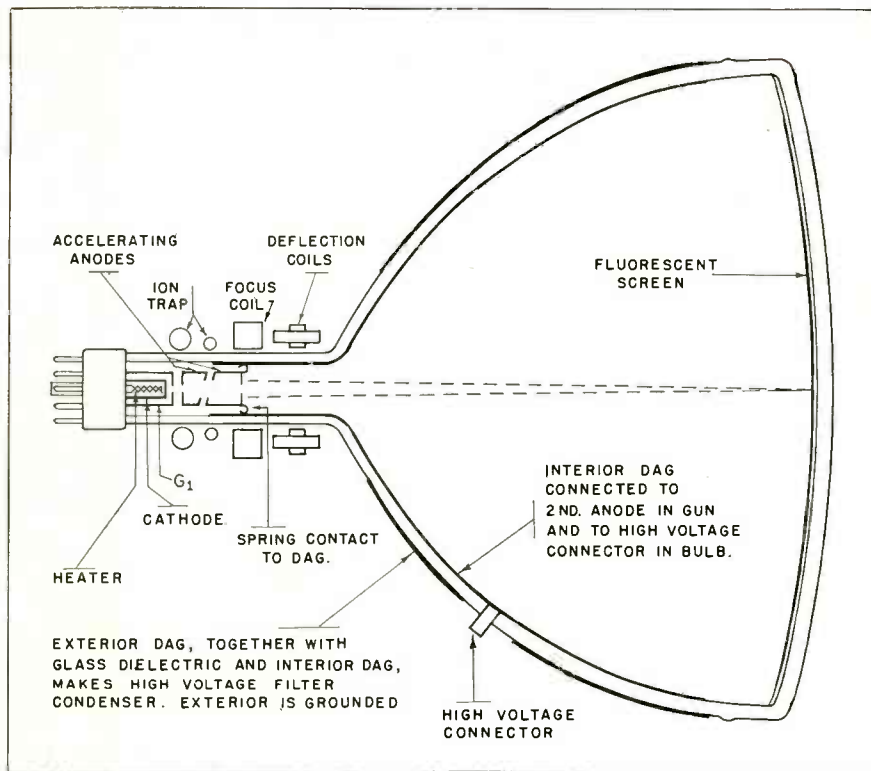
If it appears that either the time or the money estimate will be exceeded, he should again notify the customer, with a complete explanation, and again selling the desirability of having the work done.

Proceeding in this fashion, you leave the customer some option as to whether he will spend the money or not, and also you avoid hitting him between the eyes with a haymaker. Your chances are improved 100-1 of (A) Satisfying the customer, (B) Keeping the customer and (C) Collecting the bill.

Get Repeat Business

If you consider it carefully, it figures. Were you to take your car in for repair because there was a ping in the motor, you wouldn't expect the mechanic to do a complete ring and valve job without first letting you know that it needed it, and giving you an estimate of the cost. And yet, today many servicemen are building suspicion, losing customers and failing to collect bills simply because they are proceeding in an unbusiness-like manner. Make an estimate on every job, pre-sell every repair, large or small, stick to your estimate, do good work, and "sell" the customer the work you did when you deliver the job. This way you can be more certain of a satisfied customer, repeat business, easier collections, and more word-of-mouth advertising.

The Inside Story About



Answering the Serviceman's Questions Concerning CRT's. How They Are Made, Renecked, Reworked, Reactivated, etc. Facts to Consider in Buy- ing and Selling Tubes for Replacement.

by Edward A. Campbell
Managing Editor

● The business end of a TV set—and the largest and most expensive single component in it—is the picture tube. Dealers and set-owners alike have lavished a lot of concern on “the big tube,” since its failure could mean a large outlay of money—to the dealer if the set were under contract, and to the set-owner if the receiver were out of warranty and not under contract. For the first two or three years of TV, these fears seemed somewhat groundless, for the failures were more or less infrequent. During the recent two or three years, however, more and more tubes are reaching old age, and the number of failures has greatly increased.

In order to combat the HCL with respect to picture tubes, there has been a flurry of activity in the fields of rebuilding, reactivating, brightening, etc.

While attempting to weigh the pros and cons of these various techniques, and to learn to interpret the condition

of picture tubes as potential good or bad actors in the TV set, the retailer has been exposed to a welter of facts, half-truths, misconceptions, and in some cases, fictions.

The editors of TELEVISION RETAILING have investigated the subject at some length in order to better equip their readers for evaluating picture tubes and the facts concerning them. The editors also hope to clear up some of the misconceptions, and to properly label opinions, theories and half-truths, to distinguish them from facts.

In order to properly cover the subject, we must first explain and define the processes which go into the making of the tubes.

In order to shorten this explanation, and at the same time show it in the clearest possible fashion, we have presented it in picture form on the next two pages. We have shown 20 stages in the making of high quality picture tubes, but actually there are many more steps—those shown are only among the most significant.

For instance, there are many steps to

the making of the gun which we didn't have room to show: the manufacture of the individual elements, the coating of the cathode, test of the cathode's emissive qualities, assembly of the gun parts on glass bead or styrene supports, the sealing of the gun to the glass stem and the testing of the metal-to-glass seal, clearing the gun of impurities, etc.

You will notice in the picture story a lot of large and expensive machinery and many painstaking quality control tests and inspections. Picture tubes are large and heavy products (especially now that most production is devoted to 21's) and the mass production of uniform high quality tubes cannot be performed with a shoe-string operation.

Quality Controls Important

Tubes can be—and once were—made by hand. But mechanization under careful control insures that one tube will be just like the next one, and that pre-set standards of quality and long life will be met.

Each test and inspection is important, and many tubes are rejected because they do not come up to snuff. For instance, in the initial bulb inspection, there is a maximum permissible amount of bubbles and blisters in the faceplate—and the industry has established higher standards now than we had three years ago when tubes were smaller. Screen inspection is vital because a non-uniformity of coating thickness or of baking will produce bands or areas of lighter or darker color which will be very objectionable when in use. Air conditioning in the plant is important to keep impurities out of the bulb after it has been washed—and absolutely pure, distilled, de-ionized water is important in the washing for the same reason. Careful control of baking and cooling temperatures is necessary, not only to prevent bulbs from breaking in the oven, but also to prevent the development of stresses in the glass which would cause breakage during the exhaust process. Proper activation of the cathode and adequate aging are necessary in order to insure adequate emission and long life under actual use. There are some tubes which have been successfully reactivated which were successful because they weren't properly activated in the first place. Such tubes would go soft early in their lives.

But so much for the manufacturing processes—suffice it to say that there are no shortcuts to the making of good picture tubes.

Picture tube manufacture starts with the glass or glass-metal blank or bottle—and thereby hangs a tale. The contention of the rebuilders is that there is nothing old in a rebuilt except the bottle, and glass lasts a long time.

(Turn to page 63)

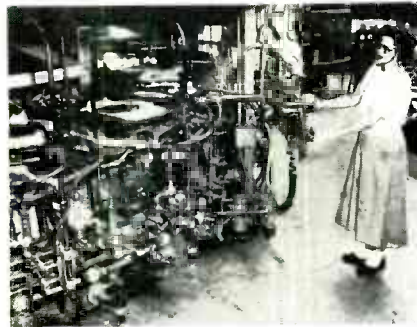
Television Picture Tubes



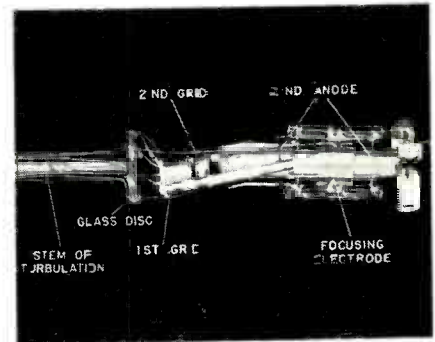
← **1** Picture tube manufacture starts with the empty bulb, envelope or "blank." Glass blanks are supplied to the tube maker by glass companies such as Corning and Kimble. First of many quality control tests and inspections is examination of the blank under a strong light for bubbles or other imperfections.—RCA



In another part of the plant, assembly of **2** → the gun is performed—guns and bulbs will come together later in the process. Here complete guns (foreground) are being mounted on glass stems (to the right of the operator) containing leads for each tube element.—Haydu



← **3** Metal cone tubes are usually assembled in the tube plant (as opposed to glass, which are received complete from the glass manufacturer). Here the glass faceplate is being fused onto the metal cone. The glass neck has been similarly fired onto the other end of the cone.—RCA



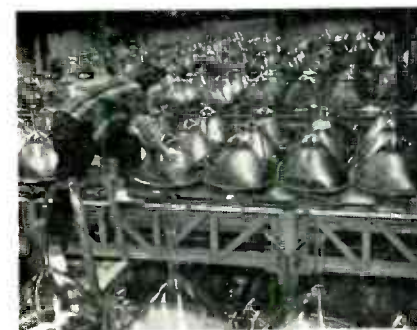
Close-ups of the gun after mounting on the **4** → stem. The glass disc through which the leads go to the gun will later be sealed (by heat) into the neck of the tube. The tubulation at the left will then be used to exhaust the tube. This is an electrostatic focus "bent gun."—DuMont



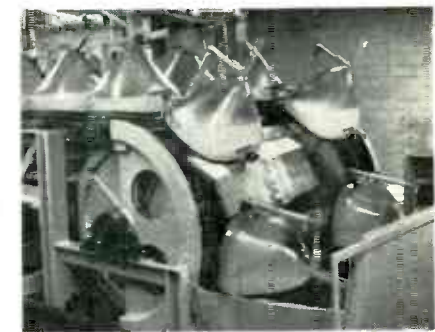
← **5** After inspection, bulbs are carefully washed with distilled, de-ionized water and strong chemical solutions. Here automatic conveyor takes bulbs into machine at right, where solutions will be sprayed up inside. After washing, the bulb is thoroughly dried.—National Union



Purity, uniformity and precise control are **6** → important in the preparation of the phosphors which will make the screen inside the tube face. Here stainless steel vats and pipes with welded joints are used in an immaculate solution room. Small firms buy ready-mixed "slurry."—Sylvania



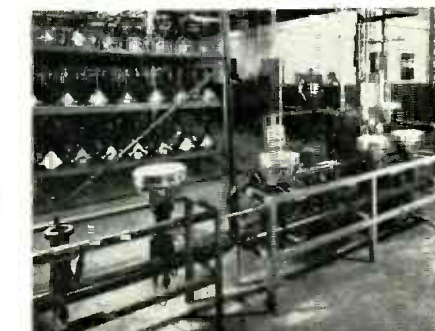
← **7** To make screen, phosphors are poured in bulb onto a "cushion" of pure water and allowed to settle. A binder in the solution makes it adhere. Bulbs are shown moving slowly along on huge settling conveyor in vibration-free, temperature and humidity controlled room.—RCA



At the end of the settling conveyor, bulbs **8** → are very slowly decanted so as not to disturb screen which has been deposited. Cloudy water is washed out of neck, and then tube is dried with gentle warm air stream.—DuMont

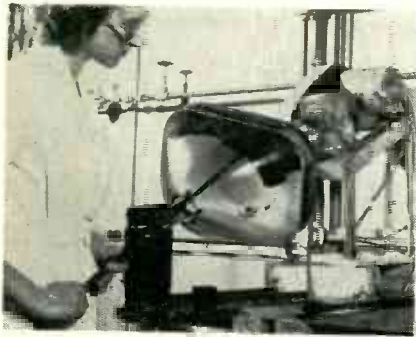


← **9** Next screens are inspected for uniform coating and for flaws under ultra-violet light which makes them fluoresce. Here screens are dried on way to inspector by a tube inside neck which blows warm air while bulbs move along on dollies.—Sylvania



Aluminized tubes require special handling. **10** → After normal screen settling and drying, hot aluminum is evaporated onto back of screen and inside funnel while tube is evacuated. Bulb is then opened and goes through steps 14-18 (next page) like any other tube.—Rauland

The Inside Story About



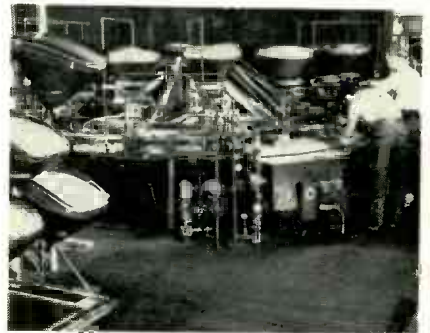
← **11** All metal and glass bulbs (except aluminized) are given an interior conductive coating of aquadag. Some firms float this graphite solution up into tube, most paint it by hand while tube is spinning, as in this photo. Dag contacts 2nd anode button.—General Electric

In this long, gas-fired oven, bulbs are **12** ➤ heated to bake the screen and aquadag and bake out impurities. In the long tunnel, bulbs are gradually brought up to a high temperature and then gradually cooled so they can be handled when they come out.—National Union



← **13** This is the entrance to a different type of oven (strips in background are to hold heat in). Process is the same as step 12, except that the oven is larger, allowing several tubes abreast to go in all at once.—RCA

Baked tubes are given another screen in- **14** ➤ spection and then go to the rotary machine in the background, where guns are sealed in. Gun is mounted on a jig, bulb neck is slipped over it, then gas jets seal the disc shown in step 4 to the neck of the bulb. Finished bulbs in foreground are ready for connection to the exhaust pump.—Thomas Electronics



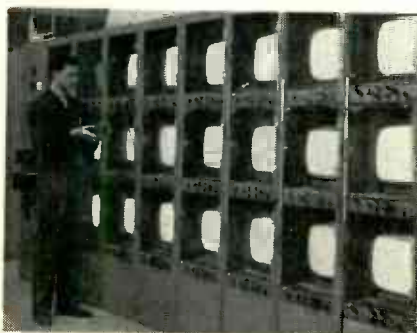
← **15** Individual exhaust dollies take bulbs into another oven where tubes are evacuated while heat drives gasses out of glass and gun. Filament voltage is applied to activate cathode, and RF heater (around neck) explodes a capsule of "getter" material which will further absorb gasses during life of tube.—General Electric

Coming out of exhaust oven, glass stem or **16** ➤ tubulation is simultaneously sealed up and snipped off, removing the tube from the exhaust pump. This is known as "tip off." Bulb is actually a vacuum tube now, complete except for base.—National Union



← **17** Next, tube base is soldered and cemented on, and then tube goes on these aging conveyors, where "accelerated" (higher than normal) voltages are applied to all elements to "set" cathode emission and age tube. A high voltage spark is applied to clear gun of impurities.—Hytron

Tube is given an actual operating test, **18** ➤ covering spot focus and centering, brightness, color and operation with a real video signal. Shown here is the giant, metal-cone, 90-degree deflection 30-inch tube.—DuMont



← **19** In most plants a certain percentage of tubes are withdrawn from production for various types of "life test." Some are on "accelerated" life (higher voltages), some are switched on and off periodically to simulate actual use, some have just a raster, some a pattern.—General Electric

After step 18, tubes in normal production **20** ➤ are put into storage for a while and then given another final test. The exteriors have been sprayed with dag, the type number stamped on, the faces polished, and then they are boxed. Here they are getting the final test before packaging.—General Electric



Television Picture Tubes

(Continued from page 60)

Before going into further details, we must define the term "rebuilt." We have investigated the field, and find (not to our surprise) that there is no hard and fast definition of that word.

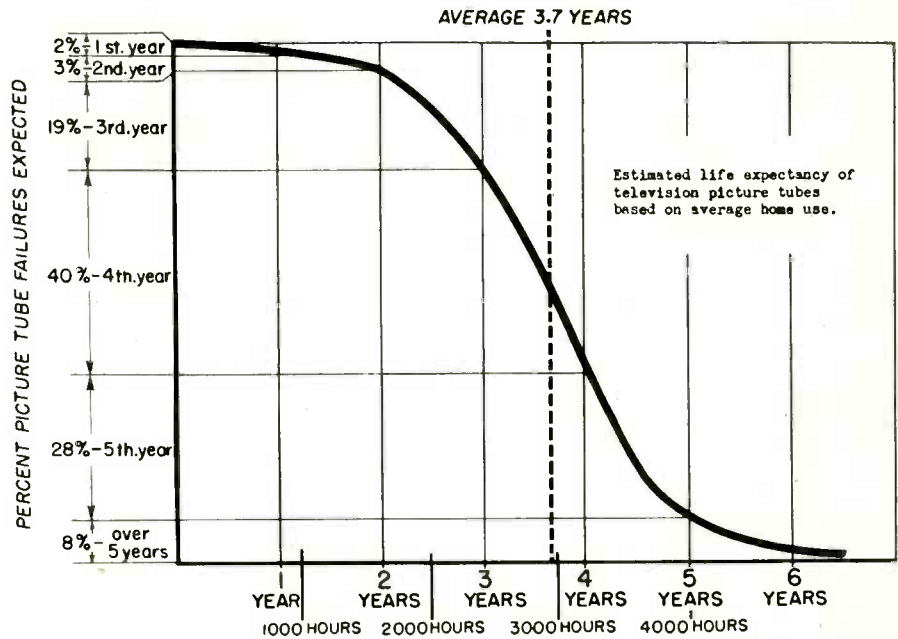
We do find the word's meaning pretty well established by other uses, however. For instance, we have rebuilt vacuum cleaners, rebuilt typewriters, rebuilt carburetors and even rebuilt TV sets. But did you ever hear of a rebuilt bottle of "coke"? In other words, "rebuilt" usually conveys the idea of "re-conditioned." If the contention we mentioned above were correct—namely, that there is nothing old in a "rebuilt" except the bottle—then the term "rebuilt" would obviously be a misnomer, just as it couldn't apply to "coke" in a re-used bottle. There are certain instances, however, where "rebuilt" could apply, as we will show later.

Here are some of the processes we have found in practice and how we would classify them: (1) In making glass blanks at the glass factory, some necks get broken, and the glass company puts new necks on before shipping the blanks to the tube maker. (2) In the making of tubes, some necks get broken, and new neck sections must be brazed on (at the tube factory); (3) In the making of tubes, some are rejected for one reason or other and are washed out and made over; (4) Some manufacturers of new tubes allow a trade-in allowance on "duds." The glass from the duds is re-used in the making of new tubes; (5) Some firms only make tubes from re-used bulbs, for the replacement market. These tubes are made the same way as are new ones, from the washed bottle onward, except that in some cases the firm does not have the full complement of equipment or trained personnel as do the larger tube makers. In a few cases, we have seen some tubes of this category sent out with the name of the original manufacturer still on them; (6) There are some firms who open the neck of a dud, repair the gun, and re-exhaust without washing and re-screening; (7) There are some firms who re-activate or spark bad tubes.

We would classify these types as follows: Types 1 & 2: re-necked; types 3, 4 and 5: re-worked tubes; type 6: rebuilt tubes, and type 7, reactivated.

Thus, we apply the term "rebuilt" only to tubes which have been re-conditioned, and not to tubes in which everything inside is new. As a matter of fact, many tube makers do not even go along with a word like "re-worked" (where everything inside is new) or any word with "re-" in it, since that implies that there is something inferior about the tube, when actually all their tubes must meet the same standards.

Why have we classified 3, 4 and 5 all the same way? Are they of equal merit? In some ways, yes, and in some



ways no. We find that most of the larger manufacturers, under certain conditions, do not distinguish between new and re-used glass. These conditions are that the re-used glass must have no deep scratches on the face, no scratches or bruises at all on the part of the funnel nearest the face, must conform to current industry specs on bubbles and blisters, must have no raster burns—must, in other words, be just as good as new glass.

Glass does not fatigue or weaken with age. It is, however, highly sensitive to scratches and bruises. The main trouble with a dud is that it is liable to have been mistreated, whereas a new tube is not. The only way you can be sure about the glass in the tube is to buy a brand which has a long reputation for quality, high standards and lots of know-how.

What about raster burns? Not all tubes get burns or discoloration on the face—but they can, especially if they have been in use a couple of years or more, and are 16-inch or larger tubes which operate at high 2nd anode voltages. A manufacturer with high standards would simply reject a bulb which had a raster burn.

How about a type 5 re-worked tube (from the firm which only makes replacement tubes with re-used blanks)? Does it have the same quality gun and screen as a good new tube? Was it as carefully screened, baked, sealed, exhausted, aged, tested? You'll have to depend on your knowledge of the manufacturer and his reputation in order to answer those questions. If you want to take a chance, it's your money. Or is it your customer's?

How can you tell whether a tube was re-worked without removing the name of the original manufacturer? Very

easily. If you only buy the original manufacturer's tubes from an authorized distributor of those tubes, you can be sure that he knows where he got them from.

Is it true that a re-worked tube has an *advantage* over a new one because the gasses normally given off in the life of the tube have been used up? No. Many gasses come from the gun, and a new gun would start the process all over again. In addition, old glass will start giving up gasses again if a tube is opened up and then re-evacuated.

Must a tube get a new screen once it's been opened? If the tube is opened suddenly, the inrush of air will blow the screen off, or at least parts of it. It is possible to control the inrush of air very carefully in order not to blow off the screen. But then you get dust, dirt and impurities in the bulb which cannot be washed out without washing off the screen. Most big manufacturers would consider this more trouble than its worth, even if there were no hazards.

Can tubes be reactivated? There are no statistics on this subject, but most authorities consulted seem to feel that at best this works in less than 1/3 of the cases, where the trouble is low emission. And even then, experience seems to show that the "success" is short-lived. If a tube's emission is so low that a satisfactory picture cannot be obtained, the tube is "over the hill," so to speak, and most expedients merely put off the inevitable. Naturally, expedients of this type wouldn't help if the filament were open (or any other element, for that matter) or if there were a dead short in the gun.

To sum up the case for and against rebuilt tubes, we believe that if we were

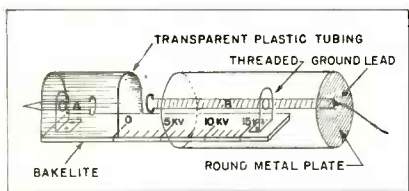
(Continued on page 74)

Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

HV Spark Tester

An accurate high-voltage measuring device may be simply and inexpensively made up as follows: On a piece of good insulator, such as Bakelite, mount two right-angle brackets. In one of these, permanently attach a large bolt with a round head (bolt A in sketch). The end of it can be ground to a tip, but this is not essential. This bolt is used to touch the HV point to be tested. Make a thread in the other right-angle bracket and thread in a long bolt (B) which can be screwed in and out. A wide $\frac{3}{8}$ " screw can be used to make a one-turn thread in both brackets. Bolts to fit should be obtained—bolts about $\frac{3}{8}$ " in diameter or slightly larger will be ok. The low-potential long bolt is 6-8" in length; the HV bolt is 1". A piece of tubing—the inside of a roll of toilet tissue will do—is placed around the bolt and the Bakelite. This tubing acts as a slider, measuring the HV along the scale



drawn on it. A round metal plate is soldered to the bolt, and fastened to the tubing in some way. If an appropriately-sized jar cap is used, it can be fitted snugly over the tubing. A ground lead that will attach to chassis when tests are made is soldered to the back of the metal plate. A piece of plastic flexible tubing, transparent to permit viewing of the spark, is placed on bolt A and acts as insulation. It can be fastened to the Bakelite with small screws or brads. This piece of tubing is open at both ends. To calibrate the Spark Tester, measure a known high voltage (by noting the maximum distance over which a spark can be drawn), and mark the point where the tubing touches the Bakelite. Since the spark length is a linear function of voltage, one check point is sufficient. The rest of the scale divisions are in equal proportion. For instance: if the measured voltage is 12,000 V, divide the spark distance into twelve equal parts and measure off this distance along the insulator. Each division will be 1000 V. Peter W. Orne, 58-40 150th Street, Flushing, N.Y.

Circuit-Breaker

Sometimes, particularly in auto radio servicing, a fuse blows several times before the defect causing it is located. There is a relatively minor, but nonetheless appreciable expenditure of time and money involved in replacing it. If

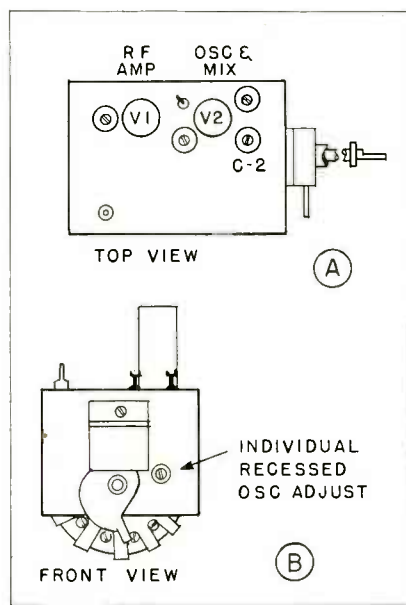
SHOP HINTS WANTED

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."

the defect blows the shop fuse, the store may be dark for several minutes before the blown fuse is located and replaced. Loss of a sale is not impossible under the circumstances. To avoid all this, I use circuit-breakers in place of fuses. A unit of this sort can be re-closed after an excessive current has opened it, making it an ideal test fuse. The circuit-breaker can be made to fulfill various current requirements by placing suitable values of shunt resistance across it.—Chet Hajek, Westhampton Beach Radio, Westhampton Beach, N. Y.

Fast Oscillator Alignment

Upon replacing a 6J6 tube in a Standard Coil tuner, most servicemen proceed to align the oscillator slug (see fig. 1B) for a selected channel, and then con-

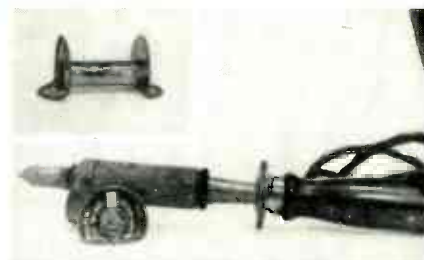


tinue this procedure for every other channel on the air. A faster method is to tune to one channel and adjust trimmer C-2 (fig. 1A) for best picture. This operation will align the oscillator for all channels, eliminating the need for separate alignment of each individual

channel. The necessity for a realignment when new channels come on the air is also avoided by the procedure. F. S. Mattioli, Racine, Wisconsin. (Ed. note:—On later model Standard Coil tuners, oscillator trimmer C-2 has been eliminated, and only the slug adjustment of the oscillator is available.)

Soldering Iron Stand

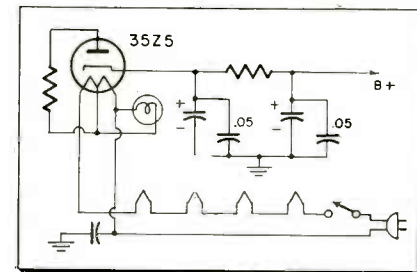
An extra soldering iron stand that takes up very little space can be made



out of an empty solder spool by bending the ears flat, as shown. Harvey Miller, Box 6, Danboro, Penna.

Whistles in AC-DC sets

Complaints of howls and whistles in AC-DC sets are common. When such sets exhibit loud hum and low volume level as well, the remedy is simple: merely replace the filters. In a large number of cases, however, the volume is good, and the hum is low. Moreover, testing of the filters in this class frequently show them to be close to their rated capacity. A high impedance that cannot be readily detected with instruments is evidently present in the electrolytics. Customers may rebel at the cost of a filter replacement job in such

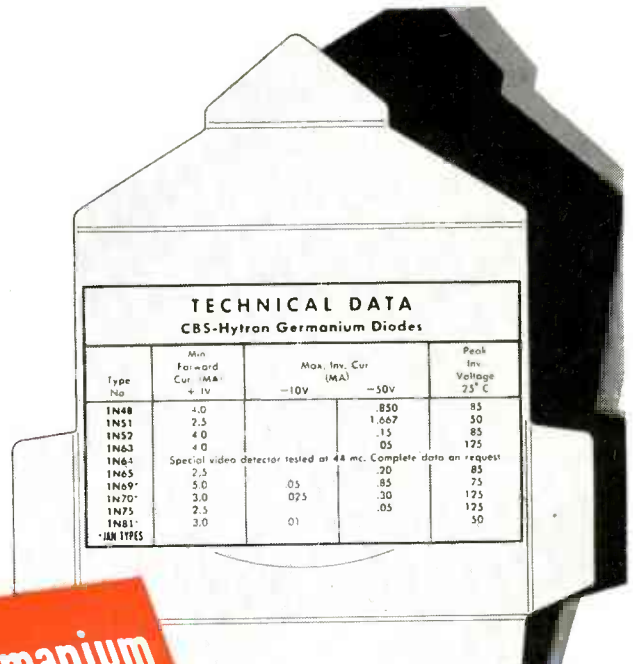


instances, particularly when the set (except for the whistles) is playing so well. In these cases, the writer has found it possible to improve the performance of the set and eliminate most of the symptoms by merely placing a .05 tubular in parallel with each of the filters, as shown. This .05 condenser permits the trouble-causing radio-frequencies to by-pass the high impedance of the filters. Of course, the best repair is to replace the filters. When it is not expedient to do so, however, the repair described will keep the set playing satisfactorily for many months.—Joseph Amorose, Route 4, Richmond, Va.

CBS-HYTRON NEWS FOR YOU...

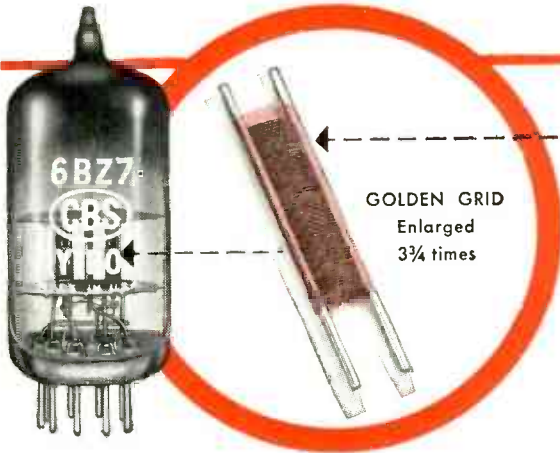
ABOUT NEW CBS-HYTRON DIODES

CBS-Hytron guarantees its new germanium diodes *moisture-proof* . . . trouble-free. Germanium wafer is soldered directly to the base . . . no plating to flake. Universal design follows joint Army-Navy specifications. You can clip or solder these diodes into circuit. Ten popular CBS-Hytron types are ready for you. See your CBS-Hytron jobber. Or write direct for catalogue and interchangeability chart.



New, attractive tuck-away carton fully protects CBS-Hytron germanium diodes. Note unbent leads and convenient data on inside cover.

Permanent X molded into end of case marks connection to germanium . . . which corresponds to cathode of vacuum tube.



ABOUT CBS-HYTRON GOLDEN GRIDS

Hidden gold in CBS-Hytron tubes? Yes, since 1944. CBS-Hytron first used gold-plated grids in the 6AK5. Later in many transmitting types: 2E25A, 2E30, 3B4, 5516, etc. Now you will find them also in the 6BZ7, 6BQ6GT, 12A4, 12BY7, etc.

Why? Gold kills unwanted emission. Even mounted very close to a hot cathode, a CBS-Hytron gold-plated grid does not give *primary* emission. Like a sponge the gold also soaks up stray electrons. Wipes out *secondary* emission too. And foreign material vaporized onto the grid during exhaust is absorbed harmlessly by the gold plating.

Such deluxe processing costs money. But it gives you better tubes. That is why CBS-Hytron has ignored the cost. Has specified gold-plated grids for years.

ABOUT NEW, FREE CBS-HYTRON TV GUIDE

Like the popular CBS-Hytron Miniature Guide, the new CBS-Hytron Reference Guide for Television Picture Tubes is *complete*. Gives all important data . . . as well as basing diagrams . . . for 164 types. Includes *all* magnetically deflected picture tubes . . . regardless of make. Also shows electrical interchangeability of similar types.

You need this complete . . . accurate . . . helpful Guide. Keep abreast of today's confusing variety of TV picture tubes. Get the new CBS-Hytron TV Guide now. It's *free*. At your CBS-Hytron jobber's. Or write direct today.



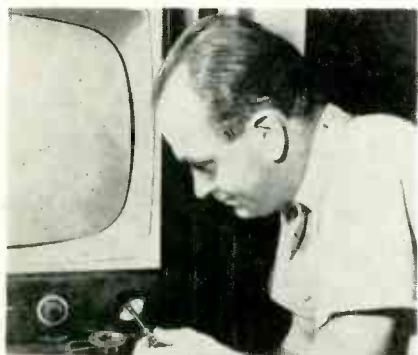
DANVERS, MASSACHUSETTS



New Aids for TV Technicians

Hunter SLUG RETRIEVER

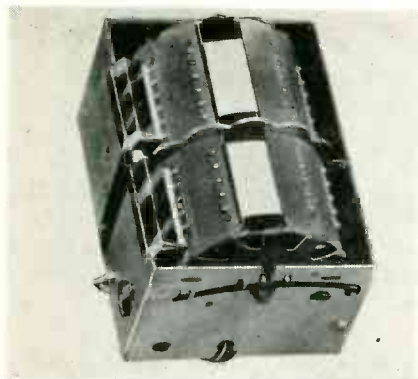
New tool is designed to retrieve tuning slugs in Standard Coil TV tuners used in Packard Bell, Olympic, Ad-



miral, Hoffman, RCA and many other TV sets. The non-magnetized holding mechanism enables the technician to retrieve the slug without removing the chassis. R. N. Hunter Sales Co., 3499 East 14th St., Los Angeles 23, Calif.—TELEVISION RETAILING.

Conrac TUNER KLEEN'R

Quickly and permanently installed in all Standard TV tuners, the Tuner Kleen'r perpetually cleans both rotating and stationary contact points. Impregnated with a special cleaning agent,



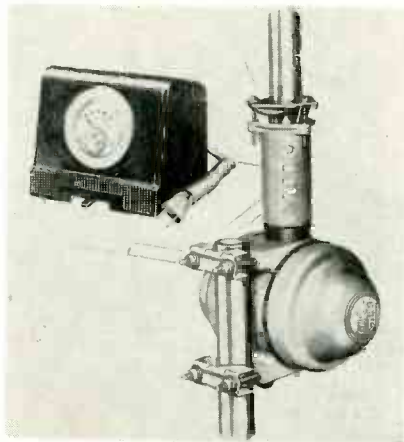
the unit is installed by removing a pair of unused strips and substituting the Tuner Kleen'r. Once installed, the unit cleans contact points with each turn of the tuner knob by the set owner. Life expectancy is said to be 2 to 4 years. Conrac, Inc., 649 W. Foothill Blvd., Glendora, Calif.—TELEVISION RETAILING.

Mechanical Steel TV MASTS

The Walker Dualcote TV mast incorporates the "swedge-dimple" feature which prevents the mast from turning or twisting, eliminates the use of screws, nuts or bolts. In addition, a line of masts will be marketed under the name "Alumacote," which are steel masts with an impregnated aluminum finish, designed to combine the strength of steel with the rustproof qualities of aluminum. Mechanical Steel Tubing Corp., TV Products Div., 1801 Eighth Ave., Brooklyn 15, N.Y.—TELEVISION RETAILING.

Radiart TV Rotator

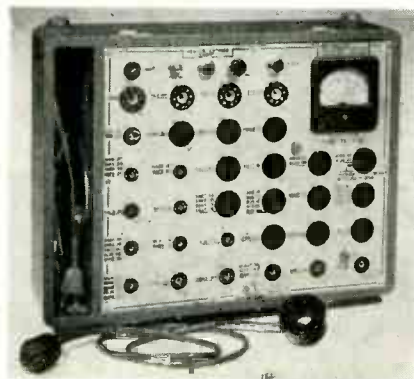
The new "CDR Rotor" is an all purpose rotor which includes a modern design plastic cabinet with meter control dial and finger-tip control lever, using 4-wire cable. Features quick in-



stallation, high torque and instant locking, eliminating drift. Housing is weatherproof and streamlined. Will fit masts up to 1½-inches OD. Known as model TR-11, the new rotor lists at \$44.95. Radiart Corp., 3455 Vega Ave., Cleveland 13, Ohio.—TELEVISION RETAILING.

Anko TELETEST

"Teletest" is a new dynamic tube tester designed to reduce time consumed in testing the many tubes in a TV set by eliminating the necessity for



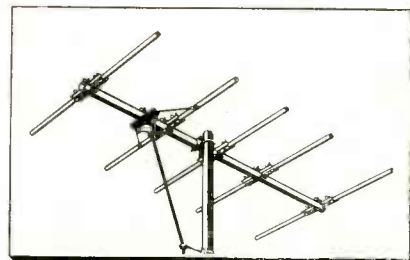
switching and selecting operations and the use of roll charts. Picture tubes can be tested through an adapter cord while in the TV chassis. Price is \$147.50. Anko Mfg. Co., 7311 W. Burleigh St., Milwaukee 10, Wis.—TELEVISION RETAILING.

United CROSS-BAR GENERATOR

For testing TV sets and picture tubes, the CB101 cross-bar generator acts either through a set's video system so that horizontal and vertical lines are produced on the screen, or tests the over-all response when used to modulate a TV signal generator. May also be connected directly to picture tube pins so that tube operation may be checked without removal from chassis. United Technical Laboratories, Morristown, N.J.—TELEVISION RETAILING.

Vee-D-X YAGIS

The "Delta" line is a new series of low-cost Yagi antennas for TV, and includes a 5, 8 and 12 element Yagi incorporating a Delta match system providing 300-ohm match. 8 and 12



element units are known as Delta Long Johns and Delta Long Long Johns. Typical prices for the 5-element unit are \$5.55 (list) for channel 13, \$12.50 for channel 2. LaPointe Plascomold Corp., Rockville, Conn.—TELEVISION RETAILING.

Telematic CRT EXTENSIONS

A complete line of CRT extensions is available, including anode extensions, socket extensions, 8-wire yoke extensions and two all-purpose kits for service and conversions. 3 and 6 foot anode extensions are included, 3 and 6 foot 8-wire yoke extensions, 3 and 6 foot 6-wire socket extensions and a 3 foot 5-wire socket extension. Telematic Industries, Inc., 1 Joralemon St., Brooklyn, N.Y.—TELEVISION RETAILING.

Sutton BOOSTER-CONVERTER

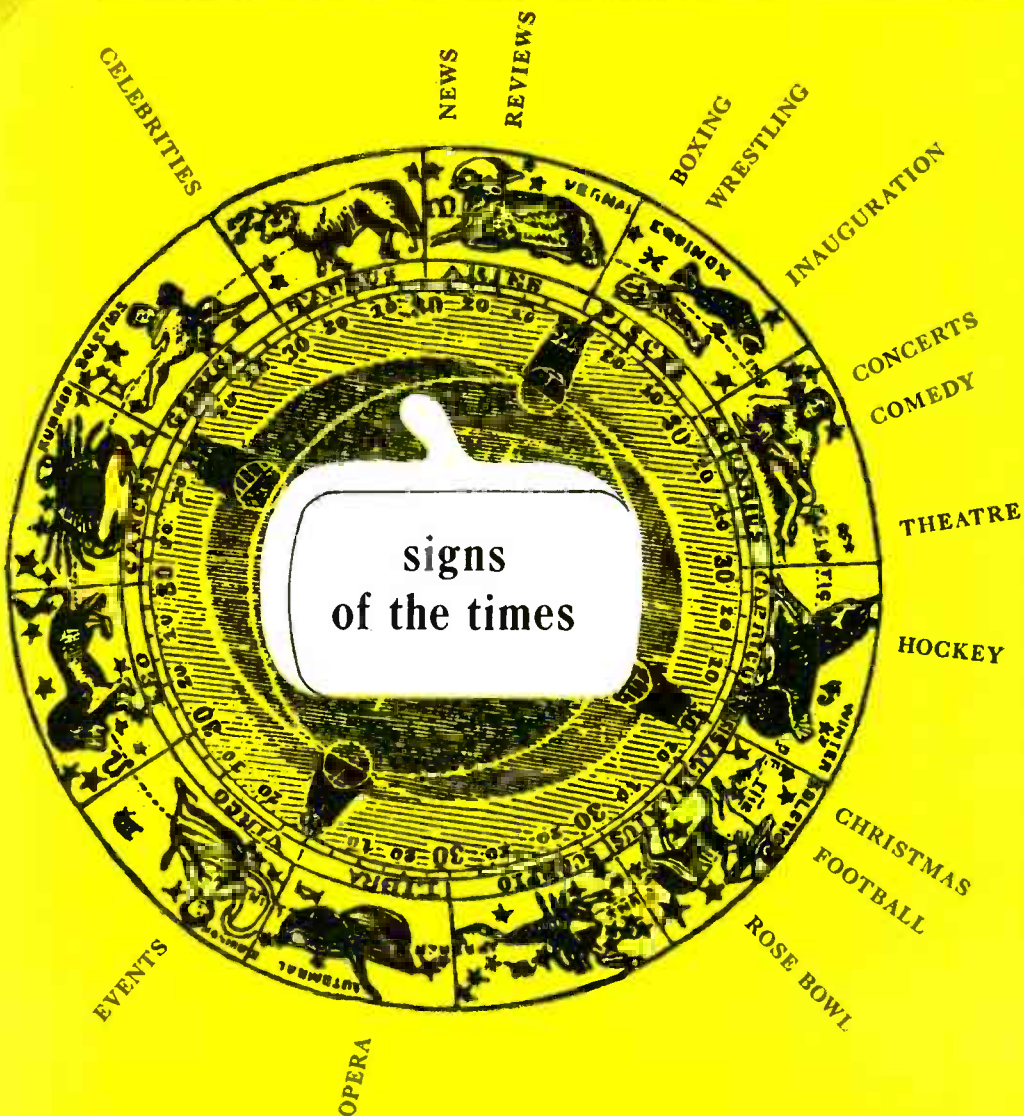
This new unit combines a VHF booster and a UHF converter in a single cabinet. The device has its own power supply, a crystal mixer and two tubes (6AF4 and 6J6). The 6J6 is used in a balanced push-pull amplifier circuit, and a selenium rectifier is used in the power supply. Sutton Electronics Co., Inc., Lexington, Ky.—TELEVISION RETAILING.

ITI FIELD STRENGTH METER

The IT-105R is a portable field strength meter covering TV channels 2-82, in both VHF and UHF bands, for field strengths from 0 to 50,000 microvolts. A speaker is included to provide



audible indication. Supplemental equipment in the form of the IT-116B battery pack permits the use of the meter in areas where power is not available. Input is 72 or 300 ohms, readings are on 4½-inch meter. Industrial Television, Inc., 369 Lexington Ave., Clifton, N.J.—TELEVISION RETAILING.



burton browne advertising

signs
of the times

The stars show quality ascendant in the TV set owner's mind. *Follow your stars*—give the set owner the best picture tube replacement—Rauland. Your Rauland jobber anticipates your need today with a complete stock. The Rauland Corporation, 4245 N. Knox Avenue, Chicago 41, Illinois. MUIberry 5-5000.

RAULAND

PERFECTION THROUGH RESEARCH

NEMA Elects Officers

At their recent annual meeting, the National Electrical Manufacturers Association elected L. G. Hall, of the Stackpole Carbon Company, president. Also elected were the following vice-presidents: Arthur A. Berard, pres., Ward Leonard; J. L. Busey, vice-pres., General Electric; J. W. Corey, pres., Reliance Electric & Engineering; W. A. Elliott, pres., Elliott Co.; Hoyt P. Steele, exec. vice-pres., Benjamin Electric Mfg. Co.; A. F. Metz, pres., Okonite Co., was elected treasurer. Chosen members-at-large were J. H. Jewell, vice-pres., Westinghouse; and A. F. Sheldon, pres., Kennecott Wire & Cable Co. Re-elected to the board of governors for 3-year terms were W. S. Edsall, pres., Chase-Shawmut Co.; S. M. Ford, pres., Chicago Electric Mfg. Co.; Harvey Hubbell, pres., Harvey Hubbell, Inc.; J. R. McDonald, pres., General Cable Corp.; W. V. O'Brien, comm. vice-pres. & gen'l. mgr., apparatus sales div., General Electric; F. H. Roby, vice-pres., Square D. Co. Re-elected to the board for the term ending in '55 were: A. A. Berard, R. M. Casper, mgr., power dept., Allis-Chalmers; J. H. Jewell; B. C. Neece, pres., Landers, Frary & Clark; A. F. Sheldon; Hoyt P. Steele, and C. E. Swartzbaugh, pres., Swartzbaugh Mfg. Co.

Emerson Exec Discusses TV Market Conditions

In a recent message to Emerson distributors in which an appraisal of current industry conditions was outlined, David J. Hopkins, director of sales and advertising of the Emerson Radio & Phonograph Corporation, stated that distributor shipments of Emerson television receivers to dealers are running as high as 200% ahead of last year. He said that Emerson has no inventory on hand and has orders far in excess of its scheduled production for the balance of 1952. He predicted that by January 1, 1953, television inventory on the factory, distributor and dealer levels will be lower than at any time in Emerson's history.

Appoint Victor D. Kniss



Victor D. Kniss (above) has been appointed general sales manager of consumer products for the Westinghouse Electric Corp. It was announced by J. M. McKibbin, vice-president in charge of consumer products.

Westinghouse Appointments

W. B. Creech, former assistant sales manager at Mansfield, has been named manager of marketing, and P. Y. Danley, manager of the Springfield products. Both men will report directly to J. H. Ashbaugh, appliance division VP, as will R. J. Sargent, manager of major appliances and R. M. Oliver, manager of appliance specialties.

Smith to Distribute Waters Conley Phonographs

Gerald Rissman, vice-president of Waters Conley Co., has announced the appointment of Leonard Smith, Inc., Albany, N. Y., as distributor for Phonola and Melodier portable phonographs. Smith formerly held managerial positions with several of the major record companies. His new firm began business two years ago.

G-C Opens Warehouse

In order to provide West Coast radio-television parts distributors and servicemen with better service and faster deliveries, General Cement Manufacturing Company, Rockford, Illinois, recently opened new warehouse facilities in Los Angeles.

The new building is located at 9041 W. Pico Boulevard, Los Angeles, Calif.

Daystrom Buys Crestwood

Purchase of the Crestwood Recorder Corp., Chicago, manufacturers of Crestwood magnetic tape recorders, was recently announced by James F. Brehm, president of the Daystrom Electric Corporation.

Webcor Consolidates Distribution Setup

Webster-Chicago Corp is consolidating distribution of all of its consumer products with the 162 distributors who have been carrying its complete line, it was recently announced by Norman C. Owen, general sales manager. This will mean that 600 parts jobbers, who have been outlets for Webcor components, will no longer be franchised outlets for these items. The move is being made to enable the company to serve most efficiently the retail outlets that carry Webcor products, said Owen.

Westinghouse Names N. Y.-Connecticut Distributor

Chief Electronics, Inc. of Poughkeepsie, N. Y., has been appointed distributor of Westinghouse Reliatron tubes in ten southeastern counties of New York state and portions of western Connecticut.

Simpson National Sales Staff Attends 6th Sales Conference



Clint Greenleaf (above), Simpson Electric Company representative from Ohio and member of Al Baehr's representatives organization, Cleveland, talks to the Simpson national sales staff on the importance of conducting jobber meetings at the Simpson Electric Co.'s sixth annual National Sales Conference, held at the summer home of the company founder, Ray Simpson, at Lac du Flambeau, Wisconsin.

Dealer Discusses Advertising Plans with Capehart Executives



L. Guy Merrill (left) prominent Sherman Oaks, Calif., Capehart dealer, visited the Capehart-Farnsworth Corp.'s Fort Wayne, Ind. plant to discuss new ideas in TV merchandising with S. A. Morrow (center), Capehart's director of advertising, and Louis J. Collins (right), director of sales.



Read this ad, or

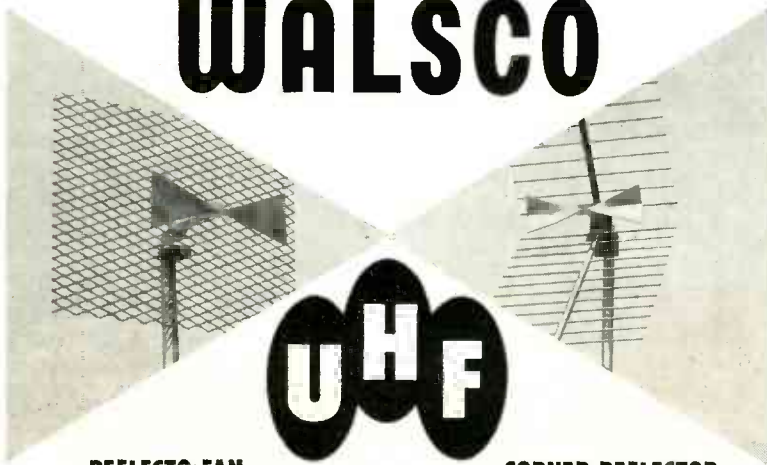
GO TO PORTLAND

...IF you want positive proof of the finest, all-channel UHF antenna...

At Portland, Oregon, where America's first UHF commercial station became air-borne on September 20, 1952, WALSCO UHF antennas were the *first* to be tested and approved...overwhelmingly *accepted* by the major jobbers in Portland, as well as countless dealers and service technicians. Only WALSCO was given such endorsement of its *Reflecto-Fan* and *Corner Reflector* antennas. Under the most strenuous field conditions, WALSCO was proven *best* by actual test. This is on-the-spot *proof* of matchless performance in America's first commercial UHF area.

Just mention our name in Portland. You'll get positive assurance that WALSCO UHF antennas are the most efficiently designed...and of sturdier construction. Unconditionally guaranteed for one full year.

WALSCO



REFLECTO FAN

CORNER REFLECTOR



**WRITE FOR
COMPLETE INFORMATION**

Walter L. Schott Co.
3225 Exposition Place
Los Angeles 18, California

Gentlemen:
Please send me complete technical information
on the new WALSCO UHF antennas...*Reflecto-Fan*
and *Corner Reflector*.

Name _____

Address _____

City _____ State _____

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

Jensen Needle Chart

A new replacement phonograph needle wall chart that incorporates several exclusive features was recently published by Jensen Industries, Inc., Chicago phono needle firm. A total of 78 different replacement needles are silhouetted on this chart, and cartridge numbers are shown. All diamond needles currently available in the Jensen line are listed. A column headed "Usage Per 1000 Needles" indicates the relative turnover of each needle and, in effect, tells the dealer which of the needles in the line he should always be "heavy" on. There is also included a column devoted to authorized needle substitutions. Copies of the chart may be obtained from Jensen distributors or by writing direct to Jensen Industries, Inc., 329 S. Wood St., Chicago 12, Ill.

Allied Introduces Kiddie Discs

Allied Record Manufacturing Company, Los Angeles, California, custom manufacturers of radio transcriptions and phonograph records has introduced a new idea in the kiddie toy and record market. "Colortunes" offer kiddies the combined pleasure of coloring by Cray-offs, the washable non-toxic crayon, and listening to original children's tunes written and performed by top artists. Colortune records and albums are made of patented color and re-color cards which children can color, wipe off, and color again and again. Some of the artists performing on the new records are Art Linkletter, Jimmy "Sleepy Joe" Scribner, Jump-Jump of Holiday House;



and Billy Bletcher, the famous lion in the circus series. The initial release of Allied Record Sales Company (a subsidiary of Allied Record Manufacturing Company formed especially to handle Colortunes) includes *Happy Birthday Brer Fox*, *How Jerry Jalopy Got His Horn*, *Pets Are Funny*, and *Way Down On the Farm*. In *The Adventures of Brer Fox* (shown) the inside front and back covers not only have the story being heard on the record, they also have full color guides for each picture card in the album.

Cone Leaves Motorola-N.Y.

William W. Cone recently announced his resignation as vice-president in charge of sales of Motorola-New York, Inc. Shortly thereafter, he left on an extended vacation and will make his future plans known upon his return.

PMA Elects Dworken President



Joseph Dworken has been elected president of the Phonograph Manufacturers Assn., it was announced by A. T. Adams, executive secretary. Mr. Dworken is president of Dynavox Corporation.

V-M Stars as Popular Award



Chuck Davey (right), leading welterweight boxer of Lansing, Mich., receives 3-speed V-M tri-o-matic 972 phonograph for the Newman Club for Boys from jovial Tommy Bartlett (left), emcee of the Coast-to-Coast NBC "Welcome Travelers" broadcast from the College Inn Porterhouse of the Hotel Sherman, Chicago. The V-M is a popular quality award on the well-known show.

PhonoRecordNews

(Continued from page 57)

RCA Victor has introduced another in its series of pop albums. Entitled the *This Is* series, it features some of the most exciting sides by such old bands and instrumentalists as Glenn Miller, Artie Shaw, Tommy Dorsey, Ray Noble and Duke Ellington. These albums are bidding to recapture the public imagination with the instrumentalism and ensemble playing that started the big craze some years ago.

RCA Victor's Red Seal Special release includes a host of beautiful Christmas melodies sung by those great tenors Enrico Caruso and John McCormack. Selections include *Cantique De Noel*, *Hosanna*, *Ave Maria*, *Pieta Signore* and *Domine Deus* by Caruso; and *Adeste Fideles*, *The Holy Child*, *Ave Maria*, *Panis Angelicus* and *Bercesuse: Angels Guard Thee* by McCormack.

A 65-minute "Lp"—the longest playing 33 $\frac{1}{3}$ RPM disc ever released—is Columbia Records' latest contribution to better listening on records. A combination of two complete Beethoven symphonies on a single 12-inch "Lp" has been made possible through a new exclusive Columbia development known as automatic electronically controlled variable pitch which provides more microgrooves per inch without sacrificing loudness or thinning out the sound quality of a recording. Bruno Walter conducts the Philharmonic Symphony Orchestra of New York on the new release, which is Beethoven's *Symphony No. 2 in D Major, Op. 36* and *Symphony No. 4 in B-Flat Major, Op. 60*.

On Decca label those terrific Four Aces have recorded the standard *La Rosita*, which is mighty popular lately. Flipside is *Take Me In Your Arms*. The boys' army of fans is growing by leaps and bounds, and you can bet they'll all go for this one. The Mills Brothers have a fine record in *Someone Loved Someone*. It's the story of the very first broken heart. It's a good commercial song, and should go well. Coupling is *A Shoulder to Weep On*.

Milton Rackmil, president of Decca Records, Inc., recently issued a statement that "... Decca, after considerable thought and investigation of the 45 album situation, does not intend to convert its present 45 album catalog to Extended Play or to change the present suggested list prices. If, at any time in the future, we should plan any change in our policy concerning this situation, our dealers will be given thirty days' notice prior to our effecting such a change."

Thirteen-year-old Molly Bee is causing quite a sensation in the singing field. Leaning sharply towards the style of Kay Starr, Molly is just about the most talented youngster to hit the record industry in a long time. For her Capitol debut, she sings *Tennessee Tango*, written by Pee Wee King and Redd Stewart who did *You Belong To Me*, *Slow Poke* and *Tennessee Waltz*. This one could be quite a hit. Coupling is *The Kids Who Pay*.

Available on MGM's new Lion label is Tommy Tucker and his orchestra in selections entitled *Designed For Dancing*. Top hits of the day are available on this 10" 33 $\frac{1}{3}$ RPM record. Some of them are *You Belong To Me*, *I Went To Your Wedding*, *Jambalaya* and *Somewhere Along The Way*.

Columbia "Entre" Series

The release of "Entre", a classical 12-inch long-playing record series priced at \$2.95 plus tax, was announced recently by Columbia Records, Inc. The new series is designed to attract new audiences for classical records by providing an economical basic collection for consumers who have heretofore made no purchases of this type. Repertoire will consist of best-selling classical items of wide appeal.

Easy to sell...



Easy to install...



Easy to use...



Made to order for you and your customers

Any way you look at it, the precision-built Mallory UHF Converter is just what you'll need to cash in on the extra profits available when UHF comes to town.

EASY TO SELL because it gives reception of *all* UHF channels to *all* TV sets without sacrifice of *any* VHF channels. And the buyer gets high quality picture definition.

EASY TO INSTALL because the job can be done right in the customer's home without special tools . . . no soldering . . . no aligning. It takes just a few minutes to connect antenna leads and power lines from converter to set.

EASY TO USE because of simple band switching—familiar type tuning control for channel selection.

FIELD TESTED AND PROVED, the Mallory UHF Converter is about the size of a small table radio, attractively styled, mahogany color plastic cabinet.

ASK YOUR MALLORY DISTRIBUTOR TODAY to show you the Mallory UHF Converter. See for yourself what a real sales opportunity it offers. And ask about the sales-building advertising and sales promotion program Mallory has worked out to help boost sales.

Mallory UHF Converter

*Make Sure ...
Make it Mallory*

P. R. MALLORY & CO. INC.
MALLORY

CAPACITORS . . . CONTROLS . . . VIBRATORS . . .
SWITCHES . . . RESISTORS . . . RECTIFIERS . . .
VIBRAPACK* POWER SUPPLIES . . . FILTERS
*Reg. U.S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

Siegrist Named by Motorola



Jack Siegrist (above) has been appointed to the new position of national advertising manager of Motorola, Inc., it was announced by Ellis Redden, director of advertising of the Chicago television-radio-electronics firm.

GE Billboard-Car Card Program

The General Electric Company's receiver department has launched an outdoor billboard and car card program on a cooperative basis. Choice of two full-color poster designs, adaptable to either 11 x 28" car cards or 24 sheet size billboards, are offered to GE radio and TV dealers. For whichever space the dealer selects he pays only 1/2 the cost. One design promotes the GE clock-radio line under the slogan "Wake Up To Music." The second, designed to presell prospects on Black Daylite TV, features the theme "Easy On The Eyes."

Recoton Display Unit

"Needle Inspection Service" is the headline on the large card which forms the background of a new display unit designed to promote the sale of Recoton replacement needles at the retail level. Customers are urged to see for themselves, through a 200 power microscope, whether their present needles should be replaced. Dealers may order through their distributors or contact Recoton directly at 147 West 22nd Street, New York 11, N. Y.

IDEA, Inc., Promotes Kirk



Earl Kirk has been named distributor sales manager of the Regency division of IDEA, Inc., Indianapolis, it was announced by Richard W. Mitchell, vice-president of the firm.

Industry News

Industry Drive to Bring More Music to the Home

The recently-organized Phonograph Industry Committee recently moved to widen its base by inviting other interested organizations to participate in the program which is aimed at bringing more music into the home. Representatives of the recording and playback industries, including parts and accessories, attended the luncheon meeting at the Roosevelt Hotel in New York City. Joined in the promotion campaign are the Phonograph Manufacturers Association, the Record Industry Association, the National Association of Music Merchants and the Radio-Television Manufacturers Association. The combined industry effort is being coordinated by the Phonograph Industry Committee under the chairmanship of J. A. Berman, Shure Brothers, Inc., of the phonograph cartridges and pickups section, RTMA Parts Division. The committee took steps to invite the National Appliance and Radio Dealers Association and the National Electronic Distributors Association to participate in the campaign, as it was felt that the endeavor would benefit all segments of the industry. The group also set up a subcommittee headed by William Doyle, The Astatic Corp., to formulate a tentative organizational chart for the committee. Other members of this subcommittee are John W. Griffin, RIA, and A. D. Adams, of the PMA. William R. Gard represented the NAMM at the meeting.

Meyers at RMS

Martin Bettan, sales director of Radio Merchandise Sales, Inc., has announced the appointment of Mike Meyers as chief field engineer. Meyers will assist distributors and service organizations with their antenna problems and will also assist in conducting the well-known RMS technical forums given by the company throughout the country.

Alliance Appoints Gemberling



George Gemberling (above), Grand Rapids, Mich., has been appointed Western district manager, it was announced by John Bentia, vice-president and general sales manager of the Alliance Mfg. Co.

Avco Elects Cramer



Leonard F. Cramer (above), assistant general manager of the Crosley Division, Avco Manufacturing Corp., has been elected a vice-president of Avco, it was announced by the board of directors.

Magnavox Promotes Wilson

Richard A. Wilson, general manager of industrial and defense products of the Magnavox Company, and a well-known executive in the radio and electronic industry, has been appointed a vice president of Magnavox, Frank Freimann, president recently announced. Wilson's broad experience includes engineering, manufacturing, sales, management and industrial re-organization.

Spico Antenna in Denver

The Spico "Super-Phantom" indoor TV antenna, promoted by a 1/2 page ad in the Denver Post, brought good consumer response to the Denver Dry Goods Co., Denver, Colo. The ad sparked a four-day promotion which brought many mail and phone orders from out-of-town shoppers, it was also reported. Exclusive features found in the new "Super-Phantom", adjustable knob, impedance matching stub, rust-proof brass tubing, have helped bring in store traffic, according to company officials. The Spico indoor TV antenna is a good substitute for outdoor types with Denver's two stations and increased power. The "Super-Phantom" is manufactured by Spirling Products Co., Inc., New York City.

In Stewart-Warner Post



John R. Howland (above) has been appointed to the new position of commercial sales manager, it was announced by E. G. Fossum, general manager of Stewart-Warner Electric, the TV and radio products division of Stewart-Warner Corp.

Wholesale Selling

(Continued from page 54)

hours, but it paid off heavily because such distributor salesmen didn't have to fight the dealer for orders. When the dealer needed something, he bought readily and without pressure. If the salesman had a good deal, the merchant would take it on if he were financially able to do so because he trusted the salesman.

Retail salesmen who work hard following up users build lifelong friendships and enjoy a steady flow of repeat sales. In exactly the same manner, distributor salesmen who call on dealers to see how things are going now and then, and to help them sell merchandise, are always the top men in the field today, just as they were in days gone by.

A return to old-fashioned selling by distributor's field men would cut down switching by dealers, and would save the wholesalers a great many headaches.

And such "old-fashioned" selling doesn't mean the employment of foggy methods, nor the dropping of aggressive methods. Neither does it mean that distributor salesmen should treat their own firms unfairly in making concessions to dealers on whom they call.

Good Distributor Selling

The kind of old-fashioned selling referred to would consist of:

1. No cynical attitude toward retail accounts by the distributor salesman.

2. No shady deals. (The wholesale firm asking its field men to put things over on dealers will build up a salesforce ready to knife it at the drop of a hat.)

3. The making of good-will calls now and then on the dealer.

A return to old-fashioned selling doesn't mean that distributor salesmen should fail to shoot for big orders, nor waste time chewing the fat unnecessarily. Some of the most successful distributing firms today are aggressive to the n'th degree, and "push" dealers to take on big inventories. But it doesn't end there, because they go out and show the accounts how to move big inventories, and hence, make more money.

Salesmanship at all levels of the industry has slipped badly since the end of the war, and there's plenty of room for improvement in distributing circles.

THE SIMPSON MODEL 260 VOLT-OHM-MILLIAMMETER

*outsells all others combined
because . . .*

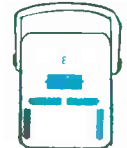
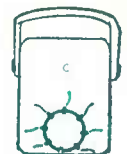
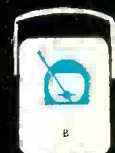
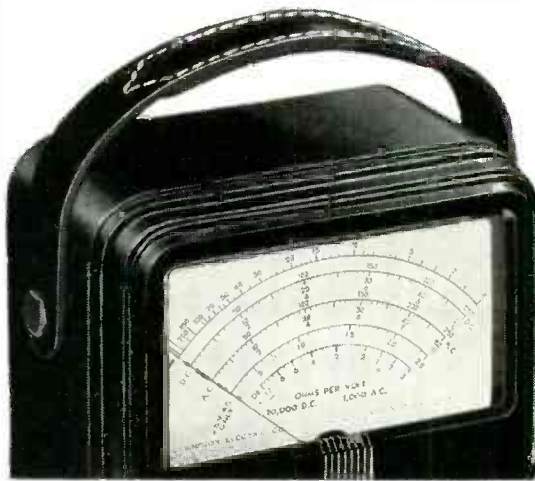
- A** covers all ranges necessary for Radio and TV set testing
- B** includes the Simpson 50 Microampere Meter Movement known the world over for its ruggedness
- C** no bulky harness wiring, thus eliminating all intercircuit leakage at this high sensitivity
- D** molded recesses for resistors, batteries, etc.
- E** easy battery replacement
- all components—including case and panels—are specially designed and completely tooled for maximum utility . . . not merely assembled from stock parts

ranges 20,000 Ohms per Volt DC,
1,000 Ohms per Volt AC
Volts, AC and DC: 2.5, 10, 50,
250, 1000, 5000
Output: 2.5, 10, 50, 250, 1000
Milliamperes, DC: 10, 100, 500
Microamperes, DC: 100
Amperes, DC: 10
Decibels (5 ranges):
-12 to +55 DB
Ohms: 0-2000 (12 ohms
center), 0-200,000 (1200 ohms
center), 0-20 megohms
(120,000 ohms center)

SIMPSON ELECTRIC COMPANY

5200 W. Kinzie St., Chicago 44 Phone COlumbus 1-1221

In Canada: Bach-Simpson, Ltd., London, Ont.



prices

Model 260 \$38.95;
With Roll Top \$46.90.
Complete with test
leads and operator's
manual. 25,000 volt
DC Probe for use with
Model 260, \$9.95.

BURTON BROWNE ADVERTISING

Veteran dealers can remember when the distributor salesman was a business brother, a financial adviser, a "sales manager", and, above all, a friend.

A great majority of wholesale firms today are enjoying big business from loyal dealers because they've treated them fairly, and insist that their salesmen do the same. But those firms who continue to look on the dealer as a sucker, and a victim will wake up one day to find themselves wishing they had built their business on a firmer foundation.

Zenith Delivers UHF Strips

All Zenith TV sets now being delivered by dealers in Portland (Ore.) will receive Portland's UHF station, KPTV, Zenith has announced. The firm states that enough channel 27 strips have been shipped to cover all Zenith sets sold in that area immediately after KPTV went on the air. "Reports from Portland dealers and consumers on performance of the strips are highly enthusiastic," a Zenith spokesman said. The company, which produces its own channel strips, is in production on strips for Peoria, Ill.; Jackson, Miss.; Little Rock, Ark.; Reading and York, Penna.; Denver, Colo., and other localities which give promise of imminent UHF telecasting.

TV Picture Tubes

(Continued from page 63)

asked, "Which is better, a new or a rebuilt tube?" we would have to ask: What do you mean by "rebuilt"? Who made it? How did they do it? And so forth. Since in most cases the purchaser is unable to find answers for all these questions, he is faced with the alternatives of taking a chance on something he doesn't know, or sticking with something which has always been reliable.

We have dwelled at length in this article on the processes which go into tube manufacture and the necessity for them in order to get across the point that this is not something to "take a chance on." If a reliable tube manufacturer offers a tube with a weld mark on the neck, it is not a rebuilt, and not necessarily a re-worked tube. On the other hand, if such a manufacturer re-uses glass in making tubes, it is not incontrovertible evidence that all re-worked tubes are reliable. It is not even true that all tubes which are sold as rebuilt are actually re-worked from the bare glass up, as we pointed out above. From this point, the decision is up to the reader, but we believe that the answer should be fairly obvious.

We will be glad to receive and reprint the comments of readers on the subjects touched on in this article, and to answer any additional questions which the reader may send in.

Price-Resistance

(Continued from page 37)

ously fun-loving customer the desire to have a home theatre replete with comedy, variety and music. Emphasize economy and prestige, durability, performance and adaptability. Build up real desire in the mind of the prospective customer and then show him that in the long run, the best equipment is the most economical indeed.

At this point, with some adroitness and the right timing, you can sometimes ease off the "pressure" a bit, back up and say something like this: "Now, Mr. Brown, I know that this is an important decision for you to make. You're going to have to live for a long time with this set and I want you to be completely sure of your choice. We have been having a little trouble getting fast delivery on one or two models, although I think I can assure you of immediate delivery of this one you have been looking at." Having aroused eager enthusiasm, scare the customer gently by backing off a bit as though to take the

prize away. Frequently he will grab for it, and you can close right then.

3. *Expose the low-price myth.* The man on the street says: "You get just what you pay for," and that thinking should apply to the salesman's handling of the price-haggler in most sales situations also. Talk about the customer's own consumer spending, meals at restaurants, clothing, amusements, other items of furniture, automobiles, and so on. His common sense and experience tell him that it is almost always "cheaper" in the long run to buy the best at the start.

Sometimes it is advantageous and even dramatic to compare two seemingly "identical" products . . . with different prices. Either the high-price is wrong, or the low-price is wrong. Or are the products really different?

One salesman we know always has two ordinary hammers, with the grease pencil price-marks still on them, under the counter. One hammer sells for \$1.25, the other for \$3.25. They are the same color, the same weight, both put out by a national manufacturer. Yet they have a different price—and quality. The good hammer has a better safety wedge embedded in the head end of the handle, a hard hickory handle instead of a cheap soft-wood handle which will break and splinter. a high quality steel alloy head, better machining for a flat striking surface, better balance as a working tool. By the time he gets through comparing the two hammers, there is no question that the \$3.25 hammer is the "cheaper" tool.

It is, after all, fairly easy to show why a "low" price is often wrong. Somewhere in the product with a "cheap" price-tag something is missing. The equipment in some respect will not serve the specific needs of the customer. If you have properly qualified your customer when he walked into your showroom, uncovered his real problems and needs and determined how the item will be used, for whom, where, how often, etc., you have laid the ground work for closing the sale without serious price resistance difficulties.

Sheridan at IDEA as Industrial Sales Manager

Edward M. Sheridan has joined I.D.E.A., Inc., Indianapolis, as industrial sales manager. He was formerly associated with RCA Victor's engineering products division. I.D.E.A., Inc., are manufacturers of the Regency booster, UHF converter, and other electronic equipment.

Big Order for CBS-Columbia



William Heggie, president of S. S. Fretz, Jr., Inc., 870 N. 28th St., Philadelphia, newly-appointed CBS-Columbia Inc. distributor, signs an initial fourth-quarter order for \$750,000 worth of CBS-Columbia TV sets. Looking on are Syd Gatty (left) regional representative for CBS-Columbia, and Richard Furniss Fretz sales manager. Fretz covers eastern Pennsylvania, southern New Jersey, and Wilmington, Del.

Alliance TV Commercials



Above photo shows "on the set" conference before shooting one of the TV one-minute spot film commercials, prepared for the Alliance Mfg. Co. They demonstrate the new Alliance Cascamatic booster, a fully automatic TV booster, mounted out of sight on the back of the set and pretuned to all VHF stations. In foreground is Miles C. McKearney (left) vice-president of Foster & Davies, Cleveland advertising agency, and John Bentia (right), vice-president of Alliance.

Microtran Names Eisenberg

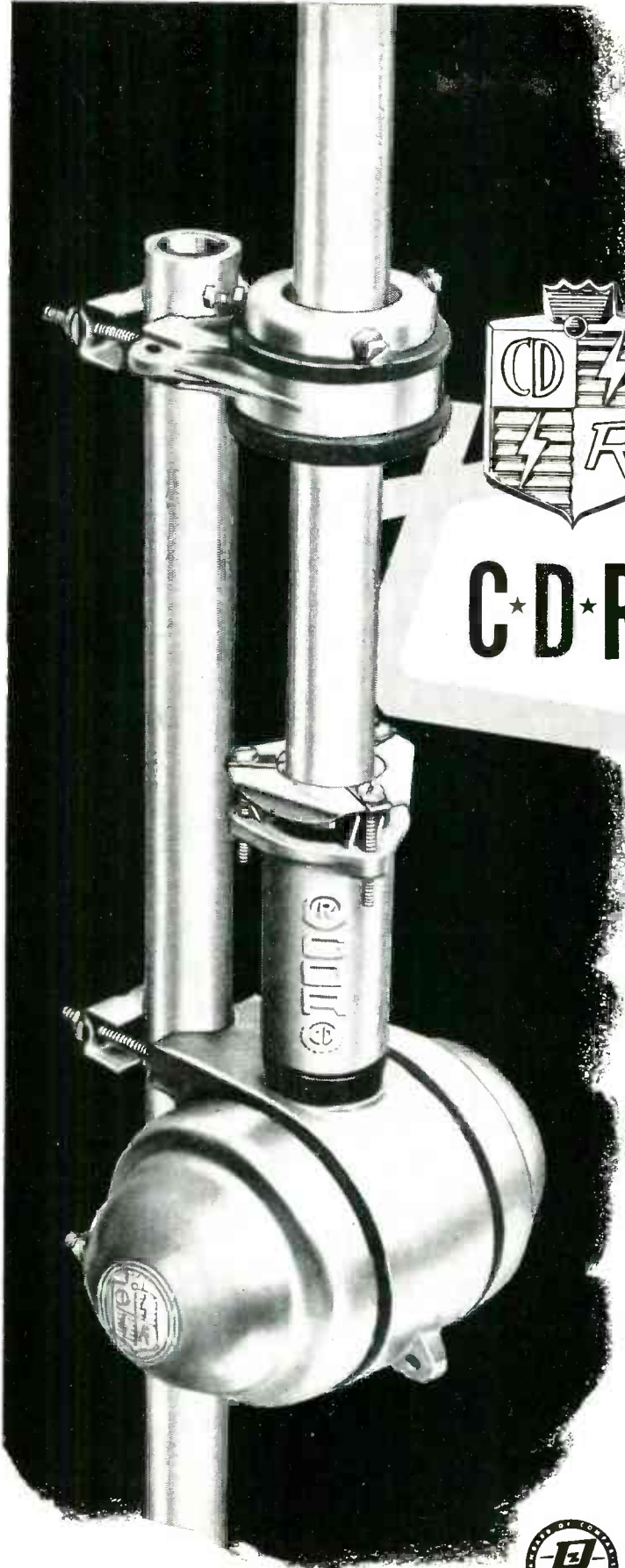


A. J. Eisenberg (above) has been appointed director of sales of the newly formed Microtran Corp., Whitehall Building, Far Rockaway, N.Y. The new company will act as exclusive sales agency for Crest Laboratories, an affiliate company.

In a Class
by Itself



the
C·D·R Rotor



Speedy Installation ... the servicemen's dream come true! No loose parts to assemble ... no kits with loose washers, nuts and bolts ... quick mounting antenna mast collet plus four wire cable hookups!

Dependable ... experience has proven that once a CDR ROTOR is up ... it's THERE TO STAY! No costly call-backs! Completely weather-sealed and streamlined ... it's the outstanding value in the field!

Powerful ... sturdy in design to support and TURN ANY TV ANTENNA array ... never a worry about the CDR rotor working! Locking instantly it will not drift! Instantly reversible ... makes a complete revolution in 45 seconds!

MODEL TR-12 A special combination value consisting of complete rotor including thrust bearing ... handsome modern design plastic cabinet with meter control dial, only ... **\$47.95**

MODEL TA-6 Thrust bearing accessory, separately ... **\$4.95**

MODEL TR-11 Same as TR-12 without thrust bearing ... **\$44.95**

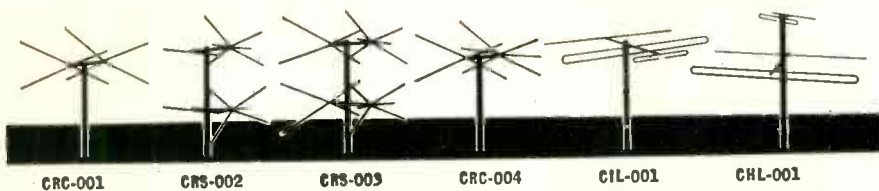


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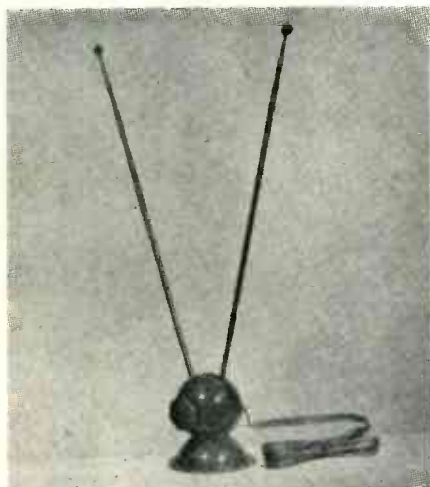
THE **RADIART** CORPORATION
CLEVELAND 13, OHIO

CORNELL-DUBILIER
SOUTH PLAINFIELD, NEW JERSEY



Cass Outdoor Antennas—conicals, inline, hi-low, Specifications on Request.

Build PROFITS... Speed Installations



with the

CASS

Model CIA-001 TV-FM

INDOOR ANTENNA

Especially designed and engineered to provide fine reception where outdoor antennas cannot be used, the Cass Model CIA-001 indoor

antenna offers attractive profit opportunities for dealers and distributors. For use with all modern TV and FM receivers.

Let this proven, quality antenna help you step up sales. Cass indoor antennas deliver clear, all-channel reception in most metropolitan areas where maximum receiver sales are concentrated. By eliminating costly installation requirements, you save money, build customer satisfaction and good will, *plus* real profits on the indoor antenna itself!

Like other models in our complete line of antennas for all purposes and types of installations, the Cass Model CIA-001 indoor antenna is priced to net you true profits . . . because you fix your own markup. Write for details on the *Complete Cass Line*. Choice territories open for distributors.

CASS MACHINE COMPANY *Electronics Division*

NOTED FOR FINE MACHINE PRODUCTS FOR 15 YEARS
691 Antoinette TRinity 1-4360 Detroit 2, Michigan

MART

The only new editorial feature in the appliance field in 14 years. Begins in the January issue of TELEVISION RETAILING.

WATCH FOR IT!

Shafer Appointed by Sparton



S. Peter Shafer of New York, has been appointed district merchandiser for the Long Island and Brooklyn areas of N.Y. state, it was announced by B. G. Hickman, general sales manager of Sparton Radio-Television, Jackson, Mich.

GE Produces UHF Tuners

The General Electric Company recently announced that it is producing UHF tuners for its television sets at the receiver department plant in Auburn, New York. W. N. Maddox, plant manager, said that about 150 employes have been added to the payroll to handle this new production. The tuners are designed for installation inside the company's VHF sets so that they can also receive the additional new UHF stations. One type, for use in company sets made since January, 1949, provides control of the unit from the selector knob at the front of the receiver, and will list at \$32.90. In receivers prior to January, 1949, the UHF control would be installed on the side of the cabinet. List price for this type is \$24.95. GE TV receivers will also be equipped at the factory with the tuners for distribution to those areas where UHF is the only service available.

Mallory Flies UHF Converters



When WKTV, Portland, began operating the first UHF station, the demand for converters was so great at the P. R. Mallory & Co. factory that the units were taken directly off the assembly line in Indianapolis and flown to the Portland distributor, Lou Johnson & Co. Earl Templeton (left), Mallory distributor division manager, and Frank Bodwell, American Airlines, watch UHF converters being loaded.

McMichael Joins Stromberg

A. G. Schifino, general manager of the Sound Equipment Division, has announced that Henry A. McMichael has joined the Stromberg-Carlson Company as a sales engineer in that division. McMichael's headquarters are in Atlanta, Ga., and he will serve the surrounding territory.

Sylvania Tube Carton

The television picture tube division of Sylvania Electric Products Inc. recently announced that television tubes for renewal sales will be shipped in a new "factory-sealed" carton that permits easier and safer handling and that provides a distinctive appearance in dealers' shops and customers' homes. The carton will be used at present only for 16, 17, 20 and 21 inch tubes. It has a de luxe wood-grain finish, hand holes for handling and was designed with proper weight distribution to permit high stacking and to eliminate shipping and storage damage. A semi-gloss finish on the carton resists dirt and scuffing. Markings and labels were designed for maximum readability and accessibility to permit easy identification and inventory control.

Capehart Appoints Doughty

James E. Doughty has been named manager of the Capehart-Farnsworth Corporation's New England sales region according to an announcement by Louis J. Collins, director of sales. The New England region includes Capehart television and radio distributors in Boston and Springfield, Mass.; Bangor, Me.; Providence, R. I.; and Albany and Syracuse, N. Y.

Du Mont Credits TV for Record Election Turnout

Dr. Allen B. Du Mont credits television with bringing out November 4th's record vote of over 57 million, calling the video medium "this country's newest and most potent political force." The head of Allen B. DuMont Labs., Inc., said that this year the political campaigns were carried into more than 18,000,000 home living rooms via television. Voters and candidates were brought closer together by TV than they were during any other campaign in history.

Name Change for Hicks

W. M. Hicks, manufacturers representatives of Long Island City 1, New York has changed its name and is now W. M. Hicks and J. A. Keeneth, servicing the aircraft and electronic fields.

Cleaves in Bendix Post

Rear Admiral Willis E. Cleaves, U.S.N. (ret.), has joined Bendix Radio Division of Bendix Aviation as staff assistant to E. K. Foster, division general manager and Bendix vice-president. Admiral Cleaves was recently director of aviation sales for Collins Radio Company.

M I R R O S C O P E

MODEL 476

Simpson

Advanced design in oscilloscopes. Vertically mounted 5" cathode ray tube is reflected in the adjustable mirror. Mirroscope can be used by technician seated or standing merely by adjusting mirror angle—not necessary to move the instrument.

A quality instrument with tomorrow's features.—Dealer's net price, \$179.50

Optically surfaced mirror gives distortion free image of cathode ray tube





Vertical design of mirroscope gives larger control panel area—better spacing of controls for easy adjustment. All connections made in front.



MODEL 276 OSCILLOSCOPE CALIBRATOR



To take full advantage of your mirroscope—Model 276 Oscilloscope Calibrator. Accurate voltage readings of the oscilloscope wave forms. For use with any oscilloscope. Dealer's net price \$29.50.

Ask your jobber for full information or write
Simpson Electric Company
 5200 West Kirzie Street
 Chicago 44, Illinois
 CO 1-1221

Another reason why Simpson is the world's largest manufacturer of test equipment. BURTON BROWNE ADVERTISING

This much space ordinarily required

Base is only 9" x 8"

Base dimension or bench area only 9" x 8"—less than half of the bench area used by old style oscilloscopes—you gain valuable working space with the mirroscope.

You save this bench space

Store Has Novel Election Promotion

On November 4, Election Day, the people of Washington, D. C., watched a live elephant and donkey make a tour of downtown Washington. Lacy's television and appliance store, located in the non-voting city, sponsored the parade, which had, in addition to the live G.O.P. and Democrat symbols, a calliope and 8 drum majorettes giving out cards for a free prize. This promotion was planned by Dick Klein of Kaufman-Washington Distributors, Irving Abramson, and Len Schneider.

Raytheon Producing At Its New Plant #5

Television production recently started in Plant No. 5, newest addition to the manufacturing facilities of the Raytheon Television and Radio Corporation. Located at 51st Street and Cottage Grove Ave., the complete facilities of the new plant are devoted entirely to television production, under the supervision of Raymond Gray, plant manager. Expansion of the company's manufacturing facilities was attributed to increased TV business.

Westinghouse Veterans Newcomb and Sloan Named to New Posts In Firm's Television-Radio Division at Sunbury



J. M. McKibben (center), vice-president in charge of consumer products, Westinghouse Electric Corp., announces the appointments of T. J. Newcomb (left) to manager of the firm's television-radio division, headquarters, Sunbury, Pa., and F. M. Sloan (right) to manager of operations for the same division.

Brach New UHF Mul-Tels



The Brach Manufacturing Corp., Newark, N. J., has announced its new line of UHF Mul-Tels consisting of both 4 set couplers, 2 set couplers, and matching transformers. The 4 set couplers divide the UHF signal four ways. Model #490 is for 300 ohm down lead and model #485 is for a 72-ohm coaxial input. (l to r) Jerome Berger, plant manager, Jay Saphier, sales promotion department, and seated, Ira Kamen, vice-president, making final tests of UHF Mul-Tel units at the Hospital for Joint Diseases, N. Y. C. where Mr. Kamen is undergoing rehabilitation from an attack of polio.

Kaye-Halbert Names Black

Julian Black has been appointed as the Kaye-Halbert authorized factory service agency in the state of Arizona, Harry Kaye, president of the firm, recently announced. Black will work closely with Joe Williamson, president of Western Furniture Sales Company, 246 S. 1st, Phoenix, Arizona, Phoenix representative for Kaye-Halbert.

Stern to Distribute Arvin

Stern & Company, Inc., distributors of records and appliances throughout southern New England, have been appointed as exclusive distributors for Arvin Radic in Fairfield and New Haven Counties in Connecticut. Stern will handle only the radio line of Arvin products in Fairfield and New Haven counties in Connecticut.

GE Promotes Champigny



A. L. Champigny, Schenectady, has been appointed supervisor of replacement sales promotion for GE's tube department, G. A. Bradford, manager of advertising and sales promotion, GE tube department, announced.

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

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.



Protected by U.S. Patent

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

"Straight" Selling

(Continued from page 39)

25 on hand. When the used sets are displayed in the Service Center's windows, people come in to ask about them. A used TV set is often purchased as a second set by the home-owner.

Since Rocket Stores' Service Center is completely equipped to handle anything, most used TV sets can be rebuilt as a profitable item. Here again, the TV set is sold on the basis of the quality in the instrument. It's not given away because it is used and the cabinet is scarred. Service manager Al Tenhope sells the used models and gets from \$35 to \$125 a set. He finds the average selling price is about \$60.

Jack Shafren says that TV accounts for 50% of his \$300,000 business. What he learned in radio is equally true of television. Always reliable sales and service bring him a good reputation and bring steady business with it.

Taylor Speaks on Advertising

Today's advertising lacks creativeness, according to Edward R. Taylor, vice-president and assistant to the president of Motorola, Inc. Addressing members of the American Association of Advertising Agencies, he said "There's creativeness in manufacture, but you ad men have not kept pace." He pointed out that creative thinking was largely responsible for the healthy condition of the radio industry today. Despite pessimistic predictions of saturation and the inter-industry competition of television, 8 million radios will be sold this year as compared to 5½ million television sets, he said. This was the direct result of such innovations as clock-radios. Taylor said that a company like Motorola needs—and has—an agency that understands its marketing and merchandising problems and peculiarities. He believes that advertising agencies should supply more service than is customarily forthcoming. He said he expects close agency support on such programs as sales conventions, direct-mail, promotion, incentive contests, and field meetings. Only an agency with an intimate knowledge of company policies and objectives can supply such service.

New Rider Tek-Files

John F. Rider, Publisher, has announced the addition of five new Tek-File Packs of servicing information, bringing the Tek-File list to 61 different packs. It is expected that five new packs will be released every month until all data in Rider TV manual Vol. 10 is available in Tek-File form. Starting with Tek-File pack no. 57, replacement parts listings are included.

UHF-VHF Signal Testing is QUICK, EASY with...

THE NEW
HEAVY DUTY

Alprodco EREC-TOWER

TEST SIGNALS UP TO 80 FT. ▶

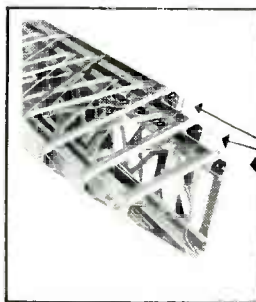
EREC-TOWER—and only EREC-TOWER—goes up a full 80 feet. You test signal strength anywhere along the way up... determine just exactly how high the permanent antenna must be!

ERECT PERMANENT TV TOWERS ▶

Use the EREC-TOWER as a gin pole to raise permanent antenna towers. With an EREC-TOWER, for example, two men can erect a 100-foot Alprodco Tower in less than two hours. You save time, money, labor on every job!

DEMONSTRATE TV SETS ▶

EREC-TOWER helps you demonstrate sets quickly, anywhere. Here's the ideal way to show razor-sharp pictures to your fringe area prospects... right in their own homes. EREC-TOWER is a real sales closer!



BETTER BUILT

EREC-TOWER is constructed of lifetime aircraft aluminum. Each leg and track (see opposite illustration) is extruded in one solid 24-foot length... will not buckle, crack, stick or rust.

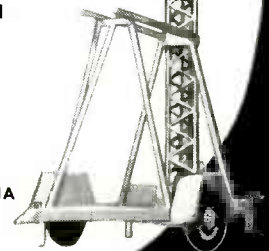
HEAVY EXTRUDED ONE-PIECE ALUMINUM TRACKS

FREE! WRITE TODAY for full information and literature on the Alprodco EREC-TOWER as well as Alprodco Aluminum TV-FM-AM Towers.

Alprodco, Inc.

301 E. MAIN ST., KEMPTON, INDIANA
MINERAL WELLS, TEXAS • DUBLIN, GEORGIA

Dealer
Net Price
(For Tower)
\$233.50



80
FEET

Selling Costs

(Continued from page 44)

dent whereas on a salary basis they can some times look to their employer for assistance. The commission salesman therefore tends to look upon his job as a temporary one and turnover is high.

You may be able to develop an outside sales force on a commission basis which will operate with a fair degree of success. The commission system will give your men constant stimulus to higher sales. This is par-

ticularly true if they are young and have a few responsibilities to cause them worry.

If you maintain such a force on a commission basis the problem arises as to what commission to pay them. The only practical basis is to grade the commission according to the profits which you make on any particular line. Commissions vary with different types of goods.

A straight commission may run to 10 per cent and even 15 per cent of the net sales on new merchandise where pioneering work is excessive. Another class of merchandise where a high commission is needed is ob-

solete models which you wish to move.

You need pay only 5 per cent or possibly even less for merchandise that is well-established and that sells from leads obtained from the floor. This is true even if the salesman must go and close the sale in the home on the basis of the floor leads. Stable, standardized and packaged merchandise of all kinds call for lower and lower commissions as the ease of sale increases.

It is possible to adjust or modify the basis of paying commissions to achieve any purpose which you seek. For example, to curb excessive trade-in allowances by your salesmen you may pay as commission half or three-quarters of the net margin which remains after deducting the amount he has allowed as a trade-in.

You may graduate your commissions in order to place emphasis upon higher priced TV sets or appliances. Such a graduated commission would depend upon your own analysis of how much more these high-priced sales are worth to you than low-priced sales. You could then set up your own schedule for commissions in order to bring in a maximum profit to yourself. One such hypothetical schedule of commissions is given here purely for illustration.

| | |
|--------------|-----|
| \$ 0-\$99 | 5% |
| 100-199 | 6% |
| 200-299 | 7% |
| 300-399 | 8% |
| 400-499 | 9% |
| 500 and over | 10% |

When two salesmen choose to work on the same sale together it is customary to divide the commission equally between them. It may pay you also to assign part commissions to other people in your store. If your serviceman turns in a lead perhaps you may wish to pay him a small part of the commission and give the balance to the outside salesman. You may similarly wish to reward inside sales clerks who turn leads over to your outside salesmen for follow-up.

(A following article will continue the discussion on reducing sales costs, and will cover drawing accounts, salary - and - commission plans, bonuses, etc.)

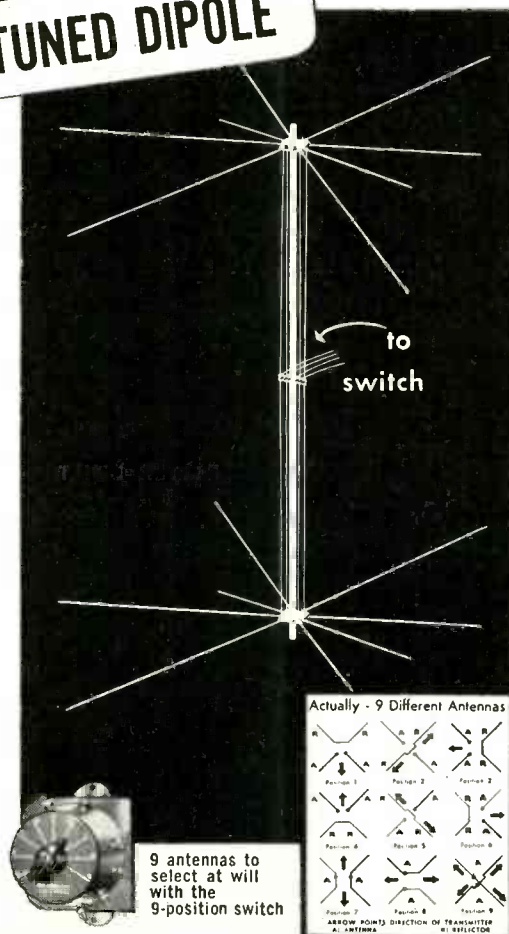
Calamaras Speaks in Texas

The North Texas Chapter and the South Texas Chapter of the National Electronic Distributors Association convened for a joint-chapter meeting at Houston, Texas recently. L. B. Calamaras, executive vice-president of NEDA, spoke to the members.

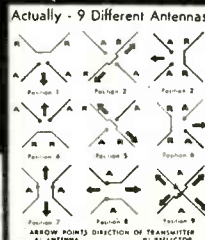
the most powerful TV antenna ever made

**22 DB GAIN
OVER A TUNED DIPOLE**

- ✓ 10 times more powerful than stacked ten element yagis.
- ✓ Motorless ALL directional and broad band VHF-UHF reception.
- ✓ Extends fringe area reception an additional 40 miles.
- ✓ Nine antennas in one — select antenna direction by flip of a switch located near the television set.
- ✓ Pre-assembled flip out symmetrical construction.
- ✓ Patented and manufactured by All Channel Antenna Corp.—Pat. #2,585,670—2,609,803.
- ✓ Ask your local jobber for literature . . . and see the All-Channel Antenna, now on display.



9 antennas to select at will with the 9-position switch



Beams the TV Set direct to the signal without a rotor, without moving parts. Brings in the best possible signal from any direction.

ALL CHANNEL ANTENNA
CORPORATION

70-07 QUEENS BLVD.

WOODSIDE, N. Y.

Zenith Promotes Two



Martin J. Toohill (left) has been promoted to central sales manager and Ray Hoefler (right) Eastern sales manager, it was announced by L. C. Truesdell, Zenith Radio Corporation vice-president of radio and television sales.

Kaye-Halbert Names Brembeck

Jack F. Brembeck has been appointed advertising manager of Kaye-Halbert Distributors, Inc., West Coast television manufacturer. He was formerly national advertising manager for the Western-Holly Company of Los Angeles, California. In his new post, Brembeck will direct all of Kaye-Halbert's advertising and publicity activities.

Hannigan Adds Two

Walter T. Hannigan, well-known New England representative, announces the addition of two more sales engineers to the sales staff of his firm, Walter T. Hannigan Company, making a total of four active outside salesmen covering distributors and industrial accounts in the six New England states which the firm covers. The new engineers are John J. Killelea and Wesley M. Hague, Jr.

Simpson Meters on TV

On a recent telecast of the "Mr. Wizard" show, a Simpson galvanometer was used to demonstrate electromagnetic principles. Both the meters and "Mr. Wizard" originate from Chicago—the galvanometer is made by Simpson Electric Co., 5200 W. Kinzie, and "Mr. Wizard" is Don Herbert of 219 West Eugenie. The show, although intended as a science review for children, has a 55% adult audience.

Raytheon Appoints Butler



James R. Butler (above) has been promoted to Raytheon merchandising manager, it was announced by William J. Helt, general sales manager of Raytheon Television and Radio Corp.



JONTZ

TV INSTALLATION ACCESSORIES

**SAFE... LONG LASTING
... EASY TO INSTALL**

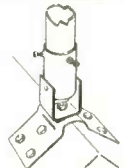
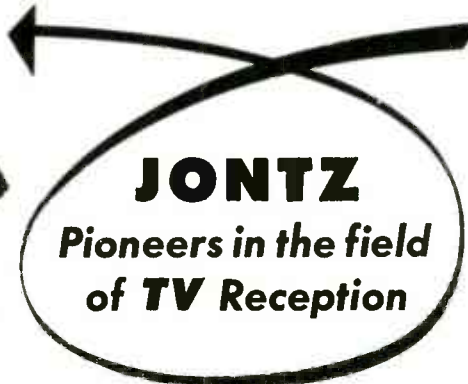
NATIONAL DISTRIBUTORS

NIKOH LOK-FAST TELE-TUBE MAST



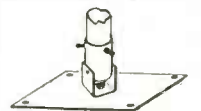
Made of highest quality electric weld steel tubing with heavy zinc galvanized coating. Expanded ends for rigid, telescopic fit... no welding, bolting, or fastening.

Jontz TV Installation Accessories give you extra quality, greater economy. All Jontz products are heavily zinc-plated with an additional chromate coating... six times more weather protection than ordinary zinc-plating.



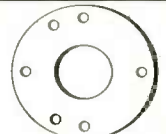
APEX MOUNT, MODEL A-5

4-way swivel mount for any type of installation. Fully adaptable to flat surface, peak roof, or corner mounting.



ROTARY MOUNT, MODEL S

4-way rotary base mount. Fits along roof peak for safe, easy installation.



GUY RINGS BY JONTZ

The answer to your guy ring needs. Handy Jontz guy rings may be used with either 3 or 4 guy wires... your choice of 5 I. D.'s.

**MODEL 200
"SUPER" KWICK CLIMB TOWER***

Finest self-supporting 50-ft. tower available. Withstands wind loads up to 100 m.p.h. . . . assures maximum safety with no guy wires. Approved by one of the world's leading liability insurance companies, when properly installed according to specifications. Constructed of highest quality rust-resistant 1-in., 14 gauge tubular steel . . . easy to erect, easy to climb. Available in 10-ft. sections . . . shipped complete with foundation mounting. Additional height up to 150 feet if required.

*Twelve men in photograph represent 2018 pounds!

Your inquiries will receive prompt attention.
Don't delay . . . write us today!

QUALITY  ECONOMY

MANUFACTURED BY

JONTZ MANUFACTURING CO.

1101 East McKinley, Mishawaka, Indiana, Mishawaka 5-5178



THE BIG PROFIT LINE FOR DISTRIBUTORS AND DEALERS!

Hi-Fi Selling

(Continued from page 56)

by modifying or modernizing his present equipment?

All these various types of customer have been reported by those dealers now doing a job in this field, and each is getting an appropriately different type of treatment. With the exception of that relatively rare type of customer who has \$500 to \$1,000 to throw into a "shoot-the-works" type of installation, the average prospect has to be led carefully up the ladder, possibly over a long period of time.

A typical case, outlined by one dealer, is that of a customer who owned what was once an expensive AM radio, 78 record-changer combination. This rather well-built instrument had a separate amplifier. So the first thing the dealer sold the customer was an AM-FM tuner and a 3-speed record changer, which he installed in the old combination. Months later, a magnetic pickup with diamond stylus followed. Still more months later, the customer expressed an interest in a better loud-speaker in a specially designed corner cabinet. Ultimately, this customer will probably get a higher quality amplifier—and then he will discard his old radio cabinet for a custom cabinet installation.

Another typical case—but one which took a different approach—was that of a customer who was well satisfied with the quality of his radio-phonograph; but was unhappy with a separate console for this and another for his TV set. He just wanted a custom cabinet installation, without any new "insides," except that he wanted his TV sound to play through the radio amplifier. Eventually, he, too, took the first step toward replacing some of his components—a step which began a usually endless process of improvement—since the "Hi-Fi bug" is never satisfied. Besides, the industry is continuously offering something new and better to pique his curiosity. This is part of the "striving" we mentioned earlier.

So this is the first step in selling the Hi-Fi prospect: don't scare him away with a superior attitude about Hi-Fi. This latter attitude is manifested by two mannerisms designed to *un-sell* prospects: (1) "This sound you're hearing is high fidelity, and if you don't like it, you've got a tin ear." and (2) "If that's all you want to spend, you don't want high fidelity."

Ridgeway TV TABLES AND BASES



Two "Hot" Numbers!
No. 4000: Revolving top TV table. Mahogany veneer top and selected hardwoods.

No. 4100: Adjustable TV base. Mahogany veneer end panels and selected hardwoods. Adjustable from 18" to 24" wide.



Ridgeway TV tables and bases, from designing board to the finished product, are produced at modern Ridgeway plant. That is why they offer consistent high quality, smarter styling, greater value, bigger profits. You build greater customer satisfaction when you feature, promote and sell Ridgeway TV tables and bases.

Ridgeway Low Priced TV Tables are Your Hottest Promotional Line and Traffic Builder!

Your Inquiry Brings Complete Distributor or Dealer Information

New York Sales Offices, TV Furniture
LOUIS R. GOLDMAN & CO.

251 West 42nd St., New York 36, N. Y.



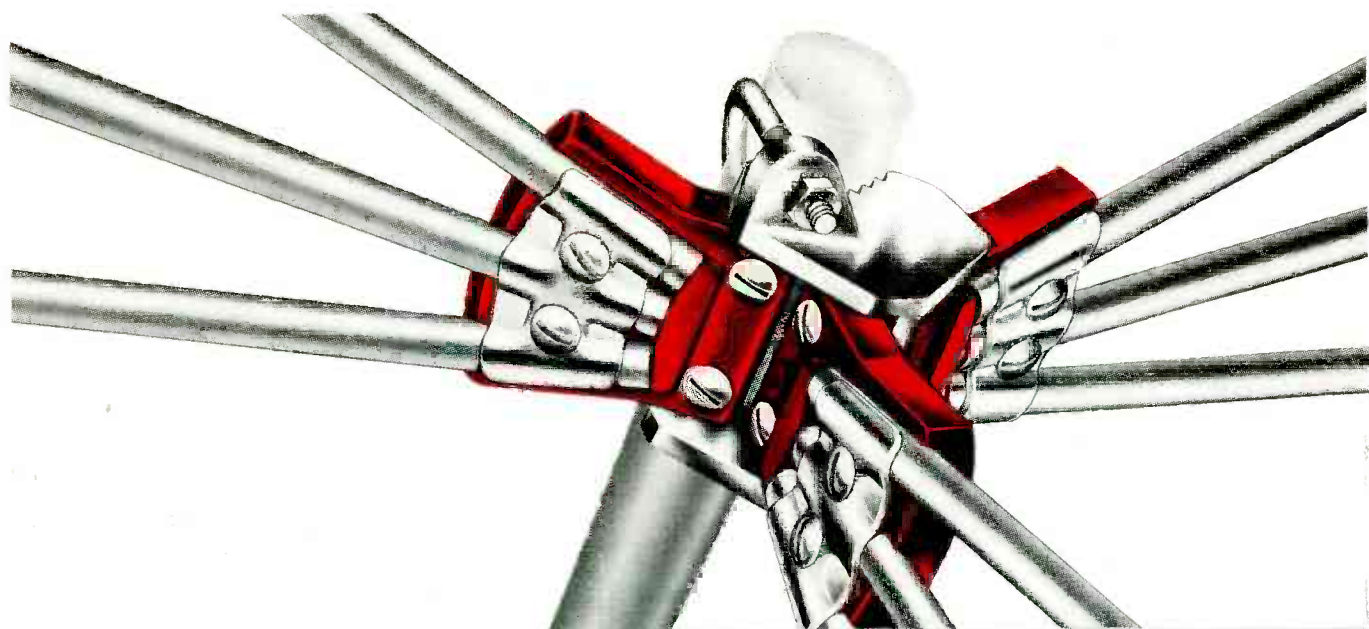
SERVICEMEN!

Have You Entered
THE BIG

Jensen
\$5,000.00

Cash Prize Contest?

SEE YOUR *Jensen* NEEDLE DISTRIBUTOR
TODAY FOR DETAILS AND ENTRY BLANKS.



Snyder
PHILADELPHIA

Directronic

MOTORLESS TV AERIAL SYSTEMS

**TV'S MONEY
MAKER**

EXCLUSIVELY YOURS

SNYDER MFG. CO.

ANTENNA - ENGINEERS[®]

PHILADELPHIA

WORLD EXPORT: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.

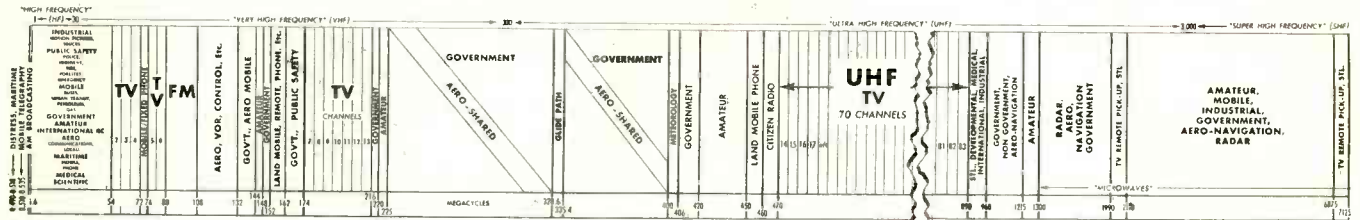
CANADIAN DISTRIBUTOR: VAN DER HOUT ASSOCIATES, LTD., TORONTO

SOLD BY THE BEST EVERYWHERE

H. L. DALIS, INC. NEW YORK
ALMO RADIO PHILADELPHIA
WHOLESALE RADIO BALTIMORE
SILBERNE RADIO . . . WASHINGTON, D. C.
CHAS. FRESHMAN CO. CLEVELAND
RADIO PARTS CHICAGO
LACKS WHOLESALE HOUSTON
KAEMPER & BARRETT . . . SAN FRANCISCO

HOW TV CHANNELS FIT INTO THE COMPLETE BROADCASTING SPECTRUM

This chart shows how the "air" has been allotted for commercial, educational, public safety, entertainment and other purposes. Present VHF-TV (Channels 2-13) gets about 1% of the total, UHF-TV (14-83), 6%



you can SEE the difference

SCREEN-WISE THERE'S THE DIFFERENCE

There's a visible difference in the screen itself which is acquired through Thomas' attention to every detail in the process of screen production of Phototron.

45 TESTS MAKE THE DIFFERENCE!

Thomas Phototrons are given 45 individual tests to maintain their high standards.

Quality control Assures the Difference in Television Picture Tube Manufacture . . .

A **Difference** which is **seen** in the **screen** — influencing long-lasting, true-to-life picture reproduction! Naturally, Thomas continues to maintain this rigid supervision in all other phases of tube construction which has made Thomas the leading name in picture tubes. That's why top TV set makers insist on Thomas Phototron tubes!

Write or phone now for complete information and **see the difference.**

Thomas Phototron picture tube ELECTRONICS
PASSAIC NEW JERSEY

Bendix Adds to Line; Will Market White Goods

Judson S. Sayre, vice-president of Avco Manufacturing Corp. and general manager of the Bendix division, recently confirmed rumors that Bendix plans to market a full line of electric refrigerators, ranges and home freezers. The company expects to have full national distribution by the last half of 1954. At the same time, Sayre hinted that Bendix would expand its automatic home laundry line. He stated that "Bendix does not plan on complete national distribution of its kitchen products immediately. Many of our distributors do not now handle kitchen appliances, having either dropped other lines waiting for ours or planning their own expansion into this field to coincide with ours." He said the company's first obligation would be to supply those distributors adequately. Later, as production increases, he explained, Bendix can expand into additional markets. The exact dates when the new line will be shown to Bendix dealers and distributors have not been determined.

JFD Sales Campaign Boosts Sales of Arresters

A recent advertising campaign to electronics parts jobbers and dealers prepared and conducted by the advertising department of the JFD Manufacturing Company, Inc., has resulted in a rise in sales of JFD lightning arresters, particularly model AT105, according to officials of the company. The "lip" on the arresters—a retaining flange which prevents lead-in wire from slipping or twisting away from its position, has been met with remarkable response by dealers and installation technicians. According to Julius Finkel, president of JFD, orders for lightning arresters received by the firm's sales department cannot be filled as wished because of plant limitations. Nonetheless, these limitations will soon be eliminated as a result of factory expansion. As soon as the latter is completed, up to 30,000 lightning arresters will be produced and shipped from the plant per day.

For Late Sales Reports—
See "State of the Market"
Page 95, This Issue

make
on-the-spot
accurate
linearity adjustments
with new
incomparable

RMS only
24.90
PORTABLE BAR GENERATOR list



MODEL BAR-1



Monster from Mars? . . . no; just linearity out of adjustment . . . and you have no test pattern to aid you. Out of your kit comes your RMS Bar Generator . . . in a matter of minutes the job is done *accurately*. Your savings in eliminating "call backs" *more* than makes up the unbelievably low cost of this truly fine instrument.

- Provides adjustable number of both vertical and horizontal bars for easier alignment.
- Complete integral unit with no other equipment required.
- Ceramic condensers and other high quality components throughout.
- Treat yourself today . . . to A much finer instrument at a much lower price!



RMS

2076 BRONXDALE AVE.
NEW YORK 60, N. Y.

SEE
YOUR
LOCAL
JOBBER

Your Hottest Line For Christmas Gift Selling!

It's the Big Year 'Round
Profit Line Also!

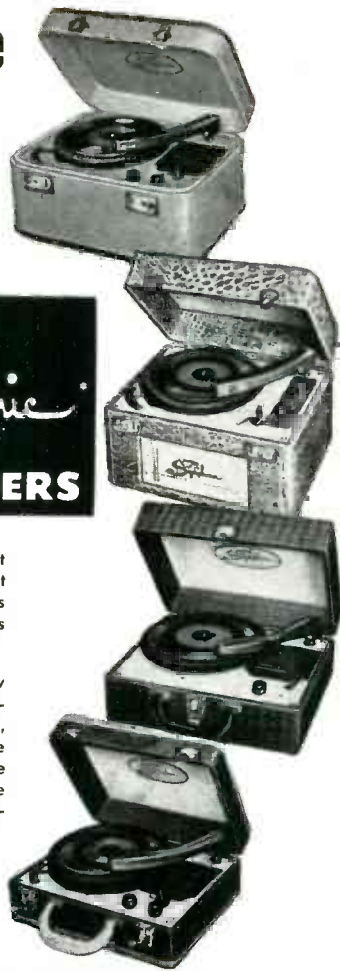


In every field one line stands out as the value leader and profit maker! In portable phonographs and radio-phono combinations that line is Symphonic!

Exciting new features! Smart new styling that introduces the revolutionary luggage type train case, stunning new coverings in a wide range of colors and trims, the world's finest record changers, the greatest array of values ever offered the consumer.

DISTRIBUTORS: America's largest manufacturer of record players and radio-phono combinations has a number of choice territories available. Write for information.

SYMPHONIC RADIO & ELECTRONIC CORP.
160 North Washington St., Boston 14, Mass.
New York Offices: 1926 Broadway, New York 23, N. Y.



Creating \$ALE\$ for YOU with Consumer Advertising!

with
Television Spots
Throughout
the country

with
**TV Consumer
Magazine Ads**
Throughout the country

\$9.95
LIST
PRICE

*U. S. Patent No. 2,495,579
Canadian patents 1951

Available at leading jobbers!

The Genuine
HI-LO TV
Spiral-Tenna
Model 101 (indoor)

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

Brach UHF-VHF products . . .

Quality products at
no extra cost!

TA-483
Bowtie

TA-479
Corner Reflector

TA-481
Duo! V

TA-452
VHF/UHF Bow Tie

UHF Mul-Tel

UHF

VHF

TA-482 Universal Indoor

FREE
Write for
New Booklet
"UHF Antennas
and Systems"



MANUFACTURING CORP.
200 CENTRAL AVE., NEWARK 4, NEW JERSEY
Division of General Bronze

GLAMORIZE YOUR DELIVERIES



It shows what you think of
your merchandise

What it means to YOU

- Customers say, "How nice you handle your television sets" . . .
- Customer does not look for scratches on these kind of deliveries . . .
- Clean the sets in your store and set them in your customer's house spotless . . .

**IT PAYS BIG
DIVIDENDS**
Order Today



- Enclose check for items marked below. Immediate delivery C.O.D.'s. Guaranteed to be as represented.
- No. 350 17" Table Model Cover for TV \$9.50
 - No. 351 21" Table Model Cover for TV 12.50
 - No. 300 30" Wraparound Console Cover 16.50
 - No. 301 36" Wraparound Console Cover 18.95
 - No. 222 42" Hooded Type COMB. TV or Range Cover 19.95
 - No. 200 4'-12" Refrigerator Wraparound Cover 22.95
 - No. 90LD E-ZEE-LIFT Kit—300 pound capacity 12.95
 - No. 100HD E-ZEE-LIFT Kit 1200 Pound capacity 19.95
 - No. 400 Top-O-TV Pads for Showroom. Kit contains 12 Pieces, all sizes. (Wool) 11.50
- Circular on request

NEAL PRODUCTS CO.
MARLBORO 37, MASSACHUSETTS

Landers, Frary & Clark Sales Training Meetings

According to Lee Moss, sales manager of the home cleaning equipment division, Landers, Frary & Clark's series of 301 grass root sales training meetings were generally successful. Nearly 8,000 retailers and their sales personnel turned out for the 301 meetings held throughout the country, which were intended to "educate the greatest number of Universal retailers in selling in the shortest period of time during the selling season." Two vital sales needs were brought to light at the meetings. Dealers admitted a lack of knowledge as to the proper use of promotional materials to get customers into their stores, and a lack of knowledge as to the proper closing of a sale. Moss said that the retailers have proven that they mean to incorporate what they learned in the meetings by increasing their orders for cleaners, display and promotional materials. Realizing the need for intensive training in retail selling, Universal, using a "grass roots" approach, stressed more meetings and smaller meetings to insure intensive instructions. Between 18 to 45 persons attended each meeting in various sections of the country. Meetings were conducted as clinical workshops and included product training, tested sales techniques, merchandising methods, store and home demonstrations, advertising, promotion and publicity tie-ins for local area promotion. Sales staffs learned how to handle trade-ins, service and house-to-house selling. Twenty district managers and five regional managers of the home cleaning equipment division equipped with special trailers containing sales training props and merchandising materials conducted the meetings.

New Hoffman Ad Manager

Colan McKinnon has been named advertising and sales promotion manager for Hoffman Television, Los Angeles Sales Division. He will serve under the direction of Robert W. Davis, general manager of the division.

Motorola-N.Y. Distributing IH

International Harvester refrigerators, freezers, air conditioners and dehumidifiers are now being distributed by Motorola-N.Y., in the metropolitan area. The distributing firm is headed by Edward L. Pincus, president.

New Du Mont Sales Package

New Du Mont sales aid package, the "Trailblazer" consists of seven separate elements, and includes complete in-store material as well as consumer booklet giveaways.

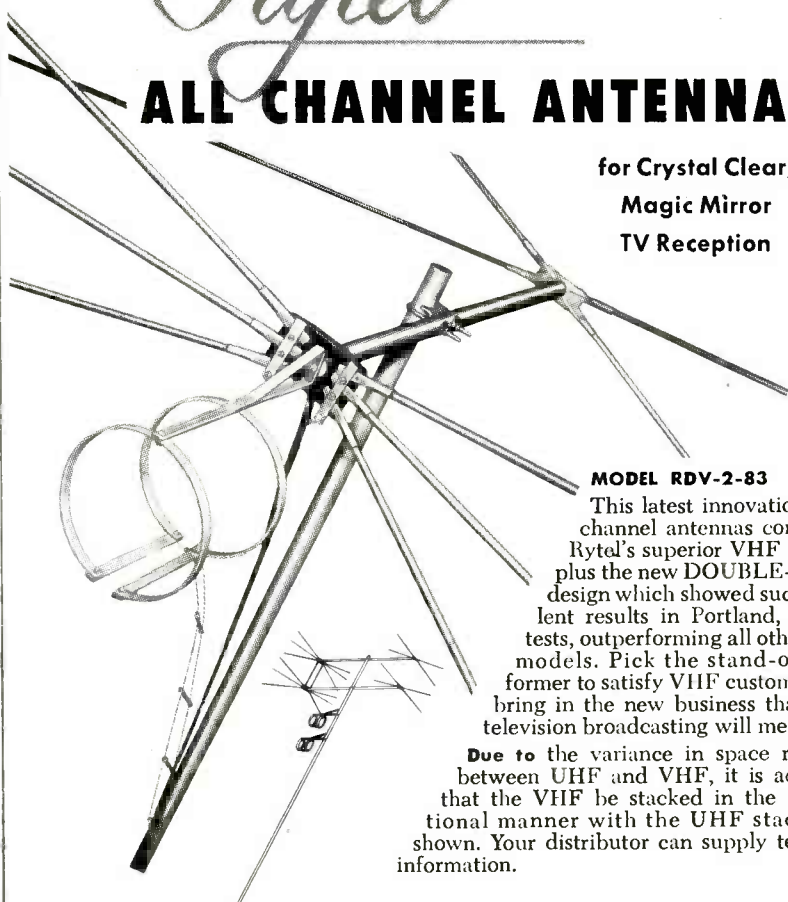
McCusker in Sales Post

Richard J. McCusker has been named assistant sales manager of the Westinghouse Television-Radio Division. The appointment was made by Joseph F. Walsh, sales manager.

Rytel

ALL CHANNEL ANTENNA

for Crystal Clear,
Magic Mirror
TV Reception



MODEL RDV-2-83

This latest innovation in all channel antennas consists of Rytel's superior VHF antenna plus the new DOUBLE-O UHF design which showed such excellent results in Portland, Oregon tests, outperforming all other UHF models. Pick the stand-out performer to satisfy VHF customers and bring in the new business that UHF television broadcasting will mean.

Due to the variance in space required between UHF and VHF, it is advisable that the VHF be stacked in the conventional manner with the UHF stacked as shown. Your distributor can supply technical information.

MODEL RDV-1—A skillfully-engineered VHF antenna including:

New type head made of latest "high impact" plastic; will not break, crack or swell. Unique locking design with flat metal strap to insure complete metal-to-metal contact. This means 300 times more effectiveness in electric contact, superior mechanical gripping power.

Special locking of twin leads before attaching to terminals which eliminates breaking loose of leads.

Reinforced elements with closed ends.

MODEL RDO-14-83—The new DOUBLE-O for UHF may be ordered as a separate unit. Features include:

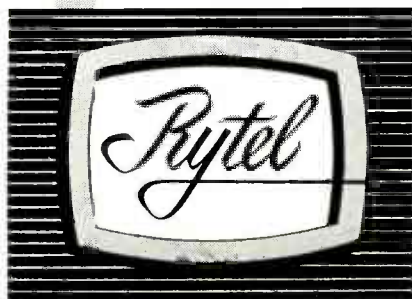
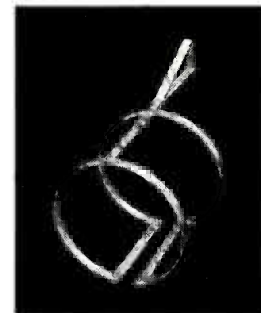
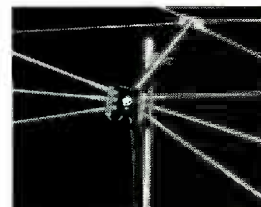
2 circle antennas fed 90 degrees out of phase with a gain of 3.8 db, plus 1 db gain over a single dipole in each of 2 circles for an overall gain in forward direction of 5.8 db.

The Double-O uses air as the dielectric and is supported at a current node (ground potential).

Greater directivity along a horizontal plane.

Low pickup response in vertical directions.

Noise and multipath reflections cancelled out at feed-point.



RYTEL ELECTRONICS MFG. CO.
9820 Irwin Avenue • Inglewood, California

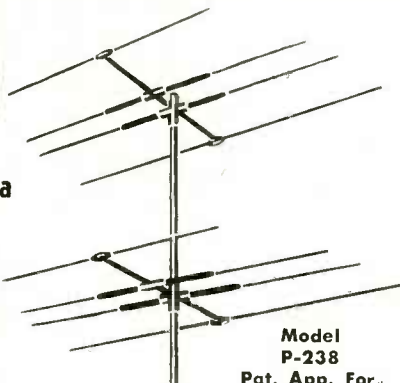
Also connector clips, impedance matches, tube reactivators, tube-pullers, etc. Over 700 Rytel distributors in the United States. Write for further information.

Best Outdoor ANTENNA

Double Stacked - Fringe Area All Wave YAGI TYPE ANTENNA!

Completely reengineered for better performance and many mechanical improvements.

- Peak reception on all channels
- Single and stacked arrays engineered to perfect impedance match to 300 ohm
- Designed for maximum strength—sturdy construction—completely pre-assembled
- 23 degree beam width rejects ghosts, interference and noise
- Two and four stacked arrays giving phenomenal fringe-area results all over the country.



Model P-38—single unit

Model P-238—Two stacked with stacking bars

Model P-438—Four stacked with stacking bars

SOLD THROUGH JOBBERS ONLY!



Triaer Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

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

RMS Previews UHF

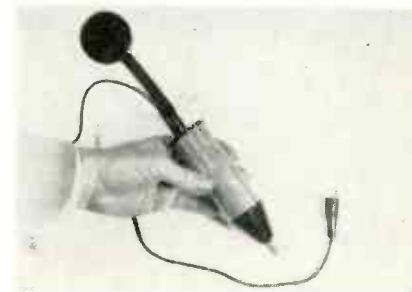
UHF-expectant television servicemen were given an eye-witness account of the Portland, Ore., UHF experience recently by Martin Bettan, director of sales and engineering for Radio Merchandise Sales, Inc. At a recent RMS forum, Bettan told how he led dozens of test crews over selected localities of the area in an attempt to ascertain the UHF reception performance of various antennas. He said that only three types of antenna models were consistently efficient, and added that the experience obtained by himself and his engineering crews confirmed his company's previous recommendation of caution and patience in dealing with the UHF situation.

Motorola Names Center

Allen H. Center, formerly public relations director for the Parker Pen Company, has joined the staff of Motorola, Inc., Chicago, as public relations director. He will have the responsibility of guiding and executing public relations policies and programs for the electronics firm.

Lee SERVISSET

"Serviset" is a new, compact portable test unit for TV, radio and all types of communications equipment. In appearance smaller than the average high voltage probe, Serviset can be used for RF



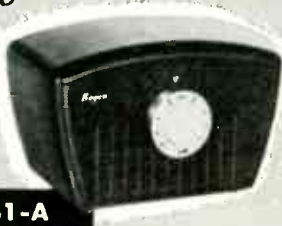
and AF signal tracing; AC-DC or pulse voltage indicator, ranges 0/60/500/20,000 volts; Lo ohms continuity and short indicator, range 0-5 ohms; high ohms continuity and leakage indicator, ranges 0/500K/20 megohms; checks condensers of all types for shorts, opens, leakage or intermittents at their rated voltage; provides 2 capacitance and 3 resistance for substitution. Compact turret-type chassis inside handle contains resistors,



condensers, a neon indicator, lamp indicator (can also be used as trouble lamp), battery, crystal diode and associated circuits. Circuits are selected by plugging test leads into appropriate pin jacks in base. Provided with fabric carrying pouch and all accessories including high impedance phone, test lead, phone extension cord, special TV high voltage adaptor, Klipzon tip and instruction manual outlining specific testing and trouble-shooting techniques for countless radio and TV faults. Dealer net is \$24.95. Lee Electronic Labs, Inc., 233 Dudley St., Roxbury 19, Mass. —TELEVISION RETAILING.

The Proof is in the Picture!

Bogen TV BOOSTERS



BOGEN MODEL BB1-A

- PRECISION-TOOLED TUNING MECHANISM
- SEPARATE TUBES FOR HIGH AND LOW BANDS
- NO HOT LEAD SWITCHING
- TURNS ON-OFF AUTOMATICALLY WITH TV SET

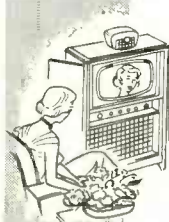
— to work with new and old front end designs

It's the picture received under difficult conditions that proves the value of a TV Booster. The BB1-A retains the features which put the proof in the picture for hundreds of thousands of users of the now famous BB-1 booster. Two 6J6 triodes in independent push-pull circuits provide separate amplification of the low and high bands, without hot lead switching. In addition, significant improvement has been effected in both noise and gain characteristics. Striking in appearance the BB1-A offers the convenience of one knob tuning from channels 2 thru 13 plus automatic "on-off" control. LIST PRICE \$32.50

BOOSTER MODEL AMB-1
Antenna mounted, fully automatic broad band booster, immune to weather. Amplifies signal before line losses occur for better signal to noise ratio. LIST PRICE \$79.50

BOOSTER MODEL BIB-1
Automatic broad band booster readily concealed in or behind set. Requires no tuning, turns on-off automatically with TV Set. Just install and forget. LIST \$55.50

CALL OR WRITE FOR COMPLETE LITERATURE



DAVID BOGEN CO., INC.

29 NINTH AVE., NEW YORK 14, N. Y.

A Quarter Century of Electronic Equipment Specialization

SUPERIOR PERFORMANCE

OF SYLVANIA PICTURE TUBES NOW PROVED BEYOND ALL DOUBT

HERE'S THE
FULL REPORT!



| LIFE TEST MAGNETIC TUBES United States Testing Company Hoboken, N. J. | | | Test No. 1-5526 Date 10-11-52 Engineer A.S.M. |
|---|--------------|--------------|---|
| Mfr. | Tubes Tested | Tubes Failed | Point Quality |
| A | 8 | 3 | 76 |
| B | 8 | 4 | 79 |
| C | 8 | 6 | 62 |
| D | 8 | 4 | 74 |
| E | 8 | 4 | 67 |
| F | 8 | 5 | 42 |
| G | 8 | 4 | 52 |
| H | 8 | 5 | 30 |
| SYLVANIA | 8 | 0 | 93 |

Exhaustive tests by United States Testing Company prove Sylvania Picture Tubes out-last, out-perform all others tested!

● Hour after hour for over 1,400 consecutive hours, Sylvania Picture tubes were tested side by side with tubes of 8 other manufacturers. The chart at right tells the remarkable performance record. Note that only Sylvania Picture tubes showed no failures. Here's the conclusion of the U. S. Testing Company Report: "On the basis of an ultimate Life Test Evaluation of the eight tubes of each brand tested, it is our

opinion, that the averaged overall qualities measured on the Sylvania Tubes were superior to the averages of the other brands tested."

*United States Testing Company, Inc., Test No. E-5526.

We'll be glad to send you full details of this report. Send your request to Sylvania Electric Products Inc., Department R-2412, 1740 Broadway, New York 19, N. Y.

HERE ARE
THE
CONCLUSIONS!



SYLVANIA



RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

Trav-Electric

\$15⁹⁵
LIST

Model 6-1160

MIGHTY MIDGET CONVERTER

*Just plug into
Cigar Lighter on Dash*

Converts 6 volts D.C. to 110
volts A.C. 60 cycles 40 watts.



PORTABLE PHONOGRAPH



IN THE CAR - IN THE TRUCK



DICTATING MACHINE



ELECTRIC SHAVEN



IN BOATS



AT PICNICS - OUTINGS

Ideal for phono-
graphs and turntables
at beach, or picnic.

Radios, short wave
or broadcast bands
in car, truck and
cabin, etc.

Small dictating ma-
chines . . . ideal for
salesmen, business
or professional men.

Electric shaver works
beautifully when it
is plugged into Trav-
Electric. A great time
saver.

Boats—the 110 volts
A.C. operates radios,
lights, etc.

Ideal for outdoor
musical entertain-
ment from table ra-
dio to phonographs,
including most wire
and disc recorders.

Fully Guaranteed
THOUSANDS IN USE
FULL DEALER AND
JOBBER DISCOUNTS.



Model 6-1160

Size 2½" x 2½" x 3½"

TERADO Company

Mfrs. of Precision Equipment

1068 Raymond Ave., St. Paul 14, Minn.

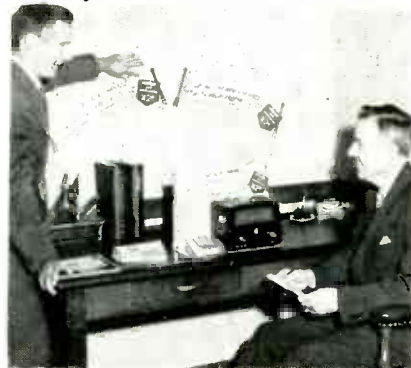
In Canada Write: Atlas Radio Corp., Ltd.
560 King Street West, Toronto 28, Canada

Veteran Representative



Ben Joseph, who heads firm by the same name at 509 Fifth Ave., New York City, became a rep in 1924 for the Interstate Electric Co., St. Louis, who were later absorbed by the Baldor Electric Co. He also represented the Radio Robot Co., Cleveland, and the Ballston Insulating and Composition Co., of Ballston Spa, N. Y.

Mallory Convertor Promotion



The P. R. Mallory Co. is backing its UHF convertor (retail, \$42.50) with the pictured sales aids. W. H. Dunning (left), advertising manager, and Earl Templeton, distributor division manager, plan distribution of the promotion.

Sylvania Promotes McDonough to General Manager



John K. McDonough (left) has been appointed general manager of the radio and television division of Sylvania Electric Products Inc., vice-president Arthur L. Chapman (right) has announced. He will now supervise four plants at Williamsport, Pa., High Point, N. C., Boston, and Buffalo, N. Y., where he will headquarter.

Walsco Tests Antennas in Portland "Proving Ground"

As America's first commercial UHF station opened in Portland, Ore., the area suddenly became a proving ground for new UHF antenna models. The Walter L. Schott Co. took this opportunity to test two all-channel Walsco antennas—the Reflecto-Fan and the Corner Reflector. After extensive lab research, these models were given a series of tests under strenuous field conditions. Shortly after, Walsco presented its line to the trade, offering actual polar recordings of horizontal and vertical field patterns. The reflecto-fan receives all UHF channels from 14 to 83. It is constructed of heat-treated alclad alloy. Walsco has attached an unconditional guarantee for one full year to both of its new, all-channel antenna models.

Siragusa Predicts '53 Sales In Old and New TV Markets

Although approximately 50 new television stations are expected to get into operation throughout the United States by the end of 1953, Ross D. Siragusa, president of Admiral Corporation, estimated that far more sets will be sold in present markets for possibly two years. He predicted from 750,000 to 1,250,000 TV receivers will be sold in new markets from the present time to the end of 1953, out of an anticipated total sale of more than 6,500,000 sets during that period. A critical shortage of TV receivers now exists, he said, due to the exceptional pickup in Fall sales resulting largely from the general healthy state of business and the keen public interest in the Presidential political campaign.

Broadcast Stations in U.S.

| | AM | FM | TV |
|--------------------------|------|-----|-------------------|
| Stations on Air | 2363 | 578 | 111 VHF & 2 UHF |
| Under Construction (CPs) | 147 | 70 | 67 UHF & 25 VHF |
| Applications Pending | 235 | 9 | 306 UHF & 461 VHF |



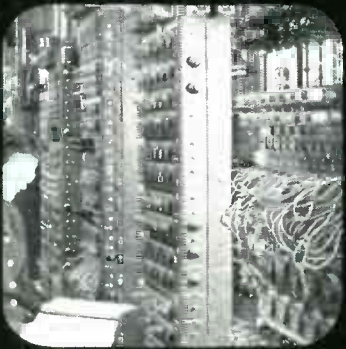
Mica specifications checked to thousandth-inch accuracy.



Completed mounts are inspected for visual defects.



Statistical control assures uniformity of quality and performance.



Life tests prove Tung-Sol Tubes can take it.

Complete control of materials and manufacturing procedures makes Tung-Sol Tubes dependable!



You can build a reputation on Tung-Sol Quality



TUNG-SOL ELECTRIC INC., Newark 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark

TUNG-SOL MAKES All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.

CLEAR TV PICTURE

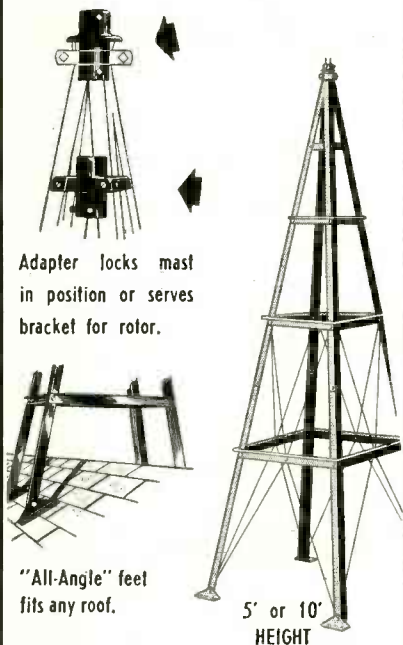
119 MILES FROM STATION



WITH A
TV

WINPOWER
TOWER

Eliminate tower-mounting headaches. Insure better reception and fewer service calls with America's Lowest Cost TV Tower.



Adapter locks mast in position or serves bracket for rotor.

"All-Angle" feet fits any roof.

5' or 10' HEIGHT

DEALERS PROFIT TWO WAYS

1. One man erects a neat, firmly supported antenna without special tools. Towers are light weight easy handling — individually packaged. Reduces objectionable guy wires.
2. Increase television sales with these permanent tower installations. Raise antennas to correct height with mast adapter. Reception goes up — service calls go down.

WRITE FOR PROFITABLE DEALER PLAN

WINPOWER
NEWTON, IOWA U.S.A.

Appliance New Products

Coolerator

Room air conditioner models incorporating compact size as an engineering feature are model AB-33 with a $\frac{1}{8}$ HP motor at \$229.95, model AB-50 with $\frac{1}{2}$ HP motor at \$329.95 and the $\frac{3}{4}$ HP models AB-75, \$399.95, AB-76, \$419.95 and AB-77, \$419.95, the latter for 236 V. and 208 V. operation. Completing the room air conditioner line is the 1 HP model AB-100. Outstanding features are thermostatic control, two-speed operation and reduced projection into the room. Coolerator's new upright freezer line includes the UFB-322, 32 cu. ft., 2-door mod. with 1127 lb. food capacity, \$899.95. UFB-252 is a 25 cu. ft. model with door racks, 24.8 sq. ft. of shelf space and 882 lb. capacity, \$699.95. UFB-183 has 18 cu. ft. storage space, 641 lb. capacity, and lists at \$599.95. Chest-type freezers are the FB-105, 10 $\frac{1}{2}$ cu. ft. model, \$399.95; FB-141, 14 cu. ft. model, \$459.95; and the FB-200, 20 cu. ft. model, \$599.95.

New electric ranges are the HB 20, double-oven, color-guide push-a-button range retailing at \$439.95; the HB-19, with most of the deluxe features of the HB-20 but one oven and large warmer drawer, \$359.95. HB-18 is a single-oven range which lists for \$294.95. In the medium-priced line is the HB-17, double-oven model, listing at \$294.95. HB-16 follows close behind in deluxe features and modern convenience, and is priced at \$269.95. Budget models include HB-15, full-size range with 3 surface units and a deepwell cooker; two kitchenette ranges, the HB-12 and HB-14, both 20" wide. Coolerator Co., 128 W. First St., Duluth 1, Minn.—TELEVISION RETAILING.

GE 1953 LINE

Two new automatic defrosting refrigerators, the standard LC-87 and the deluxe LD-87, are single door models with 8.7 cu. ft. capacity and a top freezing compartment. New combination refrigerator-freezers, LK-95 and LM-95 are single door models with 9.5 cu. ft. capacity and have a separate, well-insulated inside door. The deluxe LH-11 is a two-door model with 11 cu. ft. capacity. Two new manual defrost refrigerators, the LB-92 and the LA-92 have 9.2 cu. ft. capacity, top freezing compartments and a deep, full-width chiller tray. A third, the LA-76, has one sliding vegetable drawer. The last new manual defrost refrigerator, the 4 cu. ft. NB-4 has corrosion-resistant round steel wire shelves.

A new GE dishwasher is available in two models. The UC-120A, undercounter dishwasher, is a top-loading, front-opening unit that can be installed under new or existing counter tops. The same dishwasher combined with a sink is designated model SE-120A. The dishwasher slides under the drainboard on the right hand side; handy storage space and door towel rack are provided under the sink. UC-120A retails at \$339.95 and SE-120A, at \$469.95.

Two new room air conditioners will adjust themselves automatically to room temperature changes. The refrigerating mechanism is controlled by a thermostat. Units dehumidify the air as they cool it, filter out most dust and dirt from the air, and reduce air-borne pollen. Three louvered vents can be rotated independently to channel air flow in any direction. Model FA-75A (220-V. operation) retails at \$436.95—(110 V. operation) \$429.95. Model FA-55B retails for \$349.95.

Food freezers in the new GE line include Model UA-14 upright freezer, which has a 490 lb. capacity and can quick-freeze up to 75 lbs. of food in 24 hours—stands 71" high and is 32 $\frac{3}{4}$ " wide, and 7-cu. ft. chest-type Model HA-7, which is 38" high, 33" wide and 29 $\frac{1}{2}$ " in overall depth. It has a 245 lb. capacity and can quick-freeze up to 45 lbs. of food in 24 hrs. The HA-11 completes the food freezer line. It has a capacity of 389 lbs., and can quick-freeze up to 60 lbs. of food in 24 hours. Retail prices are \$499.95, \$299.95 and \$429.95 respectively.

Ranges: Major innovations of the new line of eight full-size ranges are: an automatic deep fat fryer attachment for two models; improved extra high-speed surface cooking unit for five models; and for all models, a contoured body design and a larger oven. The new models are the Stratoliner, Liberator, and Speedster, deluxe models; medium-priced Airliner and Constellation; popular-priced Stewardess and Leader; and the economy-priced Beacon. In a separate category is the Studio range. It is only 19 $\frac{1}{2}$ " wide. Prices range from \$499.95 for the Liberator to \$179.95 for the Studio.

Three new wringer washers are the deluxe WC-830, the WC-430, and the WC-230. WC-830 has a timer which controls the wash period up to 15 minutes and an "instinctive" wringer. Holds 10 lbs. of dry clothes at one time. WC-430 has a wringer whose rolls automatically adjust themselves to the thickness of the garment to take out a maximum amount of water. 8 lb. dry clothes capacity. WC-230 is designed for the popular-priced field, and also holds an 8 lb. load.

Two new automatic washers, standard AW-5B4 and deluxe AW-5B8, are top-loading, free-standing machines that require no bolting or reinforced floors for installation. They operate on the agitator principle and will automatically wash, rinse and spin dry up to nine pounds of assorted dry clothes, then dry themselves off. GE's new ironer line is restricted to two models, the AR-30 portable rotary ironer, and the IF-810, pedal-controlled, automatic, flatplate ironer. They retail for \$65.90 and \$279.95 respectively. General Electric Co., Major Appliance Division, 3190 Liberty St., Louisville 2, Kentucky—TELEVISION RETAILING.

(More Appliance New Products on page 47)

DOWN GO CALL-BACKS

UP GO PROFITS

That's why...



Federal TV PICTURE TUBES

**... ARE THE REPLACEMENT
CHOICE OF MORE AND MORE
SERVICEMEN**

**Federal tubes are designed right, made
right, factory-tested to the hilt . . . and
BACKED BY A YEAR'S GUARANTEE!**

FEDERAL is fast-growing in demand as a *profitable* picture tube replacement, because Federal goes the limit to assure your customers *steady satisfaction!*

Every Federal tube must measure up to exacting standards of efficiency for breakdown and stray emission (at max. ratings), ion trap current, central grid cut-off, zero bias beam current, focus voltage current, highlight brightness, leakages, shorts, gas ratio, screen and glass quality . . . plus other characteristics. Tests include the tough 500-hour operation run.

Moreover, a unique, prior-to-shipment check-up follows a 24-hour minimum storage period—an *extra provision for trouble-free performance!*

Start now to protect *your* replacement profits with Federal picture tubes . . . the tubes backed by decades of experience in producing highest-quality vacuum tubes for broadcast, military communications and other major uses.

Consult your Federal distributor for full information and prices.

FEDERAL POPULAR-SIZE TUBES INCLUDE: 12½ and 16-inch round; 14, 16, 17, 20 and 21-inch rectangular. Write for your free copy of Federal's Television Picture Tube Data Book.

Federal



Telephone and Radio Corporation

VACUUM TUBE DIVISION • 100 KINGSLAND ROAD, CLIFTON, NEW JERSEY
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

"Federal always has made better tubes"

teamed together for
Better TV Picture Quality



AMPHENOL
-INLINE*
 ANTENNAS

**AMPHENOL
 TUBULAR
 TWIN-LEAD**

This combination of the famous Amphenol Inline Antenna and the extremely low-loss Amphenol Tubular Twin-Lead permits any TV set to present the best picture it possibly can.

The Amphenol Inline is the superior all-channel antenna. The Inline has uniform gain over the entire range of VHF channels—less variation than the 3 decibel change which determines "fuzziness." Its strong forward reception lobe practically eliminates any pick-up of unwanted secondary or reflected signals.

The Amphenol Tubular Twin-Lead provides very low-loss and constant impedance. The tubular construction minimizes the effect of moisture and dirt deposits on the concentrated field of energy and ends weather interference. Because of these characteristics, Amphenol Tubular Twin-Lead has been recommended by leading TV manufacturers and authorities for any installation where UHF is, or will be, available.



This illustration clearly shows that the concentrated field of energy between the two conductors, which are 7 strands of #28 copper weld wire, is contained by the tubular construction. This important field of energy is unaffected by any exterior conditions.

| | |
|-------------------------|---------------|
| Nominal Impedance | 300 ohms |
| Velocity of Propagation | 84% |
| Attenuation db/100 feet | 30 mc — .63 |
| | 60 mc — .93 |
| | 100 mc — 1.25 |
| | 200 mc — 1.82 |
| | 400 mc — 2.7 |
| | 500 mc — 3.0 |
| | 700 mc — 3.6 |
| | 900 mc — 4.2 |

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



ROLL UP SALES
 with **Roland**



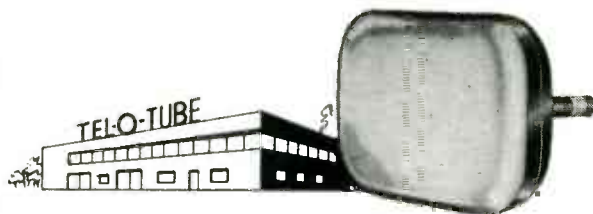
- ★ EXCITING VALUE
- ★ THRILLING PERFORMANCE
- ★ HANDSOME STYLING

TROUBADOUR, AM/FM RADIO PHONOGRAPH, Model 8XF1. 8 tubes including rectifier; selective superhet circuit; permanent magnet Alnico V speaker; automatic volume control. Phonograph plays all size, all speed records. Simulated Mahogany or blond fabric covered case.

Write for catalog and full details.

ROLAND RADIO CORP.

12-30 Anderson Ave.
 Mount Vernon, N. Y.



TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 27 inches Round and Rectangular

Electrostatic Focus Tubes

Send Today For Complete Specifications

TEL-O-TUBE CORPORATION OF AMERICA

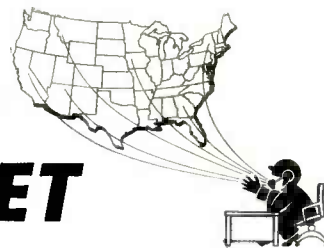
E. PATERSON NEW JERSEY

Sales Office: Tel-O-Tube Sales Corporation

580 5th Ave. New York 19, N. Y.

Telephoned Reports from All Sections Reveal

STATE of the MARKET



NEW YORK

SALES PICTURE ERRATIC, with business not too good in Manhattan, Bronx, Brooklyn. But it's better than it was last month, which is encouraging. . . . In wealthy suburbs, such as Nassau and Westchester counties, sales are good in some spots, quite good, in fact. . . . Some TV dealers have noticed a drop in service department revenue, and blame this on flood of work during political campaigns, World Series, which put a great many sets in top condition. . . . Phono record biz good, but many dealers are giving discounts, thus reducing profits. . . . Small appliance sales picking up, and will be terrific for Xmas. . . . Some TV models hard to get; plenty of others. . . . Auto washers moving well, and plenty of interest (and future sales) in food freezers in suburbs.

CHICAGO

SLOW-UP IN SALES reported by some retailers, and they haven't any reason to offer as to why such condition should exist after a fairly satisfactory spurt last month. . . . Most feel that the slow-up isn't serious, and will prove to be short-lived. . . . Some TV sets in big demand are in short supply. . . . A few weeks ago refrigerators were quite active; now sales are not anything to write home about. . . . Big drives on certain white goods expected to boost business soon. . . . Service holding up fairly well. . . . Price-cutting still going on.

SAN FRANCISCO AREA

TV RECEIVERS, APPLIANCES, RECORDS HOT sellers. . . . Shortages of certain television sets. . . . All major appliances moving steadily. . . . Wringer-type washers going well as are clothes dryers. . . . Freezer sales very good, refrigerators above normal. . . . Ranges and space heaters quite active. . . . Coffee-makers, combination sandwich grills, blankets and heating pads moving out of stores at good pace. . . . Radio and combination biz is slow but steady. . . . Phono records up over last year. . . . Retail list prices holding up very well with but little price-cutting.

ATLANTA

BIZ GOOD IN THE GEORGIA CAPITAL, with TV sets moving rather rapidly in downtown areas, but a little slow in suburban sections. . . . Considerable activity developing in fringe sections. . . . Shortages of small promotional TV sets and some blond models. . . . TV is better in downtown Atlanta than it was this time last year. . . . Time-buying on increase. . . . Prices fairly firm, though there's some price-cutting. . . . Washing machines moving well; other white goods fairly well.

DALLAS

TV COMPETITION "FIERCE," with lots of price-cutting. . . . Opinions differ sharply here. A leading merchant says all products are slow compared with November '51, with records lagging noticeably; a leading distributor says all sales up (except records) probably because of last-minute pre-Xmas orders from dealers. . . . Numbers of merchants report brisk sales in laundry equipment and ranges, and they expect the demand to keep up.

PORTLAND

THEY'RE BUYING TV SETS AND NOT MUCH OF ANYTHING ELSE in this UHF city. . . . One neighborhood store did \$68,000 in TV in October; department stores doing land-office business. . . . Some dealers report as much as 60% of TV sales on table models are for cash. . . . Supply of sets with UHF catching up with demand but still short on popular models.

MINNEAPOLIS-ST. PAUL

TV SALES LAGGING, due to unseasonably warm weather, but there are shortages in certain 17 and 21-inch sets. . . . Washers and dryers are moving satisfactorily, but "the refrigerator situation could be better," according to a leading dealer. . . . Food freezers in good demand; short supply. . . . Welcome dearth of price-cutting advertising. . . . Phono records going well, and up an estimated 10% over last year.

SUMMING UP—BUSINESS IS GOOD AND IT WILL BE BETTER

Spotty markets here and there appear likely to settle down one of these days, since some of such situations are due to weather, to advent of Thanksgiving, etc. . . . Meanwhile the new TV areas look very good, and will absorb scads of sets, antennas and accessories. . . .

Puzzling to folk in the trade is the peculiar and unstable condition of business in New York, Chicago, Philadelphia, but all believe that a big pick-up in sales is ahead.

ATR

Makes it easy to DEMONSTRATE AND TEST D.C. APPARATUS FROM A.C. LINES



"A" BATTERY ELIMINATORS

For DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D.C. Electrical Apparatus on Regular A.C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noise-less, Interference-Free Operation and Extreme Long Life and Reliability.

ATR

NEW MODELS

NEW DESIGNS

NEW LITERATURE

"A" Battery Eliminators, DC-AC Inverters, Auto Radio Vibrators
See your dealer or write factory

AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA-U.S.A.

Prosperity for '53

(Continued from page 33)

ous demand for fair-trading to halt price-cutting, and not too much interest among dealers so long as they are able to get list prices without too much difficulty. Meanwhile, a number of large manufacturers are active in efforts to preserve fair trade, and it is likely that a couple of phono record makers, and perhaps one or more set manufacturers will announce intentions to fair trade their products.

Because of a combination of circumstances such as the high cost of living plus the growing desire to own better and more modern products, watch for an increase in installment buying in 1953.

Now, in December, the coming new year appears to be most attractive from a business viewpoint. The very best thing we can do is to sell aggressively and to create sales rather than just accept them. The worst thing we can do is to be smug about the healthy business conditions we are now enjoying and to feel dead certain that they will last forever without doing anything to keep the ball rolling.

V-M Window Display

Fourteen V-M Model 110 tri-O-speed portable phonographs are used in the window display in one of Lyon & Healy's downtown Chicago stores. It is the first in a new series of mass window displays planned by Lyon & Healy with the cooperation of Walker-Jimieson Co., V-M distributors. In the center of the window a large trellis with climbing ivy bordered a V-M "Siesta Switch" banner.

New Kelvinator Appointments

New management assignments have been announced by Kelvinator in a continuing expansion move, according to D. A. Packard, general sales manager. The new executive lineup includes: R. A. Demmer, eastern regional manager; F. E. Howell, sales manager, Leonard Division, F. J. Worden, manager of home freezer sales; J. B. Johnson, manager of laundry equipment sales; W. G. Kronauge, sales manager of special products; and R. L. Runkle, manager of marketing and organization.

Still more executive changes at Kelvinator include the following appointments: J. W. Keuping, assistant general sales manager; C. J. Coward, retaining the title of merchandising manager but assuming the new responsibilities of marketing and supervision of a new product development department; W. L. Jeffrey, sales manager of refrigeration and range products; H. L. Travis, manager of retail distribution; and H. A. Valencourt, manager of wholesale distribution.

Air Conditioning in January?



SOUNDS superfluous, doesn't it, at least up North . . . yet January will be the big kickoff month for scores of room cooler manufacturers who must win trade acceptance for their brands well in advance of what the industry prophets say will be home air conditioning's biggest year yet!

These manufacturers know that television retailing and appliance retailing go hand-in-hand; and that for room coolers particularly, TV dealers are the best outlets available, because these two product categories dovetail perfectly in retailers' lines . . . each offsetting seasonal selling cycles for the other.

TELEVISION RETAILING is the one trade medium devoted to all the interests of dealers handling TV-radio . . . major and small appliances . . . records, phonos and accessories . . . and related servicing activities. A circulation increase in January, geared to the spread of merchandising into new TV areas . . . offers advertisers this unmatched coverage:

32,000 total circulation . . . to over 30,000 retailers, distributors, service dealers, among whom are the cream-of-the-crop 10,000 largest outlets for the full-range of TV-appliance merchandise.

Dealers everywhere prefer TELEVISION RETAILING for its down to earth, practical, sales & servicing help; appreciate its concentrated handling of information on all their product categories. This reader loyalty is solidly built on 30 years of leadership . . . by the largest full-time editorial staff in this field.

Beginning in January, another stand-out editorial feature . . . "MART" . . . a monthly price index of major appliances and TV. It's another master stroke in progressive publishing, like "TV TECHNICIAN & CIRCUIT DIGEST"—the servicing supplement that has the whole trade excited.

start your 1953 advertising RIGHT—
in the January Issue of

TELEVISION RETAILING

TV-Radio • Appliances • Records • Servicing

a Caldwell-Clements publication

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HIT!**

TERRIFIC ACCEPTANCE GREETS THE NEW

**TRIO
ZIG-ZAG**
(Patent Pending)

TV ANTENNA



TRIO ZIG-ZAG
TV ANTENNAS

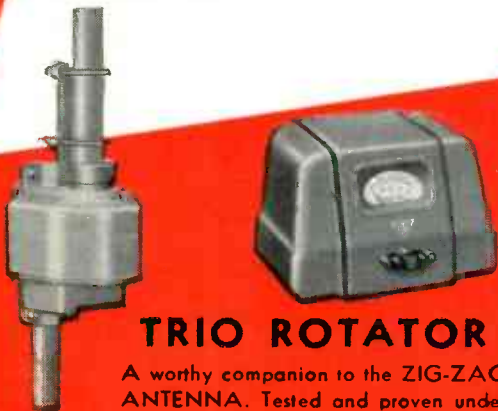
The sensational new TRIO ZIG-ZAG TV ANTENNA has already proven its superiority in the field. Thousands of installations have given a new high in TV reception, especially in ultra-fringe areas. Word of mouth has done the rest. TRIO'S plant capacity, taxed to the limit in an effort to supply the amazing demand for the ZIG-ZAG ANTENNA series, is being greatly expanded. Very soon now, your ZIG-ZAG ANTENNA will be supplied, and it's well worth waiting for.

ZIG-ZAG ANTENNAS have replaced every known type of installation and TRIO is proud to report that in EVERY instance the ZIG-ZAG ANTENNA has out-performed them all, even the tried and true TRIO dual-channel yagi.

TV listeners are finding that with a ZIG-ZAG ANTENNA they are no longer tied down to just one or two channels, but are getting excellent reception on channels never seen before. ZIG-ZAG ANTENNA is truly HOT on all VHF channels.

available in 8 different models, provide a new high in all-channel performance for any area, from metropolitan to ultra-fringe. Tremendous gain, sharp directivity, excellent match to 300 ohm line, sturdy vibration-proof construction and fast, easy installation tells the rest of the TRIO ZIG-ZAG ANTENNA story.

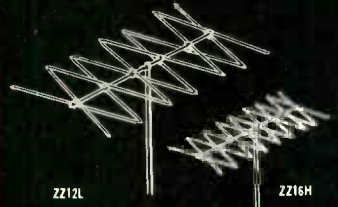
SEE THEM at your JOBBERS. WRITE for CATALOG.



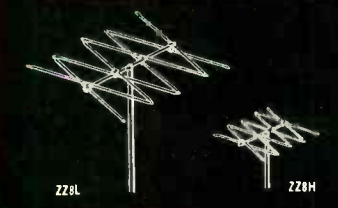
TRIO ROTATOR

A worthy companion to the ZIG-ZAG ANTENNA. Tested and proven under every conceivable condition of load, weather, strain and stress. Two motors, one for each rotation direction. Positive electrical stops prevent damage of over-rotation. Positive brake action, no drift even when supporting heavy arrays in 80 MPH winds. Precision built of finest materials and UNCONDITIONALLY GUARANTEED by TRIO for TWO YEARS. SMARTLY STYLED DIRECTION INDICATOR has easy to read dial face and easy to use finger touch control. A beautiful instrument you'll be proud to own.

These ZIG-ZAG ANTENNAS provide the ultimate in extreme fringe area reception. ZZ12L provides 12-14 db. gain on Channels 2 thru 6. ZZ16H has a gain of 14 db. on Channels 7 thru 13. These antennas have very narrow forward lobe, high front to back ratio, provide high rejection in areas with co-channel interference.



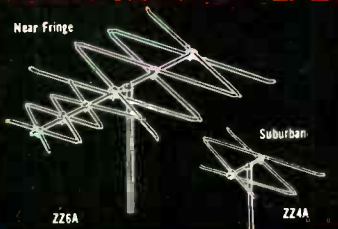
Where maximum gain is not necessary these normal fringe model ZIG-ZAG ANTENNAS are ideal. Model ZZ3L has a gain of 9 db. average on Channels 2 thru 6. The ZZ8H provides an 11 db. gain on Channels 7 thru 13. Forward lobe patterns comparable to good multi-element single channel yagi.



For near fringe area reception these ZIG-ZAG ANTENNA models provide 8-9 db. gains on all Channels 2 thru 13. ZZ6L covers Channels 2 thru 6 and Model ZZ6H covers Channels 7 thru 13. Both models have patterns similar to those of cut to channel yagi.



These ZIG-ZAG ANTENNAS provide ALL CHANNEL reception with only ONE antenna bay. Model ZZ6A is designed for near fringe area reception of all Channels 2 thru 13, with an average gain of 9 db. Model ZZ4A is for use in suburban areas, providing an average gain of 6 db. on all Channels 2 thru 13.

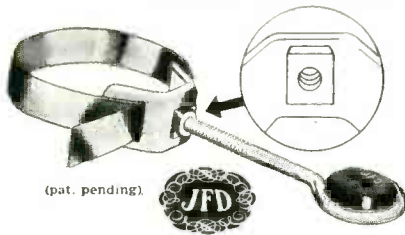


TRIO

TRIO MANUFACTURING COMPANY

GRIGGSVILLE, ILLINOIS

it's the Nut
that counts!



Nut universal STAND-OFF
INSULATOR

greatest improvement in
screw-eyes since TV began!

6 full, machined threads provide "bull-dog" grip, anchor the screw-eye for good! No stripping of any screw-eye, no slipping of strap! Reinforced "arch-bridge" construction prevents bending or buckling of clamp no matter how much the stand-off is tightened. Ultra-low loss polyethylene insert and sturdy electro-galvanized steel strap for universal mounting on any mast up to 2 1/2" od. Available for both single and dual lead-ins in 3 1/2", 5 1/2", 7 1/2" and 12" sizes.

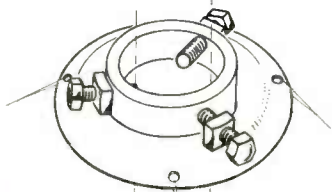
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GUY RING Model GR-1

Constructed of heavy gauge, galvanized steel, embossed for extra strength. Set screw arrangement provides positive fit for all masts ranging from 1 1/4" O.D. to 2" O.D. Complete with installation hardware. South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

New catalog mailed to all Dealers and Service Men. Write, if you haven't received yours!

SOUTH RIVER METAL
PRODUCTS CO., INC.
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER
OF FINEST LINE OF ANTENNA MOUNTS

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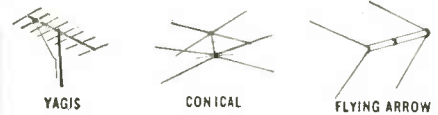
While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

Ask the Man
who Knows



JOHN MILLER

LET'S FACE FACTS ABOUT UHF
No antenna manufacturer has the absolute answer to UHF for all areas. However, Miller Television, after careful experiments in UHF in Los Angeles and Portland, now offers a UHF Kit with correct component parts in the six basic designs known today, priced reasonably. You can assemble 6 complete UHF antennas. In less than 2 days you'll find the correct UHF antenna for your area. Write today for the Miller R-12 UHF Antenna Kit.



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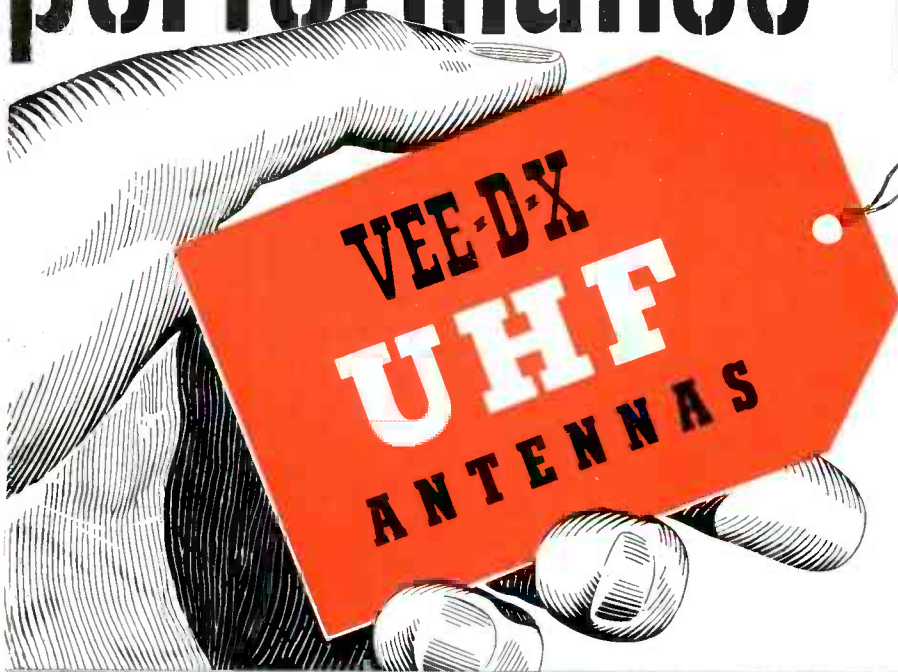
3 magazines in 1

BEGINNING WITH THE
JANUARY ISSUE OF

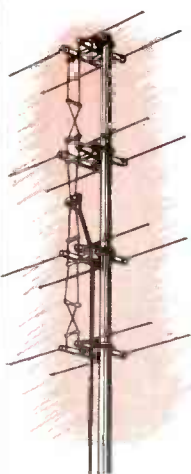
TELEVISION
RETAILING

A TREMENDOUS LIFT IN
MERCHANDISING
AND SERVICING

performance proven!



Vee-D-X takes the lead in UHF antennas—just as it did in VHF. Whatever the area—single channel, multi-channel, combination UHF-VFH, primary or fringe—there's a performance proven VEE-D-X antenna or combination of antennas that will provide brilliant reception. All Vee-D-X antennas for UHF were developed and extensively field-tested with the experimental UHF transmitter (KC2XAK) located at Bridgeport, Connecticut (since 1949)—and only 60 miles from the Vee-D-X development laboratory. So, be safe—be sure with Vee-D-X performance—proven UHF antennas.



THE UHF COLINEAR

A high gain all-channel fringe area antenna. Here is the mighty mite of all-channel UHF reception and considered by a leading TV set manufacturer as the finest UHF antenna yet perfected. Rugged four-bay construction of solid aluminum elements with fiberglass cross arms. List \$11.10 Also available in side-by-side stack.



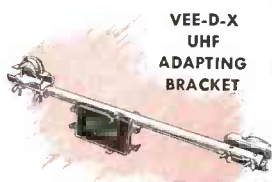
THE YAGI

Single channel primary and fringe area antenna. A rugged, efficient 12-element yagi that delivers 14 db gain. Unusual band width of 60 mc. Boom constructed of tough-astel weather-resistant fiberglass with solid aluminum elements. List \$7.65



THE VEE-D-X "V"

All-channel primary area antenna. Excellent broad band characteristics. Supplied as a straight UHF antenna or with Vee-D-X Mighty Match for use in combination with a VHF antenna using a single transmission line. The plain "V" lists \$2.75



VEE-D-X UHF ADAPTING BRACKET

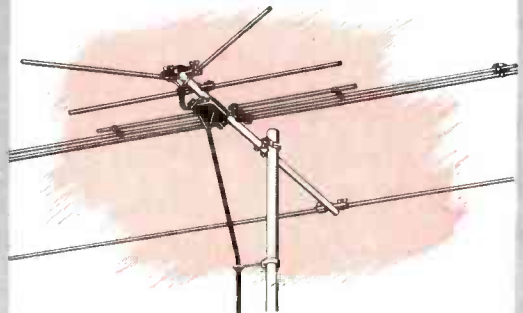
Permits addition of UHF antenna to existing VHF installation. Can be mounted three different ways to mast or antenna boom. Fast, easy, inexpensive to install. Supplied plain (list \$1.50) or with Mighty Match MM-30 list (\$5.50)



VEE-D-X MIGHTY MATCH (Model MM-30)

Provides a most efficient method of combining VHF-UHF antenna systems with a single transmission line. Entirely automatic in action. Employs new printed circuit filters. List \$4.00

VEE-D-X ALL-CHANNEL UHF-VHF ANTENNAS

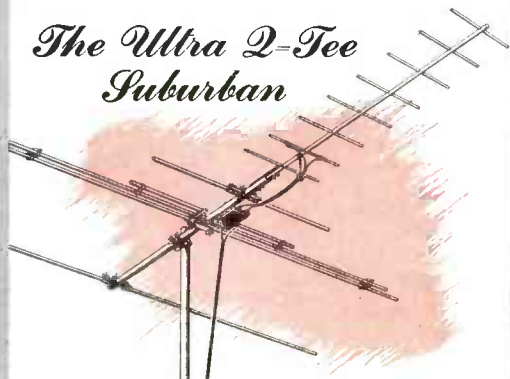


The Ultra Q-Tee

THE ULTRA Q-TEE and its new companion the ULTRA Q-TEE Suburban combine both UHF and VHF into a single antenna using a single transmission line. Both contain eight patented* printed circuit channel separators. The Ultra Q-Tee is designed for primary areas and will receive all channels 2-83 VHF-UHF. Lists for \$14.25

*Lic. A. A. K. Pats. 2,422,458; 2,282,292; 2,611,086; others pending.

The Ultra Q-Tee Suburban



THE ULTRA Q-TEE SUBURBAN is designed for all-channel VHF and fringe area UHF. Lists for only \$17.60

FREE!

UHF ANTENNA GUIDE

An authentic guide to UHF antenna systems. For your copy, write the LaPointe-Plascomold Corp., Rockville, Conn.



The gun that looked 100% "perfect" ... yet never "fired a shot"

The reason all gun parts manufacturers are so particular about their work is that they know the difference between a gun that looks perfect and one that works. The same is true of picture tubes. They must be made to exacting standards to ensure they will perform as well as they look.

RCA CORPORATION of AMERICA
ELECTRON TUBES

How we spot "shady characters" before they get damage your business

It's not always easy to spot a "shady character" in a picture tube. But RCA's quality control experts are trained to spot them. They know the difference between a tube that looks good and one that will perform well.

RCA CORPORATION of AMERICA
ELECTRON TUBES

The guinea pig that "runs a fever" to bring you better picture tubes

In 1938, RCA's quality control experts began to use a "guinea pig" to test picture tubes. This guinea pig is a special type of picture tube that is designed to run at a higher temperature than normal. If it runs for a long time without any problems, it is a good sign that the tube will perform well.

RCA CORPORATION of AMERICA
ELECTRON TUBES

99.997 pure phosphor... yet we throw it away

That's the way we do it. We use the best phosphor available to make our picture tubes. But we know that even the best phosphor can have some impurities. So we test it carefully and throw away the rest.

RCA CORPORATION of AMERICA
ELECTRON TUBES

The evidence is clear...

RCA safeguards your reputation... with tubes of unequalled quality

In RCA Tubes and Kinescopes the difference is top-quality control



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RCA CORPORATION of AMERICA
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How we go white that's just right for RCA picture-tube screens

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RCA CORPORATION of AMERICA
ELECTRON TUBES

Quality control by feedback... the secret of RCA tube performance

It's not always easy to spot a "shady character" in a picture tube. But RCA's quality control experts are trained to spot them. They know the difference between a tube that looks good and one that will perform well.

RCA CORPORATION of AMERICA
ELECTRON TUBES

The Million-Dollar Test Equipment... that pays off in better picture tubes

It's not always easy to spot a "shady character" in a picture tube. But RCA's quality control experts are trained to spot them. They know the difference between a tube that looks good and one that will perform well.

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ELECTRON TUBES

Take a look at quality being born

It's not always easy to spot a "shady character" in a picture tube. But RCA's quality control experts are trained to spot them. They know the difference between a tube that looks good and one that will perform well.

RCA CORPORATION of AMERICA
ELECTRON TUBES