

1958 TELEVISION RECEIVERS SPECIFICATIONS CHECK LIST

CABINET DATA, PICTURE TUBE SIZE AND CIRCUIT PARTICULARS

COMPILED BY TRADE BUILDER

Model Name or Number	Picture Tube Size	Picture Tube Type Number	Cabinet Size (H-W-D inches)	Cabinet Type Console Table, etc.	Cabinet Finishes Available	Tuner Circuit Cascade Pentode, Etc.	No. of Tubes Inc. Rectifier but excluding Picture Tube	Total of Sel. Cells and Ger. Crystals	Location of Tuning Controls	Vertical or Horizontal Chassis?	Any Printed Circuits?	Suggested Price
ADMIRAL No. of Models: 16												
LHS21H62X	21	21DEP4A	32½ x 43 x 15½	Lowboy Console	Mah. Ven. Fruitwood V. Wal. Ven. Blonde Ven. Sierra Ven. Mah. Ven. Cherry Ven. Mah. Ven. Wal. V. and Maple Ven. Wal. Mah. Blonde and Sierra Ven.	Cascade			top frt.	Horizontal	Yes	\$750.00
LHS21H51X	"	"	33½ x 42 x 16 3/16	"	"	"			"	"	"	695.00
CHS21H72X	"	"	34¾ x 35½ x 16½	Console	"	"			"	"	"	650.00
LH21H31X	"	"	32¾ x 41 x 16 3/16	Lowboy Console	"	"			"	"	"	479.95
CH21H41X	"	"	37¼ x 31½ x 16	Console	"	"			"	"	"	439.95
CH21H61X	"	"	36½ x 27 3/16 x 16¼	Console	"	"			"	"	"	399.95
L21G11X	"	"	33¾ x 34 x 15 11/16	Console	"	"			"	"	"	389.95
C21G21X	"	"	38 x 26 15/16 x 15 11/16	"	"	"			"	"	"	379.95
C21G11X	"	"	36 13/16 x 27 3/16 x 15¾	Console	"	"			"	"	"	339.95
T21G41X	"	"	22 3/16 x 24 13/16 x 15 11/16	Table	Wal. Mah. and Blonde	"			"	"	"	299.95
T21G11X	"	"	20½ x 24 5/16 x 16	Table	Charcoal, Mah. Bl. Grain	"			"	"	"	279.95
C29F1X	"	21CBP4A	34¾ x 24 13/16 x 19 3/16	Console	Wal. Mah. Bl.	"			"	Vert.	"	299.95
T29F1X	"	21CBP4A	21½ x 24 13/16 x 19 3/16	Table	Wal. Mah. Bl.	"			"	"	"	269.95
TH21H41X	"	21DEP4A	22 3/16 x 24 13/16 x 15 11/16	"	Wal. Mah. Bl.	"			"	Horiz.	"	329.95
*SH21H37X	"	"	36¼ x 39¾ x 16 1/16	Console	Wal. Mah. Chr. Ven. Blonde Ven.	"			"	"	"	649.95
†SH21H43X	"	"	36¼ x 39¾ x 16 1/16	"	"	"			"	"	"	659.95

† Son-R remote control models include 8 tubes in amplifier.

* Combination TV and Stereo Phonograph.

Editor's Note: Tube compliment and number of selenium cells and germanium crystals were not reported by this company.

CHISHOLM No. of Models: 6

Cadet	21	21CBP4A	24½ x 23 x 21	Table	Swedish Wal. Wal. Mah. L/K and Specials	Cascade	20		Front	Horiz.	No	299.95
Dundee	"	"	36¼ x 30½ x 21	Lowboy Console	"	"	"		"	"	"	339.00
Regal	"	"	37¾ x 23½ x 21¼	"	"	"	"		"	"	"	359.00
Centennial	"	"	34½ x 29¾ x 21¼	"	"	"	"		"	"	"	399.00
Canadiana	"	"	36¼ x 37¾ x 21	"	"	"	"		"	"	"	429.00
Balmoral	"	"	38 x 39 x 23	3 way comb.	"	"	"		"	"	"	599.00

ELECTROHOME No. of Models: 10

Highgate	21	21CBP4A	38 x 43½ x 17½	3-way Console	Wal. Sw. Wal. Mah. A.L.M. and L.O.	Neutrode	27 (21 TV 6 Radio)	Power Transformer	Front Vertical Grouping	Horizontal	No	514.50
Stuart	"	"	34 9/16 x 27 x 18¾	Full door Console	Wal. Sw. Wal. Mah. A.L.M. and L.O.	"	22	"	"	"	"	449.50
Lynton	"	"	34 x 17 x 17¼	Console	Wal. Sw. Wal. Mah. A.L.M. and Fruitwood	"	"	"	"	"	"	399.50
Meadowbrook	"	"	33 13/16 x 27¼ x 17 1/6	Console	Wal. Sw. Wal. Man. A.L.M. and L.O.	"	21	"	"	"	"	379.50
Westmount	"	"	34 x 27¼ x 17¾	Console	Wal. Sw. Wal. Mah. A.L.M. and L.O.	"	"	"	"	"	"	349.50
Ascot	"	"	34 x 27 x 17¼	Consolelette	Wal. Sw. Wal. Mah. A.L.M. and L.O.	"	22	"	"	"	"	369.50
Charlton	"	"	34 x 27¼ x 17 5/16	Table	Wal. Sw. Wal. Mah. A.L.M. and L.O.	"	21	"	"	"	"	319.50
Viceroy	"	21CEP4A	34 x 27 x 15 11/16	Console	Wal. Sw. Wal. Mah. and L.O.	Cascade (switch type)	15	2 Sel. Diodes 2 Silicon Rect.	"	Vertical	"	299.50
Viscount	"	"	33½ x 27 x 15 11/16	Table	Wal. Mah. and L.O.	"	"	"	"	"	"	269.50
Portopac	17	17BZP4	14¾ x 17 x 14	Portable	Wal. Mah. and L.O.	Neutrode	13	"	Side	"	"	219.95

EMERSON No. of Models: 8

9K2101	21	21CBP4A	33 x 28 x 17	Console	Wal. L.O. Mahogany	Cascade	19	1 Dual	Front	Vertical	Yes	388.00
9T2101	"	"	30 x 28 x 17	Table	"	"	17	"	"	"	"	338.00
7K2401	24	24AEP4	33 x 34 x 17	Console	"	"	17	1	"	"	"	429.00
7W2101	21	21CBP4A	33 x 44 x 16	Console Comb.	"	"	17 (TV) 6 (Radio)	"	"	"	"	548.00
7K2101	"	"	33 x 28 x 16	Console	"	"	17	"	"	"	"	338.00
7T2101	"	"	19 x 28 x 16	Table	"	"	17	"	"	"	"	298.00
7P1701	17	17BZP4	15 x 18 x 13	Portable TV-Radio	White-Tan Black	Tetrode	15 (TV) 3 (Radio)	"	"	"	"	229.95
7T1701	"	17BJP4	14 x 20 x 15	Table	Wal. L.O. Mah.	"	17	2	"	"	No	249.95

FAIRBANKS-MORSE No. of Models: 9

Biarritz	110° 21	21DEP4A	30½ x 45 x 15 11/16	Console	Mahogany Blonde Wal.	Cascade	18	1	Top Front	Horiz.	Yes	499.95*
Tyrol	"	"	22 3/16 x 24 13/16 x 15 11/16	Table	"	"	16	"	"	"	"	299.95*
Cannes	"	"	36½ x 26 5/16 x 15 11/16	Console	"	"	"	"	"	"	"	339.95*
Lucerne	"	"	30½ x 35 5/16 x 15 11/16	"	"	"	"	"	"	"	"	389.95*
Nice	"	"	22 3/16 x 24 13/16 x 15 11/16	Table	"	"	18	"	"	"	"	329.95*
Lisbon	"	"	35¾ x 26 5/16 x 15 11/16	Console	"	"	"	"	"	"	"	399.95*
St. Andrews	"	"	30½ x 37 5/16 x 15 11/16	"	"	"	"	"	"	"	"	439.95*
Monaco	90	21DRP4	22 3/16 x 24 13/16 x 19½	Table	"	"	14	3	"	Vertical	"	269.95*
Tripoli	"	"	35 15/16 x 24 13/16 x 19½	Console	"	"	"	"	"	"	"	314.95*

* In Quebec and Ontario

TV-1959

Model Name or Number	Picture Tube Size	Picture Tube Type Number	Cabinet Size (H-W-D inches)	Cabinet Type Console Table, etc.	Cabinet Finishes Available	Tuner Circuit Cascade Pentode, Etc.	No. of Tubes Inc. Rectifier but excluding Picture Tube	Total of Sel. Cells and Ger. Crystals	Location of Tuning Controls	Vertical or Horizontal Chassis?	Any Printed Circuits?	Suggested Price
FLEETWOOD No. of Models: 16												
24-20	24	24AEP4	38½ x 47½ x 22	3-way Radio-Phono	wal. oak. mah. t/mah. ebony	Cascade	24	nil	front	horiz.	No.	699.50
21-110	21	21CBP4	33½ x 43½ x 19½	"	Wal. oak. mah.	"	20	"	"	"	"	499.50
21-109	"	"	36 x 38½ x 19½	"	"	"	"	"	"	"	"	399.50
24-21	24	24AEP4	34 x 37 x 18½	Console	wal. oak. mah. t/mah. ebony	"	24	"	"	"	"	449.50
21-203	21	21CBP4	34 x 23½ x 18	"	wal. oak. mah.	"	17	2	Front & RH side	"	"	289.50
21-103	"	"	33½ x 36 x 18½	"	wal. oak. mah. t/mah. ebony	"	24	nil	front	"	"	399.50
21-100	"	"	35½ x 29 x 18	"	wal. oak. mah.	"	"	"	"	"	"	359.50
21-102	"	"	35½ x 34 x 19	Console	"	"	"	"	"	"	"	329.50
27-3	27	27UP4A	36½ x 33 x 20	"	"	"	20	"	"	"	"	479.50
24-22	24	24AEP4	35½ x 30 x 19	Console	"	"	"	"	"	"	"	379.50
21-108	21	21CBP4	33½ x 28 x 18	"	"	"	"	"	"	"	"	329.50
21-107	"	"	34 x 28 x 18	Console	"	"	"	"	"	"	"	279.50
21-205	"	"	36 x 30 x 21	3-way Rad. Pho. TV. Comb. Table	"	"	17	2	Front & RH side	"	"	379.50
21-202	"	"	34 with legs x 23 x 18	"	"	"	"	"	"	"	"	259.50
17-204	17	17CFP4	32 with legs x 20 x 16	"	"	"	"	"	"	"	"	229.50
17-11	"	"	15 x 17 x 15	Portable	Grey Coral	Pentode	14	"	RH side	Vertical	"	199.50

SPECIAL FEATURES: All Imperial Series 25 Tube Models are equipped with illuminated channel selector with large to read numerals and push button on-off switch.
All Imperial Series 25 Tube and Custom Series 21 Tube Models have separate Power-Hi-Fidelity Audio unit for cooler operation of main chassis, assures longer life and stability of all components.
Prices are those suggested in the Toronto area, western prices slightly higher.

GENERAL ELECTRIC No. of Models: 9

CC157 Remote	21	21DAP4	33 x 46 x 18½	Lo Boy Console	Wal.	Tetrode	17	3	Side	Vertical	No.	529.95
CC157	"	"	"	"	"	"	"	"	"	"	"	499.95
CC156 Remote	"	"	33¾ x 34¼ x 20	Console with doors	Wal. Mah.	"	"	"	"	"	"	529.95
CC156	"	"	"	"	"	"	"	"	"	"	"	499.95
CC155 Remote	"	"	35¾ x 31¼ x 17¾	Upright Console	W. Mah., L.O.	"	"	"	"	"	"	409.95
CC155	"	"	"	"	"	"	"	"	"	"	"	379.95
CC154	"	"	36½ x 43¾ x 17¾	Lo Boy Console	Wal., L.O.	"	"	"	"	"	"	349.95
CC153	"	"	34¼ x 31¾ x 17¼	Upright Console	"	"	"	"	"	"	"	329.95
CS138	"	"	21½ x 31¾ x 17¼	Table	"	"	"	"	"	"	"	279.95

SPECIAL FEATURES: All models: Set and forget volume control; tone control with bass boost; four watts audio output; aluminized 110-degree picture tube; flat, sloped, tinted safety glass, removable from front.
Models CC155, CC156, CC157: Remote control for on-off, channel change, and continuous volume control; programming so remote control bypasses unused channels; automatic fine tuning; twin co-axial cone speakers, equivalent to four speakers in each set; added audio and video traps to eliminate adjacent channel interference; lighted channel identification.

HALLICRAFTERS No. of Models: 9

721HLP701	21	21CPB4A	33½ x 39½ x 20½	Combination	Wood W. M. B.	Tetrode	18	1 Sel. Diode 1 Ger. Diode	Front	Vertical	No.	449.95*
721HK671	"	"	35 x 24 x 18	Console	"	"	"	"	"	"	"	299.95*
721HTL661	"	"	33½ x 25½ x 18	Console	"	"	"	"	"	"	"	279.95*
721HLP6508	"	"	33½ x 39¾ x 20¼	Combination	"	"	17	"	Top	"	"	339.95
721HK6108	"	"	34½ x 23 x 18¾	Console	"	"	"	"	"	"	"	269.95
721HMT6008	"	"	18¼ x 22¼ x 20	Table	Metal W. M. B.	"	"	"	"	"	"	239.95
H-1760	17	17BJP4	14 x 16 x 13½	Portable	Metal Two-Tone	"	"	"	"	"	"	229.95
17HMT65	"	"	14 x 15 x 13½	Table	Metal W. B. M.	"	"	"	"	"	"	219.95
H 1724	"	"	13¼ x 15¾ x 15½	Portable	Metal Two-Tone	"	"	"	"	"	"	199.95

* These prices vary according to finish.

MARCONI No. of Models: 11

303K21	21	21CBP4A	33 x 40 x 18	Console	Wal. Lo. Mah.	Cascade	21	1	Front	Vertical	No.	575.00
302K24	24	24AEP4	"	"	"	"	"	"	"	"	"	499.95
302K21	21	21CBP4A	34 x 30 x 18	"	"	"	"	"	"	"	"	399.95
302T21	"	"	20 x 30 x 17	Table or Console	"	"	"	"	"	"	"	349.95
103K21	"	"	34 x 31 x 16	Console	"	"	18	2	"	"	"	369.95
102K24	24	24AEP4	33 x 34 x 18	"	"	"	"	"	"	"	"	339.95
102W21	21	21CBP4A	33 x 43 x 16	Console Comb.	"	"	18 (T.V.) 6 (Radio)	"	"	"	"	399.95
102K21	"	"	34 x 28 x 16	Console	"	"	18	"	"	"	"	529.95
102T21	"	"	20 x 27 x 16	Table	"	"	"	"	"	"	"	329.95
102P17	17	17BZP4	15 x 18 x 13	Portable	White—Tan	Tetrode	15 (T.V.) 3 (Radio)	1 Dual	"	"	Yes	279.95
102T17	"	17BJP4	14 x 20 x 15	TV—Radio Table	Wal. LO Mah.	"	18	2	"	"	No.	249.95

PHILCO No. of Models: 10

4236	21	21DQP4	32½ x 25½ x 17½	Console	M—W—L	Cascade	16	"	Front & Side	Vertical	Printed Wiring	289.95
4239	"	"	32½ x 28¾ x 19 5/16	"	"	"	"	"	"	"	"	329.95
4638	"	"	34½ x 25½ x 17½	"	"	"	"	"	"	"	"	299.95
4642	"	"	34 x 27 5/16 x 17¾	"	"	"	"	"	"	"	"	359.95
4648	"	"	33½ x 27 5/16 x 17¾	"	"	"	"	"	"	"	"	379.95
4656	"	SF/21A	33½ x 28 x 13½	"	"	"	17	2 selenium	All top	Horizontal	"	429.95
4660	"	"	34 x 28½ x 13½	"	"	"	"	"	"	"	"	449.95
4242	"	"	26¾ x 19¾ x 14¾	Table	"	"	15	2 silicone	Front & Side	"	"	399.95
4654	"	"	25 x 21¼ x 19½	Console	M & W	"	15	"	"	Vertical	"	449.95
3050	17	SF17	15¾ x 18½ x 11½	Portable	6 colours	Tetrode	15	"	All Top	"	"	249.95

Special Features: Introduction of new Predicta models exclusive to Philco. Pop-up tuning on Miss Canada and Miss America models. New Semi-Flat picture tube used in Miss Canada, Miss America and also Predicta models. The shortest neck picture tube in the industry. New picture stabilizer circuits in all of the 1959 line. Prices in most models are for walnut finish.

PHILIPS No. of Models: 10

C308	21	21DAP4	33 x 28 x 17	Console	W M O	Cascade	19	5	Front	Vert	Yes	469.95
C307	"	"	33 x 28 x 17½	"	"	"	"	5	"	"	"	429.95
C306	"	"	33¾ x 28 x 16½	"	"	"	"	5	"	"	"	389.95
C106	"	"	33 x 34 x 17	"	"	Tetrode	17	3	"	"	"	359.95
C105	"	"	33 x 27¾ x 16	"	"	"	"	"	"	"	"	349.95
C104	"	"	34½ x 27¾ x 16	"	"	"	"	"	"	"	"	329.95
T103	"	"	18½ x 27¾ x 16	"	"	"	"	"	"	"	"	289.95
T102	17	17BWP4	14 x 16 x 15	Table Portable	Mocha—White Coral—White W O	"	16	4	Top	Horizontal	"	229.95
T101	"	17BZP4	15 x 22 x 14	Table	"	"	17	3	Front	Vert	"	239.95
T100	"	17BZP4	15 x 22 x 14	"	"	"	"	"	"	"	"	229.95

RCA VICTOR No. of Models: 19

*Mark IV 21RTC311	21	21CEP4	33 x 29¾ x 16¾	Console	1	Tetrode	26	1	Front Right	Vertical	Yes	595.00
Mark III 21TC299	"	"	31½ x 41 x 17½	"	"	"	18	"	Side	"	"	525.00
Mark II 21TC298	"	"	31½ x 34½ x 17½	"	2	"	"	"	"	"	"	550.00
Mark I 21TC297	"	"	35 x 26 x 18	"	"	"	"	"	"	"	"	525.00
Staunton 24TC296	24	24AHP4	36 x 27 7/16 x 18¼	"	"	"	"	"	"	"	"	499.95
Paterson 21TC295	21	21CEP4	33¾ x 36¾ x 17½	"	"	"	"	"	Front Right	"	"	489.95
Gladstone 21TC294	"	"	36¼ x 25¾ x 17½	"	"	"	"	"	Side	"	"	449.95
Fairhaven 21TC293	"	"	33 x 29¾ x 16¾	"	"	"	"	"	Front Right	"	"	399.95
Wingate 21TC292	"	"	35 x 26½ x 16¾	"	"	"	17	"	Side	"	"	379.95
Marlowe 21TC291	"	"	31¾ x 29¾ x 16¾	"	"	"	18	"	Front Right	"	"	369.95
Lockwood 21TC290	"	"	32½ x 29¾ x 16¼	"	6	"	17	"	"	"	"	349.95
Southvale 21TC310	"	21CBP4	32 x 30¼ x 17¾	"	3	"	16	"	"	"	"	329.95
Merritt 21T351	"	21CEP4	21 x 25 x 16¼	Table	"	"	17	"	Side	"	"	299.95

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RCA VICTOR (Continued)												
Oakridge 21T352	"	21CBP4	20½ x 24¾ x 18	"	"	"	16	"	"	"	"	279.95
Montford 17T350	17	17BJP4	15½ x 19½ x 17¾	"	"	"	"	"	"	"	No.	239.95
Fairway 17PT904	"	17BZP4	16 1/6 x 17¼ x 15½	Portable	"	"	"	"	"	"	"	229.95
Socialite 14PT902	14	14WP4	12¾ x 13½ x 15	"	"	"	15	"	"	"	Yes	199.95
COLOUR TV												
Anderson 21CD886	21	21CYP22	37½ x 30½ x 27	Console	3	Cascade	27	5	Side	"	Yes	1095.00
Abington 21CD872	"	"	25 x 29½ x 27	Table	2	"	"	"	"	"	"	795.00

Special Features: *With "Wireless Wizard" electronic remote control. All have power transformers Supplies. Deluxe Sets 21TC293 and up incorporate Automatic preset fine tuning, and power surge resistors. Multi Speaker in all 21" consoles.

ROGERS MAJESTIC No. of Models: 9

C708	21	21DAP4	33 x 28 x 17	Console	W,M,O.	Cascade	19	5	Front	Vert	Yes	469.95
C707	"	"	33 x 28 x 17½	"	"	"	"	"	"	"	"	429.95
C706	"	"	33¾ x 28 x 16½	"	"	"	"	"	"	"	"	389.95
C506	"	"	33 x 34 x 17	"	"	Tetrode	17	3	"	"	"	359.95
C505	"	"	33 x 27¾ x 16	"	"	"	"	"	"	"	"	349.95
C504	"	"	34½ x 27¾ x 16	"	"	"	"	"	"	"	"	329.95
T503	"	"	18½ x 27¾ x 16	"	"	"	"	"	"	"	"	289.95
T502	17	17BWP4	14 x 16 x 15	Table Portable	W, O. Tan-White Turquoise-White W, O.	"	16	4	Top	Horizontal	"	229.95
T500	"	17BZP4	15 x 22 x 14	Table	"	"	17	3	Front	Vertical	"	229.95

SPARTON No. of Models: 12

*21H4C	21	21CBP4A	32 x 36 x 22	Console 3-way	Walnut	Cascade	22	2 Diodes	Upper Front	Horizontal incl. Radio	No.	485.00
21H2S	"	"	32 x 28 7/16 x 17¾	Console	Swedish Oak	"	20	"	"	Horizontal	"	395.00
21H1T	"	"	31¾ x 27½ x 17¼	"	Blonde Oak	"	18	"	"	"	"	339.95
21H1R	"	"	32 x 27½ x 17¾	"	Walnut Mahog.	"	"	"	"	"	"	299.95
21H1L	"	"	19¼ x 29½ x 17¼	(Metal) Table	Autumn Leaf M. Walnut	"	"	"	"	"	"	299.95
21H1K	"	"	18¼ x 27½ x 17¾	Legs extra)	Blonde or Walnut Grain	"	"	"	"	"	"	275.00
21G1M	"	"	34½ x 30 15/16 x 17 15/16	Lowboy Console	Walnut	"	"	"	"	"	"	369.00
21G1S	"	"	33¼ x 28¾ x 17½	Console	Swedish Oak	"	"	"	"	"	"	385.00
17H1L	17	"	15 13/16 x 22¾ x 16¾	Table	Autumn Leaf Mah. Walnut	"	16	4 Diodes	Front	"	"	226.95
17H1K	"	"	13¾ x 20¾ x 16¼	Table (Table)	Walnut Blonde	"	"	"	"	"	"	229.95
14H1K	14	"	11¾ x 17½ x 16½	Portable	Copper, Sand Red, Brown, Ivory	"	"	"	"	"	"	199.00
10G1K	10	"	12¾ x 10¾ x 15¼	"	Copper, Red, Ivory, Green, Charcoal	"	"	"	"	"	"	169.00

*Model 21H4C is a combination Television, Radio, Hi-Fi.

SYLVANIA No. of Models: 9

*21C626	21	21CQP4	36½ x 33½ x 9½	Sylouette Console	†6	Cascade	15	4	Top	Stacked Horizontal	Yes	509.95
*21C534	"	"	36½ x 31½ x 11¾	"	†4	"	"	4	"	"	"	479.95
*21C529	"	"	36½ x 31½ x 9¾	"	†2	Tetrode	"	4	"	"	"	429.95
*21C616	"	"	36 11/16 x 25 5/16 x 16¾	Console	†3	"	"	4	Top Front	"	"	399.95
21C524	"	"	35 15/16 x 23 3/32 x 14 23/52	"	†2	"	"	4	"	"	"	339.95
*21T305	"	"	21¼ x 24 13/16 x 17	Table	†2	"	"	4	"	"	"	329.95
21C414	"	"	33 x 23 19/32 x 14¼	Console	†1	"	"	4	"	"	"	319.95
21M204	"	"	17¼ x 21 1/16 x 13 11/16	Convertible Table	†1	"	"	4	"	"	"	269.00
17P202	17	17BWP4	13 15/16 x 16 3/16 x 15½	Portable	†4	"	"	4	Top	"	"	239.95

SPECIAL FEATURES: *Pix Prompter—pre-set fine tuning on the top of the line models. 21C626 features Hi-Fi sound using 2 co-axial speakers. Features halolight—which carries a lifetime warranty on the parts. The 21M204 can be used as a portable or can be inserted in a low boy base becoming a console.

†21C626: Walnut, Lined Oak, Swedish Walnut, Fruitwood, Autumn Leaf Mahogany, Mahogany; 21C534: Walnut, Lined Oak, Swedish Walnut, Mahogany; 21C529: Walnut, Lined Oak; 21C616: Walnut, Lined Oak, Mahogany; 21C524: Walnut, Lined Oak; 21T305: Walnut, Lined Oak; 21C414: Walnut; 21M204: Rajah Pattern Top, Silver Mocha Bottom; 17P202: Black and Azure, Red and White, Green and White, Brown and White.

WESTINGHOUSE No. of Models: 10

2V38K	21	21CEP4A	37¾ x 25½ x 18¼	Console Half Door	Walnut Mahogany	Tetrode	17	2 Silicon 1 Germ.	Top Front	Horizontal	Yes 1 P.W. Board	429.95
2V37K	"	"	32 x 36 x 17 1/16	Horizontal Console	Blonde	"	"	"	"	"	"	399.95
2V35K	"	"	36¼ x 24¾ x 16½	Console	"	"	"	"	"	"	"	379.95
2V39K	"	"	32 x 36 x 17 1/16	Horizontal Console	"	"	"	"	"	"	"	369.95
2V41K	"	"	36 x 30¾ x 16½	Console	"	"	"	"	"	"	"	389.95
2V34KL	"	"	35½ x 24¾ x 16½	"	"	"	"	"	"	"	"	339.95
2V40K	"	21CBP4B	36 x 24¾ x 19	"	"	Tetrode or Neutrode	"	1 Silicon 1 Germ	"	"	"	329.95
2V25T	"	21CEP4A	21¾ x 24 13/16 x 16½	Table	"	"	"	2 Silicon 1 Germ	"	"	"	299.95
2V34T	"	21CBP4B	20½ x 23½ x 18¾	Table	"	Tetrode or Neutrode	"	1 Silicon 1 Germ	"	"	"	269.95
17T249	17	17CFP4	16¼ x 13¾ x 16	Base Optional Portable	Rajah Brown Antique White	"	"	1 Silicon 1 Germ	Right Hand Side	"	1-Chassis 1-Tuner	229.95

ZENITH No. of Models: 22

Westguard 3014	21	21CXP4	38½ x 29¾ x 20¾	Console	M.C.	Bull's Eye Turret	18	1	Top, plus Remote	Horizontal	No	800.00
Rochelle 3013	"	"	33 17/32 x 39¾ x 18½	"	C.	"	"	"	"	"	"	750.00
Hartford 3012	"	"	33½ x 39¾ x 18½	"	M.C.	"	"	"	"	"	"	675.00
Brentford 3011	"	"	33 13/32 x 40¾ x 17¾	"	W.B.E.	"	"	"	"	"	"	625.00
Danville 3010	"	"	37 x 26½ x 18 1/16	"	M.B.C.	"	"	"	"	"	"	549.00
Caburg 3009	"	"	31¼ x 37½ x 18½	Lo-Boy	W.B.E.	Target	16	"	"	"	"	539.00
Pembroke 2359	"	"	34½ x 26 x 17¾	Console	W.B.	Bull's Eye Turret	18	"	Top	"	"	499.95
Claridge 3006	"	"	33¾ x 32¾ x 17½	Lo-Boy	W.M.B.	Target	16	"	Top, plus Remote	"	"	479.00
Barrett 3008	"	"	36 x 26¼ x 17¾	Console	"	"	"	"	"	"	"	479.00
Danbury 3004	"	"	35¾ x 25¾ x 17 7/16	"	"	"	"	"	"	"	"	429.00
Salmon 2049	"	"	32 x 33 x 18 1/16	"	W.M.C.	"	"	"	Top	"	"	429.95
Dover 2254	"	"	32 x 39¼ x 17 11/16	Lo-Boy	M.B.C.	"	"	"	Side	"	"	419.95
Granville 2201	"	"	20 3/16 x 23 7/16 x 17 7/16	Table	M.B.	"	"	"	Top, plus Remote	"	"	419.95
Lakeside 3000	"	"	"	"	"	"	"	"	"	"	"	389.95
Westport 2246	"	"	37¾ x 25¾ x 17 7/16	Console	W.M.B.	"	"	"	Top	"	"	379.95
Huntington 2247	"	"	32 x 32¾ x 17 11/16	"	M.B.	"	"	"	Side	"	"	369.95
Beaumont 2230	"	"	20 3/16 x 23 7/16 x 17 7/16	Table	"	Cascade	18	"	Top	"	"	369.95
Westmont 2245	"	"	36¼ x 24½ x 17 7/16	Console	W.M.B.	Target	16	"	"	"	"	349.95
Devon 2228	"	"	21¾ x 24 x 17 7/16	Table	W.M.	"	"	"	"	"	"	339.95
Trenton 2223	"	"	20 3/16 x 23 7/16 x 17 7/16	"	M.E.	"	"	"	"	"	"	319.95
Surf 1719	17	17CRP4	15 x 17½ x 15½	Portable	Crown	"	14	3	"	"	"	289.95
Bermuda 1716	"	"	"	"	Yellow, White Two-tone Grey	Bandswitch	"	"	"	"	"	269.95

SPECIAL FEATURES: Prices vary according to finishes in some models.

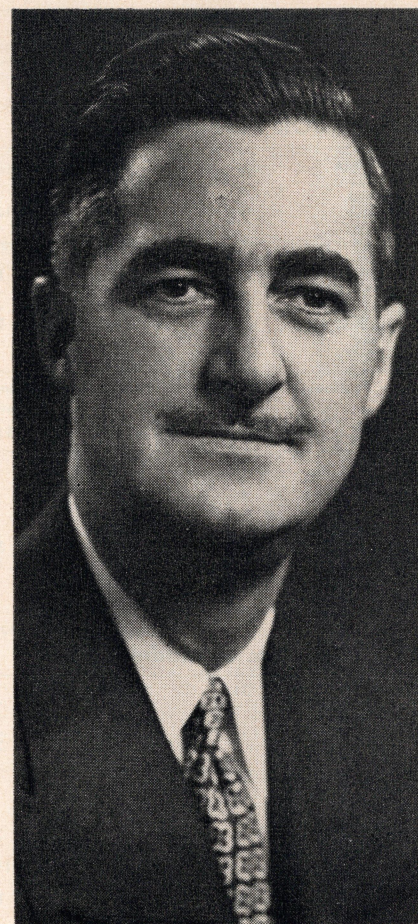
How to make maximum use of Finance Facilities

by J. H. L. Ross

Chairman, Public Relations Committee,

Federated council of Sales Finance Companies, and

Vice-President, Industrial Acceptance Corp. Ltd.



THE YOUNG couple entered the appliance store and told the salesman who greeted them they were in the market for a washing machine. Having decided beforehand the particular make they wanted, it didn't take long to complete the transaction, which was for cash. The salesman later remarked to the manager that it was one of the easiest sales he had ever made.

"Easiest, maybe," agreed the manager, "but you lost money on it. They wanted a washer; why didn't you also sell them a drier?"

The salesman pointed out that the couple had only enough money for the washing machine.

"The purchase price," explained the manager, "was not only more than enough for a down payment on a washer and a drier, but also an automatic ironer. It would probably have left them with money in their pockets."

The salesman not only lost money then; he probably also lost future commissions. The chances are the young couple would go elsewhere when they purchased their next appliance. Cash sales seldom guarantee repeat orders; instalment sales usually generate future business from satisfied customers.

It should, however, be pointed out in all fairness to the salesman that the lost business was not entirely his fault. The dealer had established a relationship with a sales finance company but his staff, not completely cognizant with the opportunities for increased business through this relationship, were missing the boat.

This is not an isolated case. Thousands of stores are losing good customers because salesmen either do not understand or have not been properly

briefed on the advantages of instalment selling. Because of this lack of knowledge they are not able to show customers how to make the maximum use of instalment buying and all that it connotes — a higher standard of living, more leisure hours, better quality goods and, what is probably one of the most important advantages, actual savings by being able to buy articles when it is most convenient.

The history of instalment buying is too well known to bear repeating here. But, despite the fact that modern instalment buying has been available for almost a half-century and that every passing year sees it play an increasingly more important part in our national economy, misconceptions regarding it still exist in the minds of many people — even among those who pride themselves on being intelligent and well-informed. And it is no exaggeration to say that among these people are some dealers and their sales staffs.

Typical

For example, what constitutes "a typical instalment sales customer"?

A recent survey revealed that the typical individual Canadian who buys durable consumer goods through facilities provided by sales finance companies is a young married man, between 30 and 35 years of age. He has been five years on his job and five years at his present address. The percentage of individual purchasers who are hourly workers is no greater than the national average and more purchasers earn over \$4,800 than under \$2,400. One out of five is a proprietor, manager, or professional man.

This, it must be admitted, looks

like a pretty good market.

Another point that a good many people don't know is the rate of liquidation of consumer credit. As of December 31, 1957, there was outstanding well over a billion dollars with sales finance companies. By the end of June of this year, 43 per cent will have been liquidated, by the end of the year, 72 per cent will have been paid off. Within an 18-month period, 88 per cent will have been liquidated and, within a two-year span, 97 per cent of the amount outstanding as of December 31, 1957, will be paid in full. Only three per cent of the outstandings have a maturity longer than 24 months.

These figures demonstrate the fundamental soundness of instalment credit in Canada, which has resulted from close co-operation between sales finance companies and the retail dealer coupled with good management on the part of the individual himself.

Helps make sales

There is also another factor not to be overlooked. Within a six-month period, we noted, some 43 per cent of the outstanding obligations will have been paid off. This amount, which aggregates better than \$400,000,000, is available for further purchases. One of the basic purposes of a sales finance company is to help the dealer make sales; unless it provides real aid along these lines, it is not fulfilling one of its major reasons for existence. Along these lines, many sales finance companies will provide an automatic follow-up to the dealer to keep him informed of those customers who have paid off their accounts. Keeping in mind the rapid rate of pay-off, this is indeed a valuable service to the dealer on the part

of the sales finance company.

There are approximately 150 sales finance companies operating in Canada, with about 600 branches. With so many companies, the retailer should have no difficulty in selecting a company to fit his requirements.

Whichever company he selects he should make a thorough study of its sales financing plan and see to it that his staff is thoroughly indoctrinated and also understands the plan. He will find the company he selects will do everything it can to assist him but, in return, it expects his full co-operation. The sales finance company can prove to be one of the most valuable sales tools available to the dealer but he must make proper use of it to get the fullest benefit.

Advantages

There are a number of advantages in dealing with a sales finance company — not always realized by the retailer, who is sometimes apt to look upon it as no more than a convenient method of dispensing with the inconvenience of handling instalment credit.

First, it enables the retailer to maintain a more fluid cash position. The sales finance company, having paid the retailer for the contract, he is in a position to use his funds for expansion, to increase his inventory or for other purposes.

Secondly, it will enable him to sell more goods. The couple who bought the washer might not have realized that they could have also had a drier and an ironer at the same time. By paying for them out of income, they could have had the use of them, while saving to buy the next household appliance they had set their hearts on. Most people find it easier to budget