

# RAJ RADIO & APPLIANCE JOURNAL TELEVISION

# 5

## DYNAMIC Stores

the forging of a retail chain



SEPTEMBER 1948

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**NO. 1 CHOICE OF  
LEADING  
DEPARTMENT  
STORES!**

**NATIONALLY  
ADVERTISED!**

*Ray-Dyne*

**LARGEST MAKERS OF  
KIDDIE'S CONSOLE  
PHONOGRAPHS**

*John Wanamaker* • KRESGE-NEWARK, INC. • The MISSOURI • WINNELL BROTHERS • *Pity*  
 CARSON PIRIE SCOTT & Co. • JORDAN MARSH COMPANY • MICHAELS & Co., INC. • L. BAMBERGER & CO.  
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 THE STEWART DRY GOODS CO. • THE NEW BOSTON STORE • STRAWBRIDGE & CLAYTON • THE FRANK DRY GOODS & BROS. Milwaukee  
*Barney, Inc.*



**PHONOGRAPH-RADIO  
COMBINATION**  
\$37.50 Retail



**TABLE MODELS**  
from  
\$11.95 Retail



**CONSOLES**  
from  
\$20.95 Retail

**ALL NEW 1949 KIDDIE PHONOGRAPHS  
with VOLUME CONTROLS**

- ★ Play all size records.
- ★ Sturdy Solid Wood Cabinets.
- ★ Patented Volume Controls.
- ★ Underwriter's Lab. Approved
- ★ Storage space for all size albums

These fast-selling kiddie phonographs and Radio-Phonograph Combinations come in beautiful pastel enameled finishes, gaily decorated. Cabinets of solid wood made in our own factory. Clear, brilliant tone. Over a quarter century manufacturing phonographs is your guarantee of quality.

**ORDERS NOW BEING ACCEPTED FOR HOLIDAY SELLING.  
DEALERS, WRITE FOR 1949 CATALOG!**

**RAY-DYNE MANUFACTURING CORP.**

Licensed by Radio Corp. of America

141 West 24th Street  
New York 11, N. Y.

# THE NEWS THAT ROCKED THE PHONOGRAPH INDUSTRY!



## The Revolutionary New 45-Minute Record



## The Sensational New Radio-Phonographs Created by PHILCO

### to play it!



**H**ERE is the radio-phonograph the entire buying public will demand in 1949. The instrument that plays standard records automatically AND... *the sensational new 45-Minute Record*. No other phonograph can offer the *full* enjoyment of this amazing development that brings you 45 minutes of music from *one* 12-inch disc. In addition, the new 1949 Philco Radio-Phonographs present a *host* of new developments from the Philco laboratories. Together they again provide Philco dealers with the sales appeal and promotional power they have come to *rely upon* from Philco, the *leader*, for 18 years!



### The new PHILCO Balanced Fidelity Reproducer

A long program of research in the Philco laboratories perfected the new Philco Balanced Fidelity Reproducer, specially created to meet the new demands of the long playing record with its microscopic grooves. It caresses the record with a mere  $\frac{1}{5}$  of an ounce of pressure. It embodies new principles of balance which avoid distortion and wear and which reproduce the wide range of tone contained in the record. It permits the *full enjoyment* of this history making advance in recorded music... and *there's nothing else like it on the market!*

**ALEX H. KOLBE**

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### This Month's Cover



*A retail chain in the radio, television and appliance field doesn't just happen . . . it's forged. How one metropolitan New York chain came into being is told in the Dynamic Story, starting on page 25 in this issue.*

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# ANSLEY *proudly presents*

## DYNAVUE\* TELEVISION

CONTINUING THE ANSLEY DYNAPHONE TRADITION OF FINE PERFORMANCE AND EXQUISITE CABINETRY AT COMPETITIVE PRICES



### BEACON

**\$375.00**  
PLUS TAX AND  
INSTALLATION

MATCHING TABLE \$25.00

30 Tubes—52" Picture. Automatic Frequency Control, Ansley Picture Lock, Cabinet and Matching Table of African Mahogany and Mahogany Veneers.



### SOMERSET

**\$995.00**  
PLUS TAX AND  
INSTALLATION

41 Tube Television and AM-FM Radio (including rectifiers). 77" Picture. Webster Record Changer. Cabinet of Finest Matched Crotch Mahogany.

### BELLEVUE

**\$995.00**  
PLUS TAX AND  
INSTALLATION

BISQUE FINISH \$40.00 ADDITIONAL  
41 Tube Television and AM-FM Radio (including rectifiers) 77" Picture. Webster Record Changer—Ribbon Striped Mahogany.



*Check* THESE FEATURES OF THE ANSLEY DEALER POLICY!

- Direct to Dealer
- Exclusive Franchise
- No Tie-in Sales
- Longest Range Discount
- 21 Years of Quality Workmanship in Radio and "Hand Finished" Cabinets
- No Yearly Models (no obsolete stock)

\*REGISTRATION PEND. U. S. PATENT OFFICE

## ANSLEY RADIO & TELEVISION, INC.

TRENTON  
NEW JERSEY

# Editorial

## Dealers, Mend Your Fences!

WITH the radio, television and appliance industry rocked by rising prices and regulatory installment credit curbs, dealers will find little solace in burying their heads like ostriches to ignore the shaking events.

The modern version of Regulation W (see Washington Highlights) can be dispensed with in a word: regardless of what side dealers take in the controversy, the regulation is scheduled to go into effect on September 20th and dealers will be well advised to prepare for it.

In the matter of price rises, the chain of events is familiar. RCA's 10 to 15 per cent hike on radio tubes and picture tubes for television set a pattern for Sylvania, DuMont, Hytron, Raytheon and other tube manufacturers to follow. In the face of increases in component parts, Stromberg-Carlson found it necessary to announce it would try to hold the line on

prices. But Motorola and Emerson effected a price rise on radio and television sets. Increased labor and materials were cited as the reasons for price hikes, both in tubes and radio and television sets.

Dealers, of course, have become somewhat weary, feeling that prices are already high and that certain categories of merchandise have priced themselves right out of the market. But dealers should bear one thing in mind. In the highly-competitive radio, television and appliance industry, manufacturers are loathe to price themselves completely out of the market, and scarcely institute price hikes unless they are compelled to do so, after long and careful study. However, caught in the floodtide of rising costs, some have gone ahead with price increases. And, as prices continue upward, it has become the practice with some manufacturers to pass on the benefits of the price increases to dealers, in the form

of higher markups at the dealer level.

Rather than rely on benefitting from such practices, however, dealers can keep their heads out of the sand by taking positive measures to absorb the impact of rising prices and the installment credit curbs. First, they can make an immediate, thorough examination of their credit programs in the light of new costs under the latest regulation. And second, they can re-examine their overhead, with the help of a competent accountant. For those who have no accountant, the best advice we can offer is: get one—quick. But the best accountants on earth cannot help dealers do one final thing to lift themselves out of the price and credit curb doldrums. Accountants cannot inaugurate aggressive promotion programs. Dealers must do that on their own.

## The Goodwill Chain Reaction

FOR the first time in the history of this publication, ten pages have been devoted to an individual feature story. We refer to the Dynamic Story, in this issue, and commend it to you for careful reading.

After having written the story, we mulled it over, trying to distill into a single thought the basic element responsible for the organization's progress. We had to admit that the brilliant direction of Jack Winer and the devotion of his capable staff were factors. Also that constant analysis of products and selling methods, as evidenced by planned advertising promotions on a long-term basis, contributed

to the organization's growth. And there were other factors, such as the elaborate service extended on all merchandise, and the catering to all tastes through the custom-built department.

But one single factor stands out above all others. And that is the organization's respect for the customer.

Recently, to cite a clear example of what the firm stands for, a customer hurried into Dynamic's Rego Park store, radio under his arm, fire in his eyes, and belligerently complained about the defects of his set. The store manager looked

at it, walked to the stockroom and returned with a new set. The customer started to walk out of the store, shaking his head in a bewildered manner.

The store manager asked, "Is everything all right now?"

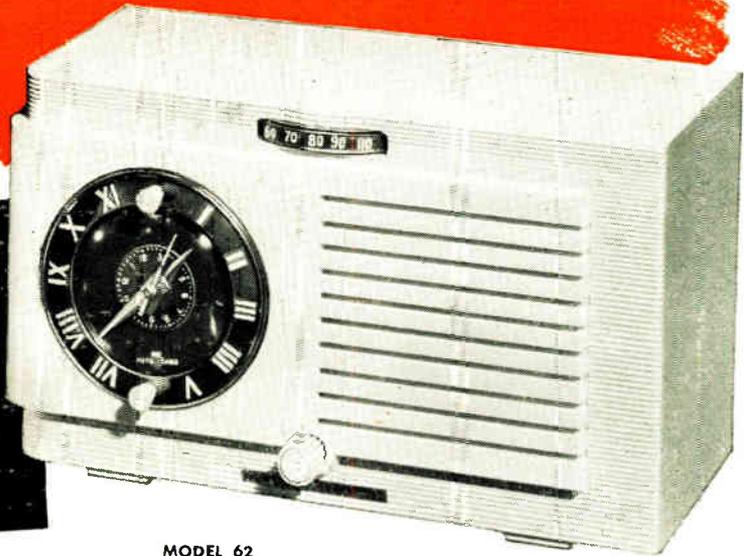
"Yes, everything's fine," replied the customer, "but the reason I'm shaking my head is that I'm amazed to find that one store still values its customers and tries to serve them. Believe me, I'll tell my friends about this store."

That is how one organization is building a *chain . . .* through a chain reaction of goodwill.

# 10 WAYS TO MAKE COLD CASH WITH RADIO'S HOTTEST SPECIALTY!



"Wake-up-to-music"  
**CLOCK-RADIO**



MODEL 62

1. **FEATURE** the G-E Clock-Radio! It's *more* than a radio—it brings you *more* sales, *more* profits when it's not buried among your radios on display.
2. **PLACE** the G-E Clock-Radio in a "stand out" spot among your radios, AND
3. **DISPLAY** it in a "stand out" spot among your clocks, AND—MOST IMPORTANT—
4. **FEATURE THE CLOCK-RADIO BY ITSELF!** Customers who don't want "just a radio" or "just a clock" will buy a Clock-Radio!
5. **SHOW** the Clock-Radio in your windows—*away from ordinary radios!* The Clock-Radio is in a *class* by itself—show it by itself!
6. **TELL YOUR CUSTOMERS THE G-E CLOCK-RADIO STORY. THEY'LL WAKE UP TO SWEET MUSIC—YOU'LL WAKE UP TO SWEET PROFITS!**
7. **EXPLAIN** to them that the G-E Clock-Radio is an electronic reminder—it'll wake them, turn on a favorite program, remind them of important dates—automatically. All this—PLUS a G-E electric clock, PLUS a G-E "Superhet" radio.
8. **TELL THEM ABOUT THE EMINENT DOCTOR'S "WAKE-UP" TESTS—HOW SCIENCE PROVED THAT JANGLING ALARMS JAR YOU, PRODUCE NERVOUS TENSION; WHILE MUSIC FROM A G-E CLOCK-RADIO WAKES YOU SOOTHINGLY.**
9. **PLAY** on their liking for something *new* and *different*. The G-E Clock-Radio is *both*. There's nothing else on the market that sells like it!
10. **REFER** them to the G-E Clock-Radio ads in Life, Collier's, Saturday Evening Post . . . use all the Clock-Radio dealer aids—your G-E distributor has them . . . place ads in your local papers!

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

**REMEMBER**—The G-E Clock-Radio is radio's hottest specialty!

**GENERAL**  **ELECTRIC**

175-68

## Refreshment Vendors Note

Reports that room service revenues in New York hotels have jumped from \$35 to \$175 per room, following the installation of television, indicate that guests who enjoy telecasts in the privacy of their hotel rooms also enjoy additional refreshments during telecast hours. Children, according to other reports, comprise an enthusiastic segment of the television audience, listening to any type program by the hour.

It is not idle dreaming to surmise, from the above facts, that the food and beverage packages coming home from corner groceries will become heavier as video catches on. Home telecast audiences are as likely to be as convivial as hotel guests, and conviviality is synonymous with refreshments. Children will not shatter the synonym. No parent who has taken a child to a ball game, the zoo, or a movie is likely to argue the point.

## It Can't Happen Here

Power synchronization would have spared police of Madrid, Spain, a riot call last month, and theatre promoters of a televised bullfight would have been in pocket 2,500 admissions instead of being in the public's disfavor and minus the price of the same admissions. It all happened when the transmission of power from suburban Carabanchel, where the bullring was situated, to the Madrid power plant was not synchronized. The faulty current impaired transmission and the 2,500 spectators stormed the box office, demanding their money back. A busload of police finally quieted the crowd, but only after the promoters of the bullfight agreed to refund on paid admissions.

## Industry Production

Television receiver production for the first half of 1948 totalled 278,896, one-tenth of a million more than during all of 1947, and almost clicked television set output since the war past the half-million mark. Total over-all television set output is now set at 463,943. FM-AM production for the same period of this year came to 695,313, exceeding by 249,750 the sets produced during a comparable 1947 first-half period. The 1,182,262 automobile and the 1,207,754 portable radio receivers made during the first six months of 1948 indicate continued high production on these items. Radio receiver production, however, stayed at a seasonal low, June's radio production adding up to 1,049,517.

## Bright Future

By the end of 1948, television receiver production should exceed 850,000, more than 60 television broadcasting stations

# RAJ News Roundup

RADIO AND FM  
TELEVISION

## Now They're Giving Television on Radio!



Jack Arthur Janelli, disabled war veteran, is congratulated by Arthur W. Burton, left, of Transvision, New Rochelle, after winning the Transvision television kit, offered as grand prize on the Sammy Kaye radio program. Kaye beams about the result, as John L. Golob, extreme right, national commander of the Disabled American War Veterans looks on.

should be in operation, and television should be enacting bits of major roles it is destined to play in education, religious teaching, and other important fields, according to Frank M. Folsom, vice-president of RCA.

Addressing 1,000 radio and appliance distributors and dealers in San Francisco during Western Summer Market Week recently, Mr. Folsom predicted television industry production, during 1949, amounting to 1,600,000 receivers, a potential \$400,000,000 retail business.

Mr. Folsom agreed with Dean J. Roscoe Miller, of Northwestern University Medical School, who, after RCA televised surgical operations for some 12,000 physicians and surgeons at the American Medical Association Convention last June, proclaimed: "A revolution in teaching methods is in sight."

"The entire nation will be watching television in San Francisco," Mr. Folsom asserted, after reviewing the myriad ramifications of television in contributing to the country's welfare. He cited television operation in the mountainous western region as being of interest to everybody in the industry. In addition, Mr. Folsom predicted television's linking East and West coasts

by 1952, pointing out that national advertising would inevitably follow.

## TV Bows Along Wabash

RCA Victor television barnstormers packed \$100,000 worth of equipment, including RCA's super-sensitive Image Orthicon cameras, control and monitoring equipment, and latest television receivers, onto the Monroe County Fair grounds at Bloomington, Indiana, last month. Twenty-two television receivers were installed in the special space allotted to television at the Fair, and from a separate booth programs originating all over the lot were directed, monitored and controlled. Children's shows, stock tent judging, amateur talent and variety shows were televised. A feature of the demonstration was "See Yourself", an arrangement permitting visitors to stand before a television camera and see themselves on a television receiver nearby. The barnstormers, RCA Victor production and technical experts who demonstrated television for Pope Pius XII at the Vatican, televised Mexican bullfights, and introduced television to millions of people, finally got around to demonstrating television to the folks along the Wabash.

*Announcing . . .*

*a higher standard  
of television performance  
designed for the  
finest homes*



*Large direct view sets*  
*available for*  
*immediate delivery*  
*to selected dealers  
in each community*

**O**ur tube manufacturing facilities enable us to deliver now . . . 10", 12", 15" and 16" direct view cathode-ray tube . . . table models, combination, consolette and break-front cabinet models in modern and period designs . . . retail from \$349. to \$1,795.

Wire, phone, write today for details.

STARRETT TELEVISION CORP.

Offices and showroom

521 Fifth Avenue  
New York City  
Phone MU-7-1780

Factory

Starrett-Lehigh Building  
New York City

# Tele-tone

priced and designed for

AT LAST  
A TABLE MODEL WITH  
BOTH BROADCAST BANDS



## AM-FM

AT A SENSATIONAL PRICE

Here's the set with the selling point that's new, wanted, demanded! AM-FM . . . powerful 8 tube complement . . . built in antenna for both AM and FM . . . Alnico permanent magnet speaker. This new Tele-Tone AM-FM radio comes equipped with "Ratio Detection", assuring increased sensitivity, noise reduction, tuning stability, and cuts down interference to the absolute minimum.

\$34<sup>95</sup>

Now . . . your customers can buy an FM radio for the bedroom . . . an FM radio for the kitchen . . . an FM radio for the porch and enjoy all the wonders of static-free FM reception. Full frequency range in both FM and AM. Available in walnut plastic cabinet.



**Model #165**—The "punch" for your promotions. Superheterodyne circuit. Alnico speaker, modern plastic cabinet. \$9.95.



**Model #190**—A 3 way portable—AC-DC or self contained batteries. Light, compact with powerful full tube complement. Available in maroon plastic. \$24.95 less batteries.



**Model #184**—A powerful table model set featuring full tube complement, superheterodyne circuit, two stages of I.F., automatic volume control, built in loop antenna. In ebony plastic. \$14.95.



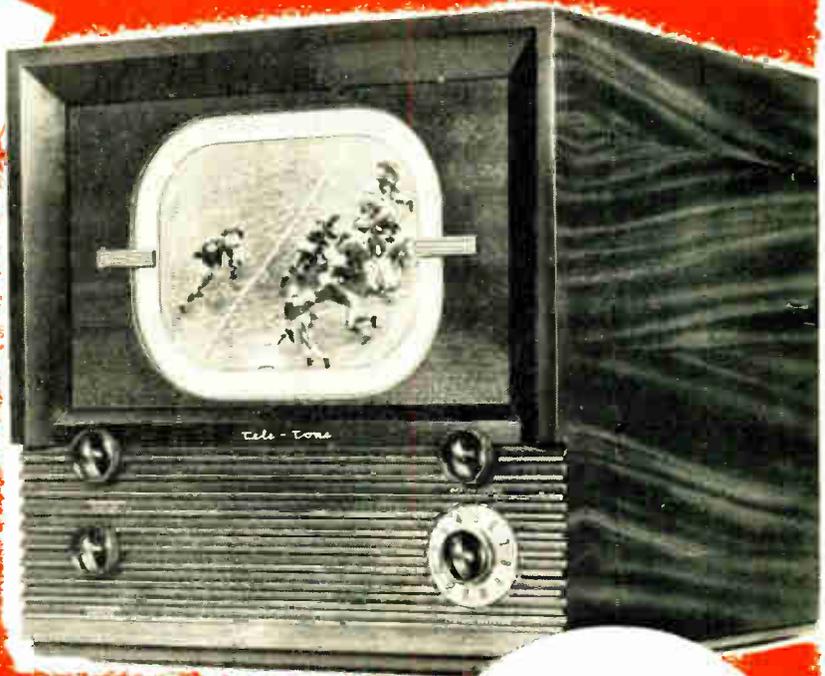
# greater sales, increased profits

## THE NEW *Tele-tone* BIG SCREEN TELEVISION

# TV

Here it is . . . 52 square inches of bright, clear picture at the **LOWEST PRICE IN THE COUNTRY**. Yes, it's the lowest priced **BIG SCREEN** television ever to be engineered and sold. It's the shot-in-the-arm your business needs to get it out of the doldrums . . . shoot it into the upper brackets of sales and profits.

It's **NEW** . . . all new . . . with plus features never before found in a TV set at anywhere near this price. Stock it...sell it...It's TV's best buy...by Tele-Tone.

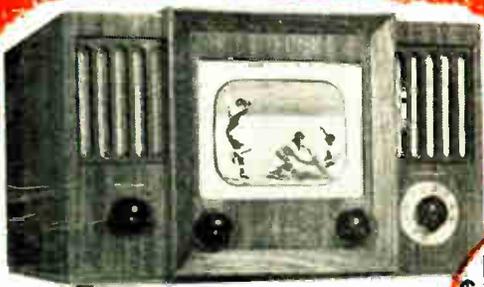


### ALL THE FEATURES THAT MADE THE FIRST TELE-TONE TV SET FAMOUS . . . PLUS 4 ADDITIONAL ONES

- Automatic Frequency Control . . . makes horizontal synchronization easier.
- No fine tuning control necessary . . . automatic gain and loss compensates for transmission variations.
- Higher I.F. frequency . . . gives higher immunity to interference.
- 10" Direct View Tube . . . the largest tube available at this low price.

**\$ 249<sup>95</sup>**

**PLUS \$1.50 FEDERAL TAX  
INSTALLATION EXTRA**



**Model #TV 149**—The set that made television available to **EVERY-ONE**. An industry standard. . . **AT THE LOWEST PRICE OF ALL.**

**\$ 169<sup>95</sup>**  
PLUS \$1.30 FEDERAL TAX  
INSTALLATION EXTRA

# Tele-tone

540 WEST 58th ST., NEW YORK, N. Y.



# Washington News Highlights



## Buying Curb

The long-expected, controversial curbs on installment buying were finally announced by the Federal Reserve Board, effective September 20th, after promulgation under authority of the anti-inflation act passed at the recent special session of Congress and subsequently approved by President Truman.

Covering installment sales of and loans for 12 different kinds of durable goods costing more than \$50, installment loans for most other consumer purposes, and installments up to \$5000, the new order of the Reserve Board is in much the same form as Regulation W on consumer installment credit, which was terminated November 1, 1947.

Pivotal points of the new order are the regulations on minimum down-payments and maturities of all installment credits. Prior to the issuance of the order in its final form, arguments materialized from many sides on these two points. Considerable support was given to 10 and 15 per cent down-payment minimums and at least 18 months maturity time. But the Reserve Board order followed none of these. In its final form the new order essentially requires:

A down-payment of one-third on automobiles. Twenty per cent down on cooking stoves, dishwashers, ironers, refrigerators, washing machines, combination units of any of these five household appliances, air conditioners, radio and television sets, phonographs, sewing machines, suction cleaners, furniture, rugs and carpets.

Maturities of all installment credits are to stretch over 15 or 18 months. A credit not exceeding \$1000 had to be finally written off within 15 months. This pertained to all appliances and radios, and to most television sets. A credit exceeding \$1000, after an initial down payment, had to be cleared off within 18 months, no monthly payment being less than \$70.

Under Regulation W, terminated in November last year, purchases ranging from \$50 to \$2000 were subjected to

installment credit controls, and household appliances, now requiring a 20 per cent down-payment, required a one-third initial payment.

With consumer credit currently aggregating \$7,200,000,000, the new control order was designed, in the words of one Federal Reserve Board spokesman, "to stop the present rapid growth of installment buying rather than to encourage deflation."

How much effect the new regulation will have on checking inflationary pressures remained debatable, many quarters still feeling that the brake on consumer credit in itself could not at the same time brake the inflationary spiral to a halt.

In any case, dealers in the radio, television and appliance field seemed likely to be harder hit than department stores, the latter depending less on the items specifically covered in the new regulation for volume business than the former. Charge accounts were not covered either by the regulation.

Since the bulk of distributor and dealer merchandise did fall within the realm of the Reserve Board order, selling took on an added ramification. First reactions of such distributors and dealers was that the curbs on consumer credit would not ease inflationary pressures, but, at the same time, it was the consensus of opinion that the new regulation would not ease any of the selling problems either. A review and revamping of credit programs in effect, and concentration on progressive merchandising through aggressive promotions seemed to be the industry's answer to the new consumer credit regulation.

## Sparking Radio Week

Focusing of public attention on radio broadcasting's 28th birthday during National Radio Week, November 14-20, is to be aided through cooperative community advertising in newspapers and on the radio by the nation's 30,000 radio dealers. RMA reports. Newspaper advertising copy will be furnished by the RMA Advertising Committee and spot announcements and special scripts

by the National Association of Broadcasters. Dealers in participating communities will be urged to join in sponsoring the advertisements.

The "Voice of Democracy" radio speaking contest will be repeated this year, local U. S. Junior Chamber of Commerce chapters, broadcasters, and radio dealers directing local phases. As before, four national winners will receive college or university scholarships. Radio dealers will be asked to donate radio receivers to the high schools producing the boy or girl chosen as its town's "Voice of Democracy".

Dealers will not receive promotion kits this year, but advertising display posters and contest posters will be made available through radio manufacturers. Full participation in cooperation with broadcasters, Junior Chamber of Commerce chapters, schools, and other groups will be urged on dealers. During the week RMA's year-round "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign will be brought to a climax.

## Streamlining RMA

RMA reports the appointment of 21 section chairmen in the Parts Division, and an increase in its Traffic and Statistics committees. Expanded statistical services for five additional sections of the Parts Division, new quarterly reports of television receiver distribution, and the new monthly report of radio distributors' sales and inventories, in addition to its task of gathering production and sales data for all RMA Divisions, prompted the Statistics Committee expansion. Parts Division additions included tube parts manufacturers and ceramic capacitor producers.

## Tube Sales

During the first half of 1948 radio receiving tubes sold by member-companies passed the 100 million mark, RMA reports. The half year sales were divided as follows: 72,543,504 for new sets, 20,280,996 for replacements, 6,644,749 for export, and 536,714 for government agencies.

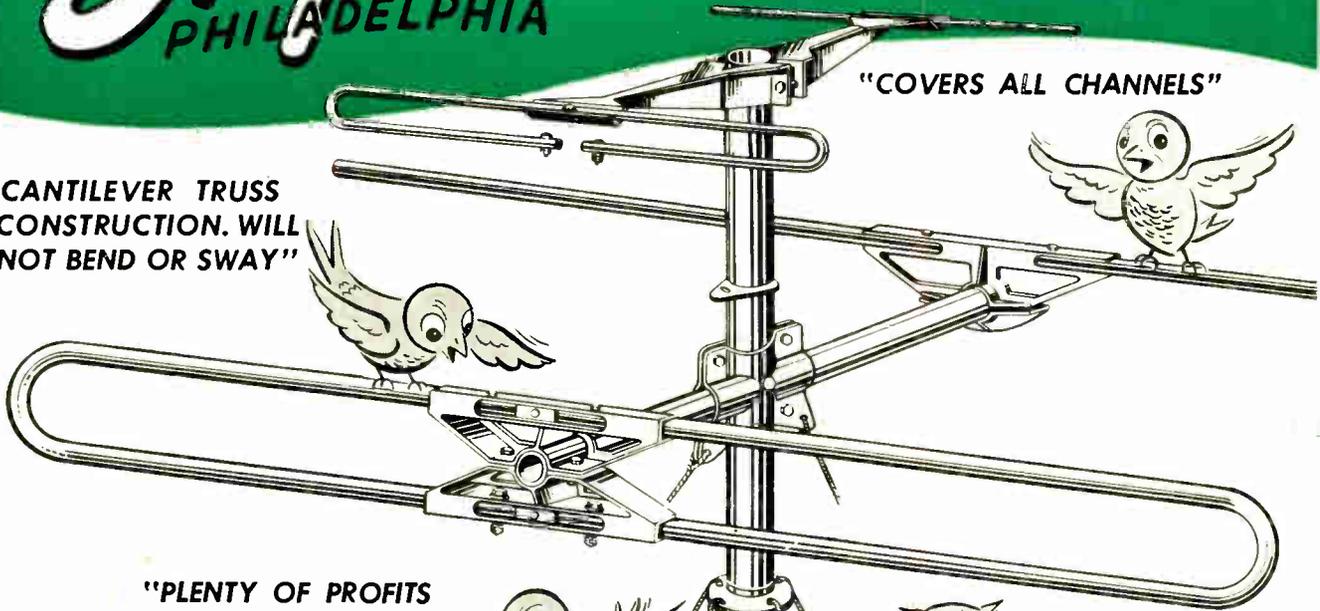
# Snyder

PHILADELPHIA

## REDI-MOUNT TV AERIALS

"CANTILEVER TRUSS CONSTRUCTION. WILL NOT BEND OR SWAY"

"COVERS ALL CHANNELS"



"PLENTY OF PROFITS IN THIS EASY SELLER"

"JUST UNFOLD AND TIGHTEN"

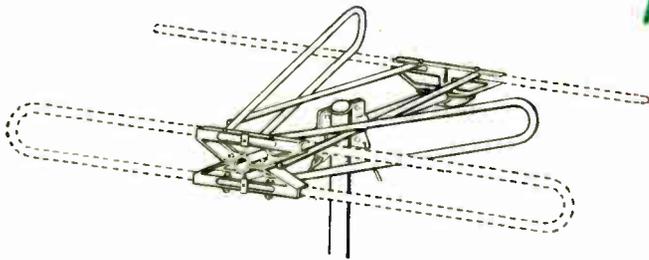
COMPLETELY FACTORY ASSEMBLED. READY FOR ROOF INSTALLATION



8 FEET OF MAST  
2 SECTIONS

TV-13  
includes  
LO & HI-F ARRAYS

**\$22.50**  
LIST



4-WAY INDIVIDUAL ORIENTATION

WRITE FOR CATALOG OF COMPLETE LINE OF REDI-MOUNT TV AERIALS AND ACCESSORIES

# SNYDER

ANTENNA ENGINEERS

MANUFACTURERS . . . START TO FINISH  
PHILADELPHIA 40, U. S. A.  
EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.  
Metropolitan New York Distrib: W. L. Dally, Inc.

**AGAIN IT'S  
"TOPS" WITH  
UNPRECEDENTED PROMOTION!**

*The New 1949*  
**Emerson**



### **A Wide Range of Leaders in Product, Price and Profit**

A large new selection of Compacts—Console and Table Phonoradios—new FM and FM-AM Table and Console models—Portables—Personal Radio—and outstanding Table and Console Television—is ready for your display and sale NOW.

**EMERSON RADIO & PHONOGRAPH CORP.**  
111 EIGHTH AVENUE • NEW YORK 11, N. Y.

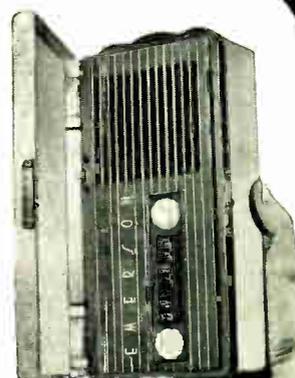
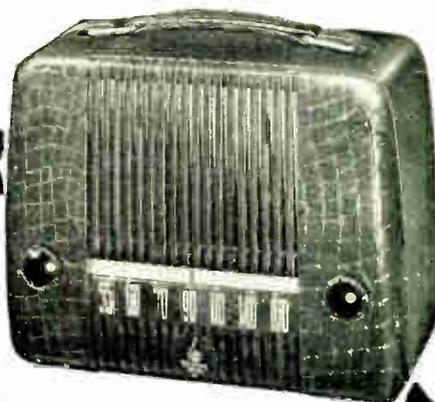
● All of America will see them featured in double-spread color ads in top flight national magazines.

"Big Bertha" newspaper ads will regularly pound their "BETTER Style, Tone, Performance and Value" across to the public—to YOUR prospects.

Crowd-stopping point-of-sale helps will bring already-sold buyers into your store.

A wide range of supplementary promotion will





# Radio and Television

bring new prestige and added profits to Franchised Emerson Radio and Television Dealers.

Every new 1949 Emerson Radio and Television model has been pre-tested for demand in every market. The products are right, the margins are liberal and YOUR VOLUME SALES are assured.

See the entire new line—get all the price and promotion facts—

**CALL YOUR EMERSON RADIO  
DISTRIBUTOR NOW!**

*World's Largest Maker  
of Small Radio*

# Stromberg-Carlson Profit

## TELEVISION

### That Sells on Sight—and Sound!

"You SEE it Better . . . HEAR it Better!" That's the dramatic new television theme Stromberg-Carlson and its distributors are firing with both barrels in support of your own promotion.

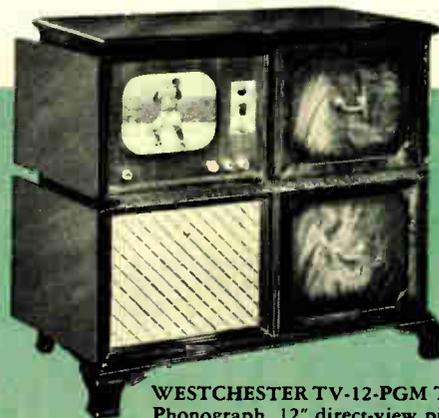
"You SEE it Better!"—on the unsurpassed clear and bright 12" direct view.

"You HEAR it Better!"—on FM audio by Stromberg-Carlson, whose very name promises superlative tone to every prospect.

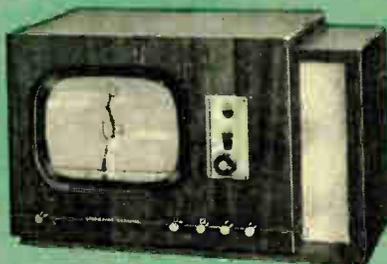
In every important television market, Stromberg-Carlson is boosting sales records of its franchised dealers! With aggressive large-space newspaper advertising against a background of national magazine pages. And with an unbeatable merchandising program—a unique kit containing a 28-page television educational booklet, folders, displays, direct mail, cards, signs, mats and commercials. Everything you need as leader in television selling!



CHINESE CLASSIC TV-12-M5M Television-Radio - Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Lovely Chinese motif cabinet in mahogany veneers.



WESTCHESTER TV-12-PGM Television-Radio-Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Intermix record player. Matched swirl mahogany veneers.



ROCHESTER TV-12-H2A (blond) or TV-12-H2M (mahogany veneer) Television and FM Radio Receiver. 12" direct-view picture. (Also available as TS-10-H2 with 10" tube.)



DORCHESTER TV-12-LM Television and FM Radio Console. 12" picture. Handsome modern cabinet in ribbon-stripped mahogany veneers.

**STOP!—LOOK!—and LISTEN! . . . THERE IS NOTHING FINER THAN A**

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

# Line for Fall and '49

## RADIO-PHONOGRAPHS

### Models for Every Prospect—Prospects for Every Model!

Never before have Stromberg-Carlson franchised dealers had such a choice of fine Stromberg-Carlson radio-phonographs or radios for every customer. Each '49 instrument is decorator-designed for greatest appeal to your prospects, whether their tastes are traditional or modern. And most models feature:

- Three-gang FM and AM tuning, with no-drift permeability on FM.
- Exclusive new Chromatic Tone Selector

to visualize adjustment of treble and bass.

- Intermix automatic record changers with quick-change, dual-needle pick-up that plays either the new long-playing or standard records. Just press a button and touch a control to change from 78 RPM to 33 $\frac{1}{3}$  RPM records. (1409 models)

Powerful and insistent national advertising, newspaper advertising and merchandising will support your own promotion efforts during the fall and winter selling season.



CHIPPENDALE 1407-PFM  
FM-AM Radio-Phonograph.  
Mahogany veneer.



NEW FUTURA 1409-M3M  
(pin-striped mahogany veneer) or 1409-M3A (blond avodiré veneer) FM-AM Radio-Phonograph.



HEPPLEWHITE 1409-PGM  
FM-AM Radio-Phonograph.  
Swirl mahogany veneers.



NEW WORLD 1409-M2Y  
FM-AM Radio-Phonograph.  
Bleached mahogany or avodiré veneers.



MAYFLOWER 1407-PLM  
FM-AM Radio-Phonograph.  
Mahogany veneers.



DYNATOMIC 1400-HI (Ivory)  
or 1400-HB (Brown) Ultra-  
Modern AC-DC Table Radio.

# STROMBERG-CARLSON

— In Canada, Stromberg-Carlson Company, Ltd., Toronto

# TELEVISION TOWN:

## *Whys and Wherefores of TV Buying Habits*



**To plot the location of each television set in Videotown, Klaren Klopfer (above), Newell-Emmett researcher, toured the town's streets, notated actual spots where antennae were seen. Further study of town's buying motives in television, families' listening habits, attitudes to programs, other TV interests will be facilitated by such information already assembled. (Photographs courtesy of Newell-Emmett and Advertising and Selling)**



**Dealers, like the one above, were canvassed to determine where television sales originated. Of 267 sets found in the metropolitan New York hinterland sampling, 85 per cent had been purchased from 21 local dealers. With only two per cent of Videotown's families now owning television sets, dealers have ample room for sales pioneering.**

Television ownership is highest in the middle income brackets, nearly four out of every five sets are owned by private families, increasing video sales will have trebled by the end of 1948. 10-inch are the most popular screens, and local dealers consummated the bulk of sales—these were the major findings in a recent Newell-Emmett Company television survey of a place it chooses to call Videotown.

Somewhere in the hinterland of metropolitan New York, Videotown is a community supported by industry, agriculture, and distribution. The ratio of its 267 television sets to the number of sets now in use is identical with the ratio of its population to the total population served by television today—exactly one-tenth of one per cent in each case.

Keeping tabs on the pattern this town of not more than 50,000 people follows in its television habits is a task taken on by the research staff at Newell-Emmett. Already further study of Videotown is in process, with interviewers now dipping into such things as motives in buying television sets, listening habits of families, attitudes to programs, and general interest in television. Such further phases of the survey can hardly come up with more startling revelations than the initial phase disclosed, however.

Television set ownership, for instance, indicated two out of every three set owners were middle class people, actually 60 per cent of the 267 sets found being in the middle class. Twenty-six per cent of the sets were in the upper class, and 14 per cent in the lower, a pattern which followed closely the finding of radio station WPIX in a recent survey of 17,000 sets in New York City.

Though public use of television is extremely widespread, the survey revealed that only 17 per cent of Videotown's sets were located in bars and grills, and three per cent in clubs and similar locations. On the other hand, 79 per cent were found in private homes. Installation of home sets was on the increase, also, it was discovered. By the second half of 1947, for example, commercial set installations had nosedived from 41 per cent to 26 per

# AMERICA

cent of all installations made. Then, during the first three months of 1948, home installations increased to 91 per cent of total installations, and commercial installations seemed to be rapidly reaching a saturation point at only nine per cent.

Viewing the history of television set installations in Videotown, one-third of all installations in the community were made during the first three months of 1948, while 61 per cent of all sets were installed during 12 months of 1947. At the current 1948 rate, the number of sets in use will have trebled by the end of this year. This will still reflect television set ownership in its pioneer stage, for only two per cent of Videotown's families have television sets today.

Screen size preference centered on the 10-inch screen among Videotown's television owners, about 50 per cent of all sets in use having that size screen. Next most popular was the 12-inch screen, followed by the 7-inch tube, the projection model screen, the 15-inch screen and the 5-inch screen, in that order. With middle and lower income families entering the television market the trend appeared to be toward smaller screens.

Of the 33 dealers responsible for set sales to Videotown's television owners, 21 were local dealers, and they accounted for 85 per cent of all consummated transactions.

*Photos, top to bottom, represent various stages of the survey's progress. Before tackling the tedious job of tracking down all the television sets in Videotown and assembling data on them, researchers gathered at the railroad station, plotted and assigned areas, guaranteed all-inclusive coverage. Commercial installations proved to represent only about 20 per cent of the 267 video sets, with bars and grills alone accounting for 17 per cent. Decline of commercial installations indicated such set sales were reaching saturation point. Home set installations, on the other hand, were on the increase, with the likelihood that the number of such sets in use by the end of this year will have trebled. Front porch and living room talks with set owners revealed that 60 per cent of home sets were owned by middle class persons, and that 50 per cent of Videotown's sets have a 10-inch screen. Advent of middle and lower income brackets into the television market brightened local dealer prospects everywhere.*



# Journal Pictorial: Photographic Review of Events of Interest in the Radio and Appliance Industry



Russell Wilkinson, left, finds the 976 silver dollars awarded him for being leading salesman of Philco products kind of weighty. Leo R. Norman, sales manager of McDonald Bros., Memphis, made the award.



Easy on the eyes—that's the new Transmirra slogan for its Image Definer. And that's what Miss Christy Lange, New York model, is slated to be in Transmirra's Fall advertising and promotion.



Charles W. Robbins, right, Emerson's national sales manager, watches William Goetterman, of Merchants Distributors Co., discover the features of a console-phono-TV set during showing at the Detroit-Leland hotel.

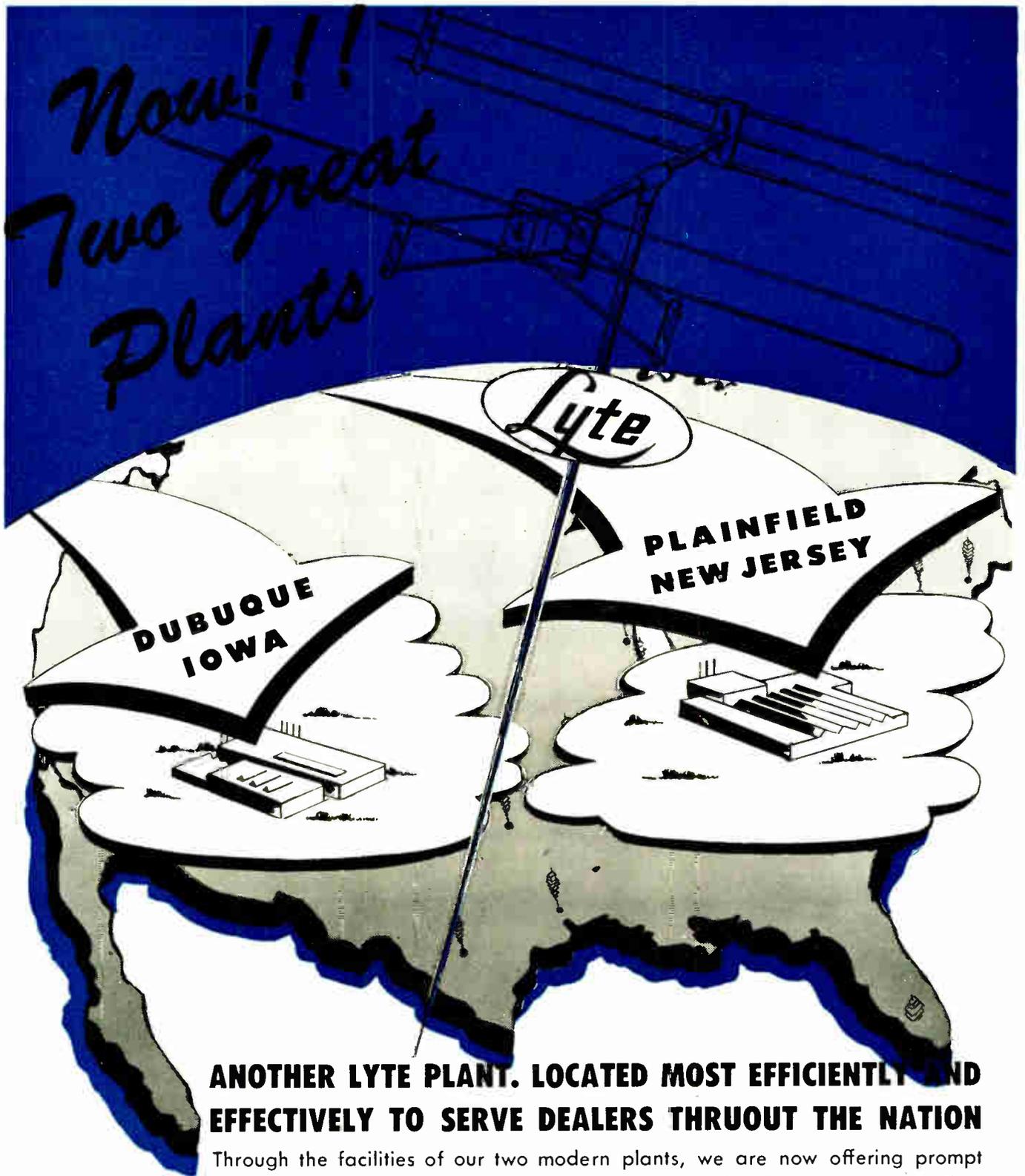
Canadian broadcasters, below, are discussing RCA's new large-screen television projector with executives of the company. Left to right are, Walter J. Blackburn, stations CFPL and CFPL-FM, London, Ontario; Aurele Boisvert, CHUM engineer, Toronto; Frank M. Folsom, executive vice-president RCA; W. W. Watts, RCA Engineering Products Department; Percy Fields, engineer, stations CFPL and CFPL-FM; and Ken Chisholm, RCA Engineering Products Department representative in Toronto.



Television's importance was acknowledged by the producers of "The Babe Ruth Story" when they decided to carry the announcement of Ruth's serious illness, shown in above sequence, through the television medium. Receiver is a GE 910, built in projection set producing an 18 by 24 inch image.

S. W. Gross, president of Tele-tone Radio Corporation, shown below addressing a gathering of distributors at the company's recent sales convention held in the Waldorf-Astoria. At the convention, Tele-tone introduced new 10-inch models and FM-AM radio sets. The 10-inch television set shown on the right of Tele-tone's president is a product retailing for \$249.95.





**TOPS  
THEM ALL**

**ANOTHER LYTE PLANT. LOCATED MOST EFFICIENTLY AND EFFECTIVELY TO SERVE DEALERS THRUOUT THE NATION**

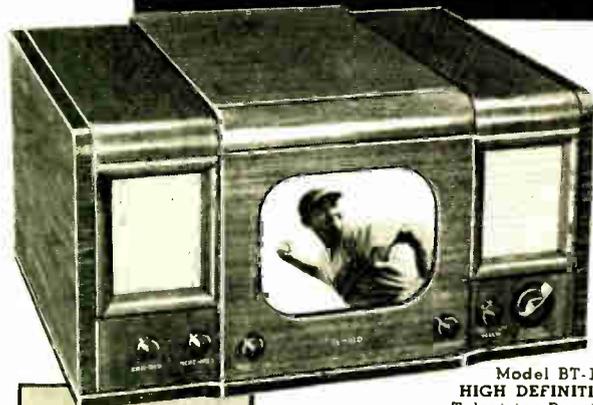
Through the facilities of our two modern plants, we are now offering prompt delivery, top quality and sound value to the Lyte dealer. The Lyte antenna offers new vistas of TV enjoyment, gives you a greater reception range, a sharper picture plus a clearer image. This amazing reception is made possible over all 12 TV channels and FM bands. For the utmost in TV reception, the Lyte antenna is a MUST.

DEALERS — Even the finest Television Set is only as good as its antenna. Install the new Lyte for high fidelity reception, better definition, clearer images, with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — Best by Test.

**LYTE PARTS CO.**  
 15 WASHINGTON AVE., PLAINFIELD, N. J.  
 199 MAIN ST., DUBUQUE, IOWA  
 PLAINFIELD 2-1125 DUBUQUE 1937

... if  
you  
want  
something  
better  
demand

R A D I O  
**DEWALD**  
T E L E V I S I O N



Model BT-100  
HIGH DEFINITION  
Television Receiver

Backed by Over  
a  
Quarter-Century  
of  
Proven Quality

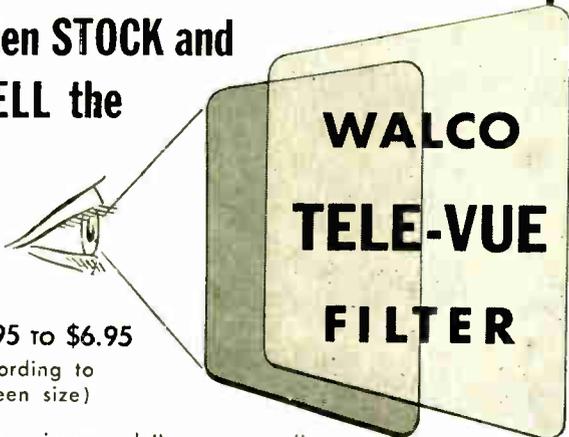
DEWALD offers a complete line  
... from Portables to Television!  
Write for Complete Information.

JOBBERS—REPRESENTATIVES  
Some choice territories still available

**DEWALD RADIO MFG. Corp.**  
35-15 37th Ave., Long Island City 1, N. Y.

**GOT AN EYE FOR PROFITS?**

then **STOCK** and  
**SELL** the



LIST  
\$2.95 to \$6.95  
(according to  
screen size)

New, improved "camera-type"  
filter gives real EYE-EASE. A sure sale to television  
owners who want

- **GLARE-FREE RECEPTION**
- **CLEARER IMAGES**
- **RESTFUL VISION**

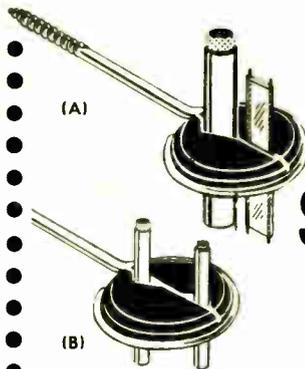
Sold with money-back guarantee  
Write for nearest distributor

**WALCO SALES CO.** 76 FRANKLIN STREET,  
EAST ORANGE, N. J.

the new  
**STEEL  
STAND-OFF\***

\*Patent Pending

**ANOTHER FIRST  
FOR OAK RIDGE**



● Oak Ridge scores again with another big development to make  
● TV and F.M. installations easier, quicker and better. The NEW  
● Steel Stand-Off shown above is one of the most universally  
● efficient devices of its kind. It will rigidly clamp any size of  
● TV or F.M. cable.

● The universal application of this insulator is obtained by merely  
● reversing either of the half sections of the grommet. In position  
● "A", the grommet will clamp large size coaxial cable and/or  
● flat twin-lead ribbon cable. In position "B", it will clamp one  
● or two smaller sizes of coaxial cables.

● These insulators are made of semi-hard weather resisting rubber  
● compound which will not deteriorate in heat. Write direct if  
● there is no Oak Ridge Supplier in your city.

Write Dept. 102



**OAK RIDGE ANTENNAS**

239 E. 127th St., New York 35, N. Y.  
Manufacturing Division of Video Television, Inc.

THE NEW

33 1/3 or 78 r. p. m.

**DUO-SPEED  
UNIVERSAL**



801  
DUO

**A** complete line of Automatic Record Changers equipped to play both 78 and 33 1/3 r.p.m. recordings. ONE TONE ARM — No parts to remove or assemblies to interchange. One knob controls dual needle cartridge. Single knob controls two speed motor.

Patents and Copyrights Pending

**V-M CORPORATION**  
**BENTON HARBOR, MICH.**

# New Appointments



GEORGE C. HALE

• **George C. Hale & Company**, Indianapolis, Indiana, has been appointed Spartan radio-television merchandiser for that state by **Henry L. Pierce**, of the Sparks-Withington Company. Mr. Hale was formerly associated with Phileo, Emerson, Jefferson-Davis, Black & Decker and Jewett, and was on General Arnold's staff during the war, with responsibility for radio, radar and guided missiles equipment.



CHARLES J. NESBITT

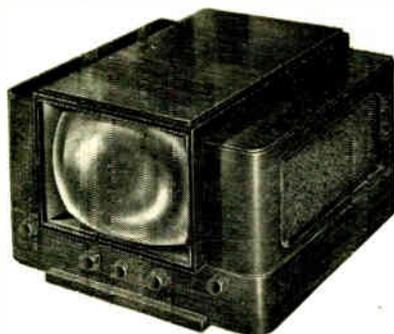
• **Charles J. Nesbitt** has been appointed advertising manager of the Hallcrafters Company by **William J. Halligan**, president. Mr. Nesbitt is a graduate of Loyola University, was with Goodyear Tire and Rubber Co. before the war and was recently with Montgomery Ward.

• **Harold W. Schaefer**, veteran radio and electronics engineer, has been appointed assistant manager of the **Westinghouse Home Radio Division**, Sunbury, Pa., F. M. Sloan, division manager announced. Mr. Schaefer, who has been in charge of engineering development and research, previously had held administrative, manufacturing and engineering positions in the division. In his new post he will continue in charge of product development and research activities with headquarters at Sunbury, Pa.

# TRANSVISION

## NEW Television Kits, and Equipment

**Important Advances in TV Reception and Servicing!**  
Transvision makes television more enjoyable, more profitable!



Model 10 BL TV/FM KIT



New . . . FIELD STRENGTH METER

**TRANSVISION** manufactures the most extensive line of high quality Television Kits, Cabinets, Components and special equipment. Illustrated and listed here are only a representative few of Transvision's leading values. See your distributor.

MODEL 10BL TV/FM Kit, gives 115 sq. in. picture complete FM Radio; receives all channels; streamlined cabinet . . . . . NET \$269.00  
 Roto-Table for Model 10BL, gives full 180° visibility . . . . . NET \$ 23.50  
 Model 7CL TV Kit, gives 60 sq. in. picture; console cabinet with Roto Table; streamlined design . . . . . NET \$199.00  
 MODEL 7BL, same as 7CL except that it is a table model . . . . . NET \$189.00  
 All prices include cabinets, tubes, antenna, and 60 ft. of lead-in wire. (Models 7CL and 7BL can be supplied with complete FM Radio for small additional cost.)

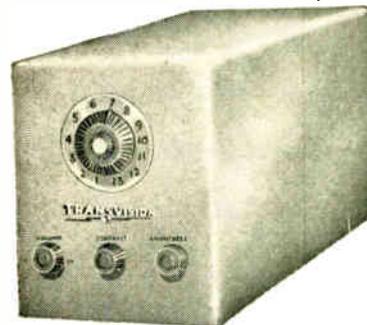
### NEW . . . TRANSVISION FIELD STRENGTH METER . . .

IMPROVES INSTALLATIONS! SAVES 1/2 THE WORK!

Has numerous features and advantages, including—(1) Measures actual picture signal strength . . . . . (2) Permits actual picture signal measurements without the use of a complete television set . . . . . (3) Antenna orientation can be done exactly . . . . . (4) Measures losses or gain of various antenna and lead-in combinations . . . . . (5) Useful for checking receiver re-radiation (local oscillator) . . . . . (6) 13 CHANNEL SET LEVER . . . . . (7) Amplitudes of interfering signals can be checked . . . . . (8) Weighs only 5 lbs. . . . . (9) Individually calibrated . . . . . (10) Housed in attractive metal carrying case . . . . . (11) Initial cost of this unit is covered after only 3 or 4 installations . . . . . (12) Operates from 120 volts—60 cycles.  
 Transvision Field Strength Meter, Model FSM-1, complete with tubes . . . . . NET \$99.50



New . . . ALL-CHANNEL BOOSTER



New . . . REMOTE CONTROL UNIT KIT

### TRANSVISION ALL-CHANNEL TELEVISION BOOSTER

To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all 13 television channels. Tunes all 13 television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels. Model B-1 . . . . . LIST \$39.95

### TRANSVISION REMOTE CONTROL UNIT KIT . . .

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 microvolt sensitivity. Easy to assemble in about an hour.  
 Model TRCU, with 25 ft. of cable . . . . . LIST \$49.00  
 Without cabinet . . . . . 47.00

**NEW 8-PAGE CATALOG** showing complete Transvision line now available at your distributor.

or write to:—  
**TRANSVISION, INC. Dept. RAJ. New Rochelle, N. Y.**

IN CALIF.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46  
 All prices 5% higher West of Mississippi; all prices fair traded.



Worried about the sales future of radios?

*don't get cross  
get a  
CROSLEY  
franchise*



9-212M—Smart, modern styling in rich mahogany. Compact, fits small space. Powerful superheterodyne, Automatic Record Changer.

CARROLLTON FM-AM Radio-Phonograph. Magnificent 18th Century styling. Mahogany Cabinet by Carrollton.



All New!

CROSLEY

LINE FOR '49

HAS DEALERS SINGING—

*"Yes, we have a bonanza"*

THERE'S A MODEL STYLED AND PRICED FOR EVERY PROSPECT IN YOUR MARKET

**26** all-new radios and radio-phonographs to help you cash in on the 50,000,000 potential sales in today's radio market! A bonanza? You bet! There's a model in this line for every prospect in your market—a wide choice of styles and prices in feature-studded FM-AM radio-phonographs, table combinations, table radios, portables and farm sets. That means there's plenty of profit in it for you, fewer turn-downs in favor of the dealer up the street. We challenge you to find *any other* line so complete, so smartly designed, so sensibly priced!

YOUR PROSPECTS ARE THE TARGETS FOR POWERFUL

*Localized promotions*

Crosley pre-sells your prospects with power packin' advertising in popular magazines and key newspapers, coast to coast. You tie-in to this sales push with practical promotion aids designed to fit your local needs. Ad mats—radio spots—attractive literature—smart displays—promotion that brings prospects into your store to look, listen, buy!



9-119—Walnut plastic. Compact AC-DC design with rich, clear tone, sharp tuning!



9-106W—Shortwave and AM reception in lustrous ivory finish plastic. AC-DC.



9-118W—Sleek, smart. High performance. Ivory finish plastic. AC operation.



9-113—Tuneful earful in any room. Walnut plastic. AC-DC.

CROSLEY SPECTATOR TELEVISION RECEIVERS ARE AVAILABLE IN ALL TELEVISION AREAS

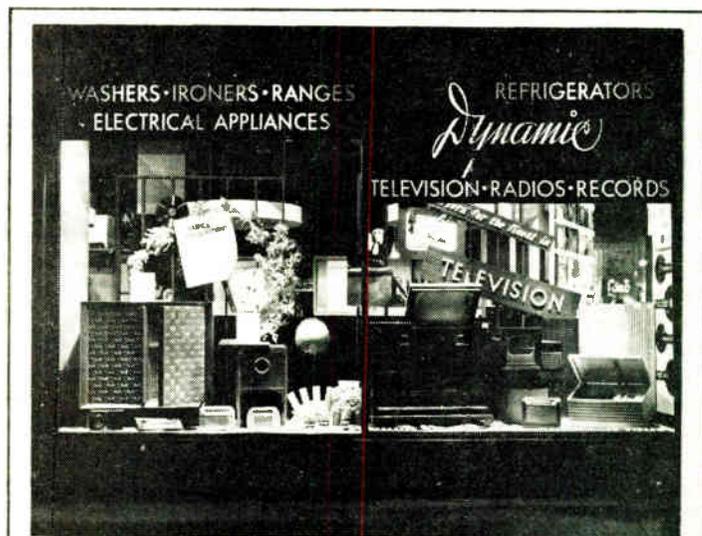
CROSLEY

Division *AVCO* Manufacturing Corporation

\*© Cincinnati 25, Ohio ©1948

Shelvador\* Refrigerators • Frostmasters •  
Ranges • Radios • Radio-Phonographs •  
Shortwave • FM • Television •  
Home of WLW and WLWT.

# The DYNAMIC Story



**F**ORGING a retail chain in the radio, television and appliance industry takes foresight, courage, and downright sound merchandising. Jack Winer of Dynamic came up with the magic combination of these, for he has built his firm to a point where today it occupies a dominant position in metropolitan New York, the most highly competitive trading area in the nation. Dealers who constantly search for shortcut magic formulas, however, will find none in the Dynamic story. They *will* find profitable merchandising pointers.

**DYNAMIC**, the provocative trade name which zoomed to prominence in the New York City radio, television and appliance world in less than four years, had a humble yet somehow brilliant beginning.

It all began back in 1930 when Jack Winer was a salesman at Landay Brothers, one of the biggest radio retailers of the day. Traffic had been unusually desultory one summer morning when a priest walked in and inquired about a radio phonograph with amplifier attached. He had some \$400 to spend and needed the equipment for a forthcoming church fair.

Engineers, Winer had to tell the priest, were the only ones able to handle that type of work. Did Winer know where he might find such a firm, the priest wanted to know. A \$400 sale was about to go begging. In that instant a crazy idea jelled in Winer's head and suddenly made sense.

"There'll be one opening in a few days," Winer said. "If you'll leave your name and address, I'll see that a representative calls on you."

The grateful priest had a flash of curiosity which was to project a new name into radio merchandising. "What's the name of this firm?" the priest asked.

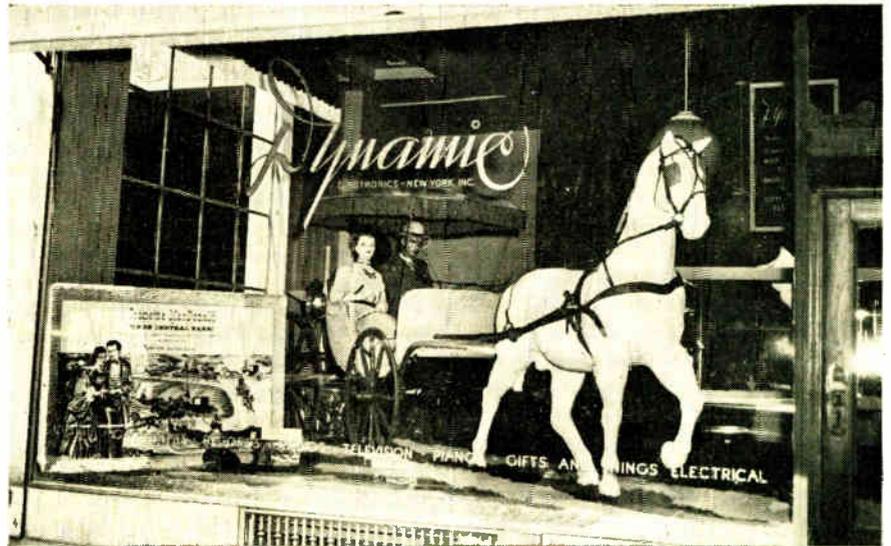
Winer's glance fell on the back of a speaker with the word **Dynamic** splashed down its length. "Dynamic," Winer said with alacrity. "It's Dynamic Radio Service." He gave the firm's address as somewhere on Columbus Circle.

When the priest left, Winer turned to a fellow-salesman. "Si, we're in business," he said. He dashed out to lunch, leased an office at 5 Columbus Circle, bought a typewriter, had stationery printed, then returned to his job long enough to resign. That afternoon he began rustling up the equipment for his first customer, the priest, who remains a cherished patron to this day.

### *A Double Life*

Since that day in summer almost 20 years ago, **Dynamic** has led a type of double life—in more ways than one. On the one hand, it filled a dual role in its relations with the public. Winer built his business in the shaky early thirties on the cockeyed notion that a retail store, especially in the radio and appliance field, should not merely serve the function of a selling place. He believed such a store should create as many departments as would supplement sales. In **Dynamic Radio Service** he built a business in which neither retailing nor service became an adjunct.

This rather novel idea has reaped a rich harvest down through the years. It remains the basic philosophy of **Dynamic Electronics-New York, Inc.**, the five-store radio, television and appli-



**Electronics age products were scanty when the **Dynamic** organization was streamlined for the coming new market. But even with only record albums to sell, **Dynamic** stopped pedestrian traffic along Music Row with this window display, stealing a march on most competitors and making the name talked about throughout New York City.**

ance chain which has surged to the forefront of metropolitan retailers. So electrifying has been **Dynamic's** growth that the field is prone to regard the operation as one which mysteriously mushroomed at the close of the war. Only half of this is true. **Dynamic** certainly mushroomed. But there was nothing mysterious about its meteoric rise.

It is all tied up with another aspect of **Dynamic's** double life—the historical milestones of the business. For the modern history of **Dynamic** begins with April, 1945, when **Dynamic Electronics-New York, Inc.** was formed and sped the organization down the path of television. But an earlier life, as **Dynamic Radio Service**, bridging the period from 1930 to early 1945, was the first segment in the **Dynamic** chronicle upon which the second segment was built, and subsequent segments will be built.

### *Elaborate Groundwork*

Always in the radio industry, Winer cut his eye teeth in the business as a Philadelphia retailer and distributor as early as 1922, joined hands briefly with a manufacturer of batteries in 1924, and was again a retailer in 1926. In that same year he turned his steps toward New York, where he worked as a retail salesman until his great inspiration day in 1930.

Operating as a dealer service at 5 Columbus Circle, Winer soon moved to Amsterdam and 65th Street and began pioneering in an AC-DC current exchange service. It was in the days of no housing shortage, when migrations throughout the city brought radio dealers volumes of current-changing business during October and May. It proved solid training for bigger and better business in the near future.

About that time the United Electric Light and Power Company—today's Consolidated Edison Company—began a major changeover program, involving a conversion of city wiring from direct to alternating current. United Electric had to hire outside vendors to help with subscriber equipment of various kinds. It took Winer's firm two years to become a vendor, but it rapidly climbed to the top of the heap.

In 1937 the changeover program came to a dead halt without warning. Within seven months 15 vendors, all of whom had concentrated on utility company work, were either out of business or were bankrupt. Not **Dynamic**. Between 1933 and 1937 it had opened two additional retail stores, its staff had swelled to 60, 38 of whom were technicians, and the retail stores cushioned the shock of the service department's slump.

Winer immediately turned to marine trade, selling to crews and companies, finally concentrating on jukeboxes. By 1938, he had licked a current problem, an electronics problem brought on by rolling seas, had stripped a juke of its nickel slot which might offend high seas passengers, and installed the trial box aboard a ship cruising through the Panama Canal and up the Pacific Coast.

The ship eventually made for Asiatic waters and the juke's trial proved satisfactory. Within a year **Dynamic** had concluded contracts for lease of jukebox equipment with the Panama and United States Lines, among others. Ship sinkings in European waters brought an untimely end to **Dynamic's** marine business—a facet of the organization that may be reopened in 1949 or 1950.



**Jack Winer, forceful president of Dynamic, has a phenomenal wealth of know-how about the radio, television, and appliance industry. He skillfully turns it all to the advantage of his growing organization.**

### *Lukeboxes to Television*

Winer next began building custom-built radios, lining up some 50 to 60 organizations within the United States willing to accept the cabinets made at the Dynamic shop, finally located at the Hotel Empire, 63rd Street and Broadway.

It was from there that Winer took the plunge into the young television field. With uncanny foresight and courage, and fortified by long experience in the retailing and servicing ends of electrical products and equipment, Winer set up Dynamic Electronics-New York, Inc., a firm which he intended to streamline for the electronic age. While most business men were still shying from decisive action in the face of an uncertain future, Winer opened the first store of his new corporation along Music Row, at 37 West 57th Street, in April, 1945.

With Dynamic Radio Service still intact, but a subsidiary to the new organization, the firm made giant strides from the record album outlet it was in the early days of its modern history to the five-store chain, retailing radios, television sets, major appliances, traffic items, and more recently, pianos, that it is today.

Along the way, Pat Gale of Dynamic invented Hotelevision, now successfully operating in the Hotel Roosevelt and

being completed in the Hotel New Yorker, and opened up a new facet for the aggressive Dynamic organization. Gale is now on leave from Dynamic, coordinating the work of the engineering staff of Olympic Radio and Television Corporation in the manufacture of Hotelevision. National Hotelevision sales are handled through a separate holding company, Hotelevision, Inc., and Dynamic, as metropolitan New York distributor, sells, installs, and services Hotelevision in hotels and hospitals.

Though Dynamic Electronics-New York, Inc. is slated for eventual expansion into a chain of from 10 to 20 stores, the firm has no immediate plans

for the future, especially in the establishment of additional retail stores. It is now content to consolidate its hard-earned position as a leader in its industry in metropolitan New York.

However, Dynamic is not likely to bog down from resting on its laurels. Its intelligent, progressive merchandising, the drive of its key personalities, the soundness of its personnel and sales training policies, the versatility of its custom-craft and service departments, and the daring of its advertising and promotions will see to that. Dynamic Electronics-New York, Inc. seems to be not only destined but determined to move with the vanguard in the radio, television and major appliance field.

## **Customers for Keeps**

**STILL** cherishing the patronage of the priest who first put Mr. Winer in business, Dynamic places an unusual emphasis on individual customer relations. And the merits of this approach are evidenced in the stack of mail which comes, unsolicited, into Dynamic's mailbox.

"In these days when everyone is inclined to be discourteous, it's very refreshing to find an organization which goes out of its way to render service," wrote a Manhattan customer. "I am taking this opportunity to write to you

and tell you of the wonderful way I was treated by your organization." a patron from Flushing wrote. And so it goes.

Customer confidence and customer satisfaction are at the roots of Dynamic's operation. Mr. Winer is convinced that if a customer can depend on you to sell him outstanding merchandise, that if such merchandise proves satisfactory, and is expertly serviced, you have the making of a sound business. To create customer confidence and pro-

*(Continued on page 30)*



# YOU DO BETTER

# YOUR

*How can you miss  
with Values like these?*

**THE WILTONDALE—**  
With its 12-inch speaker, "all-front" control record changer, powerful AM-FM radio and FM dipole antenna, this brilliant beauty looks and performs better than models priced \$40.00 higher than \$209.95.



**THE HERITAGE—**  
Matched twin speakers, exclusive Phantom Grilles, "Front Row" AM and long-range FM radio... pullout automatic record changer... ample storage space, add up to radio's biggest package for only \$189.50.



## EXCLUSIVELY YOURS— ADVANTAGES NO OTHER RADIO-TELEVISION FRANCHISE COMBINES

- The appointment of only one dealer in each community • Direct factory-to-dealer shipments • Freight prepaid to destination • Low consumer prices competitive with national chains and mail order houses • Liberal dealer discounts
- Nationally advertised retail prices protected by your exclusive franchise • Radio and television built to Bendix aviation quality standards • A complete line of radios and radio-phonographs including famous Bendix Long Range FM • The most advanced television created by the acknowledged leaders in radar and radio engineering • Consistent national advertising that builds store traffic for you • Compelling point-of-sale promotion helps • Special promotion models to meet competitors' "off-season" distress sales • Plus many new profit-building features soon to be announced.



**THE PAGEANT—**Big "eye-angle" picture. Famous long-range Bendix AM-FM radio. Automatic phonograph. Record storage. Heirloom quality cabinet. The best of everything for only \$599.50.



**THE FIESTA—**Provides the finest picture... occupies the least space... makes the best appearance of any television set near its price. Built-in antenna gives a picture without installation wait. Push button tuning covers all channels. Only \$329.95.

**CUSTOMERS DO BETTER**

**WE ALL DO BETTER**



*That's* the net of our new direct-dealer

**RADIO and TELEVISION**

**Merchandising Plan**

Take it from America's top retailers—no other radio and television franchise packs such merchandising power and provides such profit protection. You get better merchandise—exclusive "Front Row" performance and Aviation Quality win on any comparison. You offer better values—with low, direct-from-factory prices, you successfully compete with chains. You make a better profit—an exclusive franchise protects you against price wars while national advertising directs all local prospects only to your door. Take the first step through this wide open door to a billion dollar market—get the whole big story. Do it today—this franchise is available to only one select dealer in each community.

**WRITE TODAY FOR ALL THE FACTS DIRECT TO EDWARD C. BONIA, GENERAL SALES MANAGER**

*Products...Policies...Prices...Profits...*

**EVERYTHING'S BETTER ABOUT**

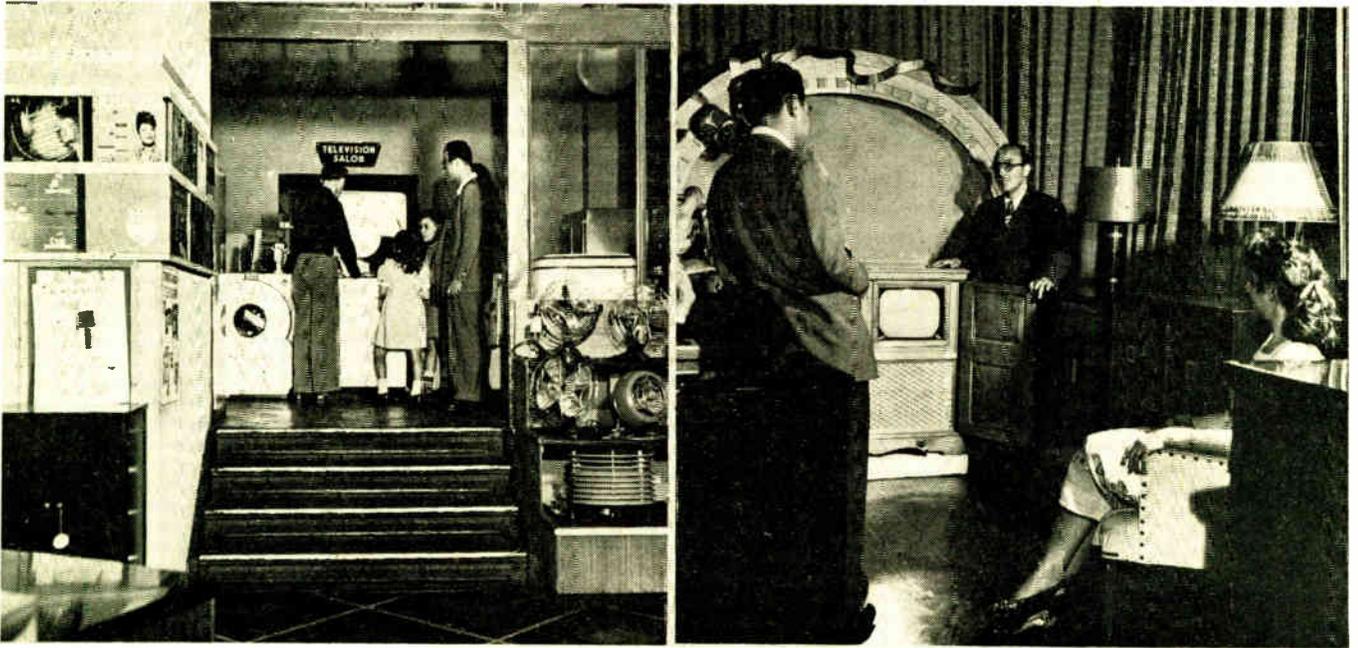
**Bendix Radio**



**BENDIX RADIO DIVISION of  
BALTIMORE 4, MARYLAND**



# The Dynamic Story



Customer traffic differs in each of the areas where Dynamic stores are located. Merchandising, therefore, is slanted to the neighborhood. Whiteware gets a bigger play in the Lincoln Square store, left, than along Music Row, right.

(Continued from page 27)

vide satisfaction, Winer follows a strict retailing code. In an industry with inherent dangers and exceptional competitive problems, he relies heavily on superior technical knowledge, believes in selling on a straight list price basis, except for planned promotions, and is unswervingly opposed to busting markets, and to backdoor trading.

During the period from January to April, 1945, when store space was leased but still unavailable, Winer had plenty of time to plot the course along which his new bid for more of the retail market would take his revamped enterprise. He had no elaborate, preconceived notions about what the new corporation would or could become. His object was to keep his business stable, keep customer confidence and satisfaction its foundation, observe the tenets of his own merchandising philosophy, and expand to the extent the ingenuity and resourcefulness of his new organization would permit. He saw television as more than a flicker in the public's eye. His keen insight visualized multiple and ramified markets for electronic age products. He intended to shoot for a cross-section of those markets within metropolitan New York.

### *Skillful Merchandising*

It was not by chance, therefore, that his first new store opened along Music Row, at 37 West 57th Street. Winer intended to cater to the carriage trade and the man in overalls. On Music Row he did tap one of these, the residential hotel and foreign trade so typical of the area. Records, to an outsider,

could not have seemed a very lucrative business, but before long merchandise began to arrive in quantities—white goods, radios, then television sets.

By November, 1945, the Dynamic merchandising program was geared to tapping the business district trade in the neighborhood of the firm's new store at 2 Park Avenue. The following September, what was to become the main office store was opened at one end of Lincoln Square, Broadway and 65th Street. In 12,000 square feet of space, it used 4,000 for showroom, 1,000 for offices, and the remainder for a service department, a custom-craft department, a cabinet shop and warehouse.

In a short time the warehouse and cabinet shop were moved to a two-story and basement building at 300 West 69th Street, and the main office space was tripled, and service department and showroom space at the Broadway-65th Street store both doubled. Trade here was diversified. The store attracted local transient customers, residential traffic, and low-income groups of varied nationalities. Dynamic continued along its well-conceived course of tapping a cross-section of the New York market.

Nor did the tapping stop there. In September, 1947, a fourth store was opened at the corner of Sixth Avenue and 31st Street. In this predominantly department store district, Dynamic store traffic became comprised wholly of department store and transient traffic. Rego Park, the latest store in the Dynamic chain to open in a completely residential section of Long Island,

where considerable building construction is underway, has catered to residential trade since opening its doors in May, 1948.

### *Neighborhood Merchandising*

Noticeable in the various Dynamic stores is the slanting of merchandise to the customer traffic peculiar to each of the store localities. In the department store district at 31st Street, special displays of small traffic appliances are arranged on counters that appear in none of the other stores. At the Park Avenue store representative lines are arranged to appeal to daily business district customers, and an upstairs salon features specialties. Contrasting sharply with both of these stores is 57th Street, to which the carriage trade flows.

Here, refrigerators and other white lines and traffic goods are given scant emphasis. Table radios line the walls and a record department in the rear insures the traversing of the entire store by record-buyers. But the main showroom is devoted to larger consoles, in keeping with the desires of guests of the St. Moritz and Waldorf-Astoria, and business folk from foreign lands. Upstairs, too, the special television, radio and piano salons reflect the care of appropriate merchandising.

This merchandising to suit the traffic is sustained at Dynamic's main store and at Rego Park. Special salons, segregated displays to suit customers of all incomes, and late store hours typify the Broadway store—the only one in the chain open evenings for unusual

# The Dynamic Story

nighttime traffic—and are meticulously worked out. At Rego Park, of course, store merchandising is geared to residential traffic, where many patrons own their own homes.

## For Fine Displays

Inextricably tied to the Dynamic merchandising pattern—garnering typical markets through store location and gearing each store to varied customer traffic—is the Dynamic merchandise display department. Under the direction of an advertising manager, who has a single assistant and operates in line with long-term and short-term programs plotted by both the advertising director and the general manager of

Dynamic, the department prepares both window and interior displays of myriad types.

Store managers usually voice their opinions about their individual stores and the display department elaborates on all these ideas, adapting them to accepted Dynamic techniques. Displays thus jointly conceived may vary from one for a special occasion, for a seasonal event, or for the movement of some particular article of merchandise. In most instances the display is timed for use in all stores of the Dynamic chain. For special features individual stores may have a specialty arrangement.

This same display department takes

outside displays and converts them for Dynamic use. Further, it experiments on novelties, translating features that distinguish Dynamic into all of them. Interior arrangements in Dynamic stores become the joint jelling of ideas from Winer, down through advertising, custom-craft, and salesmen on the floor. Usually they are channeled through store managers, and find their final consummation in the skillful hands of the display manager, who converts them into charming arrangements in the firm's own cabinet shop. What started as an idea somewhere within the Dynamic chain, is thus transcribed into a showpiece, designed specifically for merchandising Dynamic products.



Back in 1945, racks of records were all Dynamic could offer the carriage trade at its 57th Street store, left. Now quality consoles have become a feature in its main showroom. Table radio displays line the walls and records are now in the rear. The same meticulous arrangement of departments is adhered to at the Broadway store, right, salons featuring varied merchandise.

## So All May Buy

If displaying merchandise of unquestioned merit to customers of every salary group was a major concern of Dynamic's, service to Dynamic customers was a cornerstone of policy. It was from this standpoint that the Dyn-account plan was devised and put into operation throughout the Dynamic chain.

Not an installment house, Dynamic nevertheless attracted customers who found some form of time payment suited to their tastes. Some such customers had a lump sum of ready cash but preferred to buy in quality some product more expensive than their cash covered at the time. Others did not care to make a total outlay of the purchase price. Still others considered it good business to owe a firm some money. That way, they reasoned, they would get better service.

To forestall loss of such business to competitors with installment plans, Dynamic established a plan whereby a 25 per cent down payment secured major purchases, the balance payable within one year, with no finance, credit, or interest charges. Charges, such as they were, would be absorbed by Dynamic.

In January, 1947, the Dyn-account plan was inaugurated in all the Dynamic Electronics stores and met with immediate favorable response. It enabled people who needed products Dynamic had to offer with a means of spreading the obligation, and it encouraged customers with available funds to purchase higher priced merchandise. On the other hand it discouraged the habitual installment buyer who might overreach himself, because the installment period was shorter than most other plans in operation. The Dyn-

account plan came close to government credit curbs recently inaugurated, so close that Dynamic had merely to increase the required down payment to one-third in order to conform.

More surprising than any other aspect of the Dyn-account plan was the way in which it was received in the Dynamic store on Music Row. Here residential hotel and transient customers, seldom with salaries less than \$5000 a year, almost unanimously availed themselves of the Dyn-account plan's features.

Once more a Dynamic plan, conceived as a customer service, proved a boon to business, to the making and keeping of customers. In a measure it became a rival of older, established services which Dynamic offers its customers—the custom-craft department and the service department.

(Continued on next page)

# To Any Taste

**T**HE ingenious president of Dynamic, knowing the fluctuations the radio, television and appliance industry is subject to, has sought to build more than a streamlined organization. He intends to keep his firm as self-sufficient as any in the business. Back before Dynamic Electronics zoomed over the metropolitan scene like a fiery meteor and hit New York City's radio, television and appliance business right where it matters, Jack Winer had had considerable experience with custom-built radios. Enough, to be sure, for him to know the potential markets it provided for a firm that could deliver the goods.

So in April, 1946, when a 40-year-old designer named Setlowe strolled into the Dynamic store off Lincoln Square in search of a radio cabinet to suit his tastes, Winer knew he had found a man who could help Dynamic fill custom-built orders. Setlowe, it seems, wanted no part of the mass-produced

cabinets, nor could Dynamic's display tickle his refined tastes. In rejecting what Winer himself showed him, Setlowe trotted forth a wealth of design knowledge. Winer offered him a job as head of Dynamic's custom-craft department, and three days later Setlowe was on Winer's payroll.

As such, the custom-craft department is prepared to design and build complete units for housing radio, phonograph, recording and television equipment in any style, or with any type of wood. Such units may be either movable or fixed, or may be for home or for industrial use. They may range in price from \$100 to \$4000.

From a roomy office in the main Dynamic store at Broadway and 65th Street, complete isometric and colored sketches are made available for those Dynamic customers who want special custom-built cabinets made. Along with special units of this kind, customers

frequently want to make home or apartment alterations, changes that will be more suited to the new units, the new wood, the new design. To accommodate such customers, the custom-craft department at Dynamic has arranged a complete decorating service, which is placed at the disposal of hotels, restaurants, bars, private offices, private clubs, and homes. In apartments the service covers every desired alteration except painting, and contractor arrangements will be made by Dynamic upon request.

Numerous requests have already flowed through the department for art work on the radio and television cabinets, especially on panel work. Not only is the Dynamic custom-craft department equipped to design such work, but it can complete the fine paintings of the cabinets.

## *Custom-Craft and the Decorators*

Already in the short time since the department was opened in April of 1946, the custom-craft office has been the scene of many odd conferences and a clearing place for strange requests. It is not at all unusual for decorators to appear, and dejectedly request aid in redesigning furniture, redecorating apartments and rooms in private homes, and ask questions on mural art work of various kinds. Most of such entreaties are the follow-up on some television sale or other, where the purchaser finds redecorating is in order. Since Dynamic's custom-craft department has been doing exactly the same thing with Dynamic customers for some years, this specialty department of the chain is pacing the design and decorating field.

Because Dynamic sells major appliances and has the unique custom-craft service, it is not unusual either to have customers request Dynamic to design and build a complete kitchen, into which Dynamic appliances are speeded from the store's showrooms.

Only recently the Dynamic service department installed a combination radio, television and record changer set in the home of a patron. Shortly thereafter an order was placed for Dynamic to draft plans for a dinette in the same home. It seems the customer had just learned of Dynamic's custom-craft service. Dynamic wound up completing a built-in, modern dinette unit of leather, formica, and linoleum.

## *Service and Self-Sufficiency*

To convert the bulk of custom-craft orders into merchandise made to customer tastes, a cabinet shop in the Dynamic warehouse turns the trick for the custom-craft department. Here three cabinetmakers work the basic woodworking machines and do the hand finishing which every order requires.



*Dynamic's custom-built department makes cabinets ranging from the moderately-priced mahogany one, above, to the expensive Louis XIV satinwood cabinet, decorated with rare, imported, naturally-colored woods, shown on the succeeding page.*

# Taking the Doubts Out of Selling

**D**YNAMIC ELECTRONICS leaves nothing to chance. Particularly in selling.

"You wouldn't find an automobile salesman asking a customer if he had

a license to drive." Jack Winer reminds his men. "So don't ask a television customer if his landlord objects to the erection of television antennæ on his roof. Our job is to sell the set, and then install it."

Knowing his organization can back up that statement, Winer can rest easy in the knowledge that the selling principles he has worked out for Dynamic are sound and just right for the firm.

High-pressure selling is taboo. Stripped of embellishments, the salesman's job boils down to knowing merchandise down to the minutest detail, giving a comprehensive demonstration, comparing products and little more. Beyond that the customer is on his own. The firm has a reputation for carrying only products of merit, "brand names people know and respect," and the customer must, in the end, make his own selection.

Another taboo at Dynamic is promising merchandise that is not available for immediate delivery. Following such an ironclad policy may seem to others an unnecessary risk of sales loss. But for Dynamic it is insurance for the future. It is the firm's way of building customer confidence, of making Dynamic an institution in the metropolitan area.

To guarantee the execution of fixed Dynamic policies, each salesman is oriented to the firm's policies when he arrives on the job. In fact, sympathy with the policies is a prerequisite for working in the Dynamic organization. Every newcomer, of course, must have a fundamental grounding and experience as a salesman. The exceptions are men who are alert, are sold on Dynamic and wish to tie their future to a firm they want to help go places.

Once familiar with the stores policies, sales work on the floor goes on under the guiding hand and tutelage of the new salesman's store manager. To synchronize such tutelage within the Dynamic organization, a one-year sales training course, concluded at the end of 1947, was inaugurated for the comparatively young sales staff.

## *Kernels On Selling*

The course was one developed by Joseph Luchs of Philadelphia and is especially suited to the progressive Dynamic organization. It is designed to teach new men how the Dynamic customer should be handled, and to refresh the more experienced men on basic, essential elements of retail selling.

At Dynamic, salesmen and store managers alike took the course. The line of approach was elementary but the techniques had tremendous impact. Essentially, it was broken up into weekly meetings at which a single kernel of selling thought was taken up. Store managers were given the material

*(Continued on page 36)*



This same department which fills custom-built orders for customers contributes to the design and building of interiors of each store added to the Dynamic chain. Such alterations as the dropping of light reflectors in the high-ceilinged 31st Street and 6th Avenue store, gave the store a face-lifting.

With such orders as the one for a radio phonograph combination, which arrived at the 57th Street Dynamic store from Venezuela, check enclosed, filtering into the organization, service for such foreign customers must be maintained. Dynamic, through its cabinet shop, can crate merchandise for shipment, and delivers it to the pier, where it is turned over to an exporter.

The custom-craft department's forte, however, is the filling of cabinet orders—of mahogany, oak, birch, or knotty

pine. In the past most of these cabinets were done in standard finishes of all shades, were also bleached, pickled, hand-grained, or art-lacquered to suit individual tastes. Where art decorations were used such motifs as Chinese, East Indian, Swedish, Pennsylvania Dutch, and Slavic influences were utilized. Most recent of the cabinets moving out of the Dynamic cabinet shop were a modern radio, television and phonograph combination in birch, an 18th century combination in mahogany, and a modern Chinese consolette for television in bleached mahogany. Most cabinets averaged \$500 to \$600.

The custom-craft department has geared Dynamic for added customer service but has at the same time increased the firm's self-sufficiency.

# Promote, Promote ... and Sell



The series of full-page ads, right, run in the *New York Times*, were ingeniously worked out by advertising director Sidney Horne, above, center, and formed part of a daring long-term promotion designed to make Dynamic an institution in its field.

THE tripling of sales volume in a little over three years and the expected passing of the \$2 million mark at the close of the current fiscal year have been in no small measure attributable to Dynamic's promotions, which are really dynamic.

Planned and directed sales activity, another premise of Jack Winer's retailing philosophy, begins and ends with promotions—bold and daring programs which are pushed with insight, resourcefulness and downright aggressiveness.

"One of the boldest advertising promotions ever run in New York," said the *New York Times* advertising department of the 10 pages of ads which had appeared in the *Times* for a two-week period during the last half of January and early February of this year. Each of the ads was simple, di-

rect. Each saluted a branded product and told a pointed story. Each featured Dynamic as a dealer in leading products of merit and distinction. And each boxed the highlights of the Dyn-account plan, which was introduced for the first time.

The *New York Times* felt so strongly about this Dynamic promotion that it reprinted the 10 pages of advertisements, splashed a quote from a letter from Jack Winer across a sample front page, went on to quote the letter in full, and used the reprint section to promote *Times* advertising.

Devoting approximately five per cent of its gross income to advertising and promotion, Dynamic has followed its daring promotional path ever since its first store along Music Row was struggling along on record albums. At that

(Continued on page 44)



*We proudly present*  
**the ANDREA "1949"**  
**Television Models**

Here is your first glimpse of the handsome new ANDREA line of television receivers, now on special display at our Long Island City show-rooms. Ten years of skill and experience have gone into their design and engineering . . . dating back to Frank A. D. Andrea's pioneering television receivers first factory-produced in 1939 . . . sets that are still giving satisfactory performance today.

We are especially interested in jobbers outside of the metropolitan New York area . . . and we feel jobbers should be equally interested in this quality line, priced for a broad market, and offering the most liberal discount policy in television.

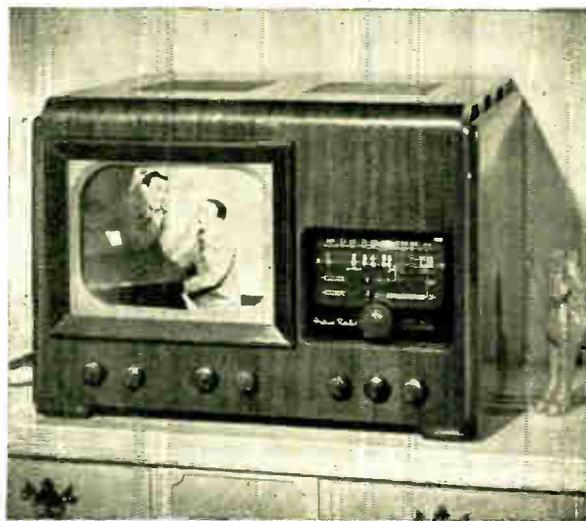
Your inquiries will have our immediate attention.



Trade Mark

**DE LUXE CONSOLE—Model CO-VJ15**

. . . BIG 15 inch picture tube . . . complete 28-tube plus 3-rectifier-tube chassis . . . AM, FM and Automatic Phonograph . . . piano-finish mahogany cabinet. Companion model BCO-VJ15 with identical features available in highly polished blonde mahogany.



**TABLE MODEL T-VK12**

. . . OVERSIZE 12-inch picture tube . . . complete 28-tube plus 3-rectifier-tube chassis . . . AM, FM and Automatic Phonograph . . . piano-finish mahogany cabinet . . . companion model BCO-VJ12-2 in highly polished blonde mahogany has all the features of the CO-VJ12-2.



**CONSOLE-MODEL CO-VJ12-2**

. . . for those who want BIG-picture performance in a compact, efficiently-engineered set . . . oversize 12-inch picture tube 217% larger picture than the conventional 7-inch tube table model . . . complete 26-tube plus 3-rectifier-tube chassis . . . plus AM and FM in piano finish mahogany . . . also available in highly polished blonde mahogany . . . BT-VK 12.

Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City 1, New York

each month and briefed on its application. Each week the material was distributed for the following meeting, and at each meeting, lasting only five minutes, the thought for the week was discussed and applied, right on the floor. The small pamphlet and selling tool used each week could be tucked away in a handy pocket, and the

week's message could be mastered with ease.

Weekly meetings gave store managers an opportunity to watch salesmen's progress, and monthly meetings of store managers afforded the Dynamic organization a clearing place for new ideas which would benefit the entire firm.

Among the subjects covered in this

special course were such things as a salesman introducing himself to a customer. "Can I help you, sir?" became for the Dynamic salesman, the more positive alternate, "May I demonstrate this to you, sir?" Other lessons reviewed the method of writing a letter to a customer, and reminded salesmen that. "There is nothing missing in a slow moving item except our enthusiasm."

As each new salesman comes into the firm, this course is given him by his store manager. Salesmen also promptly attend all manufacturers' schools which are conducted on new or special products. Four men from the organization are presently taking merchandising courses at New York University. Attendance at such schools is at Dynamic's expense, and top management has followed a policy of sending as many members of the organization to such schools as are deserving of the opportunity.

*Behind the Showrooms*

Compensation is on a salary and commission basis, with a minimum quota, and a progressive retroactive commission as quotas are exceeded. The commission schedules themselves are geared to promotions and what the chain is featuring at given times. Bonus arrangements are liberal and prizes are offered in frequent interstore competitive sales contests.

Like all other employees, salesmen are allowed one week in sick leave annually, participate in a hospitalization contract, and are eligible for one week of paid vacation after six months of service with the firm.

Most of the men whom Jack Winer has woven into his organization and who now comprise the main cogs have a background in selling or some other retailing experience. Most of them are veterans who had planned on opening their own stores after returning from service. In shaping the nucleus of his new organization, Winer chose young, capable men who had already made their mark on their own.

Jack Haizen, vice-president and general manager, was on the point of opening his own business when he met Winer. So was Sidney Horne, advertising director. At least four of the store managers had the same notion before going with Winer. Now to a man they consider him tops in the field. They like his aggressiveness, his sales policies, his progressive promotions and retailing techniques. They like the way he has made his business adaptable, giving, at the same time, customer satisfaction. In brief, they like the way he has removed the imponderables in retailing and is making Dynamic an institution in the radio, television and appliance field.

**VISION** *does it again!*



**TELE-**  
Model TVA  
Channels 2-13

**BOOSTER**  
A Preampfier for  
Better  
Television Reception

**\$28<sup>50</sup>**  
LIST  
*Prices slightly higher on the West Coast.*

*At a New Low Cost!*

**FEATURES**

- A two tube booster.
- Simple to install and operate.
- Efficient operation on all TV Channels.
- Exclusive "switch-through" circuit which allows normal antenna operation when booster is turned off.
- Excellent adjacent channel rejection, with sufficient bandwidth to preserve normal picture resolution.

**A NEW MODEL TVX**

— Specifications —

- A three tube booster.
- Two stages R.F. for super gain on high and low channels for the difficult areas.
- Plus all the other VISION features.

**\$37<sup>50</sup>**  
LIST  
*Prices slightly higher on the West Coast.*

Also Complete Line of Television Test Equipment.

WRITE FOR PARTICULARS

**VISION RESEARCH LABORATORIES**  
87-50 Lefferts Blvd., Richmond Hill, N. Y.

Sold through leading jobbers in all present television areas.



**CUSTOM BUILT CABINETS... TELEVISION CABINETS**



**MANUFACTURERS !!**  
We have open time for Short Runs

**Dealers:**

**NOW you can cater to the discriminating customers who insist upon quality, custom-built cabinets made to individual specifications.**

- Console Cabinets
- Television Cabinets

**Contact us and let us solve your problems TODAY!**

**A & M Woodcraft, Inc.**  
419 West 49th St., N. Y. 19, N. Y.  
Phone: Circle 6-7663

# NEW • AMAZING • PROFITABLE CALIFONE LONG PLAYING RECORD PLAYER

For immediate enjoyment of  
the new fine groove records

## NEW PLEASURE FOR CUSTOMERS!

Music lovers everywhere will appreciate the beautiful tone quality of the Califone Record Player. Its design features and performance characteristics have already been proved by constant use in over 500 radio broadcast stations. Specially patented and proved-in-performance design features enable it to bring out the very best in recorded music and voice. It is specifically designed for the new 33 $\frac{1}{3}$  rpm long playing records. Its wow-free, slip-free and rumble-free efficiency is amazing. The scientifically designed Califone pick-up, with less than 6 grams needle pressure prolongs peak performance life of fine groove recordings. Endorsed by leading figures in the sound field, it is guaranteed to provide the best in listening pleasure for your customers.

## More Profits for You!

The new Califone Record Player is timely and terrific! It provides you with the opportunity of "cashing-in" on the crest of the new 33 $\frac{1}{3}$  long playing fine groove record demand and enjoyment. The Califone is simply designed for quick and easy installation. It can be sold and adapted for a variety of installations. It is priced for ready customer acceptance. The discount is especially attractive to you. It is ready in quantities for immediate delivery. One demonstration and it sells itself.



MODEL 2D



MODEL 2B

THE NEW CALIFONE RECORD PLAYER IS AVAILABLE IN BOTH WALNUT AND BLONDE FINISH TO HARMONIZE WITH MOST OF THE POPULAR CUSTOMER-OWNED COMBINATION SETS.

LIST PRICE  
MODEL 2D ONLY

**\$24.95**

MODEL 2B, \$25.95

IMMEDIATE  
DELIVERY

*"The call is for Califone" because of its unequalled tone quality!*

1. ATTRACTIVE APPEARANCE
2. PERFECT PERFORMANCE
3. LOW PRICE APPEAL

**DON'T WAIT • ACT TODAY • ORDER NOW**

**CALIFONE**  
CORPORATION  
1041 NORTH SYCAMORE STREET  
HOLLYWOOD 38, CALIFORNIA

GET INTO THE  
TELEVISION  
BUSINESS  
IN A BIG WAY  
NOW  
WITH THE NEW



DEALER  
PLAN

It brings you a sure-fire means of doing a BIG and PROFITABLE business in Television Receivers

It's simple . . . but it's great!

- NO FORCED PURCHASES
- NO "TIE-IN" DEALS
- NO CAPITAL PROBLEM
- NO INVENTORY PROBLEM

Get the FACTS about this amazing new Transvision Dealer Plan which will give you a big stake and big future in television.

FILL OUT AND MAIL THIS COUPON NOW!

Transvision, Inc., New Rochelle, N. Y.  
( ) Rush all the information on your special new Dealer Plan.

( ) I want to attend your Special Dealer Television Meeting.

Name .....

Address .....

My distributor is .....

Industry News

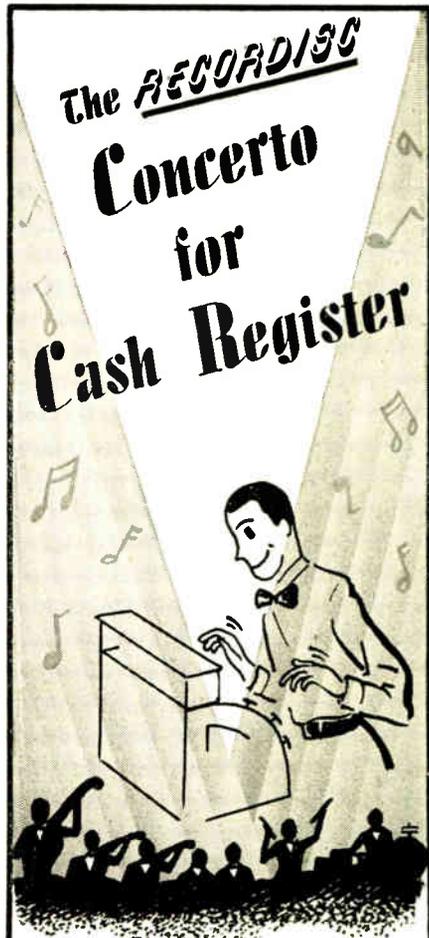
• *Ross D. Siragusa*, president of *Admiral Corporation*, has announced the formation of an International Division, with offices in the firm's Chicago office, and headed by *George Kende*, *Montgomery Ward's* assistant export manager for the past five years. *Admiral's* shift from the manufacturer's export managing firm of *Ad Auriema, Inc.*, New York City, was to allow intensive concentration on the firm's products so that maximum overseas potential sales on radios, electric ranges and electric refrigerators might be secured. "In a buyer's market," Mr. Siragusa announced, "the sales function must be restored to its prewar importance . . . the very reason for setting up a direct International Division."

• *Caphart-Farnsworth* distributors and dealers from 14 states and the District of Columbia gathered last month at the *Hotel Pierre*, Fifth Avenue at 61st Street, New York, to view the seven new television models displayed on floors 41 and 42. Subsequently distributed and placed on sale by franchised dealers were the new *Caphart* combination, with AM-FM radio, automatic phonograph with intermix record changer and record compartment, and a 75 square inch video picture, and the *Farnsworth* table model 12-channel receiver, of contemporary design, providing a 52 square inch picture. Five other *Caphart* television instruments exhibited but slated for marketing later included straight television consoles, as well as television-radio-phonograph combinations.

• *Starrett Television Manufacturing Corporation*, formerly *General Television*, with offices and showroom at 521 Fifth Avenue, New York, has added to its production capacity by acquiring 20,000 feet of additional factory space in the *Starrett-Lehigh* building, 601 West 26th Street. The company manufactures a complete line of television receiving sets ranging from \$349 to \$1790, with emphasis on 15-inch home models and 20-inch club sets.

• *Tele King Corporation* has appointed *Gimbel Brothers, Inc.*, as distributors for Maryland. *Consolidated Television's* Miami, Florida, distributor, *Tarans Distributors, Inc.*, is located at 2820 Northwest 7th Ave. in that city.

• *Stewart-Warner Company*, of Chicago, has appointed the *Allied Appliance Company* of Boston as their radio and television distributor in eastern Massachusetts and New Hampshire.



THE RECORDISC LABEL RINGS UP RECORD SALES

BECAUSE the proof is in the platter! Thousands of home recordists have tried RECORDISC blanks . . . they come back for repeat sales, they tell their friends.

BECAUSE RECORDISC blanks are made by the world's largest home recording blank manufacturer according to the most exacting professional standards.

BECAUSE the same holds true for precision - perfect RECORDISC styli and needles. Remember just one fact: when your customer sees the RECORDISC label, your cash register plays a concerto. And that, Mr. Dealer, is proof positif!

Write today for latest Recordisc Catalogue.



"PIONEERS IN RECORDING ACHIEVEMENT"

THE RECORDISC CORP.  
395 Broadway, New York 13, N. Y.

### Ansley Television

Manufactured by Ansley Radio & Television, Inc., Trenton, N. J.



Named the "Somerset", this new video receiver by Ansley captures all the charm and grace of the famous cabinets made on Boston's Beacon Hill. The set contains 44 tubes for television reception, an AM-FM radio (including rectifiers), 77" picture tube, Webster record changer, all housed in a cabinet of finest matched crotch mahogany. Lists at \$995.00 plus tax and installation.

Say you saw it in *Radio & Television Journal*, September, 1948.

### Westinghouse Console

Manufactured by Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa.

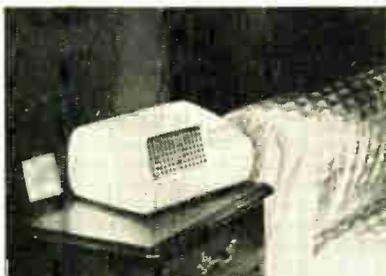


Presented in a graceful Regency cabinet of mahogany veneers highlighted by handcarved fluting and full-width storage space, Westinghouse's model 191 console features the Westinghouse FM circuit, automatic intermix record changer, and an automatic built-in tone control circuit to fully develop bass tones at low volume. Receiver has transparent dial, edge lighted to contrast against gold and brown background. Contains built-in, low impedance AM antenna, full range tone and automatic volume controls, and seven tubes plus rectifier.

Say you saw it in *Radio & Television Journal*, September, 1948.

### Bedside Radio

Manufactured by Philco Corporation, Philadelphia, Pennsylvania

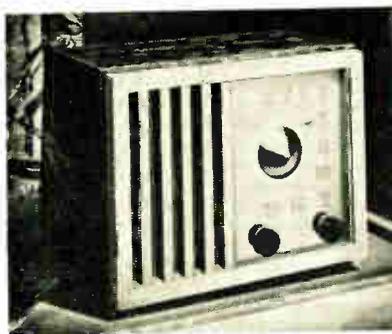


This new Philco radio model is designed for bedroom, den, and nursery use. Can be tuned without looking, even in the dark. A jewel-like light changes color to identify stations. No dial, no pushbuttons, no control knobs, the tuning drum on the right does all the work. This model, 901, comes in ivory or light green plastic, with contrasting grille and tuning drum. Radio has five tubes, including rectifier, and a speaker with unusually rich bass and treble tones. Has built-in loop aerial for AC or DC operation. Priced at \$42.50.

Say you saw it in *Radio & Television Journal*, September, 1948.

### RCA Victor Plastic Set

Manufactured by RCA Victor Division, Camden, New Jersey



This table model plastic radio (Model 75 x 15) in butt walnut finish represents a combination by RCA Victor of the styling versatility of plastics with the appearance of finely grained rare woods. Two other table models, one in blond fiddleback mahogany, the other in fiddleback mahogany, like the one above, bear a suggested eastern retail price of \$37.50.

Say you saw it in *Radio & Television Journal*, September, 1948.

### Sparton FM Console

Manufactured by Sparks-Withington Company, Jackson, Michigan

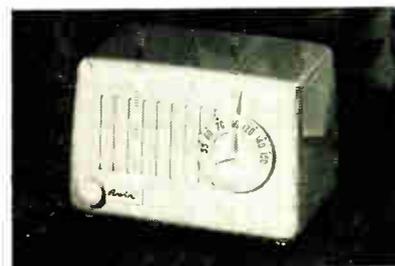


This Sparton new AM-FM radio-phonograph combination lists at \$144.95. Features include two built-in antennae, one for AM, one for FM, large permanent magnet speaker, slide-rule illuminated dial with new-type station indicator. Cabinet is made in matched mahogany veneers, with black plastic knobs.

Say you saw it in *Radio & Television Journal*, September, 1948.

### Arvin Table Radio

Manufactured by Noblitt-Sparks Industries, Inc., Columbus, Indiana

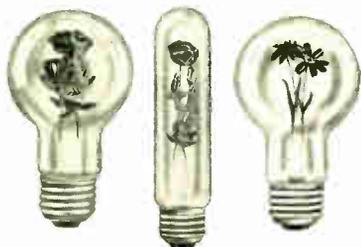


This 253T series model is a late Noblitt-Sparks table radio distributed through the firm's Arvin radio division. Comes in plastic cabinets with a choice of ebony, walnut or ivory. Seamless metal cabinets, three tubes plus rectifier and underwriters' laboratory listing are features. Dial calibration is carried on tuning knobs and volume control dial is combined with the on-off switch. Priced at from \$46.95 to \$19.95.

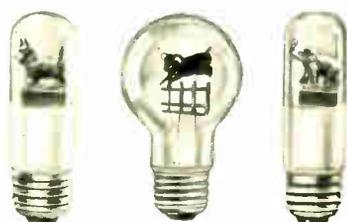
Say you saw it in *Radio & Television Journal*, September, 1948.

# AEROLUX FLOWETLITES

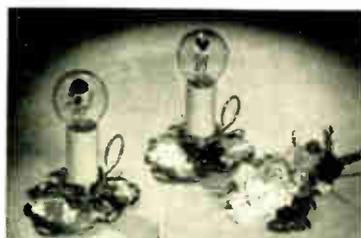
*Light up in garden colors*



**FIT INTO ANY SOCKET**



**THEY'RE ONLY 2 WATTS**  
—Hardly turn a meter.



**LAST A LONG TIME—**

**More than 3 times the life of ordinary light bulb.**



**SWELL FOR NIGHTLIGHTS  
AND HOME DECORATIONS**

**America's Smartest Gift  
Line for Christmas**

*Write for catalog*

**AEROLUX  
LIGHT CORPORATION**

653 Eleventh Ave., New York 19



*The assembly units, which Hi-Q Radio makes abundant use of, are funneled through national distributors, and permit built-in and tailor-made work to suit a variety of tastes.*

## Opportunities in Tailor-Made Television

Television receivers sometimes are incongruous with elaborate home interiors and some customers, therefore, turn to custom-built work. Other customers in the middle and lower income brackets are finding that custom-built television sets make it possible to install sets in their homes long before budgets would otherwise allow. Television assemblies, which make possible tailoring to individual tastes, are creating opportunities for dealers in this type of sale.

One illustration of how the potential of this market has been turned into profits is the Hi-Q Radio Company, 5309 New Utrecht Avenue, Brooklyn, New York. Operated by two veterans, Hi-Q Radio has become a dominant user of the Television Assembly Company's units, assembling them in cabinets to suit the tastes of transient customers, and following this with set installation and complete service.

Hi-Q was started two years ago by Irving Glassman, ex-Signal Corps technician, who had considerable electrical engineering training and experience. Half a year later he was joined by Leonard Mendelsohn, experienced electronics technician. Hi-Q concentrated on radio repair service for transient customers in the Boro Park area of Brooklyn until the advent of Television Assembly Company, 540

Bushwick Avenue, Brooklyn, New York, on the television scene about one and one-half years ago.

This company was founded with the idea of manufacturing television kits which required a knowledge of electronic wiring for assembling, and which could be sold through distributors and service dealers. It set up a national distribution system and now is equipped to produce 100 kits a day. It makes available to companies like Hi-Q Radio, through its national distributors, two types of prepared assemblies, each in three sizes, thus making



*Inside a projection unit, above, Hi-Q has been using direct view assemblies made by TV Assembly for some 15 months.*

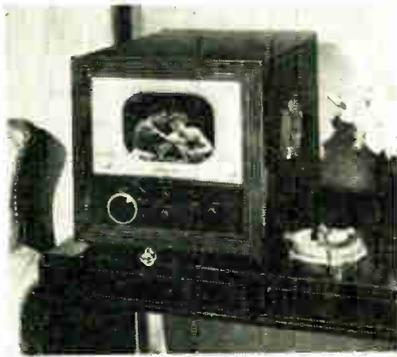
a selection of six.

Custom-built customers of Hi-Q are not limited in their cabinet choice to the one which Television Assembly Company also supplies through its distributors. Electronics distributors have stock cabinets which widen customer choice. In addition, Hi-Q recommends cabinetmakers for those customers who want special cabinets built in that manner, or they will install kits in any cabinet supplied by a customer through his own cabinetmaker.

Dealers who, like Hi-Q Radio, are anxious to make inroads into the custom-built market, will find that taking on such tailor-made work will keep their service technicians busy at assembly work. It is another way of adding to television sales.

**New Farnsworth TV Receiver**

Manufactured by Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

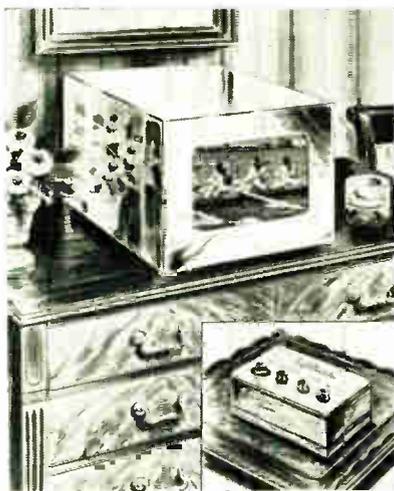


Model 651-P, Farnsworth's new television receiver is 16 $\frac{3}{4}$ " high, 17" wide, and 22 $\frac{1}{2}$ " deep and is in dark walnut finish. Receiver has mirror-backed, flat-faced picture tube assuring steady, high-definition image of 52 square inches, visible in daylight. Exclusive beam relaxor permits simplicity of electrical circuit and economy in maintenance and operation. Operating controls are front mounted, and all components easily accessible, top or bottom, for service technicians.

Say you saw it in *Radio & Television Journal*, September, 1948.

**Pandora with Sightmirror**

Manufactured by Sightmaster Corporation  
385 North Avenue, New Rochelle, New York



This Sightmaster set is encased in glass, and has a built-in clarifier to improve picture contrast and detail. Gives depth and three-dimensional effect. Powered by Sightmaster improved 15-inch chassis design, three stages stagger tuned IF, coupled to three stages broad band fixed tuned IF. Remote control unit, inset, can be installed out of sight. Set lists at \$595.

Say you saw it in *Radio & Television Journal*, September, 1948.

WHERE QUALITY  
AND RESULTING PRESTIGE ARE  
PARAMOUNT, LEADING MUSIC  
MERCHANTS PROFITABLY  
FEATURE THE INCOMPARABLE  
**CAPEHART**

BIRKEL-RICHARDSON

Proudly present on our 67th anniversary  
another great First!  
The incomparable  
new 1949 *Capehart*

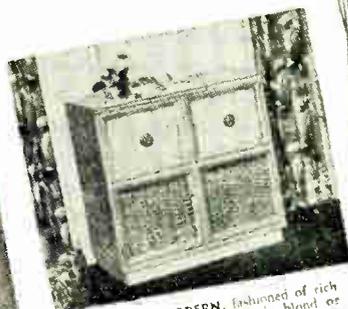
Truly the "World's finest instrument for musical reproduction."

Capehart's world-renowned turn-over record changer, Capehart's incomparable tonal perfection, cabinets by Capehart's artist craftsmen . . . an achievement you must see . . . you must hear to believe.

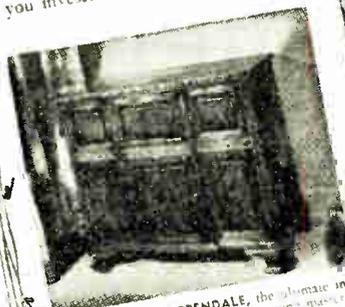
With the introduction of the new 1949 Capeharts . . . there is a Capehart for every home . . . every budget—whether it be French Provincial, Early American, Modern, 18th Century. Priced from \$295.00 to \$1595.00. Our 67 years of dependable—reliable service are your guarantee of complete satisfaction. Investigate before you invest!



CAPEHART EARLY AMERICAN, fashioned from unapproached timewoods in legendary elegance. Exclusive new foot-pedal record changer, new silent pickup—frequency range far exceeds any available recordings.



CAPEHART MODERN, fashioned of rich Mahogany veneer finished in blond or ebony. "True Tumbler" tone with the exclusive Capehart turn-over changer, AM, FM and short-wave radio, 23 tubes plus rectifiers.



CAPEHART CHIPPENDALE, the ultimate in Radio-Phonographic—an imposing masterpiece of beauty. Exclusive turn-over changer, AM, FM and short-wave radio reception, 22 tubes plus rectifiers.

Music Dept.  
**ASHBURN'S**  
420 E. Main St.  
Alhambra

730 WEST 7TH ST.  
Phone VAndika 1241  
LOS ANGELES

OPEN MONDAY EVENING



Reproduced from a recent issue of "The Los Angeles Times"

*Farnsworth* TELEVISION & RADIO CORPORATION,  
FORT WAYNE 1, INDIANA

## Dynamic *(Continued from page 34)*

time Dynamic's show window on 57th Street stopped pedestrian traffic along the Row and gave the carriage trade something to talk about over their cocktails.

### *Creating Store Personality*

Big as life in the Dynamic window was a replica of a sleigh, pulled by a white mare through artificial snow. Neatly tied to the startling display was an album of hit tunes from the rave musical, "Up In Central Park". It set the trade on its ear and conversation about it buzzed for days. For a store limited by scarcities to the sale of records, it marked the first step forward to bigger things.

Not long thereafter a Dynamic ad came up with the gem, "A Store Is Known by the Customers It Keeps." And still later, the Times promotion stressed, "Dynamic Features the Leaders." Men in the trade in Chicago, as far west as Idaho knew what Dynamic was, what the organization stood for. Dynamic Electronics had taken on a personality. In establishing that personality, promotions utilized every available medium—radio, billboards, magazines, newspapers, bus ads, concert programs, and direct mail advertising.

By the time the first sale was held

in October of 1947, Dynamic's personality had really taken hold. Radios, records, and small appliances were put up for sale and the response was phenomenal. Customers flocked into the stores from metropolitan boroughs, from Long Island, from New Jersey and Connecticut. Within the space of three days, the well-timed promotion brought forth \$65,000 worth of business.

### *Becoming an Institution*

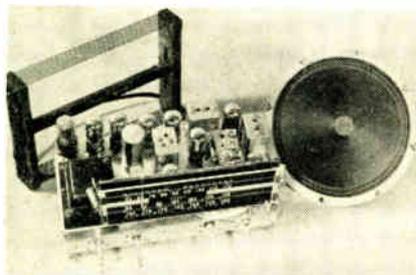
A decided aid to promotions is the set of standards it has adopted regarding the handling of merchandise. When it claims to feature the leaders, it actually does that. In major appliances it handles General Electric, General Motors, Westinghouse and other leading white ware products. On its television and radio sets will be found the names of Crosley, RCA, Philco, DuMont and others. Dynamic's hardy and alert service department makes it tough for any untried product to break through to showrooms. The service department has set up elaborate pre-testing procedures, which new products, including new lines from established manufacturers, must surmount before getting the stamp of approval.

This is especially true of television sets and equipment. Because it has

established a reputation for stability, Dynamic has been able to introduce merchandise that other retailers are loathe to even touch. It introduced television magnifying lenses for the first time in the metropolitan area. It was the first to announce television polaroid filters. As early as August of this year, it was selling television antennae, the earliest they appeared on the New York market. So renowned has the Dynamic stamp of merchandise approval become that reluctant dealers, shying from new products, decided to accept new lines from manufacturers the moment it became known that the same items were already displayed in Dynamic showrooms.

Secure in the knowledge that what Dynamic offers the public is top quality merchandise, long-term planning can be mapped out by Dynamic's president, Winer, vice-president Haizen, and advertising director Horne. Horne and an artist in his department do most of the spadework thereafter, merging the store displays with the over-all line promotions are taking. Bold, daring promotions, pushed with insight, resourcefulness and aggressiveness thus are like everything else about Dynamic—just . . . dynamic.

## ATTENTION . . . SERVICEMEN!



ESPEY Model 7-B-1

Mr. Serviceman!

Are you reaping the full advantage of the tremendous replacement market that exists today? Most of your customers are in need of a modern AM-FM radio receiver chassis. They will select ESPEY because the ESPEY chassis are the finest available on the market today—at the lowest price.

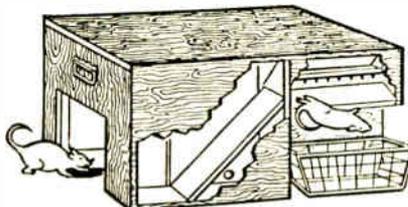
Head and shoulders above the crowd, from an engineering, design, manufacturing and quality standpoint. All features that are needed in a modern receiver are included, together with all hardware, speakers, and antennas required to make your installation job quick and easy.

For further information about this terrific potential, drop a line today to Dept. V-9.

**ESPEY MANUFACTURING CO., INC.**  
528 EAST 72nd ST., NEW YORK 21, N. Y.

"Established 1928"

## KILLS RATS *Electrically*



**SAFE! SIMPLE!  
SANITARY! SURE!**

Hundreds of satisfied users who have benefited from lease-installation of the ELECTRONIC RAT TRAP in their plants testify to its efficiency. They report catches of 50 to 100 rats a night! Fully automatic! You don't even touch the rats! No bait required! Write for literature and testimonials.

## WANTED! DISTRIBUTORS!

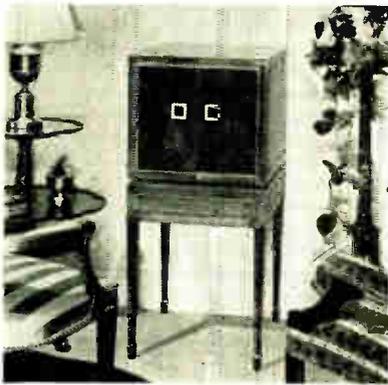
Franchises with large potential earnings available in excellent territories for financially responsible parties! Patent and manufacturing rights are available in most foreign countries.

**FOR DETAILS WRITE DEPT. X**

**ELECTRONIC TRAPS, INC.**  
7 NORFOLK PL. ROCHESTER 6, N. Y.

**New Bendix Models**

Manufactured by Bendix Radio Division,  
Baltimore, Maryland



Known as the Fiesta, Bendix television receiver model 235M1 receives video broadcasts on all 12 channels. Cabinet in mahogany, with full swinging doors. Crystal picture detector, 10-inch picture of "front row" brilliance. 21 tubes including cathode ray and two rectifiers. Has 12 push buttons for instant tuning and is free from flicker and snow effect. FM sound system, four watts output, 6-inch Alnico V dynamic oval speaker, phantom grille, and three point tone control. Special features include low power consumption, concealed efficiency controls, built-in antenna.



Called the Boulevard, Bendix radio-phonograph model 95B3 is 34" high, 31 $\frac{3}{4}$ " wide, 16 $\frac{1}{4}$ " deep, and is styled in golden harvest finish mahogany veneers, the cabinet housing a drawer-type record player, with a double record storage. Radio has eight tubes and rectifier, three gang FM condensers, a dual chassis, and tuned RF amplification on FM. Also has 12-inch Alnico V concert speaker, eight watts push-pull output, a crystal tone reproducer, and three point tone control. Special features include record changer controls, built-in AM-FM antennae, tilt-out tuner, and permanent point needle. Lists at \$209.95. Say you saw it in *Radio & Television Journal*, September, 1948.



WHERE QUALITY  
AND RESULTING PRESTIGE ARE  
PARAMOUNT, LEADING MUSIC  
MERCHANTS PROFITABLY  
FEATURE THE INCOMPARABLE  
CAPEHART



PROUDLY—WE PRESENT

# The Capehart

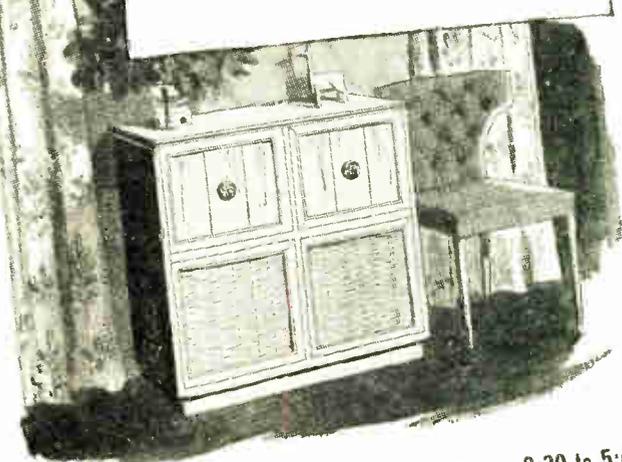
... WORLD'S FINEST INSTRUMENT  
FOR MUSICAL REPRODUCTION

The Capehart is far more than a phonograph and radio, it is a live musical instrument. So true is this statement that you can hear the instrument's expression. It can play like the finest of instruments and never loses its ability to give America's most loved popular tunes. On a scale of our values it is the undisputed king of Capehart instruments priced from \$1145.

**THE CAPEHART MODERN** is styled. Capehart's recent design reflects contemporary style that combines the classic with the modern. It features a new type of reproduction and a brand new record changer. It has a cabinet of mahogany veneers, and a record changer, with a choice of automatic or manual change in tone or conductor. Price, with Capehart top over record changer, \$1275.



Panamucc by Capehart, \$395 up.



WURLITZER—121 East Fourth St., Store Hours: 9:30 to 5:45

Reproduced from  
a recent issue of  
"The Cincinnati Times-Star"

*Farnsworth* TELEVISION & RADIO CORPORATION,  
FORT WAYNE 1, INDIANA

# ANNOUNCING . . .

# No. 80



The result of  
12 months of Lewyt research!  
The achievement of Lewyt's  
precision engineering!

Of 5 big-name vacuum cleaners tested by United States Testing Company, Inc., laboratories, including a famous revolving-brush upright, Lewyt with its revolutionary and exclusive No. 80 Carpet Nozzle ran **FIRST IN EVERY TEST!**

**PICKED UP  
18% TO 55%  
MORE  
EMBEDDED  
DIRT!**

**REMOVED  
MORE  
SURFACE LINT,  
THREADS  
AND HAIR!**

**YET...  
WITH  
13% TO 58%  
LESS  
CARPET WEAR!**

READ THE EYE-OPENING REPORT STRAIGHT FROM UNITED STATES TESTING COMPANY, INC.

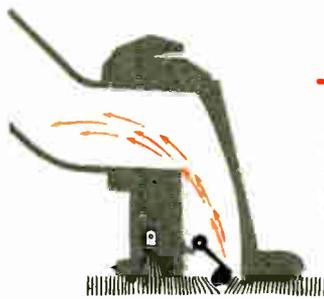
For the first time in 45 years, one vacuum cleaner proves it can do the work of two—both tank-type and upright—and do it better! Lewyt leads again!

Amazing new  
automatic comb-valve  
makes the big difference!

See how  
it works!

Give your  
customers  
this astounding  
Lewyt Demonstration!

Note: Present Lewyt owners can convert at nominal cost! See your Lewyt Distributor for details!



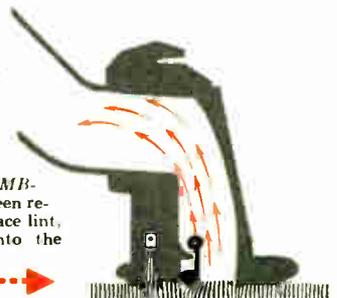
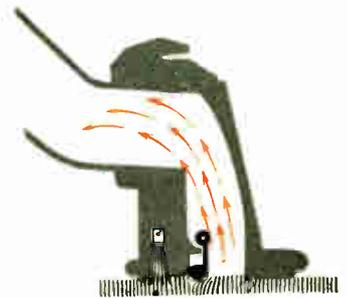
1. ON THE FORWARD STROKE,  
the *AUTOMATIC COMB-VALVE* gently  
grabs threads, lint and hair that other vacuum  
cleaners miss! In addition, it *parts* the nap—*in-*  
creasing Lewyt's cyclonic cleaning-power on dirt  
*imbedded in the pile of rug!*



2. ON THE BACK STROKE,  
the *AUTOMATIC COMB-VALVE* swings for-  
ward and upward, bringing lint, threads and hair  
to its high-pressure chamber . . . concentrates  
terrific suction power through its comb-like slots  
. . . thus cleaning itself!



3. READY FOR NEXT STROKE!  
The Lewyt No. 80's *AUTOMATIC COMB-*  
*VALVE* is clean . . . imbedded dirt has been  
removed from the pile of the rug . . . surface lint,  
threads and hair have disappeared into the  
Lewyt . . . it's like magic!



# Lewyt's sensational new CARPET NOZZLE!

United States Testing Company, Inc. reports Lewyt best in every test!

## EMBEDDED DIRT TEST

Report #78730-1

June 14, 1948

Efficiency rating of each cleaner obtained during simultaneous runs under identical conditions.)

### 1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

The Lewyt Vacuum Cleaner picked up:

- 18% more Embedded dirt than Cleaner A
- 34% more Embedded dirt than Cleaner C
- 40% more Embedded dirt than Cleaner B
- 55% more Embedded dirt than Cleaner D

## CARPET WEAR TEST

Report #78730-3

June 14, 1948

(Nap pick-up of each cleaner compared to weight of nap picked up by control cleaner during simultaneous runs.)

### 1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

With the Lewyt Vacuum Cleaner, carpet wear was:

- 58% less than with Cleaner A
- 52% less than with Cleaner C
- 25% less than with Cleaner B
- 13% less than with Cleaner D

## SURFACE LITTER TEST

Report #78730-2

June 14, 1948

(Long and short dog hair, cotton thread, and shredded absorbent cotton worked into the nap of rug.)

### OPINION

### 1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

2. Control Cleaner A (Upright revolving brush)
3. Cleaner B
4. Cleaner C
5. Cleaner D

- Good surface litter pick-up.
- Good surface litter pick-up except at center of nozzle.
- Fair surface litter pick-up.
- Poor surface litter pick-up.
- Poor surface litter pick-up.

## EXCELLENCE OF PRODUCT TEST

Report #78730-4

June 16, 1948

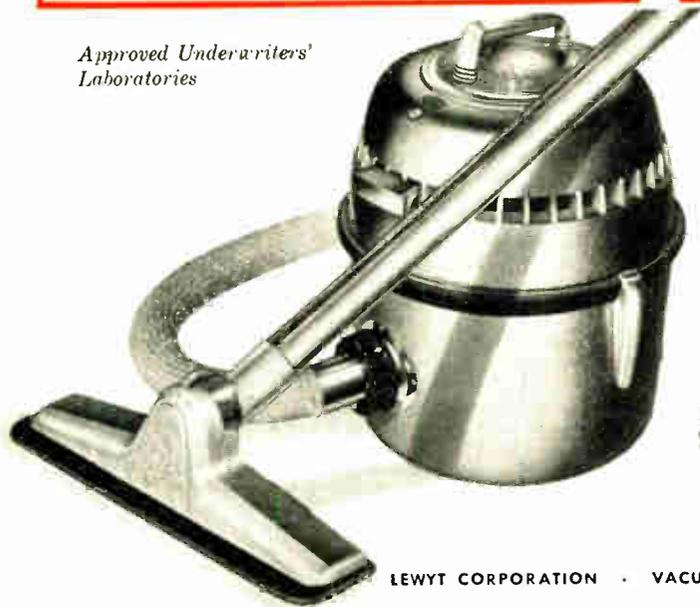
(Lewyt was disassembled and component parts examined. Later re-assembled, and its functional performance and ease of operation noted. All attachments tested.)

### 1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

- a. Lewyt Vacuum Cleaner constructed of excellent materials throughout!
- b. Design provided excellent ease of operation with a sturdy, attractively styled vacuum cleaner!
- c. Workmanship was first class throughout!

Summary report of these tests may be had upon request.

Approved Underwriters'  
Laboratories



**Lewyt**  
(rhymes with "do it"!)  
**VACUUM CLEANER**

LEWYT CORPORATION • VACUUM CLEANER DIVISION • 82 Broadway, Brooklyn 11, New York



Model 11950 Television Receiver  
with 12" Picture Tube and FM Radio  
... \$495 List

now...  
give your  
customers  
in  
*Perfection in*  
Television



**Rembrandt**  
Master in the  
Art of Television

exclusive with  
**Rembrandt**

**Y**OUR prospective television customers want a set that will give them perfect reception. Now at last they can have it...exclusive with Rembrandt. For Rembrandt offers reception never thought possible in present day television. It is truly tomorrow's set TODAY! Large, picture-clear reception to make your customers rub their eyes in disbelief. The Rembrandt is now available for immediate delivery in four luxurious models.

ALL REMBRANDT TELEVISION RECEIVERS CONTAIN FM RADIO

**REMINGTON RADIO CORPORATION**  
White Plains, N. Y.

Model 130  
Television  
Receiver  
with 15"  
Picture Tube  
and FM Radio  
... \$895 List



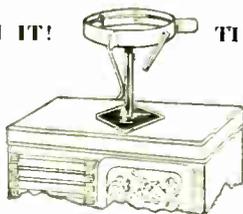
**— VISIBEAM —**

INDOOR TELEVISION ANTENNA

- **SOLVES**  
*Installation Problems*
- **SELLS**  
*More Television Sets*
- **MEANS**  
*More Profits To You*

TUNE IT:

TURN IT! TILT IT!



For use on all television sets. Compact, attractive lamp size, blending with set and room.

- Gets Clear Pictures On All Channels
- Eliminates Ghosts & Reflections

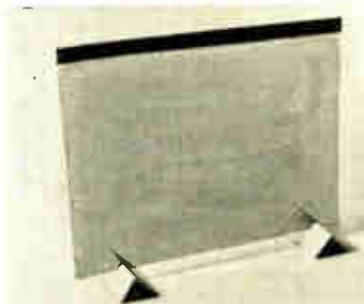
**VISIBEAM** retails at \$16.95

Some distributor territories still open

**BURNETT SERVICE CO.**  
178 W. 168 • JE 7-4592 • New York 52, N. Y.

**Television Filter**

Manufactured by Pliit's Television Filter Co.,  
1154 Stratford Ave., Bronx, N. Y.



This filter reduces the glare and screens out the ultra violet rays of the cathode ray tube, says the manufacturer, who will also imprint your company's name in gold leaf.

See you saw it in *Radio & Television Journal*, September, 1948.

- **Charles Robbins**, Emerson's National Sales Manager, has appointed the **Bomar Appliance Co., Inc.**, as Emerson's distributor in Knoxville. The company's office and warehouse are located at 520 Western Avenue, Knoxville 02, Tennessee. **Billings Wholesale Radio**, 2232 Tulare St., Fresno, California, has been named Emerson's Fresno distributor.

Perfect Performance  
with **RMS VIDEO**  
**ANTENNA BOOSTER**



**13 CHANNELS \$37.50**  
Model SP-2 list  
6 Channels, Model SP-1 \$33.75

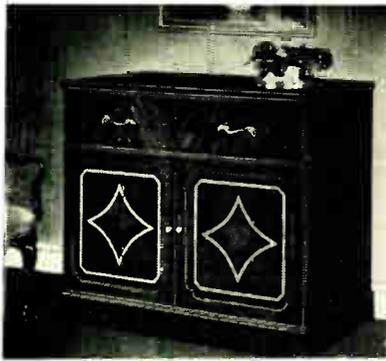
Boosts weak stations . . . Pulls in distant stations with signal strength gain SIX TO TEN TIMES! . . . Cuts down off-channel interference . . . Has self-contained power supply . . . eliminates need for outdoor TV antenna in most local installations . . . NEW: pilot light prevents leaving set on overnight.

*DEALERS! Your local distributor has this as well as other fast-moving RMS television accessories in stock. Write for literature to*

**RADIO MERCHANDISE SALES INC.**  
550-J Westchester Ave., N. Y. 55, N. Y.

### Custom-Built Console

Manufactured by A. & M. Woodcraft, Inc.,  
419 West 49th Street, New York City



This beautiful and striking console cabinet originates in the workrooms of A. & M. Woodcraft, Inc., New York City. The firm accepts orders from clients with discriminating tastes who desire custom-built radio and television consoles. Fine craftsmanship, like that represented above, is a byword at A. & M. Mr. Alongi, Circle 6-7663, handles all orders.

### TV Preamplifier

Manufactured by Sonic Industries, Inc.,  
2999 Third Avenue, New York City



Sonic's new television amplifier eliminates internal oscillations, cuts down off-channel interference, and permits the use of indoor installations. Called Teleboost, it sells television in low signal areas. Model TV-1, channels 7-13, lists at \$19.95 and Model TV-3, channels 2-13, at \$29.95.

### All-Channel Booster

Manufactured by Transvision, Inc.,  
New Rochelle, N. Y.

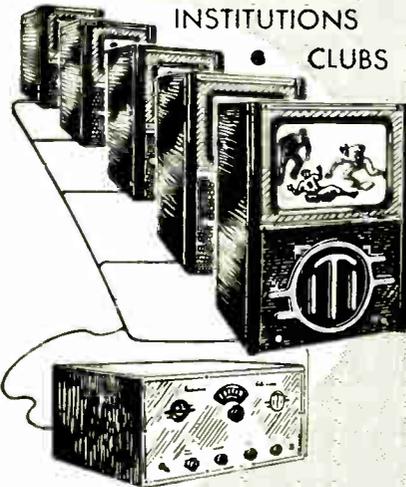


Designed to help set owners achieve television reception in weak signal areas which are out of range of certain broadcast stations. This booster increases signal strength on all 13 channels and can be used with any type of television receiver. Gives unusually high gain in upper television channels.

Say you saw it in *Radio & Television Journal*, September, 1948.

## INDUSTRIAL TELECEIVERS

For Public Viewing in  
TAVERNS - HOTELS  
HOSPITALS - SCHOOLS  
INSTITUTIONS  
• CLUBS



Featuring - SIMPLIFIED  
CENTRAL CONTROL  
with any number of viewing screens

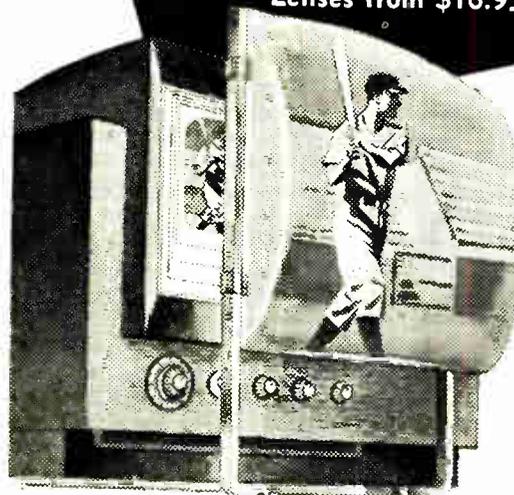
**INDUSTRIAL TELEVISION, INC.**

359 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

## OPTI-GEM "TELEVISION" LENSES

At Better Stores Everywhere

A Complete Line of Clear and Blue Filter Lenses from \$16.95 to \$44.95



#1. Opti-Gem clear lens, size 9x11, to fit 7" screen. Retail price \$16.95. Blue filter lens \$18.95.

#2. Opti-Gem clear lens, size 11x13, to fit 7" and 10" screens. Retail price \$19.95. Blue filter lens \$22.95.

#3. Opti-Gem clear lens, size 12x17, to fit 10" and 12" screens. Retail price \$29.95. Blue filter lens \$34.95.

#4. Opti-Gem clear lens, size 14x19, to fit 10", 12" and 15" screens. Retail price \$37.95. Blue filter lens \$44.95.

OPTI-GEM television lenses magnify up to three times normal area . . . are easily adjusted and centered to screen . . . and provide wide angle of view. Universal brackets with #3 and #4 lens sizes for console or table model sets. Bracket sleeves gloved in suede finish to protect furniture. Attractive floor stand available for #3 and #4 lens sizes.

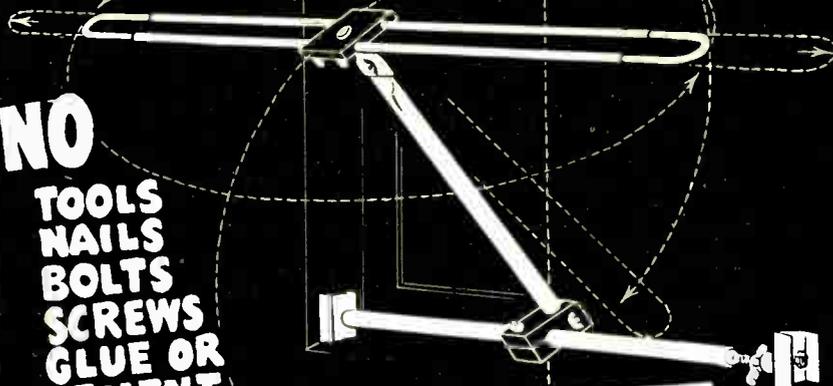
## OPTI-GEM, inc.

Makers of clear and blue filter television lenses to fit all screen sizes  
also the Opti-Gem Television Floor Stand

320 EAST 39th ST., NEW YORK 16, N. Y. MUrray Hill 3-1126

# 5 MINUTE INSTALLATIONS GYRO-TENNA

**NO  
TOOLS  
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BOLTS  
SCREWS  
GLUE OR  
CEMENT**



- The Television-FM Antenna of a 1,000 Positions**
- A removable window antenna
  - Covers all frequency ranges 44-216 mc. channels 1 to 13 and FM
  - Non-directional. Provides reception from all points of the compass
  - Expandable to full folded dipole or straight dipole and reflector
  - Secured firmly by expansion bolts
  - Designed for maximum broad band performance
  - Strong, lightweight aluminum with genuine lucite insulation
  - Sells right across the counter TV-FM buyers can install easily

**1675  
LIST**

Distributors Territories Open  
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100 West 42nd St., N. Y. 18, N. Y.

*telrex inc.*  
**CONICAL ANTENNAS**

28 NEPTUNE HIGHWAY · ASBURY PARK, N. J.  
Phone: Asbury Park 1-0119

Telrex Conical Antennas have a constant center impedance and a band width of 5 to 1 in frequency coverage.

These two factors combine to give an antenna-to-transmission-line-to-receiver match that no other type Antenna has.

True conical performance is obtained without the bulk of solid spinings.

The resolution and gain obtained by the band width and the effective reflectors are responsible for improved definition, contrast and gain. All vertical pick-up is eliminated allowing ghost free reception. This improvement is immediately apparent on the viewing screen of the television set.

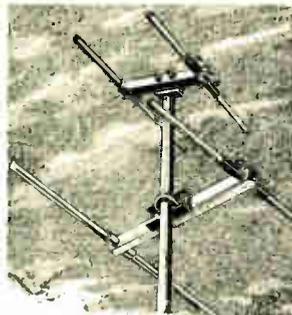
**2XTV .....\$20.50 List**

**4XTV .....\$42.50 List**

**CM2 Adjustable  
CHIMNEY MOUNT..\$8.85 List**

**ORDER AT YOUR JOBBER  
OR WRITE TO US DIRECT**

**ALL CHANNELS** **HIGH GAIN**  
**INDIVIDUAL ORIENTATION**  
**FREQUENCY COVERAGE** **MULTI-STACKING FEATURES**  
**44-216 MC**



**TYPE 401 AW LIST PRICE \$15.25**

All Aluminum Rugged Construction  
Polystyrene Insulation  
Designed for Maximum Efficiency  
Also Complete Line of HF Adapters

**IMMEDIATE SHIPMENT**

See Your Local Jobber or Send For Circular

**S/C**  **LABORATORIES, Inc.**  
2739 GEORGE STREET  
NEWARK 5, N. J.

## Establish Advisory Comm. To Help Gov't. on TV

Far-reaching problems resulting from rapid developments in television, FM broadcasting, and other radio and electronic services has prompted the Radio Manufacturers Association and the Institute of Radio Engineers to establish a Joint Technical Advisory Committee, JTAC, to advise governmental agencies, and professional and industrial groups within the industry.

Formation of JTAC follows a suggestion of FCC Chairman Wayne Coy that the industry provide FCC with authoritative technical information on the adaptability of the frequencies above 216 megacycles for television broadcasting. The committee will make its first report before the Federal Communications Commission at a hearing starting September 20, the report to cover availability of equipment and propagation characteristics of the ultra high frequencies.

As such, JTAC supplants the Radio Technical Planning Board in its relation to governmental agencies, particularly the FCC.

★ ★ ★ ★ ★ ★ ★ ★

**LIFE-SIZE**

**TELEVISION is here!**



**CORTLEY  
MODEL  
=720**

Here's great news in television! The brand-new **CORTLEY PROJECTION TELEVISION RECEIVER**—an amazing set capable of throwing an image, varying in size from several inches up to 6 x 8 feet, onto a screen—just like a home movie projector. This compact, highly mobile **CORTLEY RECEIVER** now enables hundreds to view a telecast without squinting and straining at images previously measured in inches.

**UNLIMITED SALES OPPORTUNITIES**  
Bars, Restaurants, Schools, Clubs, Churches, Hospitals, Resorts—these are but a FEW prospects! They have been clamoring for television that can be seen by several hundred people at one sitting—and now you can supply them. Here is television reception of the future brought to you **right now!**

Get in on this brand-new, easy-to-sell market. Be the first to fill the enormous need. Send for full information and price today!

A limited number of Cortley Distributorships are still available. Write for particulars now.

**CORTLEY TELEVISION CORP.**

DEPT. D, 15 WEST 27th STREET  
NEW YORK 1, NEW YORK  
Telephone MU 3-3624

★ ★ ★ ★ ★ ★ ★ ★

*Howard W. Sams*

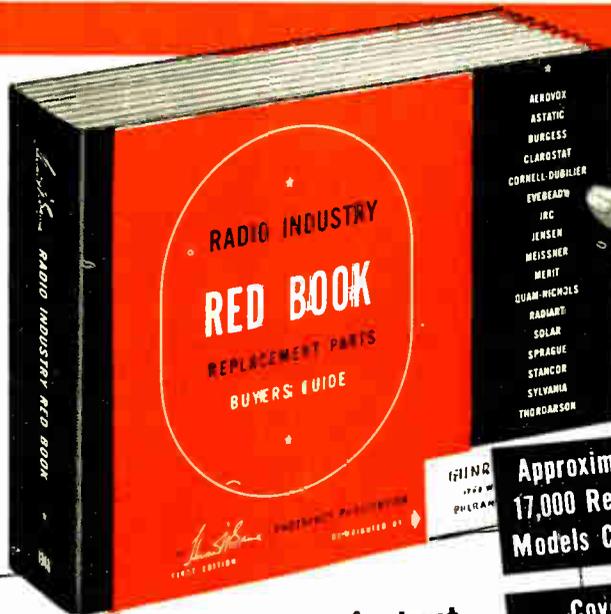
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RADIO INDUSTRY

# RED BOOK

REPLACEMENT PARTS

BUYER'S GUIDE



AEROVOX  
ASTATIC  
BURGESS  
CLAROSTAT  
CORNELL-DUBILIER  
EVEREADY  
IRC  
JENSEN  
MEISSNER  
MERIT  
QUAM-NICHOLS  
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SOLAR  
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SYLVANIA  
THORDARSON

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Models Covered

Covers  
Ten Years:  
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Easy to Use:  
All Data  
Quick to Find

440 Pages  
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Opens Flat

**NOW**—a SINGLE authoritative volume that gives you instant reliable data on ALL replacement parts for thousands of popular radio receivers... more useful data than in all other replacement parts guides and manuals COMBINED...

## COMPLETE!

The First Cooperative Industry Effort in Behalf of the Radio Service Technician

FOR THE FIRST TIME IN RADIO HISTORY!

All 9 Major Replacement Components Listed  
*(not just 1 or 2 components)*

17 Leading Parts Manufacturers Represented  
*(not just 1 manufacturer)*

### COMPLETE DATA ON ALL RECEIVER REPLACEMENT PARTS—ALL IN THIS ONE GREAT BOOK!

Save time! Stop wasteful hunting! Get ALL the parts data you need—quickly—from this single book. NOW—for the first time—have all the replacement parts data you need—ALL in one single, authoritative volume. No more waste of valuable time searching through dozens of incomplete manuals and catalogs. The RED BOOK, first and only complete parts guide ever produced, covers approximately 17,000 radio models made from 1938 through 1947—10 full years. Lists parts made by 17 leading manufacturers—not just one! Gives you complete, accurate data on all 9 major replacement components—not just one or two! Clear, concise, easy-to-use—over 440 pages (8½" x 11") bound in a sturdy sewed cover, arranged alphabetically by manufacturer and model number for quick reference. Does away with confused collections of separate books and manuals—gives you complete information—PLUS data that cannot be found in any other source—at a fraction of the price you'd pay for the books it replaces. There's never been anything like it—absolutely indispensable for every service shop!

Only the RED BOOK gives you ALL this invaluable data. Here's everything you need to know about the replacement parts for the receivers you service daily. The RED BOOK gives you original manufacturers' parts numbers, proper replacement parts numbers and valuable installation notes on Capacitors, Transformers, Controls, IF Coils (including Peak Frequencies), Speakers, Vibrators and Phono Cartridges. Tube and Dial Light data includes number of tubes in each chassis, with type number for each tube, plus dial light numbers. Battery data includes replacement numbers on A, B, and AB packs. The following leading replacement parts manufacturers are represented in the RED BOOK:

- |                  |            |
|------------------|------------|
| AEROVOX          | ASTATIC    |
| BURGESS          | CLAROSTAT  |
| CORNELL-DUBILIER | IRC        |
| EVEREADY         | JENSEN     |
| MEISSNER         | MERIT      |
| QUAM-NICHOLS     | RADIART    |
| SOLAR            | SPRAGUE    |
| STANCOR          | SYLVANIA   |
|                  | THORDARSON |

18 months in preparation—over \$90,000 to produce. The RED BOOK is the product of thousands of man-hours spent in laboratory research and in cooperation with 17 participating manufacturers to produce the most complete, accurate, authoritative parts replacement guide ever published. Every bit of information in this amazing book has been painstakingly checked to insure maximum accuracy and usefulness. Over \$90,000 was spent to prepare the RED BOOK—the only book that brings you everything you need to know—every bit of replacement parts data you want to make your work easier and more profitable. You can't afford to be without the RED BOOK. It's the indispensable guide you'll use profitably every single day. Stop hunting for the right answers now—order your copy today.

THE INDISPENSABLE  
RED BOOK... ONLY... **\$3.95**

BE SURE TO ORDER YOUR RED BOOK TODAY



HOWARD W. SAMS & CO., INC.  
INDIANAPOLIS 7, INDIANA

Mail This Order Form to Your Parts Jobber Today or send directly to HOWARD W. SAMS & CO., INC., 2924 E. Washington St., Indianapolis 7, Ind.

My (check) (money order) for \$..... enclosed.  
 Send.....RED BOOK(S) at \$3.95 per copy. (I understand that delivery will be made to me in September.)

Name.....  
Address.....  
City..... State.....

**Named to Executive Positions by Sightmaster**



**F. W. MINOR**



**MICHAEL KAPLAN**



**ARTHUR ARO**

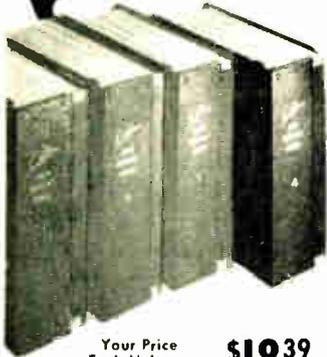
• **Michael Kaplan**, president of Sightmaster Corporation, now has **F. Wakefield Minor** as vice-president and general manager, and **Arthur Aro** as sales manager. Sightmaster's enlarged factory and executive offices are located in New Rochelle, N. Y., while showroom and sales office are at 220 Fifth Avenue, New York City.

• **C. J. Hunt**, Sales Manager for the Radio and Television Division of the Stromberg-Carlson Company, has appointed **R. C. Gilbert** direct factory representative for the company's radio and television products in Buffalo and surrounding territory in western New York. For the past two years Mr. Gilbert has been with Stromberg-Carlson branch organizations in Los Angeles and San Francisco, and prior to that was located at the company's Rochester headquarters, with wartime priority responsibilities.

• Appointment of **Paul A. Dye** as assistant sales manager in charge of Admiral Corporation's regional distributors has been announced by **Ross D. Siragusa**, president. A 20-year veteran in the radio industry, Mr. Dye has been midwest regional manager of the company for the past two years and was stationed in Milwaukee. His present headquarters will be at Admiral's home office in Chicago.

• **John W. Walt** has been appointed sales promotion manager of Webster-Chicago Corporation, Chicago, Illinois. **W. S. Hartford**, general sales manager, announced. Mr. Walt was formerly sales supervisor for Webster-Chicago nylon needles, and was associated with RCA, Westinghouse, and Associated Products, Inc., before joining the firm. In his new post, Mr. Walt will supervise sales promotion of wire recorders, record changes, nylon Knee Action phonograph needles, and other exclusive company products.

**★ PHOTOFACT Publications HELP YOU TO SUCCESS!**  
 These are the indispensable service data books you'll use profitably every single working day...



Your Price Each Volume, In Deluxe Binder **\$18<sup>39</sup>**

**NOW! PHOTOFACT VOLUME 4**  
 Includes First Three TV Course Installments

Bring your file of post-war receiver Service Data right up to July, 1948! Here's the most accurate and complete radio data ever compiled—preferred and used daily by thousands of Radio Service Technicians. Includes: Exclusive Standard Notation Schematics; photo views keyed to parts lists and alignment data; complete parts listings and proper replacements; alignment, stage gain, circuit voltage and resistance analysis; coil resistances; record changer service data, etc. Order Volume 4 today—keep your Photofact library up-to-date—it's the *only* Radio Service Data that meets your *actual* needs!

- Vol. 4.** Covers models from Jan. 1, 1948 to July 1, 1948
- Vol. 3.** Covers models from July 1, 1947 to Jan. 1, 1948
- Vol. 2.** Covers models from Jan. 1, 1947 to July 1, 1947
- Vol. 1.** Covers all post-war models up to Jan. 1, 1947



**1947 Record Changer Manual**

Nothing like it! Complete, accurate data on over 40 post-war models. Exclusive exploded views, photos from all angles. Gives full change cycle data, information on adjustments, service hints and kinks, complete parts lists. PLUS—for the first time—complete data on leading Wire, Ribbon, Tape and Paper Disc Recorders. 400 pages; hard cover; opens flat. Order now! **\$4<sup>95</sup> ONLY.**



**Receiver Tube Placement Guide**

Shows you exactly where to replace each tube in 5500 radio models, covering 1938 to 1947 receivers. Each tube layout is illustrated by a clear, accurate diagram. Saves time—eliminates risky hit-and-miss methods. 192 pages, completely indexed. **\$1<sup>25</sup> ONLY.**



**Dial Cord Stringing Guide**

The book that shows you the *one right* way to string a dial cord. Here, in one handy, pocket-sized book, are all available dial cord diagrams covering over 2300 receivers, 1938 through 1946. Makes dial cord restringing jobs quick and simple. **\$1<sup>00</sup> ONLY.**

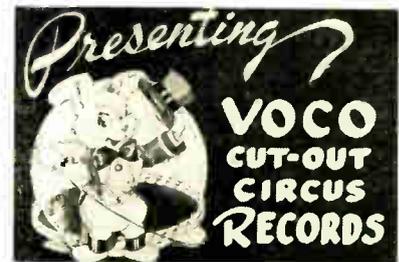
**THE FIRST TELEVISION FOLDER APPEARS IN PHOTOFACT SET NO. 46 DON'T MISS IT!**

Now—PHOTOFACT brings you a new kind of Television Service Data—a complete, accurate analysis of a popular Television receiver—based on actual examination of the set in the Sams' laboratories. This is the beginning of a series of uniform, accurate, authoritative Television Folders, exclusively PHOTOFACT—plus the \$500 Television Course—at no extra cost to you! Don't miss Set No. 46—at your local jobber now!

**STAY AHEAD OF THE GAME—SUBSCRIBE REGULARLY TO PHOTOFACT FOLDER SETS**

**ATTENTION!**

RECORD DEALERS • RECORD JOBBERS



- UNBREAKABLE • FULL COLOR •
- PLAYS INDEFINITELY •
- 4 RECORDS • 8 SONGS •

**Retails 25¢**

Package of 4 — \$1.00

By Manufacturers of **VOCO KIDDIE HIT PARADE**

Write To: **VOCO INC.**

230 Steuben St. Brooklyn 5, N. Y.

**HOWARD W. SAMS & CO., INC.**  
 INDIANAPOLIS 7, INDIANA

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Ansley Radio & Television, Inc.** appointed three additional sales representatives: **Lawrence Kobre**, formerly with Edison Radio, to cover New England territory; **Jack Hursch** to cover Colorado and New Mexico; and **Irving D. Hirschfeld** to cover California, Oregon, Washington, Utah and Arizona.

• **E. C. Bonia**, Bendix's general sales manager for radio and television, has appointed three new district merchandisers: **George Bartlett**, Bartlett Radio Company, 8 Longfellow Street, Portland, for Maine; **Tom Farley**, 3 Ninth Avenue, Haverhill, Massachusetts, for Vermont and New Hampshire; and **"Jim" Miller**, J. E. Miller Company, Inc., 80 Twenty-sixth Street, Pittsburgh 22, for Pittsburgh and the Western Pennsylvania area.

• **Richard A. White**, formerly with the sales department of Bace Television Corporation of Hackensack, New Jersey, has been named sales manager of **Transmira Products Corporation**. Mr. White is now planning an extensive newspaper radio and television campaign which is to be handled by Conti Advertising Agency of New York and New Jersey.

**Williams & Martin Corporation**, 49 Central Avenue, Cincinnati, Ohio, has been appointed exclusive distributor of Capehart and Farnsworth radios, phonograph radios and television receivers for 34 counties in West Central and southwestern Ohio, northern Kentucky and southeastern Indiana. **J. C. Martin** is president of the firm. **A. E. Elliott**, vice president and sales manager. **E. B. Beckman**, secretary. **R. E. Martin**, credit manager, **Walter Kearns**, advertising and sales promotion manager, and **Jack Tepfer**, service manager.

• **Noblitt-Sparks Industries, Inc.**, recently announced its revised list of distributor-dealer discounts and consumer prices through **Gordon T. Ritter**, director of sales for its Arvin division. Arvin radios 152T, 153T, 160T and 161T were advanced slightly in price, and 10 percent upward revision of prices on Arvin fan-forced, and radiant heaters, and model 2200 automatic electric irons went into effect. There was no price change for radio models 442, 444, and 547. Distributor and dealer discounts were worked out to suit the new increases.

Radio & Appliance JOURNAL • September, 1948



J. F. GLOVER      C. J. HASSARD

• **E. C. Bonia**, general sales manager for Bendix Radio and Television, has appointed **J. F. Glover** as manager of product design and **C. J. Hassard** as district merchandiser for the Philadelphia territory. Mr. Glover has been identified with Bendix Radio product design for the past four years, is a graduate of Carnegie Institute of Technology, Pittsburgh, and has practiced architecture and industrial design. He is now responsible for the styling of all Bendix Radio and Television models and their appointments. Mr. Hassard has been identified with radio for the past 20 years, has had field distribution experience in the mid-West, southwest, and Pacific coast areas, as well as manufacturer's agency operations in the Detroit area.

• **Robert I. Erlichman** has been appointed district manager for the Tele King Corporation.



SAM KAPLAN

• **Sam Kaplan** has been elected a vice-president of **Zenith Radio Corporation** after 25 years with the firm. In 1934 Mr. Kaplan was elected assistant treasurer and assistant secretary. In 1935 he became credit manager and in 1945 assistant vice-president.

• **Industrial Television, Inc.**, Clifton, New Jersey, has started production of a new 20-inch "Teleceiver". The firm specializes in the manufacture of large-screen, direct-view sets, operated by remote control, which are suited to taverns, clubs, and restaurants.

• **Roland D. Payne**, Sales Manager, Air King Co., Inc., Brooklyn, N. Y., has appointed **David H. Ross**, offices at 104 Ninth Street, San Francisco, California, manufacturer's representative for northern California and the entire state of Nevada. Mr. Ross, in radio since 1923, was formerly with Glove Wireless, Ltd., and Dalmo Victor, Inc., both California firms.

### Appointed to Sales Posts by Noblitt-Sparks



L. M. GRAHAM

P. W. TANNER

R. P. SPELLMAN

• **Paul W. Tanner** has been appointed sales manager of the appliance division by Gordon T. Ritter, director of sales, Arvin division, Noblitt-Sparks Industries, Inc., while **Raymond P. Spellman** has been chosen to take over the radio division. To supervise the work of Arvin district managers, **Lester M. Graham**, former sales

manager of Emerson Radio & Phonograph Co., has been appointed field sales director. Mr. Tanner and Mr. Spellman have served in Arvin field and office capacities for the past 15 and five years respectively, while Mr. Graham was associated with an Indianapolis distributing organization in addition to his service with Emerson.

# TELEVISION

By Nat Boolhack

## Profile



**T**HE scene was the swank Hotel Pierre in New York City. Farnsworth Television & Radio Corporation was sponsoring a luncheon for eastern distributors and the press to mark the introduction of their new 1949 television and radio models. There was a good deal of banter and good humor passed around as Dwight Algood, general sales manager, and John Garceau, advertising manager, outlined Farnsworth's plans for the coming year.

Seated at the head of the luncheon table was a distinguished looking gentleman who puffed leisurely on a cigaret during the whole of the proceedings. Just before the meeting adjourned, Dwight Algood casually introduced the man with the cigaret, whose thoughts seemed far away. He turned out to be E. A. Nicholas, president of Farnsworth. Everyone shifted in his chair, expecting further details on the company's plans. But in a low, intense voice, Mr. Nicholas clearly indicated that, although he had followed everything that transpired, his thoughts were really far away.

With a storyteller's knack, he caught the imagination of his guests by telling of his childhood, of how he was orphaned at an early age, and of how he was reared by his sea-faring stepfather. He went on to relate how the old salt stubbornly insisted that the new fangled toy, wireless, was only a passing fad, and of how the mariner advised him to chart his life course in other fields. Although almost convinced, Nicholas told how he decided to stick with wireless in the end, finally getting into radio, where he has been for the past 35 years.

When Nicholas began talking about television a new light flashed into his eyes and added warmth crept into his voice. His prophetic words had significance for the entire industry, for everyone who has the slightest tie in shaping its future. The simple, homespun thoughts which Farnsworth's president uttered with the conviction of one whose life is steeped in an industry destined to shake the world can bear repetition, over and over again.

For Nicholas sees television as a powerful force for international peace and goodwill. Strife among peoples of the world, he feels, is based upon fear, and fear has its roots in ignorance and misunderstanding. Ignorance of the way in which other people think, misunderstanding of what other people do.

A medium which makes it possible for the people of one nation to see, learn and understand how people in another nation live, work, what pleasures they enjoy, what the taproots of their culture are, that medium automatically becomes a force contributing to international understanding. And Nicholas is convinced that television is destined to become international.

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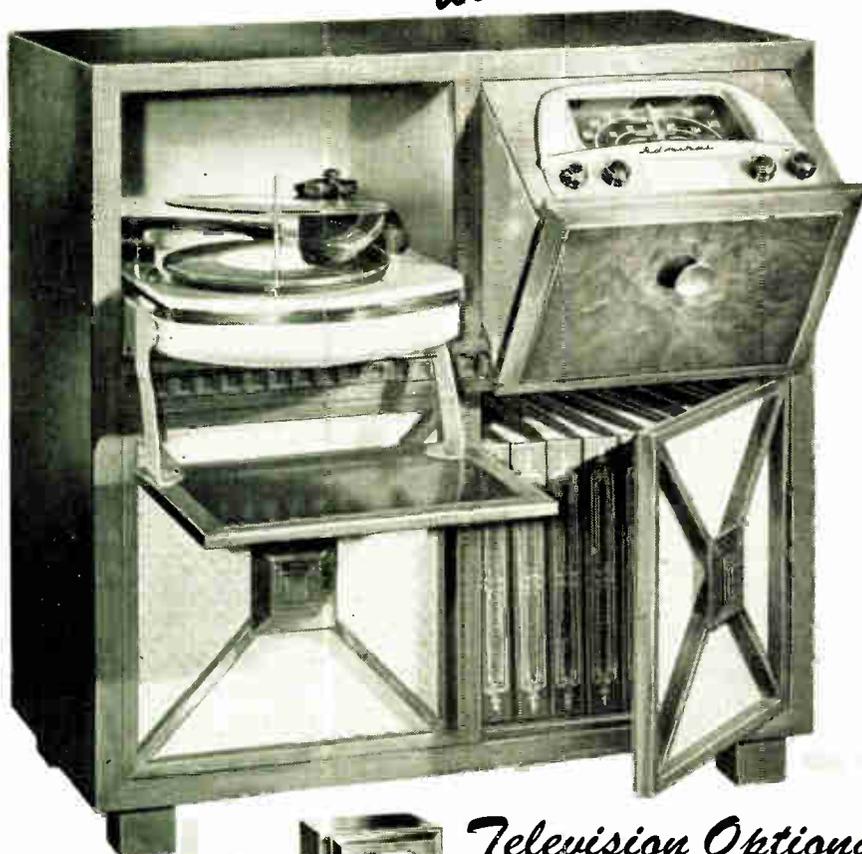
NOW EQUIPPED TO PLAY THE SENSATIONAL NEW L. P. (long-play)

# 45 MINUTE RECORDS!

## Admiral

New 2-speed automatic phonograph now standard equipment on all Admiral console combinations

*at no extra cost!*



### 1. PLAYS SLOW . . .

(33 1/2 RPM) for new L. P. (long-play) "micro-groove" records . . . total playing time 45 minutes (both sides)



### 2. PLAYS FAST . . .

(78 RPM) for standard records

### Admiral Leads Again

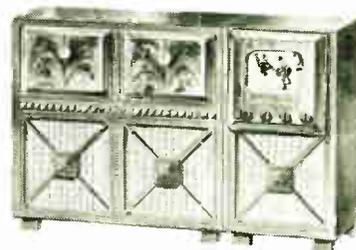
Another great plus feature *at no extra cost* to help you sell more Admiral radio-phonograph consoles. With interest in record playing being stimulated by extensive promotions now under way for the new L. P. (long-play) records, demand for Admiral radio-phonographs will be greater than ever this fall and winter. The 2-speed phonograph is standard equipment on all Admiral console combinations, priced from **\$169.95** to **\$319.95**

### New 2-Speed Replacement Phonograph

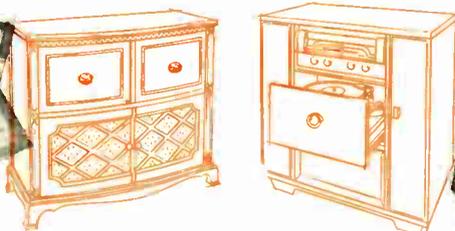
Owners of Admiral console combinations can also enjoy the new L. P. (long-play) records by means of this new 2-speed replacement phonograph. Changeover takes only a few minutes. Unit is economically priced at only **\$25.00**

### Television Optional!

Admiral radio-phonographs, both modern and traditional, are styled to match perfectly Admiral's famous Magic Mirror television consoles. Either unit can be purchased first and the other added later. In non-television markets it's the perfect answer for keeping radio-phonographs moving. In any market, it's the perfect answer for the man with a limited budget.



Another "first" from Admiral to help you sell more console combinations



"showing" in a smashing National Advertising Campaign. Westinghouse Radios will be shown in Life, Post, Collier's, Time, The National Geographic, Farm Journal, Country Gentleman, The Progressive Farmer, Capper's Farmer, and Major Market Newspaper Supplements ... to give Westinghouse Dealers the backing of 97,111,512 sales-stimulating impressions.



# Mr. Dealer, your Radios are showing!

yes the new Westinghouse Radios are showing from coast to coast with 97,111,512 sales-stimulating impressions in National Magazines and Major Market Newspaper Supplements.

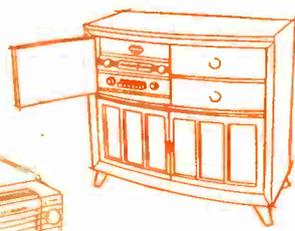


"showing" in dealer's profits are the Westinghouse Retail Sales Aids ... three seasonal packages to tie-in with current promotions, including: Pocket Selling Handbooks, an Announcement Flag, Wall Charts, illustrating the Westinghouse line in full color, Lithographic Material, plus a really hot Christmas Display.

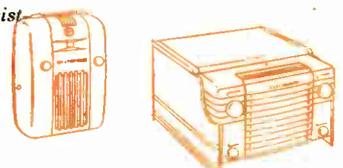
"showing" on dealer's floors all over America, with the help of *DiaMAGIC Display*. The sensational new *DiaMAGIC* is a dramatic, hard-hitting combination to show Westinghouse Radios. Use it as a traffic stopper in your store or as a window display. It's flexible, easy to set up in dozens of different ways.



"showing" in stores and windows everywhere are the scintillating Westinghouse identification signs ... Bright, glowing Neon Signs, edge-lit Lucite Signs, brilliant "Fireball" Signs, and Phosphorescent Unlighted Signs ... designed to help you capitalize on this big Westinghouse drive.



"showing" to good advantage against any competition, the outstanding new line of Westinghouse Radios and Radio-Phonographs is packed with performance, exclusive features, and fine cabinetry ... the most sellable sets you've ever seen!



If you're not a Westinghouse Dealer, get into the act now. Call your Westinghouse Distributor, or write us for your franchise.



# You can be sure ... if it's Westinghouse

HOME RADIO DIVISION · WESTINGHOUSE ELECTRIC CORPORATION · SUNBURY, PA.