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Radio & TELEVISION JOURNAL

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JUNE 1949

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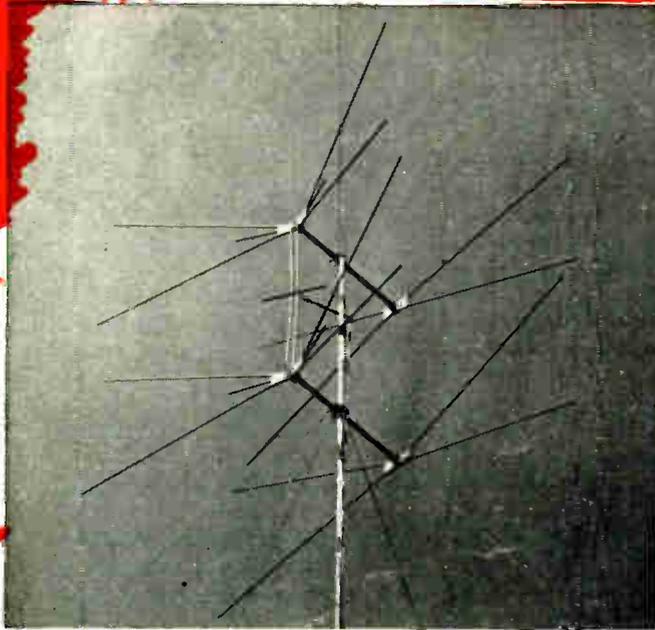
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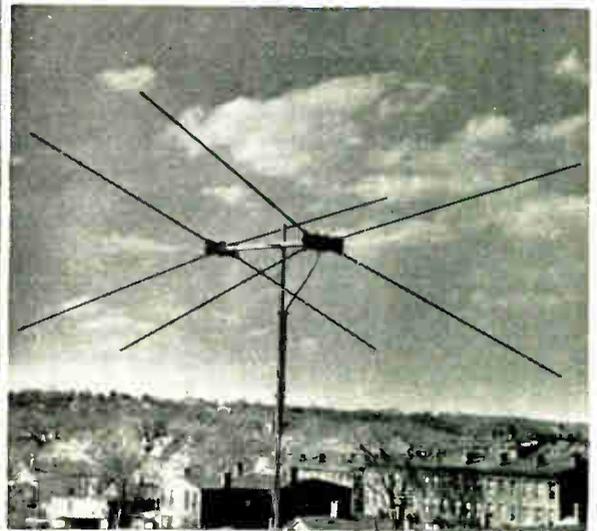
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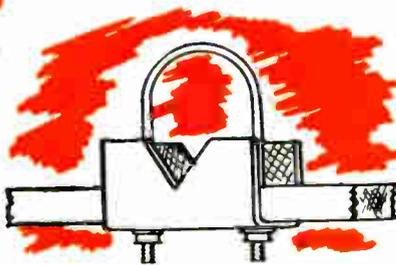
The WARREN "Coronet" Conical Antenna (above), priced **DIRECT** to Dealer:
1 -11 \$16.00 ea. 50-99 \$14.60
12-49 \$15.40 100 & over \$14.00



The WARREN "Broadband" Conical Antenna (right). **DIRECT** prices:
1 -11 \$7.55 50-99 \$6.85
12-49 7.25 100 & over 6.55

Here's How You Save . . .

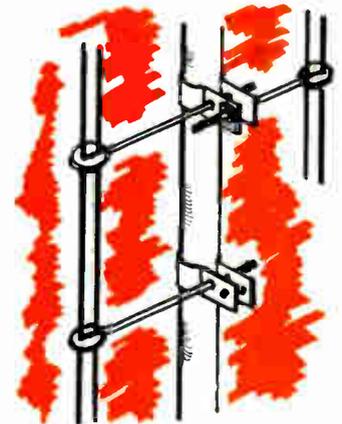
WARREN Antennas and Accessories are now shipped **DIRECT** from **FAC-TORY** to **DEALER**.



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1 .23 .18 each. 49 & over .14
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1-5 \$9.95 each
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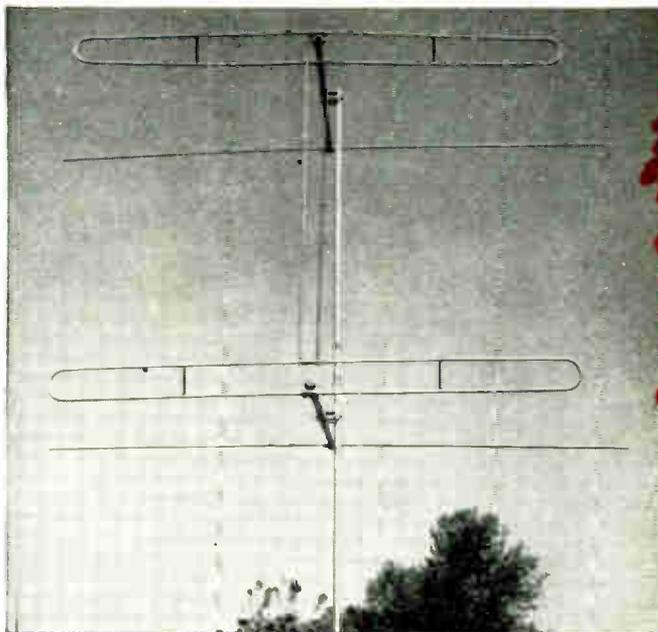
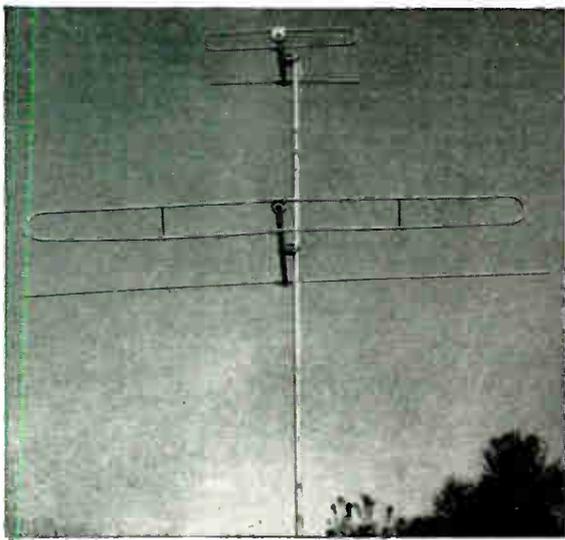
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Save 40%!

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These **BIG SAVINGS** are passed on directly to the dealer in the form of the **LOWEST PRICES** ever placed on quality TV equipment.



The WARREN Folded High-Low Antenna (lift).

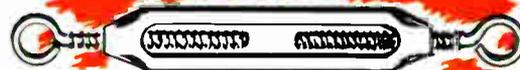
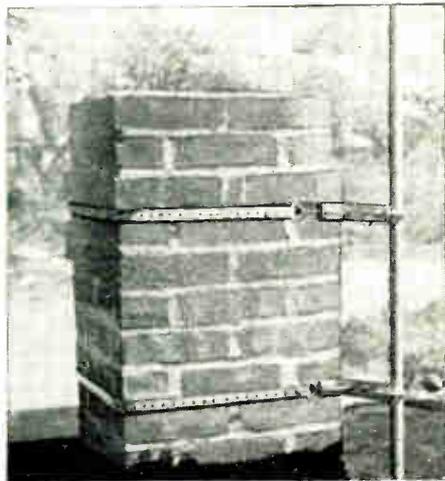
DIRECT prices:
 1 -11 \$4.95 50-99 \$4.45
 12-49 4.75 100 & over 4.10

The WARREN Stacked Folded Low Antenna (above).

DIRECT prices:
 1 -11 \$7.75 50-99 \$7.05
 12-49 7.35 100 & over 6.75

WARREN Heavy Steel Cadmium-plated Chimney Mount (right).

DIRECT prices:
 1-11 \$1.39 each
 12-72 1.28
 73 & over 1.13



Turnbuckles. Priced **DIRECT:**

| | | |
|---------------|---------------|------------------|
| 1 -11 .10 ea. | 1 -11 .12 ea. | Standard Pkg.—12 |
| 4½" 12-72 .08 | 5" 12-72 .10 | |
| 73 & over .07 | 73 & over .09 | |



Hook-Eyes. Priced **DIRECT:**

| | | | |
|---------------|-----------|------------------|-----|
| 1 -36 .05 ea. | 73 to 144 | Standard Pkg.—36 | .04 |
| 37-72 .04½ | | | |



Screw-Eyes. Priced **DIRECT:**

| | |
|-------------------|------------------|
| .04 each | .05 each |
| 100 \$3.00 per C | 100 \$4.50 per C |
| 3½" 500 2.85 " | 7" 500 4.20 " |
| 1000 2.75 " | 1000 4.00 " |
| 5000 2.65 " | 5000 3.85 " |
| Standard Pkg.—100 | |

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 Yonkers 5-1352

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IN THIS ISSUE

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ALEX H. KOLBE

Editor
NAT BOOLHACK

Associate Editor
JOHN A. RICHARDS

Business Department
AARON LAFER

Art Director
VINCENT T. COSTELLO

Circulation Manager
MARY LOUISE KAUFFMAN

Television Roundup6, 8
 A concise review of the month's significant happenings in radio and television.

Cosgrove Elected New President as RMA Faces TV's Biggest Year10, 27
 Executive vice-president of Avco recalled to serve fourth term as RMA head.

The Problem of Price-Cutting11
 Meeting objections to price by granting customer discounts is the sure way to the poorhouse.

Objections Over-ruled12-15
 Here are the answers to the standard objections customers raise about buying TV.

Novel Air-borne Antenna Expands TV Reception to "Impossible" Areas16
 An answer to the reception problems in difficult television areas.

From Drygoods to Television18, 19
 An advertising dynamo was responsible for the conversion of a drygoods store to a radio and television center.

The Art of Moving24, 25
 Moving alone is not the trick. The trick is to move to a location worth \$150,000 more in sales.



DEPARTMENTS

New Products22, 30, 32, 33, 34
 (Radios, Television, Consoles, Phonographs, TV Accessories)

News and Notes of Manufacturers and Distributors36

New Appointments37

Editorial38

Advertisers' Index38

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Radio & Television JOURNAL • June, 1949

Easier SEEING! Easier SELLING!

BIG PICTURE



DAYLIGHT TELEVISION

At Least **80% BRIGHTER**
than ordinary television under the same conditions—
bright enough to provide peak picture enjoyment in
normal room lighting!



MODEL 818 — A complete, lower priced G-E entertainment center—G-E Daylight Television. Big 12½" tube—AM-FM radio, amazing G-E Electronic Reproducer. Plays standard and long-playing records automatically. Beautiful console veneered in mahogany. **\$599.50***



MODEL 817 — G-E Daylight Television. Quality in every detail. Big 12½" tube—12" Dynapower speaker—exquisite console in genuine mahogany veneers. **\$399.95***



MODEL 821 — G-E Daylight Television table model with big 12½" direct-view tube — Dynapower speaker. Smartly styled cabinet veneered in genuine mahogany. **\$369.95***

ALL 3 WITH NEW, BIG 12½" TUBE
CASH in on the greater eye comfort of the hottest sales spark in the field today! These pace-setting models are full of selling features—full of obvious value—full of eye appeal! A threesome that fills every style need and gives you a price range that will enable you to hit the jackpot in television's greatest year.

Get the details now — today — see your General Electric Television distributor, or write immediately to General Electric Company, Electronics Park, Syracuse, New York.

Performance-Engineered at Electronics Park



*Tax and installation extra, all models. Prices slightly higher West and South—subject to change without notice.

You can put your confidence in —
GENERAL ELECTRIC

TELEVISION ROUNDUP

TV for Lease

New Yorkers are now getting a taste of daytime television programs even when they go shopping for groceries. Bell Television, Inc. has recently installed 100 television sets, on a leased basis, in 25 Grand Union supermarkets throughout New York City. Sets are 15-inch, direct-view models equipped with remote control units especially suited to public places. An audience of about 125,000 weekly can view the "Market Melodies" program during its two-hour, six times weekly showings, the program which brought about the installations. Mother is finding it easier to get people around the house to go shopping for her, and seems to find buying less of a chore herself.

Free Trial

Wurlitzer, Chicago's goliath Loop music store, has made plans to install television sets in the homes of prospective customers on a 10-day trial plan. The customer is expected to pay the usual 15 per cent down payment, but the firm guarantees removal of the set if a buyer decides against keeping it after 10 trial days. The thinking behind this type of merchandising plan is that mother and the children may form a strong front of sentiment in favor of keeping a television receiver, even if the head of the house is tempted to turn the set back.

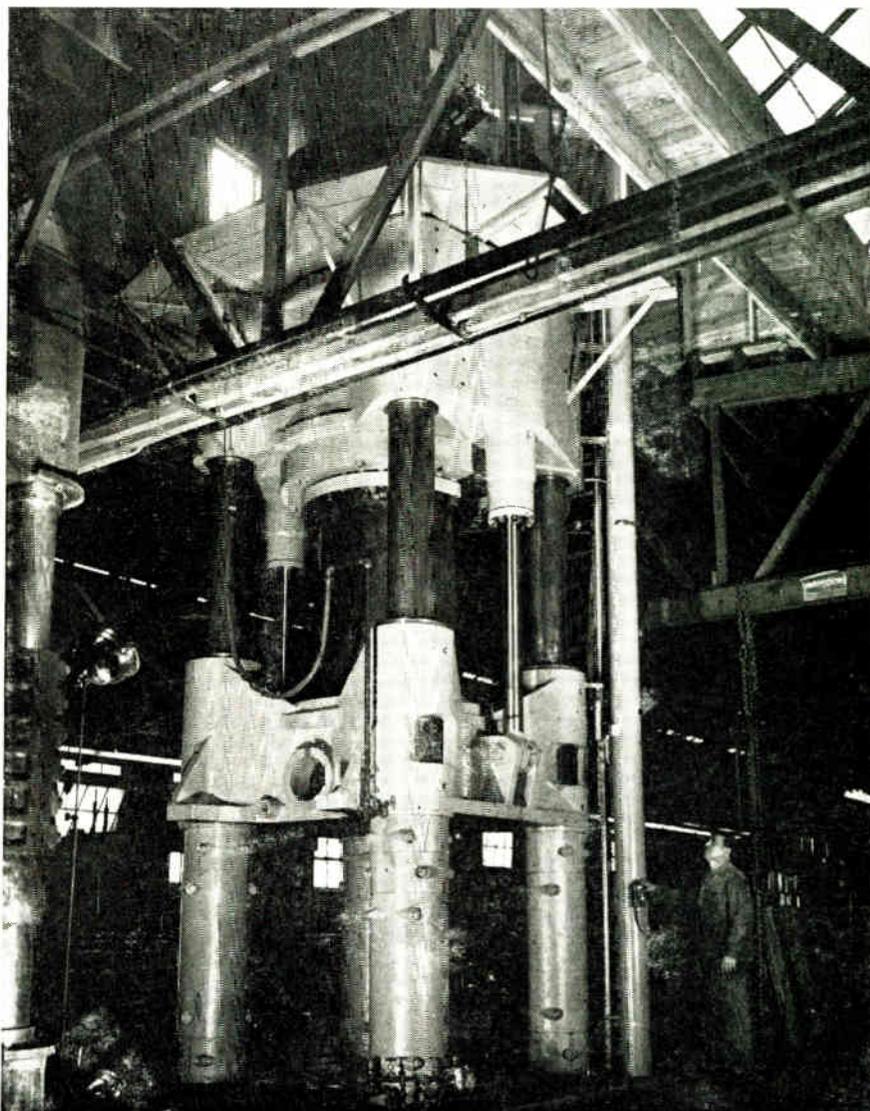
For Clarity

A monthly news memorandum of the Better Business Bureau of New York City included a reminder to its readers which serves as a reminder to dealers, too. It mentioned ads by several stores which elaborated on television screen sizes by references to screens in excess of 140 square inches, when 10-inch screens were actually used. At the suggestion of the Bureau, it was revealed, this was amended, a fictitious "list" price was discontinued, and use of "RCA licensed" (when no mention was made of the actual make) was dropped from ads. Caution about guarantees were also passed on by the Bureau. It suggested customers get more than a blanket statement on television guarantees, ask questions, and even read the actual guarantee.

New TV Approach

A year ago Admiral allocated a quarter of a million dollars to experiment on an idea that had been discussed ten years ago, back when the firm was molding a two-pound radio

"Big Joe" Stamps Out New Plastic TV Cabinets



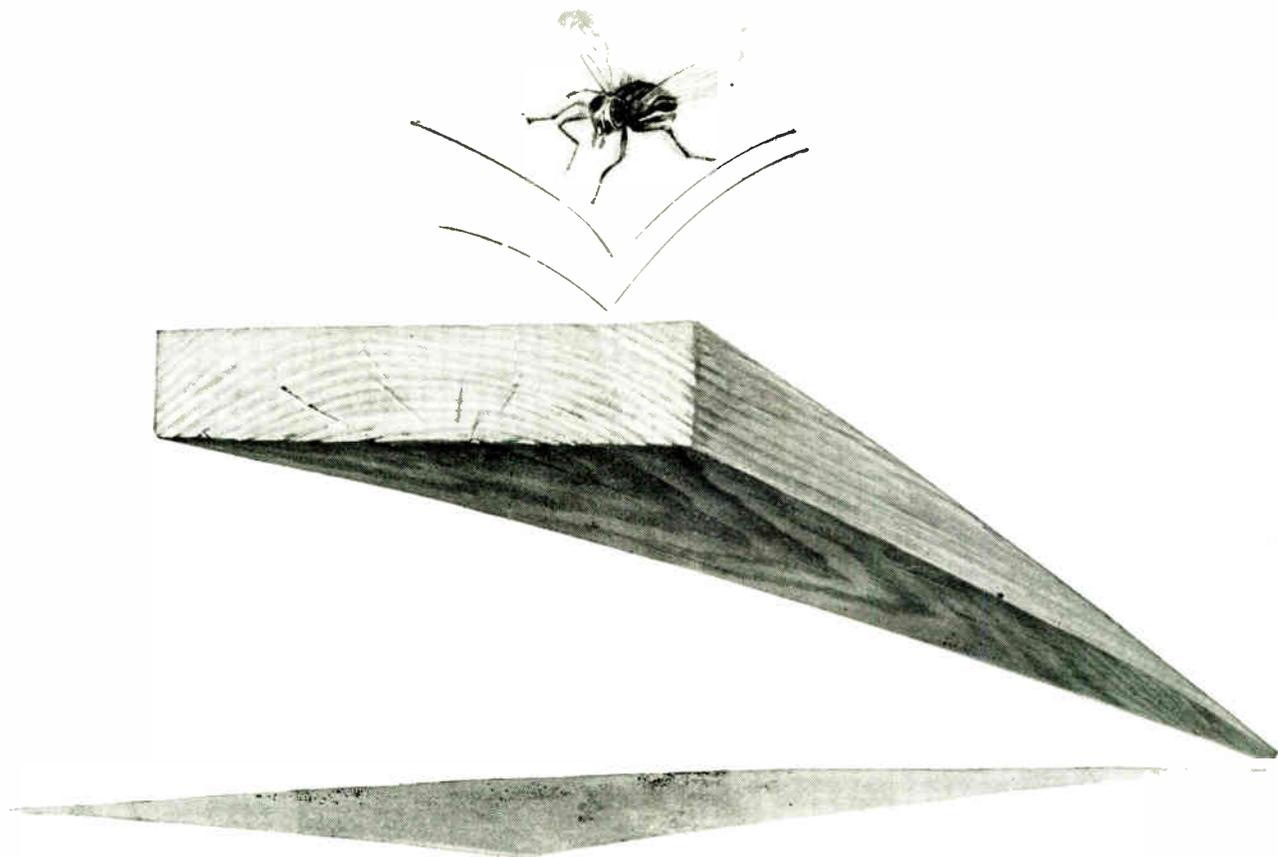
This operator clicks a switch, the 2,000-ton hydraulic press goes to work, and in six minutes another plastic cabinet is ready for the television production lines of the Admiral Corp.

cabinet. Today the experiment has taken form in the 24-tube, plastic television console with a 10-inch picture screen, an innovation in the television industry. Weighing 35 pounds, the cabinet is claimed to be the largest single piece of plastic now molded commercially and represents years of effort on the part of the Siragusa Brothers, Ross, president of Admiral Corp., and Dom, president of Molded Products Corp., both of Chicago.

The finished Bakelite phenolic cabinets now being stamped out at the rate of one every six minutes of working

time have their history traced to a 2000-ton press built by Bethlehem Steel which stood rusting in an Akron, Ohio, warehouse, a war surplus victim. One year ago, when specifications for a new television cabinet were worked out, Dom Siragusa purchased that press, moved it piecemeal to the Molded Products plant, and installed it over eight weeks at a cost of \$5,000. It developed a crack at one point, and had to be annealed, scarfed, welded, re-machined. Finally it was assembled to an eight-ton mold, also built by Molded Prod-

(Continued on page 8)



Supersensitive electron tube, developed by RCA, makes possible more accurate measurement of minute vibrations.

Can a housefly make a board bounce?

Surprising though it seems, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkable new RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, the new tube can be used to make measurements of the degree of vibration.

Scientists predict many practical uses for this *electronic transducer*. Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new tube are put to work.

Another RCA "first":

The electronic transducer, first of its kind, is one of many research achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

(Continued from page 6)

nets, and Bakelite phenolic bricks were fed it. The click of a switch turned 2,000 tons of pressure loose on the plastic in the mold and within six minutes the first of the new cabinets emerged, cleanly stamped to specifications. Two men now keep the press operating, a contrast to the usual assembly line where numerous workers assemble wooden cabinets.



The Siragusa brothers, Dom, left, and Ross, with Admiral's TV innovation—a low-priced plastic cabinet job.

Commenting on his firm's new TV set, Ross Siragusa points out that it is policy with Admiral to keep abreast of what the public wants, getting on the market first, with the best, at the lowest cost. "Today, in television sets, the public wants compactness, good looks, superior performance, at a cost much lower than has been available. This new Admiral set fits every category." As for the use of plastic, Dom Siragusa feels manufacturers need no longer apologize for plastic products. The public, he feels, understands that "genuine plastic products mean lower prices, better looks, compactness, better designing and a wide variety of colors." He believes that manufacturers will now begin concentrating on improving the quality and appearance of plastics instead of trying to make plastics look like wood. His own firm, along with that of his brother, has taken a step in that direction.

Want W

The membership of the National Appliance & Radio Dealers Association favor Regulation W in some form. Tabulation of the results of a second NARDA survey among its members indicates some 75 per cent favor retention of the regulation controlling consumer credit. This compares to the 50 per cent who took the same stand in a survey conducted five months ago. Opinion was that terms should be 10 per cent down and 24 months to pay. A second preference on payment terms was for 15 per cent down and from 18 to 24 months to pay. Clif Simpson, managing director of NARDA is making known

his organization's viewpoint before the Federal Reserve Board in Washington.

At the same time the dealer organization was formulating an opinion to present in Washington on Regulation W, it was also taking steps for a successful meeting of a committee representing NARDA that was scheduled to meet with leading manufacturers in the industry. Purpose of this type of meeting was to discuss problems of mutual interest. Factual information pertaining to the problems affecting the dealer and suggestions for improvement of conditions within the industry was to be covered.

Empire State Group

Binghamton, N. Y., was recently the scene of the first meeting of a technician's group ESFETA, Empire State Federation of Electronic Technicians' Associations, a body committed to the interests of technicians throughout the State. Delegates were on hand from ARSNT, New York City; RTG, Rochester; Southern Tier Chapter RSA, Binghamton; Central N. Y., RTG, Ithaca; Hudson Valley RSA of Poughkeepsie, and the new Endicott Radio & Television Association. Officers were elected and organizations were considered for membership. Rochester was selected for a second meeting, June 26, at which time further consideration will be given to organizations seeking membership.

Ups and Downs

The third annual survey by the National Appliance & Radio Dealers Association into the costs of doing business revealed the dealer's performance in the year 1948 amounted to "more business with less profit." Total dollar sales, according to a nationwide sample of NARDA members, were 12 per cent above 1947, compared with a gain of 43 per cent in the year 1947 over the year 1946. Actual dollar profits of reporting dealers declined 24 per cent over 1947, however. Net profits were indicated by 86 per cent of the dealers, net losses of the remaining 14 per cent amounting, in some instances, to 12 per cent of net sales. Thirty-four per cent of reporting dealers showed sales decreases in 1948, compared with five per cent in 1947.

TV and Appliances

Out at the Harry Alter Co., Chicago, Ill., they have an answer to the lament that housewives can never find time to watch television during the daytime hours. Not with housework piling skyhigh, day after day. This company is turning this argument into a favorable one, not only for television but also for other electrical appliances. Their argument runs something like this:

There is only one answer when

housewives become enthralled with improved daytime television programs—"further mechanization of the home." The housewife will have to buy freezers to save on shopping time; an electric range for automatic cooking will free more of her time; an automatic washer and ironer will shorten laundering time, and other appliances will play their timesaving parts. The idea is not only to sell television, but to sell appliances that save time, so there are more hours to watch the absorbing television programs.

Always Radio

Television will no more kill radio than radio killed the movies or the record industry. It will change the character of the radio industry, however. These were the sentiments expressed by Paul V. Galvin, president of Motorola, Inc., at his firm's Quincy, Ill., celebration commemorating Motorola's first year in its new plants. Galvin felt automobile radios would remain popular. He also predicted a new popularity for portable home radios.

Speaking in the same vein at the Radio Manufacturers' "Silver Anniversary" convention in Chicago, Max F. Balcolm, retiring RMA president said he did not share the belief that "radio is doomed." Despite his prediction that two million television sets would be manufactured in 1949 and that by 1951 some six million television receivers would be in operation throughout the country, Mr. Balcolm felt that, "radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which, for technical or other reasons, cannot be reached by television in the near future."

Capitol in TV

With the conclusion of an arrangement making Elmo Williams head of a new Capitol television division, Glenn E. Wallichs, president, revealed that Capitol Records, Inc. is entering the television production field. Williams, formerly of RKO, has years of experience in various phases of motion picture film production, and has spent the past several months in experimental work concerned with television production.

"Entertainment is our business," Wallichs said, among other things, in making the announcement, "and with our background of producing phonograph records for home enjoyment and transcriptions for radio, plus our advantageous location in the world's entertainment capital, Hollywood, we feel that we are in an unusually strong position to add television to our entertainment productions." With its announcement Capitol claimed to be the first record company to enter the TV field.



Sensational New Indoor-Outdoor Radio—9BX56. The 9BX56, like all RCA Victor instruments, has faster turnover because it offers your customers highest possible quality at a fair price. Give it a good spot on *your* display floor.

Here's why your profits are greater with this RCA VICTOR

Higher quality and outstanding selling points of all RCA VICTOR instruments keep turnover high!

Talk up these 4 big features for faster 9BX56 Summer Sales!

Indoors or Outdoors . . . in the den, on the porch, in the garden. Here's a remarkable table set which plugs in an AC or DC outlet . . . or plays on a self-contained, dependable RCA battery.

Comfortable Swinging Handle . . . that recesses in the case when the set is not being carried. It's sturdy—made of gold-colored forged aluminum.

Striking Design . . . with inset case ends

and wide center strip in rich simulated alligator plastic. Large airplane-type dial is artfully concealed with simulated alligator plastic drop door. Interior design of clear plastic has gold-colored background.

It's another example of RCA Victor Leadership! RCA Victor developed and marketed the *first portable radio*. Then they led the field in the presentation of the *first personal type radio*. Now—RCA Victor is *first again* with a sensational new indoor-outdoor radio. Added proof that you'll always be *first* with the RCA Victor line!

You are cordially invited to visit us at the N. A. M. M. Show, Hotel New Yorker, July 25-28, East Room and Booths 1, 2 and 3.

ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"



ONLY RCA VICTOR
MAKES THE VICTROLA

"Victrola"—T.M. Reg. U. S. Pat. Off.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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

Cosgrove Elected New President

As RMA Faces TV's Biggest Year

On the final day of the Radio Manufacturers Association at the Hotel Stevens in Chicago last month, Raymond C. Cosgrove, executive vice-president of the Avco Manufacturing Corp., Cincinnati, Ohio, was recalled by the RMA board of directors to serve as president for a fourth term. President Cosgrove, who served RMA during the war and postwar conversion period for three consecutive years, 1944-1947, thus succeeded Max F. Balcom, vice-president of Sylvania Electric Products Inc., Emporium, Pa., who declined being a candidate for re-election after serving RMA as president for the past two years.

At an overflow, all-industry banquet, where 1,225 radio and television manufacturers, jobbers, and guests jammed into the Grand Ballroom of the Stevens, President Cosgrove forecast tremendous industry growth, as television continues to expand. He also foresaw crucial problems confronting the industry in the coming year.

Busy Conference

One of the first acts by the new president was the reappointment of a special RMA committee to carry on further conferences with the FCC, primarily for continuance of pressure on the Commission to lift the television "freeze" on new station allocations. Retiring president, Max F. Balcom, was appointed chairman of this RMA committee, and the following directors were reappointed members: W. R. G. Baker, General Electric Co.; H. C. Bonfig, Zenith Radio Corp.; Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; J. B. Elliott, RCA Victor Division; Paul V. Galvin, Motorola, Inc., and Larry F. Hardy, Philco Corp.

Earlier in the conference, the board of directors of RMA had appropriated \$15,000 for the promotion of National Radio Week and the 29th birthday of radio broadcasting, October 30-November 5. The advertising committee will use the fund, as in the past, for dealer promotions and for joint sponsorship of the "Voice of Democracy" contest, in cooperation with the National Association of Broadcasters, the U. S. Junior Chamber of Commerce, and the U. S. Office of Education. In television, the public relations committee under Paul V. Galvin, chairman, is to continue its activities into the coming year. The set division executive committee was also given approval to collect and disseminate



RMA's retiring president, Max F. Balcom, left, congratulates his successor, R. C. Cosgrove, at the recent "Silver Anniversary" convention in Chicago.

statistical information quarterly on shipments by TV manufacturers. Shipments since January, 1949, are reported on according to 49 television areas, enabling TV broadcasting stations to have on tap authoritative figures on receiver distribution in their areas. Statistics on TV receiver production are being revised to provide more complete information as to types and the extent to which radio facilities are included in such receivers. Continuation of the "Town Meetings" of radio technicians was also authorized earlier in the conference, and a special committee is to plan this RMA activity. The same special committee will also pass on a plan to prepare 10 one-minute films for the use of broadcasting stations for use in educating TV set owners in the operation and care of their receivers.

New Activities Planned

In addition to plans to collect more and more statistical information and to continue the drive for new members, especially among parts manufacturers, RMA laid plans for standard and uniform nomenclature for antenna manufacturers. It will also study new municipal ordinances and codes which affect set installations, seeking to draft a model code. In the export committee, plans went ahead for the promotion of American television equipment and

standards abroad, with a view to creating a wide export market. Discussion in the service committee covered the mounting state and city restrictions on installations which affect servicemen, and methods of countering them were talked over.

Best Wishes

Among the letters received by RMA as it observed its first quarter of a century of existence, was one from President Truman addressed to retiring president, Max F. Balcom. In extending greetings, the President recognized that the contribution toward World War II, through the production of \$10.7 billion worth of electronic and communication equipment, was an outstanding performance on the part of the radio manufacturing industry. As radio had become an integral part of daily life in America, he felt that television seemed likely to repeat radio's performance. He saw the radio and television industry as a potent force in our economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades.

From Wayne Coy, chairman of the Federal Communications Commission, there was a letter of congratulations,

(Continued on page 27)

The Problem of Price Cutting



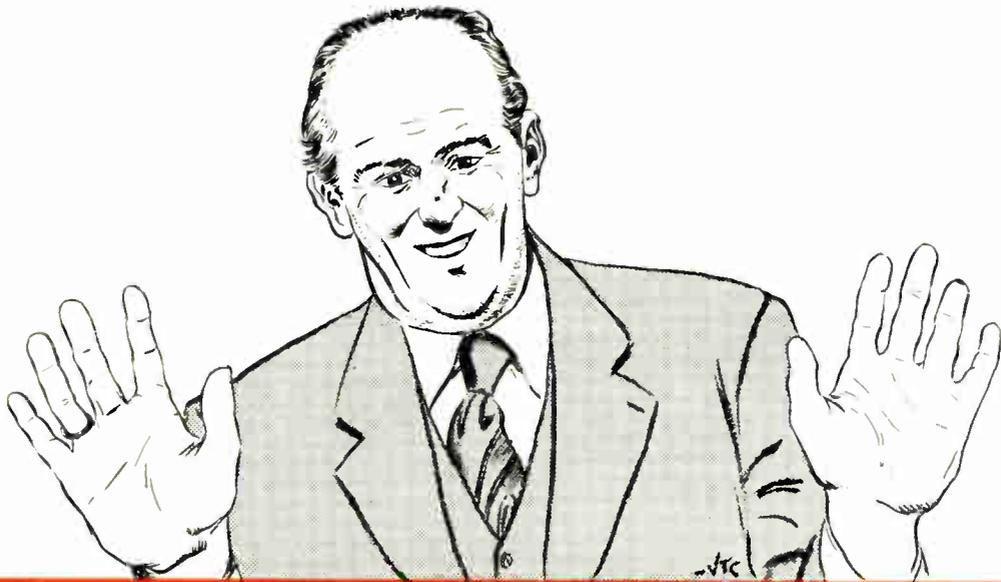
SOMETHING is wrong with the retail television business. It's ironic that after the scientists and technicians have succeeded in perfecting commercial television, and the manufacturers and tube makers have succeeded in mass producing TV receivers, that the entire industry be threatened with a rash of price cutting that is wreaking havoc with dealers who are trying to carry on their business in a normal and sane manner.

Of course, there are those who say, "Price-cutting is nothing new to the radio business and there's no reason why we should get excited about it in television. It's the same kind of industry."

This is an easy way of glossing over a problem, but it doesn't solve a thing. True, television may be an extension of the radio industry, but when we consider that only the surface of potential sales has been scratched, the epidemic of price slashing, especially in the larger cities, looms as being ridiculous.

It's easy to preach against evil, but whenever an unhealthy condition exists, there are always some underlying causes responsible. In the current TV situation there are several factors operating to cause dealers to 'give away their profit margin.' They are well known, but we'll enumerate them for the record: special discount deals with big retailers; too many retail outlets; loading distributors and dealers with top-heavy inventories; "package" deals, followed by a lowering of list price with dealers left holding the bag; too many changes in models and designs causing frequent obsolescence.

These are some of the known factors operating to disturb stable pricing, but after we have diagnosed the disease, we are still left with the uncomfortable fact that the patient (the dealer) takes a rather hopeless attitude towards the situation and stubbornly refuses to help himself. We mean specifically that there are many merchandising practices which dealers can initiate that will serve to mitigate the evils of price-cutting. These are enumerated in the four pages which follow. The customers are there; it's up to you to go out and SELL them, and SELLING, according to Webster is altogether different than price-cutting.



OBJECTIONS OVER

NO one gives serious consideration anymore to the question, "Has television arrived?" Television is here to stay—like it, lump it, or berate it. But every day retail salesmen are faced with problems of merchandising, the kind that can impede television's growth or hasten it. Every day on the selling floor, the natural doubts, fears, and reservations of thousands of sales prospects are laid bare. Throughout the width and breadth of television areas, customers let down their hair and state their objections to buying TV sets to attentive salesmen. The objections roll in, over and over again in the same vein. Some of these objections are minor, others are serious.

It all has the effect of putting the dealer in the "driver's seat," so to speak. He is the one who must overcome these objections—not by ballyhoo, not through trickery, and certainly not by simply riding the crest of consumer interest in television. Instead, each and every dealer and his sales staff must meet every objection head-on; must take the time and make the effort to answer in detail every objection, however minor. Every customer with an objection to television is like a person standing at the threshold of a room which has a variety of entertainment to offer. He is literally waiting to be led inside, where he can enjoy to the fullest everything that is being offered. It is up to the dealer and his staff to convince him there are no ghosts in the room, no pitfalls, no serious handicaps to an enjoyable life. He must be helped over that threshold.

There is no more valuable way to aid sales than to have the answers to every objection on the tip of the tongue. This information should be on tap for everyone performing the sales function in a dealer's operation. Motorola, for instance, has considered the pinpointing of such information so important that the firm has taken the trouble to produce a film, "Objections Over-ruled," which is being shown to dealers along with a television sales handbook. To help the busy dealer, this handbook is condensed here. It gives in capsule form 14 of the most common objections prospects offer against buying a television receiver. More important, it gives brief and pointed answers to every one of these objections.

Technical Improvement Questions

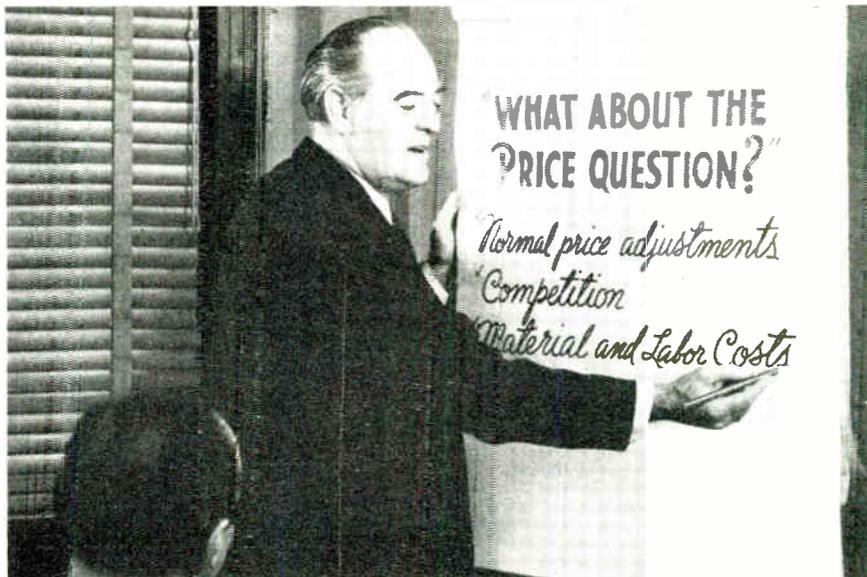
Won't engineering developments, followed by keener competition, bring a break in television receiver prices? It is natural for customers to want the most and best for their money. But even customers must be made to understand that costs are sometimes rigid. There are material costs and labor costs, neither of which show any indication of decreasing sharply in the future. The return of the buyer's market may force some competitive price adjustments. One way to explain the cost of television, however, is by pointing out that a television receiver, the useful life expectancy of which is about five years, costs around five cents a day per \$100 of investment. Considering that TV is an outstanding form of home enter-

tainment, this cost is comparatively low.

Won't new sets with much larger screens be coming out in the near future? Of course larger tubes will be available in greater and greater quantities for those who desire them and can pay for them. The 16-inch screen, for instance, is scheduled for mass production. However, it is widely recognized that the 10-inch screen enjoys tremendous popularity and that even the 7-inch screen is popular where short distance viewing is a must. Despite the availability of larger screens most customers don't understand that their homes are not equipped to accommodate screens larger than 10- and 12-inch sets. Allowing one foot per inch, best viewing of a 10-inch set is at a distance 10 feet away. This means that, except in unusual instances, mass market buying falls predominantly in medium screen sizes, simply because of space limitations.

Shouldn't I wait for color television? The customer who asks this question can be calmly told that he may, if he wants to wait five to seven years before buying television. Millions of dollars have been invested in stations and transmitters for black and white television. Backed by the most authentic engineering advice, this would hardly have been done if color television were an immediate prospect. Financial experts on the other hand feel that significant amounts of capital will not be advanced for color television until some method is devised whereby black and white sets can also receive color. Pub-

Price-cutting, TV technical advance, and the return of the buyer's market have all made themselves felt throughout the television industry in the form of mounting objections to buying television sets. Unwilling to sit on its hands in the face of this development, Motorola, Inc., assigned Marshal Templeton, Inc., slide film producers, to work closely with Ver Lynn Sprague, merchandising consultant, Gourfain - Cobb Advertising Agency, in the preparation of retail sales training material. Several excellent films and sales training booklets have resulted. One of these, "Objections Over-ruled," merits the widest possible audience. Illustrations from the film are combined with a digest of the sales booklet in the article appearing on these and following pages, so that dealers everywhere may profit from these timely sales suggestions.



● Hard-headed facts can explain why prices are not likely to break soon.

- RULED

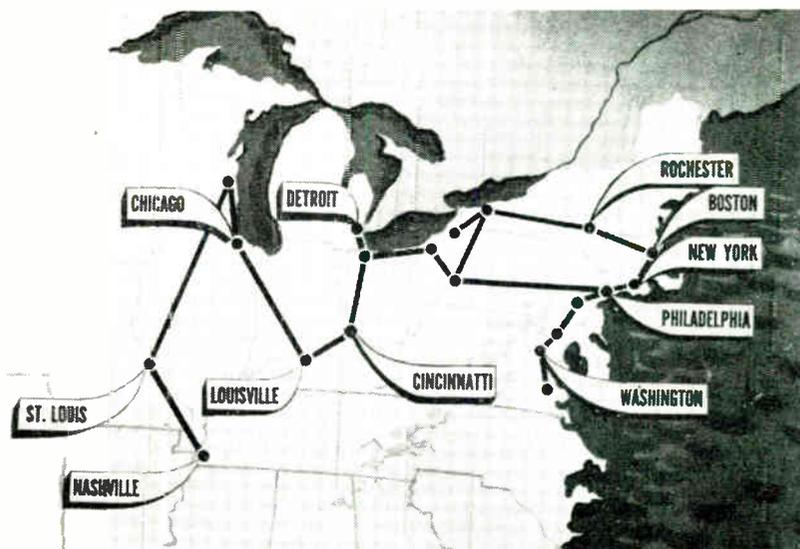
licity has been given the mechanical system of color television, but dealers must remind customers that it is still in the laboratory stage.

The Safety Questions

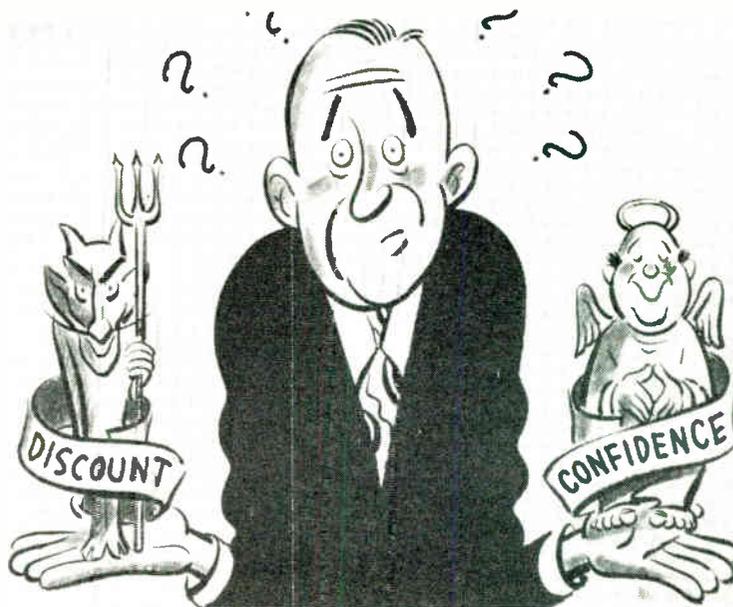
Are television sets safe in the home? This question has already been covered at length (See "Dealers, Quote the Experts," Radio Journal, December, 1948). What dealers should remember is that every precaution has been taken by manufacturers to make sets safe, but there are things customers must be warned about. Television circuits include high voltages but so long as the protective shield is not tampered with, so long as no screw driver or other foreign object is poked into the back of the set, very little can happen. Safety glass on the front of television receivers and a steel shield in the rear guard against possible cathode-ray tube implosions within a set once it is in a customer's home.

Won't television hurt my eyes? The answer to this is obvious. It won't if a person's vision is normal and he will observe the rules of common sense. A person who has difficulty reading fine print for long periods, or who experiences eye strain when driving at night or in the rain cannot expect television to wipe away those eye difficulties. Even normal eyes become fatigued under unusual strain. The significant point is, however, that medical authorities do not consider television an unusual threat to healthy vision. Dr. Elmer M. Soles, public information director of the American Optometric Association

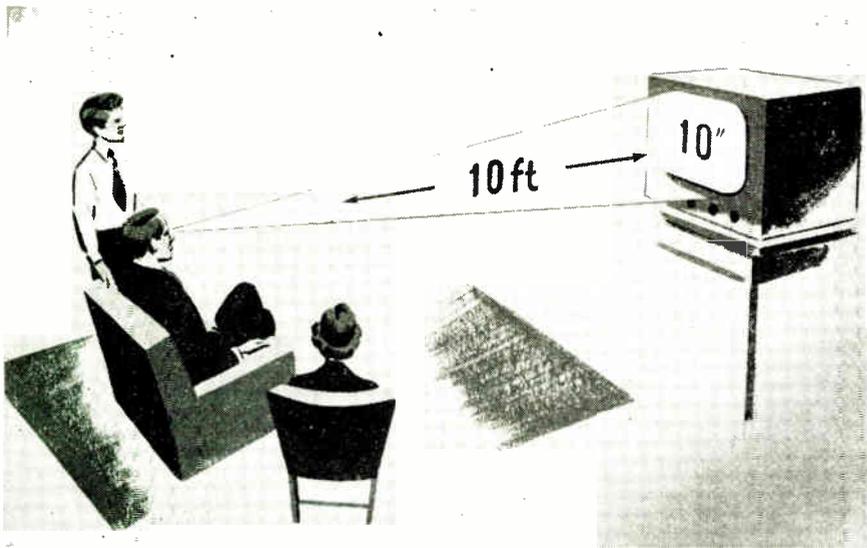
(Continued on page 11)



● Mounting TV sales are evidence customer objections can be licked.



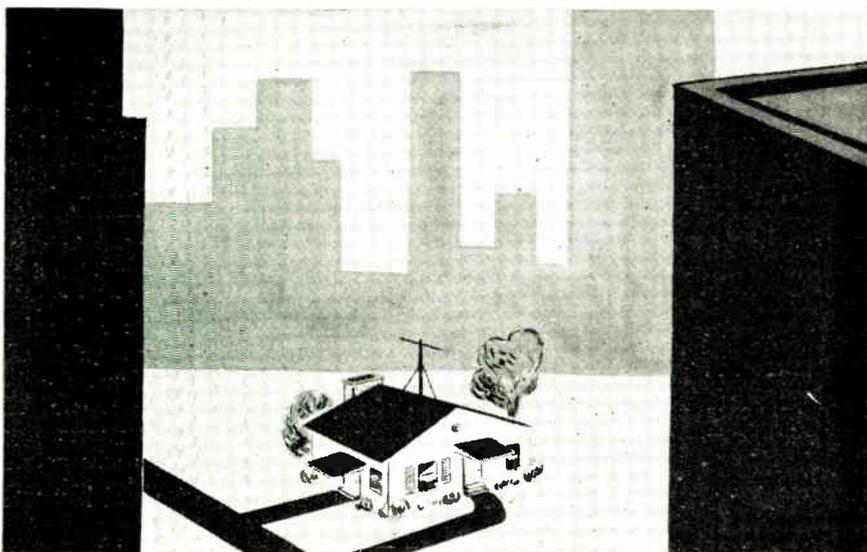
● To succumb to discount appeals is to bargain away customer confidence.



● Most customers want larger screens than their homes will accommodate.



● A shot of "sales juice" helps salesmen override customer vetas.



● Servicemen can now get reception in the darndest fringe spots.

stated recently: "Vision specialists are in agreement that viewing television is not likely to create visual problems."

Styles, Programs and Costs

The customer who brings up the question of style is doing so merely as a routine way of having his own conclusions verified. The sets on the market embody the essence of the cabinet-maker's art and are available in a wide variety of designs. For the people with individual tastes, custom work provides exactly what is desired. Most every purchase has had to be concluded under a woman's careful scrutiny. The total number of sets already sold testifies to the fact that thousands of discriminating buyers have found the styles of television sets suitable enough for sets to match home furniture.

Like the question of style, any question about programs holds very little water and easily can be discounted. A year or so ago the objection that programs were not of a sufficiently high quality to warrant TV set purchase might have been well taken. Today television offers a variety of good programs providing diversion, education, instruction, and entertainment. Plays, movies, sports, musical shows, children's programs, variety shows, travelogues, news, and comedies are presented to suit the tastes of veritably every viewer. Network coaxial cable links have made large-budget shows available to major cities in the East and Midwest, and kinescope recordings can reach areas not covered by the nets. Programming will, of course, improve, but present programs are excellent enough to provide topnotch entertainment, and this question quickly can be over-ruled.

What about the big installation charge? This objection stems from unfamiliarity with the service policy premium. The answer is to explain that the guarantee protects the buyer for all costs of parts, including the cathode-ray tube, for a period of a year. This whole policy, it must be made clear, is optional, thus making proper allowance for customers who do not care to accept it, or for those who have aerial installation complications of one form or another.

And what about the cost of set operation? Since a television receiver consumes scarcely more than a normal reading lamp, the wattage used when a television set is in operation means less electricity consumed than if all the lights in the room were burning.

Children's Problem?

Won't television in the home keep the children up past bedtime? Probably, if a parent will let it. The program at bedtime is going to be more attractive to a normal child than bed. Parents have to iron out this problem

on their own. Suffice it to say, however, that television has been found to be a significant disciplinary help and a powerful incentive for good behavior in children. "Educators are determined not to let the advantages that television could bring slip through their fingers the way they missed out on developing radio as an educational medium," says Leonard W. Mayo, vice-president of Western Reserve University and president of the Child Welfare League of America.

The Fringe Objections

What if my home is in a blind spot? There are, of course, such locations, so-called blind spots where reception is difficult or impossible. But such instances are rare and no one can predict where they may occur. The obvious way to find out is to make a trial installation.

Isn't it difficult to tune a television set? This is obviously a weak objection. Tuning a TV receiver is comparable to radio tuning, with some additions like horizontal and vertical hold controls.

What about the FCC freeze? Well, what about it? The freeze was primarily designed to halt the granting of applications for additional television stations for the benefit of the television public. Control of channel assignments is necessary so as to minimize interference. The possible use of UHF channels means that tight controls will be exercised over both VHF and UHF. But these developments have not yet materialized and converter-adapters will make present sets available to receive any new channels.

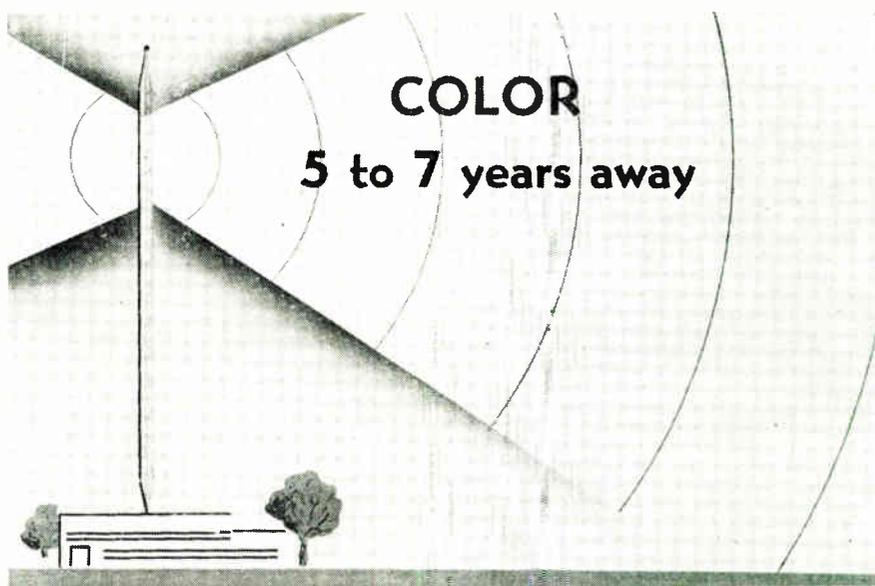
The \$64 Objection

The fellow down the street will give me a 20 per cent discount. What can you offer me? Mark-up in television today scarcely allows a dealer to give discounts and still stay in business. News of a discount offer may be the forerunner to a competitor going out of business and a dealer should take cognizance of the fact. So far as his customer is concerned, it must be explained that confidence in a dealer's reliability is more important than discounts. Every such customer must be made to realize the full implications of shortsighted price-cutting practices. The very fact that the customer did not accept the discount offer indicates a reluctance to jump at the chance to buy on discount terms.

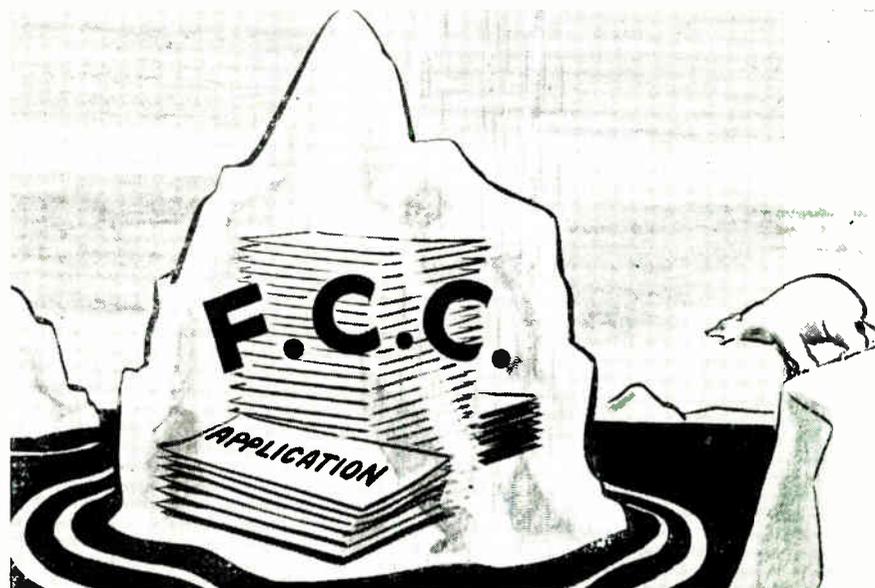
There is only one way to handle customer objections, either those presented here or others which may arise daily. The answer is for every dealer and his sales staff to over-rule any objection. There is no better way to do this than by keeping informed, far better informed than the most expert customer who walks into a shop and expresses an interest in television.



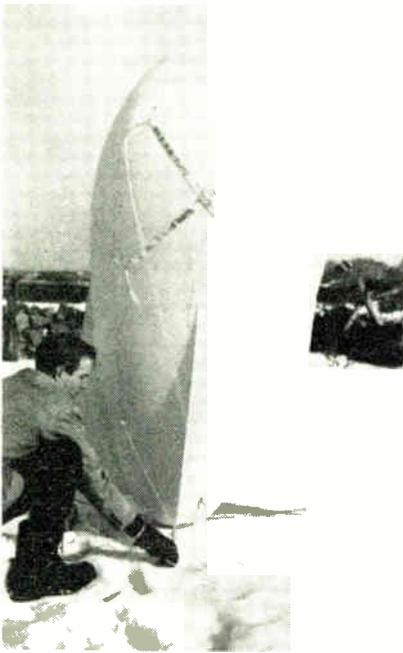
● No UHF developments can make present TV receivers obsolete.



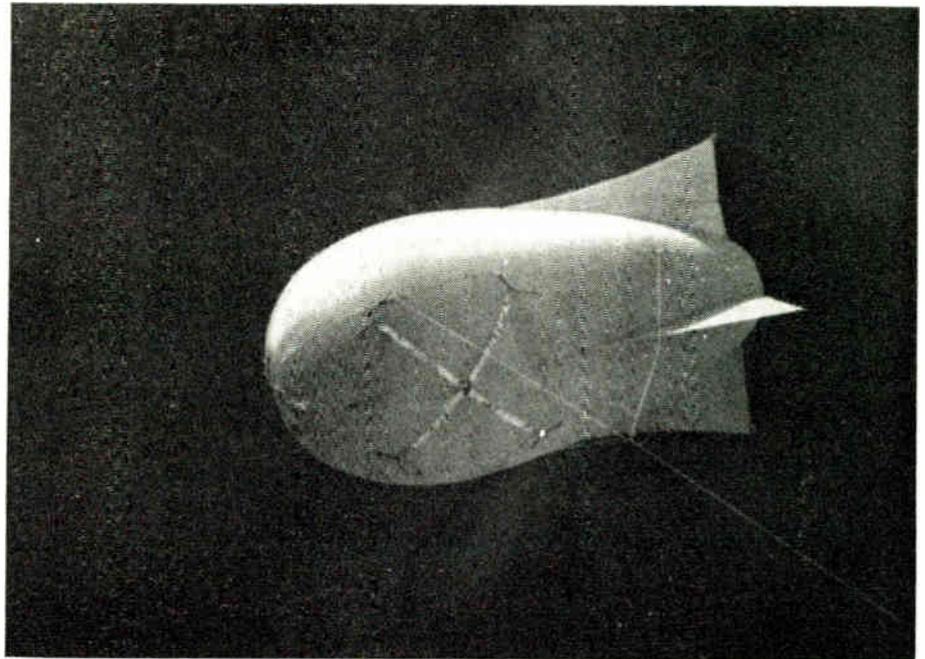
● Does anyone wait for helicopters to replace automobiles?



● Any FCC rulings can only accrue to the benefit of TV customers.



A closeup of the kytoon grounded.



Aloft, the kite-balloon antenna is held captive by a flying line.

Novel Air-Borne Antenna Expands TV Reception to "Impossible" Areas

The development of a practical air-borne television antenna holds fascinating possibilities for long-distance television reception. It also heralds the end of guesswork in determining receiving antenna requirements in city and country locations.

A flying antenna was used by Marconi in his first experimental transatlantic radio communication. It now reappears as a many-sided boon to television viewers, dealers, and installation men.

It gives excellent television and FM reception far beyond the theoretical range of television transmitters, based on a roof-top antenna elevation of 30 feet. It also gives servicemen a quick way to find out the antenna height and location required to overcome the effects of hilly or mountainous terrain, high buildings, and other obstacles that plague television signals.

Looking at the promotional angle, the flying antenna may be seen for miles around. It never fails to excite the interest of passing traffic, particularly among those of the younger generation who are now the country's top television salespeople. It may be used for television transmission or reception at circuses, fairs, carnivals, athletic,

and other special events remote from the transmitter location.

Lettering made of black friction tape can be applied to the bottom of the balloon for identification of the user and can be removed and changed at will. It can also be used on seagoing yachts and cruisers to keep them in touch with the nearest television station.

The television antenna is mounted topside on a kytoon, a combination kite and balloon. Inflation with helium provides the initial lift to carry it into the wind. As it rises, the vertical tail fins head the kytoon into the wind while the horizontal fins serve to increase the lift to about four to six pounds in light air, 10 to 15 miles an hour. Stronger winds increase the lift to as much as 12 pounds. At normal elevations, 100 to 200 feet, it flies steadily on an even keel. CAA regulations limit the altitude to 500 feet.

To compensate for variable winds, the antenna is designed to be non-directional giving an exceptionally steady television signal.

The flying line, which holds the kytoon captive, is a special coaxial-cable which is wound on a reel with a locking device.

The kytoon measures six and one-half feet long by three and one-half feet in diameter and may be stowed

conveniently in a garage or barn or in the house if door width is sufficient. Where such facilities are not available a small cylindrical hangar can be furnished as an accessory.

For mobile service, such as surveys of receiver locations, a small two-wheeled trailer can be furnished for ground transportation of the inflated kytoon along with a helium cylinder, a portable power supply, television receiver and comparative field strength measuring equipment.

This equipment will enable the service organization to find out within 15 minutes what will be required in the way of antenna design and height, noise conditions and the presence of reflections causing ghosts. Using previous methods, this work might require many man-hours of roof-climbing and experimenting with antennas.

The antenna used is a turnstile type designed to make the two dipole assemblies 90 degrees out of phase at the resonant frequency. This provides a circular pattern of pickup which compensates for variations in wind direction. This assembly is used for single station reception. Where several television stations are within range, additional elements are added to provide band-spread characteristics.

(Continued on page 26)

STROMBERG-CARLSON

now presents a great New TV Model

THE NEW "DORSET"

with 6 outstanding features



TS-125-HM — In selected ribbon-striped mahogany veneers

\$479⁵⁰*

plus installation and \$7.25 excise tax

Demonstrate this new Dorset to a prospect and you show him everything he has been looking forward to in really fine television performance . . .

- 1.** Biggest undistorted picture with 12½ inch tube—92 square inches, direct view.
- 2.** Simplified Single-Knob Control for all normal tuning.
- 3.** Automatic frequency lock keeps picture steady, automatic picture quality control and anti-drift FM.
- 4.** Precision-engineered console quality audio system with "Full-Floating" 8" speaker.
- 5.** FM and AM radio—in the same chassis with TV.
- 6.** Phonograph connection for plugging in all types of record players.

These are features that ordinary TV table models just don't have. When customers see and hear what they add up to—get out your order pad!

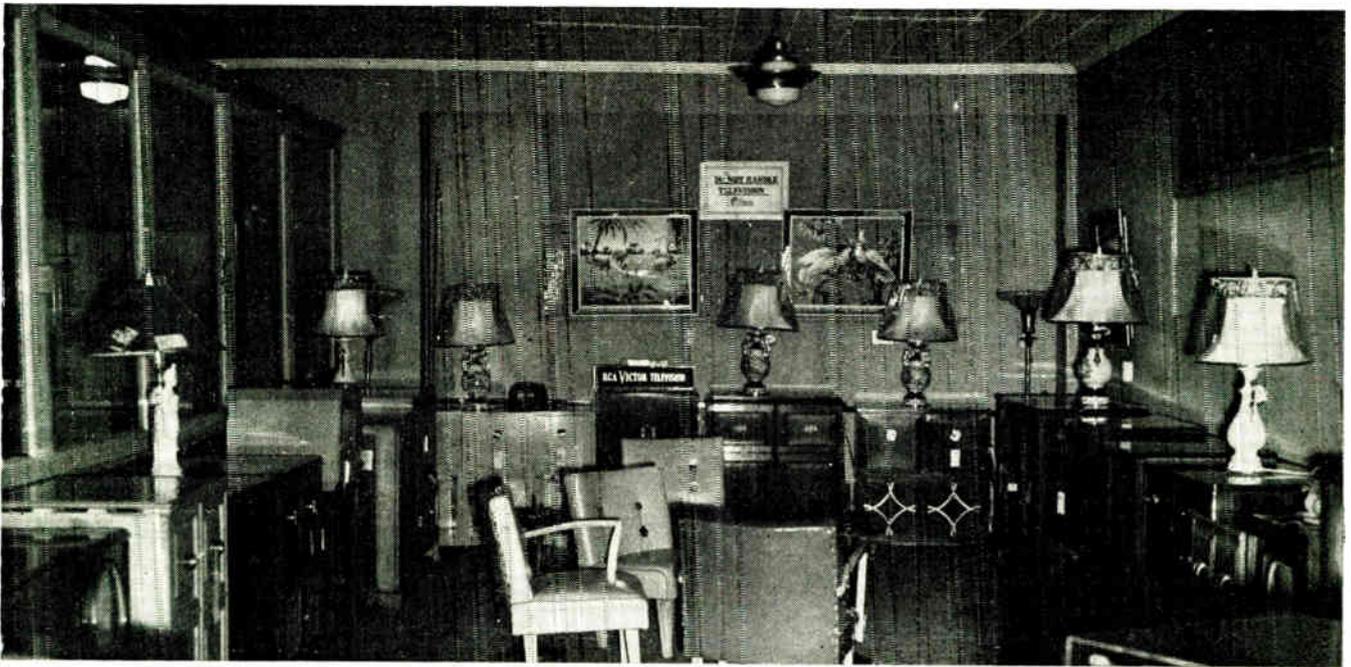
* Slightly higher in South and West.



There is Nothing Finer Than a

STROMBERG-CARLSON

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



Today the TV salon symbolizes Wilderrotter's growth into a leading radio and television store on Newark's "hill."

From Drygoods to Television

A decade of aggressive advertising has put Wilderrotter's among the top radio and television dealers in Newark

TEN years ago a stranger asking for Wilderrotter's would have been directed by Newarkites to a drygoods store. Today the same customer would be greeted by one significant exclamation, "Wilderrotter's radio and television store? Yes, sure. Up on the hill."

In the intervening ten years W. Wilderrotter & Co. has become a byword in the town. It has become as well known in Newark's radio, television and appliance field as Bamburger is in the department store field. But in itself, Wilderrotter's is and is not a department store. And the hybrid it now represents years of steady growth, with perennial hardiness, through the work, patience, and the business and advertising acumen of one man, Walter Wilderrotter.

Sharp Reversal

For years the name of Wilderrotter was synonymous in Newark with the drygoods and clothing business. Back about 76 years ago, Wendell Wilderrotter founded a business in that field down in the heart of the business district. He built solidly, became renowned in the community as a reliable depart-

ment store owner. Then 20 years ago the firm moved off Newark's main stem, to 491 Springfield Ave., to be exact, and continued to flourish as a drygoods and clothing establishment.

Finally, about 10 years ago, the forceful, aggressive inheritor of the firm gave the company a new lease on life. In one stroke he obtained the premises at 445 18th Ave., up on Newark's hill, just west of the main downtown business section and 15 minutes out, and made elaborate plans for turning it into a radio and appliance center.

Advertising Dynamo Rolls

It took the alert and energetic Walter just one year to discover that a dealer must do more than find a business location, stock showrooms, and hang out a shingle. In 1939 the new business sold a paltry 200 refrigerators and that was about all. After that dismal year Walter calmly surveyed the business, determined on a fixed goal, and then swung the firm into an advertising program the like of which it had never experienced before. He broadened the base of brand name

products handled in the store. Then he consulted with the William N. Scheer Advertising Agency and together they worked out the long-term advertising campaign which was to drive the firm headlong into multiplying sales, year after year.

In 1940, for instance, Walter quadrupled his advertising budget and refrigerator sales jumped 400 per cent, a total of 800 units reaching customers' homes in Wilderrotter delivery trucks. By 1941 a radio department had taken form, washing machines and other electrical appliances found their way into the firm's selling lines, and in that year refrigerator sales took another spurt, reaching the startling 1,600 figure by the close of the year's business activities.

The following year was no less remarkable in what it yielded in sales figures. More than 2,000 refrigerators were sold in the first six months of 1942. Radios had also begun to move at a quickened tempo. Heavy concentration on radio advertising, in the form of three programs a day over local station WAAT, was the promotional secret that paid off in bountiful radio sales. In addition, newspaper space was increased to add that much more advertising wordage for the accomplishment of the main object of this fast-moving campaign—publicizing W. Wilderrotter & Co.

When Is a Department Store?

It was during these early years in the history of the new firm that W. Wilderotter & Co. took on its mixed complexion. Furniture was added to the merchandise and shared part of the 12,000 square feet of floor space in the one-story business location. Eventually a new addition was made to the original location, boosting the total space to 25,000 square feet. Today this space is divided between radio and television showrooms, electrical appliance displays, furniture areas and a record and phonograph department. Since the company firmly implanted itself in the radio and appliance field 10 years ago, two-thirds of the business has been in radios, appliances, and, more recently, television. And the preponderant proportion of sales will continue to be in radio, television and appliances.

That Television Salon

In keeping with the thinking of all merchandisers alive to the implications of the television era, Wilderotter has established an elaborate television salon. It is glass-enclosed, separating it off from the remainder of the store, and has a sound-proofed ceiling and walls that are toned to a lettuce green. Sets by leading television receiver manufacturers — General Electric, Stromberg-Carlson, RCA, Emerson, Motorola, Crosley, Admiral, Philco, DuMont— are arranged in an attractive display about the salon and armchairs are spotted at intervals for comfortable viewing. Similarly, the radio department is well-stocked with an array of sets by a variety of name manufacturers, while off in an alcove the record and phonograph department, with an entity of its own, offers anything from folk songs to be-bop.

Wilderotter Formula

Peak sales of the merchandise in all these various departments is attributable to several basic concepts which Walter Wilderotter has been following for years. At the heart of successful sales down through the years is the dominant role played by the firm's promotion campaigns. Gross advertising at Wilderotter's is budgeted at around \$100,000 annually.

Cut in on this liberal budget are all the advertising media which pay off in sales. Three times a week fractional ads run in the Newark Evening News and the Newark Star Ledger, with full pages splurged on strategic occasions. Three 15-minute radio programs are sponsored by the firm on WAAT, Newark, including daily morning and afternoon shows slanted at different audiences. On Sunday, a half-hour kiddies' program is sponsored over WATV, Newark. This last has been running



Blossomed from a drygoods and clothing center, Wilderotter's has an extensive radio department. Energetic advertising was the keynote in expansion.

since Christmas. With all this top-level advertising, which is in tune with the needs and tastes of the Newark community of some 450,000 inhabitants, Wilderotter's never frowns on what for some has become commonplace advertising. The firm still uses billboard advertising, for example, spotting its message at key locations along the countryside. Once a month, also, direct mail circulars are sent to about 50,000 customers in Newark and environs.

There are other aspects of Walter Wilderotter's formula for operating a prosperous radio, television and appliance business. Advertising promotions, for him, are the means by which he lets customers know he is in business, what he has to offer and what patrons can expect. He sees to it that these facts are scattered by every modern communication medium and that they are brought to the attention of everyone who will look and listen. But he also leans heavily on customer satis-

faction, on national brands, and on a merchandising system that brooks no price-cutting to keep his business tops among Newark dealers.

With the energy characteristic of a man half his age, 50-year-old Walter takes a personal hand in seeing to it that all Wilderotter customers are satisfied customers. He wields no big stick to do it. It has merely become part of the firm's everyday operation through the years. And with multiple name brands to offer the buying public, the task is made that much simpler.

Just as basically simple is Walter Wilderotter's outlook on price-cutting. He is in business to make a profit and insists on doing so, feeling that it is the foundation of a sound business. Along with aggressive advertising promotions and insistence on customer satisfaction come what may, this stand on profits rounds out the sound business principles which have put W. Wilderotter & Co. "on the hill" in Newark to stay.



Ten years ago only refrigerators identified the store as a radio and appliance center. Now radios line the walls in abundance in one sector of the sprawling shop.

BIG 10-inch

Direct View Tube

61 sq. inch

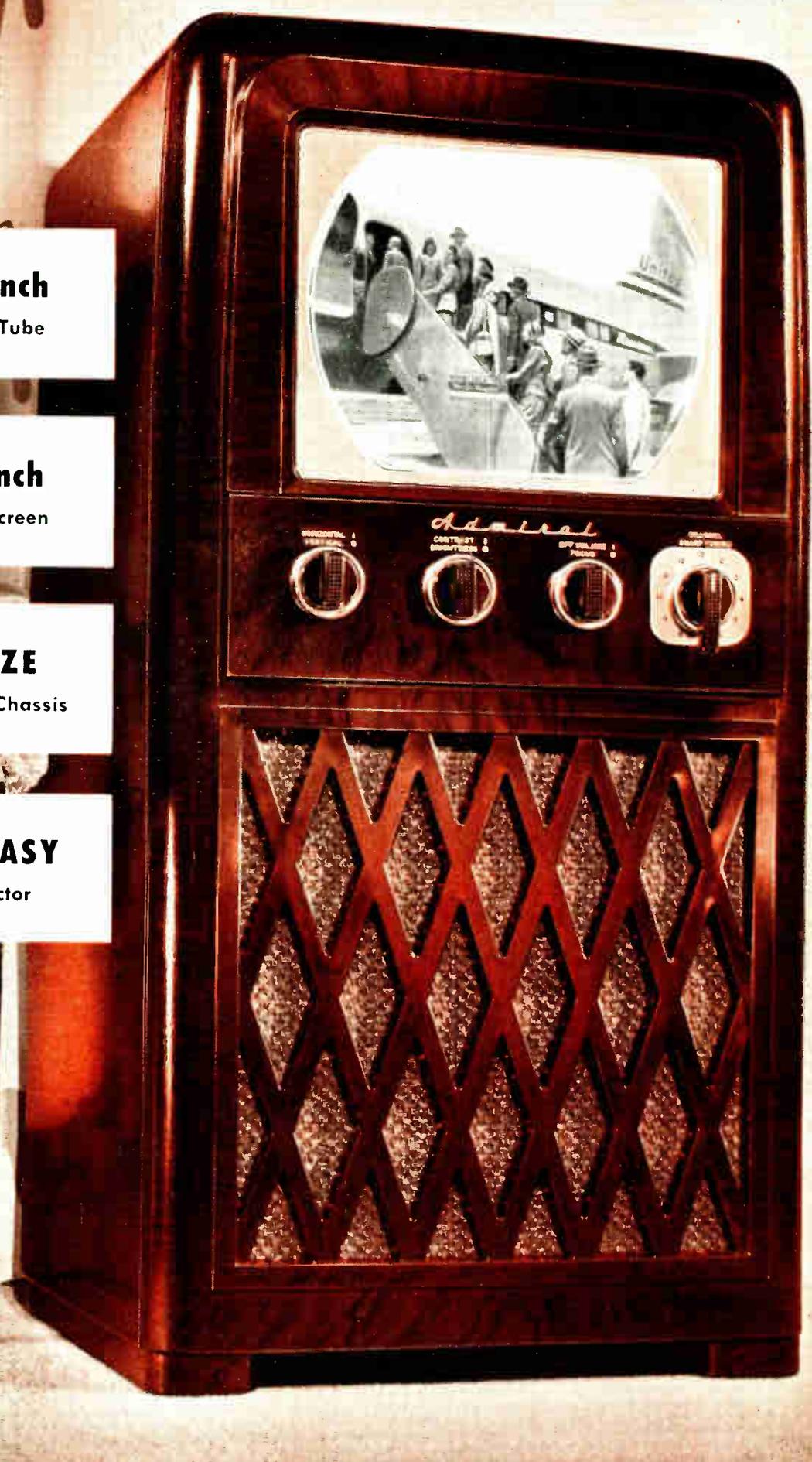
Full Vision Screen

FULL SIZE

Superpowered Chassis

QUICK, EASY

Station Selector



AMERICA'S SMART SET

Admiral

at the lowest price ever

\$249⁹⁵

for a full size
TELEVISION CONSOLE

Plus Federal Tax
Slightly higher west and south

New Wonder Set!

BUILT FOR THE FUTURE

Specially designed Turret Tuner, originated and first used by Admiral, can be adjusted for reception on proposed UHF Channels on present standards. No converter will be needed.



NO INSTALLATION REQUIRED!

Outside antena is rarely needed . . . so power-pocked . . . so engineered for reliable performance is this new Wonder Set. You make the sale! The customer installs! You win a friend and booster.

They'll walk out your door . . . as many of these new Admiral Wonder Sets as you are able to get! That's how sensational this value is.

Never before in television so much for so little . . . the same magnificent chassis that is used in Admiral's most expensive sets in a full size console that has beauty, strength and wear resistance none other offers.

Pictures clearer than the movies on big 10 inch direct view tube, with new 61 square inch full vision screen. They're in with a click as stations are switched . . . tuning is so quick and easy with the new, simplified station selector. Outperforms any set, anywhere, any time. Superpowered for dependable

performance even in outlying areas where others fail.

The one-piece console is utterly new . . . utterly different. Six men can stand on it . . . that's how strong it is. Glorious mahogany color and masterful styling make it a standout in any room setting. The satin smooth finish resists scuffs and scratches. Alcohol and other liquids won't mar it.

Already the demand for Admiral's new Wonder Set is overwhelming. It's a great value . . . a terrific price leader with which to build store traffic. Join the profit-parade by getting in touch with your Admiral distributor . . . NOW . . . to assure delivery at the earliest possible date. Admiral Corporation, Chicago 47, Illinois . . . today's leader in television.

See! Hear! On Television!  Two Great Admiral Shows

"STOP THE MUSIC," ABC NETWORK, THURSDAYS AT 8 PM, EDT TELEVISION SHOW, ALL NBC STATIONS, FRIDAYS, 8-9 PM, EDT

RTJ

New Products



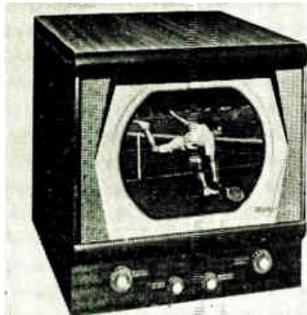
Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

Motorola Table TV

Manufactured by Motorola, Inc.,
4545 Augusta Blvd., Chicago 51, Ill.



Designed with a truncated circle for more picture area, this 12-inch picture tube table model receiver provides 81 square inches of viewing surface. Has 21 tubes, plus cathode-ray tube, and two rectifiers. Employs 8-inch electro-dynamic speaker. Pre-aligned on 12 TV channels, and is provided with automatic control of horizontal synchronization to prevent picture "tearing" due to interference. *Say you saw it in Radio & Television Journal, June, 1949*

Portable Admiral Radio

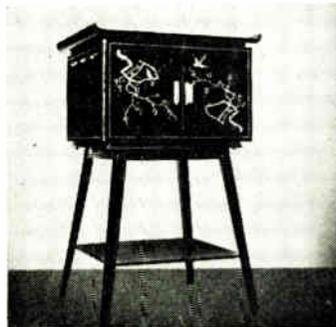
Manufactured by Admiral Corp.,
3800 W. Cortland St., Chicago, Ill.



A six-tube, AC-DC battery unit, this new portable radio is covered with natural brown genuine leather, and has custom stitching. Recessed control knobs, concealed aeroscope, and 4- by 6-inch speaker are among its features. *Say you saw it in Radio & Television Journal, June, 1949*

Federal TV's "Pagoda"

Manufactured by Federal Television Corp.,
139 Duane St., N. Y.



A table model television receiver designed in Chinese motif, the "Pagoda" is made of ebony and is decorated with hand-decorated, gold embossing. Uses a 12½-inch picture tube and contains an FM receiver. Table is included. Cabinet is 17 inches high, 23 inches wide, and 22 inches deep.

Say you saw it in Radio & Television Journal, June, 1949

Starrett's "Jackson"

Manufactured by Starrett Television Corp.,
601 West 26th St., N. Y.



One of a line of 15 television receivers, from 16-inch table models to large breakfronts, the "Jackson" is a modern console with AM and FM units. Cabinet is available in mahogany, walnut, or bleached mahogany. Basic chassis has 31 tubes and operates at 13,000 volts. Incorporates a record changer for three-speed operation.

Say you saw it in Radio & Television Journal, June, 1949

Stromberg TV Console

Manufactured by Stromberg-Carlson Co.,
Rochester, N. Y.



This TV-AM-FM console in period design has a solid-top, mahogany-veneer cabinet. Uses a 12½-inch picture tube, which provides a 92-square-inch viewing screen. Pumpkin-shaped mask increases normal picture area. One knob takes care of all picture adjustments, and automatic gain stabilizes picture quality in switch, station-to-station. Phono-jack for any type record changer. Speaker is 12-inch, Alnico V.

Say you saw it in Radio & Television Journal, June, 1949

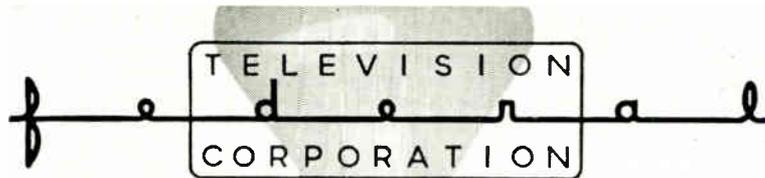
GE Console TV

Manufactured by General Electric Co.,
Electronics Park, Syracuse, N. Y.



Model 809 television console features the GE "daylight" tube. Has 17 tubes and three rectifiers, plus 10-inch picture tube. Compact contemporary console is finished in mahogany. Pre-tuned to 12 TV channels, has automatic clarifier, and stabilization circuit for picture clarity and sharpness.

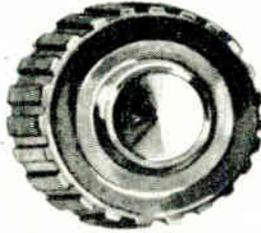
Say you saw it in Radio & Television Journal, June, 1949



Trade Mark

your MODERN MIRACLE TELEVISION line!

REVOLUTIONARY — 3 MAGIC DIALS TO PERFECT PERFORMANCE



STATION SELECTOR
Just a turn for accurate tuning



VOLUME CONTROL
Unusual clarity of sound

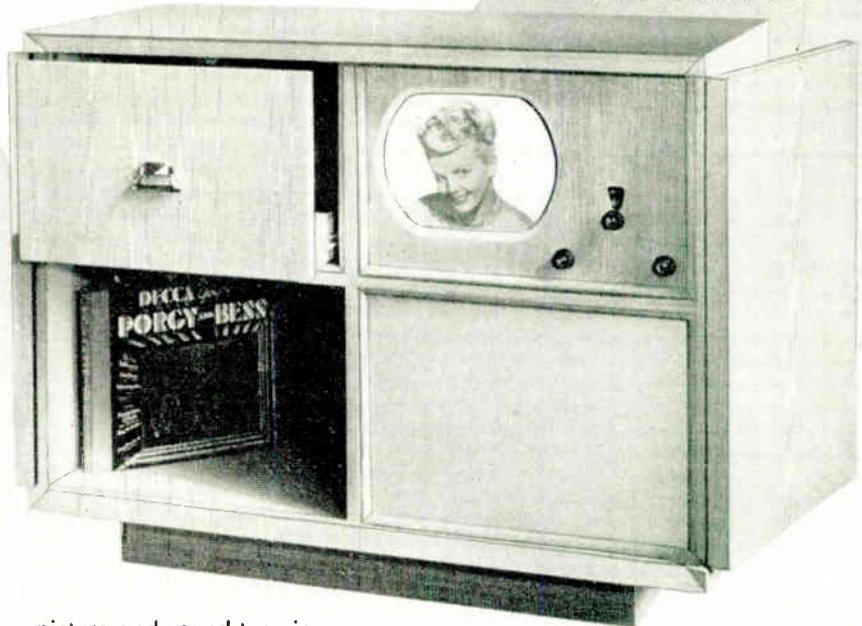


PICTURE CONTROL
Bright, clear, sharp pictures

"THE PAGODA," in ebony with Chinese hand-decorated gold embossing. 12½" picture. FM receiver. Table included.



"THE MAYFAIR," in Korana woods or rich mahogany. 12½" screen... 3-speed record changer... 12" concert speaker. FM receiver. Liberal album space.



One easy turn of the dial and presto . . . picture and sound tune in simultaneously! No vertical, horizontal, brilliance or focus control! Remarkably brilliant and "flicker-free" pictures . . . amazingly sharp details . . . wonderfully clear reception. That is the miracle of Federal Television . . . so simple a child can operate it!

OTHER OUTSTANDING FEDERAL TELEVISION FEATURES

- DISTINCTIVE STYLING!
- TELEVISION SCREENS 12½ INCHES AND UP!
- POWERFUL NEW CIRCUITS!
- AUTOMATIC GAIN CONTROL!
- FULL CHANNEL COVERAGE!
- AUTOMATIC PICTURE LOCK!

All Federal Television Receivers carry a "slave" unit receptacle which enables viewing programs in more than one part of the house—or outside the house—at the same time. All table models are equipped with phonograph receptacles, too!

**HERE'S YOUR 1950 LINE NOW!
SLATED TO BE YOUR BIGGEST SELLER TODAY!**

CHOICE TERRITORIES AVAILABLE!

WRITE, WIRE OR PHONE DEPT. 6E FOR DETAILS!



T.M.

137-9-41 DUANE ST. • NEW YORK 13 • FACTORIES: NEW YORK • CONNECTICUT



FRED SOBOL

The art



An inviting store that daily acquires new customers, enticed inside off a busy Long Island boulevard.

MOVING into new quarters is a feat in itself, these helter-skelter days of cramped construction and expansion. When a dealer in the radio and television business not only squeezes into new quarters but also booms his sales volume \$150,000 over his gross at an old location, then he has moved with a capital "M." He has literally moved his merchandise into a new market and multiplied his "money." At least, that's what Fred Sobol, owner of the Forest Hills Music Shop, 108-42 Queens Boulevard, Queens, Long Island, managed to do.

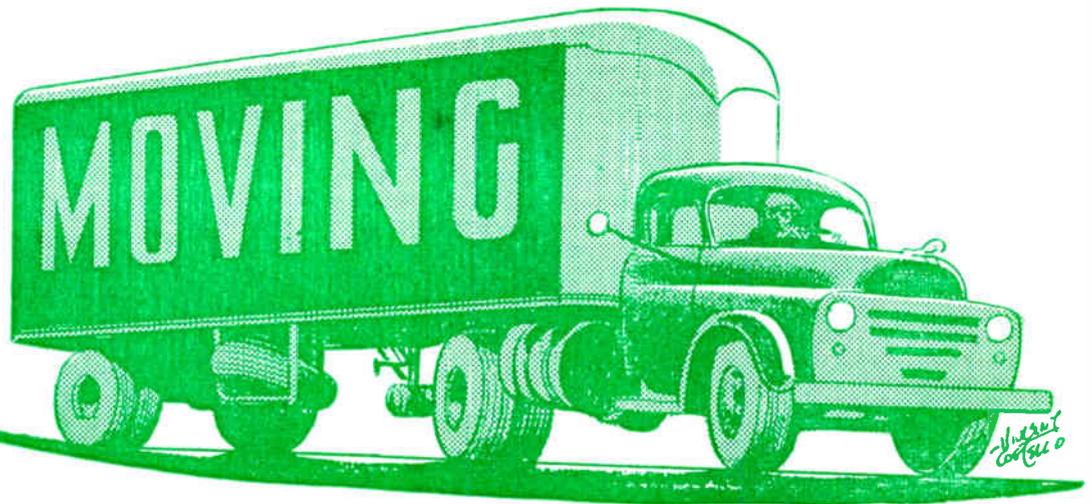
Sobol's present shop is an enticing one that nestles in the center of a new, block-long, limestone building in the heart of Forest Hills' business district, and it draws traffic through its doors off the town's busiest boulevard. This has not happened by chance, but is the result of careful, advance planning. Customers, it would seem, habitually like to shop in inviting and attractive environs, and a certain type trade will inconvenience itself a little in order to find those surroundings. So Fred Sobol took these facts as axiomatic when he planned to move his store about a year ago. He felt confident that large num-

bers of middle and upper income bracket customers, who regularly make long and arduous pilgrimages to New York City shops to buy in comfort, would patronize a neighborhood shop if it was as attractive and inviting as its city rivals. Therefore, he planned his new music center with that in mind. Today, as a result, the Forest Hills store is eloquent evidence that Sobol did not stray from the tenets of sound merchandising in calculating as he did.

Buying Atmosphere

The Sobol store is, actually, one large show room, with a television salon tucked away behind a shadow box par-

of



How a Forest Hills dealer boosted his sales volume \$150,000 a year by moving into new quarters at a new location

tition of ebony. That did not happen by chance, either. It sprang, rather, from the hobby of another half of the Sobol family, Anne, the proprietor's wife, whose interest in interior decorating was largely responsible for the design and decoration of the Forest Hills store. Mrs. Sobol spared no effort in accomplishing two things, decoratively speaking: the whole store had to be a show window, and it had to create an atmosphere strongly reminiscent of an orderly home. The red mauve walls, the grey-painted ceiling, the inlaid floor, all form the backdrops for the radio and television consoles on display in the main show room. Through the glass door of the television salon partition, an array of TV sets rings the walls, with lounge chairs for viewing comfort. A mirror flanked by flowered curtains adds warmth to one wall. In one corner a clothes closet conveniently secludes a customer's wraps while a demonstration is in progress. Green carpeting on the floor all but convinces a buyer that this is a living room at home and not a soundproof 12- by 20-foot television salon in a dealer's shop. Touches like those in the salon are everywhere in the store. Drapes and a valance decorate the spotlighted window. The business office is on a low-slung balcony, its detailed activity screened from customer's view by a wrought-iron railing which has artificial shrubbery running along its length. It gives the tiny office, open as it were, the appearance of an indoor terrace.

What the combined effect of such meticulous interior decorating has been is summed up in what the owners nar-

rate about the nature of the business the store now attracts. Until recently Fred Sobol staked his business stability on personal contact with his customers. The crowning testimony of this intimacy is evident in the legend which his store window carries, reading, "Fred's Radio Co., Est. in Forest Hills, 1926." In earlier days in the neighborhood customers passed along the good word about this dealer by fond references to "Fred." The service and satisfaction which Sobol furnished his customers enabled him to gross around \$200,000 a year. Today his repute goes on unmarred among his long-term clients. Old customers continue to come back. But the operation has outgrown the oldtime intimacy and has broadened its horizons. Customers drift into the music center who don't know Fred from Adam. They don't know him and don't seem to care, at first. They only know that the shop is an attraction, one that has brought them in to look, and eventually to buy. These are the customers who are bringing in the thousands of extra sales dollars. Though they may not know of Fred when they amble into his shop, they quickly get to know that he has been around as a dealer for a considerable number of years.

In the Old Days

In fact, he gratified his urge to be in business for himself as early as 1926, when he established himself in the automobile accessory business as Fred's Auto Equipment, 62 Queens Boulevard. Infant radio was taking its first curtain calls in those days, and he was soon selling sets by Atwater Kent, Garod, Zenith, Majestic, Stromberg-Carlson, and even Grebe. For 14 years he offered

customers service of a neighborly and efficient type, and built up good will that was so solid that customers often came to him when they were buying other furnishings and asked if he could make a commission on items if they bought through him.

During 1940, Sobol moved to a better shopping neighborhood at 107-22 Continental Ave. and almost immediately hit the leaner business of the prewar and war years. Radios, white goods, and service became his stock in trade, as with other dealers throughout the country. He consistently maintained a competent service staff of from three to four men to take care of set maintenance. For eight years he conducted his business in quarters that were becoming more and more cramped. The tight space was suited to the slackened business which followed on the heels of industry shortages, but in the post-war competitive market, it became apparent that he must move if he wanted to survive the toughening market. Television had trumpeted its warning and the initial stampede to buy television receivers was on by the time Sobol had completed plans to move. At length he was able to move into his new location, a store designed for exclusiveness, quality goods, and service on a neighborhood level, without foregoing the attractive appeals synonymous with refined Manhattan shops.

A Wise Move

At the new address, five salesmen now sell radio and TV items by Magnavox, RCA, and Stromberg-Carlson. Since white goods business has fallen off, television, radios and records com-

(Continued on page 26)

Air-Borne Antenna Expands TV Areas

(Continued from page 16)

The antenna is made fast at the center to ribbon loops sewn to the kytoon casing. The outer ends are tied to elastic cables which hold them tightly against the casing and take care of expansion or contraction, due to temperature variations during flight.

The coaxial flying-transmission line is made fast to the kytoon bridle to prevent strain on the antenna connections and is brought to a reel on the hangar, equipped with a cable connector on the hub.

The transmission line is less than 3/32 inch in diameter and weighs around six and one-half pounds per thousand feet. It has a breaking strength of more than 100 pounds, a characteristic impedance of about 57 ohms and shows an attenuation of 0.19 db per meter at 100 MC.

The kytoon requires 40 cubic feet of helium for full inflation and will remain aloft for about 30 hours after which it should be lowered to add four or five cubic feet of helium to make up for gas diffusion.

Helium is available at close to 100

regional offices of the two manufacturers. The cost of a cylinder containing 240 cubic feet is \$19.50 plus a refundable deposit of \$20.00 on the cylinder. This makes the cost per inflation \$3.20 and the daily maintenance cost, for helium only, less than fifty cents. The neoprene bladder, however, is affected by sunlight and should be replaced after 30 day's use at a cost of about \$6.00.

In the use of the airborne antenna it should be considered that where a receiver is to be centrally located between two television transmitters using the same channel, interference may occur due to the non-directional antenna. This interference will often be diminished or eliminated by proper selection of altitude.

Assuming that the airborne antenna is used four hours daily for television reception, the cost becomes very reasonable. The cost of a tower for equivalent height requirements would, of course, be out of the question. The antenna was developed for the Dewey and Almy Chemical Company by Ralph Carr Powell of Gloucester, Mass.

About Eyestrain

The American Medical Association has already expressed the view that eye fatigue can result from viewing television screens that are too small. In that connection, Myron Greenwald, vice-president of Celomat Corp., N. Y., points out that a good television lens provides the answer for small screen set owners, such a lens being able to magnify the normal size of the picture from two to four times without distortion. Mr. Greenwald also noted that a magnifying lens makes it possible to view a screen from a greater distance away, another distinct advantage mentioned about good viewing conditions by the AMA. Celomat is a lens and accessories manufacturer.

Employment Increase

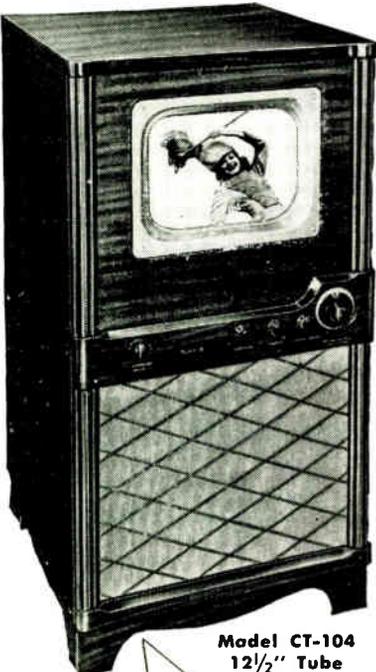
Five hundred persons have been added to the payroll of the Tele-tone Radio Corp., N. Y., and an additional three to four hundred persons may be added in the near future. The bulk of the new employees were assigned to the television production lines to help catch up on back orders for the firm's low-priced, 7-inch television receiver. Some skilled workers were added to the firm's research and experimental department, which has been growing steadily since Tele-tone entered the television field one and one-half years ago.

The Art of Moving

(Continued from page 25)

prise the bulk of the music center's present trade. In the future, Sobol hopes to add a piano show room and move the white ware to a basement floor. Two servicemen in the organization take care of the radio and television servicing, while television installations are contracted for with an outside firm.

To give an added lift to the prospering Sobol business, regular advertisements in the Long Island Daily Press and the Forest Hills Post, a daily and weekly respectively, keep the music center in the public eye. Occasional direct mail promotions have a marked effect in increasing sales. The bulk of the business that swings in at the glass door of Fred Sobol's shop, however, is comprised of customers of earlier days—some of whom have since moved to points as distant as 50 miles—and the new customers who are finding the music center an inviting and attractive store with a homey appeal, and a relaxing place at which to shop. The price which Fred Sobol seems to have paid for renouncing the intimacy of "Fred's" radio shop has been the attraction of new customers—to the tune of \$150,000 a year more in sales. In his own words, "We're glad we moved," the situation is summed up very aptly.



DEWALD

HIGH DEFINITION
TELEVISION

10" - 12 1/2" - 16" MODELS

QUALITY . . . PERFORMANCE . . .
VALUE . . .

You'll find all the things that make satisfied customers, increase sales and profits, in the new DeWALD Line of Television and Radio.

*Quality Proven for More
Than a Quarter-Century*

JOBBERS — REPRESENTATIVES

Some choice territories now available.
Write for full information.

Model CT-104
12 1/2" Tube

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

Cosgrove is New RMA President

(Continued from page 10)

too. Chairman Coy cited the leadership RMA had provided in planning and building the sound foundations of radio communications, which now had reached undreamed of heights. On behalf of the FCC, he acknowledged the special assistance given by RMA's television systems committee, its radio technical planning board, and the joint technical advisory commission. He visualized the Association contributing to the future development of radio communication in its many and varied forms.

On Radio's Doom

Sen. Homer E. Capehart (Rep., Ind.), who spoke at the RMA membership luncheon during the anniversary convention, extolled the great record the industry had in bringing entertainment to the American home. He felt the record will continue to grow as television grows. But it remained for H. H. Frost, first president of RMA, to counter forecasts that television would soon put an end to radio broadcasting.

Speaking at the concluding banquet, Mr. Frost saw "television as an additional means for the dissemination of education, entertainment, information, and public service. According to predictions, I have read and heard," he continued, "some people think television is going to put radio into the museum. Well, looking back, I find some interesting predictions, opinions and conclusions made in the early years of radio. Here are a few:

"Radio broadcasting will never be profitable to the broadcaster and manufacturers . . . Stage and motion picture attendance will be reduced more than 50 per cent . . . The phonograph and phonograph record business cannot survive . . . Radio will not be used successfully in police work . . . If radio sets are used in automobiles the accident rate will triple that of all other accident causes . . . Federal control of broadcasting will become a tool in the hands of the politicians in Washington . . . Self expression in music is doomed . . . Broadcasting of baseball, prize fights, and other sports events will re-



For services rendered! Leslie F. Muter, right, RMA treasurer and convention chairman, presents retiring president, Max F. Bolcom, with a replica of a desk given him at the close of his term in the organization's presidency. The gift presentation was made at a membership Luncheon, May 19, at the Stevens Hotel, Chicago.

duce the attendance below the average needed to remain solvent . . . News broadcasts will reduce paid circulation and advertising revenue . . . Broadcasting live stock and produce markets will increase the cost of living . . . The State Superintendent of Education in one of our states said radio had no place in the field of education . . . State legislation was proposed in several states to require the services of a licensed electrician to install radio sets using tubes and a storage battery . . . A national committee member advised the presidential candidate of his party against using radio in his campaign for President of the United States, feeling the people would resent having any candidate make them feel they were not worthy of a visit to their community . . ."

Mr. Frost left it to the history of the industry to refute these predictions, and felt that the 25th annual convention of RMA testified to the solid foundation and the flexibility of an organization which has been modified from time to time to meet changing conditions within the industry. "To those of you who will have the responsibility for keeping RMA strong, alert, and vigorous for the next 25 years," he concluded, "I say, raise your banners high and carry on."

TV SPREADS: More than 10,000 families in the Milwaukee area installed television receivers in their homes during the first four months of 1949. That is what figures compiled from distributor and dealer sources by WTMJ-TV, The Milwaukee Journal, disclosed. Television was added to this station's FM and AM services in December, 1947, and has been responsible for an increasing number of television receiver installations ever since. This latest reported increase in the television viewing audience brings the areas total number of home receivers as of May 1 to 22,806. It is 93 per cent of the total 24,503 sets in the region, the remaining seven per cent representing receivers in public places. Home viewers are increasing in line with announced intentions on the part of the buying public. When the Consumer Analysis was published recently by The Milwaukee Journal, 22,246 persons in Milwaukee county said they would buy a television receiver sometime in 1949. Some already have lived up to their announced intention.

Now ready . . .

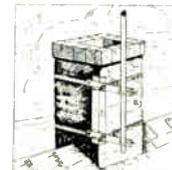
Television Table WITH REVOLVING TOP



A fine, functional furniture piece in mahogany or b'ond. May be turned for convenient viewing from anywhere in the room. Correct size and finish for all table model TV sets. For extra sales, extra profit, write for details and prices.

Porter MANUFACTURING COMPANY
Racine, Wisconsin

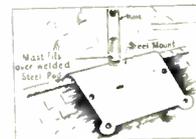
SIMPLIFY TV ANTENNA INSTALLATIONS



CHIMNEY MOUNT ANTENNA

Heavy steel angle (no castings) all welded, designed to hold a mast 15 ft. high without guys.

Fasten securely with heavy steel straps. Fits all regular chimneys.



PEAK ROOF MOUNT ANTENNA

Heavy gauge steel (no castings). Mast fits over welded steel peg which is on the steel mount.



ANTENNA GUY RINGS

Made from heavy steel, equipped with wire rope thimbles so the guys will not chafe or cut on the sharp edge of the holes.

**VERY ATTRACTIVE
DEALER DISCOUNTS**

Fast Delivery On All Items

D. & G. Manufacturing Co.
88 GORHAM AVENUE, HAMDEN, CONN.

SEE THIS AMAZING
\$250,000.00 SERVICE
AT OUR EXPENSE

SEE FOR YOURSELF
Why Dealers and Distributors Everywhere
ACCLAIM IT A "MUST"

FREE
EXAMINATION

NELDA 1949 LOOSELEAF
SUBSCRIPTION

... Brings you the

LATEST PICTURES + PRICES + SPECS

of America's Leading Brands of

**TELEVISION • RADIO • MAJOR APPLIANCES
TRAFFIC APPLIANCES • CAMERAS • Etc.**

in compact convenient form for your everyday use as a

SALES BUILDER . . .

An attractive, comprehensive display for easier selling, in your store and outside in customer's home or office . . . kept **CONSTANTLY UP-TO-DATE!**

BUYING "BIBLE" . . .

Verify prices, descriptions and model numbers . . . see who makes it. Compare competitive models and prices . . . kept **CONSTANTLY UP-TO-DATE!**

Reference Manual

First and only authentic compilation of Standard Brands . . . complete with Pictures, Prices and Specifications . . . kept **CONSTANTLY UP-TO-DATE!**

REGULAR
WEEKLY and MONTHLY
SUPPLEMENTS
KEEP THIS SERVICE

Constantly Up-to-Date

YOU CAN'T AFFORD TO BE WITHOUT IT
BECAUSE THIS \$250,000.00 SERVICE
COSTS YOU LESS THAN \$1.00 PER WEEK!

EXAMINE IT ENTIRELY AT OUR RISK

No Obligation on your Part!

*If you are not completely satisfied,
return it in one week and you pay nothing!*

Radio & Television Journal, 1270 Sixth Ave., New York 20, N. Y.

Please enter immediately my subscription for Nelda's 1949 Looseleaf Service.

Bill me as per attached purchase order no. _____ and I will either return the Subscription within one week or remit \$50.00 plus postage.

Enclosed is remittance in full (\$50.00). Stamp the Binder as follows:

If I am not completely satisfied, I will return the Subscription within one week and you will refund my money.

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Fill in this coupon NOW!

SPECIAL OFFER: YOUR NAME IN GOLD FREE!

If full remittance accompanies your order we will **STAMP YOUR NAME IN GOLD** on the DeLuxe Binder and **PREPAY THE POSTAGE!**

WRITE FOR PRICES ON MULTIPLE SUBSCRIPTIONS
AND SPECIAL SALES CREW OFFERS.

The Who's Who of America's Standard Brands:

For Your Convenience... every page in the Looseleaf Edition of the Standard Merchandise Manual is printed on one side only, to allow space for your own notes.

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YOU GET ALL THIS:

The **ADVANCE 1949 EDITION** of the **STANDARD MERCHANDISE MANUAL** — containing 992 illustrations, 1793 price listings, thousands of specifications and the Blue Book Register of Manufacturers. Here are the current models of America's foremost manufacturers in one compact compilation.

plus

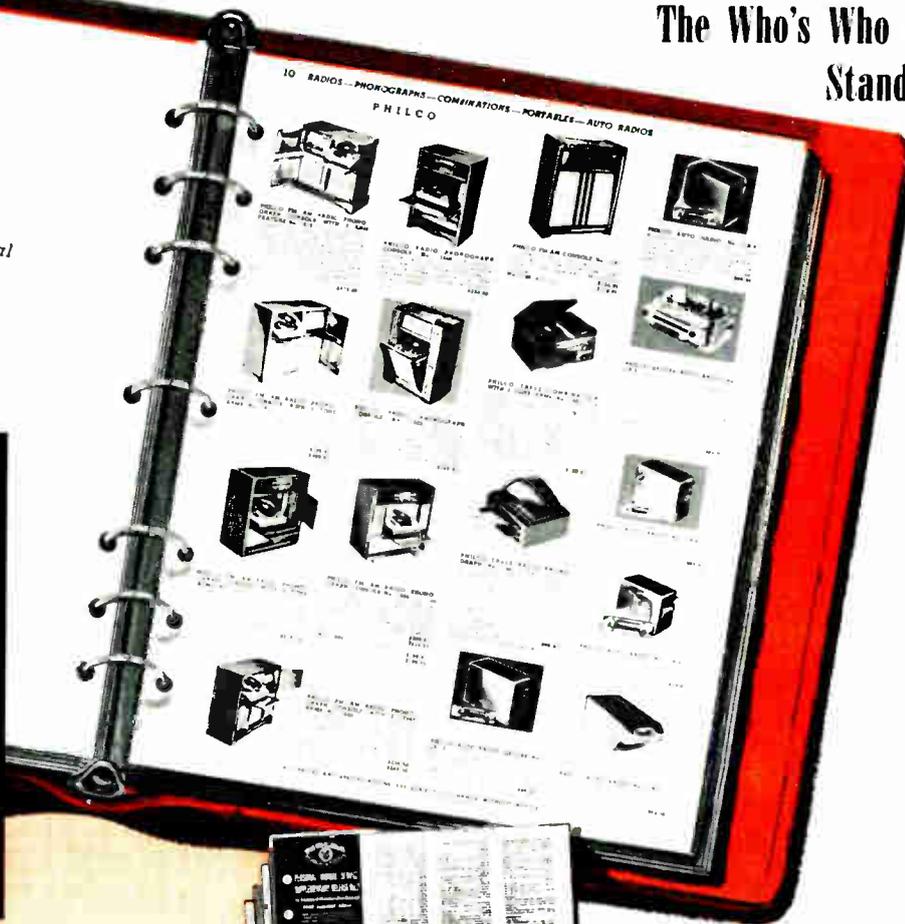
WEEKLY PRICE-REVISION BULLETINS — Every week you receive a bulletin with price changes listed page-by-page, to keep your Standard Merchandise Manual constantly up-to-date with latest prices.

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MONTHLY NEW-MODEL ILLUSTRATED SUPPLEMENTS — Specifications and prices on new models released during the month, classified by type and brand-name, to keep your Standard Merchandise Manual constantly up-to-date with latest models.

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DeLUXE LOOSELEAF BINDER — A specially constructed seven-ring metal binder, covered in blue leather-grain fabricoid. Stamped with your company name or your own name in gold (see special offer).



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- ADMIRAL
- AMERICAN
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- AMPRO
- ANSCO
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- BENDIX
- BISSELL
- BLACKSTONE
- BROILKING
- BROIL-O-MAT
- CARLTONWARE
- COMMUNITY
- CONLON
- CORY
- COUNSELOR
- CREAM KING
- CROSLLEY
- CROWN GRAPHICS
- DEEFPREEZE
- DEJUR
- DETECTO
- DETROIT-JEWEL
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- EBERHARD FABER
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- EVERHOT
- EVERSHARP
- FARBERWARE
- FARNSWORTH
- FILTER QUEEN
- FLEX-SEAL
- FLOOR-O-MATIC
- FRIGIDAIRE
- FREE-WESTINGHOUSE
- GAROD
- GENERAL ELECTRIC
- GENERAL MILLS
- GILBERT
- GLENWOOD
- GRAFLEX
- HAMILTON
- HAMILTON-BEACH
- HANDYHOT
- HANKSCRAFT
- HANOVA
- HOBART
- HOLLIWOOD
- HOOVER
- HOTPOINT
- ICE-O-MAT
- IRONRITE
- JOHNSON
- JUICE KING
- JUICE-O-MAT
- KELVINATOR
- KEM
- KITCHENAID
- KODAK
- KNAPP-MONARCH
- LAUNDERALL
- LEWY
- LIONEL
- MAGIC CHEF
- MANNING-BOWMAN
- MAYTAG
- MELL-O-CHIME
- MONITOR
- MOTOROLA
- MUSAPHONIC
- NAXON
- NESCO
- NEW HOME
- HORGE
- NUTONE
- ODIN
- ONEIDA
- OSTER
- PARKER
- PETIPPOINT
- PHILCO
- PILOT

- PREMIER
- PRESS-TO-MAGIC
- PRESTO
- PROCTOR
- RCA VICTOR
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- REMINGTON-RAND
- REVERE
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- ROYAL
- SAMSON
- SCHICK
- SENTINEL
- SILEX
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- SMITH CORONA
- SODA KING
- SON-CHIEF
- SPEED GRAPHICS
- STEWART-WARNER
- STEAM-O-MATIC
- STROMBERG-CARLSON
- SUNBEAM
- SUNKIST
- TAPPAN
- TELECHRON
- THOR
- TDAS MASTER
- TDAS O-LATOR
- TRACY
- TUDOR
- UNDERWOOD
- UNITED STATES
- UNIVERSAL
- VICTOR
- WEAVER
- WESTINGHOUSE
- WESTON
- WHIRLPOOL
- WILCOX-GAY
- WALE & TOWNE



Ansley "Tele-Movie"

Manufactured by Ansley Radio & Television, Inc., 41 St. Joes Ave., Trenton, N. J.



With 36 tubes, including picture tube, and six rectifiers, this chairside projection model in crotch mahogany throws a 3- by 4-foot picture on a home movie type screen. Cabinet measures 23 inches high, 21 wide and 26 long. Small doors in cabinet open to reveal the Proj-Tel unit, which houses projection system. Top slides forward to expose controls on back of cabinet. Set plugs into standard outlets, requires no special antennas. Say you saw it in *Radio & Television Journal*, June, 1949

Stewart-W's "Wakefield"

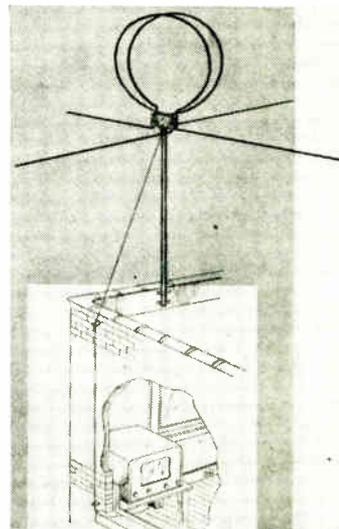
Manufactured by Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.



Utilizing a 10-inch picture tube, the "Wakefield" features the "Photo Mirror Screen." Mirror is mounted on underside of the lid and reflects the image. A magnifying lens can be used between tube and mirror. Set provides television and TV sound only, and has a companion piece, "Mount Vernon," which has AM-FM radio and single or two-speed record changer. Say you saw it in *Radio & Television Journal*, June, 1949

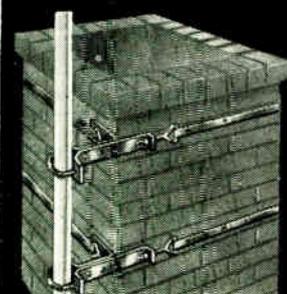
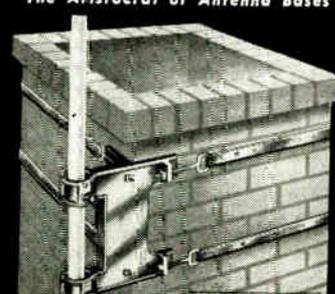
Quad-Loop Antenna

Manufactured by Square Root Manufacturing Corp., Yonkers, N. Y.



Consisting of two loops and two dipole sections 90 degrees out of phase, the Quad-Loop is a quadrature phasing antenna. It is a stationary antenna which achieves the effect of a rotated one by using a phasing device located at the receiver. Loops provide high frequency TV reception, dipoles the low. Needs no orientation when installed. Say you saw it in *Radio & Television Journal*, June, 1949

ASK THE MAN ON THE ROOF WHY HE PREFERS SOUTH RIVER MOUNTS

| | | |
|---|---|---|
| <p>The New South River DUO-MOUNT ANTENNA BASE Model No. DM 37 (Pat. Pending)</p>  | <p>★ Installation men will always specify South River because on the job their Exclusive, Quality Features save time and work. This means low cost installation. The man on the job knows and cares about quality. That's why he insists on South River Mounts.</p> | <p>The Original South River CHIMNEY MOUNT ANTENNA BASE Model No. SR10 (Pat. Pending) <i>The Aristocrat of Antenna Bases</i></p>  |
|---|---|---|

Holds tubing from 3/8" to 1 1/2" O. D. Made of riveted steel in hot dipped, everlasting galvanized finish. Features special "U" bolt.

NEW List Price **\$4.25**
Individually Boxed

Holds tubing from 1/2" to 1 1/2" O. D., pipe from 1/4" to 1 1/4". Exceptionally durable. The four eye bolts enable straps to be tightened evenly. Also available in two sections if requested.

List Price **\$7.50** Individually Boxed

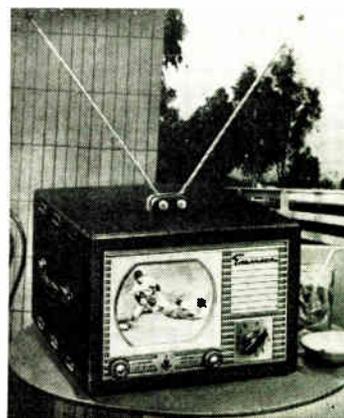
Both mounts can be installed in minutes by one man with no special tools.

Write for full information on our line of wall brackets, vent pipe mounts and accessory supplies.

**SOUTH RIVER
METAL PRODUCTS COMPANY, INC.**
SOUTH RIVER, NEW JERSEY

Portable TV by Emerson

Manufactured by Emerson Radio & Phonograph Corp., 111 Eighth Ave., N. Y.



This 7-inch, portable television set operates on AC or DC current. Indoor aerial which goes with installation has separate plug-in base and lead-in wire for attaching antenna at best reception points. Housed in simulated leather case, with protective carrying case for traveling. Say you saw it in *Radio & Television Journal*, June, 1949

announcing . . .
OUR NEW LINE

Starrett

TELEVISION

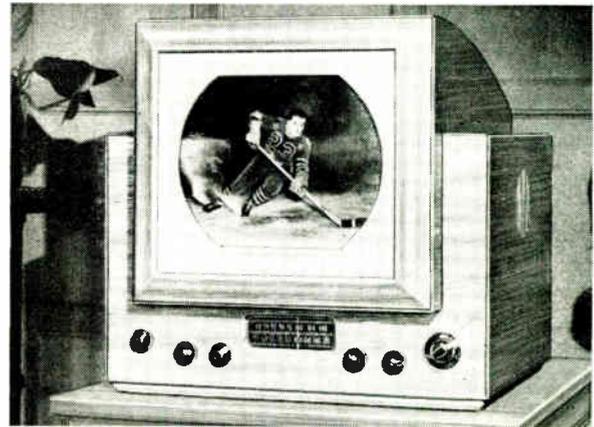
Designed for the finest homes



The Cosmopolitan

Entirely new! Twelve 16 inch tube models all for immediate delivery

Breathtaking in their majestic beauty . . . engineering perfection achieved . . . these new Starrett models offer a higher standard of television performance. Decorator inspired cabinets . . . crystal clear pictures (128 square inches of it) makes Starrett the set that distinguishes a home.



The Ambassador

"Protected Profits" assured with Starrett's "selected dealer plan." If you are a qualified dealer write today for details.

Now! Perfection in Television

Compare! What other TV set has *all* these features?

1. Chassis with full complement of 36-46 tubes in addition to picture tube.
2. New improved super-powered circuits that produce brighter images in all areas.
3. Two speakers — Double audio system for life-like sound reproduction.
4. Craftsmanship in cabinetry that produces fine furniture cabinets of lasting beauty.
5. If you are in a "poor TV zone" or "fringe area" see how Starrett higher voltage sets bring in amazingly clear, bright, steady pictures.

Starrett . . . television's most complete line of 16 inch tube sets . . . twelve outstanding models.

Starrett

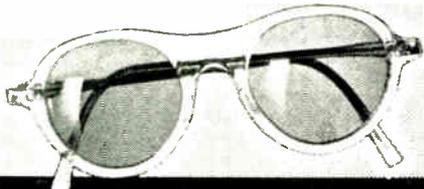
Write for the name of your representative.

601 WEST 26th STREET • NEW YORK 1, N. Y.

The Jackson



the **NEW TV IDEA** that's
SWEEPING
the **COUNTRY!**



**"TELE-
SPEX"**

**TELEVISION
SPECTACLES**

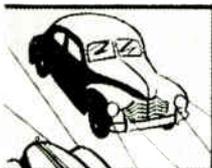
It's sensational. A fast-selling, low-priced **INDIVIDUAL GLARE FILTER** that **FILTERS THE PICTURE, NOT THE SCREEN.** Permits natural black and white viewing for those who prefer it.

Clear-view, cobalt-blue, distortionless lenses, mounted in Zylonite optical frame.



Eliminate glare, provide greater definition, reduce TV eye-strain.

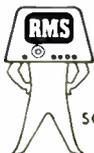
Provide new eye-comfort in watching night baseball, boxing, etc.



Make night-driving safer by reducing headlight glare.

Low priced for fast turnover.
Model No. TX (Ill. above)
List, **\$1.95** per pr.

Model No. CL-2 (Adjustable clip-on type)
List, **\$1.75** per pr.



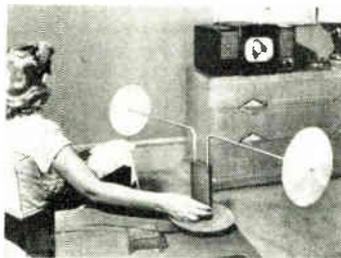
FREE SELLING AID!
Attractive counter and window display shipped free with your order.

SOLD ONLY THROUGH JOBBERS

RADIO MERCHANDISE SALES, INC.
550 WESTCHESTER AVENUE NEW YORK 55, N. Y.

New Products by RCA

Manufactured by RCA Victor Division,
Camden, N. J.



A lightweight, portable new TV antenna that is designed for urban areas where outdoor antennas are either impracticable or not permitted. Receives channels 2 to 13. Can be positioned anywhere in room and is oriented by hand moving. Features two aluminum discs and has 20 feet of transmission line.



In traditional design, this radio-phonograph has AM and FM reception, and has separate facilities for operating the new 45-rpm records and standard 12- and 10-inch, 78-rpm discs. Each changer is mounted on separate drawer. Storage compartment accommodates 24 of the 45-rpm record albums and 20 of the 78-rpm record albums. Cabinet in walnut or mahogany finishes.

Say you saw it in *Radio & Television Journal*, June, 1949

Coast TV Web Thickens

Television fans on the West Coast who watched the opening of San Diego's first television station, KFMB-TV, the middle of last month were treated to a Los Angeles program. The Hoffman Hayride Program, featuring Spade Cooley, came over KTLA, Los Angeles, and Paramount's television director, Klaus Landsberg, heralded the Coast's first television network program as a significant milestone for television in that area. The network link involved sending signals by radio relay 33 miles from Santa Monica to KTLA's Mount Wilson transmitter, thence 126 miles to the KFMB-TV transmitter atop Mount Soledad, near San Diego. From there it was re-transmitted to San Diego.

Snyder Lazy X

Manufactured by Snyder Mfg. Co., 22nd & Ontario Sts., Phila., Pa.



A conical-type Redi-Mount TV aerial designed for fringe areas. Features hi-gain, with television coverage on all channels coupled with FM coverage. Stands seven feet when erected, has two mating mast sections, guy wire anchor, standoff pole insulators, and adjustable mounting base. Comes completely preassembled.

Say you saw it in *Radio & Television Journal*, June, 1949.

JFD Indoor Antenna

Manufactured by JFD Manufacturing Co., Inc., 4117 Ft. Hamil'on Parkway, Brooklyn, N. Y.



Featuring a marblette base in jade green or walnut, this indoor television FM antenna weighs less than a pound and a half. Telescopic dipoles are adjustable for all TV channels and for FM reception. Preassembled for immediate installation, it has a 10-foot length of 300-ohm twin lead. Say you saw it in *Radio & Television Journal*, June, 1949

Recorder by Webster-C

Manufactured by Webster-Chicago Corp.,
5610 W. Bloomingdale, Chicago, Ill.

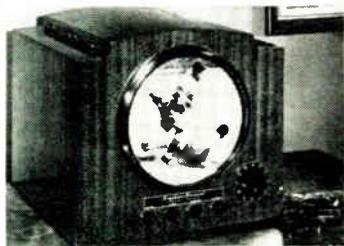


"Electronic Memory" wire recorder has a complete recorder circuit and pre-amplifier for use with headphones, or for feeding signal to radio or amplifier. Takes programs direct from radio, free from room and background noises. Suited to variety of recording uses.

Say you saw it in *Radio & Television Journal*, June, 1949

Raytheon-B's "Coronet"

Manufactured by Belmont Radio Corp.,
Chicago, Ill.

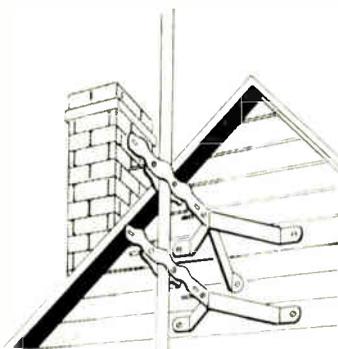


Operating on AC or DC current, this table model features a circular screen, with its 10-inch picture tube providing 70 square inches of viewing surface. Employs 24 tubes and three rectifiers, plus the cathode-ray tube, and covers all 12 TV channels. Controls are on the front panel, with the simplified tuner pre-set at the factory. Cabinet is in richly grained mahogany.

Say you saw it in *Radio & Television Journal*, June, 1949

Metalace Eave Mount

Manufactured by Metalace Corp.,
2101 Grand Concourse, New York, N. Y.



Accommodating masts of $\frac{3}{4}$ to $2\frac{1}{2}$ inches, this tripod support permits variance of a stand-off from 8 inches to 10 and 12 inches. It is made of heavy gauge steel treated with waterproof coating for all-weather use. Offset or uneven wall surfaces under eaves can be compensated for by shortening or lengthening one bracket.

Say you saw it in *Radio & Television Journal*, June, 1949

DeWald Television Set

Manufactured by DeWald Radio Manufacturing Corp., 35-15 37th Ave., L. I. C., N. Y.



This table model television receiver incorporates a 10-inch picture tube and tunes in all TV channels. Has 22 tubes, two rectifiers, and damper tube. Hand-rubbed modern cabinet available in either walnut or mahogany veneer.

Say you saw it in *Radio & Television Journal*, June, 1949

• **Attention: WHOLESALERS — DISTRIBUTORS**
SAVE \$ on your 300 Ohm
TWIN LEAD 2C TELEVISION Transmission Wire
and
59 U COAXIAL CABLE Requirements

Our Plant is Running **FULL BLAST**, which enables us to Quote you the **LOWEST PRICE**, Twin Lead 50 Mil Wire has ever been offered at.

WRITE — WIRE — PHONE FOR PRICES AND SAMPLES
IN LOTS OF 100,000 ft. — 500,000 ft. — 1,000,000 ft. ORDERS

Jersey Specialty Co.

Little Falls, N. J.
All Phones L. F. 4-0784 — 1258

GIVES YOU

2 QUALITY PRODUCTS

TO MULTIPLY SALES TO BOOST PROFITS

Super-Tone RECORDING WIRE

Backed by the greatest name in home and professional recording, all RECORDISC products are your sure guides to customer satisfaction and steady, repeat sales.

WORLD-FAMOUS HOME RECORDING BLANKS

SEND FOR THE NEW COMPLETE RECORDISC CATALOG

"You Take No Risk With Recordis"

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

New Alliance Products

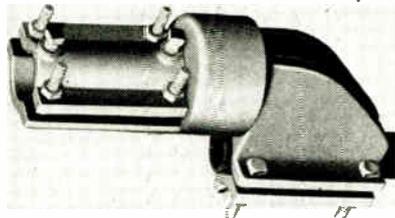
Manufactured by Alliance Mfg. Co.,
Alliance, Ohio



A 45-rpm. single-play record player phonomotor assembly designed by Alliance. Model J.P. 45 Phonomotor, shown with turntable attached, is suited for use in original equipment and in the replacement market. Can be installed in new and used record player assemblies.

Used in conjunction with the Tenna-Rotor, this thrust bearing bracket facilitates support of heavy TV and FM antennas. Transfers the weight of heavy antennas to the ground through the antenna mast. Made from aluminum alloy with high corrosion resistance, and designed for all-weather operation. Ball bearing is packed with a special low-temperature grease. Bracket retails at \$7.95.

Say you saw it in *Radio & Television Journal*, June, 1949.



New Zenith Table Radio

Manufactured by Zenith Radio Corp.,
6001 W. Dickens Ave., Chicago, Ill.



Seven tubes plus selenium rectifier are in this FM set, which tunes entire band from 88 to 108 mc. Alnico V speaker, outside dipole antenna connection provided, with built-in antenna for primary signal strength areas. Cabinet is in swirl walnut plastic.

TV Antenna by Ward

Manufactured by Ward Products Corp.,
1523 E. 45th St., Cleveland, Ohio



The TVIA-9, above, is one of the latest pre-assembled antennas made by Ward. It is one of a line of 13 antennas, all engineered and designed for multiple purposes and for use at varied distances from transmitter. The antenna arrays, ranging in price from \$2.45 to \$49.50, were introduced at the Radio Parts Show last month.

Say you saw it in *Radio & Television Journal*, June, 1949.

VUE-SCOPE
TELEVISION MAGNIFYING LENS
MAGIC MOUNT

Write Today For
VUE-SCOPE'S
1949 MERCHANDISING PROGRAM
See Vue-Scope Before You Buy
CELOMAT CORP., 521 West 23rd St., New York 11, N. Y.

Worried About Price Cutting?

Who isn't! Well, the important thing is not to just sit there worrying about it and saying it's a hopeless situation. There are positive remedies which every dealer can start. Read about them in this issue, pages 11 through 15. Stop wringing your hands and start using your head. Editor



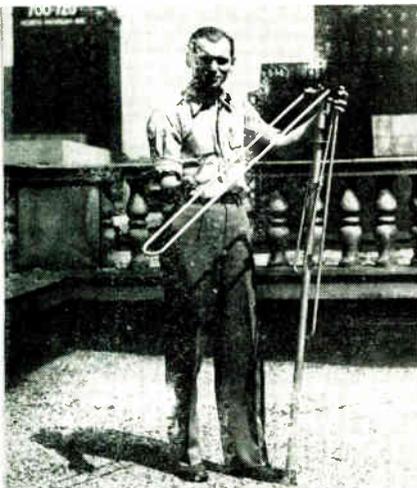
WARD PRODUCTS CORPORATION • 1523 E. 45TH ST., CLEVELAND, OHIO • JUNE 1949

WARD SMASHES TV ANTENNA INSTALLATION COSTS!

IT COSTS ONLY 6c IN LABOR TO ASSEMBLE WARD'S SENSATIONAL MINUTE MAN ANTENNA

(WP) CLEVELAND, OHIO

The Chief Engineer of the Ward Products Corporation states that the new sensational Minute Man antennas are being made of PERMA-TUBE — a newly perfected non-corroding coated steel tubing, created especially for Ward by the Jones and Laughlin Steel Corp., Pittsburgh, Pa. Independent laboratory tests on over 30 metals commonly used for antennas have proved PERMA-TUBE the best for all weather installations. Aluminum is too weak and other types of coated steel corrodes. Ward is the only manufacturer using PERMA-TUBE in constructing antenzas. See your Ward Distributor today.



Dick Moss, television engineer, flicks up dipole in assembly operation of Ward Minute Man antennas. (Model TV-46).



A few seconds later and Dick snaps the high frequency dipole into position. It costs only 6c in labor to assemble this Ward Minute Man antenna.

FLASH!

WARD USES PERMA-TUBE IN CONSTRUCTING MINUTE MAN ANTENNAS.

(WP) CLEVELAND, OHIO

The Ward Products Corporation, a Division of the Gabriel Company, disclosed today their new Minute Man line of TV antennas. These 13 antennas, ranging in list prices from \$2.45 to \$49.95 are completely pre-assembled. Where it formerly took two installation men three-quarters of an hour (or approximately \$7.50 in labor) to assemble the ordinary TV antenna, one man can assemble any Ward Minute Man antenna in a few minutes. This is the greatest technical engineering improvement in the antenna field and the Ward engineers are to be congratulated on its achievement. They have spent many months in their laboratory perfecting the many ingenious construction features. See your Ward distributor today.

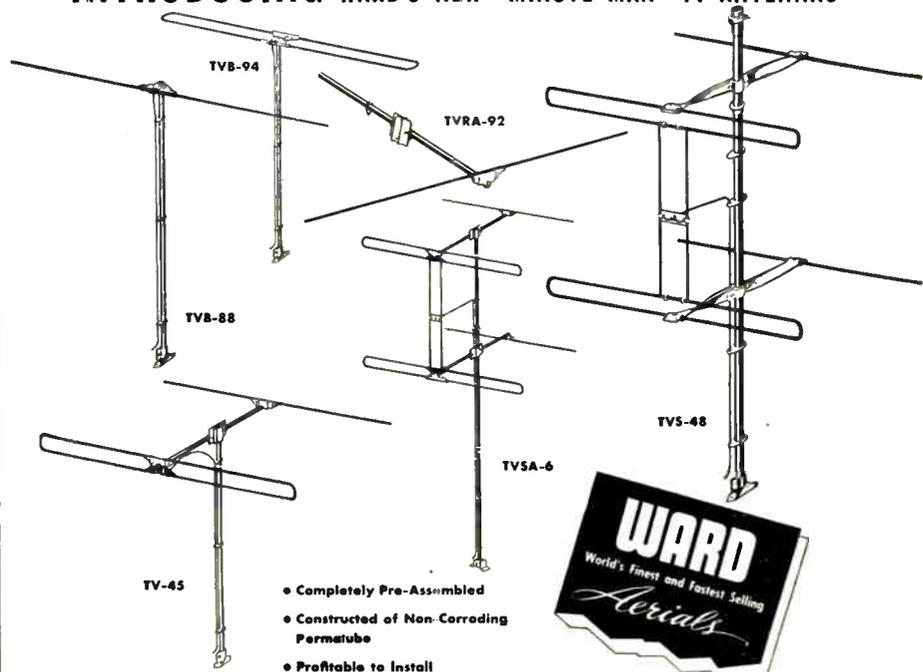
GREATER INCOMES AND PROFITS REALIZED
BY INSTALLING WARD ANTENNAS.

(WP) NEW YORK, N. Y.

Now you can make big money on a standard installation fee. It has been reported that servicemen and retailers are realizing greater profits by installing Ward Minute Man Antennas. The quick 3 minute installation makes the big difference. It means more installations per day and at greater returns. No consumer complaints have been registered by big labor bills. See your Ward distributor today.

See Your
Ward Distributor
Today

INTRODUCING WARD'S NEW "MINUTE MAN" TV ANTENNAS



- Completely Pre-Assembled
- Constructed of Non-Corroding Permatube
- Profitable to Install



There are Ward Minute Man Antennas for every purpose and use from any distance from the transmitter. See your distributor today.

BIGGER SCREENS

at LOWER
COST!

FEATURE

Videola

COMPLETE LINE
OF 91 and 135 sq. inch
TELEVISION RECEIVERS

In every way you get more from Videola. Big-
ger Dealer Discounts—No Tie-In Deals—Exclusive
Advanced RCA Electronic Features!

Videola A Symphony of Sight and Sound!

Write to Dept. D for new brochure of our com-
plete line. Distributors: Some territories still
open. Wire—Write today.

Video Corporation of America
229 WEST 28th STREET • NEW YORK CITY



NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Stewart-Warner Corp.**, Chicago, Ill., disclosed a net profit for the first quarter, 1949, of \$404,292, compared to a net profit for a comparable period in 1948 of \$902,094. First quarter sales in the current year amounted to \$14,706,155 compared with \$17,338,552 last year. James S. Knowlson, board chairman and president, reminded stockholders that sales decline of 15.2 per cent indicated sellers' market was at an end.

• **Air King Products Co.**, Inc., Brooklyn, N. Y., reports over \$1,000,000 in orders at retail resulted from a recent two-day distributor showing of its 1949 line of radio, television, and wire recorder products. Over 100 distributors from along the eastern seaboard attended the showing.

• **Sylvania Electric Products, Inc.** has appointed Electric Supply Corp., 40-14 Greenpoint Ave., Long Island City, N. Y., representative for the radio division of the firm. Electronic Supply will distribute radio and television tubes, cathode-ray tubes, and electronic devices for Sylvania.

• The **Philco Corp.**, Philadelphia, Pa., announced first quarter, 1949, earnings of \$915,000 on sales amounting to \$53,006,000, compared with net income totaling \$1,959,000 on \$58,661,000 worth of sales for last year. William Balderson, president, made known refrigerator sales had held their own, television earnings had slowed because of reduced output tied in with production changeover, and a more-than-seasonal decline in the radio business had cut into sales.

• **General Electric Co.**, Syracuse, N. Y., has named 10 new district representatives for the electronics department. The appointments were: D. F. Booth, tubes and parts, for southwestern districts; L. A. Jackson, W. H. Taylor, R. W. Collins, H. F. Wilson, and R. V. Kinney, tubes, parts, receivers, and transmitter division products, for the east central district; T. A. McDonald and V. S. Syzdek, receivers, tubes and parts, for the New England district; G. K. Wilson, tubes and parts, for the central district, and J. F. Conley, radio communication equipment, for the New York district.

Are You Capable
of Earning
\$15,000 to \$25,000 a Year?

Nationally known television manufacturer seeks live wire executive-type representative to handle nationally advertised commercial and home line television systems.

Here is an opportunity to cash in on present distributor and dealer contacts. The man we select will earn from \$15,000 to \$25,000 a year. He will have television, radio, and/or major electrical appliance experience. He will be an executive capable of conducting sales meetings, etc.

If you think you qualify, mail resume outlining in detail previous experience, present earnings and all pertinent information. Interview will be arranged. All replies will be held in strict confidence.

Mail replies to
BOX # 18

RADIO & TELEVISION
JOURNAL
1270 6th Avenue
New York 20, N. Y.

DON'T OVERLOOK THE SMALLER TYPES OF MOUNTING EQUIPMENT

Each product is designed to solve a different problem . . . to make the job of antenna installation a simpler and speedier one. Each product, though small and inexpensive, is equally as important as any of the 24 different models which now constitute our full line. Don't overlook such time-savers as these (in order shown):

U-BOLT EXTENDER—4" long with 1 3/8" opening for joining masts, adding Hi-Freq. mounting antenna elements or attaching a mast to any small diameter pipe, pole or angle iron. MODEL UB-4 . . . 50¢ list.

MAST JOINER—for joining masts of equal or unequal diameter or adding Hi-Freq. With four guying points. MODEL MJ-2 . . . 90¢ list.

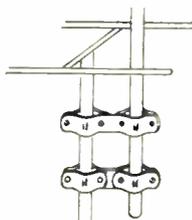
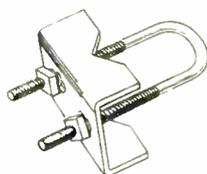
GUYING CLAMP—for fastening guy wires at any point on a mast. MODEL GC-4 . . . 55¢ list.

MAST EXTENDER—to hold any two masts of equal or unequal diameter with 4" bite on each mast. Six guying points. MODEL ME-8 . . . \$1.45 list.

WRITE FOR NEW FOLDER SHOWING ALL 24 MODELS.

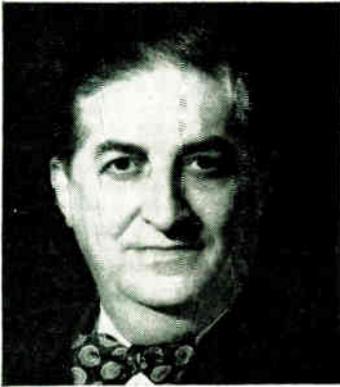
Metalace CORP.

Dept. 102
2101 GRAND CONCOURSE NEW YORK 53, N. Y.



New Appointments

L. C. Welling sales manager at Jewel, Jurin heads Tele King's sales promotion, E. B. Lucas new Walco sales manager, Trans-Vue appoints Hall-Jones New Haven distributor, Samuels in new post at Tele-tone, Mattison organizes own TV firm



LEONARD C. WELLING

• Leonard C. Welling has been made general sales manager of **Jewel Radio & Television Corp.**, N. Y. Twenty years in the industry, Mr. Welling has been associated with Emerson, was an owner in Sonora Radio of Paris, traces his experience to Grigsby-Grunow, and was a former president of K. W. Radio Co., N. Y. He will direct Jewel's national sales and advertising campaign of the firm's table and console television line.



RICHARD MATTISON

• Richard Mattison, radio and television sales executive, has organized the **Mattison Television & Radio Corp.**, 220 Fifth Ave., N. Y. Production of featured 15-inch, direct-view table models and a commerial table model with lens hermetically sealed to a 12½-inch picture tube, is already underway.

Radio & Television JOURNAL • June, 1949



EUGENE B. LUCAS

• Eugene B. Lucas has been named sales manager of **Walco, Inc.**, East Orange, N. J., manufacturers of TV lenses and filters, and of phonograph needles. Mr. Lucas held similar positions with Air King and Jewel Radio companies, and was also associated with Colonial Radio, General Electric, and Bendix.



THOMAS M. HILL

• **Trans-Vue Corp.**, Chicago, Ill., has appointed the Hall-Jones Co., New Haven, Conn., representatives for that state. Managed by Thomas M. Hill, the distributing firm will handle Trans-Vue's commercial television systems.

• R. M. Karet & Associates, Chicago, Ill., has been appointed representatives for the **Universal Toy & Novelty Co.**, LaPorte, Ind., in all states save California, Nevada, and Arizona. The Universal line features fine music tables for TV and Ro-Tele-Table, a ball-bearing rotating unit.



SYDNEY JURIN

• **Tele King Corp.**, N. Y., has appointed Sydney Jurin sales and sales promotion manager for that firm's line of television sets. Mr. Jurin was formerly manager for Pilot Radio Corp.



J. J. SAMUELS

• **Tele-tone Radio Corp.**, N. Y., has named J. J. Samuels head of specialty products purchasing. In the radio and electronics field for the past twenty years, Mr. Samuels formerly directed purchasing for Bendix Radio and was also associated with RCA in Camden.

• **Industrial Television, Inc.**, Clifton, N. J., has appointed the Penn-Jersey Tele Co., 146-A Broadway, Paterson, N. J., its distributor for the northern New Jersey area. Until now distributor for eastern Pennsylvania and South Jersey, Penn-Jersey will handle the I.T.I. television lines in this wider area.

June • 1949



JUNE • 1949 •

VOL. 66

No. 6

None But the Sellers

Sharp on the heels of what has been called the "shadow of a recession," the seasonal summer "decline" of sales throughout the Nation's economy has set in. The prophets of gloom have been waiting for just such a field day and are hard at work taking that long-range dismal look of things. In the radio and television industry the name-calling and buck-passing goes on wherever men in the distribution system get together. There are the usual cries of price-cutting, over-franchising, faulty discounting, and shoddy merchandising. In the jockeying for position by manufacturers, distributors, and dealers alike, all seem to be willing to jockey the whole radio-television industry to the brink of a precipice. Yet the radio-television industry should be the last segment of the economy to get into any sort of precarious predicament.

Take for instance the matter of sales decline. Decline from what? From more lush seasonal periods? From peak sales years? Or from the blackest sales years? A new peak year cannot top an old one *ad infinitum*. There must be a break somewhere. Sales must fall off sometime, simply because consumer dollars and savings, whence come the sales, stop flowing freely from customer pockets. But does the decline represent a sales decline below a reasonable norm? That would seem to go to the heart of the matter. And that would seem to go to the heart of this matter of recession, too. The tide goes out but no one in his right mind doubts that it will first recede and then flow back in stronger than ever. It would seem that at the moment manufacturers, distributors and retailers might put at least as much faith in the economic system of the country, and their healthy segment of it, as they do in the tide.

Brig. Gen. David Sarnoff looked into the future recently and had something to say about the radio and television industry that should take the wind out of the sails of the most vociferous prophet of gloom. General Sarnoff foresaw a radio-electronics century, with radio and television in the thick of bringing new technological advances and new enjoyment to our civilization. If the Swiss can develop a wrist watch with an alarm device, General Sarnoff felt, then the possibility of creating wrist-watch radios and even compact television sets lies open to us. In view of these broad horizons which General Sarnoff visualizes, the hickering over mass-production and mass-distribution of the products contributing to a richer and fuller life is reduced to the laments of a schoolboy.

In a recent speech, Secretary of Commerce Charles Sawyer pointed out that we produce better goods and services for our people than any other economy in history. Among other things, he pointed out, we own more than 50 per cent of its radios (we have also taken a commanding lead in television). We may well ask ourselves, "Have we reached our limit?" The answer is, "We have not reached our limit." We live in a moving, dynamic world. No group, including business, can remain static. Times change, our problems change, our attitudes must change.

It is this very matter of changing attitudes that looms important today. When the words "recession," "depression," "sales decline," and any of the myriad expressions that dejectedly refer to a business decline are passed flippantly and knowingly around, it is indication that some people have not accepted the fact that times have changed, that problems have changed, and that their attitudes should also undergo change. The great boom is over. We are settling back to normal. The seller's market has gone and customers have had their appetites whetted by the taste of a buyer's market. While some people are shouting about sales losses, others are reporting increased sales. Those businesses which have favorable reports, we assume, are the ones which have adjusted their operations to the changing times. They have tightened their organizations. They have put added emphasis on training programs and the development of streamlined merchandising techniques. As long as we have not reached our production limits, we cannot reach our distribution limits and dealers who push sales stand to profit.

| | |
|--|--------------|
| ADMIRAL CORPORATION | 20, 21 |
| <i>Agency: Crutenden & Eger</i> | |
| CELOMAT CORPORATION | 34 |
| <i>Agency: Tracy, Kent & Co., Inc.</i> | |
| D & G MANUFACTURING CO. | 27 |
| <i>Agency: Direct</i> | |
| DE WALD RADIO MFG. CO | 26 |
| <i>Agency: Morton M. Magidson</i> | |
| FEDERAL TELEVISION CORP. | 23 |
| <i>Agency: Lancaster Adv.</i> | |
| GENERAL ELECTRIC COMPANY | 5 |
| <i>Agency: Mazon, Inc.</i> | |
| JERSEY SPECIALTY CO | 33 |
| <i>Agency: Direct</i> | |
| JEWEL RADIO & TELEV. CORP. | Fourth Cover |
| <i>Agency: A. Martin Rothburdt, Inc.</i> | |
| METALACE CORP. | 36 |
| <i>Agency: Rex Corder Adv.</i> | |
| NELDA PUBLICATIONS, INC. | 28, 29 |
| PORTER MFG. CORP. | 27 |
| <i>Agency: Western Advertising</i> | |
| RADIO CORPORATION OF AMERICA | 7, 9 |
| <i>Agency: J. Walter Thompson</i> | |
| RADIO MERCHANDISE SALES, INC. | 32 |
| RECORDISC CORPORATION | 33 |
| <i>Agency: Cromwell Adv.</i> | |
| SOUTH RIVER METAL PRODUCTS CO. | 30 |
| <i>Agency: Art-Copy Adv.</i> | |
| STARRETT TELEVISION CORP. | 31 |
| <i>Agency:</i> | |
| STROMBERG-CARLSON COMPANY | 17 |
| <i>Agency: Federal Advertising</i> | |
| TRANS-VUE CORPORATION | Third Cover |
| <i>Agency: Harry J. Lazarus & Co.</i> | |
| VIDEO CORP. OF AMERICA | 36 |
| <i>Agency: Chelsea Adv.</i> | |
| WARD PRODUCTS CORP. | 35 |
| <i>Agency: Barton Browne Adv.</i> | |
| WARREN MFG. CO., INC. | 2, 3 |
| <i>Agency: Direct</i> | |

Trans-Vue

LEADING MANUFACTURERS
OF COMMERCIAL TELEVISION

NOW DOUBLES THE SCORE!

WITH NEW Ciné Television



TRANS-VUE—NATIONALLY KNOWN FOR QUALITY TELEVISION SYSTEMS AT CONSUMER ACCEPTED PRICES

Now you can satisfy your most discriminating customers . . . with Trans-Vue's Ciné home television receiver. Like the Trans-Vue multiple remote control television system, the Ciné is designed and engineered for sales appeal and customer value. This means *greater customer satisfaction . . . greater profits for you!* The enthusiasm which Trans-Vue distributors have shown for the Ciné is not unfounded. It has everything . . . newest engineering developments . . . performance beyond compare . . . and is priced to reach all income levels!

TRANS-VUE WILL PUT YOU IN THE PROFITABLE TELEVISION PICTURE!



Limited areas open for distributorships. For full details, write, wire or phone!

Trans-Vue's multiple unit remote control television . . . THE
WORLD'S FIRST AND FINEST COMMERCIAL TELEVISION SYSTEM!

Trans-Vue Ciné 145, 31 tube Console model, available in rich mahogany cabinet and blonde bisque finish. Washable woven plastic grille. World's largest direct view picture of 145 square inches on 15" Dumont tube. "Instontuner" dial for rapid, sensitive, accurate tuning, and positive "locked-in" picture control.

Sensational NewType Table Console also available, 25 tube equivalent. (not shown).

HERE'S WHAT TRANS-VUE CINÉ
MEANS TO YOUR CUSTOMERS:

- ★ 145 SQUARE INCHES OF ANIMATED ENTERTAINMENT!
- ★ WIDE ANGLE VISION FOR EYE COMFORT!
- ★ EXCLUSIVE "INSTANTUNER"...50% LESS MOVING PARTS!
- ★ FM STATIC FREE T-V SOUND!
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