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**RTS**

**Radio & Television Journal**

**hidden profits in TELEVISION ACCESSORIES**

**JULY 1949**

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OF COMMERCIAL TELEVISION

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- ★ EXCLUSIVE CABINET DESIGN BY PIERRE RENAULT!



# Trans-Vue

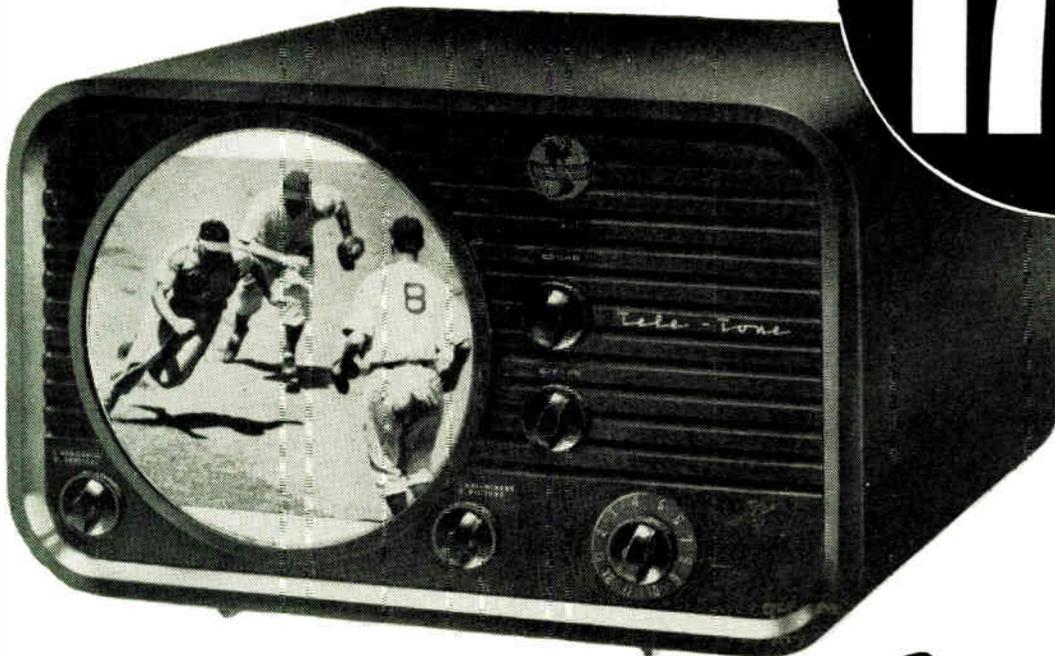
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- POWERFUL
- BRILLIANT
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- LOW PRICE

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**Tele-tone**  
Leads the Way with a  
COMPLETE line of low  
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Here it is . . . the set that meets your customer's demands for a quality-made television set at a price they can afford. It's the sensationally designed BIG PICTURE television set. It's light. It's luxury styled! It's low, low priced for increased traffic and extra profits. Stock and feature this Tele-tone Triumph and set your sights on new sales this season.

**Tele-tone** RADIO CORP.

540 WEST 58TH STREET • NEW YORK, N.Y.



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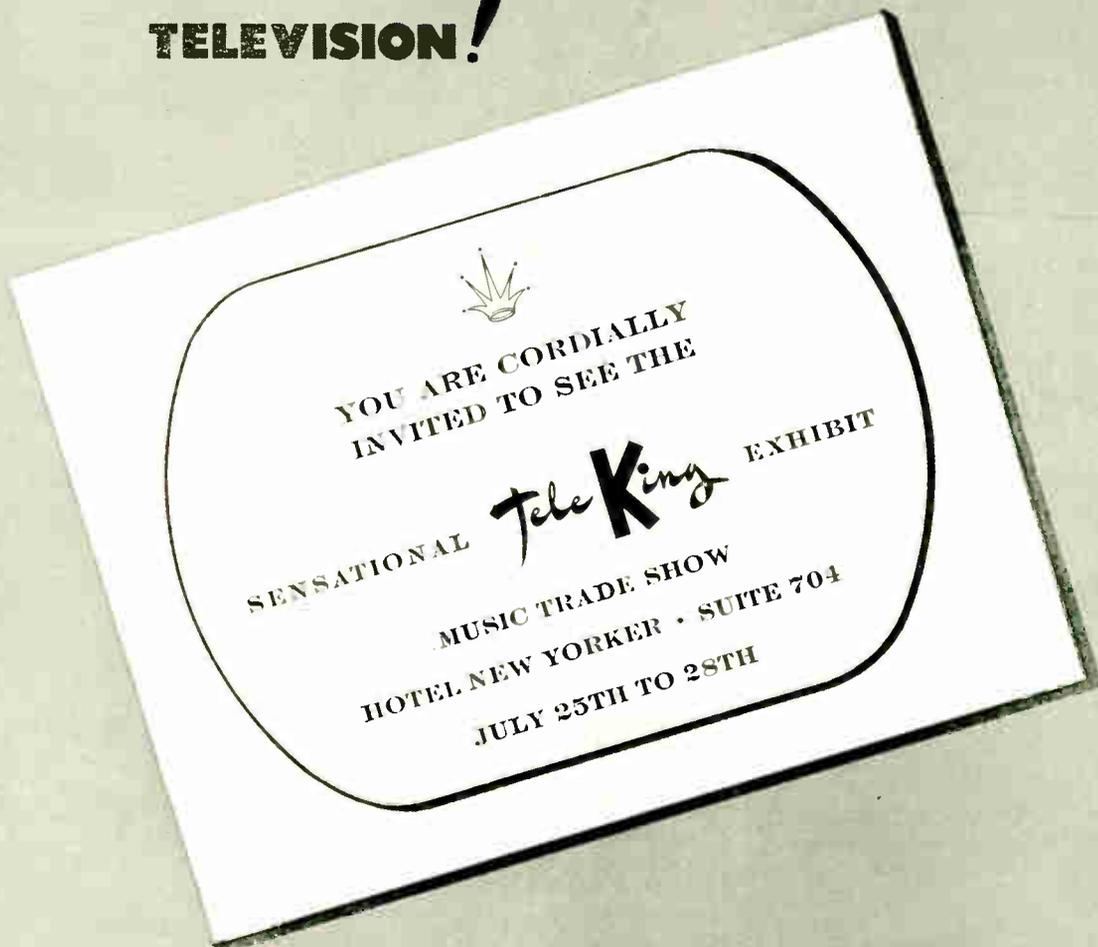
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RADIO & TELEVISION JOURNAL with which is combined RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL is the complete business magazine for retail dealers who buy and sell Radios, Television Receivers, Appliances, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio & Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5842. Alex H. Kolbe, President and Treasurer. Subscription \$3.00 per year in U. S. A., its possessions, South America, Canada and all other countries \$4.00 per year payable in American currency in advance. Price 35 cents per copy. No material in RADIO & TELEVISION JOURNAL may be reprinted without consent of publisher.

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TO  
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SMASH  
NEWS  
IN  
TELEVISION!**



*Tele King* TELEVISION,  
the outstanding mass-producer  
of popular-priced quality sets.

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# TELEVISION ROUNDUP

## New TV Highs

RMA reported a record weekly rate of television receiver production for April and a sharp rise in the sale of cathode-ray tubes during the first quarter of 1949. Member companies manufactured 166,536 TV sets during April, which was slightly below the 182,361 sets of the previous month. But the weekly production average for April was 41,634 sets compared with 36,472 for March. About 28 per cent of the TV receivers produced had FM reception facilities. FM and FM-AM radio set production for the month of April was 62 per cent under the weekly average for the first quarter of 1949.

Meanwhile, sales of television receiver type cathode-ray tubes rose 71 per cent in value over shipments in the fourth quarter of last year, and also rose 382 per cent above the dollar value of sales in the first quarter of 1948. A total of 686,620 units valued at \$21,971,869 were sold in the first quarter of 1949 compared with 475,728 units valued at \$12,816,631 in the last quarter of 1948, and 170,430 tubes valued at \$4,555,476 during the first 1948 quarter.

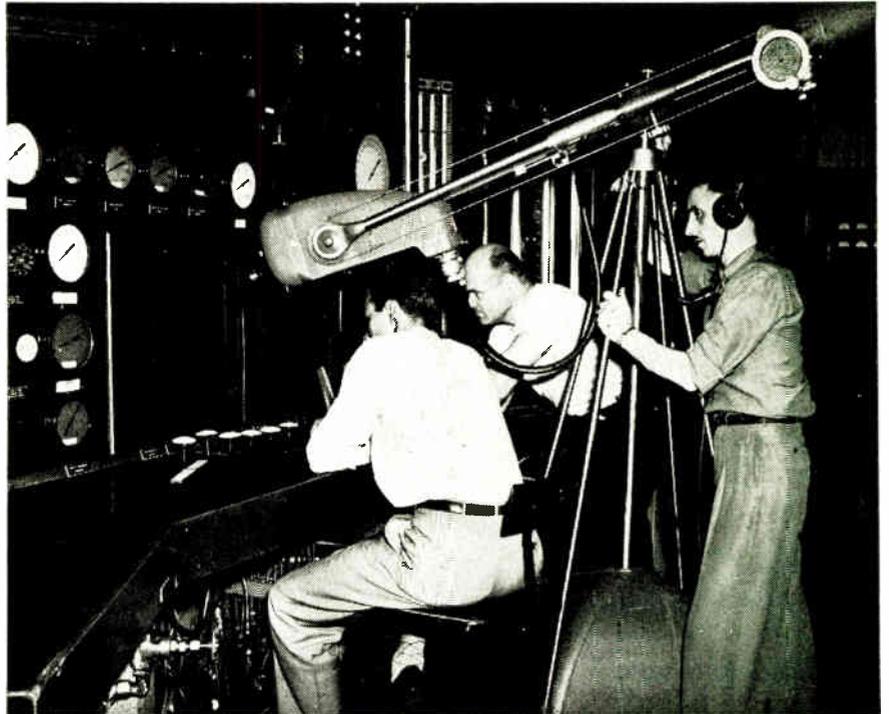
## Television Hope

Bob Hope has entered the television picture from a new direction. After completing negotiations with Dr. Allen B. DuMont, the film star as chairman of the board of the Quality Television Corp., Los Angeles, Calif., has become DuMont distributor for Southern California. Hope has been interested in television for some time, considers DuMont a leader in the field and has a great deal of admiration for Dr. DuMont as a pioneer in the development of the cathode-ray tube and other television inventions. Dr. DuMont feels a "tremendous respect for the business ability of Mr. Hope and his associates and feels he and his company will give DuMont the type of representation that reflects the quality of our products." The new distributorship was launched with a special Hollywood party last month, and Los Angeles dailies carried full pages advertising Hope as the new West Coast DuMont distributor.

## Shorter Tubes

Dr. R. G. E. Hutter, Shirley W. Harrison and L. H. McKee of the Physics Laboratories of Sylvania Electric Products, Inc. revealed before a meeting of the American Physical Society at M.I.T., Cambridge, Mass., that produc-

## Color TV and the Supersonic Engine



*A supersonic engine is undergoing tests in the Wright Aeronautical Corp. laboratory at Wood-Ridge, N. J., and two engineers, above, watch the ram-jet, designed to achieve speeds of more than 2,000 m.p.h., go through its paces in the test chamber. The technician adjusting the camera makes it possible for other engineers to watch the colored TV pictures at a distance.*

tion of shorter television cathode-ray tubes is possible. In a paper describing how the introduction of a special element into the electron gun of television tubes makes possible good image quality from shorter tubes, the lab associates explained that present tubes must be long to produce a picture of reasonable size with a sharp image. Cabinets are therefore larger than would otherwise be necessary. Proper shape of the "spot" produced on the screens of tubes by the electron beams was the way objections to space requirements of present tubes could be overcome, it was explained.

## All This and TV Too

A St. Louis furniture store has undertaken to move television in a novel manner. With any three-room furniture purchase, amounting to \$688, the Slack Furniture Co. is offering a Tele-tone television set. In addition, the firm makes no carrying charge for those who want to avail themselves of this offer

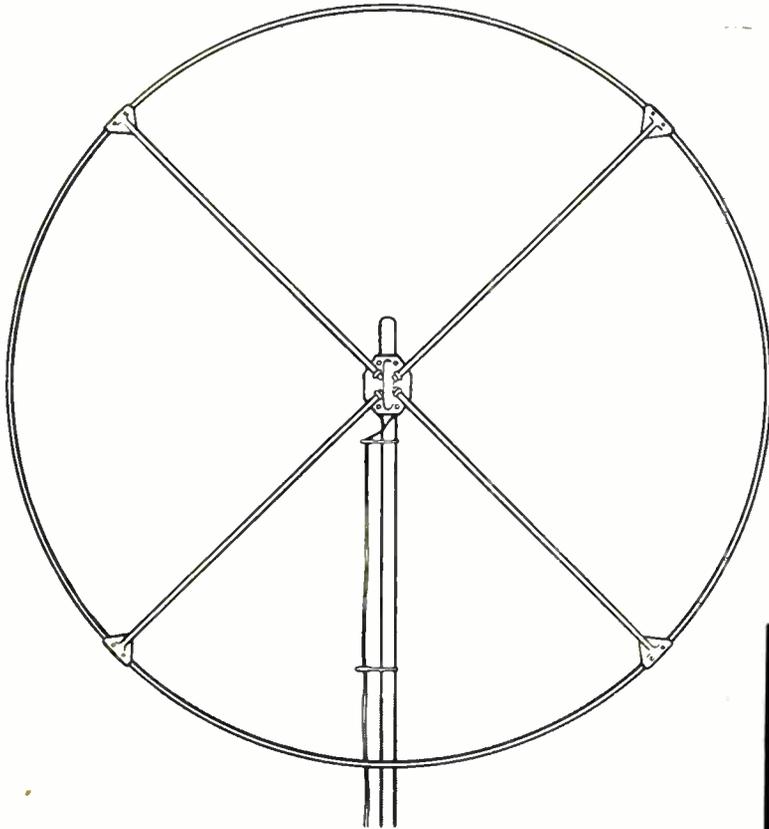
of a free television set with a lump furniture purchase.

## Belt Tightening

At least one manufacturer in the radio and television field has looked ahead and is planning against rough going in the buyer's market. With the radio industry off 56 per cent, radio cabinet manufacturers must "tighten their belts" and prepare to "meet the present competitive trend head-on." were the sentiments expressed by Thomas J. McKay, Jr., president of Moulded Products Corp., Bristol, Va., recently. Speaking before some 200 veteran Universal employees, Mr. McKay stated that "we in the industry must plan to build better cabinets for less money, tighten our belts, work harder and spend less." A manufacturer of radio, radio-phonograph and television consoles, Universal is a supplier of such firms as General Electric, Westinghouse, RCA, Crosley and Emerson.

# Welin CIRCLE X

AMERICA'S FOREMOST TV ANTENNA



- ALL CHANNEL RECEPTION
- ONE ANTENNA — ONE LEAD IN
- PROVIDES CLEARER, SHARPER PICTURE
- EXTREMELY HIGH SIGNAL STRENGTH
- ELIMINATES GHOSTS
- ELIMINATES REFLECTORS
- QUICKLY ASSEMBLED AND INSTALLED
- LESS VIBRATION
- LIGHT WEIGHT — 1½ LBS.

AN ANTENNA  
OF PROVEN  
QUALITY

The Welin Circle "X" television antenna has extremely high signal strength and it eliminates the necessity of having rotors, it is quickly assembled, easily installed, structurally sound, has less vibration, no reflectors to align, requires only one lead-in, and is perfectly matched to 72, 150 and 300 ohm receiver input circuits.

Dealers can reduce their service recalls by using the Welin Circle "X". It provides a satisfied customer on first installation.

The Welin Circle "X" has been field tested and has proven far superior to other antennas. In addition to outdoor service the Welin Circle "X" has given outstanding reception when installed in attics 30-40 miles from the transmitting station.

\$25<sup>00</sup>  
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## An Interview With Dr. Allen B. DuMont

BY NAT BOOLHACK

**H**IS office is modest and unassuming, considering that it is the nerve center of a man who, in the space of comparatively few years, has parlayed an original \$56,000 investment to a current valuation of \$7,560,000, or more than 135 times its original cost. Perhaps 'parlayed' is an incorrect estimate of the basic business ability and ingenuity that have enabled Dr. Allen B. DuMont to be characterized as "Mr. Television" in an industry that is really so new that to be called an 'oldtimer' is more of a compliment than a precise description of the passage of time. Of course, Dr. Allen B. DuMont's name has been synonymous with every phase of the television industry — research, transmitting, manufacturing, network for many years, and his company's remarkable growth in the past two years are but a tribute to the faith, courage and acumen of a man who, had he been made of lesser stuff, would have retired from the scene long before television became a commercial reality.

We requested an interview with Dr. DuMont because this one individual, having had unique experience with every element of television — from designing intricate transmitters to the making and merchandising of quality television receivers — this man's ideas and philosophy about this vast new

American industry is of tremendous importance to every retail radio and television dealer.

Smiling and affable, Dr. DuMont rose to greet me as I entered his office in Passaic. Unlike many other executives who like to insulate themselves from their own employees, Dr. DuMont's office is located right at the head of a short flight of steps. The door is usually open, and throughout the interview, his associates entered to take up some point with him.

Another fact that impressed me about him was his intense interest in and familiarity with the merchandising problems that exist in television today. This was unusual for a man whose basic training was scientific.

Following his graduation from Rensselaer Polytechnic Institute more than 25 years ago, Dr. DuMont worked as an engineer in the research and development laboratory of the Westinghouse Lamp Co. Unlike the 'run-of-the-mill' scientist, Dr. DuMont's energy and executive ability soon became manifest and he was promoted to engineer in charge of radio receiver tubes. By 1927, he had won Westinghouse's First Award for the top accomplishment of any employee in the organization. There followed an association with the De Forest Radio Company where Dr. DuMont

became Chief Engineer in 1928, to be followed by a vice presidency. Here he designed and set up a factory which produced over 30,000 new-type receiving tubes a day, eliminating previous time-consuming hand operations with assembly line techniques, which at the time were revolutionary. But by now, television was his main interest, and he set to work to develop a cathode-ray tube which would make a reality of the television dream which had been 'just around the corner' for so long.

It was just at this time that the De Forest Company folded, the dark year of 1931, which many economists now refer to as the lowest point in the terrible depression of the Nineteen-Thirties.

But the fortunate thing about America in general and geniuses in particular is that dreams of progress are never obliterated, no matter what the economic climate of the day. DuMont and a friend each invested \$500 in a company which was to manufacture cathode-ray tubes. The "plant" became the basement of DuMont's home in Upper Montclair, N. J. A part-time glass blower was hired. Soon the original "grand" had been consumed and the friend withdrew from the venture. There now followed a period of financial insecurity to make any but the strong-willed give up the ghost. Every penny of cash reserve, loans on life insurance, loans from relatives and local banks — every legitimate trick in the financial handbook was turned while a man with a vision of adding a new chapter to modern living struggled to perfect the picture tube.

Inch by inch, a long-life, high-vacuum, cathode-ray tube was perfected; markets were developed for the new tubes and the awkward cabinets in which they were housed. By now, the factory had left the basement and moved into a store. Soon it filled five stores, and finally, with the sale of rights to DuMont's "The magic eye" to RCA, money at last became available for the purchase of the buildings of an old pickle works and conversion into the first of an ever-expanding chain of factories.

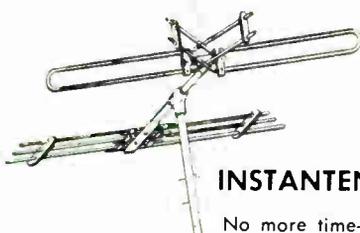
So much for the sketchy growth of a new industrial giant. But in truth, every great enterprise is but the lengthening shadow of a single personality behind it, and rarely has this been truer than in the case of Dr. DuMont.

Throughout my two-hour talk with him I fired numerous questions. He didn't seek to evade or gloss over any points that might be touchy or un-diplomatic. He had just returned from a conference with President Truman and Wayne Coy of the FCC, and the FCC had just released its intention of opening up the UHF channels in the

(Continued on page 22)

# the Lyte

that *never* fails!

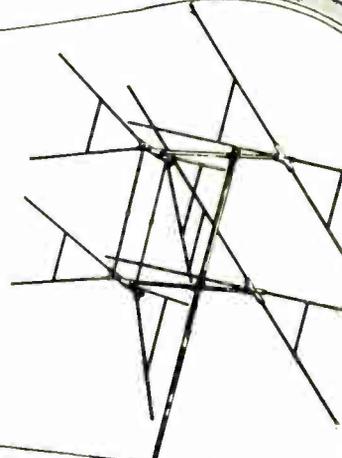


## INSTANTENNA . . .

No more time-wasting assembly of small parts! Faster, easier installation than ever before PLUS 100% clearer, brighter, sharper pictures PLUS Lyte dependability, durability!

## SKY KING . . .

Newly perfected V-type antenna for extremely high gain on all TV and FM bands, minimum "ghost" pick-up, high back-to-front ratio. A tremendous advance in the field of TV reception.

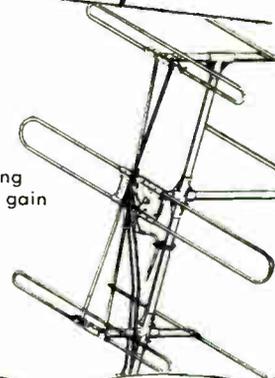


## SKY TUNER . . .

Rotates antenna 370°, either direction, by fingertip control from attractive plastic remote control unit. Rugged, weather-sealed, guaranteed!

## SKY MASTER . . .

The most efficient combination of low-frequency antenna and high-frequency, stacked array, delivering high fidelity and high gain over entire band.



Buy right — Buy LYTE!

## LYTE PARTS CO.

15 Washington Ave.  
Plainfield, New Jersey

199 Main Street  
Dubuque, Iowa

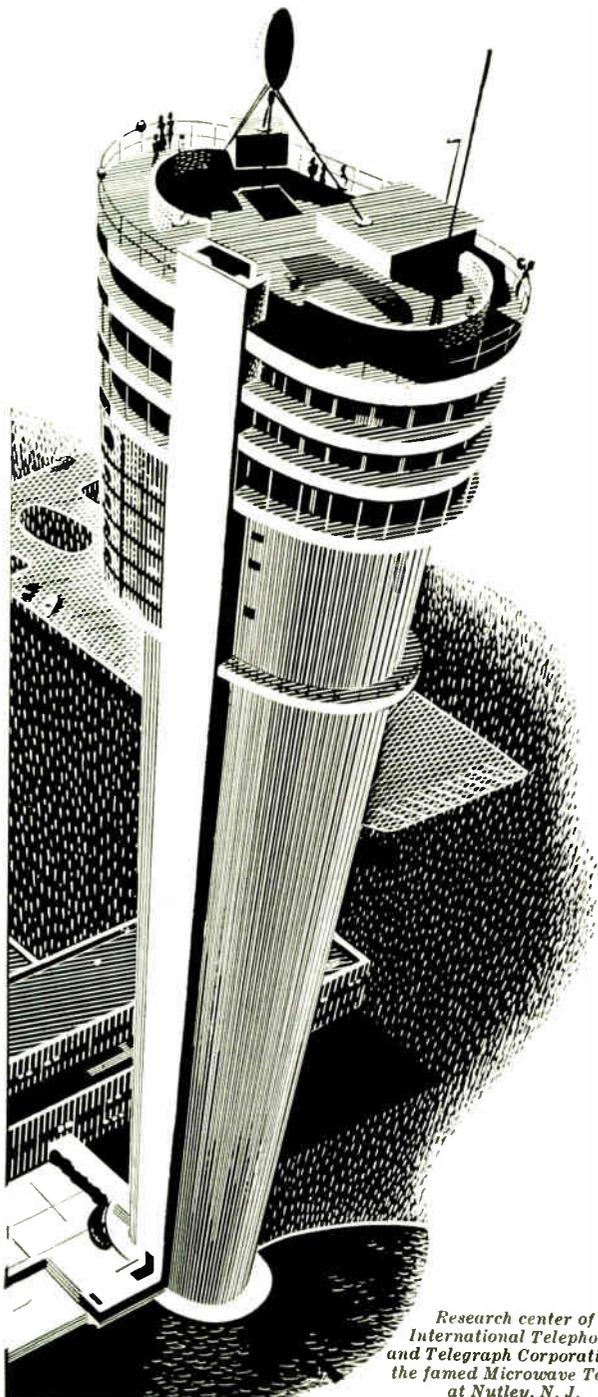
DEALERS: Don't miss the chance to profit with Lyte quality television accessories! Write TODAY!

# ITT

*Welcomes*

## Capehart-Farnsworth

*and its  
Nationwide Dealer  
and  
Distributor Organization*



*Research center of  
International Telephone  
and Telegraph Corporation—  
the famed Microwave Tower  
at Nutley, N. J.*

A NEW DAY dawns for Capehart-Farnsworth Corporation and its organization of dealers and distributors, under the sponsorship of the International Telephone and Telegraph Corporation. Together, we will share in the development and production of "better television for more people."

Capehart and Farnsworth are pioneer names . . . names of world-wide distinction. This new association means that these great names . . . and all they stand for . . . will be backed by I T & T resources and strengthened by I T & T leadership.

Already known for its complete line of radio broadcasting equipment and important contributions in the television field—I T & T now joins forces with Capehart-Farnsworth Corporation in manufacturing and marketing home television receivers. I T & T's world-known research laboratories are now linked to the manufacturing facilities and merchandising organization of the new Capehart-Farnsworth Corporation.

For full details on the Capehart line of television, AM-FM radio and record changer combinations—present and soon to be forthcoming—write to Capehart-Farnsworth Corporation, Fort Wayne, Indiana. Ask about a Capehart franchise. A few choice territories are available.

# ITT

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION  
67 Broad Street, New York 4, N. Y.

**SELL**  
BEFORE YOU ~~BUY~~ ANY TELEVISION SET

Check the Answers  
to these Important  
**5 QUESTIONS**

HERE'S ONE  
OF THE FIRST  
of a new series of  
Capehart newspaper  
advertisements—  
being run by  
Capehart dealers in  
the important  
television markets.

**1. What about the PICTURE?** Capehart gives you a large, clear, brilliant image—the finest picture yet produced by advanced television techniques. Sharp and steady in so-called “fringe” areas as well as favored city locations.

**2. What about the TONE?** Listen to the Capehart with your eyes closed. This test will convince you of the quality of Capehart tone—the same rich beauty and fidelity that won world fame for the Capehart phonograph radio. Now it's yours in television!

**3. What about the CABINET?** Your television set will occupy the place of honor in your living room. Capehart brings you that “heirloom” quality of cabinet-making, that authenticity of design which has always distinguished the Capehart.

**4. What about the NAME?** The name Capehart is a guarantee of integrity. It stands for excellence in musical reproduction... excellence in workmanship... excellence in electronic design. Every television set that bears the Capehart name must live up to the Capehart reputation.

**5. And what about PRICE?** Here's the best news of all. Capehart prices are astonishingly low. Find out for yourself how little it costs to own a Capehart and enjoy all that this great name means in quality and performance.



**CAPEHART—Traditional.** Authentic 18th Century English design... enduring beauty in lustrous mahogany finish... compact dimensions for any room arrangement. **\$299<sup>50</sup>** Federal Tax Included



**CAPEHART—Georgian**  
Fine period piece in richly finished mahogany—separate doors for screen and operating controls.

ONLY **Capehart**  
ANSWERS ALL FIVE

A television set is a major investment! Choose yours with care. Check Capehart's answers to the five most important questions before you buy. Why not visit your Capehart dealer? When you have seen and heard the Capehart, you'll know why it's a distinction to own a Capehart!

**AN IT&T  
ASSOCIATE**

**Capehart—Farnsworth**  
CORPORATION  
Fort Wayne, Indiana

# Starrett

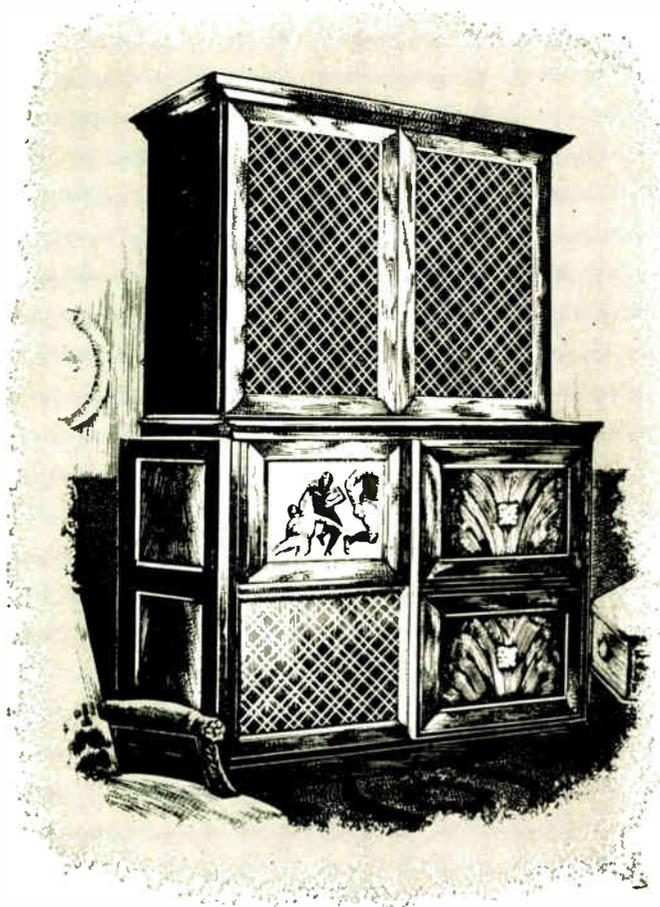
**TELEVISION**

# Starrett

**TELEVISION**

# Starrett

**TELEVISION**



All Starrett Phono-Combinations  
play 45 RPM records in addition  
to 33 and 78 RPM

RIGHT NOW you KNOW  
no finer QUALITY at any price  
than the  
"CUSTOM SERIES"  
\$495 to \$1295  
twelve 16" sets that give  
STARRETT SELECTED DEALERS  
their only opportunity to present  
a COMPLETE LINE of  
36 to 46 tube sets,  
custom-designed  
in the world's finest woods:  
selected mahogany and walnut;  
engineered for top-level performance!

# Starrett

**TELEVISION means**

See What Starrett Means to You at  
Music Industry Convention, BOOTHS 71-74,  
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means protected **QUALITY**

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means protected **VALUE and QUALITY**

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means protected **VOLUME, VALUE and QUALITY**

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now...  
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get a great new  
ADDITIONAL LINE!  
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LOW PRICED!  
Up to 16" CONSOLE!  
For VOLUME Sales!  
For "dynamite" promotions!  
To retail profitably  
\$199 to \$449  
Write NOW! Ask how YOU CAN BE A  
STARRETT SELECTED FRANCHISED  
DEALER and enjoy the profits  
of promoting America's most complete  
television line!

**PROTECTED PROFITS for SELECTED DEALERS!**

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**TELEVISION**

STARRETT TELEVISION CORP. 601 W. 26th ST. NEW YORK 1, N. Y.

# ARE YOU MISSING THE BOAT ACCESSORY PROFITS?

By

**EUGENE B. LUCAS**

Sales Manager, Walco Products, Inc.



*A follow-up visit to a customer's home is a positive method of opening up additional accessory sales and serves to verify absolute customer satisfaction.*

"You say you can't make a buck in television, Friend? I tell you what you better do. You better lift the selling curtain on television accessories. Now I have here the greatest little line of television accessories you ever laid your eyes on . . ." Sounds like a spiel strictly from carnival. But if a distributor's salesman strolls into a dealer's shop in these buyer's-market-times and launches into a routine reminiscent of an oldtime hawker, it might not be best to scorn him and quickly show him the door. It might, at that, be the better part of prudence to give a look at his wares. For today the television accessory business is a flourishing one. Inde-

pendent accessory manufacturers have sprouted in the industry, and this particular side of television is romping along apace with TV receiver distribution and sales, with expanding TV frontiers, and with technological advance and program improvement. In fact, the accessory business constitutes a big and profitable one, one that approximates a potential \$100 million a year in sales volume.

### *A Better Picture*

The latest version of "building a better mousetrap" is "bringing in a bigger and better television picture." Some 70 odd enterprising manufacturers are now making television antennas. (See "antennas", page 16, RTJ, March, 1949.)

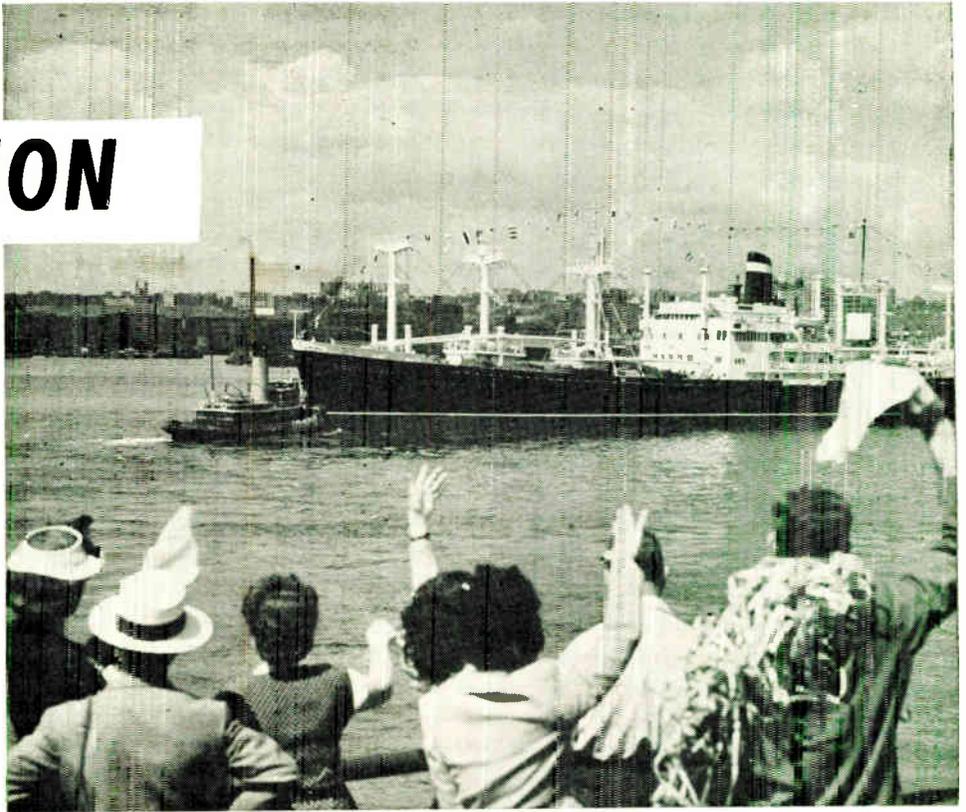
A quarter of a hundred exhibitors displayed their accessory wares at the recent Radio Parts and Electronic Equipment Show at the Hotel Stevens, Chicago. Lenses, filters, boosters, antennas, towers, brackets, stand-offs; special television tables, chairs, hassocks; special alcoves, bar sets, and furniture—these are some of the accessory items television has picked up in its zoom to prominence. One firm has even come out with spectacles especially designed for use while viewing the television screen.

"I'm a television dealer," someone may say. "Why should I clutter my store with everything from antenna arrays to television chairs and tables?" At first asking, this question may seem

# ON TELEVISION



EUGENE B. LUCAS



Courtesy Grace Line

to have legitimacy. A dealer may well decide to turn his back on accessories in any form. But if he does, he is committing an act of folly. He is turning from an aspect of the television business which can provide lucrative profits. In the face of low discounts on television sets, an odd dollar or two on accessories may be quite welcome, however successful a dealer's operation is.

But aside from its profitableness, the accessory part of a dealer's business is like his service department. It helps provide satisfaction to customers. And satisfied customers, as every dealer knows, are the ones that keep returning—for the second sets, for other items on display, for gifts for friends, and even with friends to whom they recommend their dealer. The service department may keep a set in operation. That was all well and good so far as radio was concerned. But television's acceptance depends on more than adequate set operation. Customers are acutely interested in the picture their set brings in. They want clear pictures and they want big pictures. It matters little that they have purchased a small screen. They are still interested in getting the biggest and clearest possible picture out of that screen. And they are paying good money to do exactly that.

## For Want of An Accessory

Since customers are not going to forego a bigger, cleaner picture for

**Marks brothers, Millburn, N. J., dealers find that they can boast accessory sales substantially by featuring a single display counter of accessory items.**

want of a small accessory, the manufacturers of gadgets for television receivers are filling a crying need, and dealers who are handling accessories are finding them saleable. Out of the wide range of such accessories which are available, antennas, filters, lenses, and boosters are the items to which every dealer should give serious consideration.

For those dealers who have custom departments, furniture, chairs, alcoves, bar sets, and special architectural jobs may provide an aspect that is highly profitable. But for the average dealer

operation, lenses, antennas, filters, and boosters are highly essential items for merchandising to the television market. In the first place, selling them does not constitute cluttering a radio and television operation. In fact, it adds up to carrying a line of accessories that is going to contribute to customer satisfaction. This is not a novelty exclusive with the television industry—this matter of accessories being a profitable method of satisfying customers. It is as old as any major industry in the country. The  
*(Continued on page 39)*



World Radio History



● There's the TV clock-meter plan in a nutshell.

● A family huddle results in a decision to buy TV.

# Round-the-Clock Television

Clocks have been put to myriad uses since mechanical instruments replaced sun and sand dials for the measurement

of time intervals. The Swiss have come up with a wrist watch, for instance, that has an alarm incorporated into its intricate mechanism. Clock radios are a common thing these days, and researchers in the radio-electronics industry look forward to the time when people will be able to carry a radio in the watch on their arm. But it remained for a dealer, a merchandiser from Chicago, to put clocks to work selling television sets. This sounds as if clocks, ticking away madly, finally unhinged the workings in somebody's head. But the sales resulting from a new merchandising gadget used by the Terman Television Sales organization, Chicago, Illinois, disproves this fact.

Always alert to the growth and expansion of television, the brothers Sidney and Jack Terman have perfected a clock-meter, which is the latest sales aid to hit television receiver merchandising. It is a boon to the harassed budgeteer, and a godsend to the jittery parent who shies from television buying because the children won't go to bed at night. For the tight budget, the clock-meter is as practical as a lay-away Christmas club. For the harried parent, it can help tuck the children in without arguments and without temper tantrums.

## Clock That Saves

The device has evolved from such a simple idea its effectiveness might otherwise be questioned were it not for the television sales it has clinched. The Termans report over 1,900 TV cus-

tomers, all happy over the meter payment plan. This as a result of building a patented coin-box into an attractive conventional table clock, all of which can be connected to a television set. For operating the set, a coin is placed in the clock-meter, one hour of playing for, say, twenty-five cents. These coins accumulate, and at the end of the month the coin-box is emptied and the money collected goes toward an installment payment on the television set. The key to the box is held either by the customer or by the Terman organization, whichever is preferred, prompt payments being the chief concern.

Lodge halls, fraternal organizations, fire stations, college dormitory lounges, and other public-viewing places are such fitting markets for the use of clock-meters that the Terman brothers branched out. Finding that the idea was not only suited to such localities, but that it was tailor-made financing for the middle-class trade, Sid and Jack Terman organized a separate company. Since the clock-meters enabled people to enjoy television as they paid for it, the Termans called their new company Pay-As-You-See, Inc., with headquarters established at 936 N. Michigan Blvd., Chicago. From this address they supply interested dealers with their new device and furnish other information on how it can be advertised and sold.

## Selling the Medium

This newest promotion idea of the Termans is the latest television merchandising plan in a long list of aggres-



The Termans go to town with ads of their clock-meter, running in Chicago papers, using TV spots. One ad brought 275 coupon responses, crowded the store with prospects, and was responsible for the sale of 75 TV sets over one week-end.



● Just pay the clock every time you hear a program.



● Signing up to pay for television as they see it.

# Selling

sive steps the organization took hold of to keep pace with the rapidly changing television industry. As early as 1946, September to be exact, America's Windy City was basking in the benefits of its first television broadcasting station. It was then that Sidney Terman, founder and present head of Terman Television Sales, took a long, analyzing look around at radio, appliance, and television merchandising on the dealer level. Frowning on the then existent practices in selling TV, he prophesied that for the first few years merchandising television receivers would be quite different than methods generally in use. "Display and advertising are only half the battle," he said then. "A varied program of merchandising and sales training is needed, with emphasis on consumer education and hard-hitting promotion."

That meant a combination of hard work, imagination and sound business sense had to be coupled with this new approach to selling television. One dominant characteristic of the Terman organization, which emerged as such a new program was adopted, was the flexibility in the organization's merchandising techniques.

The initial retail operation at 3618 Milwaukee Ave., Chicago, was expanded to include a second store on Chicago's south side in April, 1947, finally adding a third outlet in suburban Winnetka, Illinois, in December of the same year. In the course of three years and expansion from a single store to a small chain of three, the Termans have made their organization one of the

top exclusive TV outlets in the Chicago area. More than anything else, the ease with which the firm changed its tact as television moved from a public novelty to an accepted form of household entertainment was largely responsible for their rapid rise in television merchandising. From the outset, Sid Terman saw that the public was not ready just to be sold a television set. Customers had to be sold on the new medium of entertainment. So Terman launched into a campaign to sell television itself.

## Beyond the TV Theatre

Terman kicked off this program to sell TV by converting one portion of his store into a television theatre, seating up to 75 people comfortably, with a small stage out front. Console sets and a projection receiver were provided on this stage, and customers were invited to view television during the evening hours in this special theatre. The response was so great that tickets had to be printed and reservations were taken by phone. As many as 150 people crowded into the theatre to view World Series baseball play and All-Star football games.

A lecture and demonstration service was another facet supplementing the TV theatre in educating the public to the television medium. This service was made available without charge to church groups, civic clubs and other interested public and private organizations. The over-all effect of such a program was to familiarize the buying public with what Chicago TV stations were offering in programming fare. Later, as the number of transmitting stations increased, Terman, convinced that customers were more and more certain television was here to stay, demonstrated his selling versatility and

his ability to keep his retailing operation apace with the changing times. By all but eliminating the television theatre in favor of the television salon, he gradually bridged the gap between educating the public to television and the actual sale of television receivers. He redecorated his store interiors and introduced attractive furnishings that completely altered the motif in each of his outlets. In the living room atmosphere thus created, customers could visualize what a TV set would actually look like in their own home. It provided an intimate buying atmosphere which replaced the impersonal tone of usual sales floor selling, and it heralded an aggressive sales approach that went a step beyond the TV theatre to the practical side of selling television sets on a profitable basis.

## Still Stepping

Introducing Pay-As-You-See-It television was an additional step in the aggressive selling direction, and clinched the status of the Terman organization as a leader in television merchandising in the Chicago area. Making television available to income groups wanting to enjoy television but finding it difficult to fit the cost of a TV receiver into a tight budget is indication of merchandising to fit the times. Television is no longer a "for rich people only" medium, and the Termans are determined to sell to the ever-widening base of prospective customers.

To that end regular Terman ads appear in the Chicago metropolitan papers, and spot announcements run on the city's TV stations. During slow months, various sales stimulating ideas are pushed. With the clock-meter to aid sales to the hesitant, the Termans are

(Continued on page 22)

# Bendix Radio

## Topflight Television

A BIG **61** SQUARE INCH PICTURE

FOR ONLY **\$199<sup>95</sup>**

with your regular discount

**IT'S THE NEW LOW-PRICED LEADER.** Performance and quality are so fine, and features are so outstanding that nothing compares with this low-priced beauty within \$50 of its price. What's more, none of that low price comes out of *your* pocket. This

set carries the same generous discount rate as high-priced models! And it's yours exclusively when you sign a Bendix Radio and Television franchise. No dealer in your community can offer it but you! See it—or write for complete story, today.

**MORE HIGHLIGHTS OF THE FINEST PROFIT PLAN IN THE INDUSTRY**—Exclusive dealership . . . direct factory-to-dealer franchise . . . rush shipments from nearby warehouses . . . exceptional discounts . . . freight prepaid to destination . . . national advertising.

**See the complete competitively-priced line of Bendix Television and Radio**

American Furniture Mart  
Space 545 D  
Chicago, Ill.  
July 5 thru 15

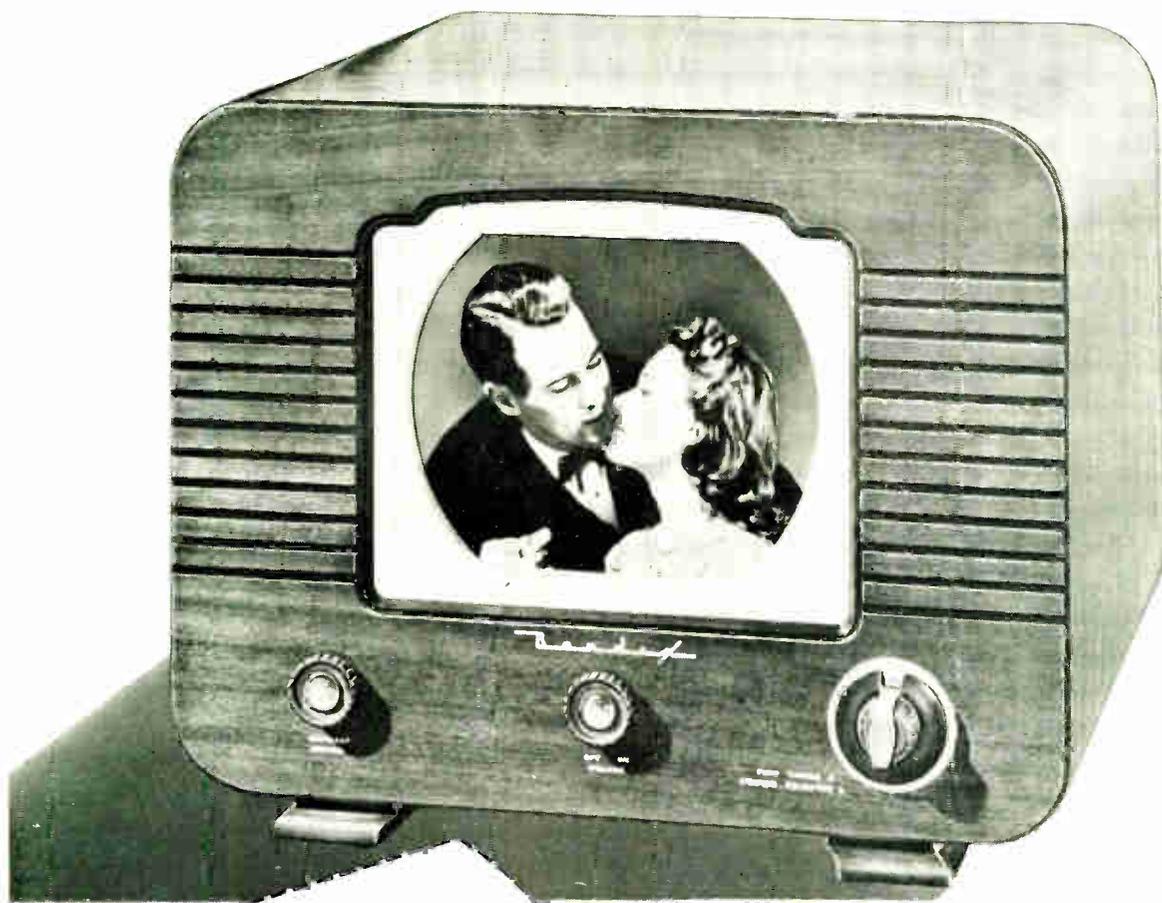
Music Merchants Show  
Room 707  
Hotel New Yorker  
New York, N. Y.  
July 25 thru 28

Western Furniture Mart  
Space 552  
San Francisco, California  
August 1 thru 6

Or Send This Coupon for Details 

**DON'T MAKE YOUR STORE A DISPLAY ROOM FOR COMPETITORS**

# ANSWERS THE DEMAND FOR at Everybody's Price



Edward C. Bonia, General Sales Manager  
Bendix Radio Television and  
Broadcast Receiver Division of  
Baltimore 4, Maryland

**Bendix**  
AVIATION CORPORATION

Send me information on your franchise and your new  
television line.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

- ★ Mahogany wood cabinet
- ★ Built-in antenna
- ★ Straight AC receiver
- ★ Built by the brains behind radar
- ★ Sells for \$20 down and as little as 25 cents a day!

**BENDIX RADIO**  
REG. U.S. PAT. OFF.

—SELL BENDIX, THE EXCLUSIVE FRANCHISE LINE.

# How to Handle Cathode-Ray Tubes Safely and Efficiently

"The cathode-ray tube in television receivers is not dangerous if properly handled." That is the one fact which a special Radio Manufacturers Association committee has underscored in outlining precautionary safety rules covering careless repair work or amateurish tampering with television receivers. Headed by R. E. Carlson, vice-president of Tung-Sol Lamp Works, Inc., Newark, N. J., the committee stressed extensive

rules which tube and set manufacturers should observe in regard to television receivers and components. But its chief emphasis was upon cathode-ray tubes and the potential hazards which they present, and upon the safeguards which dealers, servicemen, and even set owners can take to avoid accidents due to carelessness and negligence.

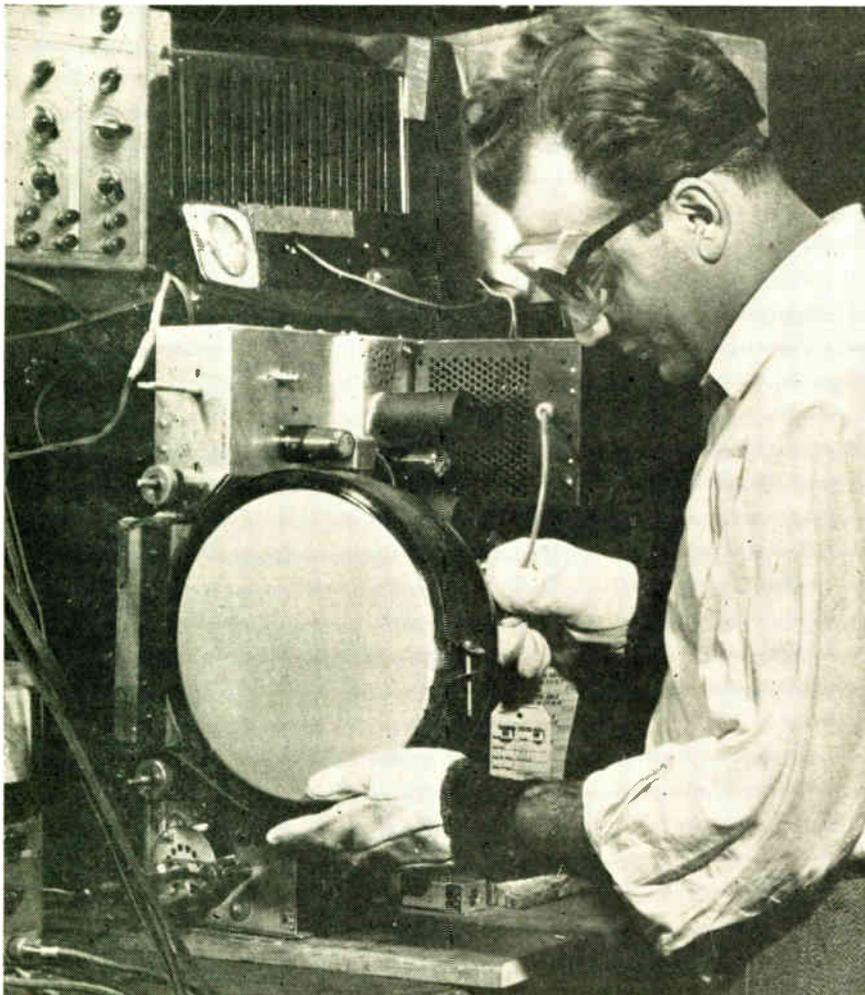
Two injury possibilities exist if cathode-ray tubes are handled carelessly,

either in the service shop or in the customer's home. One is from the breakage of the picture tube, when flying glass constitutes a hazard. The other is from high-voltage shock. Most servicemen know exactly how to guard against shock, and most TV receivers have an interlock, which reduces the shock hazard. A very real danger is presented, however, by the naked cathode-ray tube.

## Simple Rules

By following a few simple rules, though, servicemen, dealers, and others directly connected with the television industry can avoid injury to themselves or others. These are:

1. Don't expose the picture tube until it is ready to be used.
2. Always wear goggles when handling a naked cathode-ray tube.
3. Keep people at a safe distance from the picture tube whenever it is exposed.
4. Place the used tube in the carton which contained the new tube and *take it away*.
5. Always keep the picture tube in the protective container whenever possible. Always place an exposed tube on some sort of clean soft padding when it is necessary to set it down.
6. Don't leave any picture tubes lying around. There are two safe ways of disposing of such used tubes:
  - a) Place the old tube in a shipping carton, properly sealed, and then drive a crowbar or similar instrument through the closed top of the container.
  - b) Place one or more tubes in a metal ash can which has a plunger operated through the closed lid.
7. Don't use regular picture tubes for displaying purposes. Contract with a supplier for special display tubes.



**This serviceman has taken proper precautions for handling a naked cathode-ray tube. Goggles and gloves safeguard technician at work in his shop or in a customer's home. RMA prescribes such precautions for all servicemen.**

*The cathode-ray tube in television receivers constitutes no hazard if handled with respect. An RMA safety committee has perfected a set of rules about picture tubes which, if followed, tender them the respect they merit. On these pages, dealers and servicemen will find a digest of important safety measures to be taken in handling TV picture tubes.*

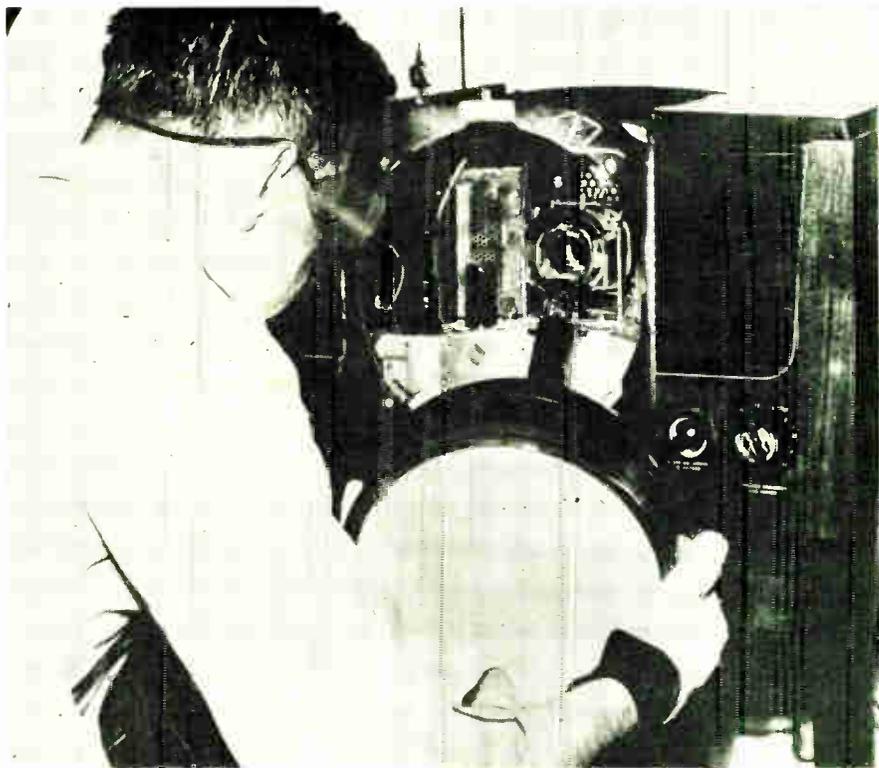
### **Tell the Consumer**

Television is bringing a new electronic device to the home, and, like other mechanical devices, functions best when it is not tampered with and when all repairs are handled by a competent technician. It is part of the dealer's job to instruct set owners, through his servicemen, on this score. It is a very simple matter for a serviceman to explain why it is important not to tamper with set components, which are encased in a protective cabinet and behind a safety glass. The picture tube, set owners can be informed, is harmless when it is left intact and is not tampered with. And only trained technicians should attempt to handle repairs or adjustments. To stress the dangers involved in inexperienced handling of tubes, a serviceman can tell set owners about the high vacuum contained in the glass envelope of the picture tube, and the dangers of breaking or cracking the glass.

For his own safety and that of his family, a set owner must be advised to observe these basic rules pertaining to his television receiver:

1. Read carefully the manufacturer's manual of instructions for the set owner and carefully observe all precautions.
2. Don't tinker with the inside equipment of your set in case of trouble; call a reputable serviceman.
3. Don't let members of the family hover around a serviceman when he works on your set, especially when a picture tube is exposed.
4. Ask the serviceman to put the used picture tube immediately in the protective container and to take it away when he leaves.
5. Don't try to dust or clean the interior of a television receiver. The serviceman should do this whenever he makes adjustments or repairs.

**To discard — seal cathode-ray tube in a carton, then drive a crowbar or blunt instrument through carton top.**



**Always wear goggles when handling a naked picture tube.**



# An Interview With Dr. Allen B. Du Mont

near future. Naturally, Dr. Du Mont was elated about this because he has been one of the most ardent proponents of widening the television band to accommodate the ever-growing number of TV stations that are coming into being. "I'm glad that a definite policy has at last been announced," he told me, smiling, "even though it will take at least six to nine months to build stations. The UHF channels won't affect the larger metropolitan cities, but they will serve to bring television to communities that otherwise would have to wait for many years for extension of coaxial cable facilities."

The doctor was in a jubilant mood that day, itching to tell us of a new and startling development just perfected in his laboratories that will really be "a shot in the arm" to the television industry. He couldn't tell us about it for publication, except to hint that it concerned the size of the picture.

Mention of picture size brought us to the question of projection television. What did Dr. Du Mont think of projection? Was his company experimenting with it? The response was rapid and incisive: "Yes, we've been playing with projection; we have several good workable models in our labs, but we've been testing consumer response to it, for in my opinion, what the public thinks about projection will determine its development. Every week, for many weeks, we have invited groups of 50 people, right from the public at large, to see simultaneous telecasts on both direct-view and projection sets. After each showing, the viewers were asked to fill out a card and state their preference. Their remarks convinced us that as far as the public is concerned, they want direct-view, and we'll therefore continue to make direct-view to meet their overwhelming preference. Of course, they all want a bigger picture, and we'll be doing something about that too, real soon," said Dr. Du Mont, smiling enigmatically.

There followed terse and sharp comments about every aspect of television, from programming and station operation to price-cutting. Dr. Du Mont is of the opinion that the television business has hardly been scratched, which makes the current rash of price slashing even more idiotic than would appear on the surface. Consider these statistics: In the New York City metropolitan area, sets sold to date are slightly over 15 per cent of potential, amounting to 535,000 television receivers sold to a potential buying group of 3,579,000 families. In Baltimore, this percentage is only 5:

Boston 4; Philadelphia 10; Chicago 5.2; Cleveland 3.6.

Just look at those figures and try to figure out why manufacturers, wholesalers and dealers are avidly cutting each other's throats on price.

Well, Dr. Du Mont has some pithy comments on that situation. Price-cutting, he believes, is primarily caused by production of sets with inferior performance at a cheaper price. Du Mont, for instance, utilizes no less than 29 tubes because they want a certain level of performance. "We try to design receivers that will be just as good five years from now as today. If ever we have to produce a product that we feel is not satisfactory, we'll get out of the business," he remarked with more feeling than he displayed at any other point in the interview.

On the question of dealer aptitude in properly selling television, Dr. Du Mont becomes acid, pointing out that many dealers require basic education in how to tune in a set properly for a good customer demonstration.

On the number of set manufacturers now in business: this will decline as competition becomes sharper and the "weak sisters" are forced to leave the industry. There are now 35 tube manufacturers in existence. Obviously, they can't all remain.

On dealer margins: the dealer must get his margin, and the only method of guaranteeing this is through price maintenance. Price maintenance is the manufacturer's duty and he is responsible. Didn't he think that the number and variety of models contributed to early obsolescence, and consequently, price-cutting?

Yes, that was very true, and in the early stages, Du Mont had concentrated on making TV-radio-phonograph combinations because programs were very poor and the customer had to have alternate methods of entertainment in his instrument. Now, that situation is rapidly changing as programs are becoming better. Du Mont will limit the number of models it produces a year.

The question of programs raised the eternal question about radio. Is it doomed? Will it be relegated to the museum, as some pundits predict? No, Dr. Du Mont doesn't like to use words like doomed in relation to radio, but actually, the man who owns a radio station will make less and less money as time goes on and we can draw our own conclusions about a man who makes less and less money. As regards TV programs, he is of the opinion that network offerings will have to form the

bulk of the TV diet of local television stations, simply because the local units will not be able to afford top presentations.

What about the potential market this year for receivers? Some have predicted almost 3,000,000 receivers. Dr. Du Mont is more realistic on this score. While almost two and one-half million receivers will be manufactured, he is of the opinion that only 1,500,000 will be sold, which makes a dangerous price situation for the remaining sets and their manufacturers.

The television market is developing along certain definite patterns. It has already grown faster than other industries in America in a comparable period of time. Consequently, manufacturers should not make more than the market can absorb in a given time. To do otherwise is to invite the evils of price chaos.

What can the dealer do effectively to battle discount houses and remain in business. That's a knotty problem, and he wished he knew the entire answer, but part of that answer lies in better selling on the dealer level. Let the dealer convince the customer that it is poor judgment to buy from a poor dealer; that the best set in the world will not give satisfactory performance without a good installation; that reliability and reputation more than repay the customer for his list price.

It was now past 6:30 in the evening. The night watchman was on duty and all of the plant was quiet. We took leave of the doctor and asked whether he was going to accompany us to the station. Again, that charming easy smile flashed as he took off his coat and settled down to a desk full of work. "I'm working late tonight," he said.

Dr. Allen B. Du Mont has worked late for many nights. Maybe that's why he's in the forefront as a man, as a scientist, as a television manufacturer, as an industrial genius.

## 'Round the Clock TV Selling

(Continued from page 17)

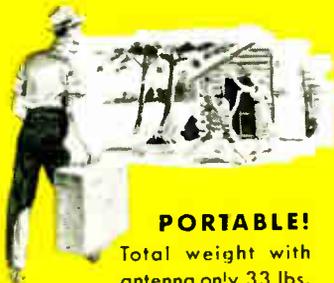
not accepting the notion that television is a luxury only those who can afford it outright should plunge into, buying now. They are getting over that hurdle with Pay-As-You-See-It. Customers can simply pay for their viewing pleasure each time they enjoy a program. The plan not only eases the strain on customer budgets but boosts the sales and eventual profits of this dealer—and, incidentally, of all other dealers adopting the plan.

# GET READY FOR FAST SALES!

Here is the Sensational New

# Motorola PORTABLE Television

INSTALL IT YOURSELF . . . NO LANDLORD'S PERMISSION REQUIRED



### PORTABLE!

Total weight with antenna only 33 lbs. Demonstrate it wherever AC current is available and wherever there is television broadcasting.



### YOU INSTALL IT!

It's as simple as pressing a light switch button. Antenna snaps into place and rotates as necessary for peak performance.



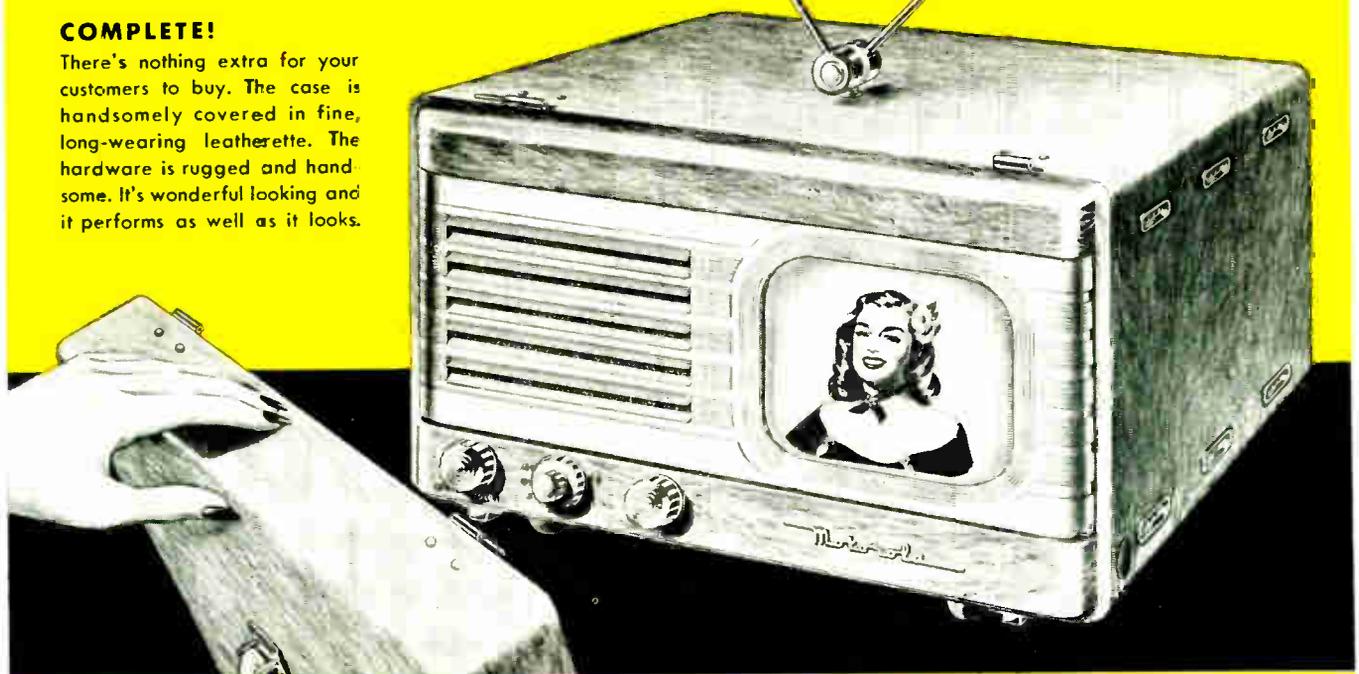
### COMPLETE!

There's nothing extra for your customers to buy. The case is handsomely covered in fine, long-wearing leatherette. The hardware is rugged and handsome. It's wonderful looking and it performs as well as it looks.

Here is the celebrated Motorola television receiver now known and enjoyed in thousands of homes coast to coast . . . the same star bright picture automatically synchronized with rich, Golden Voice sound . . . all beautifully redesigned for complete PORTABILITY. It's the new and excitingly handsome Motorola Model VT73 in a rich sun-tan leatherette cabinet.

Take it to your customer's home, snap the amazingly efficient antenna into position and you're ready to demonstrate television at its best. Point out how it can be easily moved from room to room . . . out on the porch . . . or to your customer's summer home. Anywhere within range of a television station, the Motorola Model VT73 will get a very satisfactory reception.

A mere demonstration is a sale. Reap quick, new profits now!



PHONE OR WRITE YOUR MOTOROLA DISTRIBUTOR TODAY

*Motorola Inc.*

4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS

# THIS PROMISING TELEVISION

by

**RAYMOND C. COSGROVE**

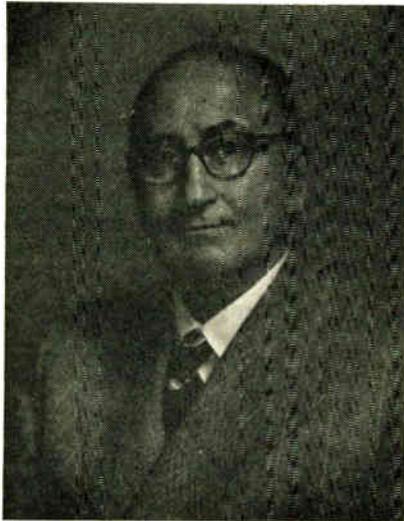
President, Radio Manufacturers Association

A glittering star in the postwar entertainment world, television is fulfilling its early promise of becoming an outstanding industry, having greater economic importance than is generally conceded in the rush to glamorize the new medium. Already, in its three significant years of rapid growth, the industry represents an investment that hovers around \$250,000,000. Five years from now the ramified television industry will be giving employment to millions of persons, and will have injected at least eight billion dollars into the economic bloodstream of America. Its effect will have been felt in scores of other industries, and as an educational medium it will bring about far-reaching social changes. By its demonstrated power to sell, furthermore, it will stimulate the key field of marketing to a new plane of activity.

## *Signs of Growth*

In the past 25 years radio has made a remarkable record, with some 75 million sets in American homes, nine out of ten Americans having at least one receiver, some with even three and four. Television's rapid growth indicates it is practically certain to match radio's record, in considerably less than 25 years. With monthly production figures on TV sets being reported by RMA as increasing steadily, the 1949 output will surpass by far the 825,000 television receiver output of 1948, and may reach the expected two million or more units before the year runs out. Progress with the coaxial cable and expected station increases since FCC acted on its temporary freeze on station construction will hasten television coverage throughout the country.

Meanwhile, programming has not stood still. A variety of programs of all types, including film fare, is constantly improving in quality, and, as the medium widens its acceptability, advertising through television is gaining in importance. In March, 1947, 25 advertisers were sponsoring television shows. By October of the same year, the number had risen to 140. It wasn't long before the report on advertisers using TV had passed the 800 mark.



*Mr. Cosgrove, recently elected to the presidency of RMA for the fourth time and president of Crosley Division, Avco Mfg. Corp., is one of the foremost analysts in the radio and television industry.*

## *The Rush Intensifies*

National advertisers have so clearly realized the selling power of television that they are spending considerable time and effort now for marked advantages later on. It already seems probable that within the next year or two the favored evening hours on all major TV stations will be taken. A national meat packer, for instance, has invested \$350,000 in programs, with still larger sums scheduled for investment for the coming year. A motor car company has taken an entire floor in a New York office building for its television department, directing its TV selling to the mass market of the Nation from this location. Local advertisers are also flocking to television, and even retailers have gone in for TV demonstrations, either spot telecasts or longer TV shows. Distributors, suppliers of service, banks and insurance companies, all are turning to the new medium.

By 1953, at least 400 stations are expected to be on the air in 140 cities, and television centers will be linked by giant coast-to-coast networks. By then the total sets in use may be more than 12 million, with some 50 million persons embraced in television's day-to-day

audience. And in 10 years the number of sets can be at least 40 million, with the total regular audience at 100 million. Constant technical advance will keep programming, transmission and reception in full step with these expansions in circulation and coverage. A milestone in this progress will be color television. But this, like other advances, will not obsolete sets already in use. Current receivers will pick up color transmissions as black and white, and devices may be available, for installation at nominal cost, to convert existing receivers to color reception.

## *Power of the Retailer*

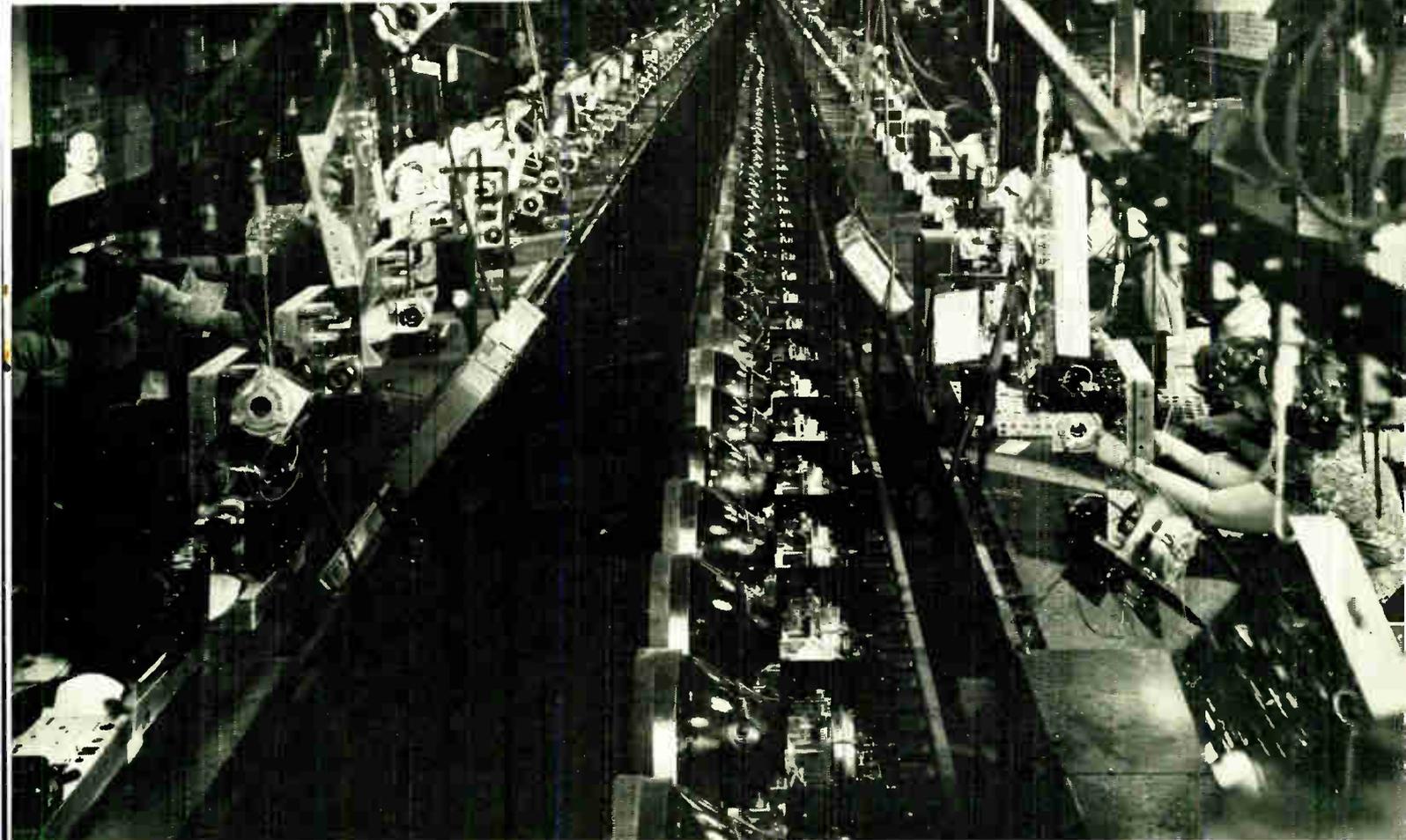
As it continues to grow into an element of primary importance to the Nation's entire economy, television will quicken the very bloodstream of American life—the distribution of goods and services. Because of this, everyone in the distribution system is a vital cog in the television industry, performs an important function in contributing to the health and prosperity of the whole industry—and therefore those elements in the economy which prosper from television.

Television already enjoys wonderful acceptance as a result of the entertainment and educational features it promises the prospective buyer. But with the addition of new stations and the expansion of programming by existing stations, the market for television receivers intensifies. Aggressive manufacturers who are producing TV receivers in large volume in a very competitive field must rely on distributors and retailers to get their products to the eventual consumer. It is up to the distributors and retailers to continue their job of educating customers to television, and to push for excellent sales results through energetic advertising and sales programs, so that the public can get the full value they seek with their purchasing dollars.

## *Changing Challenges*

Those in the television industry cannot emphasize too strongly the fact that television receivers now being manu-

# INDUSTRY



*A never-ending challenge to merchandisers. Television chassis moves down an assembly line at the Cincinnati plant of the Crosley Division, Avco Manufacturing Corp., for more than 25 years a manufacturer of radio receivers and a leading TV manufacturer. Plants like this symbolize the gigantic productive capacity within the industry. It remains for distributors and dealers to educate the public to the new medium and to sell the sets that roll off manufacturers' production lines.*

factured will continue to give excellent service in the years ahead. The FCC has assured and reassured the public and the industry that the standards upon which these receivers operate will be rigidly maintained. Announced FCC intentions on UHF and color television in no way affect these standards.

When UHF reception or color television does become commercially available, the millions of Americans who have purchased television sets up to that time will be protected by FCC standards against the obsolescence of their sets. Anyone who delays the purchase of a receiver now is losing for himself and his family many months of fine home entertainment which they could otherwise enjoy at present, taking further advantage of new developments as they occur.

## *Task for Everyone*

There is still an educational task to be done which falls to the lot of everyone who is part of the television industry. That task is to make sure that non-owners of TV receivers understand what owners already know—that is, that television today is technically excellent in reception, economical to own and operate, widely varied in good programming, and fully standardized so that obsolescence need not be unduly feared. The successful carrying out of this task can do much to continue the rising sale of television receivers. In the process it is well to bear in mind that the television market at present is little more than three per cent saturated. It is important that the remaining

97 per cent know the full and true facts about the dependability and enjoyment-of-living which television presents.

Meanwhile, wise manufacturers, distributors, and retailers recognize that radio will continue to be a good business for those who offer good values, backed by intelligent, hard-hitting promotion and conscientious effort. The rapid growth of television, coupled with high radio production (50 million sets) in the first three years after the war, has had a considerable impact on household radio. But radio has proved in the past that it is capable of carrying on in the face of adversity as well as it can when business is easy. The same will continue to be true not only for radio but for television and its progress as well.

# Emerson's great

## THIS EMERSON SETS THE IN ALL ITS 26 YEARS

THE NEW EMERSON '50 Line of Television and Radio is *packed* with brilliant electronic improvements . . . styled with eye-winning beauty . . . engineered to top quality and priced to bring them flocking to your door.

It's backed by a multi-million dollar advertising program. More people in your community will hear about these great new models than ever before . . . and every proved point-of-sale device will be furnished you to clinch sales.

*In every way*, EMERSON is manufactured, priced and promoted to give you the big-volume lead in your store.

Your EMERSON Distributor has the story — and it's a big one. Make sure you hear it. He's ready with facts and figures to prove that EMERSON'S '50 Line is The Set Up To Get Your Net Up.

Get ready for your biggest year — with EMERSON!



EMERSON MODEL 638. 61 square inch picture screen. Super-Powered Long Distance Circuit. Magnificent hand rubbed console cabinet of selected pinstripe mahogany veneers. Sensational value **\$249.50** at . . . . . list price.

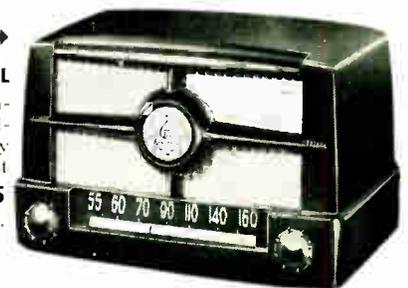


EMERSON MODEL 626. 16" brilliant direct view tube. Super-Powered Long Distance Circuit. Luxurious pin-stripe mahogany veneer console cabinet. **\$449.50** list price.



EMERSON MODEL 610. Smart AC-DC compact. Enclosed Single-Loop Antenna. Automatic volume control. Cabinet in maroon plastic. **\$19.95** list price.

EMERSON MODEL 587. AC-DC compact. Cabinet molded of beautiful ebonony plastic. The greatest value in **\$14.95** radio at . . . . . list price.

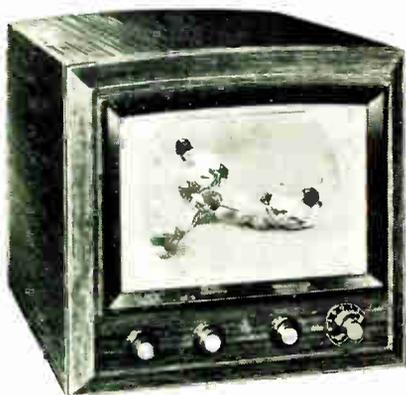


# Emerson Radio and Television

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

# New '50 Line

**YEAR,  
FASTEST SELLING PACE  
OF VALUE LEADERSHIP!**



↑ **EMERSON MODEL 627.** 12 $\frac{1}{2}$ " direct view television. Long Distance reception. "Miracle" Picture-Lock. Automatic gain control circuit. Domed cabinet of selected pin-stripe mahogany veneers. **\$299.50** list price.

**EMERSON MODEL 575.** Self-powered 3-way portable with extra RF stage. "Briefcase" design cabinet of highly polished plastic with contrasting colored basket weave grill in tan and sand. **\$34.95** list price. less batteries.



→ **EMERSON MODEL 600.** AC-DC Portable Television. 7" direct view tube. All channel coverage. Long Distance reception. Handsome lightweight luggage type cabinet with carrying handle. Complete with telescopic dipole antenna and base for only **\$169.95** list price.



↓ **EMERSON MODEL 635.** Table model phonoradio with automatic record changer for 45 rpm records. Plays up to 10 records for more than 50 minutes. AC superheterodyne radio. Walnut bakelite cabinet. **\$49.95** list price.



← **EMERSON MODEL 613.** Self-powered 3-way Portable featuring the new Lift-Up "Fantenna" for increased sensitivity. Smart, lightweight cabinet of maroon plastic with gold end plates. **\$29.95** list price less batteries.

Get ready for your biggest year with Emerson!

**THE SET UP TO GET YOUR NET UP!**



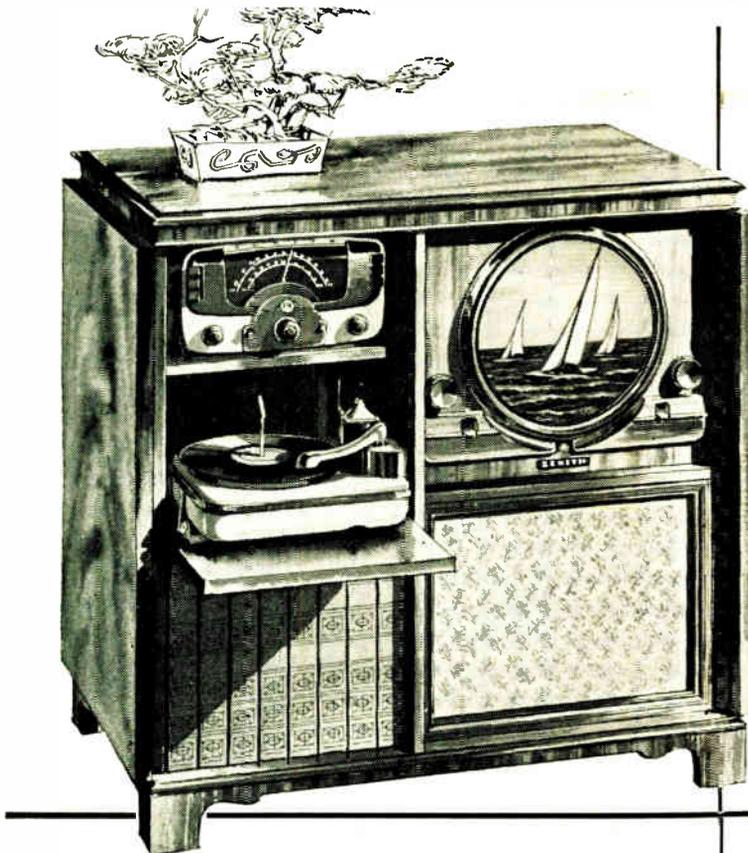
*Better Style, Tone, Performance, Value.*



*A Complete Line You Can Sell!*

# ZENITH TELEVISION

WITH  
GIANT CIRCLE SCREEN *and* BULLS EYE AUTOMATIC TUNING



**The Zenith Gotham**—Zenith Television with "Big B" 105 sq. in. Screen; "Duo-Cobra"† Tone Arm—the single tone arm that plays both 33 $\frac{1}{3}$  and 78 R.P.M. records; Genuine Zenith-Armstrong FM and Zenith Long-Distance AM radio; all superbly combined in a console of breathtaking beauty in imported mahog. and any veneers. (Plus Federal Excise Tax and Installation) **\$695\***



**The Zenith Stratosphere**† has the "Giant C" 165 sq. in. Screen. An exquisite console cabinet, in genuine mahogany veneers of glowing beauty. Full length doors close to conceal screen and grille, open flat against sides. (Plus Federal Excise tax and Installation) **\$54500\***



**The Zenith Waldorf**—Modern television console of imported Afara veneers in blonde finish. With "Big B" 105 sq. in. Screen. (Plus Installation) **\$48995\***

From the ultra-magnificent combinations to the beautifully streamlined table models, every Zenith Television set hits the "bulls eye" for sales appeal.

Every one has the sensational advancements found in *no* other television set . . . the Giant Circle Screen for a bigger, brighter, clearer picture . . . and Bulls Eye Automatic Tuning—one knob, one twist, there's your station, your giant picture, your sound . . . automatically pre-tuned to perfection!

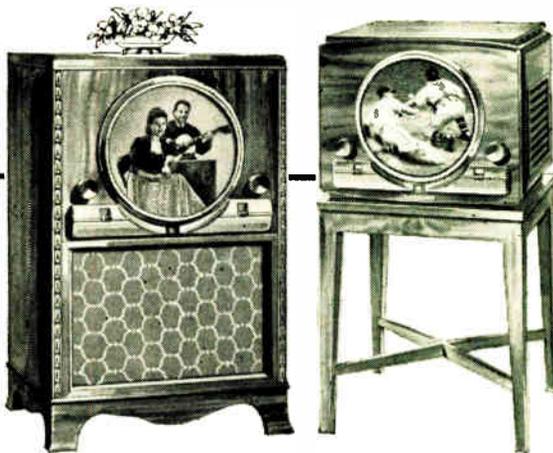
The built-in tuner has provision for receiving the proposed new ultra-high-frequency channels on present standards—no "converter" necessary.

Yes, Zenith has what it takes to assure the ultimate in customer satisfaction and bring you the most beautiful profit picture in television!

**SEE YOUR ZENITH DISTRIBUTOR**

**ZENITH RADIO CORPORATION**

6001 Dickens Ave., Chicago 39, Ill.



**The Zenith Broadmoor**—Skillful handling of period-type design in a cabinet of imported Afara veneers with mahogany finish. Has "Big B" 105 sq. in. Screen.

**\$4500\***  
(Plus Installation)

**The Zenith Claridge**—Classic simplicity in a stunning cabinet of imported Gold Coast Afara veneers finished in mahogany. With "Big B" 105 sq. in. Screen.

**\$39995\***  
(Plus Installation)



\*Suggested retail price. West Coast prices slightly higher. Prices subject to change without notice.

# RTJ

## New Products



Radios  
Television

Consoles  
Recorders

Phonographs  
TV Accessories

### Emerson Console TV

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



With a 10-inch cathode-ray tube producing a 61-square-inch picture, this console television set operates on channels 2 to 13 inclusive. Has 27 tubes, in addition to picture tube, and six rectifiers (four selenium). Automatic gain control circuit. FM sound channel. High-Q IF coils, tuned RF stage, and "Miracle" picture-lock. Also has Alnico V PM dynamic speaker. Cabinet comes in pin striped mahogany veneers.

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

### Motorola Portable

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



This radio weighs four pounds and operates from batteries only. Has specially designed Hi-Q IF transformers, cosmalite forms and silver mica capacitors for maximum performance and stability. Loop antenna is built into back of set.

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

### New TV by Tele-tone

Manufactured by Tele-tone Radio Corp., 540 West 58th St., New York, N. Y.

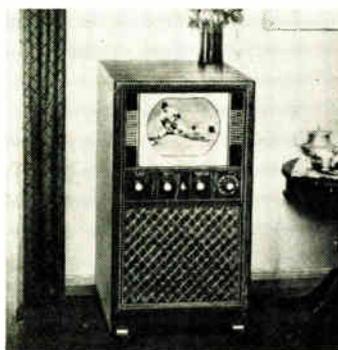


With 31 tubes, this console television model has a 15-inch expanded picture tube producing a 145-square-inch picture. Complete with AM and FM radio and phonograph plug-in receptacle for any automatic record changer. "Instantuner" dial for rapid, sensitive tuning and picture lock control. Cabinet in mahogany with blonde bisque finish.

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

### Trans-Vue Cine TV

Manufactured by Trans-Vue Corp., 1139-41 S. Wabash Ave., Chicago, Ill.



A 12½-inch cathode-ray tube, giving a 90-square-inch picture on a rectangular screen, is featured in this table model television receiver. Has super-sensitive tuning circuit for long distance tuning, and picture-lock insures tuning of sound simultaneously with image on the screen. Cabinet is of hand-rubbed mahogany veneer.

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

### New Webster-C Products

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



An automatic table model phonograph developed for playing Columbia and RCA 7-inch records automatically. Model 745 is a two-speed changer with velocity trip, 3-second cycle change "music to music," controlled tone arm performance, and non-record slippage. Housed in plastic, unit has self-contained amplifier and speaker.



This three-speed changer will automatically play 10-, 12-, and 7-inch records at 33 1/3-, 45-, and 78-rpms. One spindle handles all three types of records, a collar centering the RCA 45-rpm records. Controls provide a speed selector lever, reject, manual control for automatic or manual playing. Tandem-Tip needle provides microground tip for microgroove records, and a standard ground tip for standard records, both on one needle.

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

**More New Products on page 32.**



*From this tiny 2 1/2-inch tube*

**Norelco PROTELGRAM now offers**



**Life-Size**  
*MORE*  
**Life-Like**  
**Television**

*... in a choice of picture sizes!*

Many of America's important manufacturers of TV receivers will presently announce *to your customers* a wider variety of screen sizes in PROTELGRAM-equipped receivers.

These manufacturers have already introduced to the trade their sets featuring the popular 192-square-inch picture (16" x 12", 20" diagonal, square corners).

Look to them for early news about these two companion sizes—130 square inches with 16" diagonal and rounded corners, and 234 square inches with 20" diagonal and rounded corners.

And the latest version of PROTELGRAM for the projection of a giant 3' x 4' picture on a home-movie type screen is now available from several well-known makers, with others soon to be announced.

PROTELGRAM is the result of nearly *fifteen years* of development by the world's greatest electronic laboratories. It is an entirely new conception of quality television picture reproduction—a big *life-size*, more *life-like* image free from glare and easier on the eyes—at the lowest cost per square inch of viewing area.

PROTELGRAM has been adopted by leading TV manufacturers because it is the perfect answer to *your customers'* demand for bigger, better, more true-to-life television. It is *your best bet* for bigger television profits in 1949. Get the facts *today* on the profit-making opportunities in PROTELGRAM-equipped receivers. North American Philips Company, Inc., Dept. 0-00, 100 East 42nd Street, New York 17, N. Y.



**PROTELGRAM**

*An exclusive development of*  
**NORTH AMERICAN PHILIPS**

See our exhibit at the NAMM Convention • Room 702, Hotel New Yorker • July 25-28, 1949

**Walco** brings you Television's Leading Extra Profit Lines!



**Walco TV**

**BOOSTER**

Here's another great opportunity for added profits from TV accessory sales. It's another great WALCO fast-seller. In addition to attractive styling and durable construction, this excellent booster provides remarkably high gain on all channels. Pulls fringe signal in sharply and clearly. Impedance matched to receiver. Outperforms any other booster at the price. Low list price leaves room for worthwhile profit margin.

**Walco Duo-tenna**

RETAIL  
**\$5.95**



Another triumph of WALCO merchandising. Decorator styled. Telescopic dipoles. Orientation in all directions. Comes complete with cable. Truly a wonderful value.

**Walco**  
PRODUCTS Inc.

GO FRANKLIN ST., E. ORANGE, N. J.

**Walco glare-control FILTERS!**



Special introductory offer!  
3 FREE filters plus attractive display kit on initial order for 12 or more filters. 150% mark-up for you!

**Walco**  
Phono-NEEDLE DEALS

Provide Tremendous Profits to Dealers



<b>DEAL No. 1</b> FOR LARGER OUTLETS	<b>DEAL No. 2</b> FOR SMALLER OUTLETS	<b>DEAL No. 3</b> FOR RADIO SERVICE MEN
--	---	---

WRITE FOR DETAILS! ASK ABOUT FREE BONUS MERCHANDISE

### Emerson "Rebate" Policy Protects Dealers

A "price protection policy" to safeguard dealers and distributors against losses resulting from change of price has been inaugurated by Ben Abrams, president of Emerson Radio & Phonograph Corporation. "We will caution dealers to carry only small inventories so that they may insure themselves against being overstocked in the event of a change in price or changes in models," said Mr. Abrams, in explaining the unprecedented policy. Emerson's head man also had some pithy remarks about price-cutting. "Price-cutting, which has been evident in recent months, actually marks the liquidation to a large extent of a number of fringe operators to the manufacturing field," he points out. "Whereas these operators managed to get by at the inception of television in the early post-war days, they now find that they can no longer stand up in the face of mass production methods and improved en-

gineering techniques on the part of major manufacturers. This was to be expected but it does not alter the fact that today more television sets are produced and sold to the public than ever before. The opening of new stations and the steady rise in quality programs will continue to make for rapid expansion in the TV field which is destined to become a five billion dollar industry within five years."

As regards color television, Mr. Abrams is of the opinion that color TV is still four or five years away, but it is possible that part of the ultra high frequency band will be allocated to the present black and white system. While pointing out that it is doubtful that such a change can become effective for at least two years, when and if it does, Emerson will make available an inexpensive converter to retail in the neighborhood of \$25 so that present owners of receivers will be able to receive these high frequencies.

*Will John Q. Public pay five cents to see three minutes of television served right in his own booth at a cafe or restaurant? This is now being investigated by the General Electric Co. and AMI, Inc., a juke box manufacturer. Two of these new booth sets are now operating experimentally in a luncheonette in Hoboken, N. J. The sets are mounted on the wall above each booth table. To conserve space, the 10-inch picture tube is mounted vertically in the set, and viewers see the picture on a slanted mirror at their eye level, which also permits wide angle viewing. Each set has its own coin mechanism, which will take*

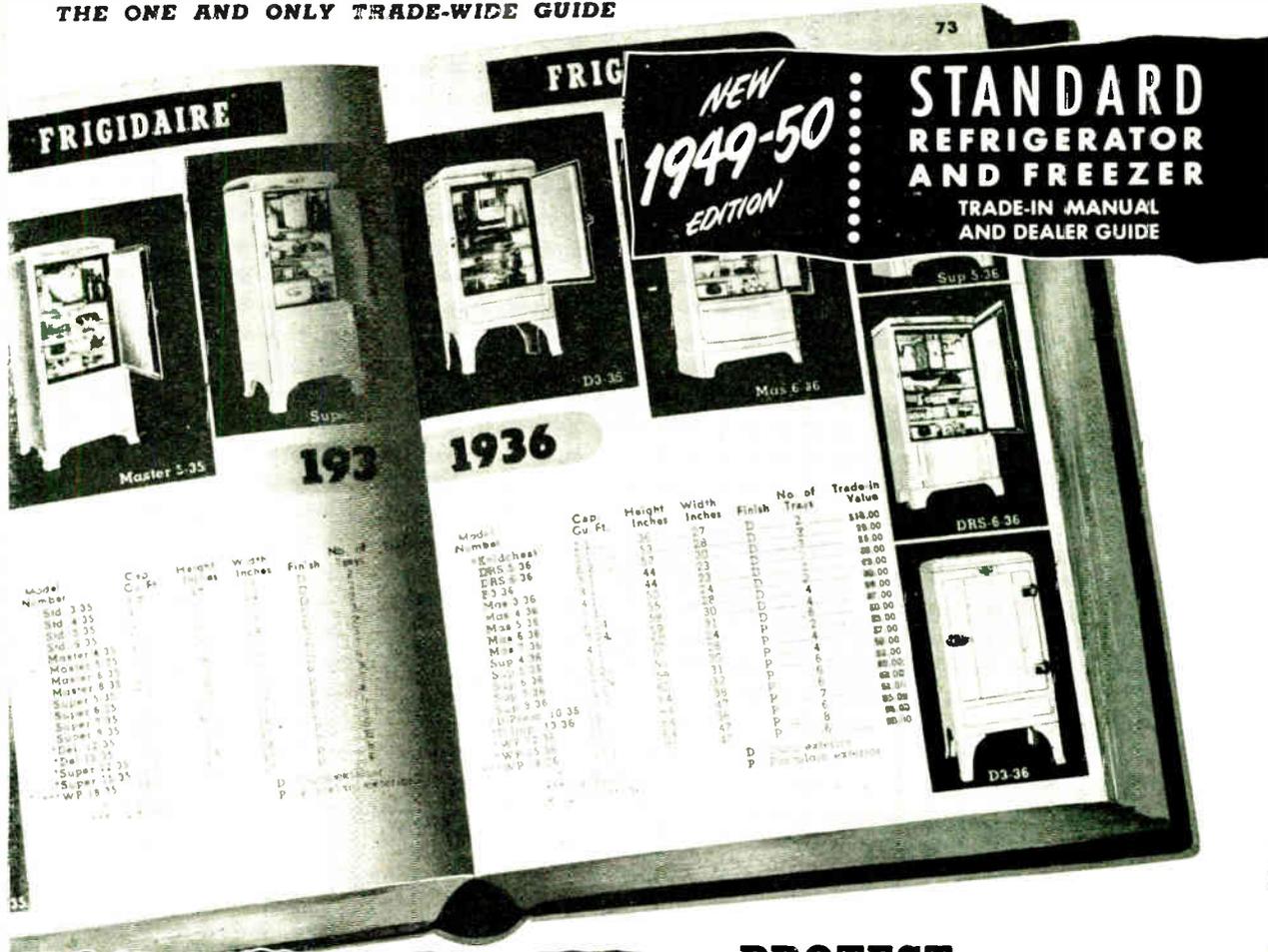


*up to a quarter. Only sound volume can be regulated on the booth sets, with all other controls available at the master receiver. Each booth set contains about half the parts necessary for a full receiver, including the loud-speaker. One master receiver will power about 20 "slave" units.*

THE ONE AND ONLY TRADE-WIDE GUIDE

TRADE-IN DATA ON ALL MAKES OF HOUSEHOLD REFRIGERATORS MARKETED NATIONALLY SINCE 1928

- ADMIRAL
- APEX
- BELLEVILLE
- CAVALIER
- CHILRITE
- COLDSPOT
- COOLERATOR
- COPELAND
- CROSLLEY
- DALCO
- DAYTON
- ELECTROLUX
- FAIRBANKS-MORSE
- FIRESTONE
- FRIGIDAIRE
- GALE
- GENERAL ELECTRIC
- GIBSON
- GILFILLAN
- GRINNELL
- HOTPOINT
- JEWETT
- KELVINATOR
- LEONARD
- LIBERTY
- MAYFLOWER
- MERCHANT & EVANS
- MONTGOMERY WARD
- NORGE
- O'KEEFE & MERRITT
- PHILCO
- RICE
- SEACO
- SERVEL
- SPARTON
- STEWART-WARNER
- UNIVERSAL COOLER
- UNIVERSAL (LF&C)
- WESTINGHOUSE
- WILLIAMS ICE-O-MATIC



• More than 1200 photographs  
 • More than 3500 detailed listings  
 • Authentic trade-in valuations  
 • Operating information on Merchandising, Promotion and Reconditioning

Use the Standard Trade-In Manual for correct identifications and sound valuations.

Arranged and indexed for quick reference.

The internationally accepted trade-in authority on refrigerators! The standard reference source throughout the United States and 27 foreign countries. USED by retailers, service operators, associations, power companies, wholesalers, manufacturers, exporters, banks, publishers, economists, government agencies, libraries—in fact, everyone who is interested in household refrigerator and freezer market data.

Standard Refrigerator and Freezer Trade-In Manual and Dealer Guide—1949-1950 Edition—Case-bound, covered in washable green cloth, gold stamped. Pocket size, 4 3/4 x 6 1/4 inches. Lithographed, with more than 1200 photographic illustrations. 320 pages. Price—per copy—\$10.00 (U.S.A.). Foreign Price—\$12.50  
 Quantity price list available on request.



**PROTECT YOUR REFRIGERATOR AND FREEZER PROFITS!**

All appraisals have been revised to reflect current market factors.

**BE PREPARED FOR YOUR 1949 REPLACEMENT SALES**

**ORDER YOUR 1949-1950 STANDARD TRADE-IN MANUALS NOW!**

Radio & Television Journal, 1270 Sixth Ave., New York 20, N. Y. Please send me at once:

\_\_\_\_\_ copies of 1949-1950 Standard Refrigerator & Freezer Trade-In Manual @ \$10.00\* each. (Outside U.S.A \$12.50.)  
 \* N.Y.C. orders, please add 2% N.Y.C. Sales Tax

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

Enclosed find check or money order for \$\_\_\_\_\_ in full payment.



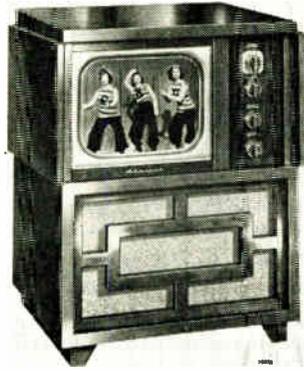
© Copyrighted 1949 by Nelda Publications, Inc.

### TV Console by Admiral

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

In a mahogany cabinet standing 35 inches high, and measuring 26 inches wide by 23 inches deep, this new console television receiver utilizes a 16-inch cathode-ray tube. Has automatic gain control, which reduces station selection to single control knob, and employs turret-type tuner. Coverage is provided on 12 channels.

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



### Walco Lens Display

Distributed by Walco Sales Co.,  
60 Franklin St., E. Orange, N. J.

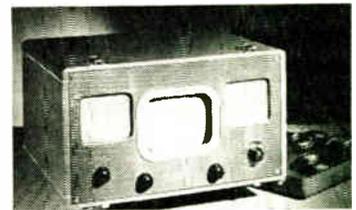


Visual representation of the enlargement permitted by lenses is demonstrated by this merchandising display. The merchandising aid is equipped with two shadow boxes, both of which illuminate the photos continuously. Photos can be changed according to seasonal sports, or other special occasions.

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

### Meck Portable TV

Manufactured by John Meck Industries, Inc.,  
Plymouth, Ind.



A portable television receiver with a 7-inch picture tube. Combined audio and video circuits use a complement of 22 tubes, in addition to cathode-ray, including four rectifiers. Weighs 28 pounds, is covered in luggage tan, and closes completely. Storage space for portable antenna which comes with receiver.

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

### Hy-Lite's "Snap-out"

Manufactured by Hy-Lite Antennae, Inc.,  
528 Tiffany, St., Bronx, N. Y.



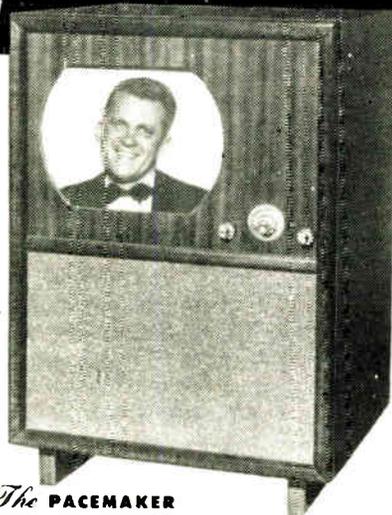
An antenna designed for easy installation. Three compact parts, lower right, with no loose hardware, save assembly time. Elements are straightened, booms are slid along mast, wing nuts are tightened by hand and antenna is ready for television reception.

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

# STRIKE UP THE BAND... HERE COME 2 TERRIFIC VALUES! BOTH 16" DIRECT VIEW

*Cook at these sensational features!*

- ★ Revolutionary *THREE* magic controls, Channel selector, volume and picture.
- ★ Full 27 tube chassis using dual purpose tubes for 35 tube performance plus IN34 crystal.
- ★ Excellent fringe area reception with seven high gain IF stages.
- ★ Automatic gain control.
- ★ All Glass Flat Face 16" direct view Cathode Ray tube.
- ★ Powerful 12" concert PM speaker.
- ★ 145 sq. inches of brilliant entertainment.
- ★ 12 K.V. of high voltage for optimum picture definition and brightness.
- ★ Full size hand rubbed mahogany console—39" high.



*The PACEMAKER*  
only \$399<sup>50</sup> list

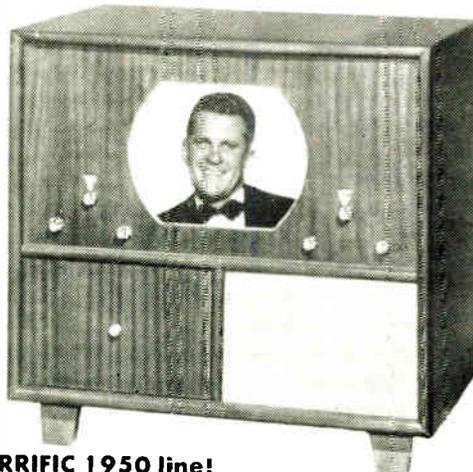
DEAN HUDSON, popular band leader and recording star.

### *The COMMODORE*

has these additional features:

- ★ Tone control
- ★ AM-FM receiver
- ★ Three speed record changer—changes all records automatically 45 RPM—78 RPM—33 1/3 RPM

only \$499<sup>50</sup> list



VISIT US AT BOOTHS 45-46  
MUSIC INDUSTRY TRADE SHOW  
MANHATTAN CENTER, NEW YORK  
JULY 25-28

Line up with this TERRIFIC 1950 line!


**TELEVISION CORPORATION**  
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DEALERS — DISTRIBUTORS  
 CHOICE TERRITORIES AVAILABLE!  
 WRITE, WIRE OR PHONE DEPT. 7F FOR DETAILS!  
 137-9-41 DUANE ST. • NEW YORK 13 • FACTORIES: NEW YORK • CONNECTICUT

GET **T-V** SALES *Easy*

WITH

# Radion\*

OVER ~~100,000~~ ~~150,000~~

**200,000 IN USE TODAY!**

The Nationally Recognized Standard . . . Bought, Endorsed  
by Leading Set Manufacturers . . . Nationally  
Advertised to Consumers!

## MAHOGANY

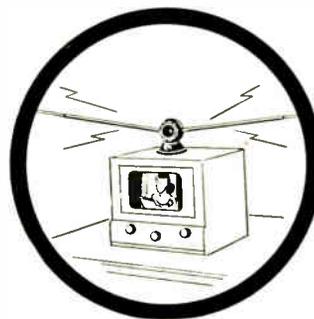
**THE SALES-CLOSING  
"INTERIOR  
DECORATION" FEATURE!**

PERFECT FOR CLOSING  
HOME DEMONSTRATIONS

Installation cost, permission from landlords, these brakes do not apply to your T-V Sales with Radion. For, it makes installation cost *zero* . . . this makes that "package" sale . . . and that's where your T-V volume lies!

**GET INTO T-V VOLUME THE  
PROVEN RADION WAY!**

Radion is the original, nationally-proven indoor T-V antenna . . . nearly a quarter million in use today! Your customers know nationally-advertised Radion. Dealers are closing T-V sales every minute with Radion. Let installation cost be an accelerator, not a brake for you! Use Radion and get into the big T-V money!



**\$6.95 LIST**

\*Patented — U.S. Pat. D152990

*See Your Set Distributor, Parts Jobber or write to:*

**THE RADION CORPORATION,  
1137 Milwaukee Ave., Chicago 22, Illinois**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## S-C "Opera Glass" TV

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

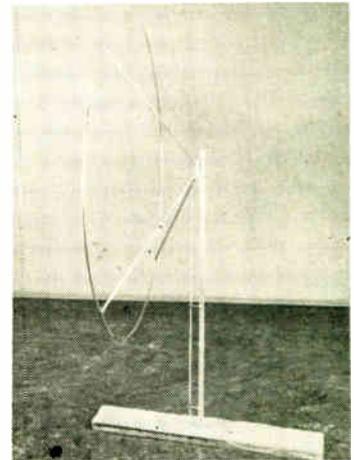
This innovation in television receivers is a model with no conventional mask framing the image of a 10-inch cathode-ray tube. At the push of a button the center of interest of the picture is enlarged to take in the entire face of the tube. "Opera Glass" feature increases the area from 61 to 71 square inches.



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

## TV Antenna by Welin

Manufactured by Welin Division, Continental  
Copper & Steel Industries, Inc.,  
Perth Amboy, N. J.



A circular antenna with high signal strength on all channels, covering a wide angle of reception, and with a high signal to noise ratio. Weighs one and one-half pounds, has low vibration, eliminating wind noise. Matches to 72, 150 and 300 ohm lead-in, depending on receiver input circuit. Few connected parts shortens assembly time.

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

*You've a record year ahead...*

LIVING ROOM  
RECREATION ROOM  
PLAY ROOM  
MODEL TS

33 1/2 RPM  
78 RPM  
45 RPM

## ...WITH THIS *3-Speed* PHONOMOTOR

Here's the motor that plays all three types of records without the fuss or bother . . . the *one* motor designed, engineered and built to enable radio and phonograph manufacturers to offer their customers dependable, *complete* record entertainment. It's GENERAL INDUSTRIES' new Model TS three-speed phonomotor.

External speed change lever affords positive, accurate shifting to any of the three speeds without removing turntable. Ingenious, yet simple, shift mechanism is both trouble-free and fool-proof. Compact size of motor makes it ideally suited for portables as well as console models. Cost is surprisingly low.

*For complete information—blueprints, performance specifications and quotations—write, wire or phone today.*

 **The GENERAL INDUSTRIES Co.**  
DEPARTMENT F • ELYRIA, OHIO

## Brush "Soundmirror"

Manufactured by Brush Development Co.,  
Cleveland, Ohio



Portable tape recorder for recording and reproduction of sound. Recordings are made through microphone or directly from radio or record player and are played back through compact amplifier and speaker. Automatic rewind at end of forward movement of each reel. Recording speed constant. Ribbon can be edited and spliced. Microphone is non-directional, crystal. Output and input jacks allow playing through external speakers, recording other than through microphone.

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

TALK OF THE TV TRADE...

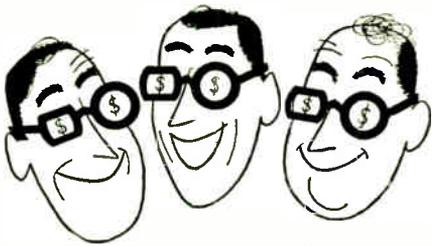
# ELECTRONIC MAGNIFIER *by* Westinghouse



*plus*



*See* THE NEW  
ELECTRONIC MAGNIFIER  
AT EXHIBIT SPACE 501

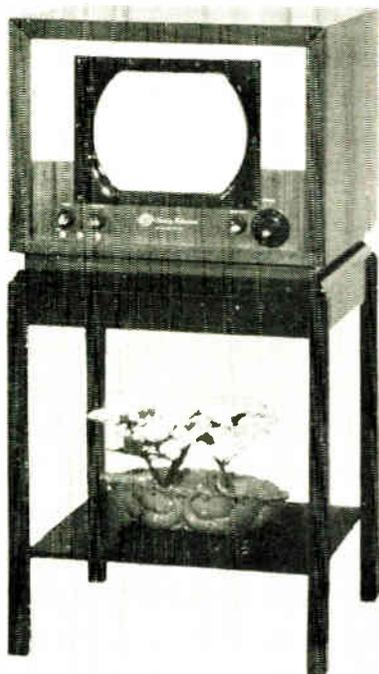
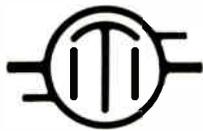


CHICAGO  
SUMMER MARKET  
FURNITURE MART

... Electronic enlargement at the flick of a switch ...  
Enlarged picture contains full brilliance ... No dis-  
tortion of the picture ... No raw edges of the picture.  
See your Westinghouse Radio distributor for a demonstration  
of this great new television selling feature! Home Radio  
Division, Westinghouse Electric Corporation, Sunbury, Pa.

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

# Century TABLE TOPPER



## with VISUAL TUNING

Century's Table Topper—with 12½" picture tube—has the same simplified circuits and rugged unit construction that have helped to make our commercial receivers famous. That means clear, steady pictures. It means trouble-free performance—fewer service calls!

And all Century sets have Visual Tuning—the natural way to tune. You tune by eye instead of ear. You tune the picture, not the sound. Your prospects will be thrilled by this new ease of tuning and superb picture quality.

The complete Century line brings you 16" remote control units for the class market, 12½" receivers for the mass market. Semi-automatic tuning with just two picture controls. Magnificent, hand-finished Swedish Modern cabinets. Lower power consumption—about 33% less.

Now you can make larger profits and avoid tie-in buying. Stay ahead of competition with ITC—the vision in television. Write today for a set of catalogue sheets on the Century line. They give all the exciting facts.



**INDUSTRIAL TELEVISION INC.**  
359 Lexington Avenue  
Clifton New Jersey

### Industrial TV Console

Manufactured by Industrial Television, Inc.,  
359 Lexington Ave., Clifton, N. J.

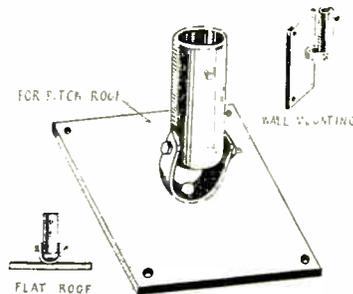


One of ITC's "Century" line of television receivers, this model has a 12½-inch cathode-ray tubes which gives an 85-square-inch picture. Eighteen tubes and three rectifiers; "Visual Tuning" and simplified controls. Available in cabinets of dark or bleached mahogany.

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

### D & G Antenna Mount

Manufactured by D. & G. Manufacturing Co.,  
88 Gorham Ave., Hamden, Conn.



A swivel mount for television antennas. This mount is made of steel, so as not to snap at extremely cold temperatures. Suited to flat and pitched roofs and to wall mounting. Antenna mast can be inserted in mount and adjusted, the swivel serving as firm footing base.

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

### Sylvania Tube Chart

Radio and television servicemen now have a handy reference in the comprehensive television receiver tube complement chart which has been prepared by the commercial engineering department of the radio division, Sylvania Electric Products, Inc. It lists total tube complement, viewing tube type and number of tubes by type in 110 television receiver models produced by 41 manufacturers. Data is arranged in chart form and can be filed in standard binders. For copies, address: Advertising Department, Sylvania Electric Products, Inc., Emporium, Pa.



**Demonstrating what a television lens will do to improve a small picture can clinch sales. Walco uses this sort of sales promotion effectively.**

*(Continued from page 15)*

automobile industry is probably the most notable example in which a thriving, sprawling accessory business sprouted from the main roots of a major industry. And no one raises a quizzical eye at finding accessory items in an auto dealer's shop.

The extent to which the furniture industry has recognized the existence of a broad TV accessories market by the design and manufacture of special TV furniture is ample testimony that the TV accessory market is destined to expand, rather than to shrink and even-

tually shrivel up. It remains for every dealer to read the handwriting on the wall, if he has not already done so, and to make a definite move in the direction of TV accessories. There is no more logical retailer to handle those items which go hand in hand with television receivers than the television dealer. After all, it's part of his business to see that his customers get the best reception and the biggest picture possible out of any set.

### **Throw-away Days Are Gone**

There was a time when some dealers

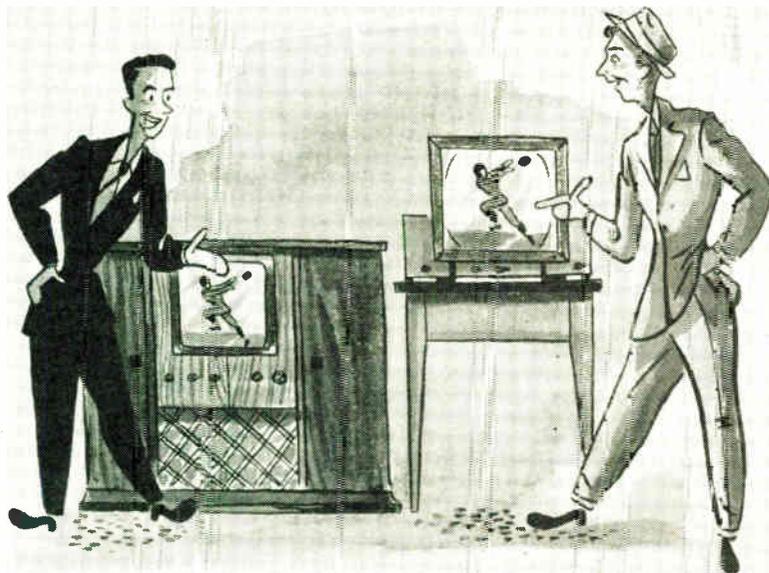
threw accessories in for good measure on receiver sales. In those earlier days, dealers were so enthused over television sales, which were much bigger in dollar amounts than ordinary radio sales, that they felt no loss by giving accessories as an extra, or at a price reduction. In the long run, those who followed this practice too freely did it to their eventual regret. Now alert dealers are being as aggressive in merchandising accessories as they are with television sets.

A definite, well-formulated plan of selling TV accessories now calls for a logical approach to the customer's accessory needs. Basic is the sale of a TV receiver and accessories as a "package" deal. In such a transaction, dealers must guard against short-changing themselves. By lumping the costs of a package together at a lower price than the combined articles amount to, dealers are returning to the unprofitable throw-away days. Any package, therefore, should brook no price-cutting.

### **Home Follow-up**

If the time of a receiver sale is not an appropriate time to broach a package sale, and the customer obviously wants to wait, a dealer has ample time for follow-up work. In the first place, he will want to make certain the receiver is working well once it is in a customer's home. At that time it may be appropriate to broach the idea of a special antenna, or a lens, or possibly a booster or a filter. A card filled with details about a customer's likes and dislikes, the performance of a television set already sold, and satisfaction with treatment from the dealer can serve as springboard information for accessory sales. If the first follow-up visit by the dealer or his representative does not produce an accessory sale, each time his serviceman journeys to the customer's home he can act as an obliging salesman. To a dealer who has his staff on the lookout for further sales opportunities, the problem of digging out new leads for additional sales is a minor one.

There's no doubt about it, the television accessory business has already grown into big business, and will grow as the television industry grows. Its present \$100 million sales potential rightfully belongs to the radio and television dealer, for he is the logical retailer to market the wide range of accessories—for his own profit and for his customers' satisfaction. But the profitable market is not likely to walk into his open arms. Every dealer must make a pitch for the accessory market—with the soundest, most aggressive displays, advertising methods, and salesmanship at his command.



**A dealer might handily use the part-time services of college students to boost his summer sales of filters, lenses, boosters and other accessories.**

# THE ULTIMATE IN COMMERCIAL TELEVISION RECEIVERS HAS ARRIVED

*..it's* **tradioVision!**  
1728 SQUARE INCHES  
(4 ft. x 3 ft.) of perfect, brilliant, sharp,  
static-free, audio-visual reception, day or night!

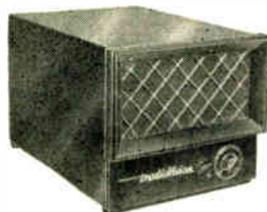
**only TRADIOVISION** offers the alert dealer relief from the cut price competition of the home set market, and supplies a complete advertising and merchandising package to help you make more profits.

**only TRADIOVISION** gives you a compact, complete single unit mobile receiver, especially designed for commercial locations, with a life-like and life-size 4 ft. by 3 ft. picture. It can be moved anywhere and faced in any direction. Cabinet measures 71¼" high; 54" wide; 29½" deep.

**only TRADIOVISION** gives you a 2 year guarantee against any changes in frequencies, or color transmission. Conversions will be made ABSOLUTELY FREE OF CHARGE.

**only TRADIOVISION** remote control unit provides for video control from any distance and contains an accessory speaker plus FM reception.

**only TRADIOVISION** utilizes unique plug-in unit assembly that permits rapid servicing and guarantees against obsolescence.



Total picture area of this television receiver which uses a 10-inch cathode-ray tube is over 62 square inches. Set has 25 tubes, plus three rectifiers, exclusive of picture tube. Channel selector tunes picture and FM sound simultaneously. Has gyromatic picture lock, four-stage IF amplifier, five tuned circuits, and automatic gain control. Cabinet in dark Honduras mahogany has recessed framing.

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

## AGGRESSIVE DEALERS

If you're interested in the exclusive TRADIOVISION Franchise, which protects you on profits, and offers unlimited business opportunities, contact us by letter, wire, or phone, or at the NAMM Show, starting July 25th, at the Hotel New Yorker, (Manhattan Center) Booths 109-110.

TRADIOVISION also manufactures an outstanding, modern, direct view receiver with a 255 square inch screen.

# TRAD TELEVISION CORP.

1001 First Avenue, Asbury Park, N. J., ASbury 2-7447

New York Office and Showrooms  
377 Fourth Avenue MURray Hill 3-9757

## S-W TV Table Model

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



Total picture area of this television receiver which uses a 10-inch cathode-ray tube is over 62 square inches. Set has 25 tubes, plus three rectifiers, exclusive of picture tube. Channel selector tunes picture and FM sound simultaneously. Has gyromatic picture lock, four-stage IF amplifier, five tuned circuits, and automatic gain control. Cabinet in dark Honduras mahogany has recessed framing.

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

# SNAP!

YOUR ANTENNA IS  
ASSEMBLED

THE OAK RIDGE 6  
FM and TV ANTENNAS



FEATURING THE AMAZING  
SNAP-LOCK\*

\*Pat. Pending

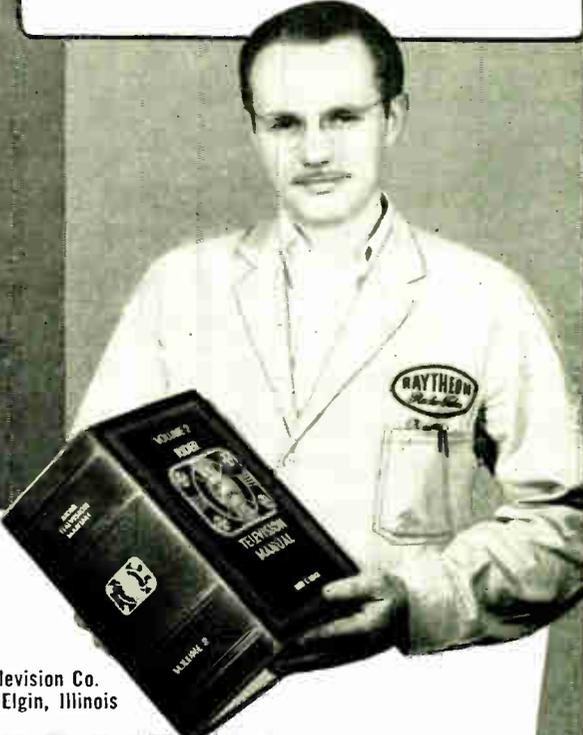
- Revolutionary four-second assembly.
- Just snap it out and it's fully assembled.
- Extremely rugged—½ inch aluminum elements.
- Completely pre-assembled—No loose hardware.
- We manufacture a full line of quality FM and TV antennas, including Hi-Lo's, Conicals, In-lines, Vee's, Stacked Arrays.
- Ask your local jobber for a demonstration. Inquiries invited.

## OAK RIDGE ANTENNAS

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

WRITE FOR CATALOG T-1

**"Nothing like the factory-authorized data of RIDER MANUALS"**



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**It's a TV "MUST"!**  
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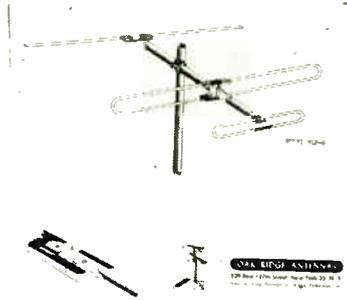
Including Cumulative Index Volumes 1 and 2... PLUS the Famous Rider "HOW IT WORKS" Book.

**NOTE:**  
The Mallory Radio Service Encyclopedia, 6th edition, makes reference to only one source of radio receiver schematics—Rider Manuals. ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

**RIDER MANUALS Mean Successful Servicing**

### Oak Ridge Antenna

Manufactured by Oak Ridge Antennas,  
239 East 127th St., New York, N. Y.



One-half inch tempered aluminum elements make up this antenna. The "U" bolt assembly in the cross arm allows the use of a mast as thick as 1½ inches. Masts of six or 10 feet can be purchased with antenna. Featured is the snap-lock device enabling assembly in four seconds without use of tools. Elements automatically lock and have no bolts or nuts.

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

### Air King Table TV

Manufactured by Air King Products, Inc.,  
170 53rd St., Brooklyn, N. Y.



This table model television receiver has a 10-inch cathode-ray tube and yields a 61-square-inch picture. Provides coverage on all television channels. Priced at \$199.95, less table.

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

### New RCA Television

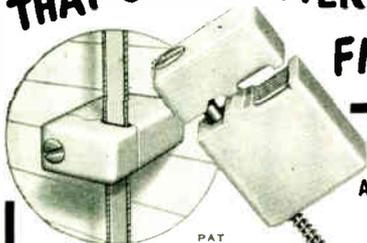
Manufactured by RCA Victor Division,  
Camden, N. J.



The lowest priced television receiver in RCA's 10 years of TV activity is this model, priced at \$269.50. With a 10-inch picture tube, the receiver contains all the latest technical advances, and is in a hardwood cabinet finished in mahogany, walnut or limed oak. A low-cost matching table readily converts this receiver into a compact console.

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

## NEW LEAD-IN SUPPORTS THAT GIVE BETTER TELEVISION and FM RECEPTION!



PAT.  
APPLIED  
FOR  
No. 9418

Porcelain Products' exclusively designed lead-in supports give rigid support preventing lead-in wire from twisting in wind or going slack. Quick moisture drainage prevents short circuits. Made of highest quality porcelain, resistant to weather extremes, factory assembled, screws rust-proofed, no maintenance, low initial cost. For all popular types of lead-in cables.



Specially designed TUBE for flat 3/8" wide 300 ohm twin-wire TV-FM Lead-in Conductors. Outside diameter 1/16" — fits hole made by standard 3/4" drill bit. Finest electrical porcelain, rectangular hole prevents conductor from twisting. Write for folder.

#### OTHER ANTENNA AND LEAD-IN ACCESSORIES



No. 1925  
Insulated Screw Eye,  
Overall length 7-1/4",  
5/16" insulator hole.



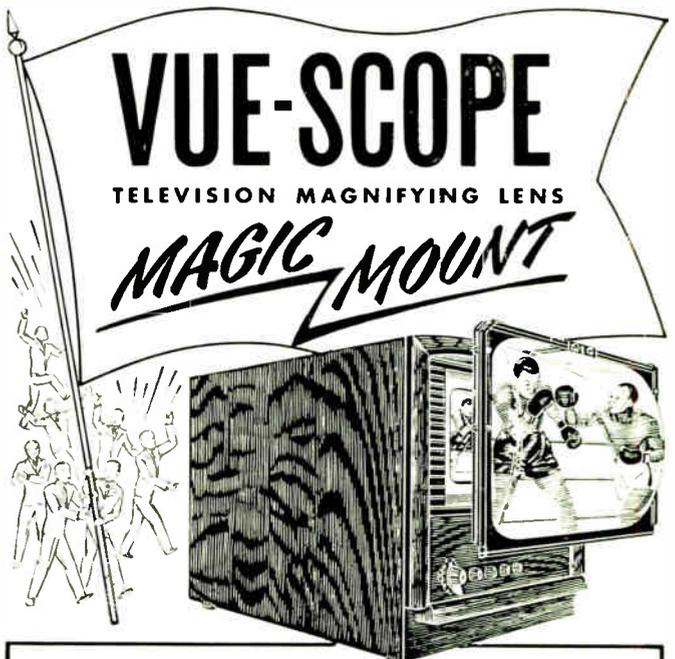
No. 1961  
Split Bridle Ring Insulated  
Screw Eye, Overall  
length 3-5/8", 5/8" in-  
sulator hole, 1/4" di-  
agonal slot.

**Porcelain Products, Inc.**  
FINDLAY, OHIO

## 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.

## Operates 24 Sets from 1 TV Antenna

What appears to be the first low-cost solution to multiple installations of television receivers has been announced by Television Equipment Corp., 238 William Street, New York. Called the "Multicoupler", the device which is now in production and is priced at \$100, is a small electronic unit that will serve, the manufacturers claim, up to eight television sets, and as many as three units may be used in cascade to permit the simultaneous operation of 24 television receivers from one antenna. Sets may be tuned independently on any of the 12 existing channels at the same time. The unit contains light electron tubes in a special circuit which provides a very high degree of isolation between operating sets and does not appreciably diminish the signal received by any one receiver.

## Lends TV Sets to Sick Employees

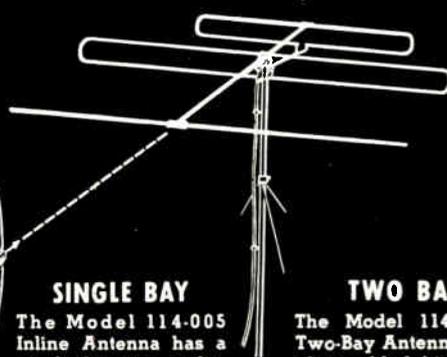
Robert W. Galvin, executive vice president of Motorola, Incorporated, television and radio manufacturing firm, has announced a television set loan program which will benefit all hospitalized Motorola employees. Under the new program, any employee of the Chicago firm who is confined to a hospital may secure a Motorola television receiver for use during the entire period of hospitalization merely by filling out a request form. Of the approximately 4,000 Motorola employees, there are usually about 20 hospitalized at any one time. Early response to the program has been very enthusiastic, according to Mr. Galvin, with the patients reporting that television is "ideal" for anyone confined to bed by illness.

## Component Group Raises \$25,000

About 75 representatives of the radio components manufacturing field met for dinner at the Hotel Astor on June 21 and contributed more than \$25,000 to the 1949 drive of the United Jewish Appeal. The Radio Component Manufacturers and Representatives group is part of the over-all radio division of the UJA of Greater New York and is headed by Harvey Tullo, of the Emerson Radio & Phonograph Corp. Speaking at the dinner, Mr. Tullo paid tribute to the cooperation of his associates in the fund drive which resulted in an increase of a third over last year's results. The vice-chairmen: D. Clenfield, of Fada Radio & Electric Co.; John G. Commins, Tele-Tone Radio Corp.; M. Gardner, Air King Products; W. S. Hegyi, Olympic Radio and Television, and M. Markowitz of Emerson Radio.

Radio & Television JOURNAL • July, 1949

### HIGH and LOW BAND → INLINE → TV ANTENNAS

**SINGLE BAY**  
The Model 114-005 In-line Antenna has a single-direction radiation pattern thruout entire TV spectrum. No tuning adjustments needed.

**TWO BAY**  
The Model 114-302A Two-Bay Antenna supplies added high forward directive gain on all twelve TV channels. All-weather construction.



FINER PICTURE QUALITY -- PEAK RECEPTION ---  
 RUGGED ALL-WEATHER CONSTRUCTION ---  
 INSURANCE AGAINST SERVICE CALLS ---  
 MODERN, ATTRACTIVE DESIGN ---  
 HIGH, UNIFORM GAIN -- BROAD RESPONSE CURVE  
 NO OBSOLESCENCE AS NEW TV STATIONS ORIGINATE

### Piggy-Back ANTENNA

LOOKS IN TWO DIRECTIONS!




The Model 114-026 Piggy-Back Antenna consists of a high-band folded dipole with reflector and a low-band folded dipole also with reflector. Each dipole may be oriented individually to station direction. The Piggy-Back receives on all twelve channels and is ruggedly constructed.

Be Sure  
of Best Results  
with Genuine  
**AMPHENOL**  
TV ANTENNAS



**AMERICAN PHENOLIC CORPORATION**  
 1830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS

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

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

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BECAUSE THIS \$250,000.00 SERVICE  
COSTS YOU LESS THAN \$1.00 PER WEEK!**

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*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:

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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!**

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AND SPECIAL SALES CREW OFFERS.

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EBERHARD FABER  
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ESTATE  
EUREKA  
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EVERSHARP  
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FILTER QUEEN  
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FRIGIDAIRE  
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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  
LEWYT  
LIONEL  
MAGIC CHEF  
MANNING-BOWMAN  
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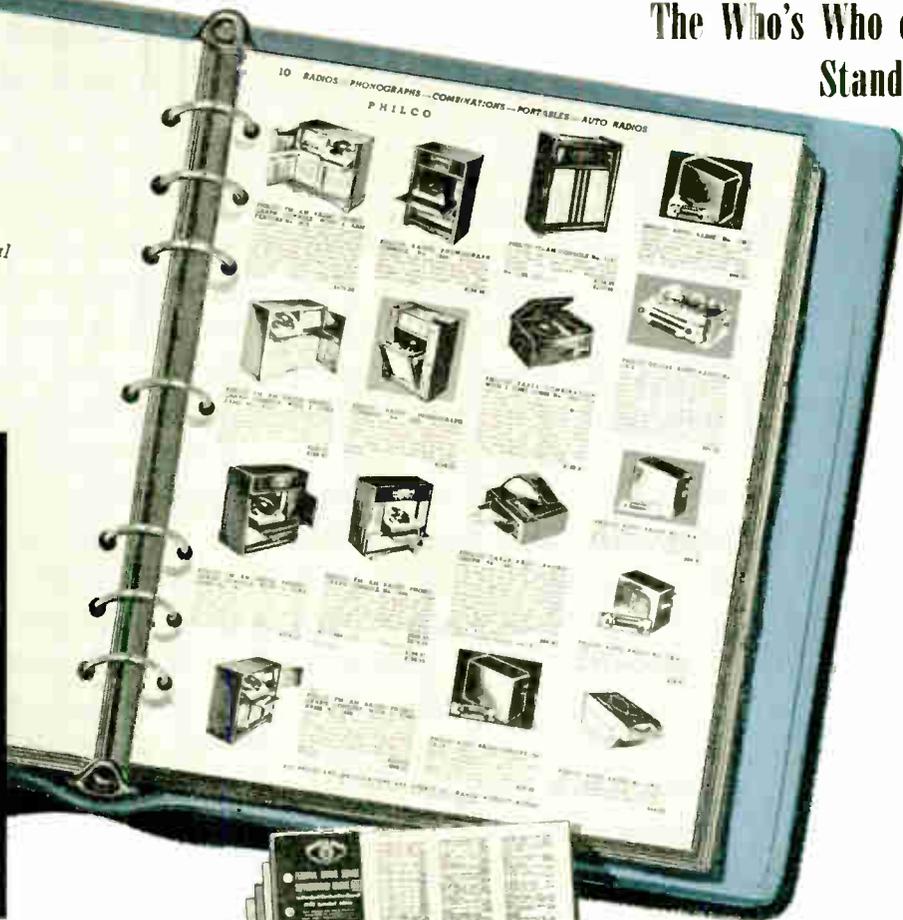
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GIVES YOU

# 2 QUALITY PRODUCTS



**Super-Tone**  
REG. U.S. PAT. OFF.  
**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.



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SEND FOR THE NEW COMPLETE RECORDISC CATALOG

"You Take No Risk With Recordis"

THE  
**Recordis**  
CORP.

395 Broadway, New York 13, N. Y.

## Polaroid Filter Tape

Manufactured by Pioneer Scientific Corp.,  
295 Lafayette St., New York, N. Y.



Adhesive cellulose tape fitted to the top edge of Polaroid TV filters makes the filter easy to attach and gives it a smooth appearance. Red protective ribbon peels off when filter is mounted. Tape has great adhesive powers and stays on once attached.

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

## RMS "Tele-Spex"

Manufactured by Radio Merchandise Sales, Inc., 550 Westchester Ave., New York, N. Y.



Television spectacles designed to eliminate glare, allowing each member of the family to wear an individual glare filter, and leaving the screen itself unfiltered. The cobalt blue spectacles help picture definition and clarity and tend to reduce eyestrain.

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

## Attention:

TV and FM  
INSTALLATION MEN

# REDUCE

YOUR LABOR COSTS ON  
INSTALLATIONS TO  
LESS THAN 1%

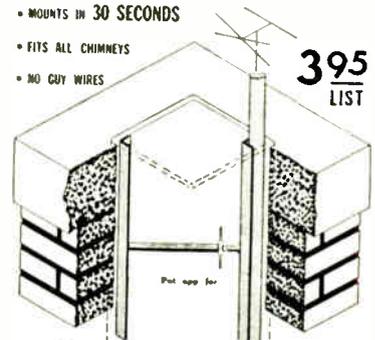
WITH THE NEW

# QUICK MOUNT

• MOUNTS IN 30 SECONDS

• FITS ALL CHIMNEYS

• NO GUY WIRES



## QUICK MOUNT

Quick Mount fits any size mast. Mounts in 30 seconds. Put your antenna mast in place and turn the lever, it's just as simple as that. The antenna is held *firmly* in place, no guy wires needed.

## SEE IT AT YOUR JOBBER

JOBBERs and MFG. AGENTS:  
WRITE FOR TERRITORIES

**DO IT NOW!**

*Frazier*  
**ENGINEERING COMPANY**  
MUSKEGON, MICHIGAN

## DIRECT TO DEALERS \$15

### Conical Record Breaker

## HI-GAIN TWA TELEVISION AERIAL

USERS REPORT TO AND  
OVER 200 MILES RECEPTION

• ALL CHANNELS 1-13

• NO BOOSTER REQUIRED

• COMPLETE WITH CENTER  
MAST



**8V-TV**

LIGHT WEIGHT APPROX. 7 LBS.

• GUARANTEED  
DISTANCE GETTER

SINGLE MAST SAME  
AERIAL WITH MAST  
**\$7.00**

Manufactured by **RAYTRON**

441 SUMMIT  
TOLEDO, OHIO phone FAirfax 9171

## Television Sales Increase In Lower Income Homes

Moderate and low income families are buying television receivers on a markedly increasing scale, says S. W. Gross, president of Tele-tone Radio Corp.



S. W. GROSS

He bases his statement on reports from the firm's dealers and on figures from a pulse survey concerning the make-up of the present day TV audience, which Gross said, "offers an interesting comparison to the figures of a year ago."

"As of April 1949, in New York and surrounding areas, 9.8% of the television audience were in the upper income brackets; 38.3% of the audience were in the moderate income bracket; 42.0% were in the low income group, and 9.9% were an income group even below that. This compares with last year's figures of April 1948, giving 22.7% for the top group; 34.6% for the moderate; 35.8% for the low, and 6.9% for the last group."

Mr. Gross points out that although these statistics are for New York and adjacent counties, he believes they could be safely projected to the principal television areas in the rest of the country.

Mr. Gross is of the opinion that low and moderate income people benefit the most from television which enables them to enjoy news events, sports and entertainment, something they might not otherwise be able to afford. "For the well-to-do family, television is an incidental adjunct to their entertainment pleasure, but for the average U.S. family that earns \$3,000 a year or less, television opens vast new horizons of visual diversion—and education—which were beyond their means before."

### More "Town Meetings"

R. C. Cosgrove, RMA president, has

appointed a "Town Meetings" committee to consider future activities in behalf of radio and television servicemen. Robert C. Sprague, president of Sprague Electric Co., North Adams, Mass., was named chairman of the committee. Other committee members were: Benjamin Abrams, Emerson Radio & Phonograph Corp., New York; A. T. Alexander, Motorola Inc., Chicago; W. R. G. Baker, General Electric Co., Syracuse, N. Y.; H. C. Bonfig, Zenith Radio Corp., Chicago; Leonard F. Cramer, Allen B. DuMont Laboratories, Inc., Passaic, N. J.; Harry A. Ehle, International Resistance Co., Philadelphia; J. B. Elliott, RCA Victor Division of RCA, Camden, N. J.; G. M. Gardner, Wells-Gardner & Co., Chicago; Larry F. Hardy, Philco Corp., Philadelphia; H. L. Hoffman, Hoffman Radio Corp., Los Angeles; J. J. Kahn, Standard Transformer Corp., Chicago; Stanley H. Manson, Stromberg-Carlson Co., Rochester, N. Y.; Leslie F. Muter, The Muter Co., Chicago; and A. D. Plamondon, Jr., The Indiana Steel Products Co., Chicago.

Under consideration by the committee were "Town Meetings" for radio and television servicemen similar to those held under RMA sponsorship in 1948 and early 1949.

**MERCHANDISE MANAGER, NAT GOODMAN**

**GOODMAN'S . . . says:**

JERSEY CITY, N. J.



"I sold 56 Polaroid Television Filters in 5 days, and made a plus profit for the week of \$246.00 on this one item alone! All clean, over-the-counter business, too!"

a product created by **PIONEER SCIENTIFIC CORP.**  
© by Polaroid 295 LAFAYETTE STREET, NEW YORK 17, N. Y.



Model CT-101  
16" Tube

**DEWALD**  
HIGH DEFINITION  
TELEVISION  
10"-12½"-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.

in  
RADIO  
and  
TELEVISION

for  
SOMETHING  
BETTER,  
it's

**DEWALD**

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

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS



**FILL THAT JOB WITH A  
C.T.I. TRAINED MAN!**



Solve your man-power shortage by employing well-trained, dependable young men who have been trained by Commercial Trades Institute. Our graduates have completed an intensive course in Radio or Television Servicing. Their training has been practical—in well-equipped shops under expert supervision. They've learned to do excellent work. To enable you to evaluate the efficiency of C.T.I. training, we'll be glad to send you an outline of the course. You'll find the subject matter extensive, complete, thorough.

We probably have men who hail from your vicinity, but most of our graduates will travel anywhere for a good opportunity. We cordially invite employers to write us for detailed information on available men. (No employment fees). Address:

Placement Manager, Dept. P104-7  
**COMMERCIAL TRADES INSTITUTE**  
1400 W. Greenleaf Ave., Chicago 26, Ill.

• **Gross Distributors, Inc.**, N. Y., put on a gala showing of the new Stromberg-Carlson line last month. Above, Ben Gross, left, firm advocate of fair trade, illustrates some of the fine points of a 16-inch TV, 3-way radio, phonograph combination.

• **Motorola, Inc.**, Chicago, Ill., announces volume of sales for the first five months of 1949 covering the firm's television, home radio, car radio and communications divisions exceeded volume for a similar period last year by 28 per cent, with comparable profit prospects. The increase in sales volume was attributed to television sales.

• **John F. Rider, Inc.**, has acquired all properties, copyrights, etc., of the Electronic Research Publishing Co., publishers of the Electronic Engineering Master Index and of the Electronic Engineering Patent Index. Under a new organization known as Electronic Research Publishing Co., Inc., 480 Canal St., N. Y., with John F. Rider president, compilation and publishing of both indices will be continued and will include foreign and domestic sources of electronic data.

• **Eitel-McCullough, Inc.**, San Bruno, Calif., has announced it will manufacture television picture tubes at its new Salt Lake plant beginning around the first of the year. Tooling is scheduled to be completed at that time. The firm's San Bruno plant will continue to manufacture Eimac vacuum tubes and to push developmental research projects.

• **International Television Corp.**, New York, has announced the production of a new television model, D-16, with 31 tubes and a 16-inch direct-view picture screen.

• **Admiral Corp.**, Chicago, Ill., has established the Seattle Distributing Division, 558 First Avenue, South, Seattle, Wash., distributor for the firm. C. W. Strawn, manager of the new division, was formerly vice-president of RCA Victor Distributing Corp., and more recently manager of the Admiral Corp. Appliance Division, Chicago.

• **North American Philips Co., Inc.**, New York, has appointed Ray Hutmacher district manager for the television division of the firm. Mr. Hutmacher has been in the industry for over 20 years and was formerly general sales manager for Meissner Mfg. Division, Maguire Industries, and division manager for Utah Radio Products. With headquarters in Chicago, he will handle manufacturer contacts in the Middle West.

• **Radion Corp.**, Chicago, Ill., has announced the appointment of the following sales representatives: Blair Steinberg, 395 Broadway, N. Y., for the eastern states; Michael Scott, 8 Todd Road, Cohasset, Mass., for New England, and J. H. Martin, 4304 Montrose, Houston, for Texas.

**HOTELEVISION**  
INC.

**Class A Stock**  
(A Participating Stock)

**\$1 per share**

Offering Circular on Request

**CANTOR, FITZGERALD & CO., INC.**

61 Broadway

New York 6, N. Y.

# New Appointments

E. W. Stone elected president of Capehart-Farnsworth, Ab Waxman named sales manager of Air King's magnetic recorder division, Emerson's M. Abrams cited for community activity, Sherwood to television promotional post for Admiral



MAX ABRAMS

• Max Abrams, secretary-treasurer of *Emerson Radio & Phonograph Corp.*, N. Y., recently received the annual gold medal of the Men's League of Brooklyn, N. Y., as "outstanding citizen of the Borough." Awarded annually to the Brooklynite who served his community for 10 years, the medal was bestowed on Mr. Abrams for his efforts on behalf of better community harmony among all races for more than a quarter of a century.

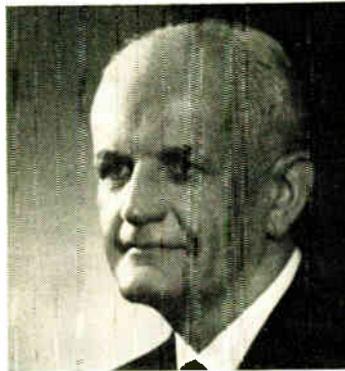
• Land-C-Air Sales Co., 1819 Broadway, N. Y., has been named sales representative for the *Duotone Co., Inc.*, N. Y. to handle that firm's line of phonograph needles, recording blanks, and TV lenses in New Jersey, Delaware, Maryland, Washington, D. C., and eastern Pennsylvania.

## TOP-FLIGHT MANUFACTURERS' REPRESENTATIVE AVAILABLE

Radio, Television and Allied Products  
26 years in Radio, Television and Allied Fields in New York and New Jersey. Best contacts with all Key Retailers and Wholesalers.

Reply Box No. 27

**Radio & Television Journal**  
1270 6th Ave., New York 20, N. Y.



ELLERY W. STONE

• Ellery W. Stone, a vice-president of the *International Telephone and Telegraph Corp.*, N. Y., has been elected president of the Capehart-Farnsworth Corp., subsidiary formed to take over the assets of the Farnsworth Television & Radio Corp., Fort Wayne, Ind. Other officers elected at a meeting of the board included Philo T. Farnsworth, Henry C. Roehmer and William Clausen, vice-presidents; Chester H. Wiggins, secretary and assistant treasurer. Edwin A. Nichols, formerly president of Farnsworth, will act as assistant to Mr. Stone.



AB WAXMAN

• Ab Waxman has been appointed sales manager of the magnetic recorder division of *Air King Products Co., Inc.*, Brooklyn, N. Y. Mr. Waxman was formerly advertising director and sales promotion manager of Wire Recording Corp. of America and developed the Duplicording process.



E. J. SHERWOOD

• Erwin J. Sherwood has been appointed television promotional manager of *Admiral Corp.*, Chicago, Ill. Mr. Sherwood was formerly television director of the Cruttenden and Eger Advertising Agency in Chicago and will direct Admiral's television sales training programs for distributors.

## TOP MERCHANDISER, DAVE WAGMAN

RADIO AND TELEVISION SALES MANAGER

BRUNO-NEW YORK... says:



"The Polaroid Television Filter has proved to be our fastest selling most profitable accessory!"

A product created by PIONEER SCIENTIFIC CORP.  
© by Polaroid 295 LAFAYETTE STREET, NEW YORK 17, N. Y.

July • 1949



JULY • 1949 •

VOL. 66

No. 7

## There's A Man In The House!

"I remember years ago when my college chum had reached the ripe old age of 21. He jumped out of bed at the stroke of twelve midnight and ran through his home shouting, 'Help! Help! There's a man in the house!'"

"That's just about what is happening today with television—especially as it is working in New York, and perhaps a few more metropolitan centers. Over the rest of the country I believe it is still in its teen age and should not be of any great concern to other advertising media, except that each day it is growing—and there'll come a time within the span of only a few years when television will be a 'man in the house' everywhere in the United States."

The above quoted paragraphs are taken from a speech made recently by Duane Jones, president of Duane Jones Co., Inc., before newspaper advertising executives. We felt that it was quoteworthy because that little story about a "man in the house" just about sums up the currently chaotic situation in television pricing and merchandising.

There are few who will deny that the television industry has, of late, been behaving rather adolescently, kicking up its heels, slamming doors and in general raising quite a rumpus. It finally reached a head in New York last month when several large department stores ran full-page advertisements knocking off as much as 60 per cent from name brand merchandise, and *naming the brands!*

Some dealers told us that they were so "fed up with the situation" that they felt like walking out entirely by refusing to handle television until the market stabilized itself.

Of course, that's not the answer. You can't walk out on television, any more than the government can escape the implications of the atomic bomb. From the standpoint of its potential future, television is comparable with atomic energy, and simply because we have not yet learned how to control this vast new industry is no reason for consigning it to Hades.

Television is going through a stage . . . in the great metropolitan centers such as New York and Chicago, it has become a "man in the house" and consequently is sowing some wild pricing oats. Some manufacturers' lines were overpriced and are now coming down to a more realistic level. Some "weak sisters" with poor and shoddy merchandise will eventually be eliminated. Better value is being built into television receivers. But above all, the country is going through a healthy deflationary period which is having its effect on all industries. The economic situation is fluid, but it's not a recession—not a depression. It would be more correct to describe it as an "obsession"—an obsession with those businessmen who are not used to working for their sales.

Frankly, we're of the opinion that the coming Fall and Winter months will witness the greatest buying surge in television. You can no more stop the public from going head over heels for television than you can stop a tidal wave. If only the industry, and that includes the manufacturer, distributor and dealer recognizes that television is entertainment, not price, and if they concentrate on selling the entertainment aspects of television instead of price, the public will buy. You don't believe that? Well, look at automobiles. They certainly have not come down in price and they cost considerably more than TV sets, yet they continue to sell, and there's still a large backlog of orders for many cars. Why? Because the automobile industry has sold Mr. and Mrs. America on the fact that a car means the open road to a new world. *Well, television also means the open road to a new world of entertainment—within the home.* Convince your customer of that basic fact, and he'll buy, price notwithstanding.

Sure, television is growing fast. In many cities it has already become "a man". It's time that it started acting like one.

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# Birch

## SETS THE PACE AT ALL 3 SPEEDS

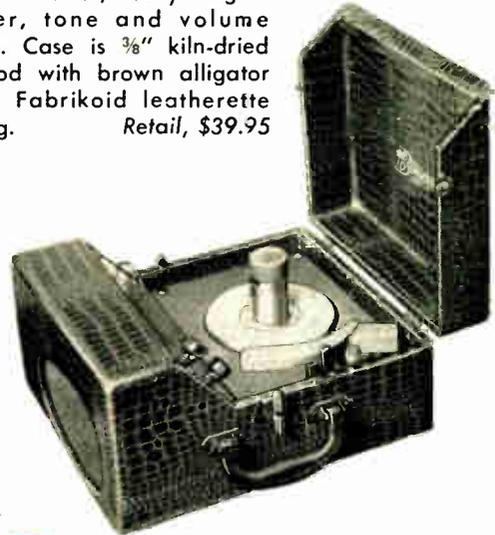


**Model 45 DeLuxe—Outstanding 78 RPM portable at a most attractive price.**

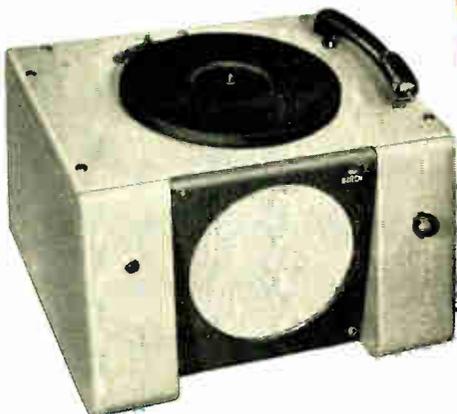
DeLuxe in design, tone and appearance. Has 2 tubes, 5" heavy duty speaker, high output crystal pick-up, individual volume and tone controls. Famous Birch one-piece steel motorboard in beautiful contrasting colors. Exclusive DeLuxe rounded edge case is made of 3/8" kiln-dried basswood with two-tone DuPont Fabrikoid leatherette coverings. Retail, \$22.95

**Model VRC43—Plays ten 45 RPM records . . . over 50 minutes of continuous music!**

Equipped with RCA Victor 45 RPM changer . . . the world's fastest! Because of specially designed holder, pick-up cannot bounce when case is carried. Plays with lid open or closed. Post serves as holder for more than 20 seven-inch records. Has 2 tubes and selenium rectifier, heavy magnet speaker, tone and volume controls. Case is 3/8" kiln-dried basswood with brown alligator DuPont Fabrikoid leatherette covering. Retail, \$39.95



See the complete BIRCH line of portable phonographs . . . both electric and hand wound in Room 723, Hotel New Yorker, N.A.M.M.S. Ex. July 25-28.



**Model TS48—A 3-speed Demonstrator for stores . . . gymnasiums . . . game rooms.**

Engineered in the finest Birch tradition for those who require exceptional tone in a 3-speed phonograph with a single arm. Constructed with sound partitions for superior acoustics. Has 3 tubes and selenium rectifier; heavy 8" speaker; pilot light; front volume control and switch; extra pre-set volume control in rear. Studio type design. Top quality washable leatherette covering. Retail, \$49.95

**Model TS34—Plays 33 1/3, 45 and 78 RPM records with one arm!**

A compact portable with 2 tubes and selenium rectifier. Has 5" speaker with heavy magnet. Cartridge has 2 permanent needles. Speed is changed by easy-operating motor lever. Exclusive rounded edge case is made of 3/8" kiln-dried basswood and is covered with alligator grain DuPont Fabrikoid. Complete with special bushing for hole of 45 RPM record. Retail, \$34.95



Manufactured by  
**BOETSCH BROTHERS**  
221 East 144th Street, New York 31, N. Y.

# Retailers!—increase your TV sales!



with the sensational

# PAY·AS·YOU·SEE

## CLOCK-METER COMBINATION

here is coin operated television for the home

helps you reach the average income market

sells more television sets!

sells higher priced sets at list!

sells more television sets year 'round!

Pay As You See has terrific promotional possibilities. Dealers who are using it have increased profits and sales over 100%. Helps you reach a much larger market—too! We furnish mats, direct mail folders and window display material for a complete promotional package. Use it today to increase your sales!



Meter is concealed in a beautifully designed electric clock . . . NO UNSIGHTLY BOXES!

send this coupon at once!

### PAY·AS·YOU·SEE, inc.

936 No. Michigan • Chicago, Ill.

Superior 7-5890

New York representative

APEX ELECTRONIC SALES CORP.

225 W. 17th St. • New York 11, N. Y.

Watkins 9-7650

.....

• Pay As You See, Inc.  
 • 936 N. Michigan Avenue  
 • Chicago 11, Illinois  
 • Please send me more information.

• Firm .....

• Name .....

• Street .....

• City ..... State .....