

RAJ RADIO & APPLIANCE JOURNAL

TELEVISION



keys to
dealers

Success in '49

JANUARY 1949

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**A CLEAN
PROFIT SWEEP
WITH...**

AEROSWEEP

**a Motorized
Control UNIT that
fits any antenna—**

**ONLY 7 INCHES IN DIAMETER
2 LBS. IN WEIGHT**

Revolutionary new, Aerosweep is not an electric motor, it is magnetic in design, there are no sparks produced thereby eliminating the interference created by sparks. Aerosweep is easily installed in your present antenna system making your antenna the most up to date all directional television antenna manufactured.

For the best in television reception from any one channel your antenna must be tuned into that channel, in order to gather in the strongest signal strength. Your stationary antenna only gives you an average signal reception which must be spread over the entire 13 channels. With Aerosweep you merely select the channel, press the remote control button, then watch the picture grow, when it reaches its brightest point you release the fingertip pressure and the antenna is automatically locked in absolute direction with the sending station. The Aerosweep rotator is completely reversible and rotates 370 degrees in either direction with no possible dead spot.

Aerosweep boasts the slowest rotating motor, for extra fine tuning, made of solid aluminum castings, only one moving part, will withstand weight of 160 lbs., completely immune to all the elements and guaranteed to produce most satisfactory results.

AEROSWEEP EXTRAS

- Not an electric motor, no picture distorting sparks.
- Picture grows as antenna turns, completely reversible.
- Fingertip remote control locks antenna in absolute direction.
- AEROSWEEP rotator turns 370 degrees, no dead spots.
- Freezing, sleet or rain will not affect motor.

DISTRIBUTORS: The Lyte Aerosweep rotator will lift your 1949 television antenna program to new profitable heights. Profits, profits, profits.

LYTE AEROSWEEP CORP.
12 Washington Ave. • Plainfield, New Jersey
Plainfield 5-2100





The Eyes of America
are on PHILCO
for the Big Refrigerator
news of 1949!

YES, it's big news . . . sensational news . . . revolutionary new developments of Philco Advanced Design that make history in refrigeration.

Philco distributors all over America are telling the story to Philco dealers now. Watch for the announcement of your meeting and be sure to attend. It's the big profit story in refrigeration for 1949!



RADIO & APPLIANCE JOURNAL

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This Month's Cover



Even with a pocketful of best wishes for a prosperous 1949, a dealer must still turn to solid, practical merchandising methods to insure the success of his business. Read "Keys to Success," starting on page 10 in this issue.

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RADIO & APPLIANCE JOURNAL with which is combined RADIO & TELEVISION 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 25 cents per copy. Entire contents copyright January, 1949. No material in RADIO & APPLIANCE JOURNAL may be reprinted without consent of publisher. Printed in U.S.A.

Here's

PROOF!

*The Polaroid®
Television Filter is
Television's indispensable
fastest-selling accessory*



distributors

say:

- "...it's television's fastest repeat seller!"
Dave Wagman,
Bruno—New York, Inc.
- "...the greatest profit-maker in television history!"
Bill Cone, Krich-Radisco, Inc.
Newark
- "...even small dealers reorder weekly!"
Wm. L. Whitehead, Interstate Supply
Company, St. Louis
- "...the Polaroid Television Filter is backed
by the hardest-selling, most intensive
sales-promotion job in the business!"
Wm. Strainowitz, Raymond Rosen &
Co., Inc. Phila.
- "...best selling most profitable accessory!"
Ned Corbett, R.C.A. Victor Distg.
Corp. Chicago

Smart merchants everywhere report the Polaroid Television Filter their fastest-moving profit maker. It does what no other can do. Not just colored plastic—it is Polaroid—the greatest name in glare control . . . brings genuine visual comfort.

Stock and display the Polaroid Television Filter and you tie in with its overwhelming consumer acceptance and its hard-hitting advertising and promotion. There's a Polaroid Television Filter for every set—sensibly priced within the reach of all:

- No. 700—for all receivers with 7" tubes \$ 6.50
- No. 1000—for all receivers with 10" tubes \$10.00
- No. 1200—for all receivers with 12" tubes \$12.50
- No. 1500—for all receivers with 15" tubes \$16.00
- No. 2000—for all receivers with 20" tubes \$25.00
- No. 3000—projection model \$27.50

dealers

say:

- "Sold 84 Polaroid Television Filters in 3 days."
L. B., Newark
- "All our customers insist on the genuine
Polaroid Television Filter, won't accept a
substitute, no matter how cheap."
D. J., Cleveland
- "Sold 29 Polaroid Television Filters one day,
38 the next."
J. N., Boston
- "Tests prove it works wonders and our cus-
tomers like it!"
A. D., New York
- "Sold 75 Polaroid Television Filters in 2 days."
N. T. D., Buffalo

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295 LAFAYETTE STREET, NEW YORK 12, N. Y.

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STROMBERG-CARLSON

STARTS RIGHT

with smart new
popular-priced, long-playing
RADIO-PHONOGRAPHS

Stromberg-Carlson does it again . . . gives you what every customer wants in fine, popular-priced instruments, backed by a name that has stood for highest quality since the beginnings of radio. The new WINDEMERE FM-AM Radio-Phonograph is an example of the splendid models and values that will be offered in '49. At a reasonable price, it gives prospects magnificent tonal quality . . . no-drift FM tuning . . . unique treble and bass tone control . . . and new *single-arm* duo-speed changer for standard and long-playing records, 10 and 12 inch.



New! The WINDEMERE. In exquisite cabinet of matched mahogany veneers, hand-rubbed to a satin finish. #1406-PLM.



New! The WINDEMERE. In smart cabinet of rare blonde avodiré veneers, hand-rubbed to a lasting satin finish. #1406-PLA.

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

**NOW TO MAKE
NEWS for '49!**

with new
**120 square-inch super-clear
TELEVISION**

"You'll SEE it Better . . . HEAR it Better" is a bigger selling appeal than ever with Stromberg-Carlson television! The great new tube gives prospects a 120 square-inch picture that is wonderfully spacious and delightfully clear even across a large, lighted room. And only one knob makes all normal picture adjustments! Superlative Stromberg-Carlson tonal fidelity gives dramatic realism to all services. Smart decorator-designed cabinets, in ribbon-striped mahogany veneers, reflect the modern spirit of television and complement even the finest traditional room plan.



New! The MONMOUTH Television-Radio-Phonograph. Exceptionally clear, sharp, bright 120 square-inch direct-view picture. Superb sound reproduction of TV, AM, FM and records. New *single-arm* duo-speed changer plays standard and long-playing records, 10 and 12 inch intermixed, with automatic stop. Door opens fully. **TS-16-M1.**



New! The YARMOUTH Television and FM-AM Radio. Exceptionally clear, sharp, bright 120 square-inch direct-view picture, same as Monmouth model. Magnificent tonal reproduction of TV, FM, and AM radio—also of records, through phonograph connection. **TS-16-L1.**

STROMBERG-CARLSON

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

Radio's Mark

A survey by Broadcast Measurement Bureau, Inc. indicates radio has dented the country's consumer market to the tune of 79 million sets, only 5 million of which are not in working order. Almost 41 per cent of families owning radios had more than one set, the Bureau's survey disclosed, and the average listening time on sets was judged to be seven minutes short of six hours. The north central portion of the country led in total ownership and was followed in order by the South, the Northeast and the West. Families owning portables came to 1,722,300 and those with auto sets 9,416,300, the survey reported.

Show Drawings

Over 100 representatives of companies planning to exhibit at the 1949 Radio Parts Show crowded the Waldorf-Astoria's Blue Room in the Janssen Suite early last month for the drawing for preferred display space at the Show. Winning first choice was Operadio Manufacturing Co., St. Charles, Illinois. The firm selected Booth 87. James Millen Mfg. Co., Malden, Mass, then selected Booth 140; V-M Corporation, Benton Harbor, Mich., took Booth 42, third choice; Kwikheat Co., Glendale Calif., followed with Booth 80, and Wincharger Co., Sioux City, Iowa, Booth 176. Burgess Battery Co., Freeport, Ill., first choice winner for the 1948 Show, wound up with the last of the 160 available booths. Despite earlier indications that the Show for 1950 might be held in New York, the Board of Directors, meeting before the drawings, voted to return the Show to Chicago for 1950.

Electrical Exposition

Kansas City's Electric Association has announced sponsorship of the "Exposition of Electrical Progress," a mammoth show scheduled for that city March 2-6, which will include exhibits of electrical appliances, electronic devices, radio and television, lighting and electrical equipment. Fred Geiss, association president, reports plans to make an electrical story presentation ranging from the incandescent lamp to the atom-smashing cyclotron.

TV in Syracuse

WHEN, the television call letters of the local Syracuse station erected by the Meredith Syracuse Corporation, put on its initial broadcast last month. Featured was Melville Clark, president of the Clark Music Co., harpist and inventor of the Clark Irish Harp.

All Set for Television's Greatest Year



Symbolic of the television industry's production capacity is this view of General Electric's assembly lines at Electronics Park, Syracuse, N. Y. Most other TV manufacturers report expanded facilities for the coming year in television.

Transportation and TV

The transportation industry has a headache in passenger monotony and fatigue, and television can do much to solve this problem of the industry, according to John W. Craig, general manager of the Crosley Division and vice-president of the parent Avco Manufacturing Corporation. Speaking before a joint meeting of the Ohio Valley Transportation Advisory Board, the Traffic Club, Chamber of Commerce Forum, and Board of Trade members of Cincinnati, Ohio, recently, Mr. Craig pointed out that experiments with television in railroad coaches and aboard airliners have already proven successful. Tests with motor car television during the Philadelphia convention showed the possibilities of television as a service to bus passengers, he said. Acknowledging that experimentation with television on transportation equipment has been confined, due to development of commercial television, Mr. Craig pointed to automatic air traffic control tests as significant pioneering experiments.

He also recalled television's tremendous strides since the war, the increase by more than 400 per cent of stations telecasting, and reminded his listeners of the meaning in coverage and listening fare from these giant

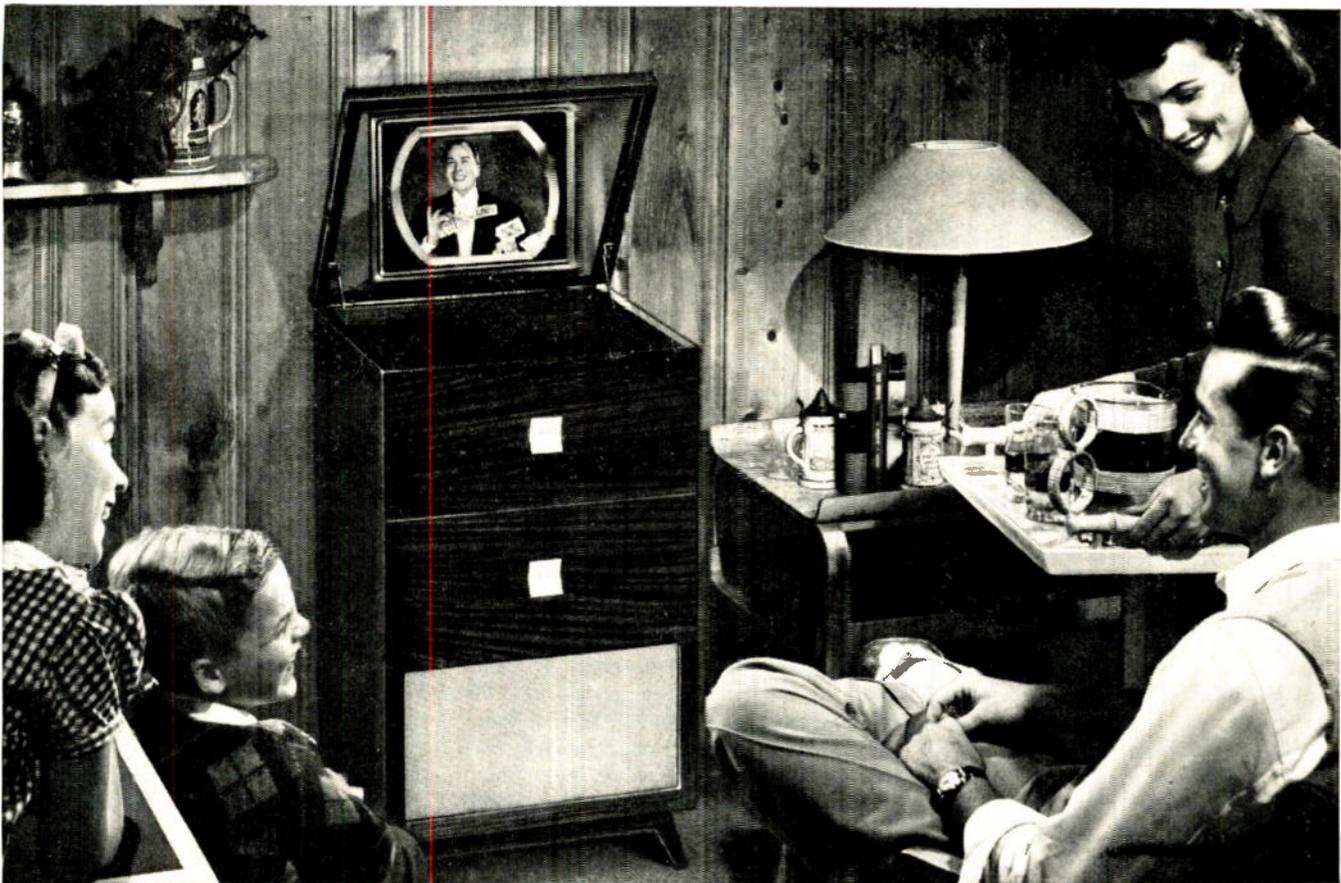
strides. But he also reminded his listeners of radio's place beside television. He pointed to the 14 million radios and radio-phonographs reaching the public during 1948, claiming that even without television that number of units would have been projected in last year's schedules.

"Obviously there are few, if any, families which want television to the exclusion of the radio and phonograph," he concluded. "The three services complement each other, and will continue to do so for many years."

Service Lectures Draw

In the 27 meetings at which Al Saunders lectured to more than 10,000 radio service technicians since starting his tour under sponsorship of Howard W. Sams in September, interest among seasoned and experienced servicemen ran high. In city after city technicians assembled from as far away as 100 and 200 miles to hear Mr. Saunders lecture on practical television service and installation practices. Most noteworthy expression of the technicians' keen desire to acquire practical information on television service was a crowd of 2,500 servicemen, engineers and dealers which packed into Chicago's Ashland Auditorium.

The Picture the Whole Family Can See!

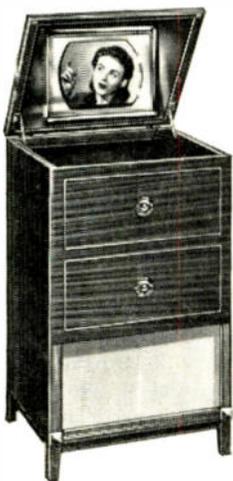


Stewart-Warner

WONDER WINDOW TELEVISION

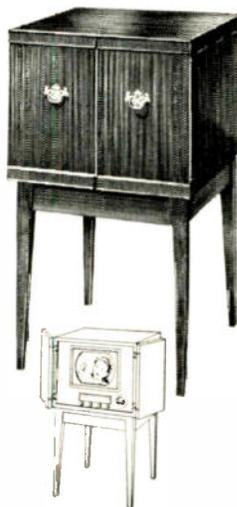
Wonder Window "NEW YORKER"

(AVC-1)—(pictured above) style-proportioned for today's home. Fits easily into modern room arrangements. Styled in beautiful, hand-rubbed mahogany. Matches Stewart-Warner "Manhattan" AM-FM-phonograph.



Wonder Window Television CONSOLETTA

WASHINGTON—(AVT-1)—same wider picture as in the console models, yet it's a remarkably compact direct-view set. Styled in mahogany in harmony with the "Monticello" radio-phonograph. Includes all console features.



Wonder Window "WAKEFIELD"

(AVC-2)—same television receiver as the "New Yorker," styled in the 18th Century tradition in dark mahogany. Over 58 square inches of viewing screen. Instant tuning. Matches "Mt. Vernon" combination.

More people enjoy the show when they see it on the Stewart-Warner Photo-Mirror Screen . . . because the picture's *up* where everyone can see it. For an even *bigger* picture, an enlarging glass slips easily into the cabinet top—*out of sight*.

Once more, it's Stewart-Warner for the best entertainment for the whole family!

Stewart-Warner

TELEVISION • AM RADIOS FM • RADIO-PHONOGRAPHS

Stewart-Warner Electric, Division of Stewart-Warner Corp.

CHICAGO 14  ILLINOIS

THIS centennial year of the '49 Gold Rush promises to be a year of digging for new bonanzas—with a big rush for gold by dealers in the radio, television and appliance industry. Television is setting a swift pace, with fabulous business prospects anticipated in this phase of the industry. Radio receiver manufacture is still ahead of television set production in the monthly figures and radio is not likely to be written off for dead in the future. The major and traffic appliance business has its own opportunities.

The coming year, with all its opportunities, promises to be a competitive one. And there will be dealers who fall into the pitfalls leading to disaster—the closing of a business. There will be the successful dealers and the unsuccessful ones.

In order to look backward at a prosperous year next Christmas, dealers must look ahead now. Looking at any successful dealer operation, its secrets are not secrets at all. The dealer who operates in a town of over 10,000, not too far from a metropolitan center, is a good example of a competent operator. He has an attractive sign to identify himself; he has window displays that have meaning; he displays his interior to advantage; he has organized his time to take care of displays, advertising, purchasing, and other duties; he knows his territory and his customers; he maintains prices and matches a price cut with a burst of salesmanship; and he never lets any negative aspect of the business get him down.

A contrast to this is the dealer who is failing. Failing because his store is disorderly. Displays are dusty, his window is often dirty, and displays have very little life. This dealer does nothing to increase his acquaintances and to cultivate sales. He may advertise occasionally. He is like another dealer in a city of 85,000 who let merchandising ideas go begging. This second dealer even unloaded himself of the worries of a service department, preferring to have an outside firm do his servicing. He, too, cut on advertising, does little with displays, completely eliminated field selling.

These unsuccessful dealers have turned their operations into negative operations. The manufacturer does not turn out the right kind of products. The market is saturated, they feel; price-cutting competitors are getting all the sales; the good salesmen have left the business. They cannot see the faults of their own approach. They lack merchandising ingenuity, which sparks any business, and they cannot think in terms of an expanded business. And their narrow viewpoint is not paying off.

KEYS TO DEALERS'

This is the year when sharp competition will separate retailing's "boys" from merchandising's "men"

'49's New Look

The great majority of radio, television and appliance dealers manage to avoid these pitfalls of thought and action which such unsuccessful dealers typify. Nevertheless this same majority of dealers can come up against blank walls. For one thing, they all know that a business must be an efficient operation and they spare no effort to make their businesses efficient. Yet most of them are stumped at some time or another. There is no way of making his business more efficient, each dealer feels. Each has racked his brains for some new angle, some new slant, some new twist. Each has tried his level best to ferret out some novel approach, to the point of sleepless nights, and alienation of family and friends. There simply is no more efficient way to run his business, each concludes.

Then someone else in the retail field hits the news columns and jolts each dealer out of the doldrums. Though someone removed from the radio, television and appliance industry, and not comparable to the individual dealer's operation, the retail field news becomes an object lesson. Every dealer recognizes it as one answer to the question, "How can I make my store efficient?" And if other retailers have found it, then there is hope that in his own field the dealer will also find solutions to some of his problems.

The Macy Flatbush store is a case in point. Retailers are taking note of this operation and every dealer in the radio, television and appliance business can take heart from the example, sharpening the efficiency edges of his own business.

It seems that the Macy store in Brooklyn had the designing firm of Van Doren, Nowland & Schladermundt to help it get off to a rousing start a few months ago. The trick that made the work of the designers so important was the use of vertical storage space. As a result of converting normally dead space to storage space, the selling areas were increased, upping considerably the

dollar sales per square foot. Now the store, whose estimated annual volume was set at from \$4 to \$5 million dollars, finished its initial month's operation doing a volume of business at an annual computed rate of double that figure. In featuring the use of vertical space, the designers made it possible to replace hand trucks with elevators. The net effect of the economic use of space was to make possible the speedy replenishing of inventory stocks without interfering with the merchandising going on in the sales areas.

Peter Schladermundt of the designing firm was cited as enunciating four elements which build volume in relation to sales: 1) traffic must flow through a store without congestion or confusion; 2) departments must be accessible and allow quick selection of merchandise; 3) stocks must be readily available without using or cluttering sales space; and 4) slow-moving items must be presented more dramatically to stimulate sales.

Looking Ahead

This should suffice to convince every dealer in the radio, television and appliance industry that the time for him to explore his business and give it a thorough overhauling is now, at the start of the year. Dealers who find themselves watching in gloom at the steady stream of traffic beating a bath to a competitor's door can find little solace in just despairing. They'd better start doing something about it. Serious thinking about a business cannot be put off. If a dealer does it as a reformed approach to the new year he will find the questions coming rather easily. *Is the business as efficient as possible? Are you losing sales needlessly? Are hidden losses a constant drain on your bank balances? How can you merchandise more effectively?*

Operation of a retail business can be readily broken down and analyzed. Management control is the thread that holds it all together. There are those aspects that are administrative, including expense and buying budgets, care of stock, keeping of records, and

\$uccess

IN 1949

credit and expense controls. Other aspects are related to personnel used to help run the business, such as sales and service staffs. Still other aspects have to do with physical aspects of the business, such as store layout, use of signs and displays, and the use of advertising media. In mapping plans for the coming competitive year that is going to determine the future course of his business, every dealer must see to it that he does not overlook any fragment of his operation. The techniques which will streamline his store may be found in the oddest places.

A Dealer's Silent Partners

AN efficient retail dealer must keep his costs down, keep his prices within reach of consumers, and he must offer the consuming public quality merchandise, satisfaction, service and prestige. These are the fundamental elements in his operation. The practical ways of attaining this involve buying, receiving and stocking, advertising and promoting, and selling in the competitive year faced by radio, television and appliance dealers everywhere. Preparations must be made now for the future which must be faced with vision and courage.

There is nothing in a dealer's operation more significant than budget controls—the machinery of retailing. For the dealer who does not make advance preparations by itemizing his expense and buying budget there is little in store for him except the headaches of credit over-extension, slow-moving inventories, and a garbled mass of retailing difficulties.

For any retailers who have relaxed on the matter of consumer surveys, the new year affords an opportunity for a recheck on buying habits, saturation, and consumer demand in individual communities. Up-to-date information must be in a dealer's hands before he can at any time place a sound stock

order. Any dealer who does not operate with a stock-control card-file system may find the turn of the year a good time to inaugurate one. It is the safest way to keep track of seasonal items, which must be on hand at the proper time.

Watch Your Stock

Receiving and handling stock, an aspect of management and administration—and a relatively simple one at that—is sometimes more of a drain on capital than many dealers care to admit. It comes about through losses. And in many cases, dealers are guilty of slight miscues which they themselves are unaware of and would never commit if named in the act.

Take for instance the matter of turning over the job of receiving and unpacking of stock to an unreliable person. Unless a careful file is kept on receiving slips, the invoices filed and regularly taken care of, damaged, misplaced, or lost stock can become a serious drain on the capital of a retailer. But storing and care of stocked merchandise has its unfavorable sides, too. When storage space eats away at sales space, then a retailer is committing a serious blunder. On the other hand, the retailer who robs floor samples of parts, or robs warehouse merchandise, may be doing himself serious damage.

The way in which this practise of robbing his own merchandise becomes a crime against himself is in creating a merry-go-round race with the missing parts. Maybe the dealer forgets to take the robbed sample off the floor. Perhaps he forgets to re-order parts for the robbed items. A customer doesn't like to have a knob missing off the radio he receives. It reflects poor management and in the end may run into significant losses, just as unclear and damaged stock does.

Keep the Records Straight

Experienced radio, television and appliance dealers are aware of the disaster which sweeps in like a shadow after one bad check, and a caution on this score is scarcely needed. However,

records are too complex for any dealer to claim the perfect system and sit back and take it easy. Like liberty, the price of a prospering business is written in eternal vigilance—over the checkbook, over daily transaction slips, over the entries in the dealer's journal covering receipts and expenditures. Not the least of good record keeping is the close watch a dealer keeps over his dealings with his finance company, especially the honoring promptly of obligations contracted on floor plans. Repayment of all such wholesale loans merits the closest attention periodically by the dealer himself. For the dealer who prefers an impartial analysis of assets, liabilities and net worth, an accountant can be charged with the preparation of his annual balance sheet, and the same accountant can be of assistance in matters relating to state and federal income taxes and in social security matters.

Like silent partners, the dealer's buying and expense budgets, his stock control and his records work tirelessly once set in motion. But there is no more significant silent partner than credit controls—working through two arteries, the credit lines to a finance company, bank or other source, and those credits extended to customers so that they serve the best interests of the business.

Personal Selling

ALL things in radio television and appliance retail operations are secondary in importance to personal selling. Nothing therefore is more important than finding the right salespeople, training them, stimulating sales and supervising selling, and forming and training a service staff.

At the head of the staff of sales personnel a dealer should have a supervisor with the ability to analyze men and territory, plan a sales program, map out each day's work for salesmen, and to instruct them.

In the matter of instructing a staff, a
(Continued on page 12)

Key One: *Effective Store Layout*



Like silent salesmen, a dealer's windows, display centers and showrooms constantly highlight merchandise for customers, tempting them, urging them to buy. Unless store layout is topnotch, like this at Bedford Radio & Television, Queens, N. Y., sales may dwindle away. (Cover photo was taken in Bedford store)

dealer is neglecting an important part of his business if he does not supervise thorough familiarization in five basic essentials: the product—how it works, its advantages, sales features and the like; selling—the approach, presentation, demonstration, and the close; work—what to do, when to do it, how to organize for most effective results; routine details like reports, credit information, terms of sales and trade-ins; and, finally, sales tactics—handling prospects, answering objections, taking care of complaints, meeting competition and so on. Slide and sound films can be used with a portable movie projector and sound equipment, and a variety of visual training aids are available to suit multiple training needs.

Contests for salesmen, making them timely and appropriate for seasonal special events can keep a business from getting into a rut. Window-guessing contests, prize drawings, and any form of special contest can keep sales alive and invariably stimulate the sales effort on the part of the dealer's staff.

Though the salespeople form part of the backbone of a dealer's business and constitute that part of the organization which is most steeped in personal selling, the service staff is also a significant department and performs an indirect selling function. It is sometimes that aspect of the business on which a dealer builds his solid reputa-

tion. Hence, shaping the service staff requires close scrutiny of each technician. The staff itself can be kept alert by a dealer if he will schedule attendance at all the manufacturers' and distributors' training courses and schools made available.

Creative Salesmanship Creates Sales

The straightforward and systematic approach to the sales function is as old as selling and is the surest guarantee of maintaining and increasing sales on the retail level. In their eagerness to outdo themselves some radio, television and appliance dealers may trip themselves over other, more shortsighted sales methods, instructing their sales staff to employ tricks to obtain interviews, to obtain orders, to press sales. There is no question but that most any problem faced by a businessman can usually be remedied through an increased sales volume. Therefore it is of the utmost importance that selling be done the right way—the way flanked by many pitfalls into which dealers knowingly or unsuspectingly fall.

Complete confidence in a product and in himself is a salesman's key to the highest quality salesmanship. Such confidence goes beyond the knowledge that the merchandise is quality mer-

chandise, that the organization behind it is reliable, that he has the ability to sell the product. A salesman must also be confident that the buyer will receive what he as a salesman offers and promises in return for an investment. And in knowing a product the information must be used selectively. A customer may want to know how a radio or television set is constructed. He is more interested in what either of these sets will do, however.

Human Nature

Experienced salesmen may have learned over a long period of time that women respond to emotional appeals. They are interested in improving the home, in those items which will speed housework, save labor, make a home more comfortable. Women also respond to fashion appeal. Men on the other hand pride themselves on the use of logic. They are likely to interest themselves in details of construction. Some people, both men and women, respond to persuasive selling, do not have the courage to turn a salesman down, usually cancel an order later.

The radio, television and appliance salesman who keeps these motives in mind can readily analyze his customers, bracketing them according to their desires and their needs. It is simply sizing up prospects.

From then on individual selling techniques may differ. But most of them

will include basic elements. Getting the prospect's viewpoint, employing methods of suggestion, knowing when to stop and clinch the sale are the essential ingredients of the effective sales interview. They never lose their significance to every dealer and his sales staff.

Finally, there are those special considerations, given gladly, like pepper and salt, bread and butter and the glass of water in American restaurants, which are designed to promote customer goodwill. Courtesy is always appreciated, especially by parents whose children have been treated considerately. Giving more service than is required makes a dealer talked about, and favorably. Shunning exaggerated statements and building a reputation for reliability can accrue from every sales interview. If a dealer does not try forcing his opinions or recommendations on a customer, the attitude is noticed just as much as if a dealer makes a point of addressing a customer by name.

Don't Let Service Become An Orphan

In the earlier days of radio, service was offered largely as a gratuity to customers as an incentive to more and more sales in the future. The viewpoint of the dealer was that he didn't try to make money on service work. Many dealers, however, discovered the changing status of service very early. During the slack years following the depression, the dealer who had the foresight to expand his service department, picking up the odd jobs here and there, had the good fortune to weather some tough years. He was also laying a solid foundation for that aspect of the radio, television and appliance business which was given a new look by two things—the war and the advent of television.

The war brought a scarcity of merchandise. With their shelves bare, dealers leaned heavily on their service departments to pull them through the lean supply years. That part of their business which had put them in the red in years gone by and which had even driven some dealers to the wall, was raised to an exalted position. When scarce items began appearing on the market again, the service department remained as a solid bulwark in the dealer's business by the grace of television.

For anyone in the television business had to be of necessity in the service business. The peculiarities of television, particularly the dependence of the industry's newest and greatest gift on the serviceman to convince the public that television would work and was here to stay, magnified the importance of the service end of a dealer's business.

Today, the dealer who has not struck a proper balance between offering service as a gratuity and making a fair charge for service repairs is doing himself an injustice. Swinging too far to gratuity service will put a dealer in the red. Swinging too far to a "service-be-damned" attitude will wreck future customer goodwill, to say nothing of possibly wrecking a dealer's business. An answer to the whole service question is to draw up a service repair budget, including replacement parts. A dealer can then strike a happy medium between service "for-free" and service at a reasonable charge.

Advertising and Sales Promotion

PRIMARY among the objectives of advertising and promotion programs is bringing people into a dealer's store, selling them specific articles or services, and preparing the way for a salesman's future call. Advertising does other things too. It creates good will, establishes the name of a dealer's store. It identifies his store with certain brand products, and, by popularizing a store slogan, ties the store to national promotions of varied products. Advertising and promotion programs also serve as a method of introducing new lines and many times affords a practical method of obtaining names of prospective customers.

Every dealer is familiar with the media through which he can inaugurate

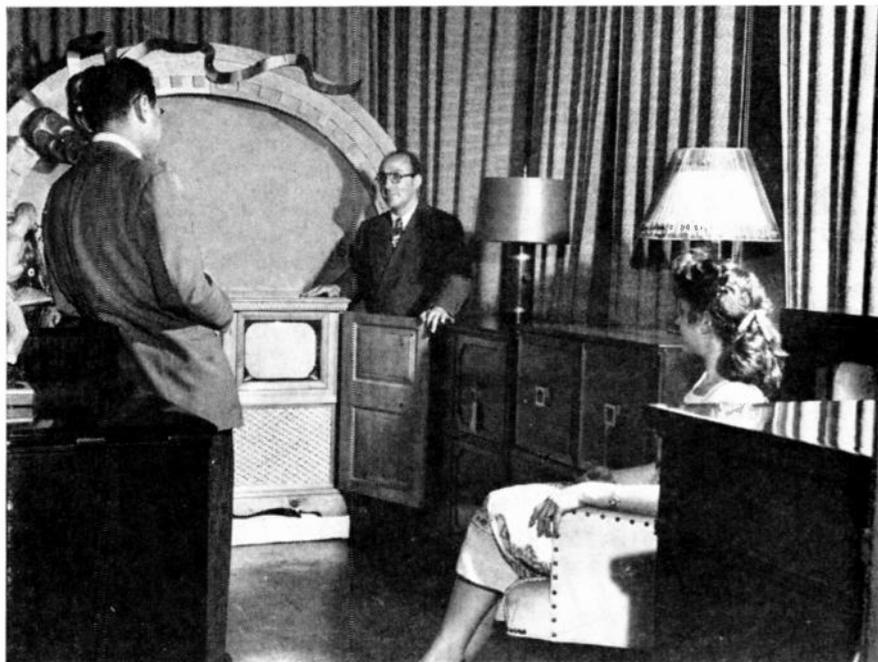
a promotion. There is no better time than the start of a new year to settle on the amount of money to go into an advertising budget. Whether that amount is two per cent or five per cent of annual net sales, it is imperative that every dealer decide what he intends to allocate to advertising throughout the year and to put it down in black and white. From time to time he may want to shift emphasis. He may use the newspapers, directories, outdoor billboards, streetcars and buses, or he may resort to direct-mail advertising.

Local radio station spot announcements are within reach of local dealers, and manufacturers have made movie reels available for dealer use. Such motion pictures can be used for demonstration purposes in the dealer's own showrooms, or may be appropriate enough to schedule for showing in local theatres. For the dealer who confines his advertising to interior window and counter displays and bulletins, personal distribution advertising still is not a formidable expense. For instance, handbills distributed in a dealer's community can promote his radio, television and appliance store. Items can be run in any and all shopping newspapers at nominal expense. The novelty approach is still useful, the dealer's personal distribution of pencils, notebooks, matches and the like doing a direct advertising job for him.

Not to be forgotten, of course, are the manufacturers' advertising aids. Manufacturers take great pains to tie

(Continued on page 14)

Key Two: Creative Salesmanship



Personal selling is subordinate to nothing in a retail operation. Creative techniques are pushing high-pressure selling into oblivion, and progressive salesmanship has become a must, especially in a buyer's market.

Key Three: Keeping Up with the Industry



The Radio in Every Room promotion sponsored by these radio dealers in the city of New Orleans was news far the industry. Every dealer must keep posted on such campaigns, the better to formulate one for his own home town.

in the dealer with promotion of their products in national magazines, newspapers, outdoor billboards, radio and television advertising. The dealer must be alert to such advertisements so that he can use it to the best advantage. Many displays furnished by manufacturers are a constant source of sound advertising and promoting. Dealers have only to make the best use of such aids supplied by the various manufacturers.

Advance planning is the surest way to utilize effective displays. Most helpful for the dealer is a display calendar, on which timely, seasonal display suggestions are notated. They can be improved upon as the year progresses.

The sign, the window and interior displays are silent salesmen for the dealer. And the complete store layout

serves the same function, encouraging the dealer's customers to linger longer, to shop carefully and to buy freely.

THE dealer who fails to keep himself commercially up to date, informed on changing conditions in the radio, television and appliance industry, and thoroughly abreast of all phases of the business, is going to find himself faltering during the competitive year of 1949. Television, as everyone knows is sweeping the country. The area that is not serviced by television today may be serviced tomorrow. And the dealer must be far ahead of this overnight change.

With unabashed frankness, some of the biggest names in the radio business have openly admitted that catching up with a phenomenon like television has

meant, to all practical purposes, going back to school, learning of this new medium from the ground up. This viewpoint was an indication that not only the servicemen had to keep themselves schooled. It meant that everyone interested or involved in the television industry had better take hold and master the intricacies of the business where it affected him most—in his own personal operation.

It is truly said that a business operation doesn't stand still. It either moves forward or backward. And the dealer wants to go in only one direction—forward. To do that he must not hesitate to involve himself in extra work, hours of additional training, or time spent in reading up on what is happening in the trade. Universities, high schools and vocational schools, and manufacturers and distributors offer courses for the dealer who wants to avail himself of them. Trade papers and government publications are a further means of keeping informed.

In the year ahead, no dealer can blame poor business on a lack of information about the radio, television and appliance industry. Nor can he point a finger at what he considers the industry's faults. Not if he doesn't take a thorough look at how he is doing business, how he is utilizing the backbone of his operation, and whether or not he is making the most of his silent partners, his silent salesmen and his silent voices.

KEY FOUR: EFFICIENT BOOKS AND RECORDS

TV INSTALLATION SYSTEM

CONTROL COPY
RENEWAL CONTRACT
CUSTOMERS CONTRACT
DEALERS/MGRS. COPY

INSTALLATION ORDER

COMPANY
NAME AND ADDRESS
CITY, STATE, ZIP CODE

DATE: _____ TIME: _____
ADDRESS: _____ CITY: _____
STATE: _____ ZIP: _____

INSTALLATION: SERVICE FOR MONTHS: _____
TYPE OF WORK: _____

WORK RECEIVED AND SATISFIED: _____
FACTORY: _____

SALES TAX: _____
TOTAL SUM DUE: _____

WORK RECEIVED AND SATISFIED: _____
FACTORY: _____

DATE: _____ JOB NO: _____

Business forms like this TV installation system are silent partners which insure an efficient business operation.



Some **TV** PREDICTIONS for 1949

Industry Leaders Forecast Colossal Television Boom

“THE growth of radio and television in America—and the unbroken year-in and year-out record of prosperity of manufacturers, distributors and dealers—stems from its useful service to the community and the individual. Radio and television have become fundamental in the life and affairs of all people and all institutions. The business of radio and television production, distribution and retail selling is essential, healthy and forward looking. Whatever predictions I may make for 1949 have that significant background.

“We do not have to point to the forecasts of “pollsters” to envisage a great 1949 year for radio and television distributors, salesmen and dealers. We can judge by the impressive cumulative demand for Emerson television as broadcasting facilities are being established throughout the country. We can judge by the new radio and Phonoradio developments in our laboratories and plants which will be progressively released and which will broaden the service and enjoyment of this continuing means of entertainment, education and communication.

“The 1949 plans for Emerson radio, Phonoradio and television—production and promotion — are realistically geared to known conditions and opportunities. They are therefore aimed at higher volume levels than ever before and much broader in scope.

“The Emerson radio, Phonoradio and television receivers which you, as distributors, salesmen and dealers will have to feature, will be so designed, styled and priced as to favor their flow through all channels more easily, more rapidly and more profitably. They will be more widely advertised in national media and point-of-sale dis-

play and backed locally by more cooperative promotion than ever before.

“To be able in all confidence to present such a forecast for 1949 to the distributors, salesmen and dealers of Emerson radio, Phonoradio and television is a source of deep satisfaction to me. I can imagine no more fitting way to convey to all my personal good wishes for a Happy and Prosperous New Year.

**Benjamin Abrams, President
Emerson Radio and
Phonograph Corporation**



“TELEVISION, during the past year, achieved such popularity with the public that it became physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

“So appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 will be two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

“This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as

one of the ten foremost industries in the United States by 1953.

“Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year, the total number of sets in operation would be nearly 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.”

**Brigadier General David Sarnoff
Chairman of the Board, Radio
Corporation of America**



“TELEVISION in 1949 will pass many other industries on its way up to one of the top ten industries of this country—which experts predict will have taken place within at least five years when the television business will represent a five billion dollar expenditure. Production for the industry will be more than doubled in 1949 with an estimated 2,000,000 television receivers being produced as against 800,000 for 1948. Even this enlarged production of video units could be increased if the shortage of cathode-ray tubes and many component parts would be alleviated. There is some possibility for this during the last half of 1949.

“This estimate on the production of
(Continued on page 16)

video sets for the coming year is based on reports from fewer than 25 television set makers now accounting for 98 percent of this country's total production of video units.

Prospects are unlikely for a material increase in the number of video set manufacturers. To be competitive in price in the television industry a manufacturer must have mass production. He also must have an adequate source of vital component parts and raw materials, which in most cases are only available on a quota basis to companies that have been in the electronics industry since before the war.

"Entry into the television market is much different than it was years ago in the radio manufacturing industry when all one needed were some parts, a few small tools and a skill to put things together. For instance, back in 1934 the forerunner of the present Admiral Corporation was started in the radio business on a capital of \$3,400 and a tooling cost of less than \$1,000. To become a television manufacturer was a different story. Over a million dollars was spent on special testing and electronic equipment before Admiral stepped into television with its technique of mass production in February of 1948. In less than a year's time Admiral has become one of the nation's top three producers. Admiral is currently producing 20,000 sets monthly—one out of every five sets made. Production will be stepped up to approximately 400,000 units in 1949.

"During 1948 Chicago became the television set manufacturing center of America just as it has been the electronics center of the nation since before the war. Over half of the video set makers (13) are located in Chicago, and an estimate six months ago by the Federal Reserve Bank of Chicago showed that the electronic industry employed more than 85,000 skilled workers—as many as Chicago's mighty steel industry.

"Many of us in the industry believe that the coming year will find an ever-increasing demand for television sets even with the industry's doubling of production. That segment of the American populace that has viewed television likes it. They have decided they need television, and want it enough to adjust their budget to make it a permanent part of their living.

"Aggressive salesmanship and store promotions will be needed in 1949 even with a vast potential of consumer demand. *After all, the sale of a television console is the biggest purchase a family can make after their automobile—and they must be sold on it as well as have the desire.*

"Salesmen should convince television set buyers that there is no foundation to rumors that today's video set will be obsolete within a few years. Here are some of the reasons: The Federal Communications Commission and manufacturers have set standards to be followed by all of the industry that will not permit any major overnight changes: any technical improvements in sets will be gradual; commercial color telecasts are at least five and more likely ten to fifteen years away, and even then today's set will be usable with the addition of a simple converter; present sets can be easily converted at low cost if ultra high frequencies eventually come into use; and finally the man who delays buying a television set because he thinks television still is in the experimental stage, or who lets the obsolescence belief delay his purchase. . . that person is going to miss a lot of interesting and educational entertainment."

**Ross D. Siragusa, President
Admiral Corporation**



"TELEVISION moves ahead even faster in 1949. For it starts out with terrific momentum. Witness the 50 stations already serving 26 marketing areas, to be joined shortly by upwards of 75 new stations. In addition to 77 construction permits soon to be converted into TV stations, there are 310 applications waiting to be processed with the raising of the momentary freeze order whereby the industry takes inventory of present and future needs, and gives due consideration to UHF (ultra-high-frequency) possibilities quite in addition to present VHF (very-high-frequency) channels. Meanwhile, coaxial and radio relay networks spread out to a goodly third of our country—the eastern and northern states and again along the Pacific Coast, already accounting for the bulk of the total population.

"There are well over a million TV sets in use, with more being produced at a rate in excess of 130,000 monthly, for at least 2,750,000 TV sets in use by the end of 1949. Topping it all, television becomes real show business and that means irresistible entertainment for every man, woman and child. What with the boom business in sets, tubes, antennae and accessories, in

transmitting equipment, in programming and operational activities, in network facilities and other TV aspects, the young industry now takes its rightful place among the billionaire industries. Definitely, the Television Age is here.

"Aside from Television's spectacular growth in 1949, the outstanding development must be the lifting of the freeze and the early exploitation of the UHF frequencies. True, there will be many technical angles to be worked out, especially in actual practice. But UHF means the opening up of many more TV channels, which in turn means TV stations for the smaller cities, towns, villages and rural areas. Also, it can mean two or three stations in every section of the country for an adequate choice of competing programs.

"As for TV reception generally, it seems that direct-viewing reception continues as the popular choice because of its brighter, more detailed and all around more pleasing images. The 12-inch, 15-inch and 20-inch picture tubes will be the popular sizes in 1949, with production advances and economies permitting large-tube sets to come within reach of the average household budget.

"One thing is certain: No obsolescence of present TV receivers is yet in sight. Existing operation standards have been set for years to come. Also, notable refinements in transmitting equipment and operation during the past year have proved that current receivers are capable of still greater pictorial quality.

"While practical progress has been scored in the metal-type tube during recent months, I believe the glass-type will still constitute the bulk of the picture tubes used during the next year at least. Recent developments in metal tubes came about mainly because of serious glass shortages. In fact, the greatest bottleneck in TV receiver production has been in the limited supply of glass blanks, but with the recent expansion and greater mechanization in glass production, this critical shortage is rapidly disappearing.

"Much of our American living is undergoing modifications because of this newly opened window on the world. We are setting aside many hours of leisure time in order to see things all about us via the television screen. And it all adds up to this in 1949: a still more learned, broader-minded more enterprising people is in the making, thanks to the impact of practical television."

**Dr. Allen B. Du Mont, President
Allen B. Du Mont Laboratories, Inc.**

TELEVISION has surged to dominance of the electronics industry, but the tremendous impact that radio has, and will continue to have, must not be sold short.

"Television receiver billings at the retail level will exceed \$650,000,000 in 1949. And industry forecasts still indicate a market for radio receivers of all types with a retail value of more than \$450,000,000.

"General Electric is concentrating television development and production at our new Electronics Park plant near Syracuse, N. Y., which is now completing its first full year of production. Over 7,000 of the 15,000 employees of the Electronics Department are employed at this department headquarters plant. More than 3,000 of these Park employees are working on television receivers or television station equipment. Various television models, some including radio and phonograph, are currently being made at the rate of 200,000 a year, with plans to step up this production depending on market conditions. About 70 per cent of our radio-television receiver business in 1949 will result from the sale of a wide variety of television receivers, including table types, consoles, and complete entertainment centers offering television, AM and FM radio and automatic record reproduction.

"The industry will sell between 1,600,000 and 2,000,000 television sets in 1949 with billings at retail doubling the 1948 business. The larger figure depends pretty much on the availability of picture tubes. General Electric has plans for 1949 production expansion of these and associated television tubes.

"Good television programs are now available to about 40 per cent of the American people. Stations added in 1949, or connected with network facilities, will raise this figure to 60 per cent.

"General Electric is one of the few companies in all phases of the television business. Television transmitters and associated station equipment are being made at the Park in addition to receivers. Picture tubes are being made at Buffalo, N. Y., and allied receiver tubes are produced at G. E. factories in Owensboro, Ky., and Tell City, Indiana.

"Despite the impact of television, both AM and FM radio will continue to offer their great services to the public and will not be supplanted by television. The desire to hear recorded music remains with the American public so, although leisure time must now be shared between sight and sound, the phonograph and record will

continue to play a big part in American entertainment and education. They still will be sold in substantial volume and represent big business by any standard, except in comparison with television. Industry research indicates a market for over 7,000,000 radio receivers of all types. This business will flow to manufacturers, distributors and dealers who are not completely dazzled by the glamour of television and who realize that the radio and the phonograph supply a service that is not replaced by television."

Dr. W. R. G. Baker
Vice-President
General Electric Company



WHILE many television manufacturers feel that the maximum number of sets that will be manufactured during 1949 will not exceed 2,000,000, it is my prediction that between 2,250,000 and 3,500,000 sets will be available during the coming year, and that 5,000,000 television sets will be manufactured and sold during 1950, depending upon the rate of speed at which the cathode-ray tubes can be turned out.

"I also expect the gradual elimination of the 10-inch tube entirely, with the 12-, 15- and 16-inch picture tubes taking its place in all sets."

Frank A. D. Andrea, President
Andrea Radio Corporation



WITHIN the next five years, television, in all its ramifications, will be giving employment to at least 1,000,000 people and at the same time will have injected an investment of \$8,000,000,000 into the economic bloodstream of America.

"By 1958, sets will be in homes of every kind, because lower prices, through volume production and engineering, and manufacturing advances, will place them at the finger tips of the full mass market. Television is growing much faster than did radio in its early days, and is practically certain of matching the radio record in considerably less than 25 years. This month, the opening of the inter-city

television network will consist of some 5,000 miles of channels, and will link fifteen major cities from the East Coast to the Mississippi. By 1953, at least 400 stations are expected to be on the air in 140 cities. This is the maximum possible in the present frequency band. The FCC is now considering a move which would make room for 1,000 stations, enough to put television in almost every city of 5,000 population or over.

"It is not surprising, then, to arrive at the conclusion that by 1953—less than five years from now—television, in all its ramifications, will be giving employment to one million persons, and will have injected an investment of at least eight billion dollars into the economic bloodstream of America."

R. C. Cosgrove,
Executive Vice President
Avco Manufacturing Corporation



I 1949 will dwarf any previous year so far as number of television sets produced and sold are concerned. Still there are factors which every seasoned television manufacturer must make allowances for. In the glow and enthusiasm of the great upward swing of our new industry, some basic facts may be overlooked.

"The tube shortage is not the terror, to some, that it was early in 1948. The glass companies have mechanized their production of television tube blanks to a great extent and more mechanization is underway. Metal tubes are on the way. All in all, the best estimates reveal that about 1,600,000 tubes will be produced in 1949. And that, of necessity, will limit the production and sale of television sets to that amount, according to most ideas. However, a new shortage will develop. This is in the so-called "guns", the precision metal assembly inside the picture tube which drives and guides the electron beam which paints the television picture.

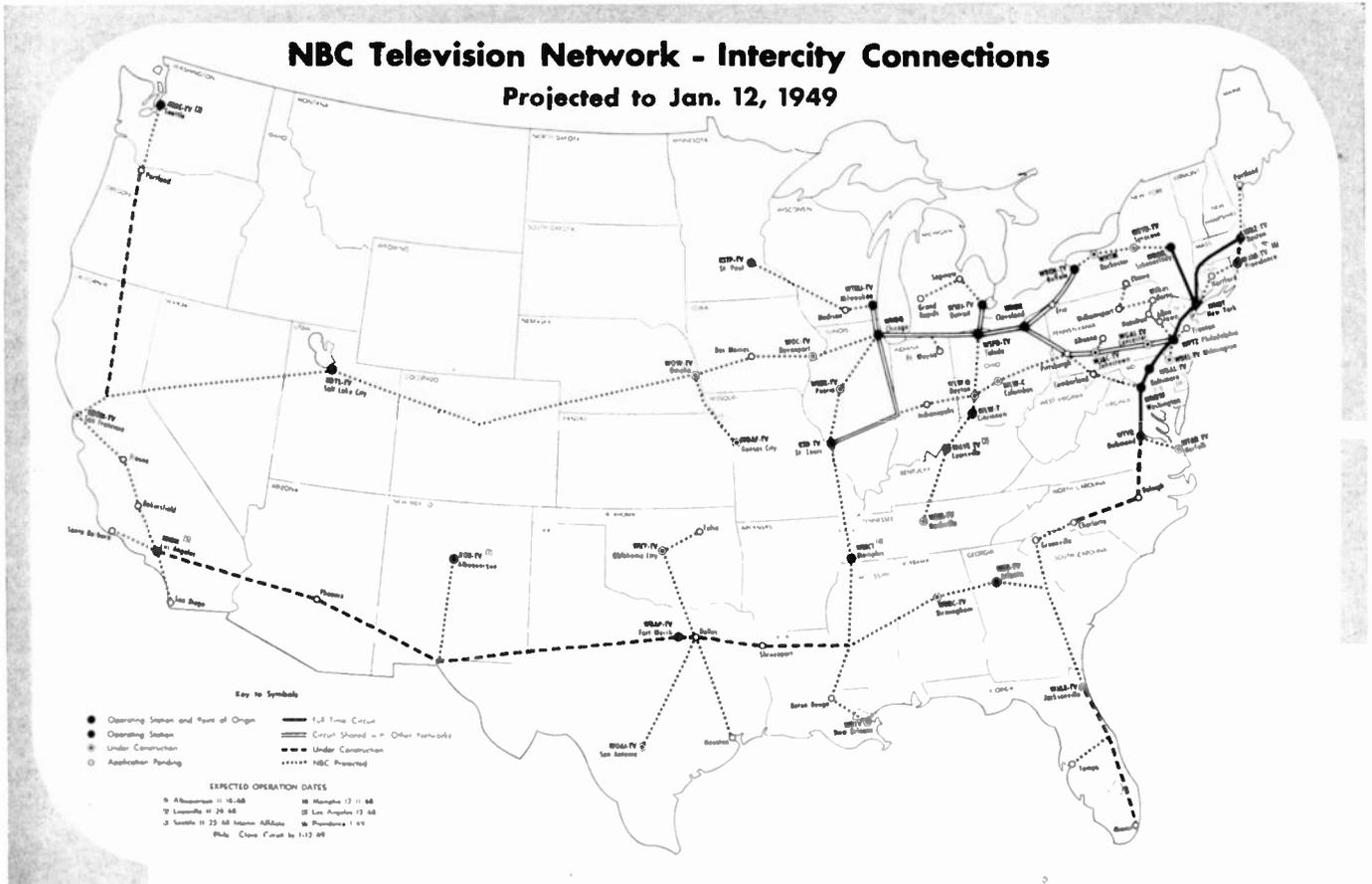
"One major factor is often overlooked. Thousands of television tubes have been in active use since 1946. The life of a tube is unpredictable but there can be no doubt that a great many tubes now functioning in sets will have to be replaced.

"Where will these replacement tubes come from? They must come from the 1,600,000 tubes scheduled to be produced in 1949. That means a lesser

(Continued on page 36)

NBC Television Network - Intercity Connections

Projected to Jan. 12, 1949



A glance at the above map shows how television is pushing at its own frontiers. With each invasion of virgin territory, merchandising gets a decided lift.

What the New Television Network Means to the Dealer

By Herbert S. Chason

ALL the phrases used in 1948 to describe "television" are as out of date as an old crystal set. "Prize Baby", "Healthy Infant", "New Child of Science" are all a thing of the past.

Today, television is a big, strong and happy *ADOLESCENT* growing before your very eyes, and the single 1949 development most responsible for the rapid maturing of the industry is the completion of the Television Network this month.

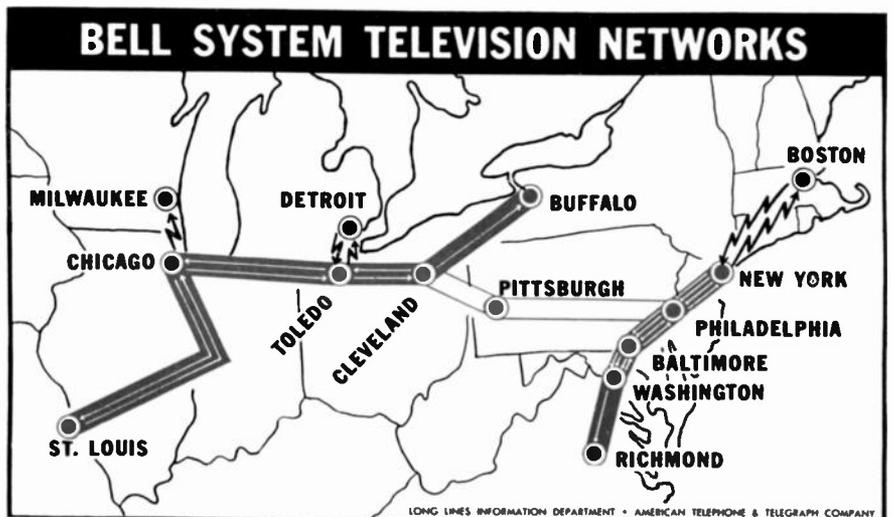
This means that vastly superior TV programs will be made available in each of the 13 cities on the hook-up. This means longer and more balanced schedules with program appeals to every member of the family. This means that "big name stars" and topnotch public events will be made available to that very large segment of the population in the network listening areas.

Great Expectations

In terms of selling television sets, here's what the dealer can expect from the new TV network. We need only to

look at 1948 experience to find the answers. When the first TV station went on the air in any given city, there was an immediate clamoring for sets

from three broad groups: (1) Bar owners, (2) Institutions like churches, clubs, hospitals, etc., (3) Those large numbers of people who have an in-



■ Coaxial cable by which the eastern and midwestern networks operate, with arrows indicating the number and direction of TV channels.
□ Coaxial cable link joining the two nets. N Radio relays.

About the Author



Herbert Chason heads the Cole & Chason Advertising Agency, New York City. He has been associated with the Columbia Broadcasting System and with Loew's Station WHN in the past, and has had considerable experience in advertising, promotion and market research.

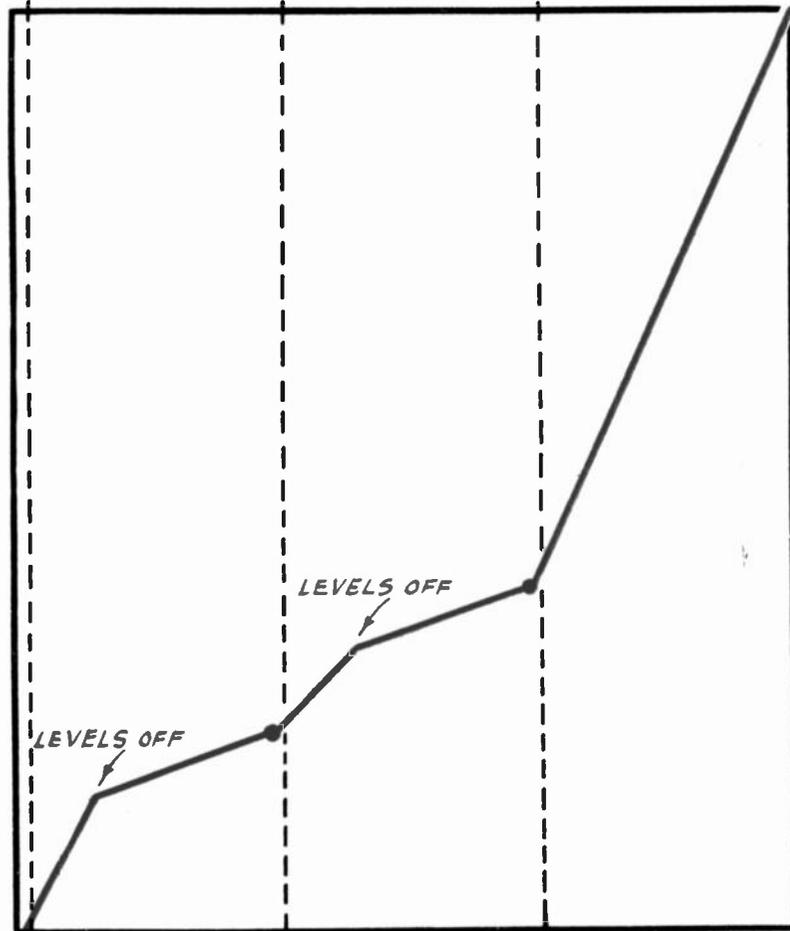
Pattern of TV Set Sales in an Area

FIRST STATION GOES ON A R

SECOND STATION OPENS

NETWORK HOOKUP AND/OR THIRD STATION

And this is only the beginning. —Ed. Note



herent desire to be "first" with everything. This is a big and influential group that includes the avid sports fans, the people of social standing and position at all economic levels. This call for sets caused an immediate "shortage" of sets in the community. (see Chart.....).

Then when this first demand was satisfied, the rush died down. The majority of people somehow sensed the limited program appeal of the single station. "Let's wait a while" was the standard comment. Sets were sold but the demand did not increase with the expected intensity. TV set sales became competitive and the "shortages" gave way to "immediate delivery."

When the second station went on the air offering more programs with a wider appeal to the listeners, the demand for sets again increased. The consumer bought sets because there were more programs for more members of the family. programs of wider appeal than the diet of old "horse operas."

Now, with the opening of the TV network there will be more and better programs than television has ever seen. Audiences are attracted solely by programs once the novelty appeal fades. Radio knows that. Hollywood realizes that it's the "product" that draws customers, and television, which is an interesting combination of radio and Hollywood, is dead sure of it.

The demand for sets for 1949 will be enormous. It will be a full-bloom demand that will not taper off for lack of programming. It will be an ever-increasing demand for sets that will embrace the "three groups" buyers in

non-network areas and everybody and anybody with the power to spend in the network territories.

Proof of the high-level, sustained set sales was seen in 1948 in New York City and the other big city areas that were connected to the Eastern Regional Network. Here programs were of much higher caliber and here sets were in greater demand. In early 1948, it was estimated that New York City and vicinity alone accounted for 50% of the total U. S. sales of TV sets. More recent estimates put this figure at 30%, but the actual number of installations has more than tripled and the pace increases daily.

Of course, the network is not stopping at 13 cities. It will continue to expand quickly and spread better programs to include as many cities as possible. But, whether you are a dealer in a network area or not, you are sure that you have a great opportunity to do more business in television sets. For program techniques are improving everywhere and are sharpening the appetite for sets.

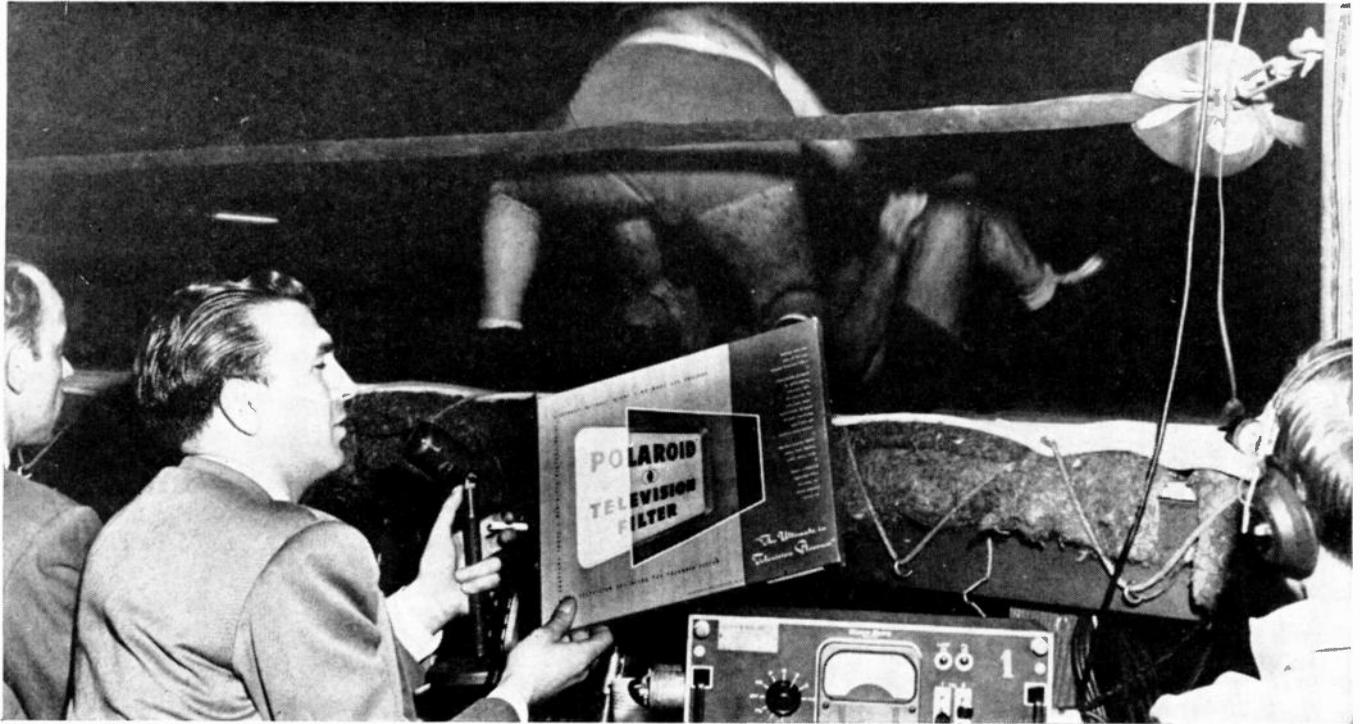
The part of the set manufacturers in television's process of growing from

infancy to adolescence is, of course, a large one. Here again dealers can find great encouragement in the growing number of sets that will be produced in 1949. Improved techniques of tube and chassis manufacture and large scale operations will produce a tremendously expanded number of units to enable you to do more business. But, bear in mind that 1949 TV set production will still fall far short of the big demand level.

Do not be misled into believing that 1949 will be a year of "order-taking" for dealers. Today, even in the middle of set shortages, customers have to be sold. They demand all the services of competitive merchandising. They want to shop, compare, and be convinced that their choice of sets is right. Customers must be handled and serviced like "customers" with all this implies in our competitive economy.

Adding up the dealer prospects for 1949, one can only see encouraging, sustained, mounting TV set sales. It's a year of great opportunity for dealer "selling."

Television, the "healthy baby" has grown to profitable *ADOLESCENCE*.



Television spot commercials became the backbone of Polaroid's advertising program. Spots selected followed TV shows with the highest viewing ratings, or shows with formats similar to those drawing biggest home audiences.

How a Small TV Accessory Proved A Sales Bonanza for Dealers

TODAY there are 100,000 satisfied users of Polaroid Television Filters purchased at retail prices ranging from \$6.50 for 7" tube to \$25 for 20" tube, and national distribution has been achieved through leading distributors, whose names read like the blue book of television and major appliances distribution.

"... it's television's fastest repeat seller!" Dave Wagman, Bruno-New York, Inc.

"... the greatest profit-maker in television history!" Bill Cone, Krisch-Radisco, Inc., Newark, New Jersey.

"... even small dealers reorder weekly!" William L. Whitehead, Interstate Supply Company, St. Louis, Missouri.

"... the Polaroid Television Filter is backed by the hardest-selling, most intensive sales-promotion job in the business!" William Strainowitz, Raymond Rosen & Company, Inc., Philadelphia, Pa.

"... best selling most profitable accessory!" Ned Corbett, R. C. A. Victor Distributing Corporation, Chicago, Illinois.

The Polaroid Television Filter is featured in all leading stores including

When one product in the highly competitive television accessory field enjoys a unique sales success it is of interest to all distributors and dealers. Because the Polaroid Television Filter has received remarkable acceptance in recent months, we asked the manufacturer's advertising agency to tell the industry about it. In this story, written by William Cayton, of Cayton, Inc., the factors contributing to the successful merchandising of this TV accessory are described.

Editor's Note

independents, chains, and department stores. Here are typical remarks from dealers:

"Sold 84 Polaroid Television Filters in 3 days." L. B., Newark.

"All our customers insist on the genuine Polaroid Television Filter, won't accept a substitute, no matter how cheap." D. J., Cleveland.

"Sold 29 Polaroid Television Filters one day, 38 the next." J. N., Boston.

"Tests prove it works wonders and our customers like it." A. D., New York.

"Sold 75 Polaroid Television Filters in 2 days." N. T. D. Buffalo.

How was this miracle of sales and distribution accomplished?

It all began when Pioneer Scientific Corporation, manufacturers of Polaroid products started to get letters from television set owners telling them they had placed a piece of Polaroid film over the screen and how much the picture improved.

Immediately Pioneer got busy and made exhaustive tests, backed by the Polaroid Company's large research staff and facilities, to determine whether Polaroid film did improve the television picture.

Astonishingly good results were obtained. It was found that the Polaroid Filter cleared and sharpened the picture, that it gave greater contrast without glare or color distortion. And, most important, that television could be watched for an entire evening without eye strain or eye discomfort.

At this point, The Pioneer Scientific Corporation called in their advertising agency, Cayton, Inc. to set up product and package design and to help plan the basic merchandising set-up.

Bill Cayton, Cayton, Inc. account executive, recommended Eugene Korda of Korda Associates to do the product design. Korda did an excellent job, producing a "Guide-Line Package" featuring a clever "template" folder, which enabled television owners to custom fit their own Polaroid Television Filter from one of only five stock blanks, simplifying handling by both factory and dealer.

Once product and package design was set, various advertising and promotional channels were carefully examined. It was decided that in order to eliminate any possible waste circulation and to make every advertising dollar go further, the major portion of the Polaroid Television Filter's advertising program would be concentrated in television, since every television set owner was a prospect, and there would be no waste circulation at all.

Cooperative Dealer Advertising

Cooperative dealer advertising was set up immediately upon the opening of the program, and involved cooperative newspaper advertising with all dealers who were given "plugs" in open end commercials. Cayton, Inc. prepared most of these advertisements and cooperated with distributors and dealers in supplying artwork for cooperative merchandising measures.

In order to make the entire manufacturer, distributor and dealer program a single, co-ordinated entity, Cayton, Inc. built all these tie-in advertisements and promotional pieces along similar format—to make every promotional piece instantly recognizable as Polaroid Television Filter merchandising. This policy of "close family resemblance" created greatest promotional value for every piece put out, whether issued by Pioneer, a distributor, or dealer.

As dealer and consumer acceptance and demand for the Polaroid Television Filter soared and sales in-

creased, the entire advertising program was amplified. Television spot commercials, of course, represented the backbone of the entire advertising program. In city after city, spots were selected to do the best selling job on the Polaroid Television Filter.

Spot Selection

A word about how we selected our spots may be helpful to others planning to use spot television: In the New York market, where ratings of shows were available, we selected our spots to immediately follow the highest rated shows we could get. The reason for immediately following, rather than immediately preceding, was that audiences tend to build up as the show goes along, even more on television than on radio. In most markets, however, no ratings were available. But we used the knowledge we had gained from our intensive study of ratings to select spots immediately following



Trick pictures as premiums are always good promotion tie-ins. With the popular Bob Smith and Howdy Doody working in Polaroid's corner, premiums were given an added charm.

shows similar in format to those getting the largest home listening audience in rated markets.

Television First Premium Offer

A perfect tie-in premium offer was made possible by the use of a Polaroid Magic Picture. This picture has photographs of Howdy Doody and Bob Smith superimposed. When you look at this picture through a piece of Polaroid film held vertically, a picture of Bob Smith looking at his reflection in a mirror appears. But in the mirror, instead of his own image, is the face of Howdy Doody. Turn the piece of Polaroid film sideways, and the figure holding the mirror becomes Howdy Doody, and Bob Smith's picture is in the mirror.

The reason for signing Howdy Doody's name on the "Parlor Tricks" booklet, in addition to its appearance on the Magic Picture, is that we don't want booklets used more than once to get Magic Pictures. This premium of-

fer, the first on television, is to serve as a definite test of the pulling power of our offer. Results were completely satisfactory. The very first show brought in over fifty requests, each accompanied with a booklet. The next show brought in over 100 requests.

Promotions Thoroughly Merchandised

The Howdy Doody Magic Picture promotion has been extensively merchandised with cooperative newspaper advertisements, brochures, mailing pieces, and displays. For example, we prepared a mailing piece which was sent to all dealers by their distributor. It dramatized: Here's your new salesman: Howdy Doody, and goes on to tell how Howdy Doody helps the dealer sell Polaroid Television Filters on his show and with the premium offer. An order reply card is featured and dealers are urged to stock up.

Another part of this merchandising promotion was the five color silk-screen display 18 x 28 inches, dramatizing Howdy Doody and the premium offer. This was delivered to leading dealers by our distributor's salesman. Results of this television premium promotion were sensational. Dealers were enthusiastic and tied in with their own advertising.

Every advertising and promotional measure adopted to sell the Polaroid Television Filter has been thoroughly merchandised to distributors and dealers, with mailing pieces, letters, telegrams. For example, telegrams were sent to all distributors telling them to listen to our first sponsored Howdy Doody and to give us their reactions. They all wrote us back exclaiming how much they liked the Howdy Doody presentation of the Polaroid Television Filter and the Magic Picture.

It has always been Cayton, Inc.'s policy that such merchandising of advertising is just as important as the actual advertising itself. Therefore we have taken special care to make all our tie-in merchandising material just as effective and dramatic as the television and newspaper advertising. Each promotion is tied together with attention to every detail.

This policy of intensive follow-up and follow-through on every phase of the promotional and merchandising measures we've taken has made distributors and dealers know the Polaroid Television Filter. When they are approached to carry the line, their reception has been exceptionally favorable. And their cooperation has been instrumental in the success achieved since our television promotion kicked off, a short eight months ago.

Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

DuMont "Meadowbrook"

Manufactured by Allen B. DuMont Laboratories,
515 Madison Avenue, New York City



Model RA-103, the "Meadowbrook" features all-channel television on a 7½ x 10 inch screen—72 square inch direct-view picture—plus full range FM radio reception. Inputuner and tuning eye for accurate, simplified tuning, and 10-inch permanent magnet dynamic speaker. Twenty-five tubes and three rectifiers. Compact console is in traditional 18th century English design with mahogany finish.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Multiple Antennae Solution?

The antenna problem which confronts residents in multiple dwellings may be solved by the multiple-type antennae which manufacturers are putting on the market. Latest development, by a maker of sound-recording discs, is a connector for a television antenna system. Picture and further details in this section next month.

Stewart-Warner "New Yorker"

Manufactured by Stewart-Warner Corp.,
1826 Diversy Parkway, Chicago, Ill.



This direct-view table model features Stewart - Warner's photo mirror screen. The "photo mirror" is mounted on the underside of the lid and reflects the image without distortion. Magnifying lens can be used between the tube and mirror. Channel selector control provides tuning ease. Console provides television and TV sound only, and is companion piece to firm's AM-FM radio-phonograph combinations.

Tele-tone FM-AM Receiver

Manufactured by Tele-tone,
540 West 58th Street, New York City



This new AM-FM receiver is in a hand-rubbed mahogany veneer cabinet, with a glass dial. Contains 8-tube complement, built-in loop antenna for AM reception and attached indoor antenna for FM broadcast. Retail for \$44.95.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Magnavox Three-in-One

Manufactured by the Magnavox Company,
Fort Wayne, Indiana



Concentrated in one cabinet, the Provincial has an AM-FM radio, a phonograph and television. Featured are a 12-inch speaker, Duomatic record changer, which plays conventional and long-playing records, and a Magnascope television tube. Phonograph equipped to play four hours of continuous music. Cabinet finished in mellow, distressed fruitwood.

Olympic's "Star-Brite"

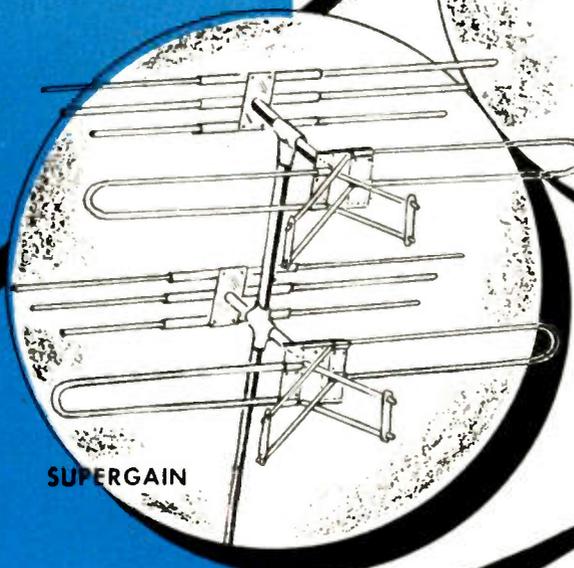
Manufactured by Olympic Radio & Television, Inc.,
34-01 38th Avenue,
Long Island City, N. Y.



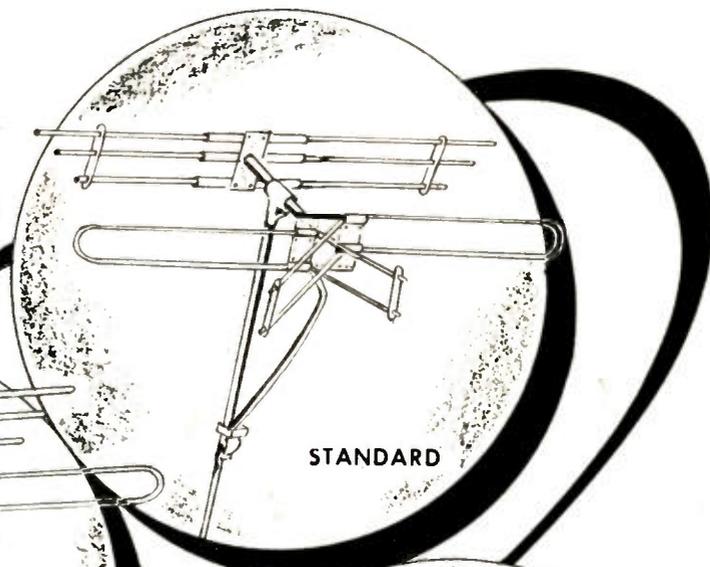
Model TV-922 of the Olympic television line is a receiver suited to use on a table top. Termed the "Star-Brite", it incorporates "Frame-lock" image control in cabinets of mahogany or natural blond. Set has a 54 square inch picture screen and Olympic FM sound system.

Say you saw it in *Radio & Appliance Journal*, January, 1949

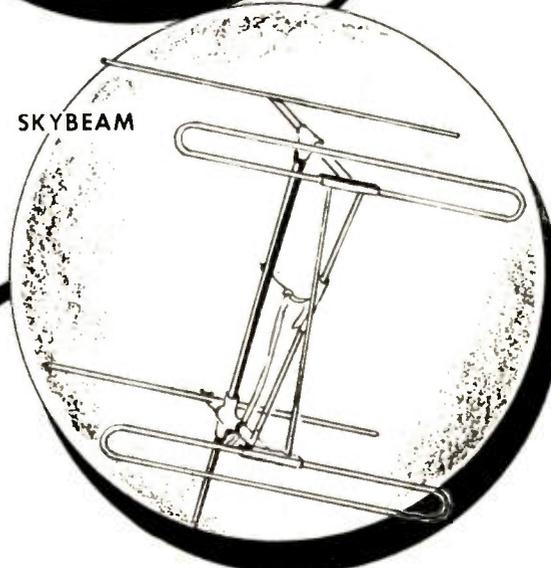
3 Good Reasons



SUPERGAIN



STANDARD



SKYBEAM

For



Superiority

- **SKYBEAM MODEL LHF** — The only high fidelity high frequency antenna in the field. This amazing high frequency channel antenna, includes all the proven fine features of Lyte products, precision, rigidity and proven scientific construction. "SKYBEAM" is guaranteed to produce outstanding results on all high frequency channels 7 to 13.
- **SUPERGAIN MODEL LTD** — The revolutionary Lyte Supergain antenna, especially designed for maximum signal strength, gives amazing reception for longer distances. This laboratory and field proven Lyte antenna covers channels 2 to 13. Supergain boasts the tops in television reception for an all round antenna.
- **STANDARD MODEL LTR** — The most widely and successfully used all round television antenna. Designed for 72 to 300 OHM service, this remarkable antenna serves TV channels 2 to 13 and all FM bands, as proven by thousands of delighted users. LTR boasts maximum signal strength and highest gain on all frequencies.

BEST BY TEST

DEALERS: Increased production facilities allow the addition of a limited number of Lyte dealerships, prompt action is necessary if you wish to secure part of this lucrative market, contact Lyte parts at addresses below.

LYTE PARTS CO.

15 Washington Ave.
Plainfield, New Jersey

199 Main Street
Dubuque, Iowa

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



Meet the farmer's daughter—the Ideal One, that is. Pert, 19-year-old Maurine Meyer tells the folks back home in Wisconsin about winning the Webster-Chicago Ideal Farmer's Daughter contest. And she does it with a Webster-Chicago wire recorder. Picked from a group of 20 other contestants to represent the company in the national farmer's daughter contest, Miss Meyer is an employee of the Chicago firm.



Emerson toasts not only the town but the nation. The girls above are busy filling the more than 9,000 requests received by Emerson Radio & Phonograph Corp. following one of its "Toast of the Town" television programs recently. The firm offered a \$30 gift certificate on a memento set to all persons who answered the offer and wrote the firm within two days after the telecast. Mail poured into the firm's offices far two weeks beyond the closing date.

A veteran, below, receives a Vidcraft life-size television projection receiver on behalf of other vets at Base 81, Kingsbridge Veterans Hospital. Andrew Martin, patient at the hospital, accepts the key to the set from Commander Ernest H. Schulz, representing the Peter Minuit Post #1247 of the American Legion. President Alfred Emerson, Vidcraft, extreme left, Past Commander Gerald F. Pace and General R. G. DeVoe, hospital C.O., right, look on. The Real Estate War Veterans Association also took part in the presentation.



Television invades the kitchen, above. Latest in designs for modern living is the "television kitchen," mapped by American Home Magazine and the General Electric Co. Above a GE pushbutton range is a new, table model TV set by the company. Chair and table combinations make it possible for the family to relax, eat and see a TV show at the same time. Husbands who worry over the possibility of wives miscuing with salt, pepper, sugar and spices because of distracting TV shows have an even greater worry. What if TV does away with husbands altogether?



Admiral's postwar production of record players hits the one million mark. The record industry has taken on a brighter look since the 1948 days of gloom, when the record ban had the field in the doldrums, and, with production lines turning out 10,000 units weekly, Admiral faces the microgroove record-making days in anticipation of a great year.



Not the new West but the new Philco parts and accessories promotion. Under the cowboy hats at the Philco Distributors, Inc., Philadelphia, display above are, left to right, Joseph Gillies and Richard Calhoun, salesmen; Charles J. Tierney, parts manager and Russell Morton, Salem, N. J. Display was part of a national promotion featuring specials, shopping bags, grab bags and other merchandise aids to go with the ten-gallon hats.



The howl of the telewaves, Milton Berle, above, wears the rage in knitwear. A comedian who is doing more than any other programmer to popularize TV, Berle is shown tying a serious knot in his scarf after being named "Best Dressed in Television" by radio, newspaper and magazine editors at an American Knit Glove Industry luncheon.

Honored guests, below, at the fourth annual Christmas party of Crosley Distributing Corp. held in New York's Hotel Plaza were Raymond C. Cosgrove, new board chairman, Bert Cole, vice-president and general manager, and John W. Craig, new president, in the usual order. Some 100 employees of Crosley attended the holiday party.



For "Outstanding service and cooperation in the field of radio maintenance," Howard Sams, right, below, receives a plaque from the Radio Technicians Guild of America. Making the presentation on behalf of the Guild is Bertram Lewis of Rochester, N. Y., in whose city delegates from the New England states and from New York had gathered for a dinner marking the occasion.

Bendix Radio



Model 69M9—AM-FM radio, single-speed record changer, decorator-styled mahogany cabinet.

\$169⁹⁵

Model 69M8—AM-FM radio with dual-speed standard and LP microgroove record changer, decorator-styled mahogany cabinet.

\$179⁹⁵

TELL THE BIGGEST VALUE STORY IN RADIO!

With these richly beautiful, brand new 1949 models on your floor, you'll offer bargain-hungry buyers exactly what they want. Most models are equipped with the latest type dual-speed record changer that plays both standard and LP microgroove records automatically. Long-range "Front Row" AM-

FM performance is brilliantly better even to untrained ears. Aviation Quality and big-name backing add the glamour that eases selling. Yet the "no middleman" prices are on a level with quality-shy, cut rate merchandise! Judge like a customer and you'll agree—here's the best line for '49.



Model 69B8—AM-FM radio, blonde mahogany cabinet, dual-speed standard and LP microgroove record changer.

\$189⁹⁵

Model 79M7—AM-FM radio, dual-speed standard and LP microgroove record changer, a period-piece mahogany cabinet.

\$189⁹⁵



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

"Success Line" for '49

DEFEATS COMPETITION!

Bendix Radio and Television

DIRECT-TO-DEALER PROGRAM

ARMS THE INDEPENDENT RETAILER TO FIGHT SUCCESSFULLY FOR THE 85% OF THIS BILLION DOLLAR BUSINESS OTHERWISE OUT OF HIS REACH

That's right . . . under normal competitive conditions—*now rapidly returning*—85% of all radio and television business goes to such operators as chain stores, discount houses, cut-throat competitors, and the like. *But you, personally, can reverse this trend.* You can meet this competition on better than equal terms. You can sidestep ruinous price-cutting and dumping by fellow retailers handling the same line. You can win a

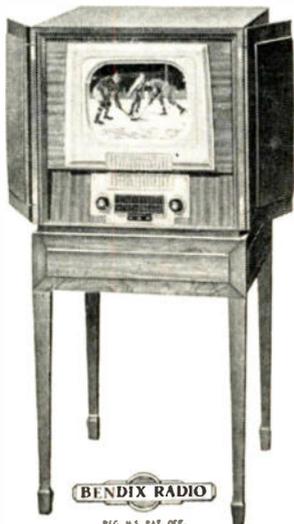
full and genuinely profitable share of this great and growing market beginning right now.

Thousands of retailers are today reaping the benefits of the power-packed Bendix Radio Direct-to-Dealer plan. Get the facts and see for yourself how Bendix Radio protects your profits and your future. But do it now—remember, this franchise is open to only select dealers in each community.

BENDIX *Front Row* TELEVISION—No antenna needed in most locations!

Only Bendix Television dealers can say "just plug it in and press a button . . . no antenna needed in most locations"—because only Bendix Television combines a built-in antenna, push-button tuning

and automatic picture control. For the first time you can utilize the sure-fire selling of a home demonstration because you can move in a set—just plug it in and show a picture right away!



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

**You Be the Judge
and Jury!**

**Visit Space 545D at
the American Furniture Mart or
write for booklet.**

Compact cabinet in dark or blonde mahogany with brass door pulls. 52" screen, built-in antenna, push-button tuning, automatic picture control. Matching mahogany table. \$14.95.

\$349⁹⁵

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



There's nothing finer than this period console with AM-FM radio, dual-speed standard and LP micro-groove record changer, 52" screen, built-in antenna, push-button tuning, automatic picture control.

\$629⁵⁰

RCA Victor Combo

Manufactured by RCA Victor Division,
Camden, New Jersey



Merged in this RCA console are five services, including 15 x 20 inch screen television, three-band radio, and Victrola phonograph. In mahogany or walnut finish, when closed console conceals all of set's services. Television screen in lift lid; TV controls, AM-FM-shortwave radio and phonograph behind panels at top front. Speaker and record storage space behind lower doors.

Say you saw it in *Radio & Appliance Journal*, January, 1949

GE TV Combination

Manufactured by General Electric Company,
Electronics Park, Syracuse, New York



Equipped with automatic clarifier and stabilization circuit, which controls TV picture synchronization and detail, this combination features a 12-inch "aluminized" picture tube, interchangeable pick-up heads, FM-AM and shortwave radio. Aluminum tube backing prevents loss of light and stray reflections, improving TV picture. Record changer operates at 33 1/3 or 78 RPMs. Radio chassis same as that used in Musaphonic. Finished in mahogany and trimmed with satinwood marquetry.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Air King Recorder

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

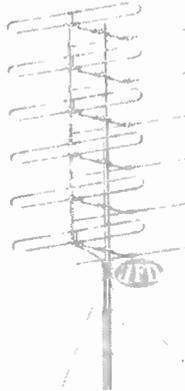


A portable wire recorder which records direct from radio, phonograph or telephone, Air King's model A-725 has an automatic shut-off at end of play or wire rewind. Erases automatically when recording over used wire, with safety lock preventing accidental erasure. Rewinds at six times forward speed. Amplifier, four tubes, plus selenium rectifier. One piece chassis in luggage-type carrying case covered in leatherette.

Say you saw it in *Radio & Appliance Journal*, January, 1949

"Sky-King" Antenna Kits

Manufactured by JFD Manufacturing Co., Inc.,
4117 Ft. Hamilton Parkway, Brooklyn, N. Y.



Four new low- and high-band antenna kits in the JFD Sky-King series permit unlimited flexibility in television antenna installation for most location requirements. Kits comprised of dipole, both straight and folded, crossarm, reflector, both high- and low-band, and 1/2 wavelength twin lead. Featured is the Add-A-Bay system, which allows building arrays to suit reception to fringe, remote, noisy or other unusual areas.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Lyte "Aerosweep"

Manufactured by Lyte Aerosweep Corporation,
Plainfield, New Jersey



Not an electric motor but a motor which is magnetic in design, Lyte's "Aerosweep" makes any TV antenna all directional. Fits any conventional antenna array. Rotates 360 degrees, eliminates deadspots and withstands weights up to 160 pounds. Can be installed in a matter of minutes.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Ansley's Gainsborough

Manufactured by Ansley Radio & Television,
Inc., Trenton, New Jersey



Termed the "Gainsborough", this Ansley television credenza model has a new, 15-inch picture tube. Features coaxial speaker and dual-speed record player for regular and long-playing records. Forty-two tubes, including three rectifiers, AM-FM receiver. Has Ansley Dynavue screen, designed to eliminate glare and eye fatigue.

Say you saw it in *Radio & Appliance Journal*, January, 1949

The products listed on this and other products pages are presented to help you do a better buying and selling job every month. We suggest you study every product carefully and write to manufacturers for additional information.

now

Clear as a Bell
Sonora
Clear as Crystal



Television

with the *Exclusive*
MICRO SHARP
PICTURE
CRYSTAL CLEAR
MOVIE BRIGHT
"Clear as a Bell"



MODEL 701. A console that's right for any room. Big 52 square-inch direct-view picture—crystal-clear, with superb definition made possible by SONORA'S "Micro Sharp" circuit feature. Covers all U. S. television channels. Automatic Gain Control assures photographic realism and uniformly maintained contrast. Pictures are "steady-locked". Brightness is exceptional for comfortable viewing in any light. Simple tuning with minimum of unified dual-function controls. Famous "Clear as a Bell" static-free FM audio system. In deluxe compact console of choice veneers in rich mahogany finish.



MODEL 700A. Advanced table model Television. 52 square inches of photographic realism on a 10" direct-view tube. With exclusive "Micro Sharp" feature for high definition. Automatic image lock-in. Remarkable brightness for day or night viewing. Easy tuning; multi-channel selector for all U.S. channels; simplified picture adjustment controls. Thrilling staticless FM audio reception with that famous SONORA "Clear as a Bell" tone. Presented in a gorgeous cabinet of contemporary design, in richly-grained woods; glowing mahogany piano-finish.

Sonora
Clear as a Bell

RADIO & TELEVISION CORP.
CHICAGO 12, ILLINOIS

SINCE 1914—THE FAMOUS NAME IN HOME ENTERTAINMENT

...YOU'LL DO A BETTER JOB EVERY DAY IN 1949...



with the

NELDA 1949 LOOSELEAF SUBSCRIPTION

Nelda's 1949 Looseleaf Subscription keeps you posted throughout the year with vital information on America's leading brands of Television, Radios, Major Appliances, Traffic Appliances, Clocks, Silverware, Photographic Equipment and related lines.

Photographs—Model numbers—Prices—Specifications . . . all at your fingertips. Our staff of experts is constantly appraising and classifying thousands of new models and these edited pictures and data come to you regularly.

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Endorsements we receive from subscribers at every level of the appliance industry indicate that they are making daily use of Nelda Publications in planning their selling, buying, promotion and training programs. We invite you to subscribe to Nelda's 1949 Looseleaf Service so that you too can assure yourself of year-round information to help you in your everyday and long-range merchandising problems.

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YOUR MARKET at YOUR FINGERTIPS throughout 1949!

This new, expanded service meets the growing demand for accurate, continuously revised Standard Brand information at all times!

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SALES BUILDER... \$216,858.68 of America's finest merchandise—an attractive, comprehensive display for easier selling, both in your store and outside, in your customer's home or office. And, the New-Model Illustrated Supplements keep it constantly up-to-date, throughout 1949.

BUYING "BIBLE"... Check the market...verify prices, descriptions, model numbers . . . see who makes it . . . compare competitive models and prices—they're all here for quick, easy comparison.

REFERENCE MANUAL... The first and only authentic compilation of Standard Brands, complete with Pictures, Prices and Specifications. Arranged and indexed for quick, easy, visual reference.

Radio and Appliance Journal, 1270 Sixth Ave., New York 20, N. Y.

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

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

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

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

Name _____

Company _____

Address _____

City _____ State _____

FREE EXAMINATION! Send no money. Examine at our risk. If you're not completely satisfied, return it in one week and you pay nothing.

SPECIAL OFFER! If full remittance accompanies your order we will stamp your name in gold on the DeLuxe Binder and we will prepay the postage. If, within one week after you receive it, you are not completely satisfied, return the binder and your money will be refunded in full.

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

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

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

... with your
NELDA 1949
 LOOSELEAF SUBSCRIPTION
YOU GET
ALL THIS:

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

plus

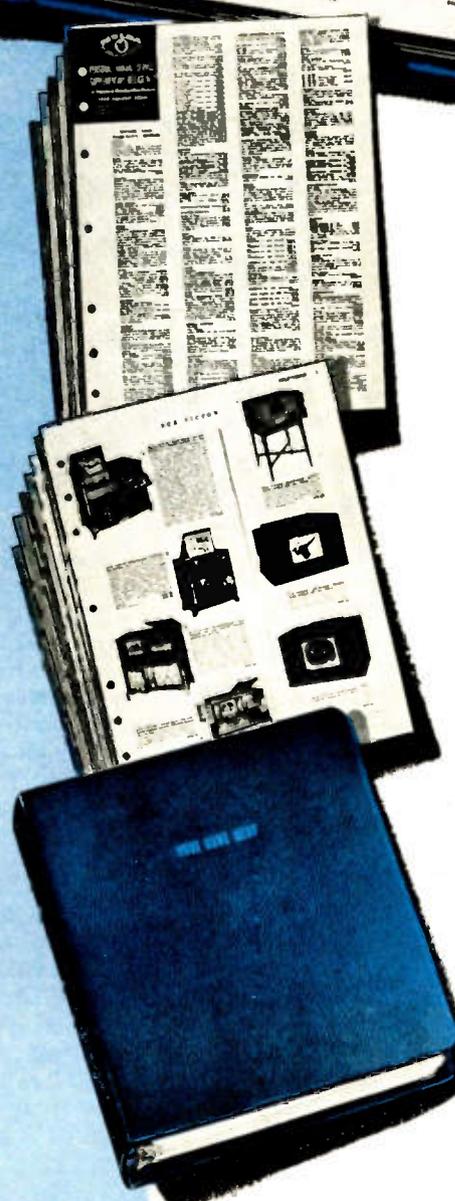
WEEKLY PRICE-REVISION BULLETINS — Every week you receive a bulletin with price changes listed page-by-page, to keep your Standard Merchandise Manual constantly up-to-date with latest prices.

plus

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

plus

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



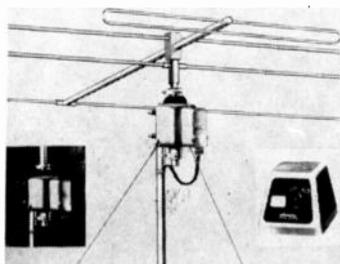
- ABC
- ADMIRAL
- AMERICAN
- AMERICAN BEAUTY
- AMPRO
- ANSCO
- APEX
- ARVIN
- BELL AND HOWELL
- BENDIX
- BISSELL
- BLACKSTONE
- BROIL-KING
- BROIL-O-MAT
- CARLTONWARE
- COMMUNITY
- CONLON
- CORY
- COUNSELOR
- CREAM KING
- CROSLLEY
- CROWN GRAPHICS
- DEEPPFREEZE
- DEJUR
- DETECTO
- DETROIT-JEWEL
- DISHAMATIC
- DUMONT
- EBERHARD FABER
- EDWARDS
- EKKO
- ELECTRESTEEM
- EMERSON
- ESTATE
- EUREKA
- EVERHOT
- EVERSHARP
- FARBERWARE
- FARNSWORTH
- FILTER QUEEN
- FLEX-SEAL
- FLOOR-O-MATIC
- FRIGIDAIRE
- FREE-WESTINGHOUSE
- GAROD
- GENERAL ELECTRIC
- GENERAL MILLS
- GILBERT
- GLENWOOD
- GRAFLEX
- HAMILTON
- HAMILTON-BEACH
- HANDYHOT
- HANKSCRAFT
- HANOVIA
- HOBART
- HOLLIWOOD
- HOOVER
- HOTPOINT
- ICE-O-MAT
- IRONRITE
- JOHNSON
- JUICE KING
- JUICE-O-MAT
- KELVINATOR
- KEM
- KITCHENAID
- KODAK
- KNAPP-MONARCH
- LAUNDERALL
- LEWITT
- LIONEL
- MAGIC CHEF
- MANNING-BOWMAN
- MAYTAG
- MELL-O-CHIME
- MONITOR
- MOTOROLA
- MUSAPHONIC
- NAXON
- NESCO
- NEW HOME
- HORGE
- NU-TONE
- ODIN
- ONEIDA
- OSTER
- PARKER
- PETIPPOINT
- PHILCO
- PILOT

- PREMIER
- PRESS-TO-MAGIC
- PRESTO
- PROCTOR
- RCA VICTOR
- REGINA
- REMINGTON
- REMINGTON-RAND
- REVERE
- RITTENHOUSE
- RIVAL
- ROGERS BROS. 1847
- WM. ROGERS & SONS
- ROLLS
- ROPER
- ROYAL
- SAMSON
- SCHICK
- SENTINEL
- SILEX
- SIMMONS
- SIMPLEX
- SMITH-CORONA
- SODA KING
- SON-CHIEF
- SPEED GRAPHICS
- STEWART-WARNER
- STEAM-O-MATIC
- STROMBERG-CARLSON
- SUNBEAM
- SUNKIST
- TAPPAN
- TELECHRON
- THOR
- TOASTMASTER
- TOAST-O-LATOR
- TRACY
- TUDOR
- UNDERWOOD
- UNITED STATES
- UNIVERSAL
- VICTOR
- WEAVER
- WESTINGHOUSE
- WESTON
- WHIRLPOOL
- WILCOX-GAY
- YALE & TOWNE



Alliance Tenna-Rotor

Manufactured by Alliance Manufacturing Company, Alliance, Ohio

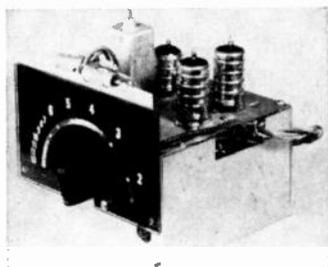


Designed to rotate the beam antenna in FM, television and other high frequency radio applications, this electric antenna rotator can be quickly installed at nominal cost, operates in any weather, and is connected to a plastic control box, located near the receiver. A three-position switch allows rotation clockwise or counterclockwise, through 360 degrees, with rotation stopped with the switch on center position, allowing selection of exact optimum reception. Motor operates on 24 volts at 60 cycles. Components cadmium plated and rotor moisture sealed.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Vision's TV Tuner

Manufactured by Vision Research Laboratories, Inc.,
87-50 Lefferts Blvd., Richmond Hill, N. Y.



Features unique combination of inductance and capacity variation and tunes continuously over all 12 channels. Frequency gaps between channels bridged in smooth motion and 180 degree rotation of device covers all channels. Conventional RF amplifier, oscillator and mixer circuits. Complete with lucite dial and planetary reduction drive.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Crosley Radio-Phono

Manufactured by Crosley Division, Avco Manufacturing Company, Cincinnati, Ohio



In an 18th century mahogany cabinet, this FM-AM radio phonograph has a two-speed record changer, 78 and 33 1/3 RPMs. Features floating jewel tone system, continuous tone control and 10-inch concert-type, permanent magnetic speaker. Record changer is automatic.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Remler TV Console

Manufactured by Remler Company Ltd.,
2101 Bryant Street, San Francisco, California



Simplified precision selector in this TV console by Remler simplifies tuning, gives clear, sharp image definition. Uses 10-inch speaker and circuit engineering economy requires a minimum of tubes, reducing replacement and servicing costs. Cabinets in contemporary or 18th century styles.

Say you saw it in *Radio & Appliance Journal*, January, 1949

RCA Table Radio

Manufactured by RCA Victor Division,
Camden, New Jersey

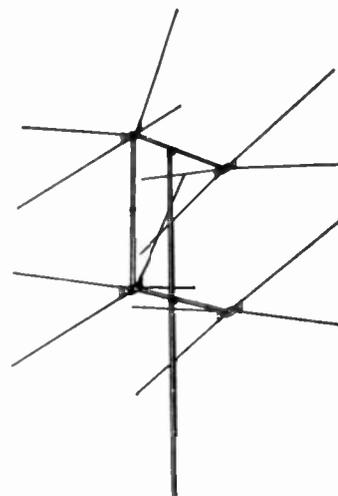


First RCA Victor FM table model to operate on either alternating or direct current, this receiver features improved FM circuit, which increases selectivity and sensitivity of reception. Six tubes and one rectifier. "Golden Throat" tone system. Has separate built-in antenna provided for each broadcast band.

Say you saw it in *Radio & Appliance Journal*, January, 1949

Conical Antenna by Telrex

Manufactured by Telrex, Inc., 26 Neptune Highway, Asbury Park, New Jersey



The 4X-TV, a hi-gain, stacked, conical, "V" beam antenna, is designed for reception on all TV channels. Has full audio and video band pass, low inception angle, minimum reflections and maximum signal to noise. Uses 72, 150 or 300 ohm transmission lines. Has universal mounting clamp. Weight: 6 1/2 lbs. Less mast, lists at \$42.50.

Say you saw it in *Radio & Appliance Journal*, January, 1949

When a dealer decides to open a store in a location where a new building has just gone up, it is not always sunshine and roses. One of the foremost merchandisers in the radio, television and appliance field in the East recently picked such a new location in Queens, N. Y., for another Bedford Radio & Television store. The neighborhood was in the process of improvement and residents were in upper middle class income groups. Nevertheless, the location presented two problems: the area was a transient, low-traffic one, and a fire house constituted a serious obstruction to the new storefront. How basic store layout and design got around these problems is told in the article, "Design Magic Works for Bedford," to appear in the February issue of RAJ.

DuMont Expands

Taking official title to the former Wright Aeronautical Plant in East Paterson, N. J., the Allen B. DuMont Laboratories, Inc., last month added a 58-acre site, with a one-story structure having a floor area of 500,000 square feet and a railroad siding, to its operations. Coming on top of the acquisition of a modern plant in Clifton, N. J., where cathode-ray tube production facilities were expanded. The East Paterson plant enables the DuMont organization to expand its activities and operations still more. The new plant, built in 1942, is the most modern WAA plant in the area and will be used for television receiver assembly, general offices and engineering laboratories. Machines and equipment for DuMont's production lines at the new plant, where some 4,000 persons are expected ultimately to represent the employment capacity of what may be the largest and most modern television assembly plant in the world, were moved in immediately following acquisition of the property.

TV Arrival

Freed Radio Corporation, pioneer manufacturer of Freed-Eisemann radio-phonographs and FM radio receivers, is scheduled to enter the television market. The firm's television line will include table models, television consoles and TV-radio-phono combinations. AM and FM radio will be incorporated in all models and 12½- and 16-inch direct-view tubes will be used.

RMA Standards

Thirteen new and revised recommended standards for the radio manufacturing industry have been released by the RMA Engineering Department, a unit whose task is modernizing engineering standards for the industry in accordance with wartime and postwar technical developments. Most of the 13 recommended standards apply to radio and television components rather than to complete equipment, but two of them have to do with television and are the result of the rapid expansion of the television industry. One covers the requirements for television relay facilities. The other revises the designation system for cathode-ray tubes. Adoption of such RMA standards by manufacturers is strictly voluntary.

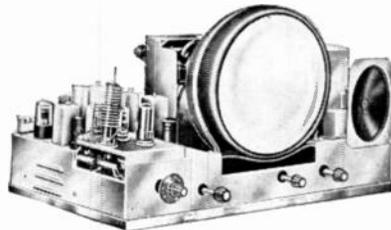
Stewart-Warner Change

Stewart-Warner Corp. has announced an operational change which places production and distribution of radio and television sets under a new division, Stewart-Warner Electric Division. Sam Insull, Jr. has been designated division head. The move separates radio and television operations from lubrication and automotive equipment operations carried on at the company's main Chicago plant.

TRANSVISION

NEW Television Kits, and Equipment Important Advances in TV Reception and Servicing!

NEW 10" TV KIT at amazingly LOW PRICE!



MODEL 10A TV KIT

The new Transvision Model 10A electromagnetic TV Kit gives a bright, stable 52 sq. in. picture. Has 10" picture tube, and CONTINUOUS TUNING on all 12 channels. Its high sensitivity makes for improved long distance reception; especially good on high channels. Complete with all-channel double-folded dipole antenna and 60 ft. of lead-in wire.
MODEL 10A TV KIT, less cabinet Net \$199.00
MODEL 12A TV KIT, same as above, but has a 12" picture tube Net \$263.00

NEW STREAMLINED CABINETS

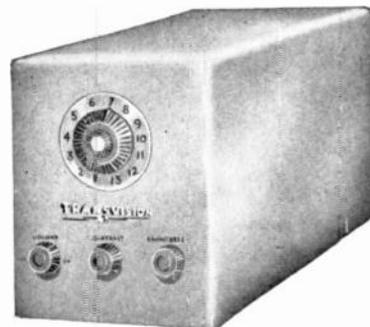
for Transvision Model 10A or 12A TV Kit. Made of select grain walnut with beautiful rubbed finish. Fully drilled, ready for installation of assembled receiver. Walnut Cabinet for 10A or 12A (Specify) ... Net \$44.95 Mahogany and Blonde slightly higher.



ALL-CHANNEL BOOSTER

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER

To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all television channels. Tunes all television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels.
Model B-1 LIST \$44.95



REMOTE CONTROL UNIT KIT

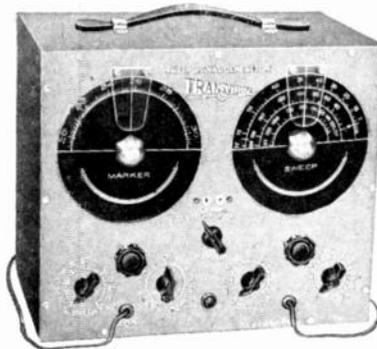
TRANSVISION REMOTE CONTROL UNIT KIT

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Easy to assemble in about an hour.
Model TRCU, with 25 feet of cable Net \$69.00
Without cabinet Net \$65.00

NEW . . . TRANSVISION SWEEP SIGNAL GENERATOR FOR TELEVISION AND F.M.

Complete frequency coverage from 0-227 MC with no band switching. . . . Sweep width from 0-12 MC completely variable. . . . Accurately calibrated built-in marker generator.

OUTSTANDING FEATURES: (1) Frequency range from: 0-227 MC. . . . (2) Dial calibrated in frequency. . . . (3) Sweep width from 0-12 MC completely variable. . . . (4) Self-contained markers readable directly on the dial to .5%, or better. (No external generator required to provide the marker signals) . . . (5) Crystal controlled output makes possible any crystal controlled frequency from 5-230 MC. . . . (6) Plenty of voltage output—permits stage-by-stage alignment. . . . (7) Output impedance 5-125 ohms. . . . (8) Directly calibrated markers 20-30 MC for trap, sound and video IF alignment. . . . (9) RF for alignment of traps for IF channels when a 100 volt meter is used as the indicating medium. . . . (10) Unmodulated RF signal to provide marker pips simultaneously with the main variable oscillator. . . . (11) Markers can be controlled as to output strength in the dip oscillator. . . . (12) Power supply completely shielded and filtered to prevent leakage. . . . (13) All active tubes are the new modern miniature type. . . . (14) Phasing control incorporated in the generator.
MODEL NO. SG Net \$99.50



SWEEP SIGNAL GENERATOR

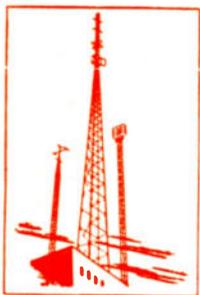
RADIOMEN . . . You Can GET INTO The TELEVISION BUSINESS
In a BIG WAY with the
TRANSVISION DEALER PLAN
WRITE FOR FOLDER D-1

NEW 8-PAGE CATALOG showing complete Transvision line now available at your distributor, or write to:

TRANSVISION, Inc. Dept. RAJ New Rochelle, N.Y.

In Calif: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46

All prices 5% higher west of Mississippi; all prices fair traded. All prices subject to change without notice.



Washington News Highlights



New TV Peak

Television set production reached a new high of 122,304 during the month of November, reports from RMA members disclose. Output for the month represented a 28 per cent increase and boosted to more than 700,000 the total year's reported production at month's end. Sets manufactured by RMA companies since the war thus came to 890,700, indicating that a million or more television receivers will be reported off the production lines for 1948. November's TV set production rate was more than four times that of January, 1948.

FM-AM radio receiver production remained at a high level in November, even though Thanksgiving and Armistice Day holidays left the month's total slightly below the previous month's figures. Weekly production rate of FM-AM sets during November was 54 per cent greater than the weekly average during the first three quarters of 1948.

Silver Anniversary

Coincident with the annual Parts Trade Show at Chicago's Hotel Stevens next May, RMA and affiliated industry organizations will observe the industry's quarter century of progress, featuring the magic span of radio, from the cat-whisker crystal and earphone receiver of 1924 to today's television and radar. Joining in the "Silver Anniversary" tribute to RMA, which was founded in 1924, will be the Electronic Parts & Equipment Manufacturers Association of Chicago, the Eastern Sales Managers Club, the West Coast Electronic Manufacturers Association, and the National Electronic Distributors Association, sponsors with RMA of the annual parts industry conference and trade show. Army, Navy and other governmental officials, and broadcasters, together with foreign radio organizations will be invited to participate in the RMA anniversary celebration being arranged by Max F. Balcom, president RMA, and a committee for the convention. Radio pioneers, including all former presidents and directors of RMA will be among the special guests during the industry gathering, May 16-20.

Fruitful Conference

In a pre-holiday conference, the RMA Board of Directors last month took steps to meet a possible tin shortage in 1949, approved plans for a special promotion fund for the Radio-in-Every-Room merchandising campaign, started legal actions rolling against industry-detrimental ordinances in New York City and Pennsylvania, recommended study of safety education on cathode-ray tube handling, and considered a constructive program to settle the apartment house antenna controversy that plagues the television industry.

Television receivers require about ten times as much tin as do radio sets, and information from sets and parts manufacturers that all the tin they required for 1949 production schedules might not be available prompted immediate action to head off such a shortage, which might retard TV production during the year. The Board of Directors therefore authorized RMA President Balcom to establish a committee for consideration of methods by which manufacturers can conserve tin, making the existing stocks available for TV components—especially resistors, capacitors, and tubes. The RMA Committee on Conservation and Allocation is also to consider problems related to copper, steel, and other materials, if short supplies affect the industry's production.

Successful fall campaigns by four cities with the Radio-in-Every-Room merchandising program vindicated the whole RMA-sponsored plan to the extent that the Board approved continuance of the promotion idea for 1949. In addition, a committee with authority to raise a special promotion fund from RMA members to finance the program was decided upon. Thus far the cities in which distributors and dealers have followed the "Hartford Pattern" have had these heartening results: New Orleans increased its radio set sales by 31 per cent; Indianapolis, 50 per cent; Trenton, 110 per cent; and Salt Lake City, 128 per cent. Other cities are planning drives for early 1949.

The special action on New York City's ordinance restricting the use of

sound equipment and mobile radio equipment resulted from close perusal of the municipal law. It was found so broad that it bars the use of private auto radios, radio communication facilities for trucks or taxis, and aircraft and maritime radio facilities when operated within the confines of New York City. Funds were appropriated for General Counsel John W. Van Allen to take whatever legal action is necessary to bring about modification or repeal of the law. Funds also were appropriated for Judge Van Allen to seek an early test on the constitutionality of a Pennsylvania state tax ruling imposing a tax on taverns equipped with television receivers, the RMA's position being that TV broadcasting is inter-state commerce and hence not subject to taxation by a state.

After an illustrated talk on recommended safety measures in the handling of cathode-ray tubes, given by L. W. Teegarden, vice-president of RCA Tube Department, the Directors of RMA voted to establish a committee to work out a safety education program for factory workers and the trade, including servicemen.

Constructive Step

As a constructive step in the antenna installation controversy, the Board of Directors took under consideration a program calling for cooperation with apartment house owners, managers, and the National Real Estate Board. The RMA program, formulated by its Service Committee, is designed to meet the needs of both apartment house tenants and owner-management interests, and proposes the use of master antenna systems developed under RMA auspices. Included is a proposal to formulate a standard apartment house lease covering television installations. The plan also recommends that a Television Receiver Committee analyze the level of radiation in television sets and report those with excessive radiation to manufacturers. Such reports would have in mind the reduction of radiation troubles which might result from such sets' connections to a multiple antenna system.



DAYLIGHT TELEVISION

selling
—the greatest feature in all television!



Model 810

◆ Your customers can enjoy the daylight bright, daylight clear, daylight sharp pictures of G-E Daylight Television—at an amazingly low price. Model 810. 10" direct-view tube. Mahogany veneered cabinet. **\$325.00***

(plus installation)

EASIER TO SELL—that's G-E Daylight Television! It's extra bright, extra clear for extra enjoyment even in broad daylight or in normally lighted rooms. Your customers don't have to sit in darkness (a G-E selling point that rings the bell—on your cash register). Push G-E Daylight Television. You'll find it sells itself on sight! For complete information about the entire TV line, call your nearest G-E television distributor or write today to General Electric Company, Electronics Park, Syracuse, New York.



Model 814

◆ New! Large screen table television! 12½" direct-view tube—largest daylight picture yet! G-E Automatic Clarifier for sharp, clear pictures. Mahogany veneered cabinet. Model 814. **\$389.50***

(plus installation)

*Prices slightly higher West and South, subject to change without notice.

◆ Complete home entertainment center. Everything your customers want—in one exquisite mahogany cabinet. Daylight Television—12½" direct-view tube the "best picture in sight—day or night". . . FM-AM—short-wave radio . . . dual phonograph plays both type records automatically! Model 840. **\$995.00***

(plus installation)



Model 840



Performance-Engineered at Electronics Park

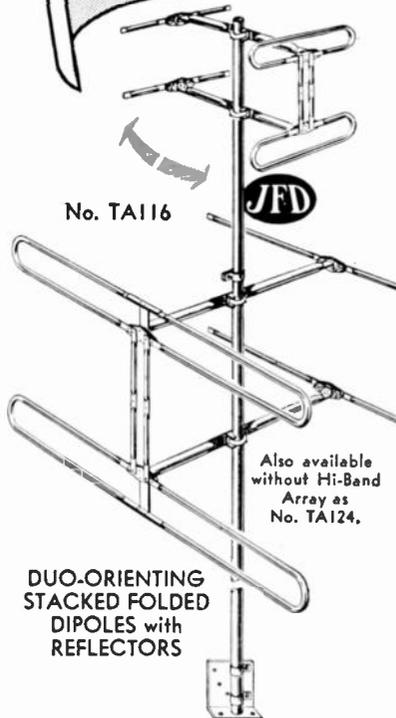
With its renowned scientists, electronic engineers and highly skilled technicians, plus all the facilities of the most modern laboratories and production lines, Electronics Park is truly the world center for electronic progress! Performance-engineered means your customers get utmost value in G-E television sets.

You can put your confidence in—

GENERAL  **ELECTRIC**

For **HIGH** Performance
In **LOW** Signal
Areas . . .

The
ALL NEW
JFD *Super-Beam*
HI-LO TV Array



No. TA116



Also available
without Hi-Band
Array as
No. TA124.

**DUO-ORIENTING
STACKED FOLDED
DIPOLES with
REFLECTORS**

**LOOK AT THESE LONG-RANGE
PERFORMANCE FIGURES
FROM ACTUAL REPORTS!**

CITIES	DISTANCE IN MILES
Albany - New York	125
Cleveland - Pittsburgh	120
New Haven - New York	110
San Diego - Los Angeles	100
South Bend - Chicago	90

OUTSTANDING FEATURES!

- ✓ Gives full 12 channel TV reception plus FM.
- ✓ Supplied complete with 10' Mast, All-Angle Mounting Bracket and Stand-Off Insulators.
- ✓ U-Bolt Clamp construction provides 1/8, 1/4 or 1/2 wavelength spacing of 2, 4, 6, or more bays on mast for tremendous stacking flexibility—also permits independent orientation of each bay.
- ✓ Lightning-fast assembly time.
- ✓ Impedance of 150-260 ohms and +8.6 DB gain.
- ✓ All-weather Roto-lock insulator made from low-loss polystyrene for perfect high frequency insulation.

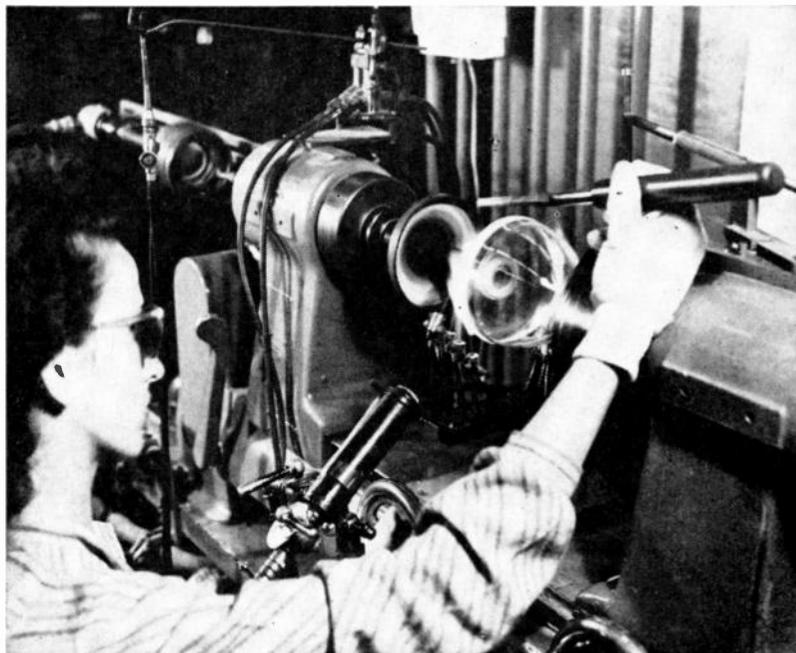
Write for Literature



4117 Ft. Hamilton Parkway
Brooklyn 19, N. Y.

"Manufacturers of the World's Largest Line of
TV/FM Antenna Equipment"

New Glass for TV "Bottleneck"



The Pittsburgh Plate Glass Co. has come up with one answer to the major shortage in the television industry—cathode-ray tubes. After three years of research, the firm has perfected a new technique of manufacture of face plates for television picture tubes, and for molding, grinding and polishing glass blanks. With a glass tailored to the needs of television, the firm hopes to end the slow process of manufacture of 5-, 10-, 12-inch, and larger size tubes. Television picture tube face plates mass-produced by Pittsburgh Plate will speed to machines like the one above at RCA's Lancaster, Pa., plant. This operator is flame-sealing Pittsburgh's new type face plate to the tube funnel. The new face plate can be sealed not only to glass but also to the new metal tubes.

TV Predictions

(Continued from page 17)

amount of sets will be produced than originally was thought possible. Once again, the importance of the television tube plants looms as perhaps the major factor in the production and sale of television in 1949. The progress of television has surpassed even our fondest dreams and none are more convinced of the great future than we who have perspired through the pioneering years of television.

We cannot keep the goodwill of the public by inferior merchandise produced just to attract the public with a lower price. Producing good quality sets under the production limitations that exist, there is no need for price cutting at the point of sale. With most industries facing growing consumer resistance for its products, television is most fortunate in that it cannot satisfy public demand in 1949. And it looks doubtful that enough sets will be made in the next few years to fill the demand.

"A huge job has been accomplished. The television industry is the only industry to radically improve the quality

of its products and at the same time reduce prices. The future is assured, but we pioneers know that the job has just begun."

**Hamilton Hoge, President
United States Television Mfg. Corp.
and Setka Television Tubes, Inc.**

Radio Sells TV

In time radio may be one of the more effective sales media for television sets. It will if many more experiments like the one started on John B. Kennedy's "Eye Witness News" program over Station WFIL, Philadelphia, take shape. Kennedy asked his listeners, through a daily spot announcement, to write letters on "Why I Plan to Buy a Television Set" and was swamped with over 1,000 letters within a month. The program was sponsored by Raymond Rosen & Co., local RCA Victor distributor, and nine cooperative dealers. A daily record album award was made, and, at month's end, a prize letter was selected and the writer was awarded a TV receiver, compliments of Raymond Rosen & Co.

*Sensational new record player that plays
BOTH sides of records AUTOMATICALLY
 without turning them over!*

**NEW!
 AMAZING!
 PROFITABLE!**



**NOW AVAILABLE to fit every popular-priced radio-
 phonograph combination or radio . . . at a**

MASS MARKET PRICE * . . .

MARKEL DUO

Playmaster

Model 70

The MARKEL DUO PLAYMASTER is the answer to the need for a two-side record player for the mass market — a record player that PLAYS BOTH SIDES or one side of records in sequence — without turning them over — without interruption!

Automatically Plays Twelve 10-Inch Records — or Ten 12-Inch Records — Plays One Side — or Both Sides — continuously — and without turning them over!

The MARKEL Duo Playmaster does everything! It will play one side of any stack

of records in sequence — or both sides — and, of course, it will play only one record in the conventional MANUAL style.

DISTRIBUTORS: *If our sales representative hasn't told you the sensational story of the sensational Markel Duo Playmaster, write, wire or phone us.*

DEALERS: *Get the sensational story of the sensational Markel Duo Playmaster from your local distributor.*

* *List Price \$79.50*
Model 71 with cabinet base slightly higher

MARKEL ELECTRIC PRODUCTS, INC. BUFFALO 3, N. Y.

DUO PLAYMASTER DIVISION

What to Do When the Customer Says "Too Much!"

By Howard Horton and Porter Henry

"TOO MUCH money!"

"I can't afford that much."

"That's too expensive."

If you got a nickel for every price complaint you hear these days, you could toss a brick through the time clock and spend the rest of your life cruising on your private yacht.

In a way, you can't blame the poor customers. Prices *are* high, as you discover yourself every time you make a

down payment on a dozen eggs. Since your customers will probably go right on singing that "too-much-money" theme song right along, there's no use letting it get you down. What's more, there's no sense in losing a sale because of price resistance, if you can avoid it.

If your earnings depend on your net sales, some of the methods outlined in this article will help you run a bigger

book. Even if you are on a straight salary basis, it's worth your while to use these selling methods. They make your job easier. You complete the sale faster. You don't have to drag out so much merchandise. You save wear and tear on your feet and brains.

Step One: Sell the Values First

If the customer doesn't ask for a specific brand or price, you naturally start showing her your medium-priced merchandise. You can move up or trade down, depending on her reactions.

But you talk about the merchandise—not the price!

Sell the values before you quote the price! Whether you are selling bobby pins or bird seed, tea cups or television sets, there are two or three special facts about almost any product that will make the customer want it. Naturally, you have those selling points down pat so you can get them over fast, before the customer uncorks the "How Much?" question.

What's more, you're careful to describe those selling points in terms of *what they'll do for the customer*.

You don't say, "It's a three-way portable radio." You say, "You can use it at home, at the beach, on picnics, on the porch."

Step Two: Quote the Price— And Keep Moving!

When the customer asks the price, name it—and then go right on giving more facts about the merchandise, or asking the customer a question about it. "It's \$575.00, and that includes a television set, fully automatic AM-FM radio, and record changer that plays both the conventional and LP records. It's a complete entertainment center right in your own living room."

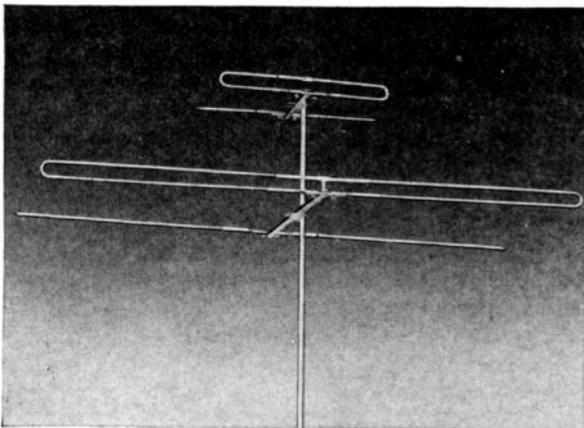
Don't quote the price and leave it hanging in mid-air. That invites the customer to concentrate on how much it's going to cost her, instead of picturing the satisfaction she'll get from the merchandise. Give her the price when she asks it—but keep moving!

Step Three: Use the "Yes, But—"

But even if you're the best retail salesman this side of Zanzibar, you're bound to get a certain percentage of customers who say the price is too high. And that brings us to the \$73 question (it used to be \$64 but prices

(Continued on page 40)

and NOW... the INSTAN-TENNA!



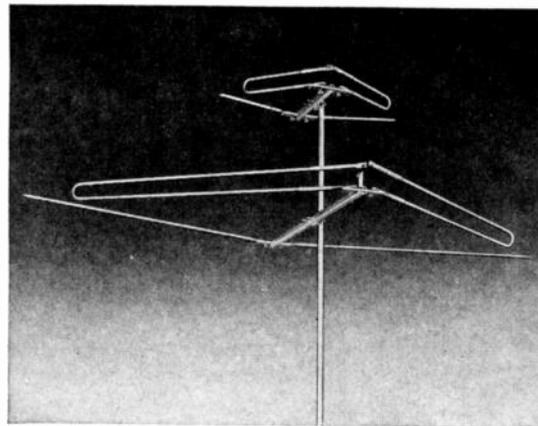
A SMART, RAPID-ASSEMBLY IDEA. Comes FOLDED... A SMALL, COMPACT Unit. INSTANTLY unfolds into a COMPLETE, ALL-CHANNEL Antenna. Makes any array for both Low and High Frequency reception.

EASILY Handled • EASILY Stored • SAVES Time • SAVES Space • EASILY Transported.

Equipped with the famous UNIVERSAL U-Bolt and Aluminum Block assembly. Attains full 360° orientation. Sold with 6 foot aluminum mast, ST Alloy. Larger masts available.



The INSTAN-TENNA half unfolded to show ease with which antenna can be assembled and indicating that all parts are attached.



NO LOOSE HARDWARE • NO SPECIAL TOOLS • NO DRILLING

• INSTANT ASSEMBLY • ALL HARDWARE CADMIUM PLATED

DISTRIBUTORS INVITED... Write TODAY for prices and literature.

VERI-BEST TELEVISION PRODUCTS, INC.
8-10 FORREST STREET • BROOKLYN, N. Y.

OVER

50,000

SOLD IN '48



MORE!

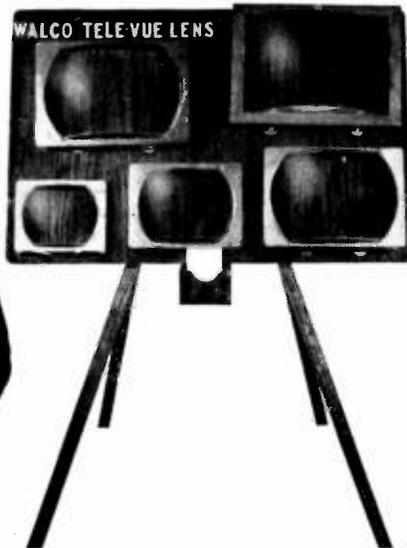
MANY MORE!

SALES

FOR YOU IN '49!

THE SENSATIONAL WALCO TELE-VUE-LENS MERCHANDISER!

Your complete T-V screen enlarger department! Does your selling job for you! Be sure to ask your Walco TELE-VUE-LENS distributor for complete information!



Your customers want the Walco TELE-VUE-LENS® — the world's finest T-V screen enlarger! They know it gives giant screen television pictures . . . big, clear, and brilliant pictures with no optical distortion from any viewing angle! Stock, display and demonstrate the scientifically engineered TELE-VUE-LENS line* — the most complete line of T-V screen enlargers made! YOU double your profits with TELE-VUE-LENS!

*All Walco TELE-VUE-LENS are lighter in weight than any other liquid magnifier, and all feature the PATENTED mounting tubes and adjustable bars for perfect horizontal and vertical focusing!

The Walco TELE-VUE-LENS Manufactured and Distributed by
E. L. COURNAND COMPANY, 3835 Ninth Avenue, New York City, N. Y.



- MODEL 712 sug. retail \$12.95† For 3" and 7" tubes.
- MODEL 719 sug. retail \$19.95 For 7" tubes.
- MODEL 1029 sug. retail \$29.95 For 7" and 10" tubes.
- MODEL 1039 sug. retail \$39.95 For 10" and 12" sets.
- MODEL 1059 sug. retail \$59.95 For 10" and 12" sets.
- STAND MODEL 1040 sug. retail \$39.95 For the 7" and 10" tubes.
- STAND MODEL 1050 sug. retail \$49.95 For the 10" and 12" tubes.
- STAND MODEL 1075 sug. retail \$59.95 For the 10" and 12" tubes.

†Prices slightly higher West of the Mississippi

When Customer Says "Too Much"

(Continued from page 38)
have gone up, you know): What do you do when the customer says "Too much money!"

Did you ever watch a trainman hop a moving train? He runs alongside until he's moving as fast as the train, grabs the ladder and swings himself on board. If he tried to grab the ladder while running in the opposite direction, the results would be announced in the obituary columns.

Same with your customer. If she says "Too much," and you say, "No, it's not," you meet her train of thought head-on. Result: collision. No sale.

To avoid that, you start moving along in the same direction she is. Then you gently swing her off in the direction you want her to go.

You say, "Yes, they're a little more expensive than they were, but—" Or, "That's right, madam, prices have gone up a little, but—"

And you move directly into—

Step Four: Explain Why It's Worth More Technique

"Yes," you say, "it's a little more expensive, but it has the finest cabinet work, a handrubbed finish, a large 15-inch screen, and is made by one of the pioneers in the industry."

In other words, you give the customer good reasons why the merchandise is worth the price.

You can do this by pointing out the quality of the materials, workmanship, design, styling, or whatever.

Or you can point out how much better today's product is than the ones that were available a year or two ago. Or you can show why your good merchandise is worth more than a less expensive item.

Step Five: Use the Side-by-Side Method

You show the customer a \$12 whatzis, we'll assume, and the customer says, "That's a lot of money for a whatzis."

"It is a few dollars more," you agree, "but you really get much more for your money when you buy this whatzis. Here's an \$8 whatzis—"

You place the two items side by side, and you say:

"This one, you see, has a triple-riveted portisan in the conframish to give you better support of the stanpost; this one has a single rivet. This one has a patented locking feature on the flad-ratchet; that one has a snap fastener."

And so on.

You're going to say, "Holy cripes! You really have to know your merchandise to sell that way!"

And we're going to say, "You're dern whistling you do!"

Unless you know enough about the merchandise to point out the comparative values, how on earth can you ever show Mrs. Zilch why a \$12 whatzis is worth \$4 more than an \$8 whatzis? Naturally, you're careful not to knock the \$8 item because it's good value for the money, too, and if the customer balks at the \$12 one, you don't want to cut yourself out of the \$8 sale.

We're not suggesting that you try to high-pressure every customer into buying the most expensive model you have. If the customer can spend only \$8, you're glad to sell her the best \$8 whatzis in town.

Customers resent high pressure tactics. Actual surveys have shown that "high pressure" rates along with "indifference of sales people" as a major reason why people decide to take their business elsewhere. That's why you never hesitate to show lower-priced merchandise when the customer asks to see it. But you leave the better one on the counter, and by using the comparison method, you often wind up selling the better quality item, after all.

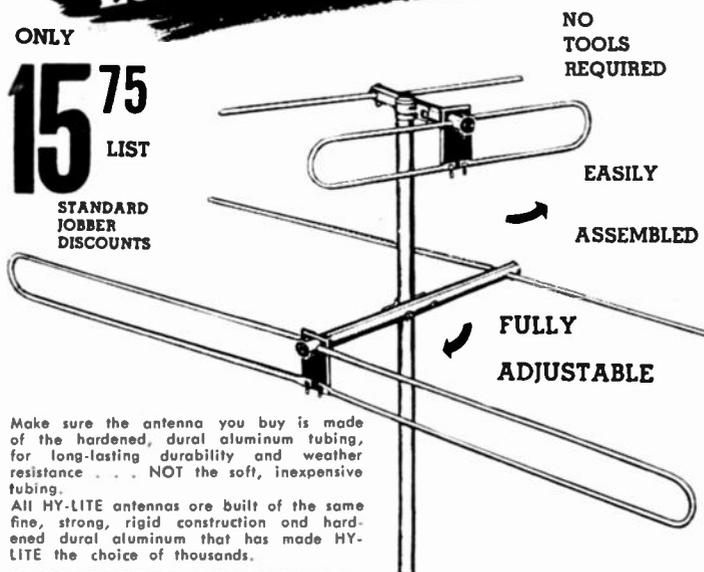
(This article is digested from a pamphlet written by Horton and Henry, Inc. and published by Prentice-Hall, Inc., 70 Fifth Avenue, New York City. It may be purchased directly from the publisher. Ed.)

HY-LITE presents . . . the new - all channel LOW COST TV ANTENNA

ONLY

15⁷⁵
LIST

STANDARD
JOBBER
DISCOUNTS



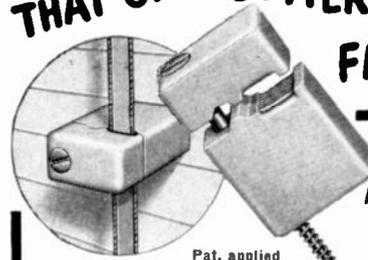
Make sure the antenna you buy is made of the hardened, dural aluminum tubing, for long-lasting durability and weather resistance . . . NOT the soft, inexpensive tubing.

All HY-LITE antennas are built of the same fine, strong, rigid construction and hardened dural aluminum that has made HY-LITE the choice of thousands.

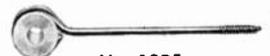
HY-LITE Antennae INC.
Makers of Fine Antennas for AMATEUR - FM - TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.

IF YOUR JOBBER CAN'T SUPPLY YOU, SEND US HIS NAME. WRITE FOR NEW FREE CATALOG
J-12-9

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



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" insulator hole. 1/4" diagonal slot.



No. 500
Antenna Strain Insulator. Brown glaze porcelain, size 2-1/8" x 1-9/16", 3/8" hole.

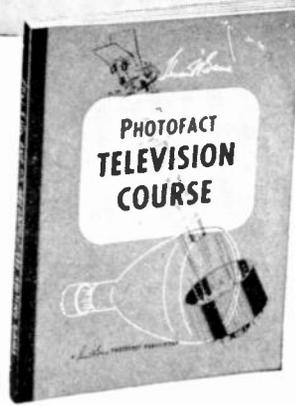
Two major causes of TV Black-out, FM Fadeout are eliminated with Porcelain Products' exclusively designed lead-in supports. They give rigid support preventing lead-in wire from twisting in wind or going slack; short circuits are stopped by giving quick moisture drainage at support yet wire is held firmly without injury to insulation. 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.

WRITE FOR FOLDER

Porcelain Products, Inc.
FINDLAY, OHIO

NOW! The Famous \$500 Photofact TELEVISION COURSE in Book Form!

Previously available only to Photofact subscribers—now published to answer the insistent demand of the entire Radio Industry



Now you can own the book that gives you a complete, clear understanding of modern TV principles, operation and practice. Previously available only in PHOTOFACT Folder Sets, this superb course has been bound in unified book form to meet an overwhelming demand from radio men in every branch of the industry. Written in clear, easy-to-follow language, profusely illustrated, packed with valuable up-to-the-minute data. Covers every phase of television—gives you the groundwork you must have to become a successful TV service technician. Bring your television knowledge up-to-date this easy, economical way. The PHOTOFACT Television Course is available at your jobber—order your copy today! Over 200 pages; fully illustrated; \$3.00 sturdy binding, 8½ x 11". Only..

A "Must" for Everyone in Radio!

NEW! 1948 Automatic Record Changer Manual

New Volume 2 covers 45 models made in 1948, including new LP and dual-speed changers, plus leading Wire and Tape recorders. It's easy to service record changers when you have the PHOTOFACT Record Changer Manual handy. Complete, accurate data—based on analysis of actual equipment. Gives full change cycle data, information on adjustments, hints and kinks, complete parts lists, exclusive "exploded" diagrams. Have this time-saving, money-making book in your shop. Over 400 pages; de luxe \$6.75 bound, 8½ x 11". Only.....



1947 EDITION. Volume 1, Automatic Record Changer Manual. Covers more than 40 different post-war changer models manufactured up to 1948. Includes full hard-to-get data on leading Wire, Ribbon, Tape and Paper Disc Recorders. 400 pages; fully illustrated; 8½ x 11", hard cover. Only.....\$4.95

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POST-WAR AUDIO AMPLIFIERS and Associated Equipment

This is the book that's wanted by custom-builders, audio men and sound engineers. Covers a wide variety of well-known audio amplifiers and FM and AM tuners, plus data on important wire and tape recorders. Presents a complete analysis of each unit. A "must" for custom-installers and for sound service specialists. 352 pages; fully illustrated; in sturdy binding, 8½ x 11". Only..... \$3.95



POST-WAR COMMUNICATIONS RECEIVER MANUAL

New! Invaluable to Amateurs and Short Wave Listeners. Complete technical analysis of more than 50 of the most popular communications sets on the market. An invaluable service aid, a perfect buying guide for purchasers of communications receivers. All data based on actual examination and study of each unit. 264 pages; profusely illustrated; durably bound, 8½ x 11". Only..... \$3.00



NEW! Photofact Volume 5

Latest addition to the famous PHOTOFACT Volume series—brings your file of post-war receiver service data right up to December 1948! Most accurate and complete radio data ever published—preferred and used daily by thousands of Radio Service Technicians. Everything you need for faster, more profitable servicing. Order Volume 5 today—keep ahead with PHOTOFACT—the only Radio Service data \$18.39 that meets all your needs! In deluxe Binder...

- Vol. 5. Models from July 1, 1948 to Dec. 1, 1948
- Vol. 4. Models from Jan. 1, 1948 to July 1, 1948
- Vol. 3. Models from July 1, 1947 to Jan. 1, 1948
- Vol. 2. Models from Jan. 1, 1947 to July 1, 1947
- Vol. 1. All post-war models up to Jan. 1, 1947

Radio Industry Red Book

The RED BOOK tells you in one volume what you need to know about replacement parts for approximately 17,000 sets made from 1938 to 1948. Includes complete, accurate listings of all 9 major replacement components—not just one. Lists correct replacement parts made by 17 leading manufacturers—not just one. Covers original parts numbers, proper replacement numbers and valuable installation notes on: Capacitors, Transformers, Controls, IF's, Speakers, Vibrators, Phono-Cartridges. Plus—Tube and Dial Light data, and Battery replacement data. 448 pages, 8½ x 11", \$3.95 sewed binding. ONLY.....



TUBE PLACEMENT GUIDE. Shows you exactly where to replace each tube in 5500 radio models, covering 1938 to 1947 receivers. Each tube layout is illustrated by a clear, accurate diagram. Saves time—eliminates risky hit-and-miss methods. 192 pages; handy index. ONLY..... \$1.25

DIAL CORD STRINGING GUIDE. The book that shows you the one right way to string a dial cord. Here, in one handy pocket-sized book, are all available dial cord diagrams covering over 2300 receivers, 1938 through 1946. Makes dial cord restringing jobs quick and simple. ONLY..... \$1.00

FREE Photofact Cumulative Index

The easiest way to own the world's finest Radio Service Data is to subscribe regularly to PHOTOFACT Folder Sets. Send for the FREE Cumulative Index to PHOTOFACT Folders covering all post-war receivers up to the present. Helps you find the Folders you want in a jiffy. Get this FREE Index at your Jobber or write for it now.



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

NOW...
ANOTHER
GREAT

Recordis
PRODUCT...



RECORDISC, the greatest name in home and professional recording... long the world's largest producers of blank recording discs, now adds another fine product to its long list of sales successes.

Made of high fidelity stainless steel with typical RECORDISC precision, Super-Tone® is the key to steady increased sales in the wire recording field. Superb sound reproduction, and the very name RECORDISC spell satisfaction to every wire recording enthusiast, and stepped-up sales for you, the dealer.

**NEW, 1949
RECORDISC
CATALOG
IS READY**

SEND FOR YOUR COPY TODAY



"You Take No Risk With Recordis"

**THE
Recordis
CORP.**

395 Broadway, New York 13, N. Y.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **The Magnavox Co.**, Fort Wayne, Ind., reports the highest quarterly net sales in the company's history. Sales in three months ended November 30, 1948, totaled \$9,394,546, compared with sales of \$6,700,792 in the corresponding period, 1947. Net earnings came to \$1,019,182, or \$1.70 a share on 600,000 shares of capital stock outstanding, compared with \$485,257, or 81 cents a share in the same three months of the previous year.

• **International Television Corp.**, N. Y., has produced a handy reference chart for use in determining the actual picture size of cathode-ray tubes. These Vari-Scope Guides are available at the firm's offices, 745 Fifth Avenue, N. Y. C.

• **RCA Victor's** home instrument advertising department has made available two lightweight storefront signs for use by RCA Victor dealers. The signs, created from plastic and aluminum, are designed to spotlight dealers' stores as headquarters for the firm's radio and television merchandise and are available through area distributors.

• E. A. Nicholas, president, **Farnsworth Television & Radio Corp.**, announced the near-completion of an extensive consolidation and expansion program begun in 1947, at the same time indicating additional manufacturing areas have been made available for the firm's Fort Wayne plant and the intention to dispose of its Marion, Ind., properties.

• **The Stewart-Warner Corp.**, Chicago, Ill., declared two cash dividends on the \$5 par value common stock. One of 25 cents per share to stockholders on record at the close of business December 16, 1948, became payable on January 8, 1949. Another of 50 cents per share to stockholders of record December 6 was paid on December 24, 1948.

• Due to the expanded volume of business done by the **Crosley Distributing Corp.**, N. Y., its general sales manager, Irving M. Sandberg, has appointed four additional field representatives. They are: Morgan Chubb, Donald Ferdon, Harry Zuckerman and Sidney Coleman.

... for

**INCREASED
SALES
and
PROFITS...**



DEWALD C-800 FM-AM Receiver

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD



DEWALD BT-102 High Definition TELEVISION

For more than a quarter-century DeWald's proven quality and outstanding performance have been creating satisfied customers and building good-will.

Write today for full information

JOBBERS — REPRESENTATIVES

Some choice territories
still available.

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

• C. Philip Galloway, sales manager of the **L. S. Brach Manufacturing Corp.**, announced the appointment of the following manufacturer's representatives for the firm's line of FM and



C. PHILIP GALLOWAY

TV antennae: E. W. Oszman, Minneapolis, Minn.; J. J. McBride Sales Co., Chicago, Ill.; J. A. McCaffrey, Detroit, Mich.; Joseph Clancy, Fort Wayne, Ind., and Winfield-Pressinger Associates, Washington, D. C.

• **Bruno-New York, Inc.** has made the following adjustments of its executive personnel: Charles Sonfield, chairman of the board; Jerome Harris, president and secretary-treasurer; Irving Sarnoff, executive vice-president; Gerald O. Kaye, vice-president in charge of sales, and William M. Sheer, comptroller.

• **The Tele King Corp.** has appointed Zenith Home Appliance Co., 360 Furman St., Brooklyn, N. Y., as its distributor for northern New Jersey.

• Glenn W. Thompson, president, **Noblitt-Sparks Industries, Inc.**, Columbus, Ind., announced that new television sets carrying the "Arvin" trade name will be one of the developments of the coming year. Giving no indication as to when the new TV sets would be coming off the assembly lines at Columbus, Mr. Thompson stated that facilities were being put in shape for engineering, testing and manufacture of television receivers.

• **The Philco Corp.**, Philadelphia, Pa., declared the regular quarterly dividend of 50 cents per share on the corporation's common stock, and a special year-end dividend payable in common stock at the rate of seven shares for each 100 shares now outstanding. Both dividends became payable December 14 to stockholders on record December 3, 1948.

• **Zenith Radio Corp.**, Chicago, Ill., reports estimated net consolidated operating profits for itself and its subsidiaries for the six months ended Oc-

tober 31, 1948, amounting to \$984,535, after federal income tax provision of \$599,144, depreciation, excise taxes and reserves for contingencies. Net operating profit for the three months ending October 31 were estimated at \$879,566 after taxes.

• **The Coast Radio Supply Co.**, San Francisco and Fresno, Calif., has been named distributor for **Tele-tone** radio and television products in northern California and western Nevada. Organized in 1924, the distributing organization has as president Henry E. Lapkin, with its main office at 50 Otis St., San Francisco.

• The Sparton Radio and Appliance division of the **Sparks-Withington Co.**, Jackson, Mich., has announced the appointment of W. R. Zacharias as district merchandiser for Sparton radio and television in the eastern Pennsylvania-New Jersey sales territory. In radio merchandising for 24 years, Mr. Zacharias will make his headquarters in the Colonial Trust Building, Reading, Pa.

• **Bell Television, Inc.**, active in the rental and sale of commercial television in taverns and hotels, with main office in New York City, has announced the opening of a Pittsburgh branch.

MODEL DM—Compact low cost 2 pole, shaded pole motor designed for portables, table models and other instruments in which space is an important factor. Simple speed change mechanism incorporates a special long-lasting molded neoprene belt.

MODEL DR—Deluxe model 4 pole, shaded pole motor for use in all high-grade instruments in which the ultimate in performance is desired. Novel speed change mechanism is both simple and positive in operation.

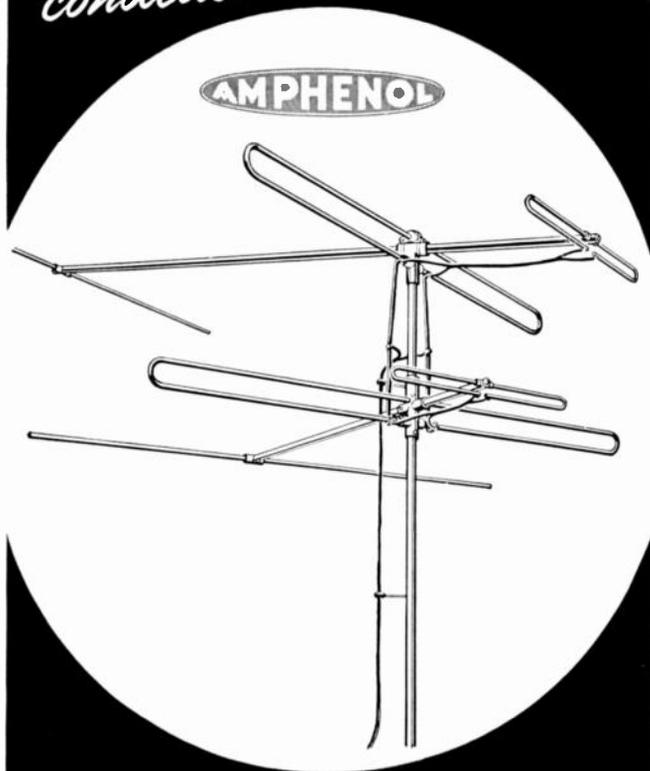
Only **G** offers you **TWO** rim drive **DUAL SPEED PHONOMOTORS**

Here they are . . . not one, but TWO dual speed phonomotors by General Industries . . . for both 33 1/3 and 78 R.P.M. operation. Representing years of research and development, either of these motors will accommodate both the new long-playing and conventional type records. Both motors have been proved in extensive laboratory tests—and already are being widely used in many leading phonograph instruments. Like all GI Smooth Power products, both new dual speed phonomotors are built to the highest quality and performance standards attainable. Their cost, however, is surprisingly low. For additional information, specifications and quotations, write *today* to:

The GENERAL INDUSTRIES Co.
DEPARTMENT F • ELYRIA, OHIO

ORIENT

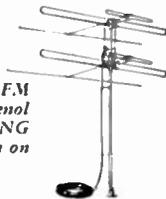
adapt STACKING to the conditions of the area...



ORIENT TWO CHANNELS IN TWO DIRECTIONS

The usual objective of Antenna Stacking is for the purpose of acquiring db gain. With Amphenol's 114-302 Stacked Array there is a plus value, another adaptation, one which is very important with wide separation of TV station groups. Both the upper and lower bays provide all-channel reception and each bay may be individually oriented. Top performance on all channels from two separate directions may be realized when the bays are stacked for orientation. In the smaller illustration lower right, observe the same array stacked for db gain on all channels. Amphenol Antennas offer many plus values in being perfected electrically and mechanically in every detail.

To keep posted on all that's new in TV and FM Antennas, be sure your name is on the Amphenol list to receive the monthly issue of ENGINEERING NEWS. Current issue contains timely information on these subjects—yours for the asking.



AMPHENOL

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

Lifted Ban Grooves Record Business

Hard on the heels of the agreement reached between the record manufacturers and the American Federation of Musicians, which broke a ban imposed on instrumental recording in effect since January 1, 1948, RCA smashed all industry records for the production of recordings of instrumental and vocal music. Late Tuesday afternoon, December 14, the firm gave the green light to Perry Como and a recording orchestra in RCA Victor's New York studios. Sixteen hours later first batches of the "Missouri Waltz" and "Far Away Places" went on sale at the Newman Radio and Record Shop, Chestnut Street, Philadelphia, Pa., and the Melody Lane Shop, Camden, N. J.

In Gimbel Brothers and Lit Brothers eager fans crowded the record counters the same day for first copies of the new recordings. Within an hour, Lit's reported, the first batch of 50 Perry Como records were gone and there was clamoring for more. Record shop crowds made it a field day for newspaper photographers. Within a week, Tommy Dorsey, Vaughn Monroe and Fran Warren had joined Perry Como on the discs, and post-ban recordings sped to stores throughout the country.

The record industry, it seems, had lifted its "pan" to a promising new year.

More TV Stations in More Cities

A committee of the Radio Manufacturers Association last month submitted to the Federal Communications Committee a plan for future national television service with a view to avoiding obsolescence of current TV receivers and skirtily costly "two-band" sets in the future. Headed by RMA President Max F. Balcom, the committee made its informal presentation, which urged the continuance and expansion of present standard (VHF) frequencies for larger cities, and suggested supplementary broadcasting for smaller cities in the higher (UHF) frequencies.

At the same meeting, the committee of manufacturers urged the FCC to end its temporary freeze on new TV station construction permits as quickly as possible. This would allow maximum development in 1949 of standard television broadcasting, the committee felt.

Eventually, it was foreseen, the RMA proposals would provide at least four television stations in each city, for competition and network service. The plans were representative of about 95 per cent of television industry opinion and are being formally drafted by Dr. Allen B. DuMont for eventual submission to the Commission.

The RMA group attending the informal conference included the following: H. C. Bonfig, Zenith Radio Corp.; James H. Carmine, Larry F. Hardy and David B. Smith of the Philco Corporation; Joseph B. Elliott and D. F. Schmit, representing the RCA Victor Division; Dr. Allen B. DuMont and Dr. T. T. Goldsmith, Jr., of the Allen B. DuMont Laboratories; Walter H. Stellner, Motorola, Inc., and RMA Exec. Vice President Bond Geddes.

IMPORTANT

for RADIO and TELEVISION Dealers

HERE ARE THE NAMES AND ADDRESSES OF YOUR

Motorola DISTRIBUTORS

AUTO RADIOS — HOME AND PORTABLE RADIOS — TELEVISION

ALABAMA

Auto Service Co.
1916 Fourth Ave. So., Birmingham 3
Nelson Radio & Supply Co.
451 St. Louis St., Mobile 4

ARIZONA

Radio Specialties & Appliance Corp.
401 W. Jackson St., Phoenix

ARKANSAS

Home Appliance Distributors of Ark.
114 E. Bridge St., Little Rock

CALIFORNIA

Kierulff & Company
498 N. Fresno St., Fresno 3
Kierulff & Company
820-830 W. Olympic Blvd.
Los Angeles 15
Western Auto Supply Co.
1100 S. Grand Ave., Los Angeles 54
McCormack & Company
450 Ninth St., San Francisco 3

COLORADO

Boyd Distributing Co.
20 W. 13th Ave., Denver 4

CONNECTICUT

Post & Lester Co.
10 Chestnut St., Hartford 5

FLORIDA

Thuraw Distributors, Inc.
15-17 E. Church St., Jacksonville
Thuraw Distributors, Inc.
420 S. W. 8th Ave., Miami
Thuraw Distributors, Inc.
131 S. Court St., Orlando
Thuraw Distributors, Inc.
213 E. Tennessee Ave., Tallahassee
Thuraw Distributors, Inc.
134-136 S. Tompo St., Tompo
Thuraw Distributors, Inc.
308 S. Olive Ave. (shipping)
Box 3002 (correspondence)
West Palm Beach

GEORGIA

Edwards-Harris Co.
258 Peachtree St. N.W., Atlanta 3

ILLINOIS

Motorola-Chicago Co.
1330 W. Washington Blvd.
Chicago 7
Lofgren Distributing Co.
1202 Fourth Ave., Moline
Yeomans Distributing Co.
734 Main St., Peoria 2

INDIANA

Wall Distributing Co.
241 Pearl St., Fort Wayne 2
Gary Tire & Supply Co.
620 West 5th Ave., Gary
Falls City Supply Co.
535 N. Capitol Ave., Indianapolis

IOWA

Giffard-Brown, Inc.
106 First St. S.W., Cedar Rapids
Giffard-Brown, Inc.
1216-18 Grand Ave., Des Moines 9
Duke's Radio Co.
209 Sixth St., Sioux City 6

KANSAS

McGrew Distributing, Inc.
1312 E. Douglas Ave., Wichita 7

KENTUCKY

Falls City Supply Co.
315 Roland Ave., Louisville 3
Strickland Distributing Co.
113 N. Second St., Paducah

LOUISIANA

Industries Sales Corp.
2927 Jackson Ave., New Orleans 13
Dunckelman-Pace Co.
1417 Louisiana Ave., Shreveport 83

MAINE

Radio Service Laboratory
76 Exchange St., Bangor
Radio Service Laboratory
45A Free St., Portland 3

MARYLAND

Simon Distributing Corp.
128 W. North Ave., Baltimore 1

MASSACHUSETTS

Metra Distributors, Inc.
884 Commonwealth Ave., Boston 15

MICHIGAN

Ingram Distributing Co.
4490 Cass Ave., Detroit 1
Republic Distributing Co.
19 LoGrave Ave., S.E.
Grand Rapids 2
Radio Sales Company
218 N. Franklin St., Saginaw

MINNESOTA

Forster Distributing Co.
1122 Harmon Place, Minneapolis 3

MISSOURI

Motor Radio Company, Inc.
2440 Charlotte St., Kansas City 8
Disco Distributing Co.
2843 Washington Blvd., St. Louis 3

MONTANA

Central Distributing Co.
3007 Montana Ave., Billings

NEBRASKA

Mueller & Selby, Inc.
1024 Farnam St., Omaha

NEW HAMPSHIRE

Radio Service Laboratory
1191 Elm St., Manchester

NEW JERSEY

Kearns, Inc.
Harrisburg & Atlantic Aves.
Atlantic City
Motorola-New York, Inc.
177 Central Ave., Newark 4

NEW YORK

Hudson Valley Asbestos Corp.
170 Central Ave., Albany 6
Kemp Distributors, Inc.
1241 Main St., Buffalo
Motorola-New York, Inc.
33 West 60th St. (shipping)
146-150 W. 63rd St. (corres.)
New York 23
Kemp Equipment Co.
57 Mt. Hope Ave., Rochester 7
B. H. Spinney Co., Inc.
1115 W. Fayette St., Syracuse 4

NORTH CAROLINA

Freck Radio & Supply Co.
38 Billmore Ave., Asheville
Carolina Appliance Co.
P.O. Box 1997 (corres.)
224 S. Cedar St. (shipping)
Charlotte 1
Tire Sales & Service Co.
401 Hillsboro St., Raleigh

NORTH DAKOTA

Nash-Finch Company
Home Products Division, Fargo

OHIO

Lockie & Glenn
2110 Gilbert Ave., Cincinnati 6
The M & M Company
5200 Prospect Ave., Cleveland 3
The M & M Company
327 E. Broad St., Columbus 15
Moore Equipment, Inc.
226 Third St., Dayton 2
Christian-Sheidler Co.
Adams & 20th Sts., Toledo 2

OKLAHOMA

Wm. Mee Company
120 E. Grand Ave., Oklahoma City 2

OREGON

Eoff Electric Co.
509 N.W. 10th Ave., Portland 9

PENNSYLVANIA

Dibert Radio, Inc.
1713-15 Union Ave., Altoona
Motorola-Philadelphia Co.
50 N. Fifth St., Philadelphia 6
Electric Products, Inc.
5929-31 Baum Blvd., Pittsburgh 6
Big Boys Auto Parts Co.
123-129 S. Second St., Sunbury

RHODE ISLAND

I. Feldman Company
186 Broadway, Providence 3

SOUTH CAROLINA

Barron Distributing & Mfg. Co.
Stark Industrial Park, Charleston 58

SOUTH DAKOTA

Groff Motor Supply Co.
122-24 W. Seventh St., Sioux Falls

TENNESSEE

Bryant & Trimble, Inc.
406 Broad St., Chattanooga 2
Bryant & Trimble, Inc.
322 W. Magnolia St., Knoxville 17
Mills-Morris Company
171 S. Dudley St., Memphis 1
Currey's
109 16th Ave. S., Nashville 4

TEXAS

McDonald Auto Supply Co.
2nd & Polk Sts., Amarillo
Porter Burgess Co.
815 N. Pearl St., Dallas 1
Oakes Battery & Electric Co.
423 Texas St., El Paso
Fort Worth Battery Co.
615 Lomar St., Fort Worth 2
Moore Bros. Company, Inc.
3401 Milam St., Houston 6
Krisch-Delavan Co.
South Medina & San Luis
San Antonio 7

UTAH

The Salt Lake Hardware Co.
P.O. Box 510, Salt Lake City 9

VIRGINIA

Ashman Distributing Co.
807 Granby St., Norfolk 10
Lee Distributing Co.
1126 North Blvd., Richmond 20
Western Virginia Sales Co.
201-205 Second St., N.E., Roanoke

WASHINGTON

Motorola Distributing Co.
620 Eastlake Ave., Seattle 9
Tubbs Electric Co.
165 S. Post St., Spokane 8

WASHINGTON, D. C.

Simon Distributing Corp.
615 Pennsylvania Ave., N.W.
Washington 4

WEST VIRGINIA

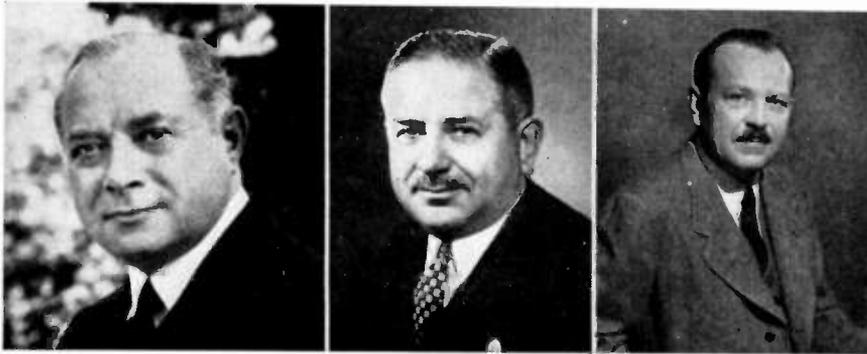
Wilson Radio Distributing Co.
2520 E. Washington St.
Charleston 1
Jones-Cornett Electric Co.
Welch 1

WISCONSIN

Electra-Pliance Distributors, Inc.
2458 W. Lisbon Ave., Milwaukee 5

Motorola Inc.
4545 Augusta Blvd.
Chicago 51, Illinois

NEW TOP EXECUTIVES OF RCA



DAVID SARNOFF

FRANK FOLSOM

JOHN G. WILSON

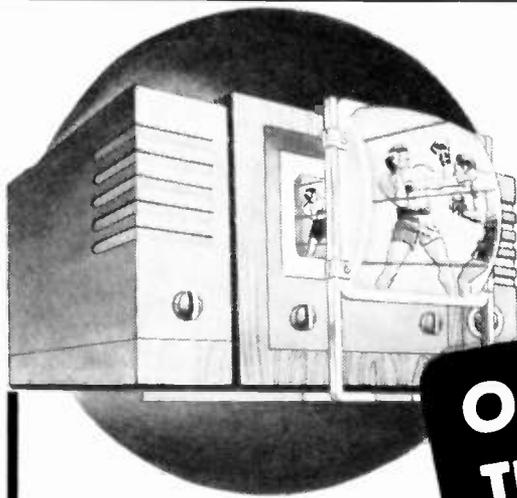
• **Frank M. Folsom**, executive vice-president in charge of RCA Victor division, who administered the production and merchandising activities of RCA for the past five years, has been elected president of the Radio Corporation of America upon the recommendation of Brig. Gen. David Sarnoff, chairman of the board. **General Sarnoff**, president and chairman of the board of RCA since 1947, continues as board chairman and chief executive officer of RCA. He also remains chairman of the board of the National Broadcasting Co. and RCA Communications, Inc., wholly owned subsidiaries. At the same time Mr. Folsom was named to his new position, **John G. Wilson**, vice-president and general manager in Camden, was elected executive vice-president in charge of the RCA Victor division, succeeding to the post formerly held by Mr. Folsom.

New Appointments



BERNARD KERNER

• Bernard Kerner has been appointed assistant advertising manager of **Tele-tone Radio Corp.**, N. Y. C. Mr. Kerner was formerly with Fairbanks, Morse and Co., N. Y., and was also affiliated with the State Realty and Building Contracting Corp., Los Angeles, Calif., in a sales promotion capacity.



Opti-Gem television lenses are the product of a dependable manufacturer of precision optics, such as binoculars, telescopes, tank sights, gun sights, range finders, etc.

OPTI-GEM TELEVISION LENSES

No. P Pilot Contact clear lens, list price \$9.95. In blue and smoky, \$10.70.

No. 1 Contact clear lens, list price \$10.95. In blue and smoky, \$12.95.

No. 1 De luxe clear lens, size 9x11, to fit 7" screen, list price \$16.95. In blue and smoky, \$18.95. With painted sides.

No. 2 Contact clear lens, list price \$16.95. In blue and smoky, \$19.95.

No. 2 De luxe clear lens, size 11x13, to fit 7" and 10" screens, list price \$19.95. In blue and smoky, \$22.95. With painted sides.

No. 3 De luxe clear lens, size 12x17, to fit 10" and 12" screens, list price \$29.95. In blue and smoky, \$34.95. With painted sides.

No. 4 De luxe clear lens, size 14x19, to fit 10", 12" and 15" screens, list price \$37.95. In blue and smoky, \$44.95. With painted sides.

A complete line of television lenses, from \$9.95 to \$44.95. Opti-Gem lenses magnify up to three times normal area... are easily adjusted and centered to screen... and provide wide angle of view. No. 1 and No. 2 contact lenses fit against television screen. De luxe models, No. 1, No. 2, No. 3, No. 4 lens sizes for console or table model sets have bracket sleeves gloved in suede finish to protect furniture and permit adjustment of lens to increase magnification.

OPTI-GEM, inc.

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

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



H. A. CASTELLUCCI

• Hector A. Castellucci has been named general manager of the **Wagner Recorder Manufacturing Corp.**, N. Y. Active in the radio industry for over 20 years, Mr. Castellucci was formerly director of advertising and sales promotion at the New York eastern regional office of the Farnsworth Television & Radio Corporation.

Folsom elected president of RCA, Lane becomes advertising manager of Emerson, Stanley Morrow to head ad and sales promotion for Farnsworth, Hector Castellucci named by Wagner Recorder, Bernard Kerner appointed by Tele-tone.



C. ROBBINS ED LANE

• The Board of Directors of *Emerson Radio & Phonograph Corp.* has elected Charles Robbins vice-president in charge of sales. Mr. Robbins was formerly sales manager of the firm. At the same time, the company announced the appointment of Edward Lane as advertising manager. Mr. Lane was formerly with Columbia Records as merchandising director and with the Muzak Corp. as advertising, promotion and publicity director.



STANLEY A. MORROW

• Stanley A. Morrow has been made advertising and sales promotion manager of the *Farnsworth Television & Radio Corp.*, Fort Wayne, Ind. Twenty-five years in advertising, Mr. Morrow has been with the firm since 1944, serving as assistant advertising and sales promotion manager prior to his present position.

• C. A. Clinton has been elected executive vice-president of *Ansley Radio & Television, Inc.*, Trenton, N. J. Mr. Clinton has been general sales manager of the firm for the past five years.



W. H. STELLNER

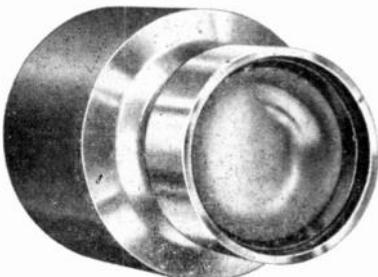
• Walter H. Stellner has been named vice-president of *Motorola, Inc.*, Chicago, Ill. Mr. Stellner, formerly in charge of home radios and television receivers will now supervise all set manufacturing, including sales, advertising, market research and service.



FRANCES E. SOLOW

• Miss Frances E. Solow has been appointed to the new position of director of public relations and research at *Emerson Radio & Phonograph Corp.*, N. Y. Miss Solow has been with the firm since 1924, serving as advertising manager prior to her present position.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
JUST RECEIVED! ★ ★
THE NEW SPELLMAN ★ ★
F1.9 PROJECTION TV LENS ★ ★



★ Dimensions: Length 7", Diameter 4 1/4" ★
 ★ F1.9 EF.5 in. (127.0 mm.) This lens ★
 ★ incorporates in barrel a corrective ★
 ★ lens for use with a 5TP4 projection ★
 ★ tube. It is easily removable for use ★
 ★ with flat type tubes. Lens can be ★
 ★ utilized to project picture sizes from ★
 ★ several inches to 7 x 9 feet. ★

★ **Only \$90** complete with ★
 ★ mounting ring. ★
 ★ Machined slotted Mounting Ring ★
 ★ available for hand focusing adjust- ★
 ★ ment. Has 4 holes for easy mounting ★
 ★ on plate. \$8.00 extra. ★

★ Include 25% with Order, Balance C.O.D. ★
 ★ **DEALERSHIPS OPEN** ★

★ **SPELLMAN TELEVISION CO., INC.** ★
 ★ Dept. RAJ ★
 ★ 130 West 24th Street ★
 ★ New York 11, N. Y. ★
 ★ Telephone AL 5-3680 ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

INDUSTRIAL TELECEIVERS

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



Featuring—SIMPLIFIED
 CENTRAL CONTROL
 with any number of viewing screens

INDUSTRIAL TELEVISION, INC.

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

New Appointments



ROBERT E. BURROWS

• Robert E. Burrows has been named sales and advertising manager of the **Meissner Division, Maguire Industries, Inc.**, Mt. Carmel, Ill. Associated with the radio industry for more than 20 years. Mr. Burrows was formerly manager of the home radio department, Westinghouse Electric International Co., New York City, and prior to that advertising and sales promotion manager of the receiver division, General Electric Co., Bridgeport, Conn.



STUART S. DRIER

• Stuart S. Drier, L.L.B., has been elected president of **Lyte Aerosweep Corp.**, Plainfield, N. J. Mr. Drier was formerly associated with the National Welding Co., where he was first vice-president, with responsibilities in production, designing and engineering. He has also taken an active part in the construction of postwar private home developments and industrial buildings.

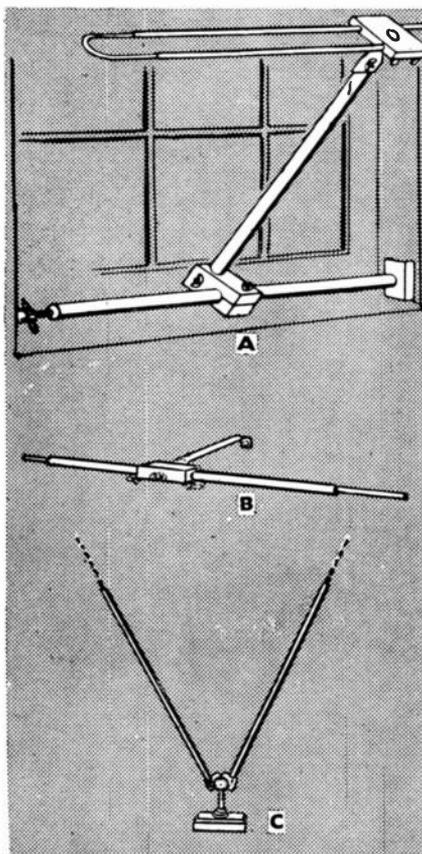
• **Tel-O-Tube Corp. of America**, Paterson, N. J., has appointed Television Products, Inc., 469 Seventh Ave., N. Y. C. sole distributor of the firm's cathode-ray tubes.



DR. COURTNEY PITT

• Dr. Courtney Pitt has been elected to the new office of vice-president-finance of the **Philco Corp.**, Philadelphia, Pa., and will serve as chief financial officer of the firm. Dr. Pitt has been with the Philco Corp. since 1941, serving as economist in charge of the Division of Economic Research since January, 1947.

• **Farnsworth Television & Radio Corp.**, Fort Wayne, Ind., has appointed R. U. Lynch, Inc., distributors for Rhode Island and portions of Connecticut and Massachusetts.



GYRO-TENNA

(Trade Mark - Pat. applied for)

The ORIGINAL Television - FM Antenna of 1,000 Positions

The famous window antenna that installs in a jiffy without tools, nails, bolts, screws, glue or cement..... by expansion bolt principle. Covers all frequency ranges 44-216 mc, channels 1-13 and FM. Complete broad band performance. Non-directional. Provides reception from all points of the compass. Expandable to full dipole or straight dipole with reflector. In greater demand than ever for winter installations. Now priced below all imitations. Full profit margin. Model 100 (or 100A designed for attic installation). **A \$12.95**

GYRO-TENNA HFAHi-frequency stub attaches to the Gyro-tenna 100. Designed for greater pick-up on upper channels; stronger signal. Completely maneuverable. Rotates expands, contracts.....**B \$3.95**

GYRO-TENNA V-1 ...Amazingly effective portable indoor antenna, completely maneuverable to pick up signals from any direction. Rotates, expands, contracts. Sturdy construction of lucite and lightweight aluminum on handsome catalin base.....**C \$5.95**

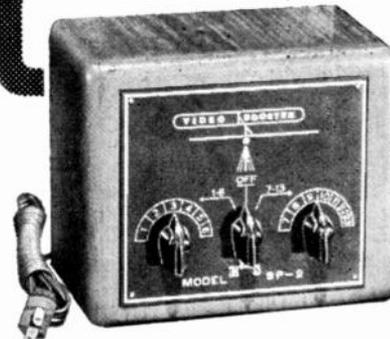
National Sales Representative:

APEX ELECTRONICS CORP.
192 Lexington Ave., N.Y. 16, N.Y.

Manufactured by:

PUBLIC OPERATING CORP.
100 W. 42nd St., N.Y. 18, N.Y.

Perfect Performance with RMS VIDEO ANTENNA BOOSTER



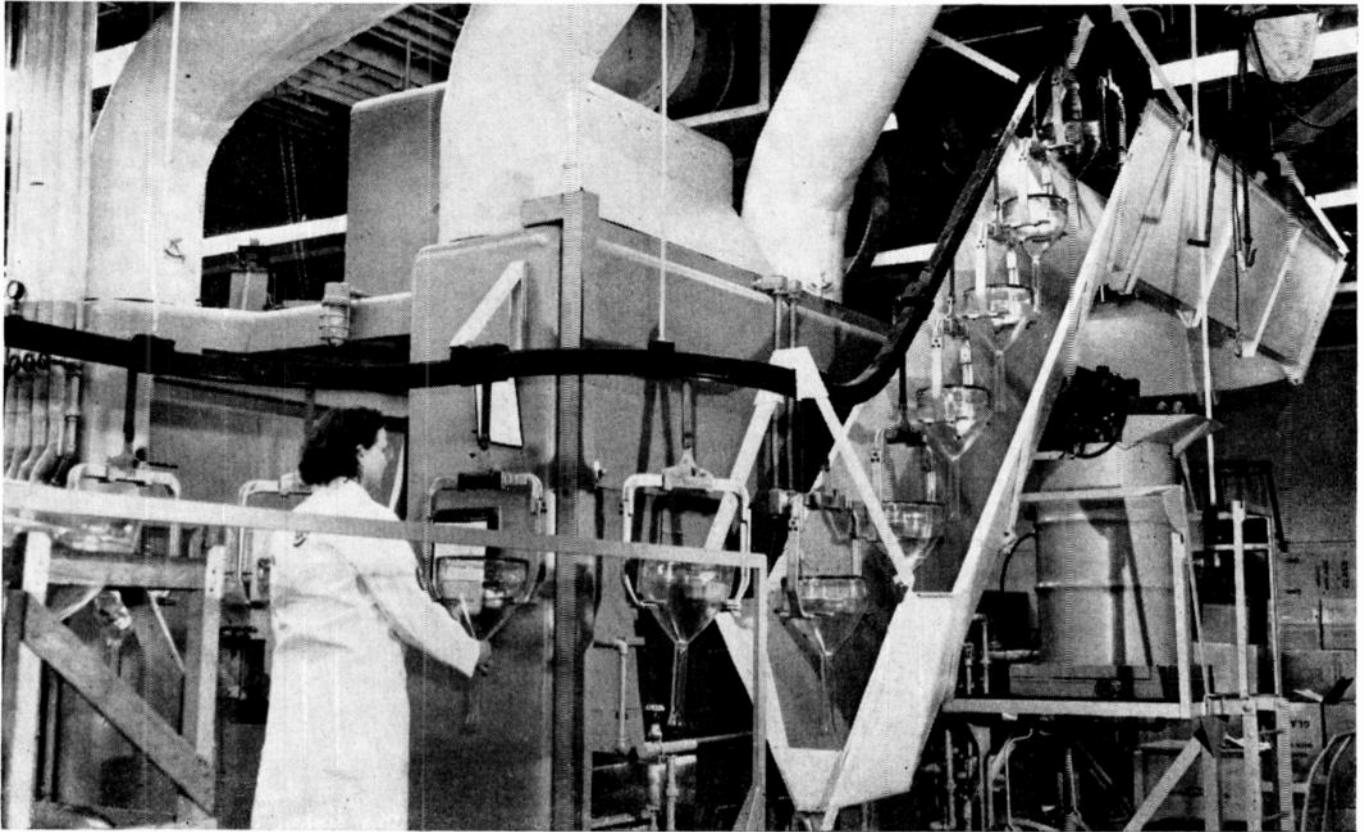
13 CHANNELS \$37⁵⁰
Model SP-2 list
6 Channels, Model SP-1 \$33.75

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

DEALERS! Your local distributor has this as well as other fast-moving RMS television accessories in stock.

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

Fast-Moving Solution to Television's Major Problem



**Check...Compare
the V-M DUO-SPEED
RECORD CHANGER!**

33 1/3
or 78
RPM



801 DUO

See why dealers acclaim the new V-M Duo-Speed Automatic Record Changer "best on the market":

- ✓ SINGLE TONE-ARM
 - ✓ TWO-SPEED MOTOR
 - ✓ DUAL NEEDLE
 - ✓ REVERSIBLE CARTRIDGE
 - ✓ SIMPLE ADJUSTMENT
- converts to either type record
- ✓ ATTRACTIVE PRICE

Write today for details!

V-M
Corporation

BENTON HARBOR, MICHIGAN

With industry leaders predicting television set manufacture for 1949 anywhere from one and one-half to three million, it is obvious that the industry's capacity to produce cathode-ray tubes constitutes the most significant unanswerable question in this tremendous production story. While there is some disagreement as to whether the tube shortage will be completely licked this year, most informed observers are of the opinion that the most serious shortage of the year 1948 will be solved by the middle of 1949.

With the number of tube manufacturers constantly increasing, there is mounting optimism in all sections of the industry that even replacement tube demands will be met by the latter half of this year.

WANTED:

An individual or concern who is interested in opening a radio and appliance department in our reputable and well established home furnishing store on a concession basis. You will receive approximately 2,000 square feet of floor space and window space in our modern four story building.

WRITE TO:

SIMON BERNSTEIN'S SONS, Inc.
5222 13th AVENUE
BROOKLYN 19, N. Y.

telrex INC.
CONICAL ANTENNAS

RUTHERFORD AVENUE ON ROUTE 35
ASBURY PARK, N. J. PHONE: ASBURY PARK 1-0119
BOX 879W, ASBURY PARK, N. J.

The 4X-TV



"America's
Outstanding
Television
Beam"

- Hi-Gain Stacked Conical "V" Beam
- Channels 2 to 13 Plus FM
- Low Inception Angle
- Extremely High Signal to Noise Ratio
- 150 Ohm Non-varying Impedance
- Use 72, 150 or 300 Ohm Transmission Lines
- Universal Mounting Clamps

SEE YOUR DISTRIBUTOR



January • 1949

JANUARY • 1949 •

VOL. 66

No. 1

The Best to Be . . . If

*Grow old along with me
The best is yet to be
The last of life, for which
The first was made*

Robert Browning

NO matter how a dealer looks at it, Robert Browning's sentiments can be applied to the radio and television business. Radio certainly has some golden years to come. And just as radio's earlier years are still bearing fruit, so television's phenomenal infancy has planted seeds which promise a ripe, rich, rewarding future.

By virtue of the prosperity of the past years and the present months, not all of the best will be showered automatically on manufacturers, distributors and dealers in the industry alike. There will be "the best of times and the worst of times." And the measure of prosperity for everyone will be determined by strict or loose adherence to sound principles of business operation. In a feature article in this issue we have outlined some of those basic principles for dealers, and we suggest that objective analysis for each individual operation is in order on that score.

From another quarter of the radio, television and appliance industry comes a statement which has bearing on this whole matter of solving the coming problems of the industry in such a way as to assure the best, rather than the worst, for everyone.

"In 1949 the proof of our nation's 'economic pudding' will not be in production or consumption, but in *distribution* . . ." stated E. B. Ingraham, president of the National Electrical Wholesalers Association, recently. Mr. Ingraham mentioned new production highs in his field and stressed the need for an intensive distributing job. He also called attention to the fact that shopper surveys uncovered "casual, weak and even disinterested sales efforts by salesmen contacting the public," insisting that mass distribution will have to rely on improved selling and promotional efforts by distributors and dealers.

What applies to Mr. Ingraham's corner of the industry applies equally as well to radio and television. The days when Harvey Snow, the sad sack salesman, can stand at the window, chewing at a toothpick and watching girls pass along the street, are over. And customers shopping Chicago's Loop for television also know the buyer's market is here. If merchandisers still are so casual about their business as to slip into seller's market pitfalls, just watch how quickly customers will make them catch on as to who is pulling the load now.

Yes, there will be the best and worst times in the coming year. And manufacturers, distributors and dealers who put their shoulder to the distribution wheel with sound selling and promotional efforts will grow old along with the industry and reap the best, for which the first was also made.

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DEALERS

don't look further

for a

Sales winning combination

it's here...it's **ULTRATONE***



IT'S AMERICA'S FINEST FULL HOUR TAPE RECORDER RADIO and PHONOGRAPH

Here are just a few of
ULTRATONE'S
dozens of features

- ★ 7 tube, 115 volt, 60 cycle A.C. chassis
- ★ 78½ RPM turntable ★ Tone control ★ Inverse feed back ★ Built-in loop antenna ★ Heavy duty 5" P.M. speaker ★ Output jack for extension speaker ★ Input for F-M tuner
- ★ Neon recording level indicator ★ Heavy duty balanced recording motor ★ Capstan drive ★ High quality crystal pickup ★ Specially designed midget microphone ★ Fir plywood case with brown mahogany fabricoid cover ★ Size 18¾" x 16¾" x 9⅞"
- ★ Shipping weight, complete unit, 45 lbs.

Here is the first *really new* postwar musical instrument—a combination one-hour tape recorder, phonograph and radio! **ULTRATONE IS ALL THREE**—attractively cased, compact and portable, priced for the profitable, popular market.

It's sensational for home recording—easy to operate, sturdy, and real fun for all the family and friends. Ultratone's full hour reel of true-toned Scotch Brand* recording tape is the ideal vehicle for recording professional entertainment or home talent.

Review Ultratone's many features, and you'll see why it's America's finest home entertainment value. You'll want to become an Ultratone dealer so you can take advantage of its big selling, profit making possibilities. Write today for complete details.

If you're in northern Indiana or Illinois, write

BUSINESS SPECIALTIES ENGINEERING CO.

542 South Dearborn Street • Chicago 5, Illinois



EXTENSION SPEAKER

Another portable unit, available as an accessory, makes Ultratone ideal for use in group meetings and assemblies—for church, school, civic and business gatherings.

*TRADE MARK REG.

**ULTRATONE IS A PRODUCT OF
AUDIO INDUSTRIES, INC.**
MICHIGAN CITY, INDIANA, U. S. A.

Wisconsin and Minnesota dealers write

AMERICAN TYPEWRITER CO. MAGNETIC RECORDER DIVISION

104 South Seventh Street Minneapolis 2, Minnesota



Portrait of Profit

FOR WESTINGHOUSE DEALERS

Picture the profit the Westinghouse Dealer gets when his customers spot this gorgeous console! It's the new, low-priced Westinghouse 190, an FM-AM radio-phonograph combination, clad in a sleek-lined modern mahogany cabinet, and packed with *all* the features *salesmen* need to make sales easier. It has exclusive Westinghouse Plerti-power for true-to-life performance . . . superb Westinghouse Rainbow Tone FM, the quietest, most static-free FM ever developed . . . plus a honey of a record player that handles 10 and 12-inch records smoothly quietly, automatically. **NOTE TO RADIO DEALERS:** This is just one example of the many feature-packed Westinghouse Radios that build sales *and* profits for Westinghouse Dealers. If you don't handle Westinghouse Radios, get on the handwagon today!

HOME RADIO DIVISION
WESTINGHOUSE ELECTRIC CORPORATION
SUNBURY, PA.

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