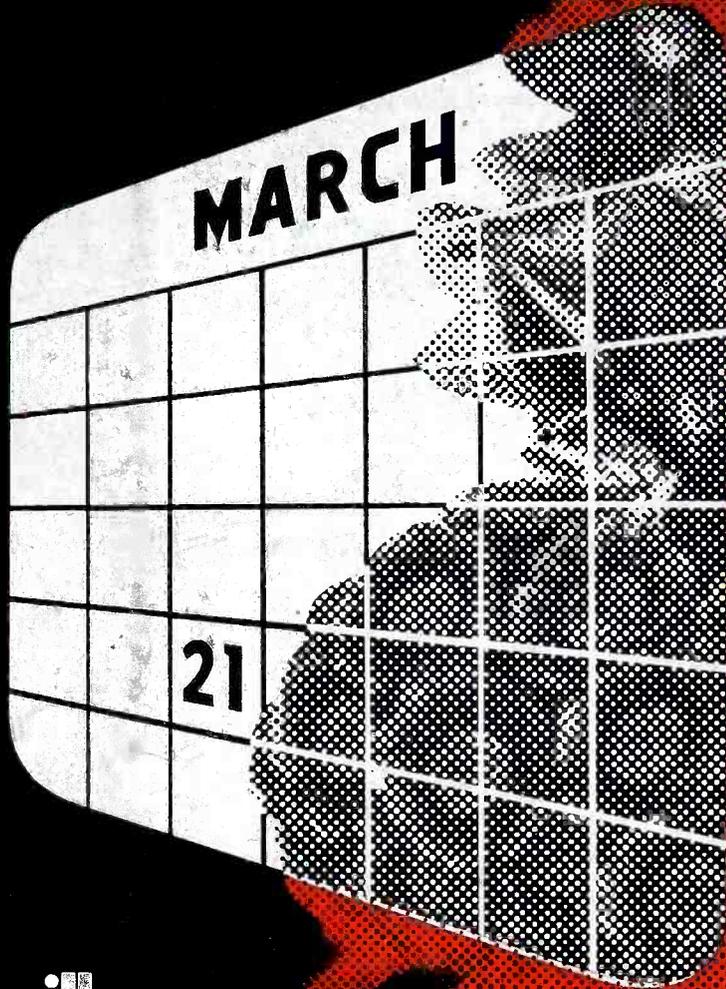
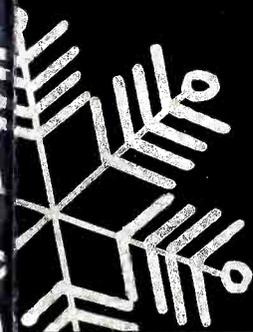
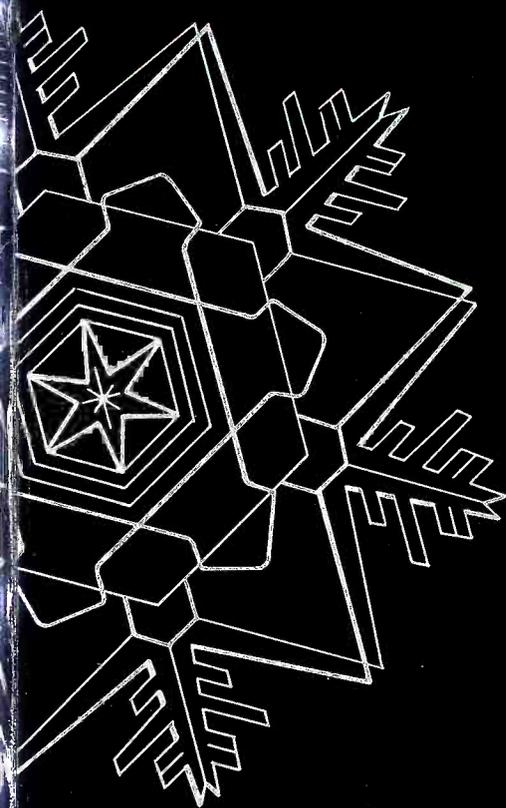


RTJ

Radio & TELEVISION JOURNAL



TV sales will
bloom this Spring

MARCH 1950

From: RADIO & TELEVISION JOURNAL
A KOLBE PUBLICATION
RKO BUILDING, RADIO CITY, 1270 SIXTH AVE.
NEW YORK 20, N. Y.
RETURN POSTAGE GUARANTEED
FOR ANY REASON, notify sender
if undeliverable on FORM 3547, postage for which is guaranteed

RJ 6-43 SD
CURTIS RADIO & SOUND CO
2218 HOUGH AVE
CLEVELAND 3 OHIO

Sec. 562, P. L. & R.
U. S. POSTAGE
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NEW YORK, N. Y.
Permit No. 10521

TELEVISION DEALERS! RIDE THE ALLIANCE TENNA-ROTOR

"CASH IN ON TV ADVERTISING"

Gravy Train!

NEW!

Direction Indicator Control Model Now Available!

Eye-Compelling TV Demonstrations

Sell! . . . 6,000,000 Viewers

Around 50 TV Stations . . .

SEE TENNA-ROTOR IN ACTION!

There is only one Tenna-Rotor!

DEALERS! JOBBERS!

. . . Climb on the gravy train now! Write for the Alliance Merchandiser — "Fastest Profit Maker in Television Today".

Ask for the new model DIR folder

- Alliance Tenna-Rotor is the only rotator backed by TV advertising . . . every week your customers see the Alliance films!
- Proved in the field by thousands of users *from coast to coast!*
- Laboratory tested to operate in rain, snow or icy weather!
- **Exclusive! Only Alliance** has special 4-conductor cable with "Zip" feature to make installations faster—easier!
- Underwriters' Laboratories Approved—one year guarantee!

Alliance Manufacturing Company • Alliance, Ohio

Export Department: 401 Broadway, New York, N. Y., U. S. A.

"THIRSTY WATER"



Makes PERFECT Sheldon Picture Tube Screens!

First, the inside face of the glass blank gets an acid wash; then it is rinsed with water. Next, the inside face is given a caustic wash and rinsed with water. *As the final step*, the inside face is given a rinse with a high pressure stream of "thirsty water" for several minutes.

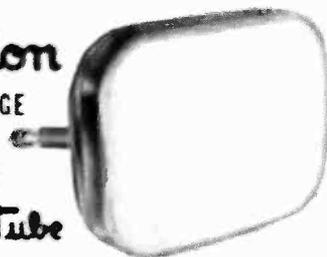
"Thirsty water" is water from which all MINERALS and FOREIGN SUBSTANCES have been removed by special equipment and techniques in our plant. It is so pure that it becomes "hungry" or "thirsty" to re-absorb these foreign substances. The use of "thirsty water" leaves the inside surface of the glass blank bacteriolog-

ically clean and medically sterile. The inside surface is now PRIMED to receive the phosphor-coating.

This clean, sterile surface when coated with the phosphor coating, produces a uniformly perfect screen without blemishes.

During the coating process, every known precaution is taken against contamination. The rooms in which the tubes are coated are temperature-controlled, air-conditioned and kept dust-free . . . this assures the consistently perfect screens of Sheldon "Telegenic" Picture Tubes.

Sheldon
NATURAL IMAGE
SOFT GLOW
Picture Tube



WRITE for Descriptive Literature on these NEW All-Glass Tubes: 10", 12½" and 16" Velour Black . . . 16" 52° Deflection Angle, interchangeable with glass-metal 16AP4 . . . 16" Rectangular . . . 16YP4 70° Deflection Angle, interchangeable with glass-metal 16GP4 . . . Short 16" 70° Deflection Angle, 17½" overall . . . 19" 70° Deflection Angle . . . NEW Rectangular 148P4 . . . NEW 19AP4 and 19AP4A Glass-Metal .

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 4, CAL., 2839 W. Pine Blvd.

SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRARED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CORD TAPS • RECTIFIER BULBS

→ VISIT THE SHELDON BOOTH NO. 201, PARTS DISTRIBUTOR SHOW, MAY 22-25, STEVENS HOTEL, CHICAGO ←



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The Cover Spring may herald the season of fresh growth in nature, yet for the television industry, getting stronger and healthier by the day, it will mark a fresh bloom of TV sales beyond dealers' wildest expectations.

Member of



OVER 30,000

Controlled Circulation Audit, Inc.

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

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QUALITY
IS THE
LINE
OF
LEAST

RESISTANCE

Olympic
Star☆brite
TELEVISION



The Senator—DX 950—16 inch table-top cabinet with improved Super-DX chassis. Built-In Gyro-Tenna, Anti-Interference traps.



The President—DX 931—19 inch tube in a deluxe period console cabinet with matched figured doors. Super DX chassis.



The Reveller—XL 211—12½ inch budget-priced Excell console. Straight A.C. circuit, Turret-type tuner, genuine Mahogany cabinet.



The Varsity—XL 210—12½ inch budget-priced Excell table-top cabinet in genuine Mahogany. Powerful straight A.C. chassis, Gyro-Tenna.

11 WONDERFUL MODELS

12½ INCH TO 19 INCH

FROM

\$17995

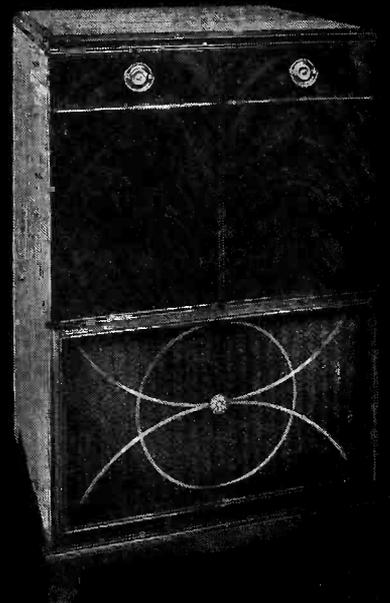


Write for illustrated literature.

OLYMPIC
RADIO AND TELEVISION, INC.
LONG ISLAND CITY 1, N. Y.



The Whitehall—DX 619—16 inch tube in a decorator-styled period console. Super-DX chassis, with all the latest electronic features.



The Vanderbilt—DX 215—Period console with matched doors. Genuine mahogany. 12½ inch tube, complete Super-DX chassis.

TELEVISION ROUNDUP

Importance of TV Service

Four thousand and eighty-nine questions asked by visitors to the RCA Exhibition Hall, Rockefeller Center, N. Y., during the January showing of 1950 TV sets, indicated questions on service comprised 12 per cent of all questions asked. For three days a seven-man staff recorded the type and number of inquiries made about the TV sets. When the results were tabulated, only one and one-tenth per cent of the questions were about UHF and color. Availability of sets for delivery placed a close second to service in customer interest. Questions on tubes and other more technical inquiries were not encountered frequently, and at the bottom of the list were queries on trade-in allowances and on conversion from 7-inch and 10-inch tubes to larger sizes.

TV Tube Sales Tripled

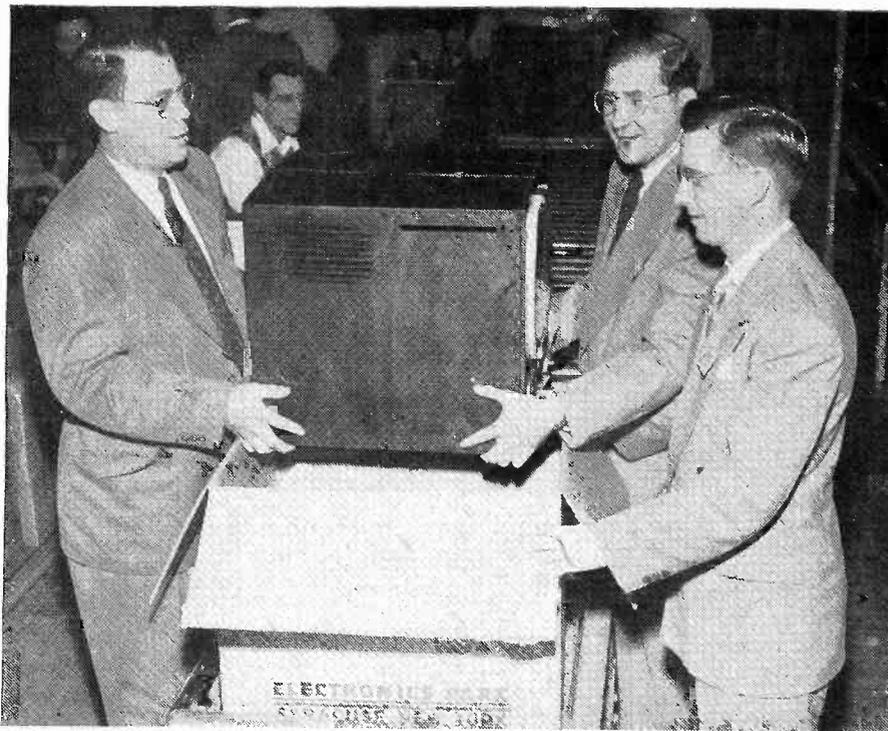
Reflecting the giant strides made in the production of television receivers in 1949, the value of TV picture tubes sold for new sets was almost triple the corresponding 1948 sales figure, RMA reports. Value of cathode-ray tubes sold last year to equipment manufacturers rose 197 per cent to \$92,402,520 compared with \$31,158,194 in 1948, while in units the increase was 170 per cent, or from 1,225,419 to 3,305,673 tubes.

A sharp trend toward larger screens in TV sets was indicated by the fact that more than 43 per cent of TV picture tubes sold to manufacturers in 1949 were from 12 through 13.9 inches in size, compared with only six per cent in 1948. Tubes from nine through 11.9 inches accounted for 34 per cent of the sales, and tubes over 14 inches accounted for 16 per cent of manufacturers' purchases.

Test of Phonevision

Announcement by the Federal Communications Commission of its approval granted Zenith Radio Corp. for commercial tests of Phonevision, Zenith's development to bring feature films into the home by way of the television screen in the living room, will climax three years of actual transmission research. According to Cmdr. E. F. McDonald, president of Zenith, the tests will bring some form of answer to a question which for years has troubled both the motion picture and television industries: "Will the public pay for good movies shown via television in

A Finger in the TV Pie



While taking a good, long look at how General Electric readies TV receivers for market at Electronics Park, Syracuse, N. Y., these dealers tried packing a set themselves. They are, left to right, Howard Longstreet and Walter Roberts, Cincinnati, and C. H. Middleton, Jr., Memphis.

their own homes; and more specifically, how frequently will they pay \$1 per feature for such movie service?"

Previous surveys, Commander McDonald pointed out, showed that 62 to 80 per cent of the public were "willing" to pay to see good feature pictures in their homes. Now they will have a chance to back this willingness with actual dollars. Three hundred homes have been carefully selected from the Chicago area for the tests. Phonevision-equipped sets will be installed in each home. For 90 days selected movies will be made available to these "test" families, who will dial their operator when they wish to see a given movie. The picture which is unscrambled for these paying viewers will appear as a blur on sets not equipped with Phonevision. Commander McDonald expressed the opinion that Phonevision will mean more to the motion picture industry than talkies did. For viewers it was likely to mean the best in programming, for dealers an additional TV sales appeal.

Excise Tax Opposition

The Treasury's proposed 10 per cent

Federal excise tax on television receivers has aroused widespread industry opposition. RMA reports industry reaction has been to the effect that the tax is discriminatory. Vigorous industry protests, therefore, have already been registered with the House Ways and Means Committee, and it has been pointed out that the tax proposal is the only increase in excise taxes recommended in the Administration's tax "reduction" program. The proposed tax was seen as a blow to continued television development, especially toward cheaper sets and expansion of TV broadcasting.

Last month elaborate preparations went forward for presentation of the TV industry's case on the matter. RMA's board of directors, set manufacturers, and other industry groups quickly joined forces to oppose the tax. Typical of the viewpoint of TV set manufacturers was the gist of telegrams sent to Senators and Congressmen by Adolphe A. Juviler, president of Olympic Radio & Television, Inc., Long Island City, N. Y., urging them to oppose the proposed levy as contrary

(Continued on page 8)



It is fitting that on this, my 30th Anniversary in radio and television, the ANDREA engineering organization should present such new picture perfection utilizing the 19-inch "Filtered-Light" tube."

Frank A. J. Andrea

PIONEER FRANK ANDREA PROUDLY PRESENTS

the first of his *30th Anniversary* models ...with the "TRUE-LIFE-SIZE" Picture

ONCE AGAIN ANDREA leads the way with the custom-built *Normandy*, incorporating all the very latest advances in television . . .

206 sq. in. sharp-focus picture, as only ANDREA can bring it out . . . *Picture Lock*, *Touchlight Tuning*, a complete 30-tube chassis and the ANDREA Built-In Antenna . . . FM radio and AM radio, both . . . with a handy record player plug-in.

Everything about the new ANDREA *Normandy* is "sell" . . . from its classic mahogany cabinet to its competitive price tag.



Closed view of the Normandy, showing graceful-crotch-center doors of matched mahogany veneers.

HAVE YOU SEEN THE ANDREA "PROFIT PLAN"?

It's simple. It's sensible. You'd think a dealer or distributor, himself, wrote it. It's based on the four things you must have to make television profits, steady profits.

1. OUTSTANDINGLY FINE MERCHANDISE
2. EXTRA LIBERAL DISCOUNT
3. ABSOLUTE PRICE PROTECTION
4. POSITIVE FREEDOM FROM EXCESSIVE SERVICE HEADACHES

More and more alert dealers and distributors are finding out it's good to do business with ANDREA . . . and ANDREA stands for good business . . . The ANDREA distributor franchise is available in a few selected territories. Wire or write for full details.

ANDREA

SHARP-FOCUS TELEVISION

The Finest Franchise in Television

ANDREA RADIO CORPORATION • 27-01 BRIDGE PLAZA NORTH • LONG ISLAND CITY 1, N.Y.

(Continued from page 6)

to the public interest. Middle and low-income families, Mr. Juviler felt, who cannot afford expensive recreation, and who constitute the vast majority of the TV set market would be penalized by the proposed 10 per cent tax on receivers. "It would be wholly inconsistent to reduce excise taxes on luxury items," he pointed out, "and coincidentally create new taxes on a product which has proved a blessing to low-income families."

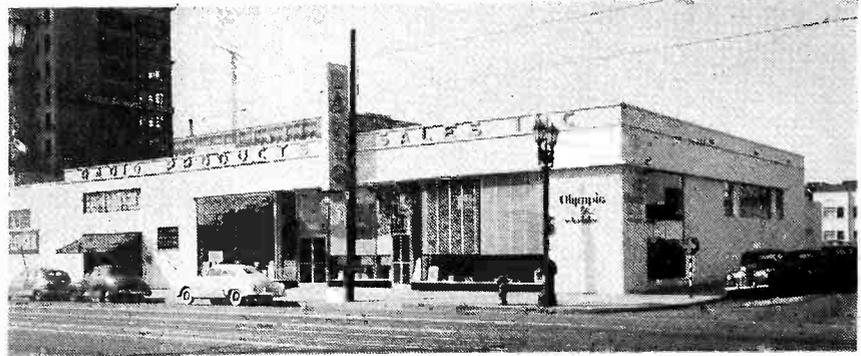
For Better Television

Eighteen leading scientific and manufacturing organizations have been asked to appoint representatives to the recently authorized National Television Systems Committee, Dr. W. R. G. Baker, vice-president of General Electric Co., and chairman of the new group has announced. Organizations invited to help seek answers to technical problems delaying the advance of TV to all parts of the country and to suggest standards for a commercially practicable color television system include: FCC, DuMont Laboratories, Crosley Division, Avco Mfg. Co., Zenith Radio Corp., Institute of Radio Engineers, Columbia Broadcasting System, Television Broadcasters Association, Bell Laboratories, RCA, General Electric Co., National Association of Broadcasters, Color Television Inc., Hazeltine Corp., Admiral Corp., Motorola Inc., and Westinghouse Electric Co.

Continuous Selling

Selling television by television without imposing on the sensitive TV audience was given a new twist in recent telecasts over WLW-TV, Cincinnati, in the merchandising of Andrea television receivers. The telecast event, which evolved a new TV commercials technique, was the annual gridiron tussle between traditional rivals University of Cincinnati and Miami University. Sponsor of the event was the Johnson Electric Supply Co., merchandisers of Andrea TV products, who insisted that no commercials were to interfere with the game action or the traditional half-time pageantry.

The solution as worked out by the television department, Rieser Gunther, Inc., agency for the client, was ingenious. By tuning in the demonstration Andrea set to the event, the field action was carried on the demonstration screen at all times. When commercial time came, studio cameras cut in for the brief merchandising message, with the gridiron action still visible to TV viewers on the demonstration receiver screen. The smooth handling of the TV commercials could not help but make television sell itself.



Distributor Sales Sunshine

Characteristic of the magnificent progress being made in television out on the West Coast is the aggressive merchandising job being done in the Los Angeles area by Radio Products Sales Company. The firm, started twenty years ago by Charles F. Sexton, began originally as a manufacturer's representative and then shifted into wholesale distribution, concentrating initially only on parts. In due time, the company shifted its emphasis more and more on distribution to the point where it now employs a crew of 18 outside salesmen covering a major portion of Southern California.



Jack Totten

Charles F. Sexton

In 1948, Radio Products Sales started distribution of the Olympic television line, and during 1949, as a result of spirited and intelligent merchandising, was able to build the Olympic line into one of the best-known name brands in the entire area. This was partially accomplished by good advertising, including a TV show "Hollywood Opportunity" on Station KTLA.

Soon, there were 175 franchised dealers involved in the merchandising program for Olympic television.

The company's constant growth has made it necessary to move to larger quarters several times. In 1945, the company moved to its own building containing 35,000 square feet of floor space.

In addition to being president of Radio Products Sales, Charles F. Sexton is also head of the Charles F. Sexton Co., a separate organization which serves as direct factory representatives for Olympic Radio & Television in eleven western states. Working closely with him in this company

is Jack Totten, a well known sales executive on the West Coast. Mr. Totten represented Gilfillan for ten years before the war, and during the war, for a period of five years, saw service, being mustered out with the rank of Lt. Commander. After the war, Mr. Totten served as vice president in charge of Sales for Remler, until they went on exclusive government contracts.



The expansive interior television salon of the Radio Products Sales Co., above. Top, how its impressive exterior looks to passersby.

DU MONT LEADS THE INDUSTRY...IN

Electronic research



Du Mont's staff of 250 engineers is headed by two of the world's leading electronic authorities--Dr. Allen B. Du Mont, President, and Dr. Thomas T. Goldsmith, Jr., Director of Research.

Much of the development in the field of television since 1931 has come out of the Du Mont Laboratories. And this is only natural. For it was Du Mont's development of the cathode ray tube from a laboratory curiosity that made electronic television commercially practical; and Du Mont has pioneered every phase of television--broadcasting, and transmitter as well as receiver manufacture.

Today, every Du Mont receiver is the direct result of this vast background of technical experience. That's why we say: "What no other receiver can give you, costs you nothing in a Du Mont."

DUMONT

First with the finest in Television

Invite your prospects to see the Morey Amsterdam show over the Du Mont television network. Morey is a great salesman.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

Allen B. Du Mont Laboratories, Inc., Television Receiver Div., East Paterson, N. J. and the Du Mont Television Network, 515 Madison Ave., N. Y., 22, N. Y.

First in Precision Electronics. Du Mont Laboratories are the world's foremost makers of scientific instruments employing the cathode ray tube.

First in Radar. In 1933, Dr. Du Mont filed a patent application which the Army asked him to withdraw and develop the invention in deepest secrecy. That was radar.

First in Broadcasting. Du Mont operates the first television network, and now has affiliated stations in almost every television city.

First in Station Equipment. Many of the television broadcasting stations now on the air were planned by Du Mont engineers and built with Du Mont broadcasting equipment.

First in Fine Receivers. Du Mont built the first commercial home television receivers (1939) and was first on the market with a full line of postwar receivers (1946).



Meck Increases Discount

John Meck Industries, Inc., Plymouth, Ind., has increased the schedule of dealer discounts and orders for television sets have gone up 82 per cent as a result. The new discount schedule, giving discounts up to 40 per cent, went into effect because Meck felt that "the margin structure in the retail television field was inadequate to cover the average dealer's cost of doing business and still allow him a fair profit." He further declared that "the rising demand demonstrates that such an increase in discounts is the answer to dealers' protests that they can't make enough money handling TV on short discounts."

The Meck action grew out of TV dealer protests, best typified by the viewpoint expressed by Hugh W. Randall, president of the National Association of Music Merchants, at the music industry convention last July. Randall declared then that television presented a problem for those stores whose business is based on customer satisfaction and service. It became a question, Randall felt, of whether to sustain heavy losses in order to carry what their customers expected to find in dealer stores, or to risk losing steady customers by dropping television.

In helping dealers cope with this problem, Meck believes, "Our future as manufacturers depends on the strength and number of dealers who will be able to do a real selling job when the present easy-selling days are over . . . This is

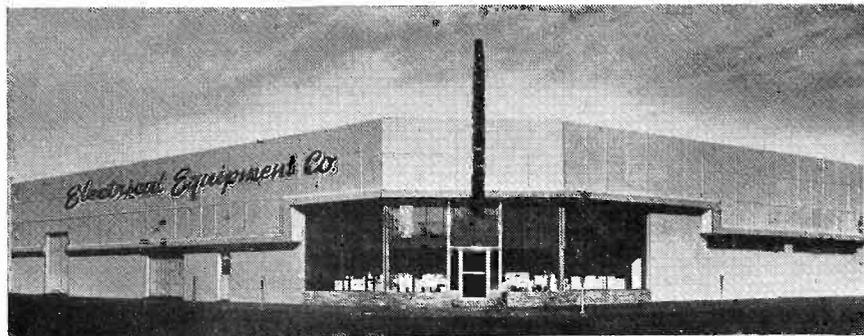


Donkey Serenade

The Radio Corporation of America recently added the name of Margaret Truman to its roster of Red Seal artists performing for the RCA Victor Division. Frank M. Folsom, president of RCA, watches as Miss Truman affixes her signature to an exclusive, long-term contract. Upon completion of her current concert tour, she will make her first records for RCA Victor.

How They Do It Out West

Perhaps it's the wide open spaces of the West, but it seems that whenever we receive pictures from some of the western distributors who have remodeled their premises, there's a freshness and modernity about the place which should cause some anxiety among the more staid distributors in other sections of the country. Take this photo of the new headquarters of Electric



cal Equipment Company of Phoenix, Arizona, for instance. Sam Kahan, who has been president and general manager of the corporation since 1927, writes us that his company has just moved into its new headquarters several weeks ago. First established in 1921, Electrical Equipment Company is probably the oldest appliance distributor in the state, and pioneered the distribution of radio sets, having started with Atwater-Kent in 1921. The firm is currently distributing Zenith radio and television, Bendix Home Appliances and Kelvinator. The new building contains over 20,000 square feet of floor space including warehouse area, parts and service departments, large display room, a special auditorium for dealer and sales training meetings, and many other features designed to streamline modern distribution. RADIO & TELEVISION JOURNAL salutes Electrical Equipment Company of Phoenix, Arizona as the distributor of the month.

the time to make sure that the dealers will be in a position to do our real selling for us when we need it."

Special Show Junkets

Advance registration for the 1950 Parts Distributors Conference & Show has already swelled to 1,200, representing some 400 jobber firms, and the Show management has turned its attention to the problem of arranging transportation for what may be a record attendance to the Chicago event, May 22 to 25.

Kenneth C. Prince, Show manager, has already met with the chairman of the industry relations committee of "The Representatives," Alec K. Gianaras, to discuss special cars and trains to Chicago. Members of The Reps are canvassing their territories, determining the number of distributors interested in special transportation accommodations. Strong interest in the Show on the West Coast has created the possibility of an "Electronics Industry Airlift," from the Coast to Chicago in May, and a "Reps Special" fleet of planes may be arranged. The Reps' special trains from New York and Philadelphia have proven so successful that from elsewhere in the country requests for similar special transportation have been forthcoming.

Music Show Announced

The Exhibitors Prospectus for the 1950 Music Industry Trade Show, scheduled for July 10, 11, 12, and 13 at the Palmer House, Chicago, was mailed to all exhibitors, according to William R. Gard, executive-secretary of NAMM. The Trade Show Committee is scheduled to make space assignments this month. Palmer House Exhibit Hall, the Club Floor, 6th, 7th, and 8th floors will be turned over to the Show, and exhibit hours will run from 9 a. m. to 6 p. m., Monday, Wednesday, and Thursday of convention week.

To enable persons attending to get an early start home on closing day, the traditional industry banquet will be held in the Stevens Grand Ballroom on Wednesday, July 12, instead of on the final day. The Congress, Blackstone, Morrison, and Stevens hotels are reserving blocks of rooms for visitors at the NAMM convention and show.

Ace Selling

Ted Husing, veteran sports announcer and Motorola, Inc.'s "No. 1 salesman," recently addressed a record-breaking gathering of radio-television dealers and sales personnel from all points in Nassau and Suffolk counties at the Riviera Beach Club to open an
(Continued on page 12)

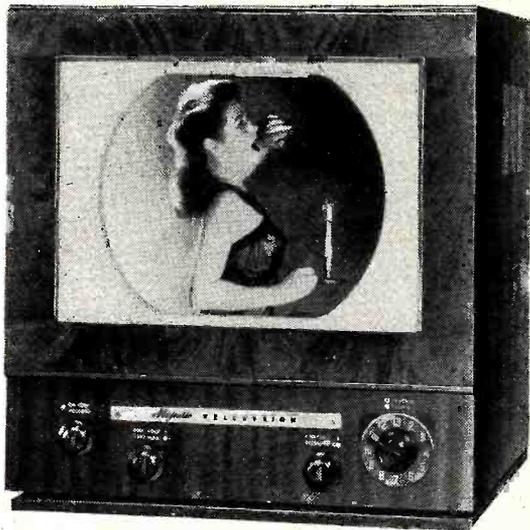


Majestic

MIGHTY MONARCH OF THE AIR

Now Mightier Than Ever

With the Most Sensational Values for Television's Biggest Year



12½" TABLE MODEL **\$ 199⁹⁵**
IN GENUINE
MAHOGANY CABINET

- 12½" Table Model . . . in Genuine Mahogany . . . \$199.95
- 12½" Console in Genuine Mahogany . . . \$249.95
- 16" Table Model in Genuine Mahogany . . . \$269.95
- 16" Console in Genuine Mahogany . . . \$299.95
- 19" Console in Genuine Mahogany . . . \$449.95

With the Exclusive MAJESTIC Built-in "Channelized" Antenna

Make way for the most thrilling TV name in the land! Make way for the MAJESTIC conception of engineering, performance and value! Make way for the millions of Americans who have been waiting for the kind of television that only MAJESTIC can provide! The Mighty TV Monarch for 1950 is here... and it's good news for every dealer in the country!

16" CONSOLE
IN GENUINE
MAHOGANY
CABINET
\$299⁹⁵



Sell MAJESTIC... A Household Name In Electronics For Over 20 Years!

Immediate Delivery From Your MAJESTIC Distributor

Majestic RADIO AND TELEVISION CORP.

70 WASHINGTON STREET • BROOKLYN 1, NEW YORK

Please clip this corner to your
letterhead and mail for de-
tails of the MAJESTIC
PROFIT PLAN FOR

Ace Selling

(Continued from page 10)

ambitious series of Motorola-New York dealer meetings. Sharing the platform with Husing was Ver Lynn Sprague, Motorola's merchandising consultant, who led a product-training discussion. Sprague also supervised the showing of the film, "Design for Selling," a feature in the firm's intensive program to prepare its dealers for this year's competitive market.

Seven hundred and fifty dealers from the metropolitan area attended the opening meeting, a session of the Long Island Appliance Dealers Assn., at Brightwater, Long Island, N. Y. Other dealer sessions were scheduled for the Queens Electric Appliance Merchants Assn.; Cooperative Appliance Dealers Assn. and Westchester Gas & Electrical Appliance Dealers Assn. Bronx, Manhattan and New Jersey dealers were also included in the merchandising discussions.

For FCC Action

"Many areas that should have television today must wait because of the ambiguous and confusing actions of the present FCC," H. L. Hoffman, prominent Los Angeles television manufacturer told a marketing clinic at the University of California, Los Angeles, Calif., recently. Hoffman revealed that the FCC has frozen almost 300 applications for station construction permits, and has confused the entire allocation of frequencies by combining Very High Frequency (VHF) and Ultra High Frequency (UHF) and color problems "when they are completely separate and distinct problems."

Sufficient sales and advertising knowledge, he told the clinic, which was sponsored jointly by the American Marketing Association, Southern California Chapter, and the UCLA College of Business Administration, will eliminate the necessity of taxing owners of TV sets in order to improve the quality and quantity of entertainment on television. He recommended that the FCC immediately separate the problems of VHF and UHF, suggesting that the commissioners review the findings already submitted so that the industry can extend further television expansion, development and service to the millions of Americans now being deprived of TV service.

TV Order Backlog

Air King Products Co., Inc., Brooklyn, N. Y., manufacturer of radios, wire recorders and television receivers made known through its president, D. H. Cogan, that back orders now total more than ever before in the history of the company. Sales and production have reached the highest levels since the inception of the company in 1921.

The Battle Starts in Earnest

The issue has been joined at last! Everyone knows that the movies and television have been shadow-boxing with each other for some time, but it remained for a New York television dealer to bring the battle right out into the open. The dealer is Frost Television Stores, which operates a chain of TV stores in the East. Frost employed an advertising agency to plug its TV. The agency created a sales message which included the statement that it was possible to buy a television set on a credit plan at the rate of "less than the cost of two movie tickets per week" and get "much more entertainment."

This copy was advertised over some local radio stations. Soon, the fireworks started. Budd Getschal, head of the advertising firm employed by Frost, declared that a Paramount official wrote a threat to radio stations to the effect that it would stop all motion picture advertising on the air unless the copy were altered to exclude the phrase. The ad agency for Frost immediately took up the challenge and wrote a strong letter to Barney Balaban, president of Paramount Pictures, stating, "It was not worthy of the motion picture industry to have brought pressure to bear on independent radio stations which have so far refused to knuckle under. It is absolutely true that a television set may be bought at the rate of less than the price of two movie tickets per week. As a matter of fact, a set can be bought at the rate of less than one Broadway movie ticket per week! This advertising is truthful and factual." The advertising agency's letter further stated that any continued threats and efforts by the film company to interfere with freedom to use the radio and newspaper advertisements, if effective, will result in bringing the issue into the courts.

TV Viewing Rivals School Time

Television's importance to family life has been widely accepted by manufacturers, distributors and dealers throughout the television industry for some time, but it remained for studies on the social effects of television to bear out this fact. Now a survey conducted at the Burdick Junior High School, Stamford, Conn., bears out what most of the TV industry has contended for a long time—that television has caught the fancy of the American public, that it is changing the social habits of the country, and that it is destined to become a potent force as an entertainment and educational medium.

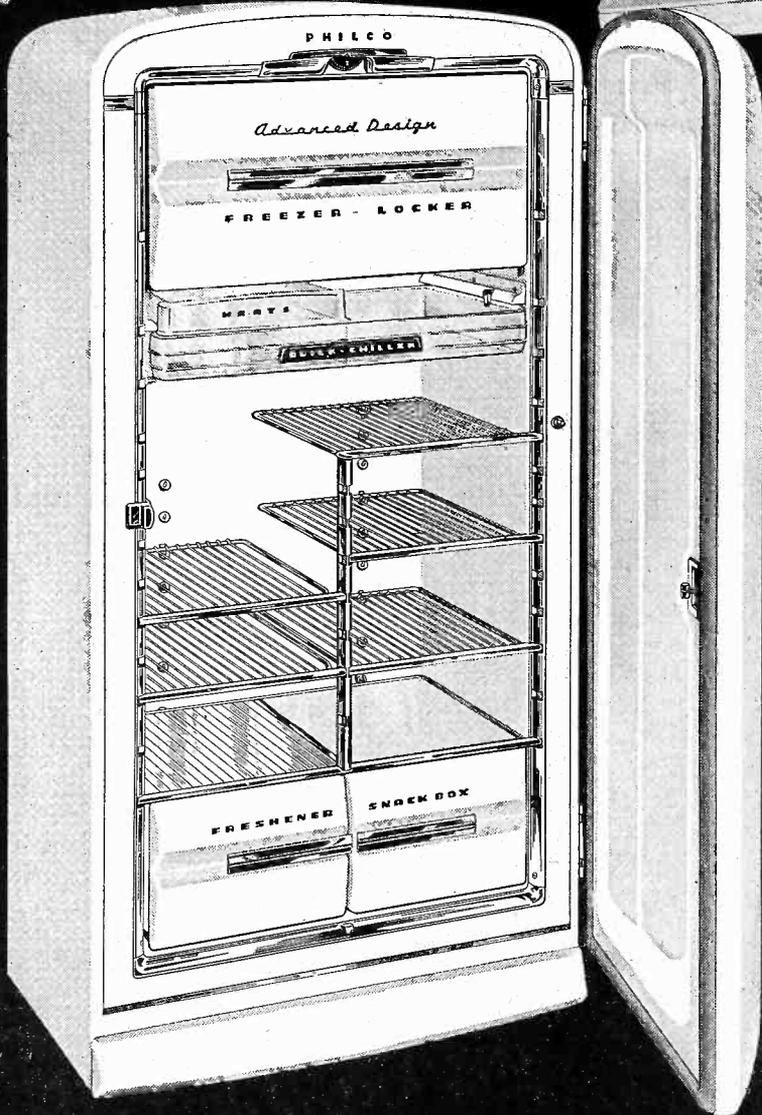
The Stamford survey gives a hint as to what is happening. Children who have television sets at home are now devoting almost as much time each week to viewing television as they are utilizing in attendance at school classes. There were 447 children between the ages of 11 and 15 years who filled out the questionnaire. Exactly 223 said they had television sets at home, 130 looked at programs in the homes of neighbors and 94 claimed they did not see television programs regularly.

The 50 per cent of the student body owning television spends 27 hours a week, or an average of 3.86 hours a day,

in front of the television screen. Scheduled school hours at Burdick comes to 27 hours 45 minutes a week. Those seeing TV in the homes of friends, or 29 per cent of the student body, spend an average of 2.64 hours a day at television receivers, the survey disclosed.

Joseph J. Franchina, principal of Burdick, declared that "Television presents new problems for all of us, but the first step toward their solution lies in a better national understanding of the sociological impact of this newest and most novel medium of communications and entertainment." Mr. Franchina no doubt had in mind the misgivings expressed through the survey about television's interference with completion of homework. However, the majority of replies on this score were favorable, most students claiming that TV did not interfere with homework completion. A majority of the children felt TV increased their interest in events outside the home and school. In the main, the survey confirms what the industry has contended all along about the increasing influence of television. For dealers across the country there remained the task of selling the vast non-owners on TV's importance to modern living.

from
PHILCO
for '50



**Greatest Combination
Refrigerator-Freezer
Value on the Market**

**With Giant 2 cu. ft. Freezer
at up to \$100 less than other
designs in the Industry!**

Here it is . . . the new 1950 Philco 1104 . . . the value sensation of the industry in a big capacity, refrigerator-freezer combination. Not a "10" but a full "11", with a huge 2 cu. ft. built-in freezer that delivers true zero-zone temperatures . . . yes, every scientifically approved service for long-time storage of up to 70 lbs. of frozen foods. And besides, a big general storage compartment that solves the problem of excess moisture!

All this behind ONE CONVENIENT DOOR . . . at a saving of as much as \$100 over other refrigerator-freezer designs!

It's the industry's biggest value . . . your greatest opportunity for volume sales in the higher unit, bigger profit brackets. Get the full story from your Philco distributor.

In addition, Philco Advanced Design for 1950 gives you:

★ **THE QUICK CHILLER** . . . a brand new service that offers the extra sales appeal of twin horizontal features in the Deep Cold Zone.

★ **COLD FROM TOP TO BOTTOM** . . . a true full-length refrigerator with extra room for all kinds of foods . . . now bigger capacity than ever before in this size cabinet.

★ **FULLY ADJUSTABLE SHELVES** . . . from top to bottom . . . the exclusive Philco feature that creates the most flexible refrigerator ever designed, truly sensational in its appeal to the public.

PHILCO FOR '50 . . . QUALITY FIRST

Entire Television Industry Is United in Its Opposition to Proposed Tax on TV Receivers

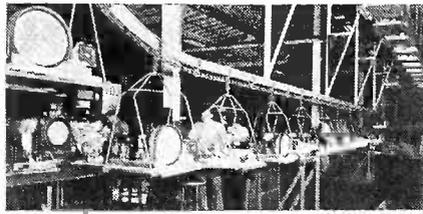
A ten per cent excise tax on television receivers, as proposed by Secretary of Treasury Snyder, would seriously hamper the growth of the television industry and the expansion of television broadcasting by inevitably increasing the price to the public, say spokesmen for manufacturers, broadcasters, distributors and dealers. Under sponsorship of the Radio Manufacturers Association, all segments of the television industry have testified that the tax is discriminatory, would endanger the industry's high employment, and, as Secretary Snyder has stated of all excise taxes, would be "most burdensome on the lower income groups."

Testimony before the House Ways and Means Committee stressed that it is important to keep the television manufacturing industry in healthy condition because of its great importance to national defense as the supplier of electronic equipment and components used in the ultra-modern weapons of war. Summarized here is a digest of the industry's united opposition to the proposed tax:

David B. Smith, Vice-President for Research, Philco Corp.

There are six major arguments against imposition of the tax: (1) the tax is inequitable and a regressive burden on the industry; (2) television, as a new industry would be jeopardized by the tax; (3) the tax would retard the expansion of television service to all the American people; (4) it would have a serious economic effect, not only on manufacturers and the public, but on broadcasters, studio workers, component suppliers, distributors and dealers; (5) a strong stable television industry is important to national defense; and (6) application of the tax to radio and television is not comparable.

The industry, despite increasing labor costs, has consistently striven to lower prices on television receivers, with the result that "today's prices are little less than one-half" what they were in 1947. The low income groups must be able to have television receivers if the industry is to survive and the goal of a mass communication achieved. The receiver manufacturers have gone a long way towards this objective, but they cannot do so if the proposed additional tax load is put on receivers.

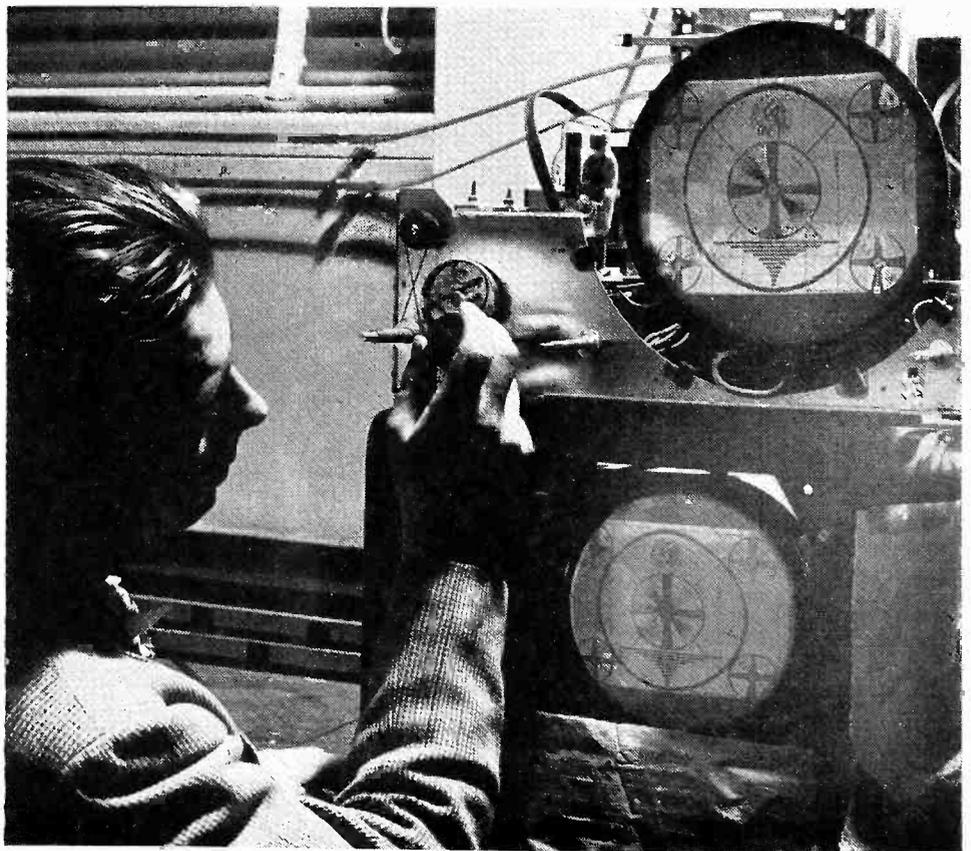


David E. Kahn, Chairman of the Board, Thomasville Furniture Corp., Thomasville, N. C.

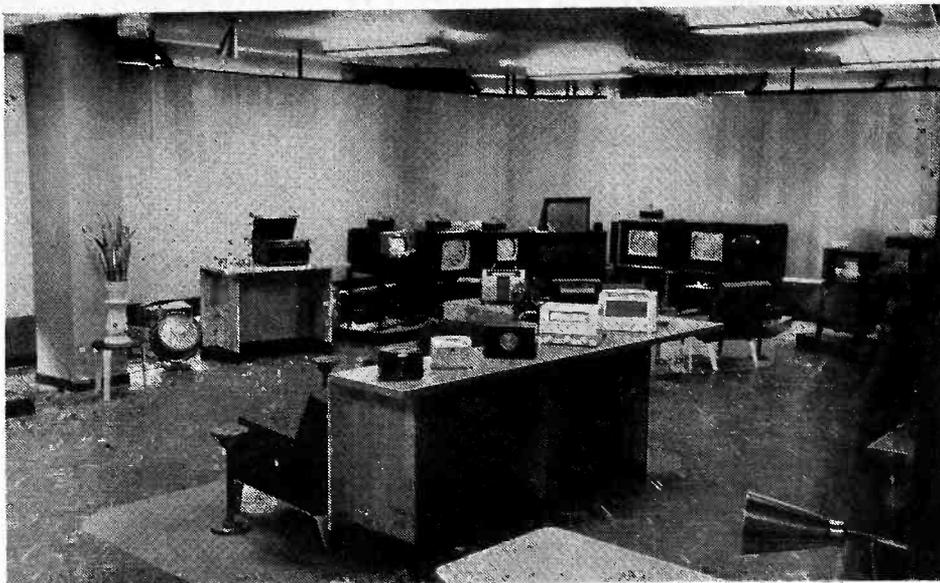
Throughout the country furniture factories are now manufacturing television cabinets. Thousands are employed exclusively in the manufacture of television cabinets. If an excise tax is placed on the industry, it will curtail our market from 20 to 30 per cent. The entire furniture industry is affected by television. People who never stayed at home are inviting a dozen or so people into their living room for an evening of entertainment. This has stimulated the carpeting business and the upholstering business and furniture. New seats and new furniture have to be built to accommodate those who want to see the pictures. It is keeping children at home.

S. W. Gross, President, Tele-tone Corporation

Violent unemployment in the vast television and radio industry is foreseen if the proposed 10 per cent excise tax on TV receivers is imposed. Employment rolls in the industry could drop more than 50 per cent if the Snyder proposal is carried through. Manufacturers, at whom this tax is leveled, will be forced to raise their prices. At a time when superior TV production techniques and lower components costs are being daily reflected in lower prices to the public, this unwarranted levy by the government can virtually wreck the volume sales of U. S. producers. When the consumer curtails his buying, production must inevitably be reduced; when that happens, literally hundreds of thousands of workers in television and allied electronic industries will be thrown out of work. Further than that, a billion dollar industry and one of the brightest on the U. S. economic horizon, may falter and drop to about half that figure in 1950.



● Costly TV research must feed on peak TV sales.



● Dealer showrooms, symbolized by this TV salon, may become glutted with receivers because customers find the proposed tax prohibitive. The infant television industry will have one more customer objection to overcome in the sharpening battle for consumer dollars.

**Mort F. Farr, Television Dealer,
of Upper Darby, Pennsylvania**

As a retailer, this proposed tax on television sets seems to me very dangerous . . . I feel that it would be quite impossible for me to maintain my business under current discount arrangement, particularly in television, were it not for rapid turnover. Any tax that would slow up mass buying would slow down my turnover, and could conceivably make it impossible for me and many others like me to stay in the television business. The cuts in television prices of about ten per cent which occurred twice in 1949 broadened the market for the sale of sets by about 20 per cent each time. There is every reason to believe that an increase of 10 per cent resulting from this tax would have the opposite effect. Forty-six per cent of the people who have not bought television sets stated, according to a recent survey, that they had not done so because of prices. Television is not just for the rich. A few years ago most sales were to the middle class income group. Today the real volume in television sales comes from the mass markets of workers earning under \$4,000 a year. There are comparatively few installations atop the mansions, but just look over the rooftops along the railroads or in the row houses.

**Lee B. Wailes, a spokesman for
Television Broadcasters Association**

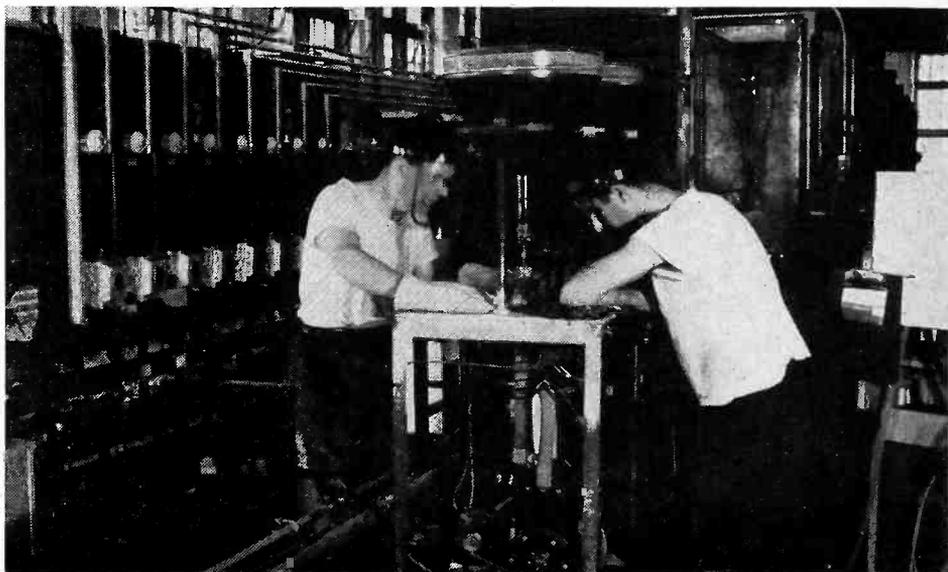
Television is a big industry in its infancy. The people of the nation want it and the country needs its salutary effect on our economic balance. Nothing should be permitted to retard its growth and development, especially in these first years of its precarious struggle to survive. The very life of this new industry, television, and specifically the very life of television broadcasting stations, is dependent upon the number of television receiving sets in the homes of American families. Such homes constitute the 'circulation' of the station, which 'circulation' is responsible for the financial ability of the station to exist. As such 'circulation' grows, the industry grows. Conversely, as it is retarded, the industry most certainly is retarded. The imposition of the proposed tax, with the resultant increase in the cost to the consumer, will result in decreased sales of television sets.

Richard A. Graver, Vice-President of Admiral Corporation

If this ten per cent tax is imposed on television, fewer people will be able to buy television sets. The nature of this manufacturer's excise tax is such that it is pyramided through repeated mark-ups with the result that the increase in cost to consumer is much greater than the 10 per cent tax. Not only will there be fewer people enjoying this new educational and entertainment medium, but the curtailment in sales volume and production will mean fewer jobs and a slowing down of this postwar industry that represents the greatest potential in jobs, production and sales. The television industry is highly competitive. We are bending every effort to produce better sets for a lower price. It would seem to me that the \$40,000,000 in revenue which is projected as coming from this ten per cent excise tax would be relatively unimportant as compared with the reduction in income tax which would result from the curtailment of sales, production, and jobs.

Elmer R. Crane, Television Distributor of Cleveland, Ohio and wartime Chief of the Components and Facilities Branch of the WPB Radio and Radar Division

Adequate detection and interception of guided missiles or jet planes carrying A or H bombs is a necessity if our war production industries are to be kept functioning. This can only be done by electronic devices. Maintenance of present research and engineering laboratories, supported by television set sales, is important to national defense. In view of present day uncertainties, I consider it extremely important to the war potential to maintain the television industry in a healthy condition so that it will be ready to fulfill any demands that may be placed upon it.



Thomas Electronics Photo

● Tax will slow activity in all phases of TV industry.

FATHER MAKE A TV



Over forty years ago the Dimmig name became identified in the minds of Quakertown, Pa., residents with the electrical industry. Today, father and son have built their operation into one of the most flourishing radio and television stores in the county.

In downtown Quakertown, Pennsylvania, a father-son combination has packed practically the length of the radio-electronics industry into the history of its local community selling. The pair comprising the unique combination are familiarly known as the Dimmigs. Elder Dimmig is a virile merchant who has been an electrical contractor in the Quakertown rural community for over forty years. His son, Burton, is a thriving radio and television dealer, who will pick up the business baton from his father, owner and founder of the Dimmig business enterprises.

That the son will one day succeed his father will be a mere passing of ownership. Basically, the business philosophy will not change a whit. For both Dimmigs are committed irrevocably to advertising. Both believe in pushing wares and services through every known method and medium of advertising. That this basic advertising philosophy has paid off is borne out by the volume of business which flows steadily into Dimmig Electric, the most thriving radio and television business in the Quakertown area.

Advertising All Around

The Dimmigs have built this freely flowing business with the help of good workmanship, fair prices and quality merchandise. But the 18 men and four trucks keeping pace with the sales and service demands of customers are kept busy also by virtue of the Dimmig advertising message beamed to the community. The local radio station, for instance, blasts out Dimmig's message in a one-minute commercial at least 10 to 12 times daily. That way, if the farmers and their families miss hearing Burton Dimmig's bargains before or after the first or last milking, or while they're out gathering eggs or plowing the north 40, they'll hear the message anyhow after they've bedded down the last farm animal or finished the last of the day's chores.

OFFICIAL ENTRY BLANK
DIMMIG ELECTRIC CHILD PERSONALITY CONTEST

I hereby enter my child in Dimmig Electric Child Personality Contest, and agree to abide by the rules of the contest, and the decision of the judges as final.

The photograph used in the contest is to be made without cost to me by the WITMER STUDIO, Hinkel & Biehn Building, Quakertown, Pa., and is to remain the joint property of DIMMIG ELECTRIC and WITMER STUDIO.

Child's Name _____

MALE FEMALE

Signed _____ PARENT OR GUARDIAN

Street or R. D. _____

Town _____

Please state the name and age of your washer

MAKE _____

(APPROX.) AGE _____

A recent personality contest showed the spark in the Dimmig approach to selling. It revamped prospect lists, among other things.

and SON SUCCESSFUL TEAM

If these frequent and hard-hitting broadcasts do not charm sales out of the wallets of the rural folk, then Dimmig's full-page, follow-up ads in the local dailies and the weekly farm journals do the trick.

Pointed Approach

In all such advertising, Burton Dimmig insists that the ads be both apt and eye-arresting. To get them that way he follows the philosophy that radio and television presentations should be prepared by people who know exactly how best to get the merchandising message across. For that reason, he believes dealers should enlist the services of agencies with the specialized personnel for doing the job. As for himself, he is content to entrust this job to such reputable and competent persons, and to confine his own efforts on that score to suggesting the over-all plan, and hints here and there. He likes to sum up his view about advertising being the best cure for failing business by telling of the doctor who advised his ailing patient something like this: "What you need," said the ancient medic, "is water-water. Use it internally, externally, and ETERNALLY."

That is the way Dimmig Electric uses advertising. The Dimmigs stick as tightly to their ad routine as Mabel's girdle sticks to Mabel. And they are not hesitant about other material, such as display pieces and aids, which are the local, interior forms of advertising. The Dimmigs feel that manufacturers and distributors go to a lot of trouble to supply radio and television dealers with a variety of sales aids in the form of counter displays, window decorations, ceiling banners and wall posters. All with eye-catching appeal—and all for free. Burton Dimmig sees to it that a great proportion of the streamers, banners and displays are used in his store. He also sees to it that they are kept

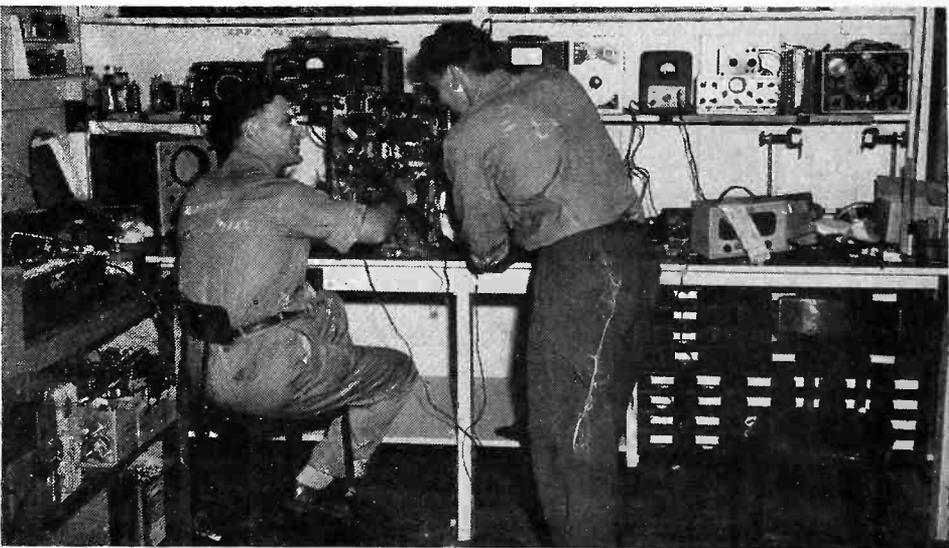
(Continued on page 18)



● Like many rural and small town dealer operations, Dimmig Electric falls back not only on radio and television sales, but on major and minor appliances.



● In its own fashion, Dimmig boasts a television salon. Here TV shares the showroom with other electrical products, but TV sales run second to no other products in total volume sales.



● Burton Dimmig believes a service shop should sell confidence, and so he makes service a form of advertising for his store. He's been called a "bit daft on advertising" because of his approach.

Quakertown TV Salesmen

(Continued from page 17)

timely, and that they are rotated regularly. Nothing, he feels, is so dispiriting as a fly-specked picture of a buzzing electric fan in mid-February, especially when customers enter the store stomping ice and snow from their boots.

Pushing the Sale

No matter what season of the year customers walk into Dimmig's, however, they will find a complete line of farm electrical needs and most leading brands of radios and television receivers. Upstairs, the sprawling showrooms are a wonderland of television displays. Tastefully decorated, modernily illuminated, the showroom has one of the largest collections of television sets in the country gracing its spacious floors. All receivers are hooked up for instant viewing, so that customers may be sold on actual set performance.

If sales are not made in the showrooms, Dimmig turns to another merchandising approach. The customer is bombarded with a direct-mail advertising program. He is reminded of the easy budget terms, the liberal trade-in allowance on old equipment, and the free estimate on service work. The mailing list which Burton Dimmig keeps is a pleasure to behold. His salesmen make out a receipt for all merchandise sold, small or large. By keeping these sales tabs up to date, the Dimmig mailing list is kept completely current. In addition, the list acts as a check on the activities of outside salesmen. For if an account has remained dormant or unresponsive for any length of time, a dealer should be able to determine whether or not he has lost out to a competitor. If he has, it's best he find out why.

Here again, Burton Dimmig takes full advantage of the aids which manufacturers and distributors furnish for direct-mail campaigns. He makes use of the envelope stuffers which advertise products and which serve as reminders of sales and service facilities, and of any pending sales. So sold is Burton on use of such manufacturer-distributor aids that he uses the mats supplied to form the core of his full-page newspaper ads. He makes such a fetish of advertising, even to filling the billboards leading into town with "DIMMIG ELECTRIC," that a Scot competitor once remarked dourly of him, "He's a braw sort o' lad, but a bit daft on advertising."

Selling by Service

By staffing his service shop with expert technicians, Burton Dimmig finds

that he can handle all the service work that flows to his store, no matter how complete. The topnotch equipment in his shop is on display for all to see, for all to have confidence in. Burton readily invites customers back with gripes, either real or fancied, and prides himself on following through on all of them. By keeping his trade happy, he is doing more than just satisfying customer gripes. When customers speak up, he finds he has a ready check on his service shop's mechanical performance. He can also see to it that customers swear by rather than at his shop's service work.

For Burton Dimmig, shop service, therefore, becomes another aspect of advertising, one more tool in the job of selling. He is aware that in a buyer's market, the profit potential of the service department is still there, provided it is overseered carefully. Burton keeps his own shop immaculate. He does not want any confusion or disorder to destroy a customer's confidence in service. Jumbled stock, tools and discarded radio chassis underfoot, workbenches cluttered with broken tubes and burned-out parts, all detract from the advertising value of the service shop. Especially since Burton invites customers back to the shop as a regular procedure. In his rural community, a reputation for quality work travels fast and far. And Burton Dimmig takes no chances.

Special Events

His respect for all phases of advertising does not blunt Burton Dimmig's competitive operation. When word leaks that Burton is drumming up another promotion, competitors turn a bit pale. His most recent adventure in promoting more business was a kid's personality contest. In conducting it, he ran true to form, using direct-mail, window displays, newspaper mats and spot radio announcements.

Placards went out for miles around, inviting parents to come to Dimmig Electric for entry blanks. To the first 500 dads and mothers went a \$10 merchandise credit certificate, good toward any purchase of \$79.50 or over. The certificate entitled the parents to have any children between the ages of one to six photographed without cost at a local studio. The photos were eventually displayed in Dimmig's show windows. Over \$5,100 in merchandise and merchandise credit awards turned the affair into a howling success, with the store being mobbed when the final judging took place. In addition to the numerous sales made on the spot, the store's mailing lists were brought up to date and

expanded by the entry blank listings, and salesmen piled up a gratifying backlog of future leads.

Special promotions do not remain the basic selling approach at Dimmig Electric, however. Burton Dimmig is convinced that trade does not just walk in at the front door. A dealer has to go after it, even if it means canvassing door-to-door and ringing doorbells. But advertising, he feels, is the key to all selling in the radio and television field. Therefore, he bends over backwards in his approach to advertising. From radio spot announcements through newspaper ads to window displays, interior presentations, and even an efficient service shop, Dimmig Electric reflects a dealer operation which makes every phase of the business an advertisement for quality merchandise, quality workmanship and quality service. Judging by the reception the Quakertown community and environs has accorded the advertising-minded Dimmigs, the father-son enterprise appears slated to go a long way, and fast.

Wonder TV Tuner

Last Fall the Stromberg-Carlson Co., Rochester, N. Y., first introduced a television tuner of unusual quality, and now the firm's distributors are urging that the company put a lifetime guarantee on the unit. One distributor even reported that he had had only two tuner failures out of five or six thousand receivers delivered to him.

However, the company, even though it has abundant faith in its new tuner, questions the wisdom of placing a lifetime guarantee on the tuner, Sidney R. Curtis, vice-president and general manager of the radio-television division, disclosed. Curtis said it was felt that the term was little known to the general public and could mislead customers into the belief that the entire receiver was guaranteed unconditionally. The company has decided, though, to include the new tuner in all Stromberg-Carlson models that are projected, due to the tuner's outstanding performance.

"We feel," Curtis explained, "that putting a lifetime guarantee on our new exclusive tuner is risky and may do more harm than good. Considerable ill will may be created when a customer, seeking free service, learns that a burned out tube in the chassis has no connection with the tuner."

GENERAL INDUSTRIES

... covers the

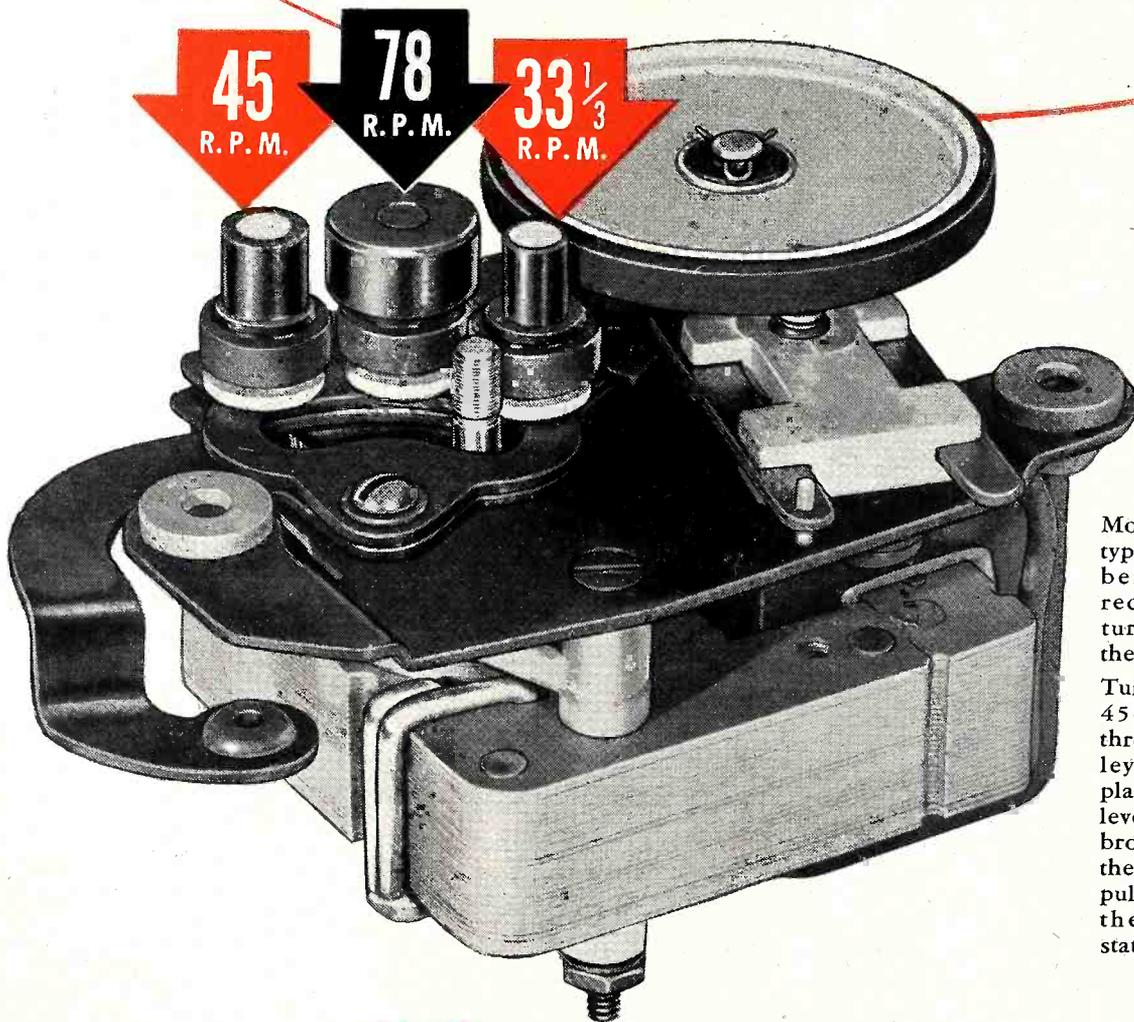
3-Speed

PHONOMOTOR MARKET

"A motor for *every* phonograph requirement"... this General Industries slogan is as true today as it was thirty years ago when it was first introduced. Today General Industries manufactures a complete line of single-speed, dual-speed and three-speed motors for use in every type of rec-

ord player and automatic record changer.

General Industries offers you the popular belt-drive Model TS 3-speed motor for both automatic record changer and manual use, and the turret model 3-speed motor illustrated for automatic record changer applications. Write today for complete details.



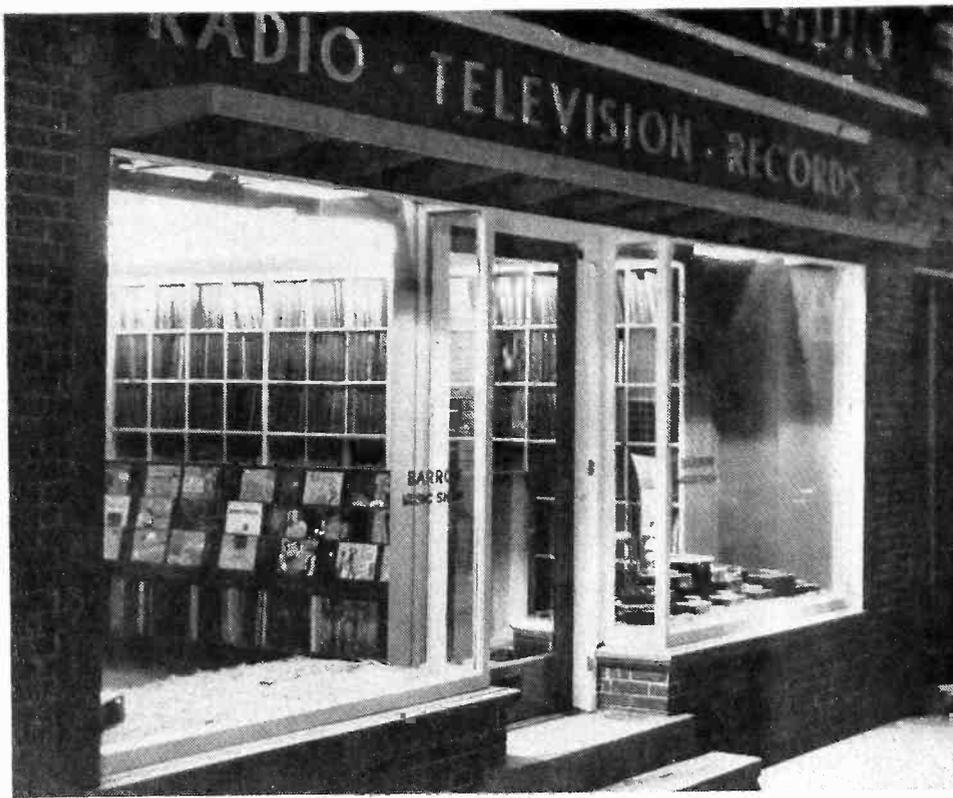
Model illustrated is a turret-type 3-speed motor currently being supplied only to record-changer manufacturers, and incorporating their own specifications.

Turntable speeds of 33 $\frac{1}{3}$ —45—78 RPM are secured through three separate pulleys mounted on a turret plate. By means of a simple lever, the desired pulley is brought into contact with the idler wheel. The two pulleys not in contact with the idler wheel remain stationary.

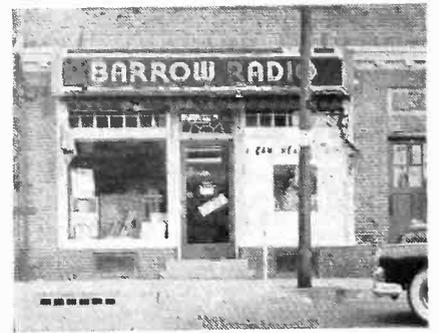


The GENERAL INDUSTRIES Co.

DEPARTMENT F • ELYRIA, OHIO



Photos by T. Anthony Caruso



What a little renovating can do for a storefront is vividly illustrated by these two shots of the Barrow store. The changes may seem minor but they make a world of difference in the eyes of the customers.

When Ed Myerson bought the Barrow Music Shop, Great Neck, Long Island, N. Y., he became owner of a store that had once been one of Long Island's finest radio and record stores. But it had fallen into a state of complete neglect. The stock was nearly depleted, customer good will was at a low ebb, and the interior was a near shambles of cluttered tables, empty, old-fashioned shelves, and messy work desks. The old owner, anxious to retire, was looking for a young prospective owner like the dynamic Myerson.

The immediate problem was a formidable one: to do just the right thing to put the store back on its feet and recapture public good will. On the basis of my modernization of the Garden City Music Center, I was called in and asked to make recommendations. A week later with sketches in hand, I proposed a modernization program for creating a new, fresh, suburban interior. The modernization was planned with a view toward attracting attention, winning back the confidence of the buying public, and giving the new owner pride in his shop which was necessary for weathering competitive days ahead.

(Continued on page 28)

Are they really the same? Below, how one end of the store interior looked before, left, it was altered and given that modern look so necessary to competitive selling.

Modernize for Bigger Sales

by
Richard Bellamy





Model 649

Emerson First AGAIN!

**BIGGER THAN LIFE-SIZE 235
SQUARE INCH PROTELGRAM
TELEVISION. CREATED BY
EMERSON FOR VALUE, FOR**

**VOLUME, FOR
GREATER
DEALER
PROFITS!**

**FIRST AT THIS
LOW-PRICE**

\$329⁵⁰

Built-in Antenna.
Long-Distance Cir-
cuit. Fine Mahogany
Decorator Console.

**PERFORMS WHERE
OTHERS FAIL!**

FIRST on the Best Seller List!

Giant Direct-View
Tube. Bigger picture,
smaller cabinet. Built-in Antenna. Super-Powered Long-
Distance Circuit. One-knob tuning. Comparison proves
—EMERSON PERFORMS WHERE OTHERS FAIL!



**Model
614**

\$159.95

*Prices Slightly Higher in the
South and West*



Emerson

EMERSON RADIO AND
PHONOGRAPH CORP
NEW YORK 11, N. Y.

First for Value, First for PROFITS!

What's new on

COLOR TELEVISION

The Federal Communications Commission is continuing with its hearings on color television, and reports continue to come out of Washington to the effect that color has been perfected, is in the process of being perfected, or is quite a long way off. The exact status of color is difficult to ascertain since so many factors besides the technical ones affect it. Nevertheless, here are the latest developments on the several color fronts, which incidentally, are as active these days as some of the military fronts were during the war.

Radio Corporation of America

Development of several types of single tri-color direct-view picture tubes for color television reception is progressing rapidly, and two of the more advanced types are being demonstrated currently to the FCC. Dr. E. W. Engstrom, vice-president in charge of research, RCA Laboratories, has outlined a number of specific major improvements and simplifications made recently in the RCA all-electronic, high-definition, completely compatible color system. Substantial progress had also been made in field testing the RCA system and reports of the results have been filed with the FCC. Describing RCA's work on single tri-color kinescopes (picture tubes) as a "significant development," Dr. Engstrom points out that "as yet, we do not know which of the several methods of operation employed in these tubes is the best. However, the excellent progress to date makes us confident now of the outcome—a practical direct-view tri-color kinescope.

"Our investigations of receiver circuits for use in connection with a tri-color tube have, of course, been carried out in parallel with the tube development. We feel that this circuit development is straight-forward and will provide for further color receiver simplifi-

cation. For example, only one yoke and deflection system are used, just as in the ordinary black-and-white receiver. In turn, the elimination of two of the three deflection systems needed in the current three-kinescope assembly also reduces power supply requirements."

Among other advances reported to the FCC by Dr. Engstrom was RCA's development of experimental portable camera equipment for use in remote color television program pickups. After describing how RCA had achieved a high degree of color stability in its all-electronic system, Dr. Engstrom revealed that outstanding progress in simplification had been made with a "high level sampling" of colors in RCA receivers. In earlier receiver models, he explained, color sampling of the incoming video signal was done at a low energy level and the output of the sampling circuits was passed through three separate parallel video amplifier channels to the three picture tubes. In the new receivers using high-level sampling, the incoming video signal is first amplified in a single video amplifier channel, and then the sampling is done directly at the kinescopes.

With regard to reception of color transmissions in black-and-white, Dr. Engstrom told the FCC: "We have had extensive tests of monochrome reception of color transmissions. This was broadened to the whole of the WNBW service area when regular afternoon color programs were started January 9. This color program of one hour a day, five days a week, was designed to test color transmissions, to develop color programs and to develop operator experience. At the same time, the programs have demonstrated that real viewer interest developed for monochrome reception of these color transmissions. Response of the people in the Washington area has been excellent." Of

course, the basic problem in color television has been to develop a system that is unlimited, technically or otherwise, in its possibilities for future growth and expansion; also, one that is fully compatible with the present method of black-and-white television. According to Dr. Engstrom, RCA appears to have done this.

Columbia Broadcasting System

Six weeks of thorough testing, comprising intensive test operation, have failed to reveal a single problem or deficiency to CBS's color television system, says Adrian Murphy, CBS vice-president and general executive, in testimony to FCC. CBS has been urging for prompt adoption of color, and Mr. Murphy's testimony came as the FCC resumed its hearings on color several weeks ago. The CBS test operation, conducted in Washington, New York and Philadelphia from last January 1 through February 21, was made in response to the requests made in FCC's notice of last November 22.

Declaring that the Radio Manufacturers Association and RCA have been delinquent in providing data on color television to the FCC, Mr. Murphy urged that the delinquency "should not be permitted to frustrate the public interest in the prompt adoption of color."

Significantly, according to CBS, no evidence was found that programming or production is more costly in color than in black-and-white. One of the highlights of the CBS data was a survey, conducted for CBS by the firm of Dunlap and Associates, Inc., an independent research organization, seeking to measure the appeal of color against monochrome television. The report indicated an overwhelming desire on the part of the public for color, but one of

(Continued on page 43)

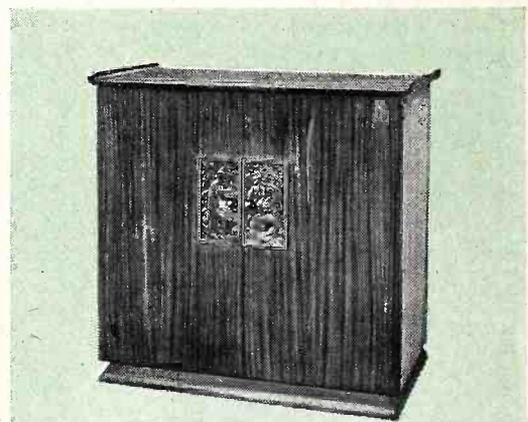
You Have No Competition
WHEN YOU SHOW A PROSPECT
 the Chinese Classic De Luxe
19-INCH TELEVISION-RADIO-PHONOGRAPH



There is just no match for this superb instrument. It offers the finest of *everything* in a complete home entertainment unit—

- **BIGGEST DIRECT-VIEW PICTURE**—on a 19-inch tube—wonderful to view in any size room, close up or at a distance.
- **HIGH FIDELITY FM-AM RADIO**—with the most sensitive chassis ever built by Stromberg-Carlson.
- **TRI-O-MATIC RECORD CHANGER** for any type of record on the market—33½ rpm, 45 rpm; 78 rpm. Record storage compartment.
- **DECORATOR-DESIGNED CABINET** of classic beauty, in ribbon-stripped mahogany veneers, hand-rubbed to a satin finish. Also hand-decorated cabinets available in red, green, ivory or ebony.

For a prospect who wants nothing but the finest, the Chinese Classic De Luxe is the logical choice—the *only* choice! When you demonstrate it to such a prospect—you *sell it!*

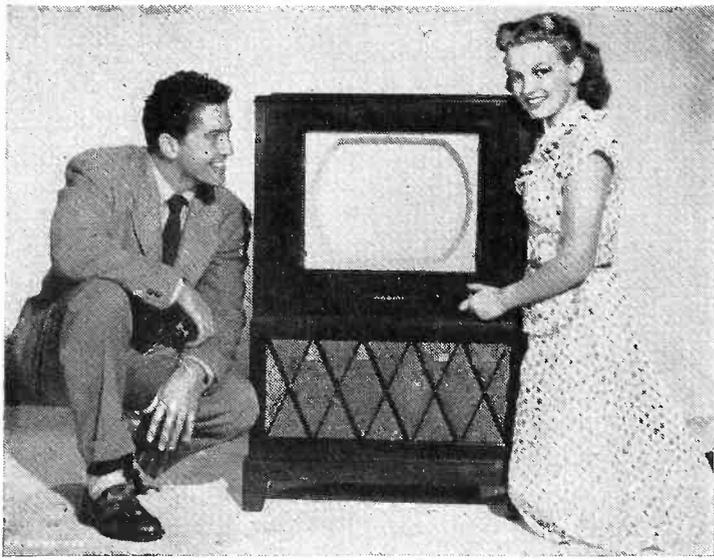


CHECK THESE FEATURES!

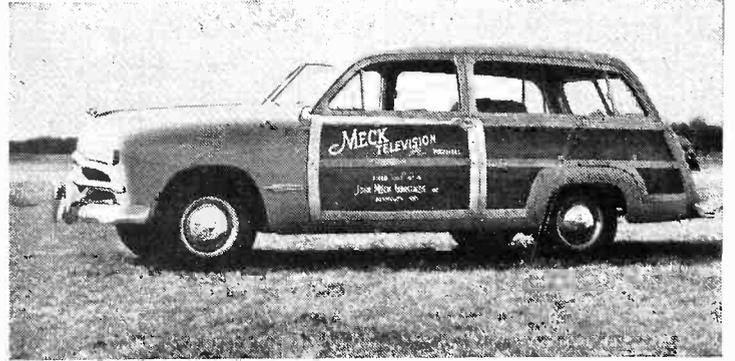
- **EXCLUSIVE STROMBERG-CARLSON TUNER**
—super-sensitive—for maximum picture clarity and stability, even in “fringe” areas.
- **TOP TUNING FOR TV**
—controls concealed at top of cabinet, no bending or crouching to tune.
- **AUTOMATIC GAIN CONTROL**
minimizes picture adjustments.
- **AUTOMATIC FREQUENCY LOCK**
keeps picture steady.
- **ROCKET TUNING**
for radio and *Chromatic Tone Control* for radio and phonograph.
- **BUILT-IN ANTENNA**
for TV, FM and AM.
- **TRUE-TO-LIFE TONE**
on all services, with balanced audio system and 12-inch speaker.

® **THERE IS NOTHING FINER THAN A**

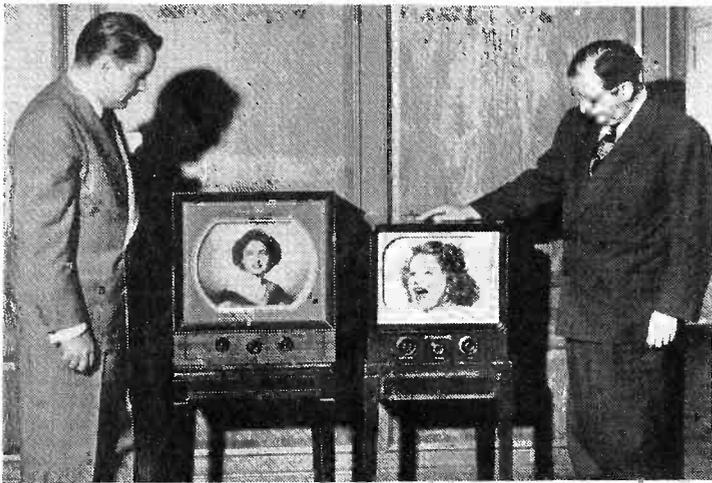
STROMBERG-CARLSON



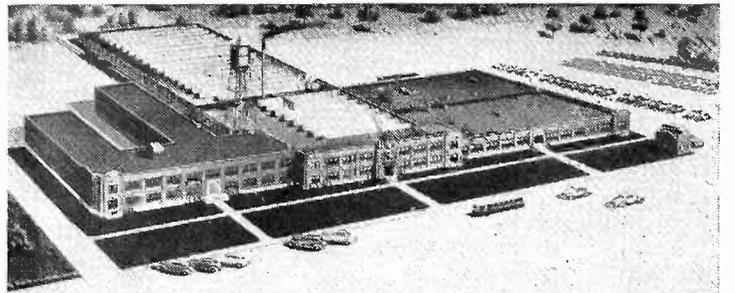
Farley Granger and Joan Evans marvel at the RCA Victor TV receiver which provides the center of attraction for family life in the new Samuel Goldwyn film, "Our Very Own."



This station wagon covered more than 20,000 miles during the last six months, advertising TV by John Meck Industries, Plymouth, Ind.



The old and the new look in Hallicrafters' 16-inch table TV. President William J. Halligan, right, marvels at what the rectangular tube made possible in shaving down the cabinet bulk. He's also thinking about the \$40 saving in the retail price. At left is 'Rolly' Sherwood, Sales Manager.



How the Capehart-Farnsworth factory at Fort Wayne, Ind., will look with \$200,000 addition. Distributors, below, inspect tubes.



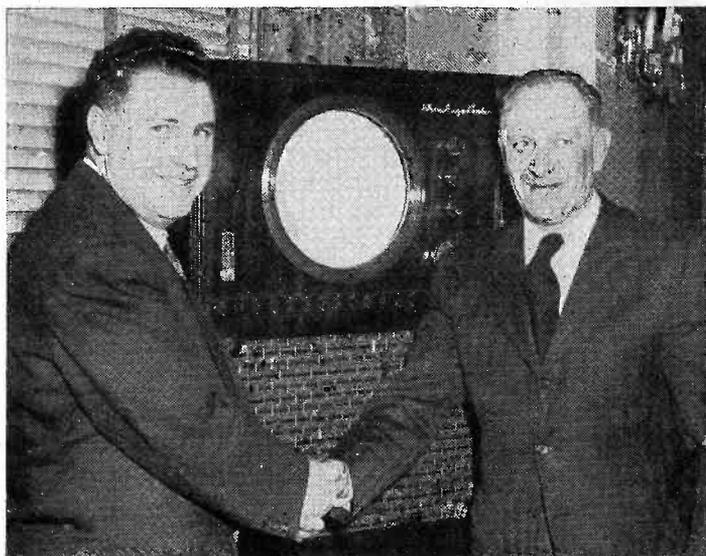
The news from J. K. McDonough, left, director of sales, Sylvania Television, is all good, as he talks at a district sales managers' meeting, Hotel Bismarck, Chicago, during the recent Furniture Mart.



These 46 pheasants—count 'em—were downed by George E. McAllister, general manager, Ward Products Corp., Cleveland, Ohio, and three companions on a recent trip to Pelee Island, Canada, on Lake Erie.



R. H. Bishop, v-p in charge of sales, and Terry Cunningham, director of advertising, Sylvania Electric Products, Inc., are happy over receiving the annual award of the Federation of Radio Servicemen's Association of Pennsylvania.



Elliott Cushing, left, sports editor, presents Frank Vadas with a Stromberg-Carlson TV set, after Rochester resident won Press-Radio Club contest. Contest and dinner netted \$7,000 for March of Dimes.



Harry L. Shane, So. Calif. distributor for Sentinel TV and radio, signs contract for 'new talent' show over KTTV, L.A., following Ed Wynn show and featuring Wendell Niles as MC. That's Ernest Alschuler, president of Sentinel Radio Corp., Evanston, Ill., beaming approval over Shane's shoulder.



Out-of-town salesmen for the Tele-tone Radio Corp. were all smiles when they looked at the firm's 1950 TV sets and their record-low price tags, during the recent showing at New York's Park Sheraton. Morton M. Schwartz, gen. sales mgr., is second from right.



"Your servant, Ma'am . . . That is, your 'electronic servant' in this GE clock-radio," explains Ray Buivid, salesman, to Miss Georgia Belden, GE switchboard operator. Timer feature sets for automatic operation.



Walter L. Stickel, national sales manager, Allen B. DuMont Labs., Inc. receiver sales division, details 1950 sales training program to Phil Taylor, left, and Jerry Markoff, Boston and Chicago distributors. Affair was DuMont national distributor convention in Chicago.



MORE PROOF

means

The first honest-to-goodness
PRICE-PROTECTION POLICY
offered to the trade

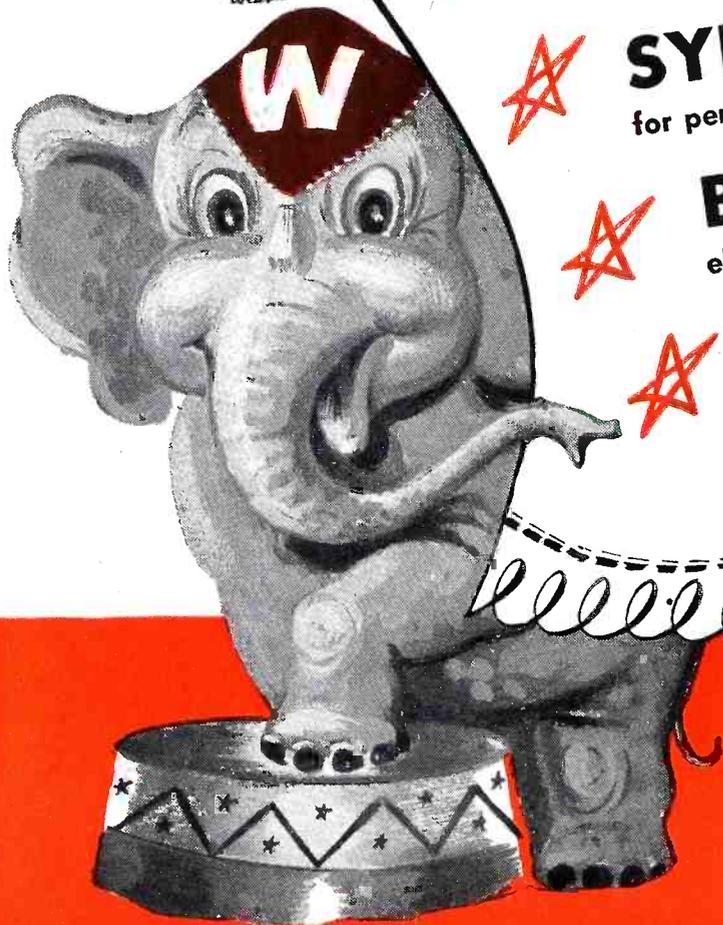
THE BIG SHOW IS ON
Westinghouse **TELEVISION**
with these top-performance features:

★ Exclusive
ELECTRONIC MAGNIFIER
for big picture at small picture cost

★ **SYNCHRO-TUNING**
for perfect picture and sound with single dial setting

★ **BUILT-IN ANTENNA**
electronically tuned for improved reception

★ **NEW BLACK TUBE**
for maximum non-glare contrast
Adaptable to UHF (Ultra High Frequency)



See your Westinghouse Distributor
WESTINGHOUSE ELECTRIC CORP. •

YOU CAN BE SURE...

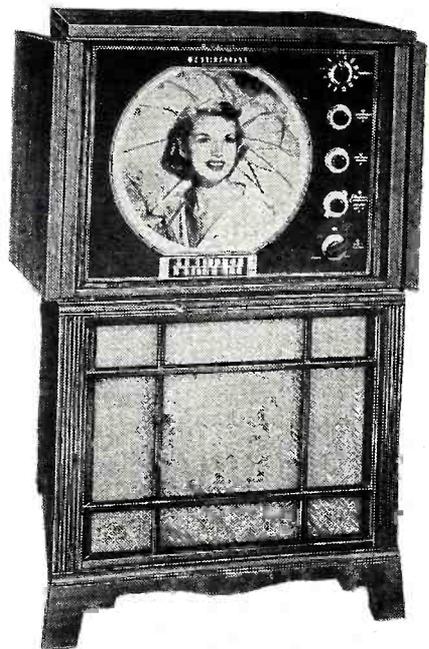
that Westinghouse business in TELEVISION

Now, brand new Westinghouse models that give you more television per dollar . . . more features per set!



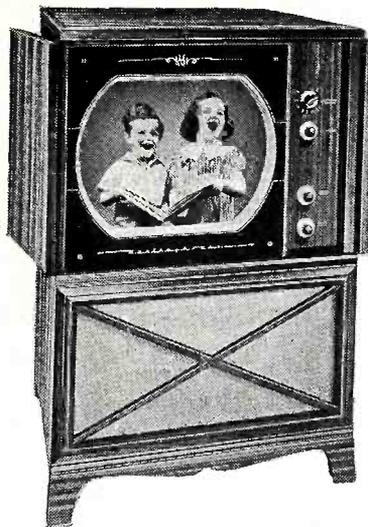
◆ Westinghouse 610T12—12½" BLACK TUBE table set of unusual beauty and simplicity . . . Exclusive ELECTRONIC MAGNIFIER with choice of *full vision* or GIANT CLOSE-UP . . . AGC. Built-In Antenna.

Westinghouse 619T12—12½" BLACK TUBE . . . Synchro-Tuning . . . Built-In Antenna . . . powerful EM speaker . . . Fast-keyed AGC . . . modern mahogany cabinet.



◆ Westinghouse 613K16—The ultimate in picture performance . . . 16" BLACK TUBE has extra large 160 sq. in. screen, with clarity and definition . . . Synchro-Tuning . . . Built-In Antenna . . . 12" P.M. Alnico V speaker . . . mahogany cabinet with doors.

◆ Westinghouse 611C12—Complete home entertainment unit with every deluxe feature, yet so compact it takes ½ less floor space . . . AM-FM . . . 3-speed automatic record player . . . 12½" BLACK GLASS tube . . . Electronic Magnifier, Built-In Antenna.



◆ Westinghouse 618T16—New 16" RECTANGULAR Black Glass tube offers extra-large picture in a much smaller cabinet . . . new tube gives complete picture transmitted without waste . . . Synchro-Tuning . . . Built-In Antenna.

Get on the BANDWAGON!

Feature for feature Westinghouse wins . . . even the name Westinghouse tips the scale in many a sale, because 2 out of 3 families in your area are satisfied users of Westinghouse products.

Besides, you get the backing of advertising in the same newspapers you use . . . plus a full arsenal of point-of-sale and promotional aids.

HOME RADIO DIVISION • SUNBURY, PA.

IF IT'S Westinghouse

Modernize

(Continued from page 20)

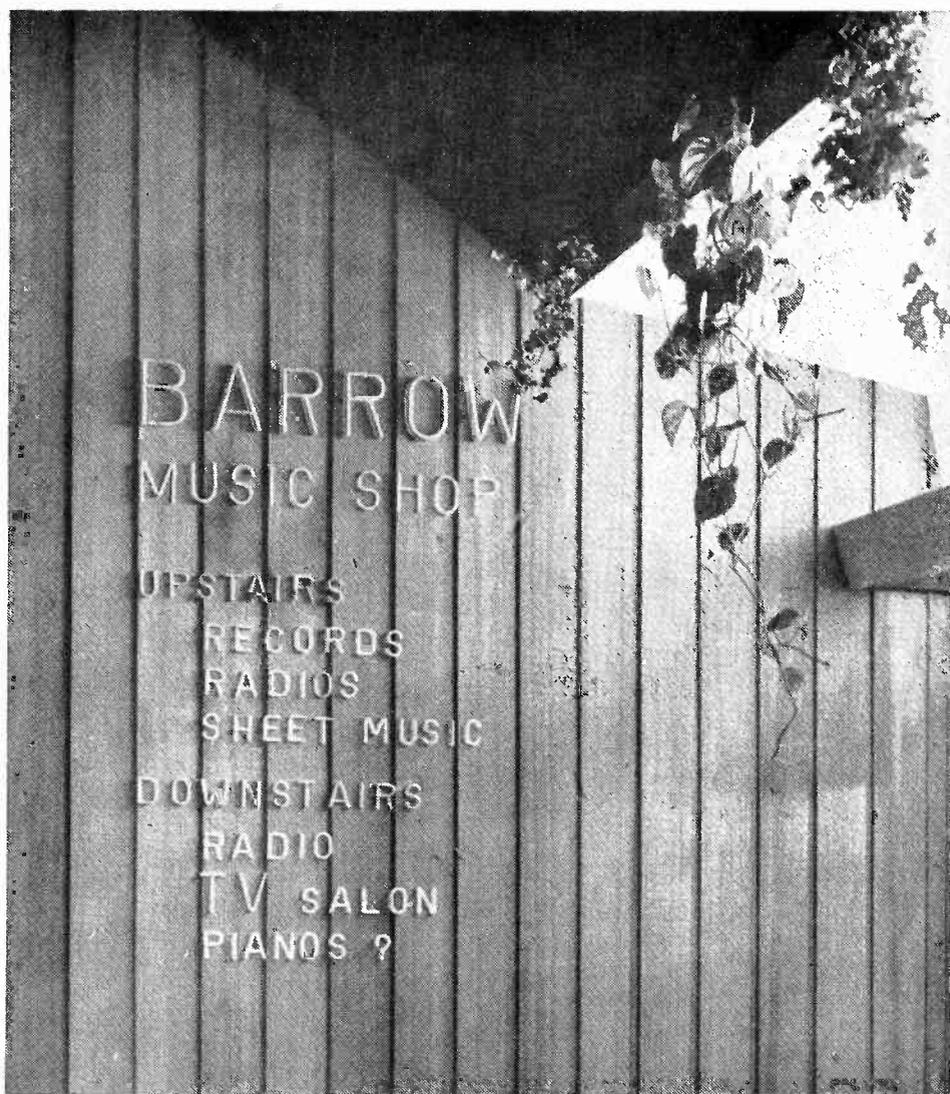
The Old Look

The contract was signed, men went to work with hammers, saws, and paint brushes, and modernization work which was to last some three weeks was underway. The whole store interior needed a healthy face-lifting. The wall on the left on entering was filled with open-faced bins and shelving clear to the ceiling. These shelves were reached by an old-fashioned rolling ladder. On the right was usable record shelving, and five listening booths which were completely disjoined from one another. In the middle of the store stood a maze of tables and racks. At the rear stood the office, completely in the open, with its cluttered desks, files, and telephones showing. Lighting was furnished by occasional fluorescent hanging fixtures. The color in the store was one monotonous shade of cream.

Modernized Version

In changing all this, my approach was to endow the store with a new personality, to make it in tune with the suburban community of which it was a part. To the left wall was applied a garden brick wallpaper. Its shelving and bins were also recessed, making the interesting library type fixture featuring long-playing shelves of records facing a case of 78-rpm albums. All these bins were lighted by gleaming bullet spotlights, which hung from a garden trellis. The trellis itself extended from floor to ceiling and provided shelves for plants and shrubs. Even though the radio and television salon was on a lower floor, several TV models were placed strategically around the main floor for constant viewing by the public.

As for the cluttered office, the office and its fixtures was enclosed by a partition of handsome California redwood. This faced the front of the store and formed a striking wall panel, on which was emblazoned an interior store sign—something dealers are finding effective for their store interiors. Now the office is completely shut off from the view of store traffic. The front record shelves and listening booths, on the other hand, were tied together by a dramatic light canopy running from the front of the store back to the redwood wall. The canopy featured fluorescent lighting. And one thing more. By covering this sweeping canopy with perforated masonite painted white, an elaborate sound system of 12 8-inch speakers, spaced three feet apart, was



An interior reminder of what the store has to offer. The cluttered office is hidden from view behind this panel wall of California redwood.

provided for the store interior. This sound system piped soft music into the store as the new owner desired.

Finishing Touches

To complete the revamping of the personality of Barrow's, vivid modern colors were applied with decorative effect. Deep plum on the ceiling concealed the beam drops, Mexican yellow was applied to the trellis and cornices, powder green livened up the wall jutting on the redwood paneling. The paneling itself was varnished to bring out its own beautiful grain and natural color. Cocoa brown was applied to front and rear walls and green outriggers ran from inside the store through the store front to form a trellis over the entrance.

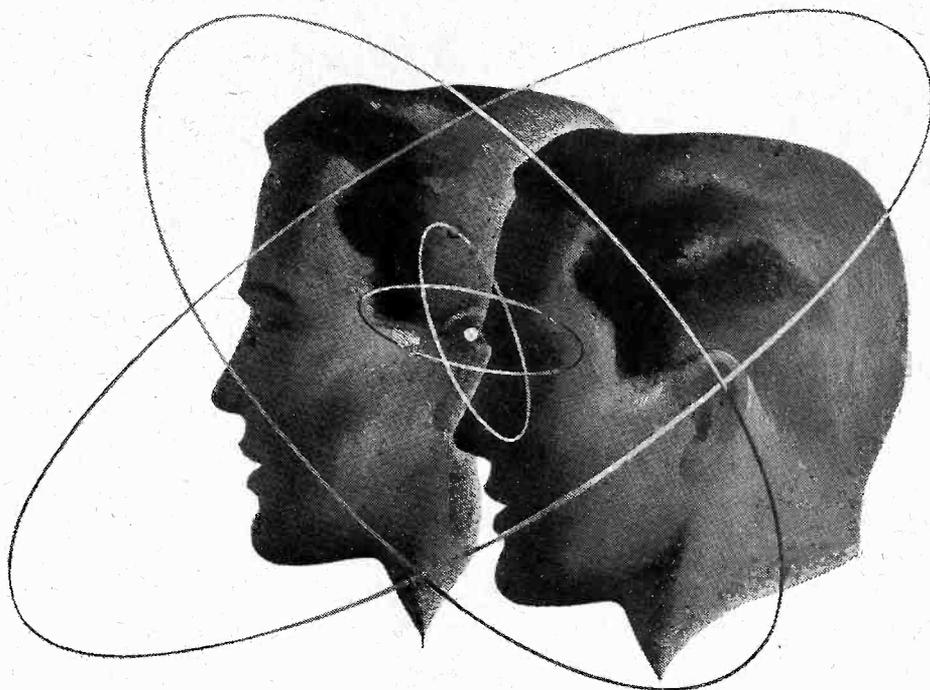
As a finishing touch to the modernization, the old-fashioned transom windows over the front show windows were replaced with vertical redwood. This was finished natural, like the inside redwood paneling. It formed an ideal background for the signs advertising radios, television, and records. The New Barrow Music Shop was at last ready.

It could again vie for a distinction which it had let slide by—that of being one of the finest radio, television, and record stores on Long Island. The modernization had transformed it from a run-of-the-mill type store to an impressive establishment. It became a store which was attuned to the suburban community in which it was located. And it was perfected to the point where it attracted store traffic in large numbers once more.

In the last analysis, the New Barrow's had been imbued with a new personality, thanks to the modernization, to the face-lifting which it had undergone. It now is a store which has a definite atmosphere, which creates a warm feeling in customers when they view it from the outside, or when they browse on the inside. Besides that, the whole interior was so completely redone that the interior itself became a silent salesman for the new owner. The store now possesses those character traits which give it individuality. It reflects a personality that in itself attracts customers, compelling them to return again and again to the New Barrow Music Shop.

Not One—but *Two Great*

RESEARCH ORGANIZATIONS



...bring *Capehart* dealers the most in TELEVISION!

CAPEHART-FARNSWORTH and International Telephone and Telegraph Corporation—two great research, manufacturing, and sales organizations—combine to provide the most advanced television receivers available today.

They bring dealers these outstanding sales exclusives

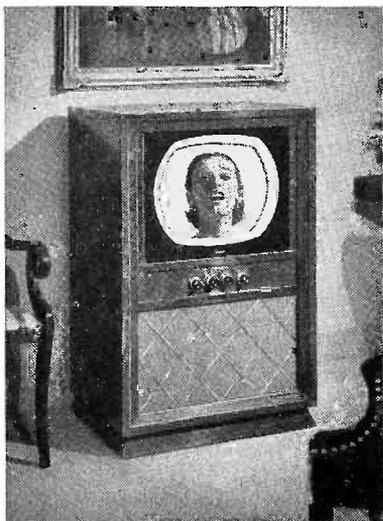
1. Exclusive Capehart Tone in Sound . . . the Tone that Brings Television to Life!
2. Exclusive Capehart Tone in Pictures . . . the Polatron* direct-view television tube that makes pictures clearer and sharper.
3. Polatenna, Capehart's famous built-in aerial.
4. Capehart's new modest price range starting at \$269.50!**

These solid selling points are not only helping Capehart dealers produce profitable floor sales—but, advertised

in national magazines, these exclusive features are also bringing Capehart customers directly to dealer showrooms!

*T. M. Reg. Available at slight additional cost

**Western prices slightly higher



The CAPEHART Nocturne—Big 16-inch, needle-sharp television picture. Master-crafted cabinet in mahogany finish. With Polatenna, Capehart's built-in aerial.

**CAPEHART - FARNSWORTH
CORPORATION**
Fort Wayne, Indiana





New Products For Spring

Radios

Television

Consoles

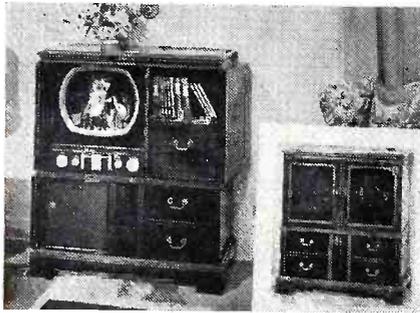
Recorders

Phonographs

TV Accessories

Capehart's "Concert Grand"

Manufactured by Capehart-Farnsworth Corp.,
Fort Wayne 1, Indiana



Combining television, radio, and phonograph, this "Concert Grand" console has a 16-inch picture tube with the Poltron feature. Affords AM and FM radio reception and a record changer which plays all types of records automatically. Has 29 tubes, plus picture tube, and two rectifiers. Speaker is 12-inch PM Alnico V. Cabinet is 18th Century design in mahogany. Priced at \$795.

Say you saw it in *Radio & Television Journal*, March, 1950

Air King Table TV

Manufactured by Air King Products Co., Inc.
170 53rd St., Brooklyn 32, N. Y.



Single knob control is featured in this table model television receiver. Set contains 19 tubes and two rectifiers. Cathode-ray tube is 12½-inch type. Cabinet is in walnut. Price: \$179.95.

Say you saw it in *Radio & Television Journal*, March 1950

Andrea's "Normandy"

Manufactured by Andrea Radio Corp.,
27-01 Bridge Plaza, Long Island City, N. Y.



With a "filtered light" 19-inch picture tube, this console television receiver has a 30-tube chassis, including four picture IF stages. Incorporates AM and FM radio, and has built-in provision for playing any type records at all three speeds. Audio system uses a 12-inch speaker. Cabinet is of Normandy styling, with full-length mahogany veneer doors. Price: \$649.50.

Say you saw it in *Radio & Television Journal*, March, 1950

TV by Stromberg-Carlson

Manufactured by Stromberg-Carlson Co.,
Rochester 3, New York



The 19-inch picture tube of this TV console, the Emperor II, affords a 203-square-inch picture. Has keyed automatic gain control, exclusive tuner, built-in antennas, and 12-inch PM speaker. Controls concealed beneath fall board, top front. Cabinet is in mahogany veneers, with two full length matched doors. Priced at \$645.

Say you saw it in *Radio & Television Journal*, March, 1950

TV by Starrett

Manufactured by Starrett Television Corp.,
601 W. 26th St., New York 1, N. Y.

This TV consolette, named the "Robert E. Lee," uses a 16-inch cathode-ray tube, features Opticlear control, all-channel selection, radio frequency amplifier for increased sensitivity and selectivity. Cabinet is in mahogany. Receiver is engineered to operate with either its own built-in antenna or an outdoor antenna. Price: \$399.95.

Say you saw it in *Radio & Television Journal*, March, 1950



Starrett's new TV consolette. For details see column at right.

More products on pages 32, 36, 37, 38, 40

SO EASY

TUNE WITH ONE KNOB



Model 16 C1

Sell a sharper picture,
exactly as telecast, with
the new Soft-lite Full-view

- ★ 16" Rectangular Tube
- ★ beautiful compact cabinets
- ★ new super-power chassis
(a cinch to service)

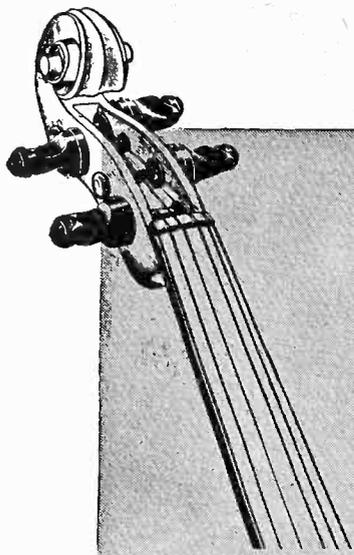
\$299⁹⁵

Price slightly higher
West of the Rockies



AIR KING PRODUCTS CO., INC. • 170 - 53rd Street, Brooklyn 32, N. Y.
NATIONAL DISPLAY • 1454 Merchandise Mart, Chicago 54

has everything!



Duosonic

LONG PLAYING
PHONOGRAPHS

"the tone of the master"



THE most popular name in phonographs today is DUOSONIC, which stands for the ultimate in phonograph perfection exceptionally rich in tone, dependable in construction, richly styled for unusual beauty they are the choice of progressive dealers everywhere available in models and colors to suit every taste and budget.

Franchises are still open. Write about the availability of this top line for your territory.



Address All Inquiries to Dept. RJPI

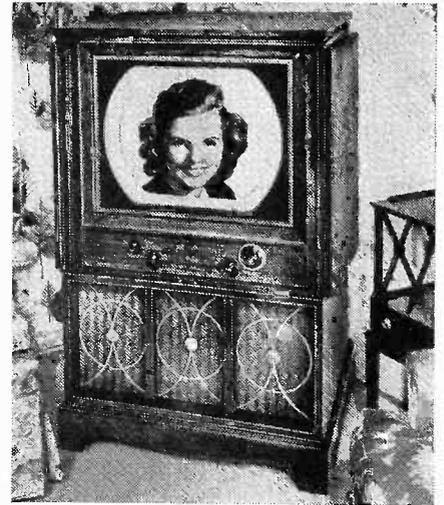
SONIC INDUSTRIES, INC.

Manufacturers of Super Sonic TV + FM Amplifiers

221 WEST 17th STREET • NEW YORK 11, N. Y.

Olympic's "President"

Manufactured by Olympic Radio & Television, Inc., 34-01 38th Ave., L. I. City 1, N. Y.



This 19-inch period television console with doors has 23 tubes, including kinescope, and is equipped with high-voltage and deflection circuits. Also has adjustable tuner, automatic gain control, frame-lock image control, high-fidelity FM sound, and built-in Gyro-tenna. Cabinets come in mahogany or limed oak.

Say you saw it in Radio & Television Journal, March, 1950

Emerson Projection TV

Manufactured by Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.



The newest projection television receiver offered to the trade by Emerson is one which offers a large screen picture of 235 square inches. This size projection receiver is equivalent of a 20-inch direct-view cathode-ray tube. The receiver retails at \$329.50.

Say you saw it in Radio & Television Journal, March, 1950

4 Ways to Top Profits in T.V.!

Radion

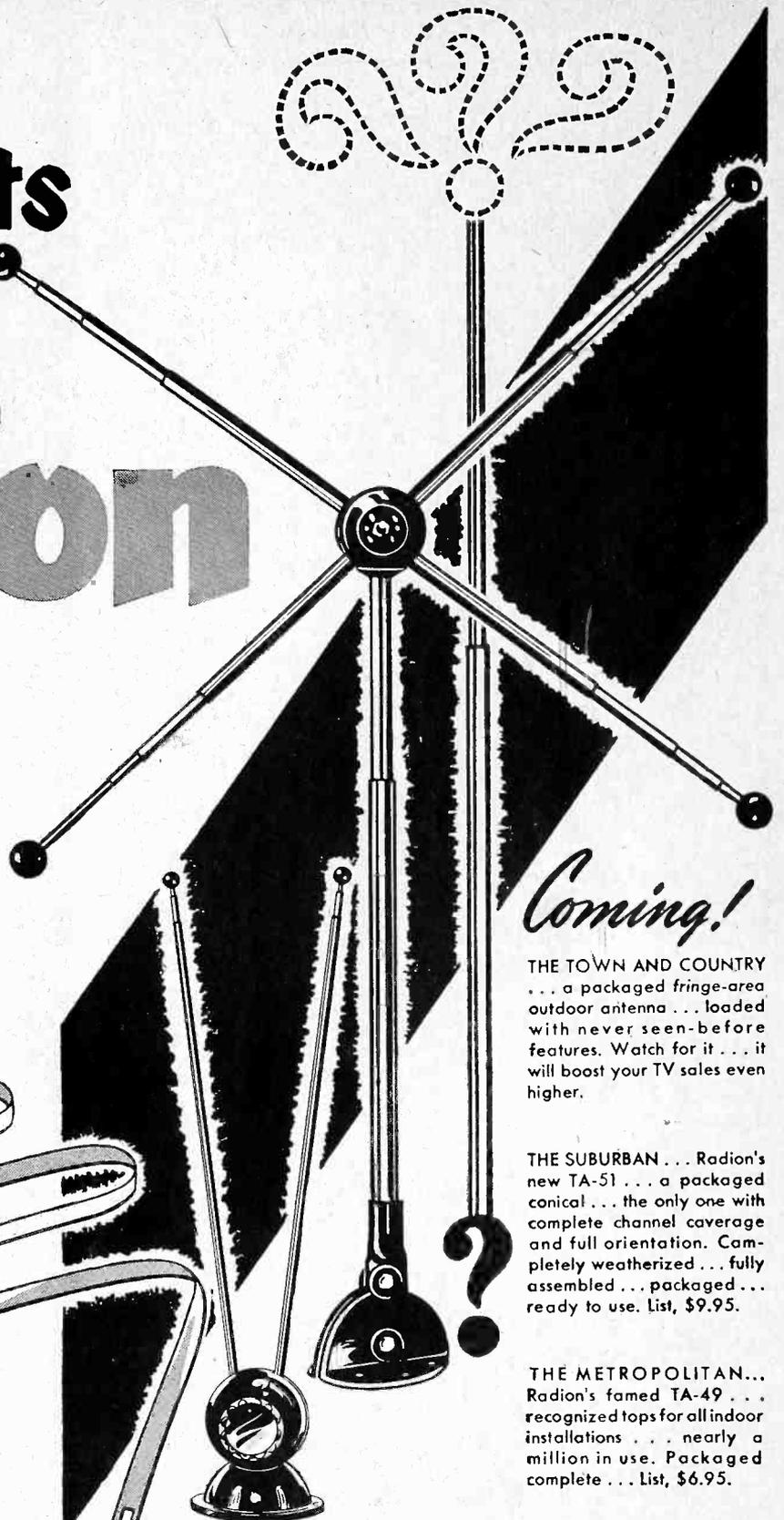
Radion cuts that installation cost . . . makes spot sales a cinch . . . gives you that final punch to close the set sale . . . and that's where your profit lies. Radion products are packaged . . . anyone can install them . . . that's why Radion is the nationally recognized leader. Spark your TV sales today. Get Radion profit packages.



NEW! LINKED LEAD-IN

The TL-10, 69c List

Not once, not twice, but a hundred times you've had it happen. Your customer needs more lead-in . . . you've got seconds when you need hours to make an installation. The Linked-lead-in is your answer. A ten foot package of lead-in stripped, split, with terminals already on, complete with a combination standoff and insulator. If you need twenty-feet, snap two lengths together. A natural for counter sales . . . a time and money saver for service departments.



Coming!

THE TOWN AND COUNTRY . . . a packaged fringe-area outdoor antenna . . . loaded with never seen-before features. Watch for it . . . it will boost your TV sales even higher.

THE SUBURBAN . . . Radion's new TA-51 . . . a packaged conical . . . the only one with complete channel coverage and full orientation. Completely weatherized . . . fully assembled . . . packaged . . . ready to use. List, \$9.95.

THE METROPOLITAN . . . Radion's famed TA-49 . . . recognized tops for all indoor installations . . . nearly a million in use. Packaged complete . . . List, \$6.95.

THE RADION CORPORATION J-3
1137 Milwaukee Ave., Chicago 22, Illinois

FOR DATA ON RADION PRODUCTS AND YOUR NEAREST DISTRIBUTOR CHECK HERE:

Metropolitan No. TA-49. Suburban No. TA-51.
 Town & Country No. TA-53 Outdoor Mount. TL-10 Lead-in Package.

Name
Company
Address
City State

SYLVANIA 16" MAHOGANY CONSOLE #247. Big picture television at its finest! 147 sq. in. of motion-picture clarity. All 12-channel reception, "one-hand" tuning, built-in antenna!



SYLVANIA 12 1/2" MAHOGANY CONSOLE #245. 90 sq. in. of Movie-Clear TV All 12-channel reception, long-distance chassis, built-in antenna!

With These 4 Magnificent Your Television Console Line is Complete!

● Satisfying your every console need, the finest TV line on the market is now complete! Sylvania Movie-Clear Television brings you 3 new consoles—in addition to fast-selling, popular 090 model to provide *full* coverage for every price and taste!

Yes! The word is going around — in price and performance, Sylvania offers

Movie-Clear Television that's years in advance of any other make. Dollar for dollar, model for model, Sylvania Movie-Clear Television gives your customers the *finest* TV performance available today!

Phone your Sylvania distributor! Complete the one television line that satisfies *all* your customers' needs!

SYLVANIA **MOVIE CLEAR*** **TELEVISION**

*TRADEMARK

SYLVANIA 16" MAHOGANY CONSOLE #090. 147 sq. in. of Movie-Clear TV with all 12-channel reception, long-distance chassis, built-in antenna!



SYLVANIA 12 1/2" MAHOGANY CONSOLE #197. 90 sq. in. direct view Movie-Clear TV with all 12-channel reception, long-distance chassis, built-in antenna!

1950 Sylvania Models

Created by famous designers

Built by master cabinet craftsmen

Hand-finished in luxurious mahogany

SYLVANIA TELEVISION

SYLVANIA ELECTRIC PRODUCTS INC.

Colonial Radio and Television Division • 1280 Main Street, Buffalo 9, New York

Bigger and Better Than Ever!

**DEWALD's New 1950
19" King-Size TV**

with **BUILT-IN ANTENNA**

Retails for Only **\$399⁹⁵**

From the new King-Size 19" model, thru the 16", 12½" and 10" table and console models—all with Built-In Antennas—this new line offers the finest in TV enjoyment. Clearer, brighter, steadier pictures plus extra-dependable performance.

And, this great new TV line plus an outstanding group of Superformance Radios are available

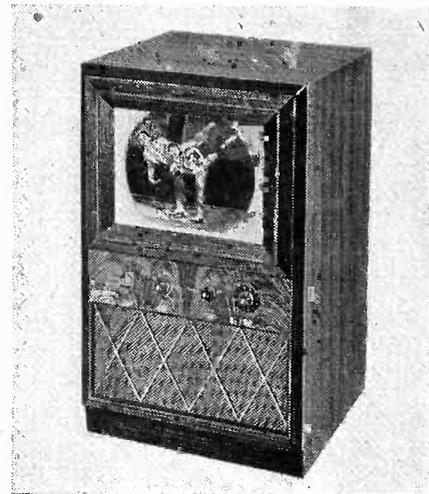
Now at NEW LOW PRICES

JOBBERS-REPRESENTATIVES: Some choice territories now available. Write for full information.



19" King-Size
Model DT-190

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



Featuring a built-in antenna, automatic tuning and high sensitivity, this 16-inch screen console television receiver affords a 17 square inch picture. Designed to provide good reception in fringe areas. Cabinet is in American walnut, priced at \$279.95.

*Say you saw it in Radio & Television
Journal, March 1950*

Proven Quality for Over a Quarter Century

in **RADIO and TELEVISION** for **SOMETHING BETTER, it's** **DEWALD**

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

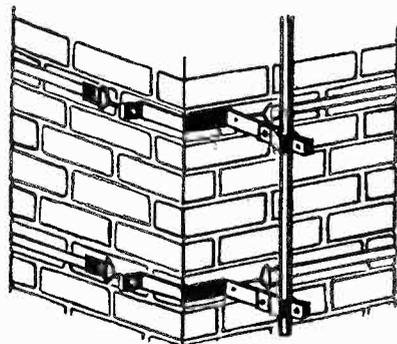
PROTECT YOUR PROFITS BY SELLING AND USING . . .



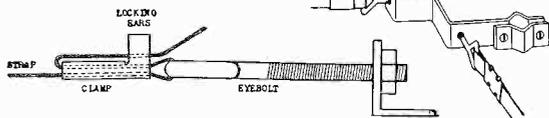
TELEVISION ACCESSORIES
For Speeding Up Installations of All TV and FM Antennas
CHIMNEY MOUNTS and WALL MOUNTS

**C. & G.-2
CHIMNEY MOUNT**
Offset bracket
mounting

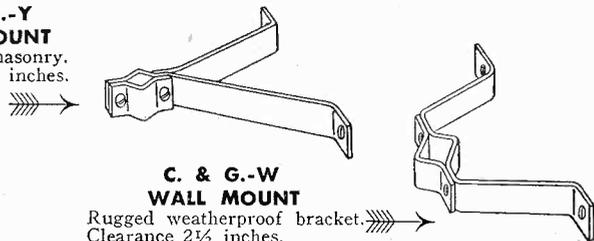
Easy to install Bracket is made of non-corroding steel, 1½-in. wide. Two 12-ft. galvanized straps with eye-bolts attached to each strap. Note method of clamping and locking strap.



Detail of C. & G.2 mounting



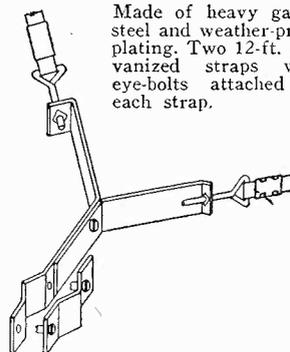
**C. & G.-Y
WALL MOUNT**
For wood or masonry.
Clearance 6 inches.



**C. & G.-W
WALL MOUNT**
Rugged weatherproof bracket.
Clearance 2½ inches.

**C. & G.-3 Y-TYPE MOUNT
CHIMNEY MOUNT**

Made of heavy gauge steel and weather-proof plating. Two 12-ft. galvanized straps with eye-bolts attached to each strap.



C. G. GROUND ROD
4-ft., copper-plated, 3/8th round rod.

Distributors—Write for Prices and Compare

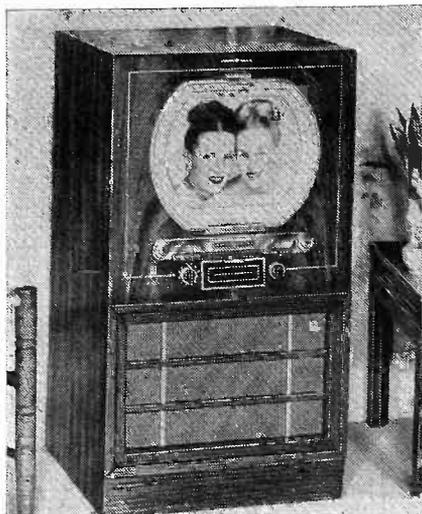


TOOL MANUFACTURERS, INC.,

39 MAIN STREET., EAST ORANGE, N. J.

Latest Television by GE

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



With 18 tubes, three rectifiers and a 12½-inch picture tube, this television console is done in mahogany veneers, with front panel overlay of simulated white holly. Set has built-in antenna, "Black Daylight" TV feature, new synchronization circuit, and automatic gain control.

Say you saw it in *Radio & Television Journal*, March, 1950

Sateen TV Cabinet

Manufactured by Sateen Products Co., Inc.,
264-6 47th Street, Brooklyn 20, N. Y.



Model C-24 is a custom built console cabinet built for every table model television set. The cabinet is designed to provide ample space for a record player, albums or books. Comes furnished in mahogany or walnut.

Say you saw it in *Radio & Television Journal*, March, 1950

**More new products on
Pages 30, 32, 36, 38, 40**

CLIMB ABOARD!

for **EXTRA PROFITS**

and
GREATER SALES

with the

Super Sonic

MODEL IT4 **TV + FM AMPLIFIER**
(2 INSTRUMENTS IN 1)

Impartial and exhaustive tests prove that the new SUPER SONIC-MODEL IT4 TV+FM AMPLIFIER delivers a higher usable gain with full bandwidth and higher signal to noise ratio than other leading brands at ANY PRICE!

\$32⁵⁰
List

- Improves TV reception in weak signal areas, with indoor or outdoor antenna.
- Continuous tuning of all 12 TV channels, also FM with ONE knob control.
- Reduces electrical, diathermy interferences and minimizes "ghosts and snow" effects.
- Frequency range: 50 mc to 220 mc, continuously tuned.
- Bandwidth: Adequate at all channels.
- Insertion gain: Minimum of 18 db at any frequency with 300 input and output impedances.
- Highest signal to noise ratio.
- Input and Output Impedances: 300 ohm balanced to ground and 72 ohms unbalanced.
- Inductances wound with PURE SILVER wire.
- All moving contacts heavily silver plated.
- Isolation transformer.

CHOICE TERRITORIES STILL AVAILABLE

Write for Free Brochure to Dept. RJ 2

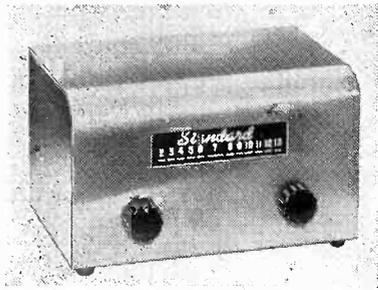
SONIC INDUSTRIES INC.

"MANUFACTURERS OF DUOSONIC PHONOGRAPHS"

221 WEST 17th STREET, NEW YORK 11, N. Y.

Standard Coil's Booster

Manufactured by Standard Coil Products Co.,
Inc., 2329 N. Pulaski Rd., Chicago 39, Ill.



With a simplified two-knob control, this TV booster features low signal to noise ratio, continuous tuning, and is adaptable to either a 300-ohm or 75-ohm line. It is fully shielded, has a printed circuit for stability, and is designed and finished to blend with any TV set.

Say you saw it in *Radio & Television Journal*, March, 1950

Walward Hide-a-tenna

The indoor antenna listed on page 48 of the February RTJ is known as the Walward Hide-a-tenna, made by Ward Mfg. Co., E. Jackson Blvd., Chicago, Ill. Price is \$7.95 rather than \$6.95.

**1 OUT OF EVERY 2
OUTDOOR
TV INSTALLATIONS
IS MADE WITH
SOUTH RIVER
PRODUCTS**

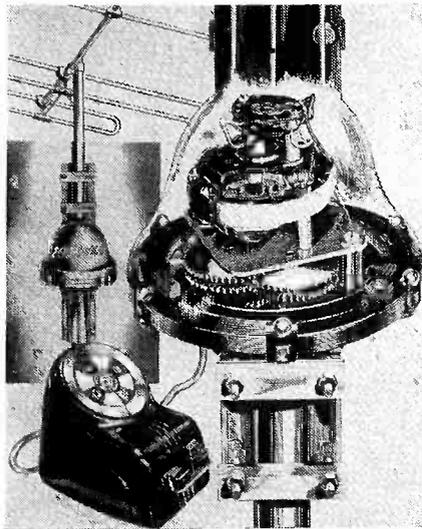
Write for catalog describing
*Chimney Mounts, Wall Brackets,
Pipe Mounts, etc.*

**WARNING . . . South River
Chimney Mounts are patent
protected. Imitations and
infringements are being
prosecuted. See U. S. Pat-
ent No. 2482575.**

**SOUTH RIVER
Metal Products Co., Inc.
Dept. RJ, 17 Obert Street
South River, New Jersey**

Radiart's "Tele-Rotor"

Manufactured by the Radiart Corporation,
Cleveland, Ohio



An antenna rotator unit which handles as much as a 150-pound load, and features a weatherproof housing against water, snow and ice. Motor reverses instantly by means of remote control switch. Has steel gears, ball bearings, and can accommodate any type mounting, mast, tower, or platform. With four wire cable, price is \$39.95.

Say you saw it in *Radio & Television Journal*, March, 1950

Sonic TV Amplifier

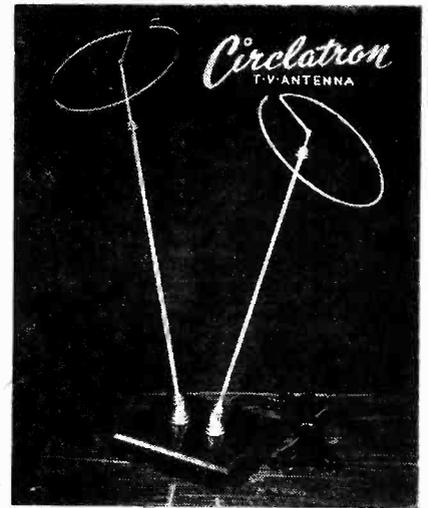
Manufactured by Sonic Industries, Inc.,
221 West 17th St., New York 11, N. Y.

A television amplifier designed for improving reception in weak signal areas. Has continuous tuning on all 12 TV channels. Uses one knob control. Reduces electrical, diathermy interferences, and minimizes ghost and snow effects. Frequency range is 50 mc. to 22 mc. Lists at \$32.50.

Say you saw it in *Radio & Television Journal*, March, 1950

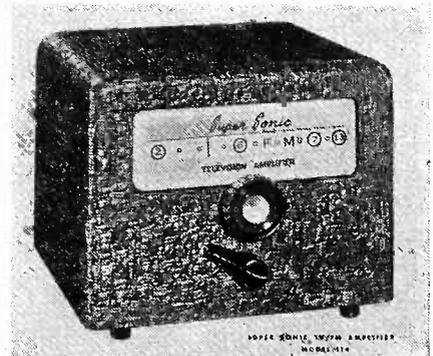
Circlatron TV Antenna

Manufactured by Gadgets, Inc.,
3629 North Dixie Drive, Dayton 5, Ohio

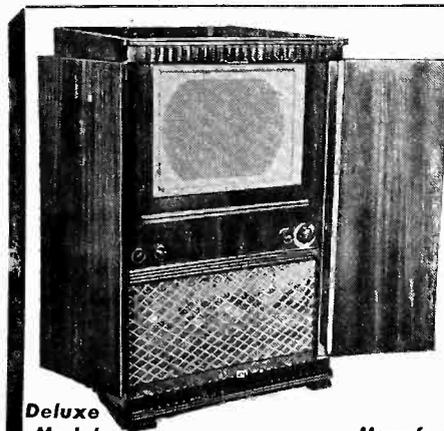


An antenna designed for effective installation in areas where a large number ghosts, snow and diathermy interference is experienced, the Circlatron is flexible and permits fine tuning by means of the circular dipoles. Antenna is all-directional, and is mounted on finished oak and gum bases, with a ball swivel joint. List price: \$6.95.

Say you saw it in *Radio & Television Journal*, March, 1950



Sonic's TV amplifier. For details see column at left.



Deluxe
Model

Manufacturers since 1904

ROBERT WOLFF WOODCRAFT CORP.

STOCK LINE

TELEVISION CABINETS

16" & 19" to fit RCA and other Chassis

AT THE RIGHT PRICE

Walnut, Mahogany, Blonde
Chinese Chippendale

QUALITY CABINETS FOR THE TRADE

Write for catalogue JR showing
complete line & prices, or visit
our showroom and look over our new line.

1125 Union Av, NY 59, NY
Dayton 3-3400

STARRETT "DOUBLE-FEATURE" PROFIT DEAL!

Starrett

Opticlear

TELEVISION

with scientifically FILM-FREED* picture tube and built-in antenna.

QUALITY FEATURES AT EVERY PRICE, AND A PRICE FOR EVERY PURSE—\$199.95 to \$1295.00



THE NATHAN HALE . . .
12 1/2" tube Walnut Table Model.
\$199.95



THE COSMOPOLITAN . . .
16" Tube Complete Combination
Breakfront, made of world's finest
woods. \$1295.00

- America's finest receiver housed in the world's finest cabinets.
- Warranted by the only maker to user personal warranty in television.
- Sold only on a direct to selected franchise dealer basis.

DISCOUNTS UP TO 40%

plus special DEALER BONUS PLAN, big cooperative advertising allowances, and other profit extras!

*pats. pending

Slightly higher in west

And now... Starrett gives you

SUMMER PROFITS

STARRETT FILLS AMERICA'S GREATEST HOME-APPLIANCE NEED . . . with the Revolutionary New LOWEST PRICED

Starrett

COOLATRON*

ROOM AIR-CONDITIONERS



Window and Console Models \$239 retail
priced from as low as . . .

COOLS • FILTERS • CIRCULATES
DE-HUMIDIFIES • VENTILATES • DE-ODORIZES

- WITH EXCLUSIVE FEATURES NO OTHER AIR-CONDITIONER HAS EVER ACHIEVED!
- BUILT-IN DE-FUMIDOR!
- COOL EFFICIENT ANGLE GIVES 54% MORE COOLING AREA!
- EXCLUSIVE "VISIBLE FILTER"!
- TAKES LESS ROOM SPACE THAN ANY OTHER UNIT!

*Pat. Pend.

Slightly higher in west

*T.M.

STARRETT TELEVISION CORP.

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



**Gets
terrific results**

ON ALL CHANNELS!



RMS PREAMPLIFIER SP-4

"Our service department has made comparison test on the new RMS SP-4, and found it to be superior in performance in every respect to competitive makes."
ZEMEL BROS., New Haven, Conn.

See your local Jobber

RADIO MERCHANDISE SALES, INC.
1165 Southern Blvd., New York 59



Model T-10
The Swivel Top Television Table

**Your Customers Want
SATEEN TELEVISION TABLES . . .
FINE PIECES OF FURNITURE
NOT JUST STANDS! THEY COST NO MORE**

Every SATEEN Television Table is a beautifully designed piece of furniture that adds to the beauty of any set in any home. The model above is a Queen Anne table finished with an exquisite Walnut or Mahogany grain.

Manufacturers—Sateen tables make ideal units to offer the TV trade.

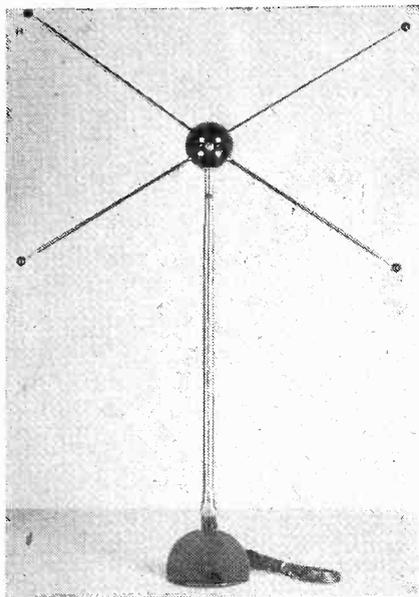
Distributors and Dealers—Write for our booklet on this and other models.

SATEEN PRODUCTS CO., INC.

264-6 47th St., Brooklyn 20, N. Y.
Telephone GEdney 9-8402

Radion's Conical Antenna

Manufactured by Radion Corp.,
1137 N. Milwaukee Ave., Chicago, Ill.

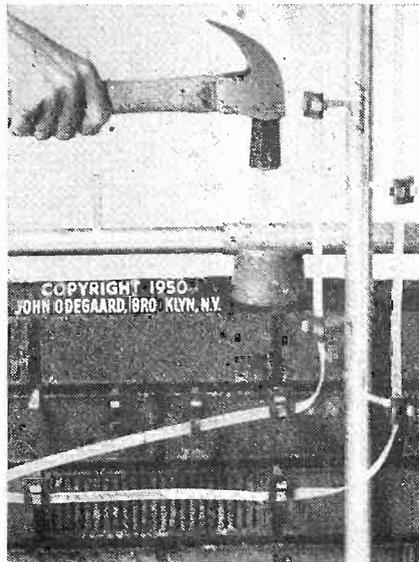


With four triple chromeplated telescoping dipoles, 360-degree orientation, triple chromeplated mast, bakelite head, and black oxide swivel base, this window-mount antenna is designed to fill the gap between portable indoor antennas and engineered outdoor types. Comes with 15-foot lead. Price: \$9.95.

Say you saw it in *Radio & Television Journal*, March, 1950

Odegaard Standoff

Manufactured by Odegaard Mfg. Co.,
5416 Eighth Ave., Brooklyn 20, N. Y.



By simple hammering, this polyethylene standoff can be driven into place. Requires no drilling, and can be driven into wood, mortar, iron or aluminum. Has a "step-lock" feature. Nail is hardened high-carbon steel, cadmium-plated.

Say you saw it in *Radio & Television Journal*, March, 1950

New Electronic Master Index

Electronics Research Publishing Co., Inc., 480 Canal Street, New York, has just published a comprehensive volume entitled, "Electronic Engineering Master Index." The book, one of the most painstaking jobs of research ever attempted in this field, offers the reader a subject index to the contents of electronic and allied engineering publications printed throughout the world from January, 1947 through December, 1948.

Containing more than 18,000 new entries, this volume indexes almost three times the number of publications listed in previous volumes. Among these publications are more than 230 of the major international scientific magazines, journals, and proceedings, resulting in the most complete bibliography of the electronic and allied engineering arts published today. John F. Rider is president of Electronics Research Publishing Co., Inc.



RIGHT—for fast assembly!
RIGHT—for real dependability!
RIGHT—for easier installation!



**Phoenix CHIMNEY
Speed-Mount PAM-9**
One-man, fast installation!
Adjustable clamp holds masts 3/4" to 1 1/2". Extra strength at point of greatest stress. Permanent, trouble-free.

**Phoenix GUY WIRE
KIT PK-1**

50 feet of 6-strand steel guy wire; 3 turn-buckles; 3 screw eyes; 6 cable clamps; 1 guy wire mast clamp. Galvanized metal.



**PHOENIX
ELECTRONICS, INC.**
Lawrence, Mass.

AT LEADING JOBBERS
Write for folder V of complete line of electronic accessories.

Question:

what is the extra value of the Zenith Franchise to a progressive merchant?

Answer:

it enables you to offer the great features and the great values first in your community!

Yes, this *extra* value makes the Zenith franchise one of THE BIGGEST STORE TRAFFIC BUILDERS IN THE BUSINESS . . . the most important single asset a progressive merchant can have!

Because—no matter what the size of the store—the more people who can be attracted to see the GREAT NEW DEVELOPMENTS FIRST, the more business the store will do. Not only in radio and television sales, but in *every* type of merchandise handled.

LOOK AT THE RECORD OF ZENITH "FOREMOST FIRSTS"!

Add to this the other time-tested advantages of the Zenith franchise: TOP QUALITY OF PRODUCT; TOP CUSTOMER ACCEPTANCE AND SATISFACTION; CONSISTENT NATIONAL ADVERTISING SUPPORT; DEPENDABLE PROFITS, YEAR IN AND YEAR OUT. No wonder that so many of America's leading retail merchants regard Zenith as their most valuable franchise in television and radio!

LOOK AT THE RECORD! "Zenith Foremost Firsts"

in Radio

First All-Metal Chassis • Zenith was first with a genuine all-metal chassis and today still leads the industry in this important engineering feature.

First Single Knob Tuning • It took a lot of fussing with a lot of knobs to tune a radio until Zenith gave America single knob tuning.

First Super-Efficient Built-In AM and FM Antennas • Zenith antenna developments include the famous Wavemagnet* . . . the detachable Wavemagnet . . . and the built-in Light-Line FM antenna.

First and Only Record Reproduction with Cobra* Tone Arm • No other tone arm reproduces tones as the Cobra does! It plays records of all speeds, all types of grooves, with a single long-life stylus.

First Super-Sensitive FM • Zenith is first with this revolutionary FM reception, actually 10 times more sensitive than the average of 16 other FM makes. Provides reception where many others fail.

Because of these "Foremost First" Features, and the Quality Built Into Every Zenith, the Profits You Make on Zenith Sales are PROFITS YOU CAN KEEP. They Aren't Dissipated in Excessive Service, Pacifying Dissatisfied Customers, etc.

in Television

First with the Giant Circle Screen • Zenith was first to offer the *largest possible* picture in relation to tube size. Now with Picture Control for a choice of circular or rectangular type picture!

First in Tuning Ease • Zenith's famous Turret Tuner with one knob automatic tuning has been a feature of *every* Zenith Television receiver. No more fiddling with many knobs!

First with Built-In Provisions for Receiving Ultra-High Frequencies • The Zenith Turret Tuner was first with built-in provision for receiving the proposed ultra-high frequencies on present standards without a converter.

First with the "Black Magic" Blaxide Picture Tube • Zenith was first to give you startling new life-like picture quality without annoying glare or blur, even in normally lighted rooms! Medical authorities recommend this way to view television!

*Reg. U.S. Pat. Off.

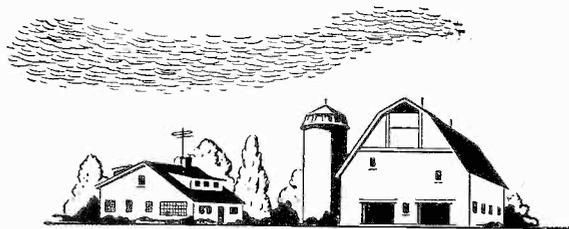


WHAT IS A FRINGE AREA?

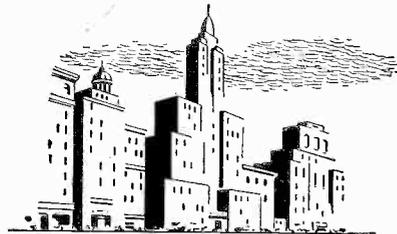
Is it Miles? . . . Is it Limited to an Inside Antenna?

Is it Limited by an Outside Antenna?

ACTUALLY, IT'S THE PICTURE REGARDLESS OF LOCATION*



RURAL districts that are located great distances from a transmitter are more commonly thought of as fringe areas. Here "The Standard Booster" literally reduces miles to feet and brings studio clear reception to your TV receiver.

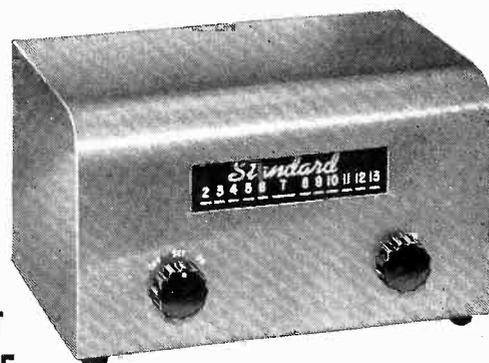


FRINGE area reception also exists within a few miles of a transmitter. Natural or unnatural obstacles found in cities frequently cause fringe area conditions. "The Standard Booster" sweeps aside obstructions and gives your set the ideal picture.

GOOD NEWS FOR SERVICE MEN



The "Standard Tuner" . . . now available as a replacement unit through your local jobber.



LIST
\$29.95

"The Standard Booster"

"The Standard Booster" provides the additional gain to improve the picture where the signal is weak. Rural or city area, "The Standard Booster" is equally effective . . . low noise factor . . . trouble free operation.

* It's the signal strength at a particular location regardless of distance from the transmitter.

Standard COIL PRODUCTS CO., Inc.

CHICAGO • LOS ANGELES • BANGOR, MICHIGAN

What's New in Color TV?

(Continued from page 22)

the FCC commissioners, George E. Stirling, expressed doubt over whether the public would accept a color system which used a mechanical color wheel, as the CBS method does at present.

The FCC commissioner stated that he had seen the black-and-white system emerge from a mechanical one to an electronic one, and he indicated considerable doubt over the lack of information concerning the public's acceptance of the CBS mechanical method of achieving color. Both the RMA and RCA maintained that the CBS survey was invalid because it compared CBS color against CBS black-and-white, and there are different standards for CBS monochrome than for those seen by present set-owners, and therefore the comparison was unfair.

DeWald Radio Mfg. Corp.

David Wald, President of the DeWald Radio & Television Corporation, New York, has announced the development of a new color television system. This fully automatic system, invented by DeWald's chief engineer, Mark Glaser, makes the following claims: fully electronic system, fully compatible, can be produced at low cost, operates on a very high frequency, is adaptable for present receivers at a cost of less than \$100, requires no accurate color registration alignment, can be operated with present picture tubes, and is able to convert present systems by a simple change in transmission.

Although the new system shows great promise, Mr. Wald states it will take several years to fully commercialize this new method of color transmission.

So that's about where color stands today. What with all the scrapping, it's difficult to ascertain the facts—but the most informed opinion says that color television, at least as far as being able to sell a color receiver off the retail floor, is at least three to five years away.

Allen B. Du Mont Laboratories, Inc.

The first color television system designed specifically for industry has been introduced by Allen B. Du Mont Laboratories, Inc. Shown for the first time at the I. R. E. show held early this month in New York City, the new system is directly fitted to the needs of the medical world, varied branches of industry and multiple fields of merchandising.

Dr. Du Mont emphasizes that his organization has developed a high color fidelity, high resolution, wide-band television system, specifically for non-broadcast, closed circuit industrial applications. TV's broadcasting's problem of narrow bandwidth and compatibility

which has restricted picture resolution and color fidelity in other color systems was ignored in the design of this new industrial system. The new Du Mont system, designated Model TA-164-A Industrial Color Television System, is designed to a specification of 18 bandwidth megacycles (the broadcast bandwidth is 6 megacycles), 525 lines, at 180 fields per second. The system is said to present picture resolution better than can be obtained with the finest black-and-white equipment with full color added.

In the field of medicine, Du Mont officials point out, color television used previously has been experimental in nature and not available commercially. While this equipment has proved its value, its standards have been limited and without full possibility.

Pointing out that in the fields of chemistry, petroleum, steel, automotive, aircraft, transportation, atomic energy, jet propulsion, rocket engines, textiles, commerce, education, photography, motion pictures and varied other industries, television has a definite application, Dr. Du Mont said, "Wherever immediate and accurate sight is necessary for control, television can help cut

time, cut costs, and improve efficiency. Television can provide sensitive eyes by remote control wherever there exists an element of danger to human lives in any research or development project. It can tell us the complete story without danger to valuable personnel conducting the project. This system has been designed specifically for the best possible pictorial service and operating efficiency."

In the merchandising field, closed circuit industrial color television will increase store traffic, stimulate sales, bring products closer to the buying public and make shopping easier and more pleasant. It will enable the retailer to place all his products on display on the first floor—actively presented and faithfully reproduced.

The Du Mont industrial system consists of a camera head which includes the Du Mont Electronic Viewfinder, a revolving lens turret with position for four lenses and focusing control in the camera panhandle, which makes remote focusing possible; camera control equipment, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment which provides facilities for the individual adjustment of each of the system's three basic colors.

In Fair Weather or **FOUL...**

TA 161...Double "D-Xer" All-Band Conical. 1/4 wave-length stacked. Provides exceptionally high DB gain on both bands. Channels 2 to 13.

THEY ARE STRONGER! Rugged construction. The only Conicals with reinforced elements. Will not bend, sag, sway or whip. Withstand all kinds of rough weather — wind, snow, rain, hail, etc.

MORE ECONOMICAL! Feature-for-feature, quality-for-quality, performance-for-performance, JFD "D-Xer" All-aluminum Conicals give more for the money than any other antenna. The smart serviceman looks for the reinforced element.

AND MORE PROFITABLE! "D-Xer" Conicals sell faster — more easily. They require minimum servicing. Once put up, they stay put up — and they stay sold!

Write for Free Descriptive Bulletins

JFD MANUFACTURING CO., Inc.
6113 16th Avenue, Brooklyn 4, N. Y.
FIRST in Television Antennas & Accessories

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

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

Model Number	Cap. Cu. Ft.	Height Inches	Width Inches	Finish	No. of Trays	Trade-In Value
Koldchest	2.1	36	27	D	2	\$18.00
DRS-5-36	5.1	53	37	D	3	\$28.00
DRS-6-36	6.2	54	37	D	3	\$28.00
D3-36	3.1	44	23	D	2	\$28.00
Max 4-36	4.1	50	28	D	4	\$28.00
Max 4-36	5.1	55	30	D	4	\$28.00
Max 5-36	6.2	59	31	P	2	\$27.00
Sup 5-36	7.2	64	32	P	4	\$28.00
Sup 5-36	8.2	68	32	P	6	\$28.00
Sup 7-36	9.2	72	32	P	6	\$28.00
Sup 9-36	10.2	76	32	P	7	\$28.00
Sup 10-36	11.2	80	32	P	8	\$28.00
WP-12-36	12.2	84	32	P	8	\$28.00
WP-15-36	15.2	91	32	P	8	\$28.00
WP-18-36	18.2	97	32	P	8	\$28.00

1936

PROTECT YOUR REFRIGERATOR AND FREEZER PROFITS!

All appraisals have been revised to reflect current market factors.

BE PREPARED FOR YOUR 1950 REPLACEMENT SALES

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

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

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

Name _____
Company _____
Street Address _____
City _____ Zone _____ State _____

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

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

Use the Standard Trade-In Manual for correct identifications and sound valuations. Arranged and indexed for quick reference.

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

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

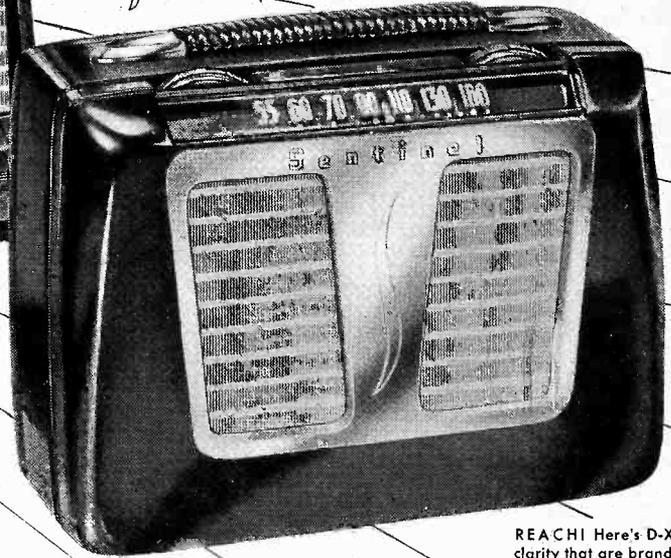
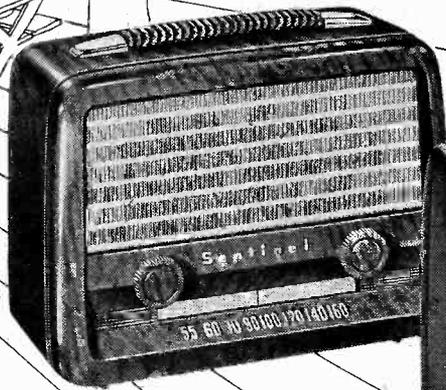
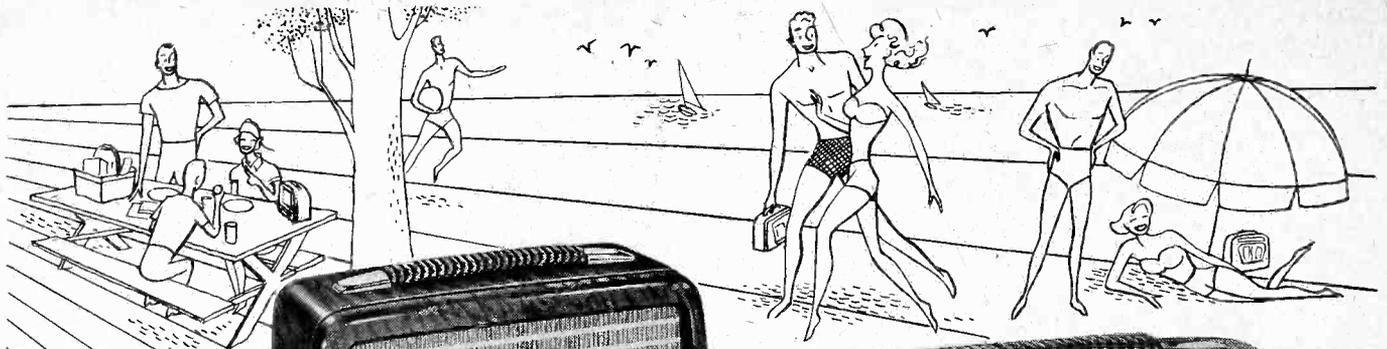
Quantity price list available on request.



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NEW! FREEZER SECTION INCLUDES DATA ON ALL MAKES OF HOUSEHOLD FREEZERS MARKETED NATIONALLY SINCE 1938

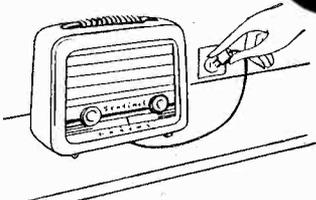
ALCO
AMANA
AMC
AMERICAN
ARCTIC TRUNK
ATLANTIC
BEALL
BEN BAR
BEN-HUR
BISHOP
BTC
CARRIER
COLDSPOT
COOLERATOR
CO-OP
CORONADO
DEEPFREEZE
ESKIMO FREEZE
FIRESTONE
FREEZ-ALL
FRIGID KING
FRIGIDAIRE
FROSTAIR
GENERAL ELECTRIC
GIBSON
GROSS
HARDERFREEZ
HOTPOINT
IDEAL
KELVINATOR
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LEONARD
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LOUDON
MARQUETTE
MARVEL
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ORLEY
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QUILLEN
STANZERO
SUB-ZERO
VICTOR
WHITING
ZEROSAFE



All-around smash hit. Plug-in plus battery. Price that closes! Model 335. Four sales compelling colors.

REACH! Here's D-X and clarity that are brand-new in a portable . . . plus LOOKS, plus PRICE! Three gang-R. F. in two beautiful colors. Model 312.

This is **it** in Portables for '50!



There's a **BIG** season ahead in portables. And **NOW** is the time to get ready—to get off to a flying start—with these two new Sentinel honeys. Outstanding in appearance, price *and* performance.

And these two beauties are far ahead of those famous Sentinel sales Sensations of the past.

Get in touch now with your Sentinel Distributor! He has all the story for you on the Sentinel full line of Table Models and Television, too.

look to Sentinel for
up-to-the minute
fast selling
TELEVISION,
too

Sentinel

RADIO AND TELEVISION

Evanston, Illinois

Sees Billion Spent Annually for Top TV Programs

By 1955, American business will be spending a billion dollars annually to bring the best in television programming to 24,600,000 homes across the nation, Ernest H. Vogel, manager of marketing for the General Electric Co.'s electronics department, predicted recently in a speech before the Syracuse Advertising and Sales Club. Mr. Vogel estimated that by that time 513 television stations would be in operation, all interconnected by four major networks. He estimated over 28 million television sets will be in use, with 3,600,000 homes having two TV receivers.

Mr. Vogel expects television station advertising to reach the billion-dollars-annually mark in gradual stages over the next five years. He also expects stations to go on the air at an average rate of 80 per year. Television receivers would be added at the rate of five million new sets annually. Between 1951-54, Vogel calculated 404 stations are to be added to the 109 stations on the air in the year 1950. Of these, 310 will open in 146 new areas and 94 will augment service in the present 59 television markets. By this estimate, he disclosed,

71 per cent of all U. S. families will be served by two or more stations, offering two or more network programs simultaneously.

Television's Impact

Mr. Vogel pointed out that he did not believe the billion dollars needed to operate these stations successfully would cut into current national advertising expenditures, which run to roughly five billion dollars annually. He felt, though, that some inroads into other media will occur. "Any medium that can keep people in their homes, cause them to sit in front of a television receiver for hours at a time, make them concentrate on sight and sound on a given program and its commercial announcements is a medium unequalled in the annals of advertising," he reminded his audience.

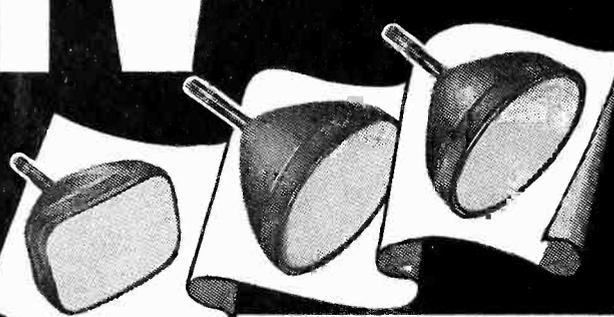
Vogel, in reviewing the results of television surveys which depicted the impact on American life, pointed out that people with TV sets are spending from 39 to 48 per cent more time at home. "Practically all economists agree that we are in an expanding economy," he explained. "Projections appear to revolve around an economy with a na-

tional income of \$260 billion five years hence. That increase in income at the current 2.1 per cent for advertising would produce an additional \$700 million. This would practically supply the needed funds, figuring on establishing a balance between radio and television, and perhaps cutting into other media to a minor degree."

Should the expanding economy not develop, Vogel contended, an era of "tough" selling would force an increase to the 3 per cent ratio of advertising. At the \$226 billion national income level, this would mean an increase of two billion for advertising. On the other hand, should the national income be lifted to \$260 billion, with an increase of advertising to the historic 3 per cent, this would add three billion to the present national advertising budget, he elaborated.

In reviewing the possibilities, Mr. Vogel expressed the belief that in the national and advertising economy television will be able to find its required billion dollars support to justify the operation of about 513 television stations, bringing this great service to over 24 million American homes by 1955.

TV TUBES ...



We can ship your order IMMEDIATELY!

Our new East Paterson Plant does more than simply get the tubes off the line... a lot more! Higher vacuum, screen and component standards make for top tubes ...less inspection and reject headaches on your part! Ask top set manufacturers... they'll tell you.

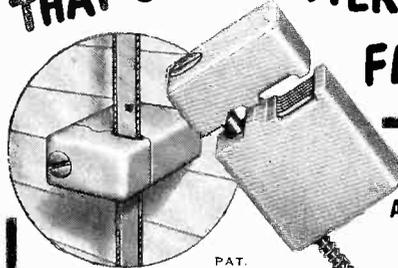
Write for full information on the new black 19" and 16" round and rectangles.

TEL-O-TUBE
CORPORATION OF AMERICA



180 VAN RIPER AVE. EAST PATERSON, N. J.

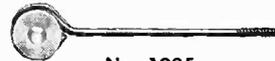
NEW LEAD-IN SUPPORTS THAT GIVE BETTER TELEVISION and FM RECEPTION!



PAT.
APPLIED
FOR
No. 9418

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

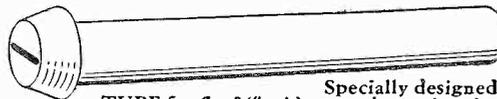
OTHER ANTENNA AND LEAD-IN ACCESSORIES



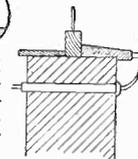
No. 1925
Insulated Screw Eye,
Overall length 7-1/4",
5/16" insulator hole.



No. 1961
Split Bridle Ring Insulated Screw Eye,
Overall length 3-5/8", 5/8" insulator hole, 1/4" diagonal slot.

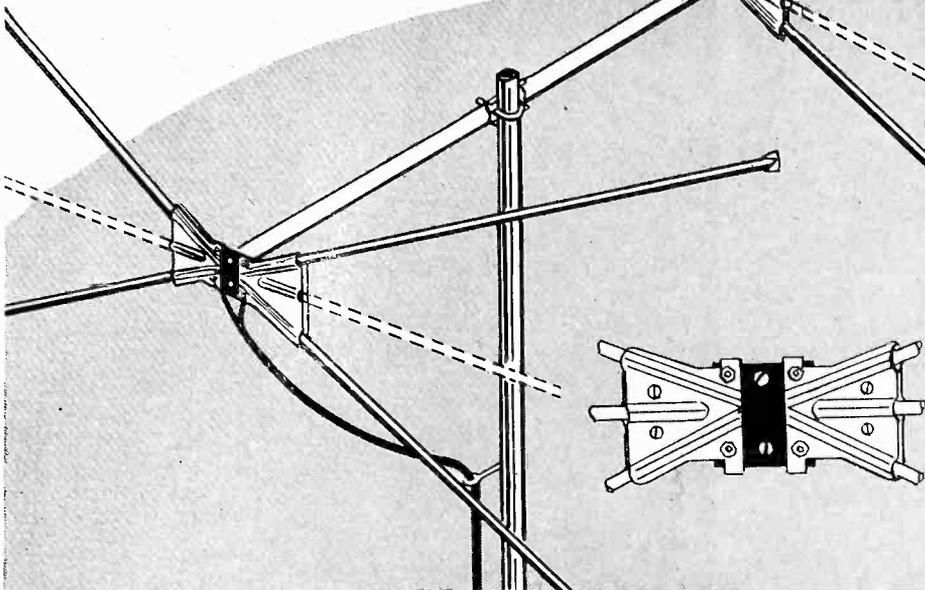


Specially designed
TUBE for flat 3/8" wide 300 ohm twin-wire
TV-FM Lead-in Conductors. Outside diameter 1/16" — fits hole made by standard 3/4" drill bit. Finest electrical porcelain, rectangular hole prevents conductor from twisting. Write for folder.



Porcelain Products, Inc.
FINDLAY, OHIO

Ask Your Jobber to Show You the New "BITE-GRIP" On This New Universal Bracket—It Locks the Elements in Place Like a Vise!



"LAZY X"

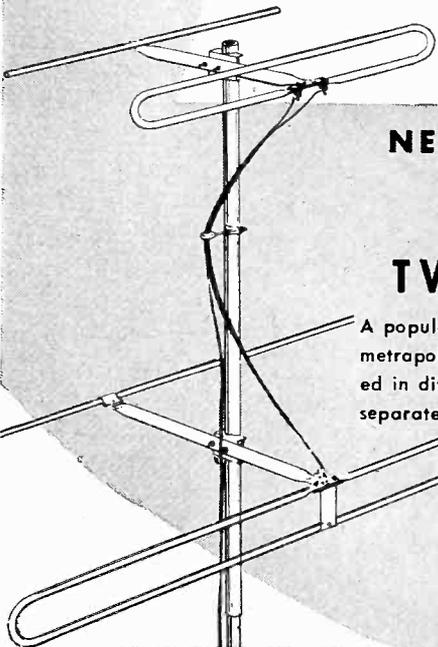
The '49 Leader - Now, Improved for '50

With the NEW UNIVERSAL BRACKET

Here is the fastest selling conical in the business... NOW made even better with the improved NEW UNIVERSAL bracket! This bracket is truly versatile, allowing for any desired arrangement of elements! AND ALL THIS AT THE NEW LOW PRICES!

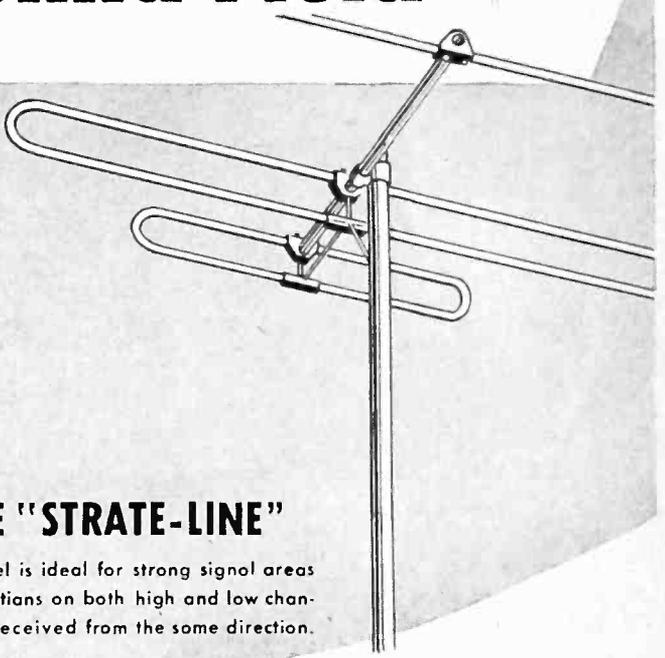


RADIART Blankets the TV Antenna Field



NEW SUPERIOR Hi-Lo TV ANTENNA

A popularly-priced hi-lo type... for metropolitan areas with stations located in different directions. Available separately, stripped or complete.



THE "STRATE-LINE"

This model is ideal for strong signal areas where stations on both high and low channels are received from the some direction.



You Can't Beat a Radiart Antenna on a TELE-ROTOR ... It's Tops



IT'S RIGHT WHEN IT'S RADIART

THE **RADIART** CORPORATION
CLEVELAND 2, OHIO



- VIBRATORS
- AUTO AERIALS
- ROTATORS
- TV ANTENNAS
- POWER SUPPLIES

New Appointments

E. Patrick Toal and Gordon C. Knight to new posts at Capehart-Farnsworth, Harvey named director of engineering for Colonial Radio, Shea assistant sales manager for Tele King, George Marek joins RCA Victor, Adele Godnick advertising manager of Starrett, Paul Eckstein rejoins Hallicrafters, Levy directs special engineering division at Tele-tone



E. PATRICK TOAL

● E. Patrick Toal has been appointed sales manager of the **Capehart-Farnsworth Corp.**, Fort Wayne, Ind. Mr. Toal has been associated with appliance, radio and television merchandising for some 13 years, of which 11 were served with the General Electric organization. Until recently he was with the North American Philips Co. as sales manager.



GEORGE R. MAREK

● George R. Marek has been appointed assistant to the general manager of the **RCA Victor Record Department**. With a background of many years of practical experience in the classical music field, Mr. Marek will be responsible for coordination of Red Seal Artist and Repertoire activities with advertising, sales, merchandising, and promotion functions of the Record Department.



PAUL H. ECKSTEIN

● Paul H. Eckstein has rejoined the **Hallicrafters Co.**, Chicago, Ill., as television sales manager. Mr. Eckstein was formerly with the firm as sales manager of the home radio division, and has been connected with major appliance merchandising for some 24 years.

● Norman L. Harvey, formerly head of the Applied Research Branch of the Physics Laboratory, **Sylvania Electric Products, Inc.**, Bay-side, N. Y., has been appointed director of engineering, Colonial Radio Corp., wholly-owned subsidiary of Sylvania. Mr. Harvey joined the research group of Sylvania at Emporium, Pa., in 1941.



NORMAN L. HARVEY



ADELE GODNICK

● Adele Godnick has been named advertising manager of the **Starrett Television Corp.**, N. Y., manufacturers of television and air-conditioning equipment. Miss Godnick was formerly associated with DeJur Amasco Corp., handling sales promotion, and did copywriting and public relations both in Chicago and New York agencies.



MAURICE L. LEVY

● Maurice L. Levy has been appointed director of the special engineering division, **Tele-tone Radio Corp.**, 540 West 58th St., N. Y. Prior to joining Tele-tone, Mr. Levy was staff consultant of the TV design section at Philco, was chief engineer of special products at Emerson Radio & Phonograph Corp., and before that, was engineer in charge of the radio development laboratory at Stromberg-Carlson.



WILLIAM SHEA

● William Shea has been appointed assistant sales manager of the **Tele King Corp.**, 601 West 26th St., N. Y., according to an announcement by Louis I. Pokrass, chairman of the board. Mr. Shea was formerly with Rex Compact in a merchandising capacity.

ODEGAARD ORIGINAL NAIL
 POLYETHYLENE STANDOFF
 JOHN ODEGAARD PAT. PEND.
 for Ribbon or Coaxial Cable

Saves more labor, time and money than any other standoff! No drilling—just quick, easy hammer strokes. Easily drives into wood, mortar, iron, aluminum, etc. Excellent mast-coupler. "Step"-locked, permanent installation. Cadmium-plated hardened high-carbon steel nail. Specially punched lo-loss polyethylene.

SERVICEMEN: For free sample and nearest distributor's name, write today to Dept. T.

PARTS DISTRIBUTORS: Choice protected territories still open. For full details, write today to Dept. T.

ODEGAARD MFG. CO.
 5416 EIGHTH AVE., BROOKLYN 20, N. Y.

COPYRIGHT 1950. JOHN ODEGAARD, BROOKLYN, N. Y.

● Gordon C. Knight, management engineer, has joined the **Capehart-Farnsworth Corp.**, Fort Wayne, Ind., as administrative assistant to the president. Mr. Knight, formerly with George Fry and Associates, has been active in the fields of management and industrial relations for the past 10 years.



GORDON C. KNIGHT



TV Progress Report-1955

Two years ago it was quite fashionable for people within and outside the television industry to make predictions about TV's rate of development. Such phrases as "half billion dollars industry" and "100 television stations" seemed optimistic but certain. Even conservative observers were being caught up in the parade of progress as the lusty infant continued to march ahead with such precocious strides.

Today we know that those predictions of a year ago were really small. Most of us felt that the television business would have an upsurge last Fall, but none really knew then that the upsurge would be a tidal wave—a wave that would continue right past Christmas and into the Spring. Today, every name brand of television receiver is partially on allocation. One of the largest distributors in the country has cancelled all further dealer co-op advertising for 30 days as he tries to catch up on back orders without aggravating the supply situation any further. This is true of every area in the country (of course, those sections fortunate enough to have better broadcasting facilities are feeling the rush even more) as the nation's families are taking TV to their bosom, and doing it fast.

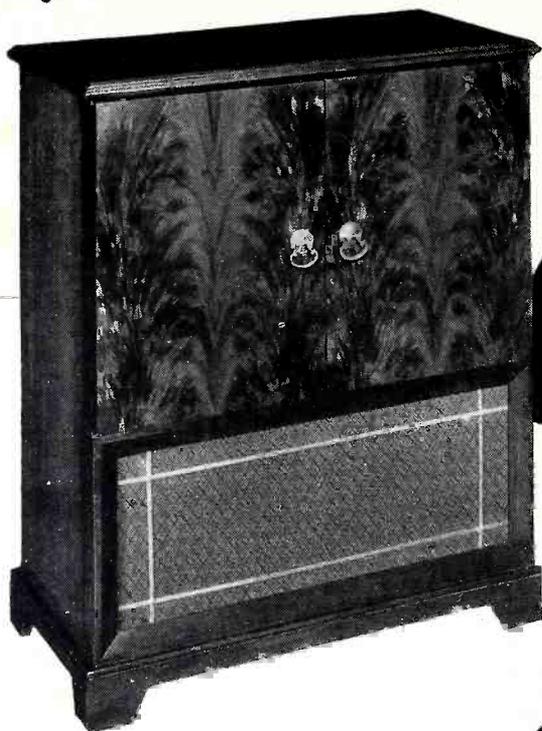
We began this editorial by saying that television moves so rapidly that it is not possible to forecast: what seemed true last week is already outdated and obsolete by the time it reaches print. But just for the record, we'd like to dwell on some facts just disclosed by Ernest H. Vogel, manager of marketing for General Electric's electronics department. "Ernie" Vogel doesn't go around making predictions unless he has his facts straight, and therefore his forecast takes on added weight.

American business will be spending a billion dollars annually to bring top-notch television programs into almost 25 million homes by 1955, says Mr. Vogel. He estimates that 513 television stations will be in operation by that time, interconnected by four major networks. Over 28,000,000 television sets will be in use with 3,600,000 homes having two receivers. The attainment of an expenditure of a billion dollars annually for TV programming will come in gradual increases during the next five years, with new stations going on the air at an average rate of 80 per year, and *new receivers being sold to the public at an annual average of five million.*

It's that last figure of five million sets a year which should cause every dealer to look at his sales chart and set new goals for the years ahead. We pointed out some time ago that television is the greatest single sales-potential product ever bestowed on any industry. Since you are fortunate enough to be in television at a time when it is re-shaping the entertainment and education habits of the nation, it is high time that you took stock of yourself, your store, your merchandising policies, and aimed at the kind of sales volume which will give you your share of this amazing market. To do less is to kick over the cream pail.

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Jackson For 1950



Dimensions: 28 1/4" W; 16 1/4" D; 36" H

4 RADIO PHONO COMBINATIONS WILL BUILD TREMENDOUS Dealer Profits IN 1950!

- ★ Full-tone 10" Speaker
- ★ Slide-rule Easy-to-read dial
- ★ Wide range audio response
- ★ All models available in blonde

MODEL 150
AM RADIO, 1 SPEED PHONOGRAPH

Continuous tone control • Built-in loop antenna • Push-pull audio system • 7 tubes, including rectifier • Plays standard 10 and 12 inch records automatically.
In Gleaming Mahogany—
List.....

\$119⁵⁰

MODEL 153
AM RADIO, 3 SPEED PHONOGRAPH

Continuous tone control • Built-in loop antenna • Push-pull audio system • 7 tubes, including rectifier • Plays standard 10 and 12 inch records (intermixes sizes) • Plays 33 1/3, 45 RPM, and 78 RPM Records.
In Gleaming Mahogany
List

\$149⁵⁰

MODEL 250
AM-FM RADIO, 1 SPEED PHONOGRAPH

8 tubes, including rectifier • Straight AC chassis • Triode Mixer • 3 position tone control • Built-in dipole antenna with provision for external antenna • Plays standard 10 and 12 inch records automatically.
In Mahogany—List.....

\$159⁵⁰

MODEL 350
AM-FM RADIO, 3 SPEED PHONOGRAPH

Shuts off automatically after playing last record • Intermixes 10 and 12 inch records • Plays 33 1/3 LP, 45 RPM, and 78 RPM records • 8 tubes, including rectifier • Straight AC chassis • Triode Mixer • 3 position tone control • Built-in dipole antenna with provision for external antenna.
In Mahogany—List.

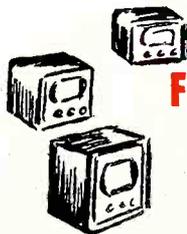
\$199⁵⁰

HERE'S A REAL SALES LEADER

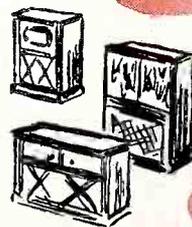
Riddy Phono

- Symphonic sound box for rich true tone
- Built-in tone chamber
- Plays any record up to 12" symphony
- Streamlined one-piece plastic base
- Approved by Underwriters' Laboratories
- Absolutely guaranteed

LIST \$995



FULL TV LINE
12 1/2" to 19"
TABLE MODELS
CONSOLES



JACKSON INDUSTRIES

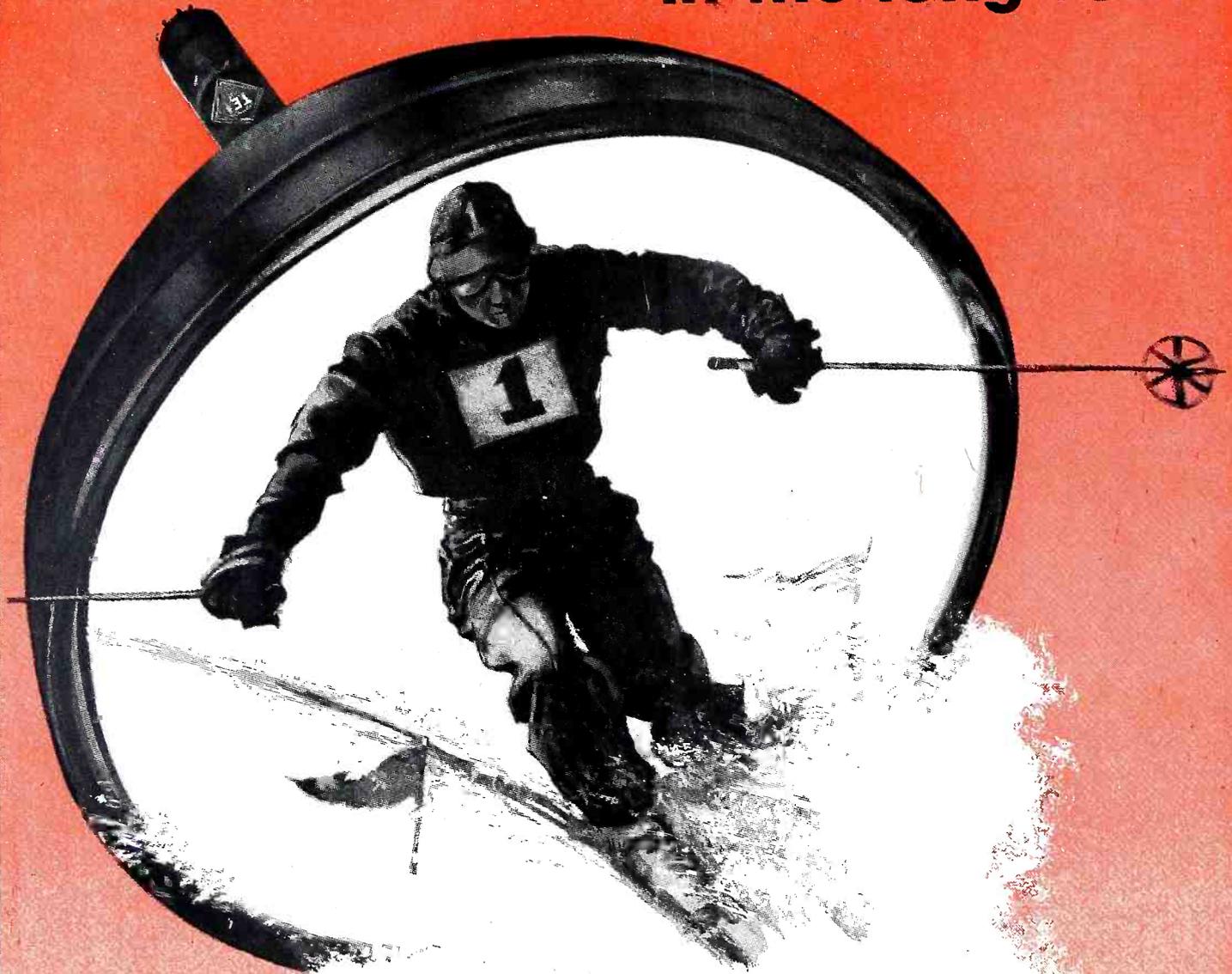
1112 South Michigan Ave., Chicago Ill.

HA7-5084

(7) 2.00

Performance Wins

in the long run!



...And THOMAS leads all the way!

Performance alone, in any field, is the only sound basis for picking a winner. So why not run your own tests — prove in your own laboratories that Thomas picture tubes are definitely superior! Twenty-eight separate inspections and strict adherence to the highest engineering standards ensure this superiority.

See for yourself that Thomas tubes produce the finest television picture obtainable! Your receiver deserves the best — install a Thomas tube!

GUARANTEED fully against any and all defects in workmanship and material.

THOMAS ELECTRONICS, Inc.

118 Ninth Street

Passaic, New Jersey

