

# RTJ

## Radio & TELEVISION JOURNAL



how  
to  
set  
up a  
television  
service dept.



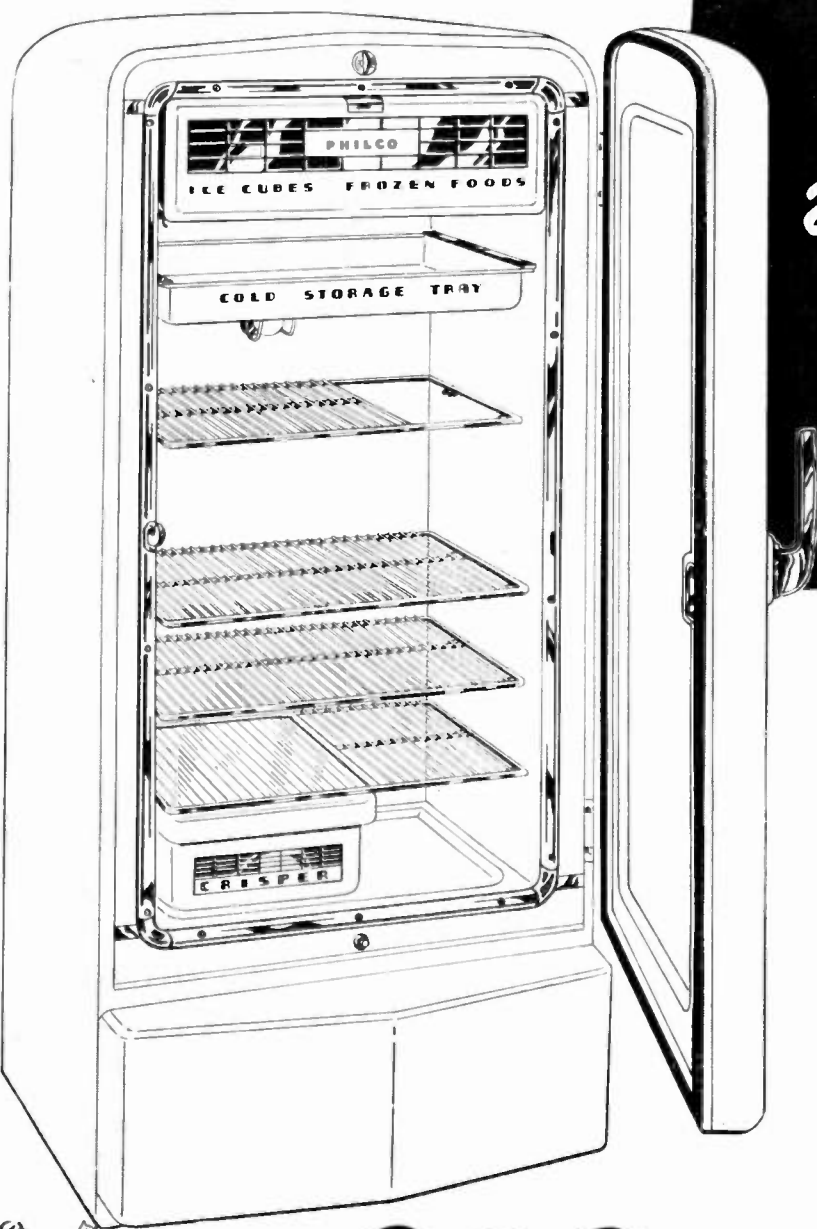
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Here from  
PHILCO...



PHILCO  
MODEL 793

\$229<sup>50</sup>  
\*IN ZONE 1

A FULL WIDTH  
FROZEN-FOOD  
COMPARTMENT  
at \$70 to \$100 less  
than last year's  
price!

**Yes... a Revolution in  
Refrigerator Design  
at the Lowest Price**

THE day of the "strip box" is gone! For the first time in refrigerator history Philco brings to the buying public ADVANCED features at the lowest price! The first refrigerator ever produced for the mass market with the greatest deluxe feature in the business today... a full width horizontal frozen food compartment! The biggest, *most usable* food storage capacity ever offered in its size and at its price! The most *different looking* low price refrigerator... unequalled in *wanted* features, in value, in promotional power. Nothing like this new Philco 793 has ever been seen... at *any* price. At \$229.50\*, it's a revolutionary achievement of Philco leadership in refrigerator design, value and merchandising.

14 SQ. FT. OF SHELF CAPACITY...  
7.2 CU. FT. FOR STORAGE OF FOOD  
ALL IN THE FLOOR SPACE OF A "4"

SEE IT NOW AT YOUR PHILCO DISTRIBUTOR

**PHILCO**

*Famous for Quality the World Over*

MARCH • 1949

VOL. 66 No. 3

Television • Radio • Appliances • Records-Component Parts



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**This Month's Cover**



"If you're in the television business, you're in the service business." See pages 13 through 19.

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 \$1.00 per year payable in American currency in advance. Price 35 cents per copy. Entire contents copyright March, 1949. No material in RADIO & TELEVISION JOURNAL may be reprinted without consent of publisher.

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# 3 WINNERS in the same field...

Better Antennas Get Better Pictures;  
Lyte Antennas Get The Best Pictures

## STANDARD MODEL LTCR —

The antenna that boasts the highest gain on all frequencies, with minimum distortion. Acclaimed by thousands of delighted users as the best all-round all-channel television antenna. "Standard" is designed for 72 to 300 OHM service, channels (2-13) and FM bands.

## SUPERGAIN MODEL LTD —

Here is the amazing antenna especially designed to gather maximum signal strength for longer distances. An all-channel antenna, laboratory-tested and field-proven to give top reception on channels 2 to 13 and FM bands.

## SKYBEAM MODEL LHF —

As do all Lyte products, Skybeam embodies all the proven fine features of Lyte engineering, precision, rigidity and proven scientific construction.

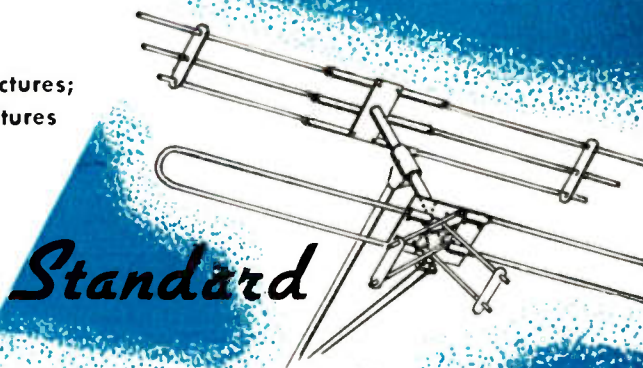
Skybeam is guaranteed to produce the ultimate in television reception on all high frequency channels (7-13) and FM bands.



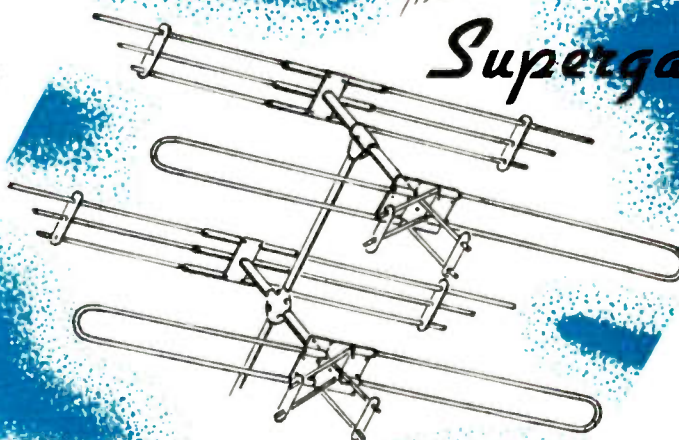
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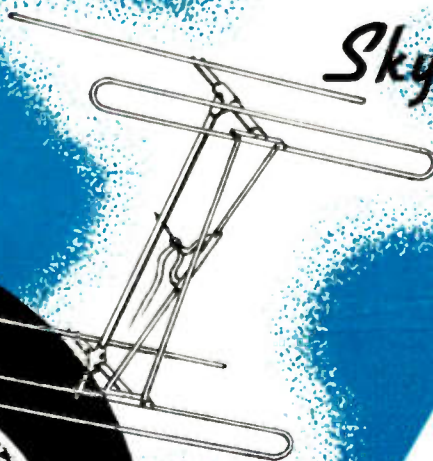
**BEST  
BY  
TEST**



*Standard*



*Supergain*



*Skybeam*

\*  
**40%  
Stronger  
Than Any  
Steel Mast:**

For improved reception in all areas, the new, all aluminum telescoping mast. Adjustable to heights from 6 to 35 feet, at any angle up to 90 degrees. Comes complete with all necessary hardware and parts, all weather protected for life. Installation is simple, efficient, less than half the time, less than half the labor. Total weight 26 lbs. mast 16, hardware 10.

**DISTRIBUTORS:** Increased production facilities permit us to merchandise quality antennas at attractive low prices. Sell Lyte for better quality and more profits.

## LYTE PARTS CO.

15 Washington Ave.  
199 Main Street

Plainfield, New Jersey  
Dubuque, Iowa

# TELEVISION ROUNDUP

## Lest We Forget

"Some manufacturers and dealers have made a serious mistake in becoming so excited about television that they seem to have forgotten all about the radio business," H. C. Bonfig, vice-president, Zenith Radio Corp., told West Coast radio dealers recently. Mr. Bonfig feels that there is a larger market today for genuine FM sets than there is for television. AM sets are ripe for replacement by FM, and every quality FM set sold creates a market for more, according to Zenith's vice-president.

## The Tube, the Tube

It took the research laboratories of the Corning Glass Works 18 months to develop new machinery for the automatic manufacture of 15- and 16-inch glass bulbs for cathode-ray television tubes. The process made possible price reductions of 24 per cent, the company claimed. Further price reductions in tubes were expected through the introduction, by the same firm, of a new glass which contains no lead. A 16-inch bulb, for instance, weighs 21 pounds when the heavy base lead is used. With substitute material this weight is reduced to 18 pounds. Also, lead is in short supply and costs 21½ cents per pound, in comparison with 6½ cents which it cost in 1945. Together with this new glass, Corning's mechanized production lines seemed headed for the last word in a lighter, less costly bulb for cathode-ray tubes.

In contrast to this steady perfection of the bulbs and bulb-producing machinery to rid the television industry of its foremost bottleneck, at least one manufacturer has turned to the 1000-year-old craft of hand-blowing glass. Major Television Corp., headed by President Stuart Hall Frank, makes and distributes television sets featuring the Major hand-blown precision tube. Made by Warren L. Kessler Co., Bethpage, L. I., the single-piece tubes will go into the firm's manufacture of 12½- and 16-inch screens, striving for as near perfect vision as possible. Hot air is seldom refreshing, but blown at hot glass to make the precious bulbs for cathode-ray tubes it took on high-toned dignity.

## Prices Stabilizing

According to Hamilton Hoge, president, United States Television Mfg. Corp., television receiver prices emerged somewhat stabilized after sets with the

16-inch metal tube finally emerged on the market. Mr. Hoge feels that 15-inch tube models quickly adjusted to meet the competitive demands of the 16-inch sets and that dealers realize they cannot make profits on promised deliveries. As a result, Mr. Hoge notes, back orders on 15-inch units are increasing and the merchandising somersault which the industry took with the arrival of 16-inch metal tube sets has brought prices to a level where they are likely to remain for some time.

## Keener Competition

The competitive battle for the consumer's dollar, stiffer since the lush war and immediate postwar periods, is wreaking its toll. Dun & Bradstreet reports a total of 2,185 failures among retail stores in 1948 as over against 1,222 for 1947. The rise in failures is expected to become more acute in the next two years. Radio and appliance store failures topped all other retail operations confined to the home furnishings group. Out of a total of 212 home furnishings store failures, more than half—114—fell in the radio and appliance group. It was a tough year for some dealers, but the acute competition of the current year was not making it easier. Every dealer was going to have to slug it out on a merchandising level.

## W Relaxed

Early this month the Federal reserve Board announced the first relaxation of Regulation W, and by March 7 the changes were in effect. Under them the down payment on these items was cut from the existing 20 per cent to 15 per cent: refrigerators, radios, television sets, freezers, stoves and ranges, furniture, phonographs, floor coverings, sewing machines, springs and mattresses, vacuum cleaners, and lamps. Maturity on all final payments of credit purchases was placed at a uniform 21 months after the initial payment. This contrasts with the 15 months formerly allowed for purchases less than \$1,000 and with 18 months for those over that figure. Payment on automobiles, remains at one-third down with 21 months to pay. Speculation centered around what would happen to Regulation W after it expires on June 30.

## Fertility State

When California boasts anything it does it in a big way, and with some justification. Its citrus crops are bountiful ones. Its grass is greener than green, natives say. Its fogs are not just mists, but drip streams of water. When it snows there, people go to work on skis and snowshoes. Now television

(Continued on page 8)



Bicycling with his brother, Carlos, from Argentina to Fairbanks, Alaska, Pedro Rocasalo finds it opportune to stop at Philadelphia and look over the television production lines of the Philco Corp., since his own country is making plans to launch television. Philco employee Anna Zadrozna explains some of the features of the console model, which incorporates the firm's latest large vision screen.

**FOR**

3rd Dimension Viewing

Eye-level Comfort

No-glare Reception

Concealed Magnifier\*

Distinctive Styling



**IT'S**

# Wonder Window TELEVISION

THE PICTURE'S **UP** HERE...  
WHERE EVERYONE CAN SEE IT!



*Pictured at top:*

**NEW YORKER (AVC-1)** Modern style in hand-rubbed African mahogany that fits *every* room. No-Drift FM sound. Instant eye-ear tuning. Over 58 sq. in. picture; with optional\* magnifier, over 73 sq. in.

*At left:*

**WAKEFIELD (AVC-2)** is the same set in every feature, in a beautiful 18th Century style cabinet of rich grained dark mahogany.

*Not illustrated:*

**WASHINGTON (AVT-1)**, direct-view TV, an Adam Consolette in dark Honduras mahogany. Over 58 sq. in. picture.

\*At slight extra cost.

with the **GREAT**  
**PHOTO-MIRROR SCREEN**

The bright, easy-on-the-eyes picture in the Wonder Window is placed where the *most people* can enjoy it in the *most comfort*. And when you're *not* looking, this set is a beautiful commode with no working parts exposed! No wonder Stewart-Warner dealers are saying: "Compare before you buy. Ask for a *demonstration!*"

## Stewart-Warner

TELEVISION • AM RADIO FM • RADIO-PHONOGRAPHS  
STEWART-WARNER ELECTRIC • Division of the  
Stewart-Warner Corporation, Chicago 14

(Continued from page 6)

has added another shingle for the golden state. Television, let it be known, grows faster in California, too.

A survey by the Southern California Radio & Electrical Appliance Association gives grounds for the boast. In three months set ownership skooted ahead by 148 per cent in the Los Angeles area, from a paltry 36,000 sets to 89,337. Some 81,297 of these receivers are in Los Angeles county where the population is 3,881,323, giving a saturation of one set to every 15 of the 1,248,013.8 which contribute to that total population. About 25 per cent of the sets are owned by upper income bracket families, 65 per cent by middle income groups, and 10 per cent by lower income families.

Telecasters need not worry that the fertile state will let them down. Their telecasting towers are likely to sprout to the clouds, making strato-visions unnecessary. The motion picture industry can then hitch its cameras to strato-sphere towers and trolley along on the cloudbanks. Only then some of that rich California earth will have to be transplanted to other spots of the country. Otherwise sister towers cannot be grown and there can be no super cloudbank network.

### Tin Conservation

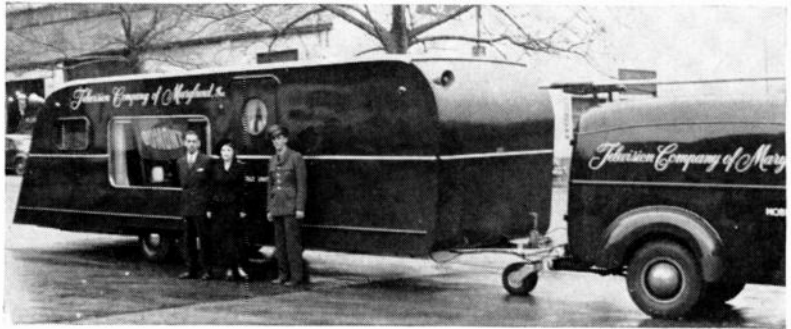
Government officials estimate the 1949 tin requirements of the radio-television industry at from 80 to 100 per cent greater than they were in 1948, and that the available tin may not exceed 10 per cent of last year's allotment. They visualize the solution is for the industry to work out a conservation plan which will permit the allocation of tin to the most essential users.

For that reason Max F. Balcom, president, RMA, has appointed a 10-man tin conservation and allocation committee headed by Joseph B. Elliott, vice-president, RCA Victor division, Camden, N. J. The committee is to make a study on the effects of the tin shortage on future television receiver production and to recommend whatever conservation measures are practical to the RMA Board of Directors. Capacitors, condensers, wire, connecting units, and solder—on a 50-50 basis with lead—are the components which give television receivers such a voracious appetite for tin.

### An Industry Count

H.R. 1958, introduced by Rep. James I. Dolliver (R., Ia.), and referred to the committee on Post Offices and Civil Service asks for a census of radio receivers, AM and FM, and for a tally of television sets in the United States and possessions. Congress is getting its hands right on the dials.

## Mobile TV Showroom Aims Straight at Customer's Home



**Customers can hardly resist taking a look inside this mobile television salon when it rolls up to their front door. That's the idea.**

There is still a go-slow segment of the television buying public. This includes stay-at-homes, folks who have not been bitten by the television bug, and others who just can't get downtown for a look-see at the latest marvel of the electronics industry. But down in Baltimore the Television Company of Maryland has uncovered an ingenious method of tapping this vast consumer market.

George H. Stevens, president of the company, has put a single trailer caravan on the road and is taking television to the door of the shut-ins. The trailer seethes with a homey atmosphere. The long lounge is upholstered in green fabric and has comfortable seating accommodations for eight people. The walls are of tufted leather, curtains and venetian blinds bedeck the windows and the floor carpeting is grey. A large display window makes it possible to have a set, tuned to a current program, face the street when the trailer is stopped, enabling crowds on the sidewalk to watch.

Six sets in this mobile television salon can operate off the generator installed in the truck, which delivers 110 volts at 60 cycles. A 40-foot telescoping antenna can bring in excellent reception. The caravan keeps in touch with headquarters by telephone.

Special showings are offered to institutions, community groups and all interested parties by the Television Company of Maryland. Some 500 persons a day can be reached through the demonstrations. Although the models of one particular manufacturer are arranged for each separate display, the company has arranged to show the 13 lines which it carries.

By making direct sales in the mobile salon, or referring customers to the downtown store, Richard M. Galvin, trailer manager and salesman, is clinching sales among a hitherto untouched segment of the television buying public in Baltimore and environs. Merchandising on wheels is paying off.





# GET READY FOR FAST SALES!



## PORTABLE!

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



## YOU INSTALL IT!

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



## COMPLETE!

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

## Here is the Sensational New

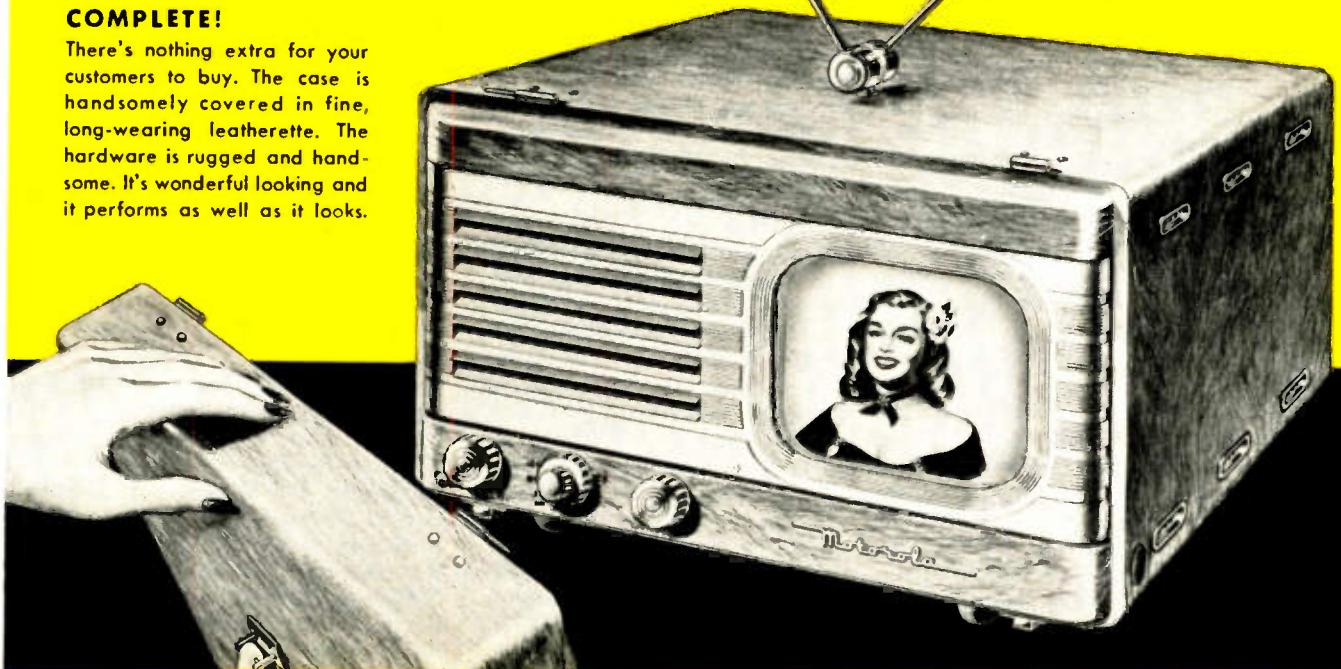
# Motorola PORTABLE Television

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

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

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

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



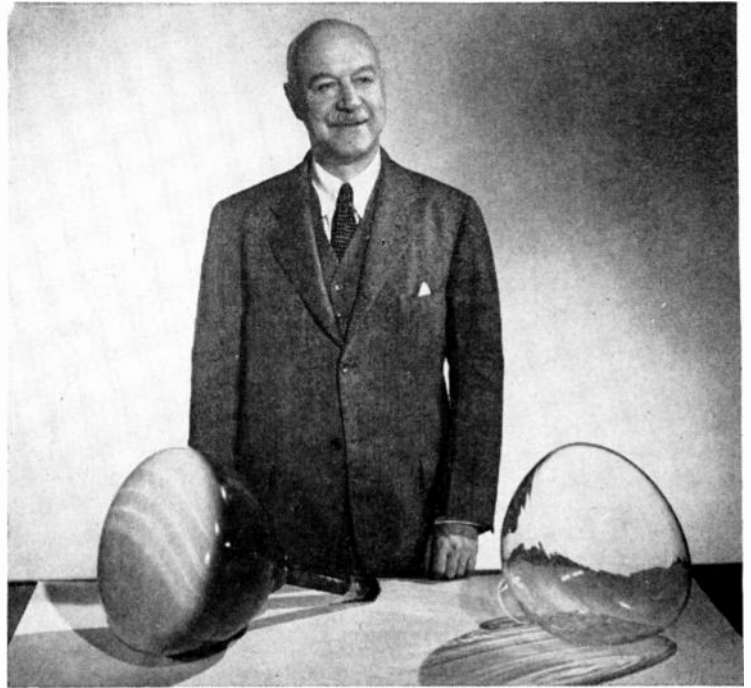
PHONE OR WRITE YOUR MOTOROLA DISTRIBUTOR TODAY

## Motorola Inc.

4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS



After 13 years of development, RCA's 16-inch metal kinescope, made by new glass-to-metal sealing technique, can yield a picture 2½ times larger than its smaller brother, the 10-inch tube, shown with it above.



Stuart Hall Frank, new president of Major Television Corp., displays the type of hand-blown glass blank and finished tube going into the firm's television sets. A Long Island firm, Warren L. Kessler Co., is making the hand-blown products.

### TV Antenna Suit

Unauthorized installation of television antennas on apartment house roofs was not upheld in the New York City courts. Some three months ago, an official of the Lenco Realty Corp. removed an antenna belonging to tenant Mrs. Estelle Sherer from the roof of one of the corporation's Bronx apartments. Mrs. Sherer subsequently withheld rent and the landlord instituted eviction proceedings, whereupon the tenant filed a counter-claim. Charged by Justice Daniel V. Sullivan to bear in mind that the landlord's roof was not part of the tenant's rented premises, and that only officers of the realty corporation could grant permission to erect roof antennas, the all-tenant jury upheld the landlord in the case.

### Network Television

Coast-to-coast television within five years is a "must," according to the views of Carleton D. Smith, director of television operations for the National Broadcasting Co., which he passed on to 200 representatives of the network's affiliated stations in a recent Chicago session. Mr. Smith pointed out that NBC is placing definite facility requests before A.T.&T. in an orderly fashion, and as he puts it, "If all goes well we could have our coast-to-coast network in 1953."

"By July 1, 1949," Mr. Smith explained, "Wilmington will join the cable network. Hartford connections will be available in August. A Boston to

Providence channel will be provided in September. The last quarter of the year promises service to Rochester, Erie, Lancaster, Utica, Syracuse, Columbus, Dayton and Cincinnati." A Los Angeles to San Francisco leg, Harrisburg and Norfolk network cable connections, a St. Louis-Memphis leg, Indianapolis, Fort Wayne, Johnstown, Reading, York, Louisville connections, and three westbound circuits out of Chicago extending to Des Moines and St. Paul-Minneapolis were expected to be completed by the end of 1950. Smith also disclosed.

### One Survey

Based on a survey of readers of the American Magazine it would seem that television advertising and promotional efforts have had their effect, but that there is still a wide open, receptive market for television receivers, wherein high prices and room for set improvements are the chief buying deterrents. Some 1,063 persons answered the magazine's recent questionnaire, disclosing that 22.5 per cent of non-owners in areas which television would reach this year said they would buy, while 54.4 per cent were undecided. Prospects were quick to name the type set they would buy, however, with combinations the most popular choice. The non-buying pattern disclosed these main reasons for reluctance to close a sale: "Can't afford," "Sets will be improved," "Sets will be cheaper." Screen preferences were 10- and 12-inch, price expectancy ranged chiefly from \$100

to \$400, and close to half of the prospective purchasers expected to pay cash, the survey further disclosed.

### Free Speech

The Supreme Court of the State of New York was asked to issue preliminary and permanent injunctions and to declare local Law No. 64, a New York City ordinance, null and void in a suit filed by two RMA members and other parties with the approval of General Counsel John W. Van Allen of the Association. Mark Simpson Mfg. Co., Inc. and David Bogen Co., Inc. were the RMA members, and joining them in naming the City of New York and the City Police Commissioner as defendants in the action were Gold Sound, Inc. and Edward P. Casey, doing business as Edward P. Casey Sound Systems, and Jerome Gold, all of New York.

"The prohibition of the use of sound equipment for commercial and business purposes illegally and unconstitutionally restricts the use of public streets and places and is in violation of the laws of the State of New York and in particular of Article I, Section 6, of the constitution of the State of New York and is also in violation of the Fourteenth Amendment to the Constitution of the United States," the suit by the sound equipment manufacturers and sound system operators claims.

The plaintiffs also point out that the law "prohibits in effect the use of radios in any vehicle while in transit;" that it is a restraint of free speech and practically prohibits the use of sound.

# NEW A-1001

*air*  *king*

# has everything!

*Introducing*

**TV Console A-1001**

Television that's unsurpassed...

and priced to move, fast!

**EVERYTHING for your Customer!**

Feature Air King TV... the finest television today, and for years to come! Air King A-1001... Spotlite-Brite direct view 10" Tube, 30-tube chassis (including rectifiers), all-channel coverage, hi-fidelity FM Sound with a full 10" Alnico V P.M. speaker, Electromagnetic Focus and Deflection, Horizontal A.F.C. High Sensitivity for finest reception in fringe areas, FM Image Wave Trap, 4 Video IF Stages, 3 tube video amplifier, RF Amplifier! In A-1001, Air King offers the kind of set TV engineers build for themselves... in a modern hardwood mahogany or blonde cabinet that's a decorator's dream!

**EVERYTHING for You!**

Every dealer a King with Air King! A world beating set that really turns over, at a hefty margin! New national advertising, generous co-op plan, new promotion ideas and dealer helps all are "in the works"! Plus a really sound service policy! What are you waiting for? ... get in touch with Air King today!

AIR KING PRODUCTS CO., INC. • 170-53rd Street, Brooklyn 32, New York

LIST PRICE  
**\$399<sup>50</sup>**  
*(Slightly higher  
West of the Rockies)*



NOW...



**HAS EVERYTHING!**

# Broadens Your Television Sales Horizons!

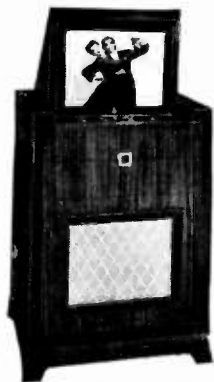
## Emerson

L-O-N-G D-I-S-T-A-N-C-E

## Television

Greater sensitivity means better reception beyond ordinary television range — broader sales horizons — more prospects for you — more profits!

The tremendous enthusiasm of Emerson dealers for the 1949 line is understandable. It has EVERYTHING! From top to bottom, values that are truly sensational. Performance beyond compare. Prices and models designed to meet every demand—every income level. Longer discounts . . . power-plus advertising and promotion . . . liberal cooperative advertising plan.



Emerson 192 Sq. In. Projection Model 609

**\$59950** 12" x 16" Foldaway screen — "eye-ease" clarity — extra-sensitive circuit for increased signal strength. Beautiful cabinet of mahogany veneers



Emerson 132 Sq. In. Direct View Model 608

Superbly engineered for clarity of picture and sound. **\$59950** Tops in big-screen performance. "Tilt-Out" tube.



Emerson Sensationally Performing Table Model 611

The outstanding television value in America today. Sensitive, super-powered long distance circuit — noise-free FM. Compact, handsome mahogany veneer cabinet. **\$26950**

See Your Emerson Distributor NOW

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



# SERVICE—Key to Television Sales

## *Sales Will Sag With Sloppy Service*

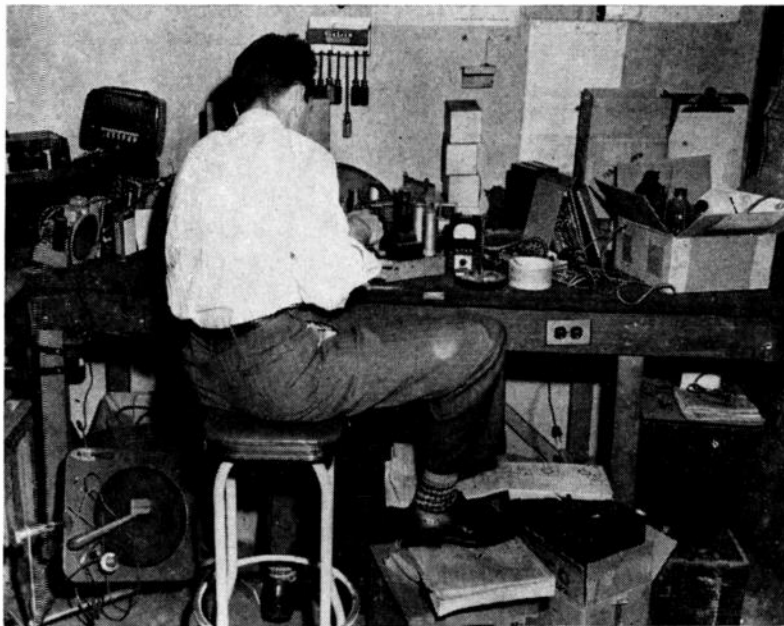
**I**F any dealer thinks he can be in the television business and not be in the service business, this series of incidents will knock that misapprehension into the bottom of the deep, deep well, where all false ideas are buried under a thick matting of rotted leaves.

Milton Berle, television's rousing comic, is going at peak form, and his appreciative studio audience is driving him to sillier and sillier capers. An audience just as appreciative is belly-laughing in the home of Joe Dokes, proud owner of a brand-spanking-new television set. Family and friends are nudging each other to be sure the impact of the humor does not flash before blind eyes. Even the kiddies, allowed a late night when Berle is on, are giggling their share in the front row. Joe Dokes is not only relishing the Berle show, he is also pleased that he can spread so much cheer among his intimate associates.

In the middle of a gag, ghosts begin chasing Berle. There follow weird distortions and finally Berle does a half-gainer right into utter darkness. He might have fallen into a bottomless orchestra pit, for all the audience in the parlor knows. In a second lights go up. The children are frantic and their wails chase up and down the staircase, but cannot bring Berle back. The rest of the audience looks at each other, then as a man looks at Joe Dokes. The more irate may even glower, forgetting for a moment that, after all, the entertainment is free.

The looks turned on Joe Dokes will, in the main, be more sympathetic than angry. But Dokes' emotions will be of one kind—anger. And guess who will inherit the brunt of that anger? That's not hard to imagine. Hot under the collar, Joe will monkey a little with the set. Then, ten will get you one, he'll call his television dealer if he has his telephone number. He'll even go to circuitous lengths to get the number, by hook or by crook.

Next morning, still blistering from the playful ribbing he had to take the night before, Joe will be camped on the dealer's doorstep. He will begin by demanding to know why a perfectly new television set went black in the middle of the week's most entertaining program. And, by the way, he will be completely right in beefing. What follows will be constant treading on the service toes of the dealer. And it will continue until such time as programs are coming in regularly and with no mishaps.



**A typical one-man radio repair shop looked something like this cluttered, disorderly, inefficient one. To meet the demands of television, however, technicians have to keep up with topnotch servicing methods or watch business go elsewhere.**

## *Need Not Be*

Several such incidents tumbling in on a dealer can put his business in a precarious position. For one phenomenon of television merchandising has been that every single sale of a television receiver has been a powerful stimulant for future sales. Satisfied customers talk about their set, about the service they received, about the thoroughness of the initial installation. They are willing to swear by their own particular dealer and his service organization. And all because they had no reason to beef.

For one reason or another, the dealer who sold the set to Joe Dokes risked countless future sales, because every parent in that parlor who saw Dokes' set black out will hesitate before going to the dealer whom Joe patronized, even if the store is just around the corner.

The strange part of it all is that Dokes' dealer need not have risked those future sales at all. His service department should have meticulously checked that set, and should have followed through carefully, checking its operation in the home. Since the set was really very new, he might even have been part of that Berle audience, just as a spot check on set performance. If, on the other hand, the dealer had no service department of his own but engaged an outside service organization, there still was no excuse. Every dealer should pick such an organiza-

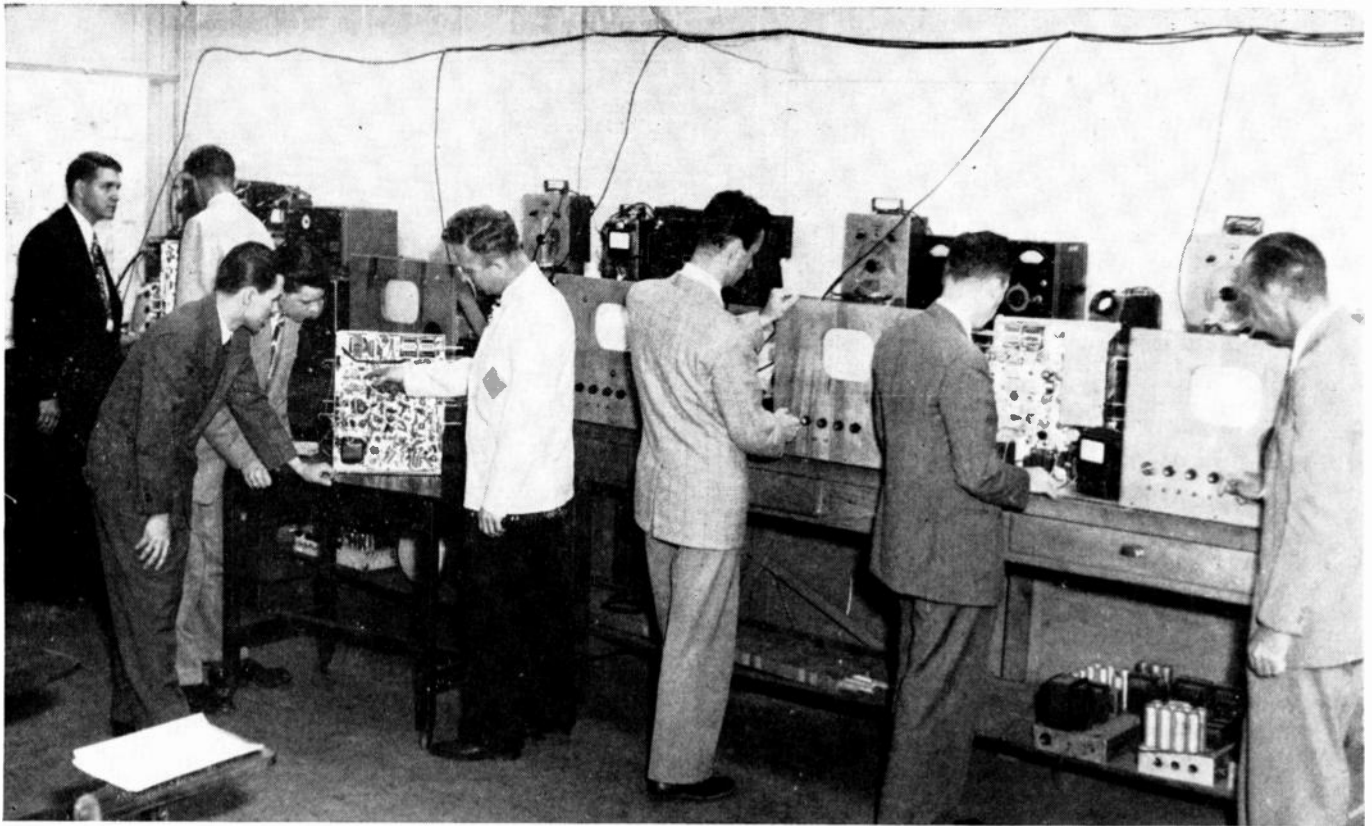
tion with the full realization that his reputation as a dealer can be made or broken by that service organization.

## *Sales Index*

Any dealer who has the mistaken notion that, in an instance like the breakdown of a set during the Milton Berle show, he can blame it on the antenna and capitalize on the incident by selling a more expensive aerial is headed for trouble. A customer would brush the suggestion aside with "nuts." It is clear that such a dealer has not viewed the brief history of service with very much acumen.

This throws the great weight of service in the lap of the dealer. But to help him, manufacturers have perfected numerous training programs, in which a dealer can have his service department participate. And there are numerous institutes training technicians for the television service field.

Volume of sales, of course, dictates in what way and just how deep each radio and television dealer is in the service business. But whether a dealer has a one-bench or two-bench operation, whether he has his own service department or engages an outside service organization, the quality of service he offers will be a vibrant index to current and future sales. It's up to each dealer to see to it that Milton Berle doesn't dive into utter darkness in the middle of his show. Otherwise a dealer's business may soon follow the comedian in the dive.



Above, a Philco distributor's television service training class in operation. Continuing its timely service information to dealers, the company has recently published a pamphlet, "Lemons Make the Best Lemonade," detailing the functions of a service department. By special permission of Philco Corp., the salient points of this new constructive booklet are digested in the article which follows.

# How to Set Up a Television Service Department

**T**HE lowly lemon is a bitter fruit, but it makes excellent lemonade. That's the way dealers are looking at their service departments these days. Customers in the buyer's market are looking for full value, want to place full confidence in all the merchandise they buy, and look for stability in their relations with their community dealer. The harum-scarum, take-it-or-leave-it days are over. And with this transition the service department in the radio, television and appliance field has been elevated to full standing in every aggressive dealer's operation. Television demands that a dealer have himself firmly planted in the service business. What's more, those merchants who never did find out how handy a profit-maker service was during the dark depression years, are now having their eyes opened. An efficient service department operating on a self-sustaining basis, is not a nuisance. It is actually a money-maker in more ways than one.

A service department is, for instance, a constant source of new sales prospects. Merchandise checked by competent servicemen not only assures customer satisfaction but also saves the expense of later costly service calls. When service guarantees satisfactory performance of merchandise time payments are made more promptly. Generally, in-warranty service can be handled economically and promptly by a dealer's own service department. Given expert accounting and sufficient advertising, a dealer's service department can not only pay the serviceman's salary but can also take care of the rent. Replacement parts, tubes, and accessories comprise a profitable business resulting from the floor traffic incidental to service. A service department takes the burden of keeping the customer satisfied off the hands of the sales force, leaving the latter free to push sales.

The confidence reflected by an expert

service department carries over into sales attitudes on the part of both the dealer and his salesmen, producing more and more sales. And, finally, service for profit can also result in sales, which also means increased profit, for it can provide live leads and can help increase store traffic.

## *First Steps*

Any service department must be organized along definite lines to be profitable. It must include a serviceman, a shop, equipment, information sources, business records system, and an advertising program. Systematized, the department must be able to turn out work when promised; it must have proper records for convenient reference; advertising and promotion must be regularly scheduled; and sales prospects must be given immediate attention before they have opportunity to stroll away. Every dealer must understand this function of a service de-

partment if he will make it profitable.

Floor space devoted to a service department will vary with each operation. a dealer with gross sales of around \$5,000 using, say, one repair bench. whereas one with sales of \$15,000 would have a larger space and two benches. But it must be in a location convenient for customers and for the handling of merchandise. The whole shop must reflect neatness and efficiency. Shop layout, the location of test benches, storage racks and bins must be determined upon so that they will fall in with the trim appearance of the whole shop. The work counter can be either steel or wood shelving; another counter for sales display is excellent; suitable bins for parts, tubes, and accessories are musts, as is a sturdy work bench. Some arrangements are presented on these pages. Adequate, appropriate lighting and brightly-painted walls and fixtures can improve the appearance of any shop. And illuminated signs are never out of place.

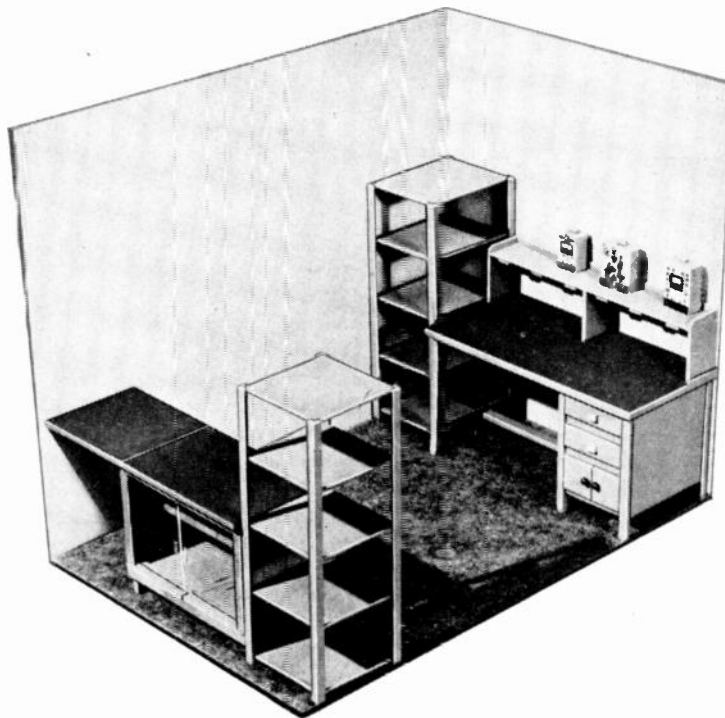
### **Equipment and Information**

Basic test equipment is not so costly as to prevent the establishment of a service department. Philco, for instance, offers its dealers this set of test equipment for about \$250: signal generator for precision alignment work and for tests employed by the radio service technician; electronic circuit master for making all voltage, current, and resistance measurements required in the everyday work of the serviceman; and the tube tester which gives a quick and accurate test on every commercial tube type on the market.

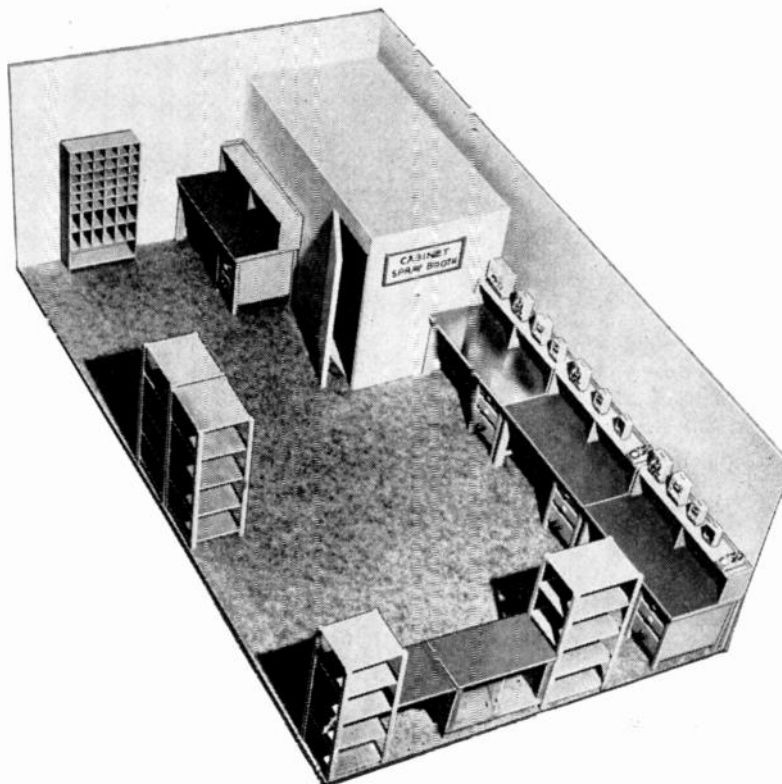
The same firm has organized an information service to all dealers with qualified service departments, signing them as members of the service in one or more of four categories—radio, refrigeration and air conditioning, television and auto radio. Technical manuals, charts and diagrams, production change information, replacement parts lists, and other helpful service information are supplied such dealers on a regular basis. Service meetings, forums, and discussion sessions hash over technical developments and enable every dealer to keep his service department up to snuff.

### **Records and Advertising**

Proper service records can be kept with simple aids. The service shop repair tag can give as much information, sometimes, as a lengthy family biography. Customer information can be crammed on one side, repair work and materials used on the other. A stub can be the customer's receipt. The card itself eventually becomes part of a permanent file, swelling a dealer's prospect list. After about six months have elapsed, follow-up letters can suggest another service check-up or a visit  
(Continued on page 40)



**For the small dealer, the layout shown above furnishes an excellent working plan for a radio and television service department. Notice the compact arrangement of the service counter, the bins, the work and test bench. Paint and adequate lighting can make it a bright spot of a dealer's store.**



**As the operation becomes more expansive, the service department must increase proportionately in size. This layout is appropriate for a large dealer. The counter space remains about the same. But the bins for parts, tubes, and accessories have increased in number. Extra test and work benches have been added, along with a booth in which to spray cabinets which have been repaired.**

# ANTENNAS—

## A \$50 Million Business for Dealers

SIXTY-NINE television antenna manufacturers are now making aerials to haul in television signals. All of them are extolling the merits of their products, through advertising, through point-of-sale demonstrations, and through efficient antenna installations and servicing where necessary. With such a wide variety of antennas, the dealer is on the spot. Every customer expects, with justification, reception of motion picture quality. If the demonstration set in a dealer's store is excellent, a customer expects his set to operate just as well when it is installed in his home. If the store demonstration turns out mediocre or even poor, the customer expects much better results at home.

The responsibility of providing absolutely satisfactory installation of a television receiver rests squarely on the dealer. That's where the kickbacks wind up. Every dealer must, therefore, choose the proper antenna with extreme care. He must know his antennas. He must know what local reception is like and which antennas are suited for such reception. He must know exactly what reception is like in the twilight zone and beyond. And he must match sets installed in the 75 to 150 mile limits with appropriate aerial arrays. Otherwise he is selling for today, making the one-shot sales. Repeat sales that roll in from sound and suitable installations will dribble away to competitors, and the lucrative volume of profits from antenna sales will slide away too.

### No False Hopes

Rather than risk stirring up expectations in a purchaser's mind which can

be fatal, a dealer should take great pains to explain what a customer should expect in the way of reception. Supposing there are highlines in his area, or suppose he has interference on his radio, especially with FM reception. Such a purchaser might logically expect interference when television is installed. Tell him about it. Maybe the dealer's own demonstration shows an unclear picture because of interference. Such a dealer can in all honesty explain that a customer's reception will be much better, barring, of course, other unusual interference in the customer's locality. If possible, a dealer should even go to the trouble of installing two demonstration sets, one with poor reception and one with excellent reception. At a glance, any customer can then see what a picture of unusual clarity is like, and what constitutes reception plagued with ghosts and other undesirable phenomena.

If a dealer carefully points out all the undesirable features of a haphazard installation and service job, and then sets about the task of selling antennas with care, he will avoid costly service call-backs. And he will not run into serious collection difficulties as a result of customer dissatisfaction.

### Know TV Antennas

What antenna should a dealer sell a particular customer? On the page opposite, various antennas now offered for use with television receivers have been arranged in the order of their pickup ability. Antennas numbered 1 to 14 are strictly for local reception, i.e. line-of-sight. They provide good reception, generally, in areas about 10 miles distant in any direction from the transmitter. Some provide for outdoor installation, others for indoor. In instances other than in steel frame buildings with metal lath walls and reinforced concrete floors, indoor antennas provide satisfactory reception.

Such indoor antennas are represented by types 9, 10, 12 and 13, on the chart, plus one introduced recently which resembles a music stand tripod. Type 9 can be placed atop the television receiver, has telescoping rods which can be adjusted to operate on either high or low channels; 10 has two sliding discs for tuning; 12 can be installed out of sight under rugs or on baseboards; and 13 is designed for attic installation, is suited for all-channel

reception but is not adjustable. Reception of television signals by all of the foregoing is approximately the same.

### Outdoor Antenna Types

Typical of outdoor television antennas which are designed for local reception are types 1, 2, 3, 4, 5, 7, 8, 11, and 14. All are limited to line-of-sight reception, with home directivity equal from the front or back. Type 11 is designed for indoor mounting, but otherwise is similar to type 2 in all electrical characteristics. Types 5, 8, and 14 provide higher signal pickup on channels 7 to 13 than the others.

### Twilight Zone Reception

Antennas suited for reception beyond the limits of local television transmission, at distances of from 20 to 40 miles, that is, lose the familiar "dipole" look. They consist of a dipole, folded dipole plus a reflector, as in types 15, 16, 18, 20, and 25. Pickup on these is one-and-one-half times that of standard dipole types, and directivity characteristics help eliminate ghosts and other interferences originating from the direction opposite the station. Note type 17, which provides a dipole only for high channels, a reflector for low ones, making it directive on channels 2 to 6 providing equal pickup forward and backward on high channels. Type 20 has crossed rods giving equal gain at most frequencies in the television range.

### Beyond Twilight Zone

Penetrating the fringe areas at 40 to 60 miles distant from television transmitters, antenna types 21, 22, 23, 24, and 26 can provide reception for those customers at distant points who insist on installing television no matter what the cost. Such customers either are moved by sheer enjoyment of the medium or by a desire to keep up with the Joneses, and gladly bear the costs of antenna arrays that have voltage gains of from three to five times that of local antenna types. Such additional pickup values are now making reception possible at distances theoretically held impossible.

Is reception possible at from 75 to 150 miles? About 75 per cent of the time antenna installations of a proper sort made at such distances will give reliable reception. Antenna type 29 has a gain about eight times that of a local antenna and combines directivity with this high gain. It can be utilized in

(Continued on page 45)

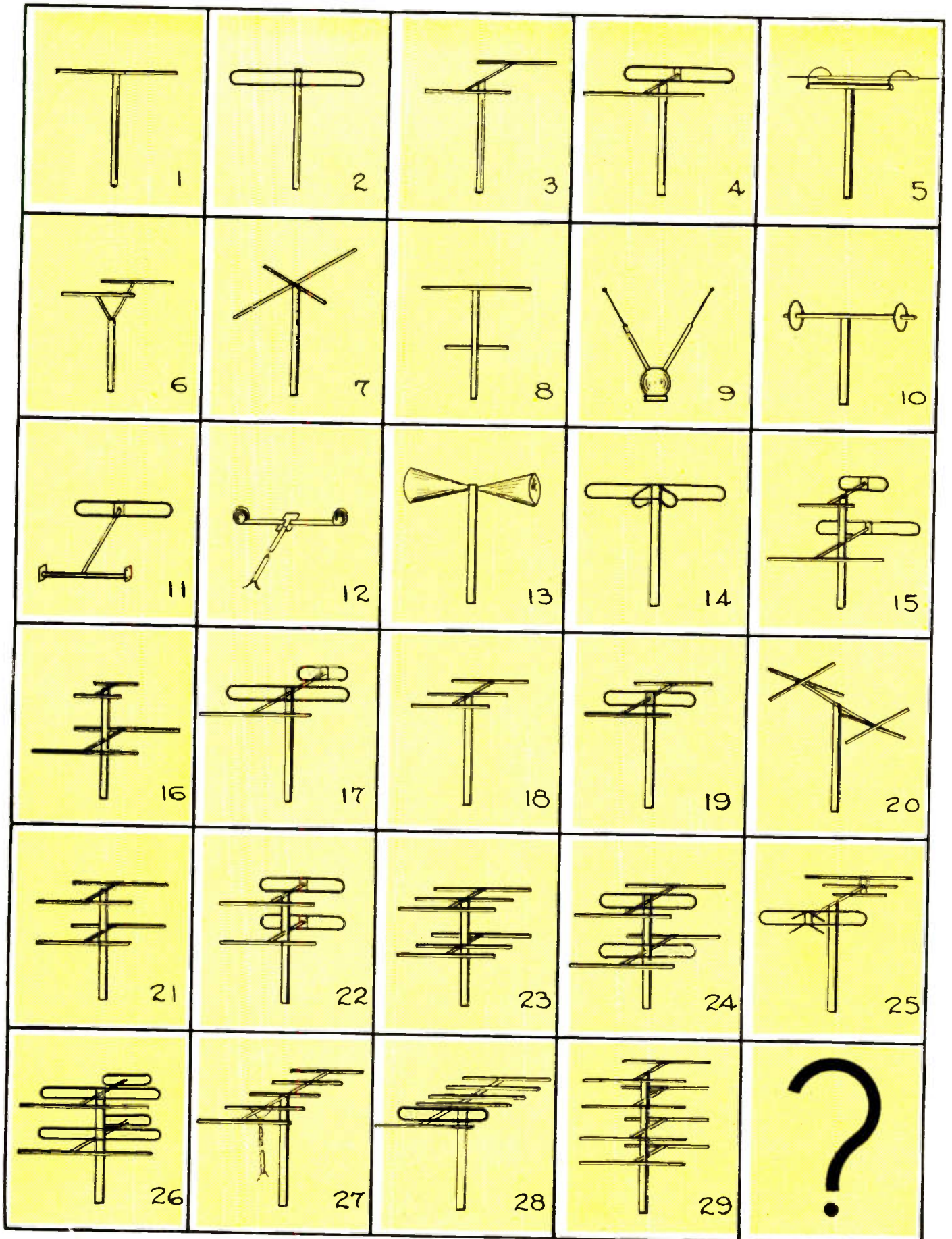
### About the Author



Walter E. Peek has been closely identified with the radio, television, and electronic fields for many years. He now heads his own company, Walter E. Peek, Inc., which manufactures TV antennas and boosters in Indianapolis, Ind.



# DO YOU KNOW YOUR ANTENNAS?



WHEN television burst its britches and swept over the country there was no more harried a man than the serviceman. For months he groped about in the fog created by the speed at which the television industry moved. In the midst of repairing a radio, he would pause and ponder over the latest installation of a television receiver which he had noticed taking place down the street. That service truck, with the name of a television manufacturer's service organization splashed across its panel, troubled him. If he hadn't already brushed up on technical intricacies of television, he nosed around and enrolled in the first course open to him.

Television installation and service troubled more than the bench technician. For the alert dealer it had significance, pressing significance. He was going to have to jump into the service business with both feet if he wanted to capitalize on the television receiver demands.

The wiser dealers and distributors, those who fell back on service long ago, when depression years whittled at their sales, were quick to see that television service would not only pay the salaries of their technicians and maybe the rent, but would also further their reputations and even push their sales. They very shrewdly deduced that if they were ever going to go any place as merchandisers of television sets they were going to have to rig their service establishments, lock, stock and barrel, to the demands of the new entertainment product.

#### *Utmost Respect*

While this transition was taking place, it would have been an easy thing for bitterness to develop among those groups most concerned with service and installation. The manufacturers had spent money for research, the time and patience of their best engineers had gone into perfecting the receivers which they finally channeled off their assembly lines to an eager market. They were in no frame of mind to have any blankety-blank serviceman install a set and have the darned thing go haywire the moment it was turned on. By the same token, dealers who had grown up with the radio industry and knew something about service, or who had some of the best servicemen in the radio business, were highly indignant to have a blankety-blank manufacturer infer that they could not properly install and service a television receiver.

This is, in itself, the most noteworthy commentary on the television industry. For the one fact that outshines everything else in the light of these two viewpoints, both very well and ably taken during television's earliest months, is that both sides in the matter had a commendable outlook—respect,



*Equipped with a simple radio-type meter, a pair of pliers, a soldering iron and a mail-order catalogue the embryonic radio repairman is "in business."*

## *Radio's* "ORPHAN" BECOMES TELEVIS

infinite respect, for the products manufactured by the television industry. The manufacturers came to realize that service organizations of individual dealers could handle installations and service efficiently. The dealers, on the other hand, accepted the responsibility of maintaining a service organization of such high caliber that no television job was too much for it.

As a result, the technician today has not been driven into obscurity. Once the orphan of the radio business, his role has been completely reversed. Instead of the vanishing craftsman, he has been turned into the vital cog in the expansion of television's mobile frontiers. He has more than arrived. So far as television is concerned, he has been absorbed so completely by it that the industry's future pace is directly tied to how successfully he can maintain the link between the manufacturer and the customer.

#### *Service Caravan*

One of the most active groups fighting to establish and strengthen that link has been the Radio Parts Industry Coordinating Committee. Members in the Committee are the Radio Manufacturers Association, Electronic Parts and Equipment Manufacturers, the Sales Managers Club (East), and the West Coast Electronic Manufacturers Asso-

ciation. Taking a long look at television's future, the Committee could well understand the estimate that in five years there will be as many as 15,000,000 television sets in operation throughout the width and breadth of the land. Experts took out their scratch pads and slide rules and calculated that installation and maintenance of television receivers, at that rate, would demand 105,000,000 manhours of work each year. They further figured that it would take a minimum of 50,000 skilled television technicians, much more than the present pool of competent radio technicians, to meet such a vast service demand. All this, of course, in addition to the usual servicing required to keep operating those millions of radio sets now in and still flowing to American homes.

Obviously, the pool of radio technicians already in the radio business for many years was the logical nucleus around which to build a pool of television technicians. In time, technical schools, training courses at every level of the industry, and public schools would constantly add to that nucleus. But to start the ball rolling, the Radio Parts Industry Coordinating Committee came up with an idea. That idea was translated into what became a caravan—a service caravan barnstorming the



Television requires excellent service and the equipment and special technical know-how that goes with it. This man checks TV receiver's waveforms on oscilloscope.

### Operation of Plan

Back in January, 1948, about 1,000 technicians gathered in Philadelphia's Bellevue-Stratford Hotel to participate in the first three-day conference which tested the new program. What came to be known as the Town Meeting of Radio Technicians brought forth some startling revelations. During those three days a variety of personalities appeared on the lecture rostrums. One technician told how to climb a roof and install an antenna without falling off or without damaging a chimney. Another explained the intricacies of installing a television receiver and hooking it to the antenna. An RCA expert who had experience told how a service technician repaired a television set in the home, without hauling it to the shop. Still another explained how to make shop repairs that a technician cannot make in the home. Television engineering theory was covered by a leading engineer.

From the business standpoint, a banker told how technicians should conduct their business if they ever expected to borrow money from him. A CPA prepared a paper on costs and how to figure them. Another CPA explained bookkeeping. A credit man told how to collect bills. A department store public relations man talked about the small points of public relations, how to behave in the customer's home and such. And an advertising man familiar with small business talked about merchandising—from a point-of-sale display standpoint, neighborhood newspaper ads, and circularizing the community.

### Meetings Spread

The initial three-day conference proved so successful that a series of five similar meetings were scheduled in New York, Boston, Atlanta, Los Angeles, and Chicago, with the first meeting launched last September in New York. Meetings in Chicago will wind up the present series of conferences, April 11 to 13.

"The Town Meetings of Radio Technicians are a stimulant, not a college course," Harry A. Ehle, chairman of the Coordinating Committee, insists. "We are showing the technician what he wants to know. If he takes that knowledge with him and buckles down to learning, then these sessions have paid their way." Mr. Ehle points out further that the Committee is trying to stimulate the manufacturer, the wholesale distributor, and the technicians' own associations to undertake a continuous education program for servicemen on a year-round basis. The Committee itself keeps perfecting its own presentation to contribute along

(Continued on page 31)

# ION'S NECESSITY

nation's key cities, carrying to the servicemen in each an educational package that gave the technician an edge in the television business.

### The Package

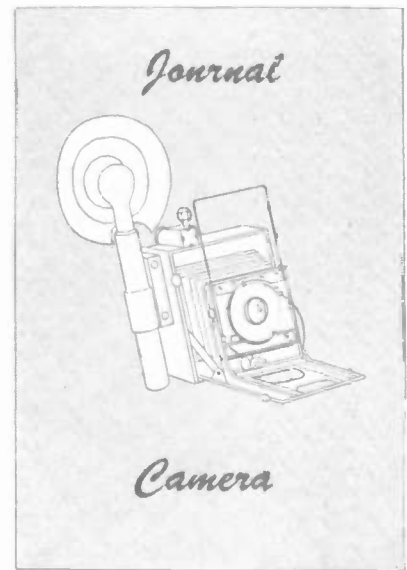
The packaged program was an example of how the competitive electronics industry can pull together to lick a major obstacle. The free, non-commercial, industry-wide educational program took cognizance of television's peculiar servicing problems. There are anywhere from five to ten parts in a television receiver to every part in a radio, for instance. Being a high frequency contraption, television is not a toy to tinker or play with. For good reception television requires an elaborate antenna, adjusted carefully to receive the signal from the telecaster. Likewise, since the eye cannot be fooled, to a customer a television image is either good or it is poor, and the technician was going to have to see to it that it was good. This meant spending more time learning how to do the job and using more elaborate equipment to test and adjust sets. Whereas with radio the shutdown of an assembly line in a radio plant increased the number of radio repairmen overnight, television is not like that. A pair of pliers, a screw driver, and a voltmeter are not enough to maintain a television set.

The television technician is in a part of the business which may require the services of from 10 to 200 employees. This brought up a further problem. The skilled technician would also have to be a good manager, first to gather together the investment to get into business, then to take the administrative and technical skills to the job so as to stay in business. Otherwise he'd be looking for a job in someone else's shop. Television would in fact, not only obsolete the unskilled worker but also the poor manager.

How could questions related to these problems be compressed into a presentation for the benefit of the radio servicemen? What type of educational program would best provide these technicians with a springboard to make the leap into the television business? After much analysis it was decided to try giving technicians a concentrated dose of television technical information combined with business information covering cost accounting, merchandising and the like. The best method seemed to be to pool leading technical and business brains and to let the industry learn by drawing on their experience. That was what the educational program of the Radio Parts Industry Coordinating Committee consisted of.



Getting the Des Moines "Radio in Every Room—Radio for Everyone" promotion off to a rousing start is this distributor's committee: left to right, K. E. Shire, Philco sales manager; C. Krause, RCA branch manager; V. Brewer, Register & Tribune; R. N. Roecker, Zenith sales manager; W. Prentice, Crosley sales manager; C. Herkes, sales manager for Stromberg-Carlson, and R. Johnson, Meredith Publishing Co.



S. W. Gross, left, president of Tele-tone Radio Corp., awarding silver plaque to M. Berkwith, head of the firm's New England distributing organization, for running up the highest sales record for 1948. Occasion was the recent two-day convention at the Waldorf-Astoria, N. Y., marking the introduction of Tele-tone's latest line of television and radio sets.



Maids of the Broadway Tribe enlivened the Tele-tone presentation at the convention. These three smiling Indian maids had little trouble convincing Lowell Wood and Bill Cies, Wood-Cies Distributing Co., that the Tele-tone lines would make them plenty of wampum in their local markets.



Here's the Walco Tele-Vue-Lens merchandise display board, E. L. Courmand, left, president of the firm by the same name, is telling Walter Endei, TV buyer for Michael's Bros.

The "Queen of Bermuda," 22,500-ton ship of the Furness Bermuda Line, will carry Philco dealers on West Indies cruises again. Below, J. J. Harris, general manager of Philco Distributors, Inc., N. Y., is shown signing the exclusive charter of the "Queen," as J. J. Walsh, general manager of Furaess looks on.



**Holding Emerson's 10 millionth radio, Edward Kelley, production v-pres., displays the set for which commemorating plaque, held by Controller A. Rosen, third from left, has been prepared for presentation to President Benjamin Abrams, center. Others are l. to r., S. M. Abrams, TV sales mgr.; D. D. Israel, exec. v-pres.; D. E. Harnett, chief engineer, and W. Margolies, asst. prod. mgr.**

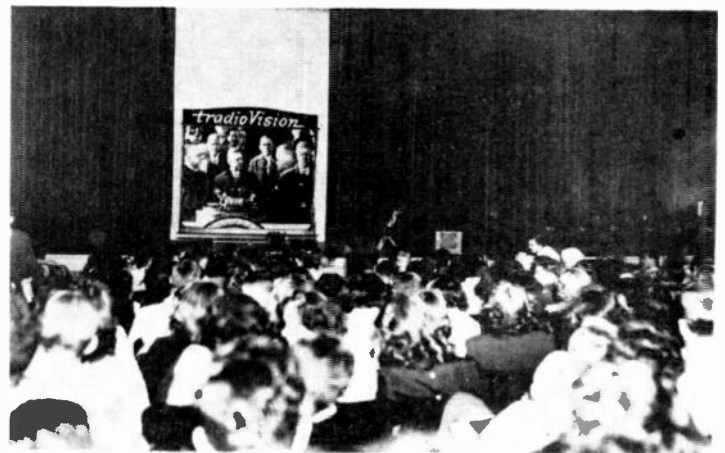
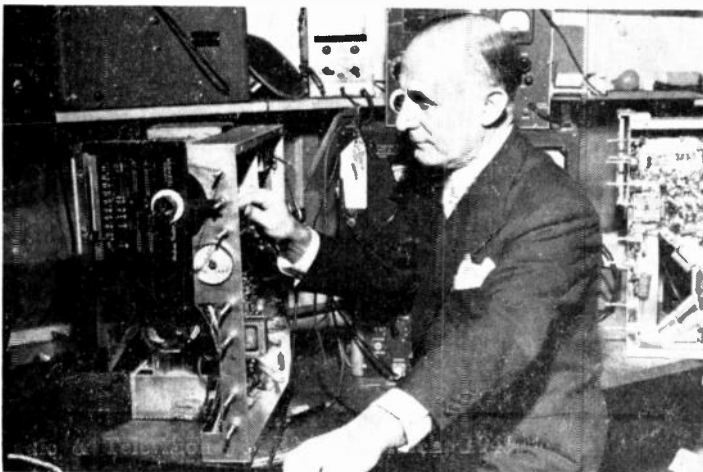


**Dennis James plugs the Polaroid Television Filters every Thursday evening during the Polaroid show over the DuMont TV network. He upped sales 75 per cent for the firm.**

**Thomas A. Kennally, vice-president of Philco Corp., is honored before recent distributor organizations gathering by presentation to him of engraved wrist watch commemorating top Philco sales.**



**There's nothing like seeing for yourself. So Frank A. D. Andrea, president of Andrea Radio Corp., parks himself on the assembly line and goes over a forthcoming TV model. A skilled radio and television technician, Mr. Andrea knows what to look for, too.**



**They never taught history this way before at Asbury Park Schools. But students find TradioVision coverage of the Presidential Inauguration tastes like more.**

# How Much **DO WINDOW DISPLAYS** Stimulate Sales?

***A great deal—according to a new authoritative study just completed on point-of-sale advertising.***



**An Admiral dealer, Prokopf Electric Co., Maspeth, Long Island, beckons customers with this attractive show window. Most recent survey indicates such displays definitely stimulate dealer's sales.**

**T**HERE's no question about it. Point of purchase advertising gets results. Results in the form of increased sales, and cash registers that retain that filled-to-the-brim look.

If there was any question in the minds of radio, television, and appliance dealers before, the results of a study prepared for the Point of Purchase Advertising Institute, Inc. by Fact Finders, Inc. should blow those doubts to the moon. Sales of eight different products increased anywhere from 20 to 113 per cent during a controlled display period. This increased amount of sales represented a combination of new purchases and stock-up purchases. At the same time it proved that window displays have the power to effect quick and substantial increases at any desired time. And the use of such displays can be turned to such marketing tasks as: introducing special offers; introducing new products; reducing inventories; and broadening consumer experience

with a given product or products.

### ***What the Survey Was***

The survey inaugurated by Fact Finders covered eight hardware and drug products ranging from Yale & Town merchandise to General Electric lamps. The Point of Purchase Advertising Institute, a non-profit organization, whose purpose is to sponsor research and evaluation of point of purchase advertising as an advertising and merchandising medium, turned the fact-finding agency loose on the study. The answers to these four questions were sought: Does window display advertising increase the sales of merchandise in display stores? Does window display advertising have a measurable carry-over value to other stores, in the same market, which have not featured the product in a window display? Does window display of a given product exert any noticeable effect upon competitive product? Does information learned for one product or a series of

products lend itself to generalization, or is it necessary to consider product reactions individually?

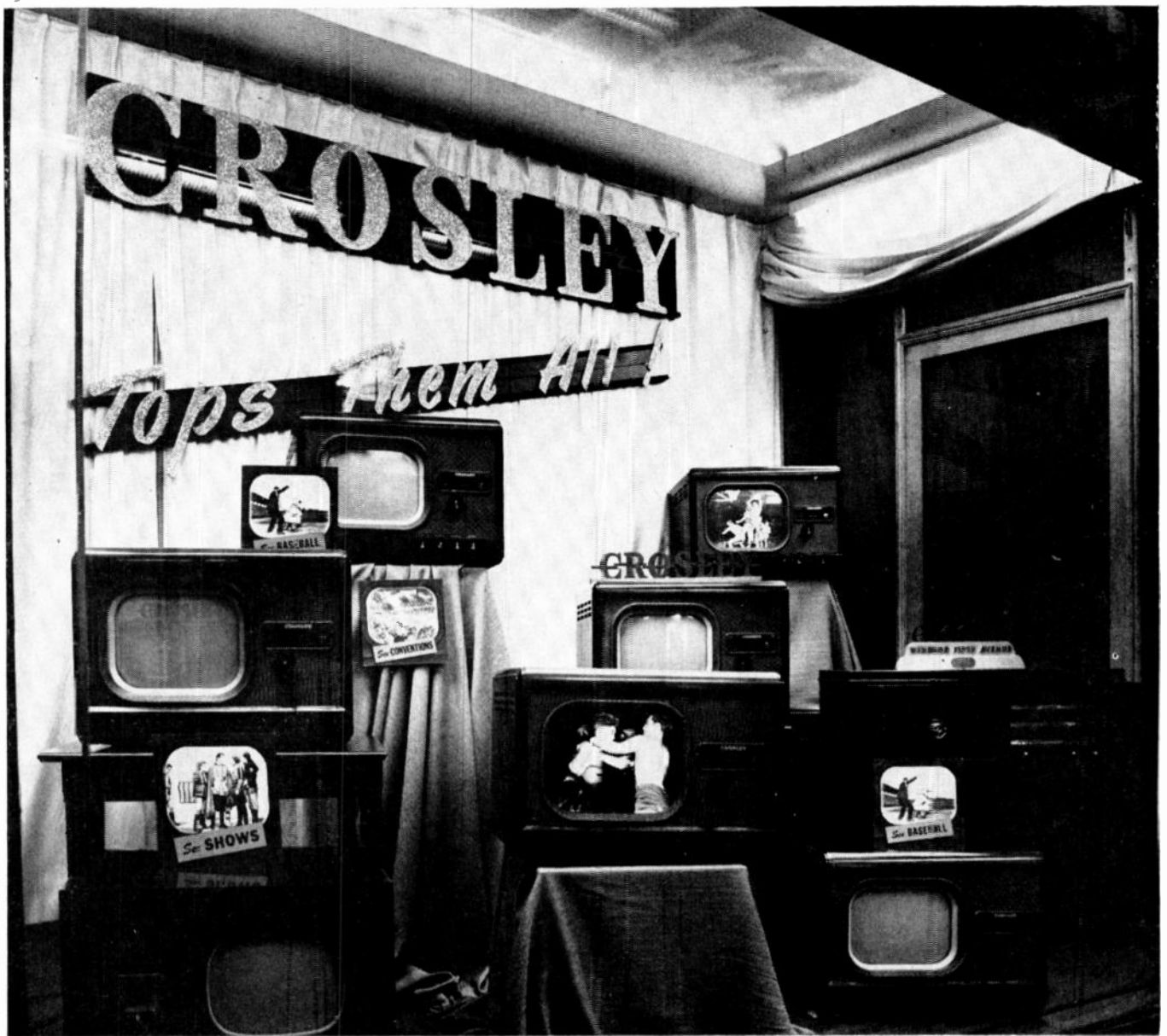
### ***Parallel Value***

Though the products covered in the survey were completely divorced from the radio, television and appliance field, it would be folly for dealers to ignore what this study disclosed about window displays and how they stimulate sales. There is every reason to accept the premise "Window display is a positive way to stimulate sales" as proven by this survey. Here, but for the choice of test products, might have been a study of the radio, television, and appliance field in relation to window displays. Visualizing a substitution of products in his own field will give a dealer an idea of how relative this survey is.

A total of 160 retail outlets, for instance, were selected for the sample survey. These outlets were located in Syracuse and Rochester, New York, cities with sufficient test stores, where there was no consumer inter-purchasing of products, and where similar climatic conditions permitted computing accurate seasonal trends. In each case, physical inventories of each store were taken, and a record of deliveries made during the test period was tabulated. This made it possible to measure unit sales during the display interval.

On top of that, the market was controlled with the help of the advertisers concerned. All agreed to furnish sufficient material in the form of displays and products, and banned any special promotions on the test products during the test period. Under this arrangement it was possible to use each store for five different functions: to display one product; to measure its stimulation of sales of another product in the same market; to act as control for seasonal trends on products; to measure sales fluctuations of competitive merchandise in the control market.

To measure the sales, the base period constituted the sales measurement before any display period. Then for two weeks window displays featured the test products. Sales were computed again at the close of the display period. To measure carry-over effect, sales in the post-display period were also measured. The whole procedure was repeated twice more before all the



**A Crosley dealer's Fifth Avenue window. Window displays like this can coordinate and capitalize on all other forms of advertising.**

findings were compiled for the final report by Fact Finders, Inc.

#### **Display Effects**

The effect of window display on retail sales of some of the products is a revelation. In one instance, sales during the first display period jumped 102 per cent over base period sales. Even non-display stores, which also came in for measurement under this survey, had increased sales amounting to 19 per cent over base. Then, during the second post-display period, the same product had a sales rise of 72 per cent, while non-display stores had sales scoot to 44 per cent over base.

Another product jumped sales volume by 68 per cent during the display period, and 20 and 29 per cent in the first and second post-display periods respectively. Non-display stores had sales rises of the same product amounting to 20 per cent in the display period, and to 21 and 30 per cent in succeeding post-display periods.

On the other hand, the effect of window display on sales of competitive products showed a significant trend also. One test product, for instance, was increasing its sales by 65 per cent during the display period while its competitive product declined eight per cent below base sales. The sales of the same product in non-display stores shrunk to 69 per cent of the base period sales while its competitive product dropped to only 77 per cent of base.

This pattern on competitive products held true in the case of another of the items tested. While sales were increasing on the test product in the display stores to the tune of 109 per cent, the competitive product declined 15 per cent. In the non-display stores, however, the test product sales ran behind the competitive product sales, by 15 per cent in the display period, and by 40 and 39 per cent respectively in the first and second post-display periods.

#### **Positive Stimulant**

Can displays in retail store windows coordinate and capitalize on other forms of advertising—newspaper, magazine, radio, television, billboard, and direct-mail—at the point where merchandise is bought? Can they coax potential customers into the store to inquire, to examine, and to buy? Can they clinch sales with those people who need to be reminded that they need specific merchandise? Can they cash in on impulse buyers?

These questions are answered by the results tabulated in this sample survey. Window displays can boost sales. They can serve to introduce new products, to promote special offers. They are a positive stimulus to sales. Eight tested products have borne out this fact. What happened in the case of window displays of these products cannot be ignored by radio, television, and appliance dealers.

IF YOU'RE INTERESTED IN BIG SALES

# TELE-TONE'S

NOW...AT THE



Tele-tone PORTABLE TELEVISION...TV 208—Yes...a full-powered, full channel television set with easy-view 7" screen that goes EVERYWHERE, plays ANYWHERE. Finished in handsome tan leatherette. Weighs only 26 pounds. Super-powered to bring perfect reception from all channels.

With Built-in Aerial

\$149<sup>95</sup>



Tele-tone *Tele-scope* TELEVISION... Full 62 sq. inch round screen picture TV 209—Now...MORE PICTURE AREA... MORE PICTURE PLEASURE with Tele-tone's NEW *Tele-scope* television. There's PLUS value in this sensational set... more selling features than any set anywhere near the price. In handsome mahogany veneer cabinet.

\$219<sup>95</sup>



TELE-TONE TV 149...the steady sales builder, traffic builder that made television history... still the feature-full sensation of the Tele-tone line. Full channel tuning, new PICTURE-LOCK insures perfect tuning. \$169.95



TELE-TONE TV 249... the BIG SCREEN table model that made Tele-tone the leader in television... and is keeping Tele-tone right at the top. All channels, plus new PICTURE-LOCK that insures perfect tuning. \$249.95



...BIG PROFITS...TIE IN WITH

# GREATEST LINE

## INDUSTRY'S LOWEST PRICES



\$349<sup>95</sup>

Tele-tone 12½ INCH TELEVISION TV 282—Here's a decorator beauty and large screen performance at a price that beats the market. Tele-tone's console features a full 12½" screen... in a splendid mahogany veneer cabinet. It's sure fire! A cinch to sell!

### Tele-tone Table Model Radios

You never have enough of Tele-tone's power-performers in stock. Priced to beat the market and styled to out-sell competition, Tele-tone's table model radios have set new standards for sales-ability in leading stores from coast to coast.



Tele-tone Model #158. BOTH AM & FM BANDS. A new sensation from Tele-tone. Gives you both broadcast bands for the usual price of one. In plastic cabinet. \$34.95



Tele-tone Model #198. BOTH AM & FM BANDS. Brings in powerful reception on BOTH broadcast bands. Gives your customer DOUBLE listening pleasure and new styling beauty. In mahogany cabinet. \$44.95



Tele-tone Model #195. A 4 tube superheterodyne in gleaming ebony. The set that's set sales records, the set that's gained new customers for YOU and for Tele-tone. \$9.95 available in ivory \$11.95



Tele-tone Model #205. A 5 tube superheterodyne in walnut. Contains built in loop antenna for powerful reception. Model #215. Ivory sand and maroon models have built in handle. \$12.95 in walnut, without handle. \$14.95 in colors with handle.



Tele-tone Model #201. A 6 tube superheterodyne with built in loop antenna. The luxury leader of the table model field. Powerful, reception, handsome styling. available in rosewood \$22.95 available in ivory \$24.95

# Tele-tone RADIO CORPORATION

540 WEST 58TH STREET • NEW YORK, 19, N.Y.

Prices slightly higher in southwest and far west

# NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Farnsworth Television and Radio Corp.** and International Telephone and Telegraph Corp. announced the signing of the purchase agreement providing for the acquisition of Farnsworth by I.T.&T. subject to approval

by the holders of the majority of the outstanding stock of Farnsworth at a stockholders' meeting scheduled for April 14, 1949. The agreement provides for the purchase of all the assets of Farnsworth, subject to its stated liabil-

ities on a basis of one share of I.T.&T. stock for each twelve shares of the 1,680,586 shares of outstanding Farnsworth stock.

• **Emerson Radio and Phonograph Corp.**, N. Y., together with its wholly owned subsidiaries, showed an income of \$2,401,768.55 for the fiscal year ending October 31, 1948, topping the previous high of \$2,263,024.47 for 1947. This net income figure, after taxes, amounted to \$3 per share on 800,000 shares of capital stock outstanding. Consolidated net sales for the corresponding period amounted to \$30,926,842.

• **Bruno-New York, Inc.**, N. Y., and Raymond Rosen Co., Philadelphia, have jointly purchased the complete stock of Eureka cordless irons from the Eureka Williams Corp., Bloomington, Ill. Eureka will no longer manufacture the cordless irons and liquidation of them will be handled through Security Home Appliances, 460 West 34 St., N. Y., a division of Bruno-New York.

• **Veri-Best Television Products, Inc.**, Brooklyn, N. Y. has formulated plans to expand its line of television antennas and accessories and has leased 10,000 square feet of additional floor space at 233 Spring St., N. Y., for that purpose. Installation of modern equipment at the new location is underway.

• **Noblitt-Sparks Industries**, Columbus, Ind., last year added close to 100,000 square feet of manufacturing, shipping and storage space in plants in Columbus and in nearby Franklin, Greenwood and Seymour.

• **Avco Manufacturing Corp.**, Cincinnati, Ohio, reports consolidated net sales for the fiscal year ended November 30, 1948, of \$140,515,462, an increase of 33 per cent over 1947 sales. Net income came to \$7,913,736 as compared with \$6,960,658 for 1947. After preferred dividends, net income per share of common stock was \$1.11, an increase of 15 per cent over the 96 cents per common share earned in 1947.

• The board of directors of **Philco Corp.** declared a regular quarterly dividend of 50 cents per share on the corporation's common stock, payable March 14 to holders of record March 7. The board also declared the regular quarterly dividend of 93¾ cents per share on the corporation's preferred stock, 3¾ per cent series A, payable April 1 to holders of record March 15.

• **Remington Radio Corp.**, White Plains, N. Y., has appointed the San Francisco Radio & Supply Co., San Francisco, Calif., distributor for the Rembrandt television line. An old established wholesaler of radios and radio supplies, the firm will distribute the Rembrandt television receivers in all of the bay state area.

Television is "Tops"  
WITH  
**TENNA · ROTOR**

Operates in any weather.  
Fits most types of antenna.

GETS STRONGER SIGNALS

ROTATES TV AND FM ANTENNA

LIST PRICE **\$39.95**

**CONTROL BOX**  
Size of box 5" x 5"  
Ship. wt. complete—12 lbs.

**alliance**  
TENNA · ROTOR

Model  
ATR

Size of rotor unit  
7¾" x 5¼" x 8"

Alliance Tenna-Rotor is an electric antenna rotator. It assures correct antenna "beaming"—gives positive control of antenna rotation to select the exact position for "peaked" reception! Tenna-Rotor is quick and easy to install—the electric powered rotor unit resists corrosion—is enclosed in a split zinc, die-cast housing, and is operated from a plastic control box which plugs into any 110 volt, 60-cycle house circuit. A 3-position switch rotates antenna clockwise or counter clockwise and stops it at the right point. Four-conductor interconnecting cable from rotor to control box is made available at 5½¢ per foot. TV and FM dealers, service men and users, will find that the Alliance Tenna-Rotor simplifies and improves new and existing installations! Amateurs can use it for transmitting and receiving. Takes maximum O. D. centerpost of 1¾".

Write for catalog sheet and illustrated folder.

**alliance motors**

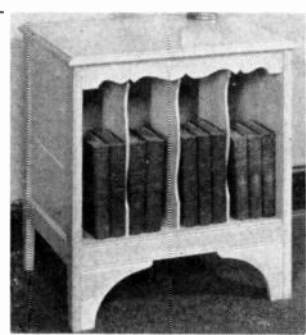
**ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO**  
Export Department; 401 Broadway, New York, N. Y., U. S. A.

## Quality TV TABLES by ACRO

Introducing Model 515

- A Handsome Television Table That Features Plenty of Storage Space for Books, Albums, etc.
- Fully Assembled and Boxed
  - Finished in Blonde, Walnut or Mahogany
  - Made of Choice Maple and Birch Hardwoods
- Priced Right, Built Right, there is an ACRO Television Table to Fit Every Existing Table Model.

Some Choice Territories Open to Direct-to-Dealer Representatives



MANUFACTURERS OF CUSTOM BUILT TELEVISION TABLES

47 WATKINS STREET Phone Dickens 2-0222 BROOKLYN 12, N. Y.

**Appointed Sales V-P by  
Admiral Corp.**



W. C. JOHNSON

• W. C. Johnson has been named to fill the newly-created post of vice-president in charge of sales of the *Admiral Corp.*, Chicago, Ill. In the radio field since 1928, Mr. Johnson has been with Admiral since 1944, filling the positions of midwest regional sales manager, manager of field activities, and, for the past two and one-half years, general sales manager.

Above news was incorrectly run last month in RTJ with a picture of F. J. Greene, new vice-pres., Colen-Gruhn Co., Inc., N. Y.

**Promoted at RCA**



H. M. RUNDLE

J. B. ELLIOTT

L. W. TEEGARDEN

A. B. MILLS

• *RCA Victor*, Camden, N. J., announced four recent appointments. H. M. Rundle was named merchandise manager of the RCA Victor home instrument department. Allan B. Mills will supervise the company's radio, television and phonograph sales in his

capacity as general sales manager of the same department. Joseph B. Elliott is now vice-president in charge of consumer products, and L. W. Teegarden has been appointed vice-president in charge of RCA technical products.

• Benjamin H. Rice has been appointed general sales manager of *Regal Electronics Corp.*, N. Y. Mr. Rice was formerly in charge of sales for General Electric, and for Tele-tone Radio Corp.

• *Sightmaster Corp.*, New Rochelle, N. Y., has placed what it calls the largest single order of 15-inch cathode-ray tubes of the all glass type, 3,500. The purchase was made from the Allen B. DuMont Laboratories, Inc., and is intended to help the firm maintain its position in the manufacture of 15-inch television sets. The firm recently decided to use glass television tubes exclusively in its sets.

• Robert Hayter has been named manager for the *Lyte Parts Co.*, Plainfield, N. J., manufacturer of TV, AM and FM antennas in Plainfield, N. J. and Dubuque, Ia., plants.

**Plays ALL Records  
on the Market!**  
33-1/3-45-78 rpm.  
7"-10"-12" records

Model 8020

**V-M TRIO-SPEED  
RECORD CHANGER**

The V-M Model 8020 plays 78 rpm., 10" and 12" records at 33-1/3 rpm., 10" and 12" L/P discs automatically. Plays 45 rpm. and 33-1/3 rpm., 7" records manually. Single knob motor control, reversible cartridge, single tone arm. Also available less wood base.

**Write For Details Today!**

**V-M Corporation**  
BENTON HARBOR, MICHIGAN

**FOR ALL TV CHANNELS**

**STACKED  
HIGH-GAIN  
ARRAYS**

• For weak TV signal areas, insure your reputation by installing a TACO high-gain job to give that customer more watching pleasure. • Type 444 High-Frequency Adapter (upper unit) handles Channels 7-13. All-aluminum; 5' mast; matching network; hardware. • Type 495 Stacked Low-Frequency Antenna (lower unit) provides 3 1/2 times gain of single dipole. All-aluminum; 15' mast; hardware. May be ordered tuned to any particular channel. •

**Ask our jobber to show you these TACO kits. Catalog on request.**

**TACO** RADIO & ELECTRONIC EQUIPMENT TECHNICAL APPLIANCE CORP. SHERBURNE, N. Y.

**IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.**



# New Products



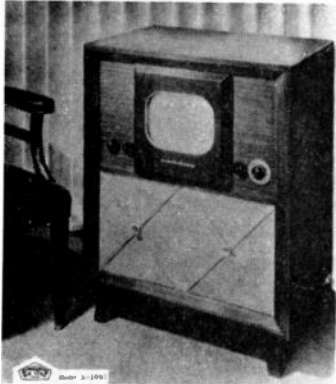
*Radios  
Television*

*Consoles  
Recorders*

*Phonographs  
TV Accessories*

### Air King TV Console

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

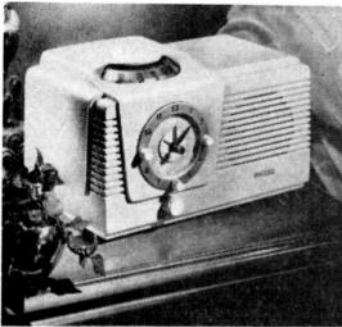


Mounted in hardwood mahogany or blonde, this console model in the Spotlight-Bright television receiver line features a 10-inch, direct-view tube. Thirty tubes, including rectifiers, and FM audio circuit with matching 10-inch, Alnico-5, PM speaker. Full channel coverage. Four controls on front panel operate the set. Cabinet blends with all furnishings.

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

### Philco's Clock Radio

Manufactured by Philco Corp.,  
Philadelphia, Pa.



At any pre-set time this clock radio will turn off. Controls set for favorite morning program will turn set on again, providing musical alarm. Set can be tuned as regular radio, or can be set for any desired program. Comes in ivory or rich brown.

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

### Farnsworth Disc Player

Manufactured by Farnsworth Television  
& Radio Corp., Fort Wayne, Ind.



Plays LP records of 10- and 12-inch sizes automatically, even when intermixed. Standard records can be played the same way. Also plays 7-inch microgroove records automatically. Individual tone arms for standard and microgroove records adjust changer speed to 33-1/3 or 78 rpms. Push-button operation. Changer stops automatically after last record. Being installed in current Capehart line of radio, television and phonograph combinations.

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

### Antenna by Philson

Manufactured by Philson Manufacturing Co.,  
156 Chambers St., N. Y. C.

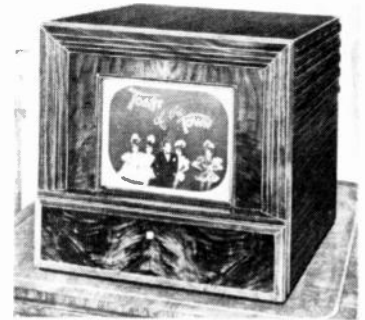


This high and low frequency antenna with reflector, model 34 folded dipole in the Philson line, comes semi-assembled with all bolts, washers, and nuts in place. Gives all-directional orientation and has high forward gain on high and low bands. Wooden crossbar is weather-proofed and non-conductive.

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

### Emerson's Table TV

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



Incorrectly listed last month as having 13 tubes, this Emerson table model 612 TV receiver is equipped with 28 tubes, including one 10-inch picture tube, one ballast and four selenium rectifiers.

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

### Rembrandt Tv Console

Manufactured by Remington Radio Corp.,  
White Plains, N. Y.



Features a 12-inch picture tube, FM radio mounted safety plate glass to protect screen. Remington automatic picture stabilizer, and dynamic, 8-inch, Rembrandt speaker with automatic gain control, both TV and sound. Console is of Flemish design, and is available in knotty pine, blond mahogany, walnut, maple, or Chinese hand-painted finish.

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

# TOP VALUES *for "choosy" customers* who want **TOP PERFORMANCE**

## THE LANCHESTER

### Television-Radio-Phonograph

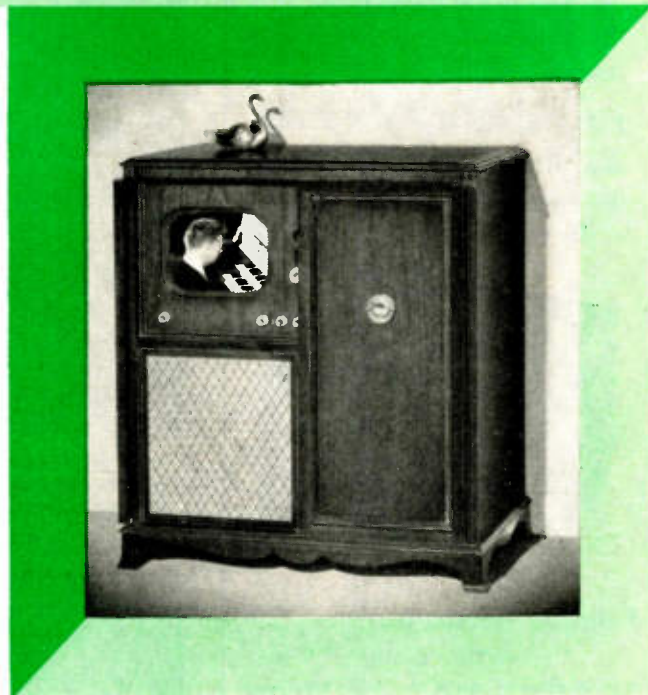
TV-12-PM in selected mahogany veneers **\$879.50\***

*Plus installation, \$7.55 excise tax*

FOR YOUR BEST PROSPECTS—who want superlative performance in television as in radio—there is nothing finer than the Stromberg-Carlson LANCHESTER.

- Extraordinarily clear and sharply defined direct-view picture on 72 square inch tube.
- Famous Stromberg-Carlson tonal fidelity for all services, with shock-mounted 12" speaker.
- FM-AM Stromberg-Carlson radio and single tone-arm player for both long-playing and standard records. Automatic jam-proof changer. Intermix feature. Automatic stop.

SHOW THE DECORATOR-DESIGNED LANCHESTER TO ANY WOMAN and she'll longingly see its classic beauty in her living room! Demonstrate its performance and you'll close a highly profitable sale!



## PROFIT LEADERS

## THE HEPPLEWHITE

### FM-AM Radio-Phonograph

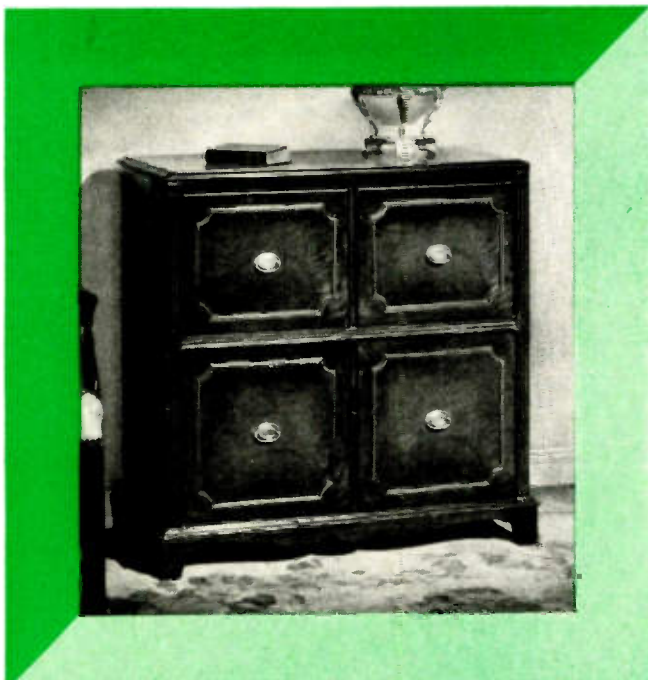
1409-PGM in satin-finish,  
hand-rubbed mahogany veneers **\$459.50\***

FOR CUSTOMERS WHO WANT THE ULTIMATE QUALITY in radio-phonograph performance and custom-styling of furniture, the Stromberg-Carlson HEPPLEWHITE has incomparable and proved appeal. With the new #1409 chassis, it features:

- New single tone-arm player that automatically changes both long-playing and standard records, 10" and 12" intermixed, with automatic stop.
- Famous Stromberg-Carlson tonal quality, with shock-mounted 12" speaker, large baffle area and exclusive Chromatic Tone Selector.
- Three-gang tuning for FM and AM, with tuning eye and signal maximizer.

The HEPPLEWHITE has traditional beauty that fulfills the desire for authentic 18th century decorator design, in matched swirl mahogany veneers. It's a steady seller everywhere!

\* Slightly higher in South and West. Subject to change without notice.



**STOP! LOOK! LISTEN!** *There is nothing finer than a*  
**STROMBERG-CARLSON**

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

Eliminate the Variables  
in  
Television Installation  
with the



**FIELD STRENGTH METER**

Do not depend on pictures—  
Use absolute measurements—  
Direct Meter Readings!



Improves Installations!!  
Saves 1/2 the Work!!

Has numerous features and advantages, including — (1) Measures actual picture signal strength . . . (2) Permits actual picture signal measurements without the use of a complete television set . . . (3) Antenna orientation can be done exactly . . . (4) Measures losses or gains of various antenna and lead-in combinations . . . (5) Useful for checking receiver re-radiation (local oscillator) . . . (6) **12 CHANNEL SELECTOR** . . . (7) Amplitudes of interfering signals can be checked . . . (8) Weighs only 5 lbs. . . . (9) Individually calibrated . . . (10) Housed in attractive metal carrying case . . . (11) Initial cost of this unit is covered after only 3 or 4 installations . . . (12) Operates on 110V, 60 Cycles, AC.

Model FSM-1, complete with tubes . . .  
Net \$99.50

Transvision offers a complete line of  
Television Equipment, including:

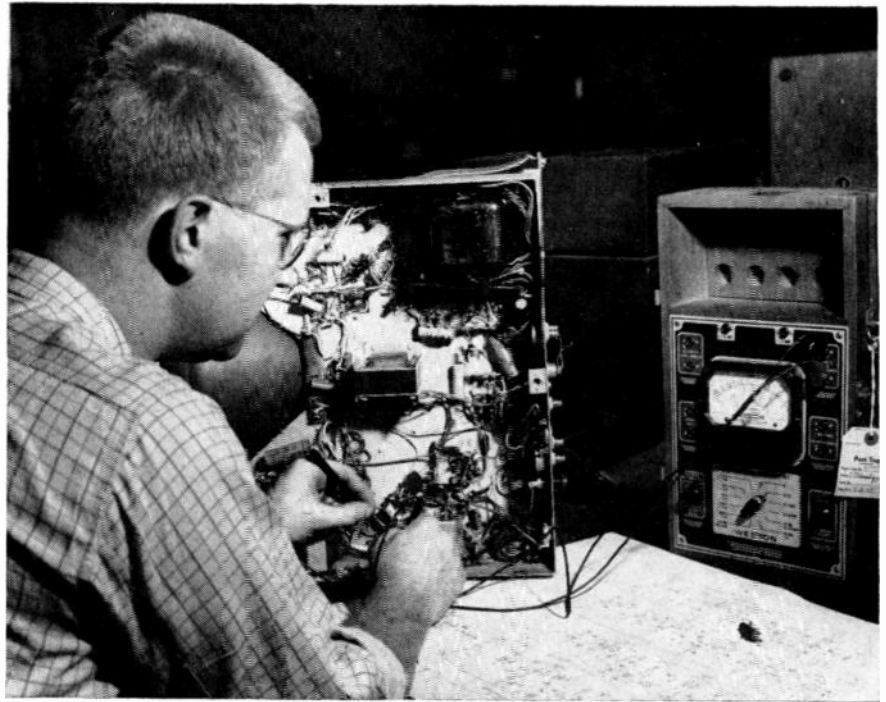
- Television Kits and Cabinets
- Field Strength Meter
- Sweep Signal Generator
- All-Channel TV Booster
- Remote Control Units
- Tuners • Lenses • Antennas
- Accessories and Parts

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

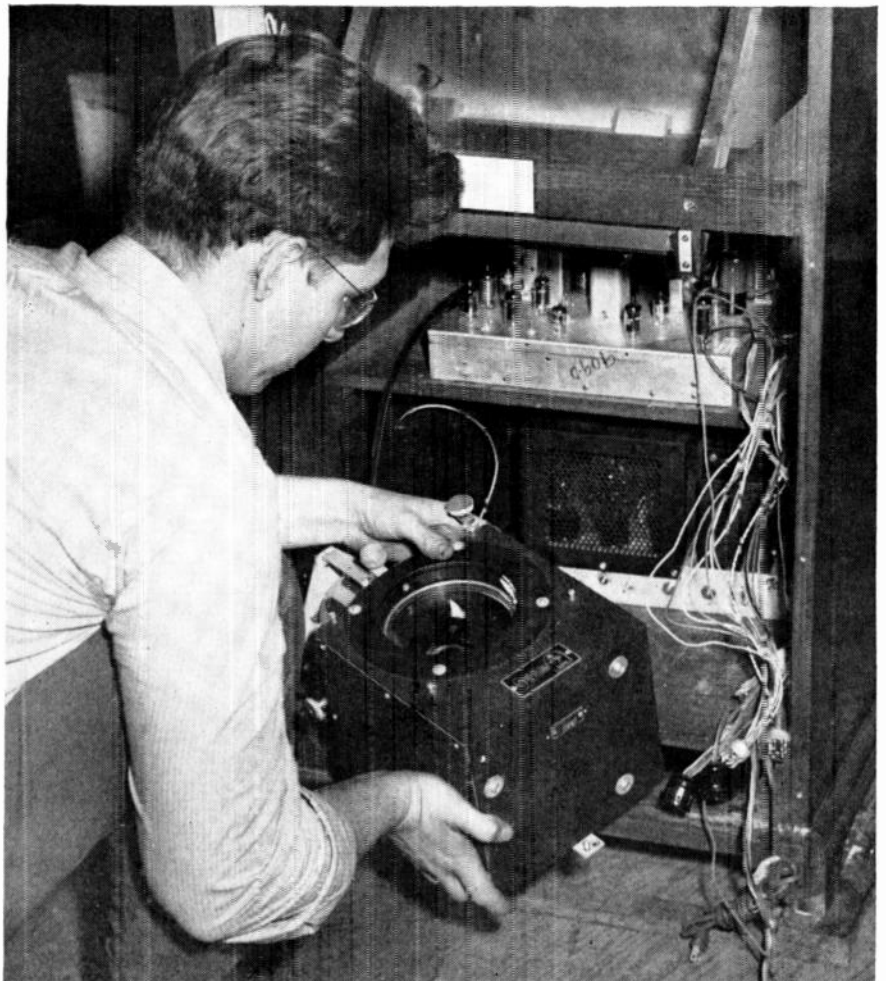
**TRANSVISION, INC.**

Dept. RJ                      New Rochelle, N. Y.

In Calif.: Transvision of California  
8572 Santa Monica Blvd., Hollywood 46  
All prices 5% higher west of Mississippi;  
all prices fair traded.  
All Prices Subject to Change Without Notice



*This technician is checking television receiver circuit resistances. Accurate analysis of troubles in TV set circuits requires the attention of competent analytical technicians of the calibre the Radio Parts Industry Coordinating Committee hopes to see handle television servicing.*



*Removing the projection lens unit from a projection-type television receiver. This type receiver employs the intricacies of precision optics in addition to the multiple-synchronized circuits of the TV receiver. Uninformed or unskilled servicemen can do irreparable damage to this type of precision instrument.*

## Radio's 'Orphan'

(Continued from page 19)

these lines. Recently, for instance, it added two Western Electric movies, one on the coaxial cable and one on the handling of the cathode-ray tube.

### Wider Horizons

In what Max Balcom, RMA president, called the electronic era, in a speech before a record gathering of servicemen during the Atlanta sessions of the radio technicians conference recently, the expanding need for efficient servicemen is ever-present. Mr. Balcom referred to the approximate 75 million radios in American homes, the 2,000 AM and the 700 FM stations now operating, "Land transportation" radio transmitting stations, from FCC reports, numbered 3,500 at the first of this year. The Citizens Radio Service, the walkie-talkie adapted to citizen use, is around the corner. Industrial uses of radio and electronic devices are on the increase. All these expanding uses of products of the electronic era are expanding the demands made upon servicemen, opening up more and more opportunities. Mr. Balcom feels. Even now the RMA has before the FCC recommendations for the further utilization of VHF and UHF channels, hoping to increase the utility of television receivers of present owners. Every advance of this type that the television industry makes is immediately reflected in the work which falls upon the shoulders of competent technicians.

With these expanding opportunities for the serviceman comes constant reaffirmation that the role of the radio technician has been changed materially by television. Throughout the industry keen interest is taken in the serviceman's "gripes," his advice and suggestions on the products he must install and service. Everyone is aware that eliminating the causes of the slightest gripe is a sure way of guaranteeing better television sets, providing more satisfaction for the public, and boosting sales that benefit everyone, from the manufacturer to the dealer. All of which insures stability and prosperity for the technician, too. The orphan of radio has really become television's necessity, the vital cog upon which the industry's expansion depends.

*The radio-television industry broke all previous annual records in manufacturers' sales of television and radio sets in 1948, according to Max F. Balcom, president, Radio Manufacturers Association. Mr. Balcom spoke before the Town Meeting of Radio Technicians at the Rodger Young Auditorium, Los Angeles, Calif. Mr. Balcom reported that set sales amounted to \$750 million, compared to \$700 million in 1947, and that the record sales peak was reached despite a 20 per cent decline in radio receiver sales. The RMA president also expected set sales in 1949 to surpass the 1948 record in dollar volume, and declared television would probably account for over half of the industry's income.*

### Rugged Radio

*A blaze in a Philadelphia radio appliance store forced a power shut-off recently. Firemen were perplexed, however, to hear music bursting forth from the flames. Investigating later when the fire was extinguished, the firemen discovered*



*that the intense heat had melted the cover of an RCA Victor portable radio, turning on its switch. Though smoldering, the radio played merrily on, and still does, according to the manager of the 3346 N. Front Street store, who is convinced that postwar radios can stand up under any strain.*

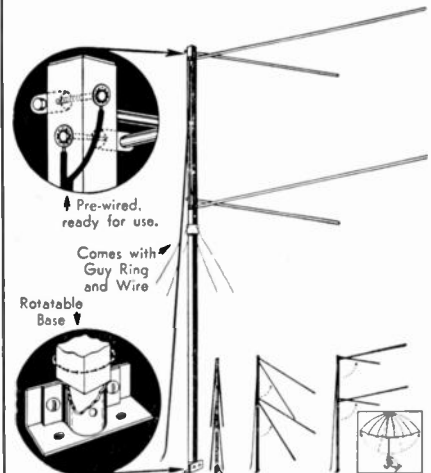
### Government Also Buys

Sixty-four per cent of transmitting apparatus sales in the third quarter of 1948 were U.S. Government purchases of communications and radio equipment, RMA reports. Total value was \$21,936,129, bringing government business for nine months of the year to \$72,064,818. Sales of civilian broadcast transmitting equipment, including AM, FM and television, amounted to \$8,702,728 in the third quarter. Out of this total, television equipment, including studio, antenna and associated apparatus, represented sales of \$5,256,465. TV apparatus for the three quarters of the year reached beyond the \$10 million figure. Radio and television transmitting and communications equipment totals were boosted to \$11,228,411 for three quarters by the \$34,021,278 sales reported for the third quarter of the year.

# TRANSVISION

## "Flip-Up" TV ANTENNA

... the revolutionary PRE-ASSEMBLED, PRE-WIRED TV ANTENNA that gives Superior Performance on ALL CHANNELS—yet COSTS YOU ONLY 1/2 the price of equivalent antennas!



- **PRE-ASSEMBLED**, ready for use. Just "flip-up" (like an umbrella) and install.
- **PRE-WIRED**—just connect your lead-in to the two terminals.
- **RECEIVES ALL CHANNELS.**
- **ALL-DIRECTIONAL**; can be oriented for the weakest station in an area with assurance that all other channels will be brought in equally well.
- **EXTREMELY SENSITIVE.** Unusual high gain in upper channels. Ideal for fringe areas.
- **PRICE: \$6.95 NET**

Completely assembled with rotatable base, 7-ft. mast, guy ring and guy wire. Additional 7-ft. masts, to build antenna up to 19 ft., at small extra cost.

### ADDITIONAL Superior Features of the "Flip-Up" Antenna:—

- Upper and lower bands completed wired. Eliminates need for two separate antenna installations for the high and low TV bands; therefore, no coupling losses.
  - **RUGGED CONSTRUCTION:** Mast of the antenna has been designed of non-conducting material which prevents possible grounding and reduction of signal strength. It has unusually high mechanical strength and is extremely rigid when installed.
  - Guy ring and guy wires provided for added rigidity.
  - Additional 7-ft. extension masts can be furnished to increase height to total of 19 ft.
- and REMEMBER, "Flip-Up" COSTS ABOUT 1/2 the price of equivalent antennas!

All prices fair traded . . . All prices 5% higher west of the Mississippi River.

See your local Transvision Outlet, or for further information write to:

**TRANSVISION, INC.** DEPT. RJ  
NEW ROCHELLE, N. Y.

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



with the

**NELDA 1949** LOOSELEAF SUBSCRIPTION

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

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

Nelda Publications are designed to meet your daily needs for authentic visual reference guides to the competitive features of Standard Brands. They are produced without subsidy or fee from any manufacturer, association or distributor . . . this essential service is an impartial presentation.

Here, for the first time, is a perpetual, illustrated data service, conveniently arranged for quick accurate identifications and comparisons.

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

Nelda Publications provides you with this unique service, which is so vital to the successful management of any appliance operation, **for less than \$1.00 a week.**

## YOUR MARKET at YOUR FINGERTIPS throughout 1949!

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

Nelda's Looseleaf Service is now being used by Retailers, Department Stores, Wholesalers, Manufacturers, Sales, Merchandising and Advertising Executives, Service Operators, Associations, Power Companies, Exporters, Banks, Publishers, Economists, Government Agencies, Libraries and many others as a

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

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

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

Radio and Television Journal, 1270 Sixth Ave., New York 20, N. Y. 3-49

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

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

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

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

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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



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

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

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



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

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



... with your

**NELDA 1949**  
LOOSELEAF SUBSCRIPTION

**YOU GET ALL THIS:**

The **ADVANCE 1949 EDITION** of the **STANDARD MERCHANDISE MANUAL** — containing 992 illustrations, 1753 price listings, thousands of specifications and the *Blue Book Register of Manufacturers*. Here are the current models of America's foremost manufacturers in one compact compilation.

**plus**

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

**plus**

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

**plus**

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



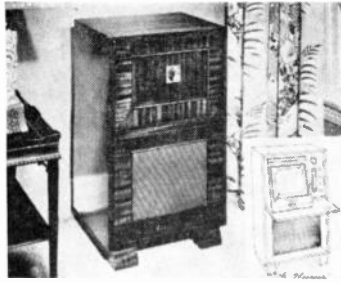
- ABC
- ADMIRAL
- AMERICAN BEAUTY
- AMPRO
- ANSCO
- APEX
- ARVIN
- BELL AND HOWELL
- BENDIX
- BISSELL
- BLACKSTONE
- BROILKING
- BROIL-O-MAT
- CARLTONWARE
- COMMUNITY
- CONLON
- CORY
- COUNSELOR
- CREAM KING
- CROSLLEY
- CROWN GRAPHICS
- DEEFPREEZE
- DEJUR
- DETECTO
- DETROIT-JEWEL
- DISHAMATIC
- DUMONT
- EBERHARD FABER
- EDWARDS
- EKCO
- ELECTRESTEEM
- EMERSON
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- EUREKA
- EVERHOT
- EVERSHARP
- FARBERWARE
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- FRIGIDAIRE
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- GAROD
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- HOLLIWOOD
- HOOVER
- HOTPOINT
- ICE-O-MAT
- IRONRITE
- JOHNSON
- JUICE KING
- JUICE-O-MAT
- KELVINATOR
- KEM
- KITCHENAID
- KODAK
- KNAPP-MONARCH
- LAUNDERALL
- LEWYT
- LIONEL
- MAGIC CHEF
- MANNING-BOWMAN
- MAYTAG
- MELL-O-CHIME
- MONITOR
- MOTOROLA
- MUSAPHONIC
- NAXON
- NESCO
- NEW HOME
- NORGE
- NU-TONE
- ODIN
- ONEIDA
- OSTER
- PARKER
- PETIPOINT
- PHILCO
- PILOT

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



### Raytheon-B "Observer"

Manufactured by Raytheon Manufacturing Co.  
60 East 42 St., N. Y.



An AC-DC television receiver needing no converter where DC power is available, the Raytheon-Belmont "Observer" gives a 52-square-inch picture, has 24 tubes, three rectifiers, a balanced, 300-ohm antenna, Alnico-5 speaker, and four control knobs. Pre-set, automatic selector switch for 12 channels. Contemporary cabinet in grained mahogany veneers. Door closing makes viewing tube recede into cabinet and shuts set off automatically.

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

### New TV by Hallicrafters

Manufactured by the Hallicrafters Co.,  
4401 W. Fifth Ave., Chicago, Ill.



Two picture sizes are featured in this television receiver which uses a 10-inch tube. The smaller of the two pictures measures 56 square inches, while the larger is a 64-square-inch circle. Dual Focus switch makes change from smaller picture to telescopic view for dramatic close-ups. Push-button tuning on all 12 channels. Cabinet is of mahogany veneer and transparent safety shield on picture covers top section of front panel.

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

### New DeWald Television

Manufactured by DeWald Radio Mfg. Corp.,  
35-15 37th Ave., Long Island City, N. Y.



Equipped with a 12 1/2-inch tube which gives a picture approximately 75 square inches in size, this television receiver has 22 tubes, including two rectifiers, plus a damper tube. Complete channel coverage, Hi-Q-Trap circuits, lock-in circuit to steady picture, six tuning controls. Console cabinet of modern design comes in walnut or mahogany veneer.

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

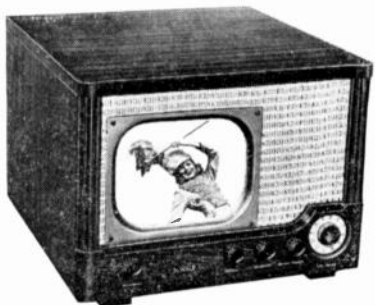
... for

**INCREASED  
SALES  
and  
PROFITS...**

in  
**RADIO  
and  
TELEVISION**

for  
SOMETHING  
BETTER,  
it's

**DEWALD**



DeWald CT-102 High Definition TELEVISION



DEWALD C-800 FM-AM Receiver

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

Write today for full information

**JOBBERS — REPRESENTATIVES**

Some choice territories  
still available.

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

### V-M Record Changer

Manufactured by V. M. Corp.,  
Benton Harbor, Mich.



Single tone arm on this record changer has Duo-Needle cartridge for three-speed adjustment. Motor moves turntable at three speeds, with easy control knob. Plastic adaptor insert for playing RCA record. Changer plays 78 rpm. records automatically, 10- or 12-inch; 33-1/3 rpm., LP records automatically, 10- or 12-inch; Columbia LP. 7-inch records manually, one at a time; and RCA 45 rpm., 7-inch records manually, one at a time.

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

CONVERT YOUR CUSTOMERS SETS TO

# GIANT SCREEN



# TELEVISION

AND MAKE A GOOD **PROFIT** DOING IT!



MODEL 712 list price \$12.95  
For 3" and 7" tubes.



MODEL 719 list price \$19.95  
For 7" tubes.



MODEL 1029 list price \$29.95  
For 7" and 10" tubes.



MODEL 1039 list price \$39.95  
For 10" and 12" sets.



MODEL 1059 list price \$59.95  
For 10" and 12" sets.



STAND MODEL 1040 list price \$39.95 For the 7" and 10" tubes.

STAND MODEL 1050 list price \$49.95 For the 10" and 12" tubes.

STAND MODEL 1075 list price \$59.95 For the 10" and 12" tubes.

†Prices slightly higher West of the Mississippi

Your customers want the Walco Tele-Vue-Lens — the world's finest T-V screen enlarger! They know it gives giant screen television pictures with no distortion from any viewing angle! Stock, display and demonstrate the most complete line of T-V screen enlargers model YOU double your profits with TELE-VUE-LENS!

Note to Distributors: Some territories still open. Write for details today.

The Walco TELE-VUE-LENS  
Manufactured and Distributed by  
E. L. COURMAND AND CO., 3335 Ninth Avenue, New York City, N. Y.



WHAT'S IN IT  
FOR ME?

By *Television Mike*



Yes men! Here it is . . . the new Tele-Vue-Lens Merchandiser that does 99% of your selling job for you. Beautiful shadow-box effect stops traffic. Pulls your customers over.

With it, your customers do their own demonstrating and sell themselves! You just wrap up the Tele-Vue-Lens and punch your cash register.

Don't miss this big profitable opportunity to convert your customers' 7", 10", or 12" sets to 16" screen with Walco Tele-Vue-Lens. You can sell a lens to every customer on your list!

This is your opportunity to make a fast dollar and keep your customers happy. Remember! There's no installation, no servicing! Your customers know they'll see a better T-V show with a Walco Tele-Vue-Lens!

Make a profit with no fuss. Write me today. — TELEVISION MIKE, E. L. Courmand & Company, 3835 Ninth Avenue, New York City, New York, and I'll send complete information to you immediately.

## Snaider "Auditorium"

Manufactured by Snaider Television Co.,  
540 Bushwick Ave., Brooklyn, N. Y.

With a 20- by 26-inch screen perfected by Eastman Kodak, this television projection receiver gives a 520-square-inch picture. Has Bausch & Lomb F:1.9 projection lens, DuMont inputuner, and TV Assembly "Vi-video." Projection set is suited for use in schools, institutions, offices, and the home.

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



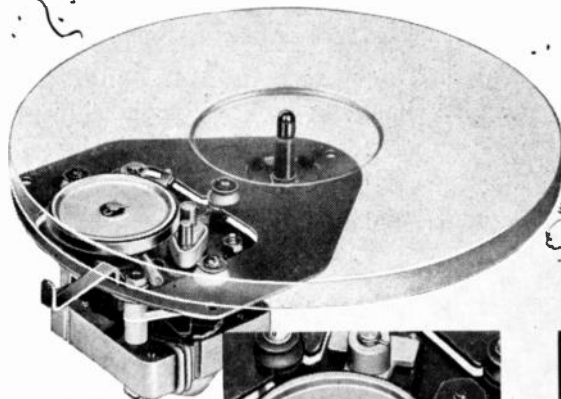
**Andrea TV Console**  
Manufactured by Andrea Radio Corp., 27-01  
Bridge Plaza N., Long Island City, N. Y.



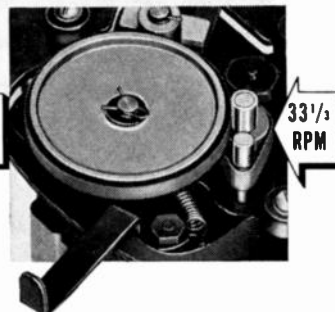
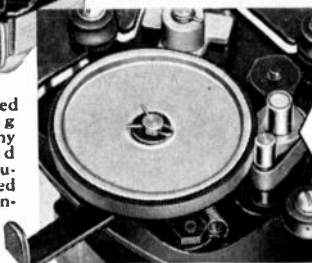
Model CO-VK15 is a custom-made console with a 15½-inch picture tube. Twenty-seven tubes include the cathode-ray, one germanium detector and three rectifiers. Picture system utilizes four IF stages. Also uses low impedance antenna input system and high-fidelity audio sound system. Record changer plays standard records and long-playing ones. Attachment is provided for 45-rpm player. Tuning made easy for all channels. Chassis is completely shielded and console provides album space.

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

## GENERAL INDUSTRIES leads the L.P. Parade...



**MODEL DM—**  
Compact 2 pole, shaded pole motor, being widely used by many leading radio and record-changer manufacturers. Simple speed change mechanism incorporates a special long-lasting molded neoprene belt.



## with a low cost, rim drive **DUAL SPEED PHONOMOTOR** FOR BOTH 33 1/3 AND 78 R.P.M. RECORDS

It's L.P. for *Larger Profits* when your record-changers and record-players will handle both the new long-playing microgroove and conventional 78 R.P.M. records. And it's General Industries—oldest name in the phonomotor field—which offers you an economical turntable unit to capture this popular, profitable market.

Like all GI Smooth Power products, this motor has undergone tests far more rigid than service conditions encountered in normal use. It is the result of years of research and development . . . built to exacting performance standards, but surprisingly low in cost.

General Industries offers prompt delivery of this motor in quantity lot shipments. For additional information, specifications and quotations, write *today*.

In addition to the Model DM, General Industries also manufactures a Model DR rim drive dual speed phonomotor. It is a heavy-duty 4-pole shaded pole motor for use where the ultimate in performance is desired. Novel speed change mechanism is both simple and positive in operation.



**The GENERAL INDUSTRIES Co.**

DEPARTMENT F • ELYRIA, OHIO

*telrex INC.*  
**CONICAL ANTENNAS**  
RUTHERFORD AVENUE ON ROUTE 35  
ASBURY PARK, N. J. PHONE: ASBURY PARK 1-0119  
BOX 879W, ASBURY PARK, N. J.

The 4X-TV

**"America's  
Outstanding  
Television  
Beam"**

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

**SEE YOUR DISTRIBUTOR**

## Quotes

"We feel progress is being made by British television and plans are also under way to advance television in France. However, we saw nothing in British or French television as far advanced as are the techniques and services in the United States." *Brig Gen. David Sarnoff, chairman of the board of Radio Corporation of America.*

"One reason it (television) must still be sold is because there are some misconceptions about television sets. Rumors are making the rounds that today's video set may soon be obsolete. Such reports are unfounded. The Federal Communications Commission and television manufacturers have set standards to be followed by the industry that will not permit any overnight changes. Technical improvements in sets, therefore, will be gradual. Commercial color telecasts are at least five and more likely 10 to 15 years away. If ultra-high frequency channels do eventually come into use, today's sets will be easily converted at low cost. Finally, the man who delays buying a television set because he thinks television is 'still in the experimental stage,' or lets the obsolescence belief delay his purchase, is going to miss a lot of interesting and educational entertainment." *Ross D. Siragusa, President, Admiral Corporation, as recent meeting of N. Y. Society of Security Analysts.*

## HY-LITE presents a New "SNAP-OUT" TV ANTENNA

Built of the same fine, rigid construction of high-grade dural aluminum—the S O 30 S is completely assembled at the factory for ease of erection and saving of time at point of installation. **NO TOOLS REQUIRED.**

**\$17<sup>40</sup>** LIST

STANDARD  
Jobbers  
Discounts

**SAVES TIME**

**FACTORY ASSEMBLED**

MODEL S.O-30 S

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

Photo shows the compact shipping position. No loose parts—complete—ready to "snap-out" and install. Complete instructions. **JOBBERs:** Many choice districts open—**WRITE NOW** and request our free catalog showing our complete line J 3-9.

## MAKE EXTRA PROFIT WITH TELEKIT LINE

**TELEKIT NOW \$59.50**

**JOBBERs AND DEALERs:**

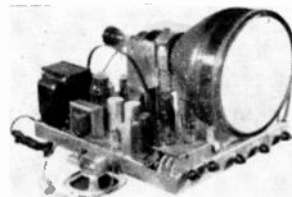
**WRITE FOR**

**CONFIDENTIAL DISCOUNT PRICES**



This new modern Telekit 10-B is easy to sell and easy to keep sold. Sell it in kit form. All your customer needs is a soldering iron, pliers and screw driver. Over 18,000 Telekits have been successfully assembled. A big easy-to-follow illustrated instruction book guides simple assembly each step of the way. Jobbers and dealers

have no service worries—Telekit Guarantee includes free factory service and parts replacement.



Note the clean simple tube line-up of the new Telekit 10-B. This sparkling new kit features a factory-built, pre-aligned tuner with stage of R.F. Video tube mounted directly on chassis. Everything has been engineered for simple construction. **LIST PRICES:** Telekit 10-B kit, \$99.50. Tube kit, including 10BP4 and all other tubes, \$59.30. 10-B cabinet \$24.50.

New 7-B kit (same as above but designed for 7 inch tube) \$59.50. Tube kit, including 7JP4, \$42.08. 7-B cabinet, \$24.50. **ALL ABOVE PRICES LIST.**



For fringe area reception, order fast selling Telekit Booster. Works with any television receiver. High gain, all channel preamplifier utilizes three tuned circuits. Pre-built, pre-aligned. **NOT A KIT. ONLY \$19.95 LIST.**

Send for free catalog of Telekit line, including antennas, boosters, television kits, tubes, tuners and parts.

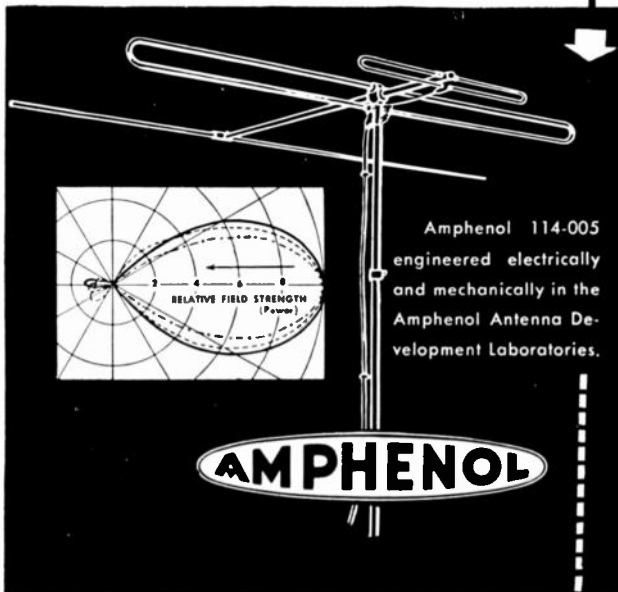
## TELEKIT

**ELECTRO-TECHNICAL INDUSTRIES**  
1432 N. BROAD ST. PHILADELPHIA 21, PA.

# AMPHENOL

## TV

# ANTENNA

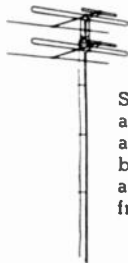


Amphenol 114-005  
engineered electrically  
and mechanically in the  
Amphenol Antenna De-  
velopment Laboratories.

Streamlined and scientifically engineered for best reception and optimum gain, the Amphenol 114-005 Television Antenna incorporates two broadbanded folded dipoles and a low band reflector, with a common transmission line. Top performance is provided over all channels in both the high and low bands.

The radiation patterns as diagrammed are substantially unidirectional and maintain high front-to-back and front-to-side ratios over both bands.

The 114-005 is ideal for use with rotators.



### MORE SIGNAL STRENGTH BRIGHTER PICTURES

Standard Amphenol TV Antenna in stacked array (Model 114-301 or 114-302) provides additional high-gain for fringe areas. Each bay of the antenna may also be individually oriented in areas requiring reception from different directions.

*Amphenol Engineering News, containing latest developments in electronics, will be sent to you on your request.*

# AMPHENOL

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

## PATENT NOTICE

### re: TELEVISION FILTERS

PLEASE TAKE NOTICE that United States Letters Patent No. 2,461,464 were issued February 8, 1949 to ROBERT ARONSTEIN on a FILTER FOR FLUORESCENT SCREEN and that a license of exclusive rights to manufacture, sell and use Filters for Fluorescent Screens under said Patent has been granted by said Robert Aronstein to the undersigned, manufacturers under said license of the Television Filter known as the TRANSMIRRA IMAGE DEFINER — THE ORIGINAL AND ONLY LIGHT FILTER ESPECIALLY DESIGNED AND PIGMENTED FOR TELEVISION.

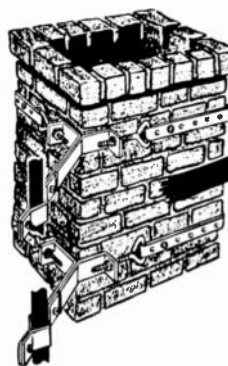
Transmirra Products Corporation wishes to announce that it has granted a license to INDUSTRIAL PRODUCTS SUPPLIERS, 431 Broadway, New York 13, N. Y., under said Patent to manufacture and sell filters known as "Gla Reducer".

All requests for a license to sell and use Filters for Fluorescent Screens under said Patent should be directed to the undersigned.

*Dated: New York, March 1, 1949*

**TRANSMIRRA PRODUCTS CORPORATION**  
1650 BROADWAY, NEW YORK 19, N. Y.

## Your Antenna Mounting Problem

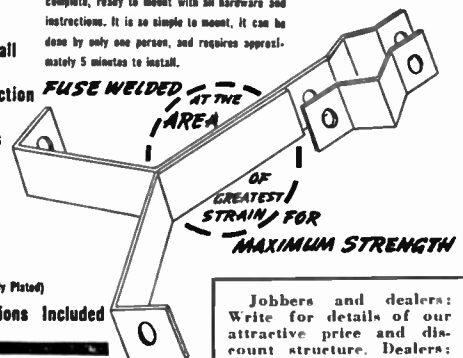


*Solved*  
WITH **CM-100**  
**CHIMNEY MOUNT**

This antenna mounting bracket is made of 1/4" steel, heavily plated for weather resistance, and welded together for maximum strength, stability, and long-lasting durability. The CM-100 comes complete, ready to mount with all hardware and instructions. It is so simple to mount, it can be done by only one person, and requires approximately 5 minutes to install.

**\$425** LIST

- **Extremely Easy To Install**  
(ONE MAN OPERATION)
- **Rigid-All-Steel Construction**  
(1/4" STEEL, WELDED)
- **Two Separate Sections**  
(DISTANCE BETWEEN SECTIONS VARIABLE - AS REQUIRED)
- **Fits Any Chimney**  
(SQUARE, ROUND, ETC)
- **Fits Any Size Mast**  
(1/4" to 1 1/2")
- **Weather Resistant** (Heavily Plated)
- **All Hardware & Instructions Included**



Jobbers and dealers: Write for details of our attractive price and discount structure. Dealers: Contact your local jobber. If he does not stock the CM-100 send us his name and address. Write or wire Dept. TJ 19.

**T-V PRODUCTS CO.**  
122-10 15th AVE. COLLEGE POINT, N. Y.

now

Clear as a Bell  
**Sonora**  
Clear as Crystal



Television

with the *Exclusive*

CRYSTAL  
CLEAR

**MICRO  
SHARP  
PICTURE**

MOVIE  
BRIGHT

*"Clear as a Bell"*



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



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

SINCE 1914—THE FAMOUS NAME IN HOME ENTERTAINMENT

Radio & Television JOURNAL • March, 1949

**Sonora**  
Clear as a Bell

**RADIO & TELEVISION CORP.**  
CHICAGO 12, ILLINOIS

# How to Set Up a Service Department

(Continued from page 15)

for a look at later models on display in the store.

A standard labor charges chart, conspicuously pinned in a place where customers can see itemized charges, will save headaches and will prevent profits from leaking away through overlooked charges. Time and transportation on outside work, costs of small, inexpensive parts, and extra time spent in locating trouble, all these represent

legitimate labor charges. It is fair to both the dealer's service operation and to the customer to make these charges. A minute listing of all charges, plainly visible to customers and servicemen will see to it that servicing remains profitable. And there can be no dribbling away of profits.

Still a third simple form gives an adequate and clear accounting of the material and labor used for each repair job. The shop repair record card in-

formation can be transcribed to this form. A copy of the form will go to a permanent file for use in computing a monthly operating statement, indicating labor costs, and income from material sales. Taxes are also shown on these forms, and the movement of parts, tubes and accessories can be watched for reordering purposes. Simple as such forms are, they represent dollars in the cash register from the service department operation.

Every piece of literature advertising service is a sales booster. Signs, printed material, instruction booklets, advertising in magazines, newspapers, and on the radio—all help an individual dealer's service operation. Philco, for instance, has a complete advertising program, through which it promotes expert, reliable, guaranteed service on behalf of the firm itself and its products, and on behalf of the dealers who subscribe to its service program.

## The Real Asset

Without a good serviceman a dealer's service department can very well be a flop. He is the key to the profitable operation of the department. Like a good salesman, the competent serviceman is a decided asset to any business. His technical knowledge plus his practical ability to "smell out" service troubles can mean the difference between service at a profit and service at a loss. A dealer must see to it that his serviceman has the proper educational background, experience, and a good reputation. His personality and sales ability, his patience and courtesy in dealing with customers can mean the difference between good or mediocre profits. In addition, he must be willing and able to keep the books straight. That way a dealer can know at a glance what operating expenses and profits amount to. It also keeps customers happy, because work can be delivered as promised.

Not the least of the characteristics desired in a good serviceman is his urge to get ahead. If a dealer pays him well but also lets him know that increased business through the service department means increased salary or a commission, chances are it will benefit the whole service operation. Service is an important part of the dealer's operation. And it is a profitable part. A dealer's dependability usually rests on prompt and efficient service. With the proper man running it, with expert servicemen staffing it, a dealer's service department can be just the sales and profits booster he is looking for. All he need do is follow the practical steps of organizing such a department and of putting it in efficient operating shape.

## DEALERS' CHOICE

### THREE DUOTONE NEEDLES PUT PEP IN ACCESSORY SALES

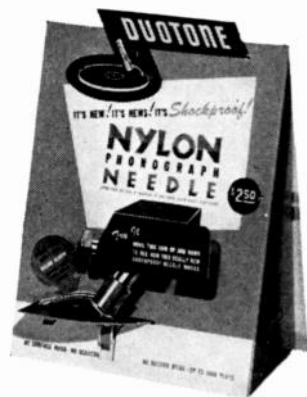


**THE "STAR"**—A top-quality sapphire-tipped needle, the Duotone "Star" has rolled up sales records in stores across the country. Entirely hand made, long-wearing, individually tested and inspected. Packed in individual transparent lucite containers. Free display cards and national advertising boost sales. List price \$5.00.

**THE DURPOINT**—The Duotone Durpoint answers the steady demand for a good, permanent needle at low cost. Plays thousands of records without changing. Takes additional polish from record groove, reducing surface noise and record wear. Twelve needles on an eye-catching display, each packed on individual card. List price each needle, \$1.00.



**THE SHOCKPROOF NYLON**—The Duotone Shockproof Nylon needle is really shockproof, will absorb shock when whole tone arm is bounced on record. Twelve needles in individual transparent plastic containers on three-dimensional self-demonstrating display. Free demonstration needle and two counter signs with each card. List price each needle, \$2.50.

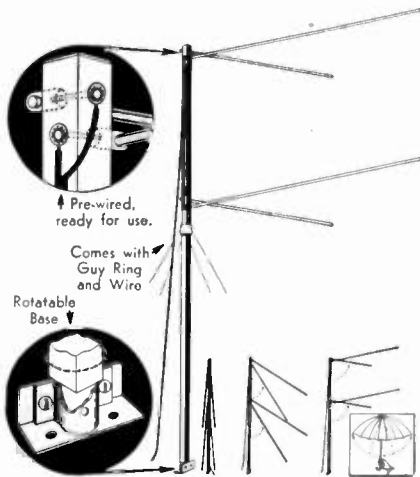


THE **DUOTONE** COMPANY, INC.  
799 Broadway New York 3, N. Y.



### Transvision Antenna

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



Pre-assembled, this television antenna flips up when in use, opening like an umbrella. Upper and lower bands wired so that lead-in need only be connected to two terminals. High gain on upper channels. Can be oriented for weakest station. Mast is of non-conducting material of high mechanical strength, with guy ring and wires for added rigidity supplied.

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

### Ansley's "Envoy"

Manufactured by Arthur Ansley Mfg. Co., Doylestown, Pa.



Portable, with two spindle diameters and a single pickup arm, this phonograph plays the two new types of records requiring turntable speeds of 33-1/3 and 45 rpm., and that of the conventional 78 rpm. Has three tubes, including rectifier, a 6- by 9-inch speaker with Alnico-5 magnet, and tone and volume controls.

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

### The New Telekit

Manufactured by Electro-Technical Industries, 1432 N. Broad St., Philadelphia, Pa.

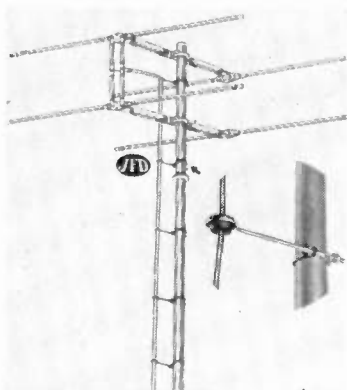


Incorporating a factory-built, pre-aligned tuner with a stage of RF amplification, this new Telekit is designed for rapid assembly, with no previous knowledge of radio or television required. Enclosed is an illustrated assembly book showing text, photographs, electrical diagrams for each step of assembly. Kit includes component parts, wire solder, and hardware.

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

### JDF Screw Eye

Manufactured by JDF Manufacturing Co., Inc., 4117 Ft. Hamilton Parkway, Bklyn., N. Y.



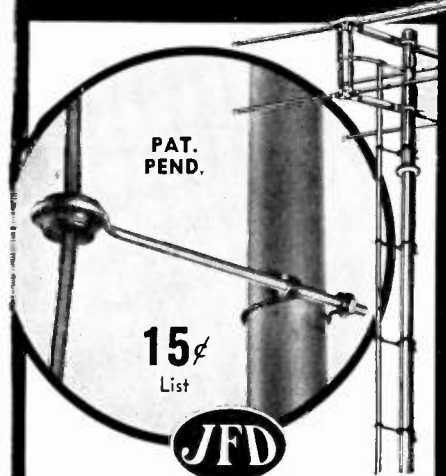
Made with polyethylene insulation material, this screw eye clamp helps assure efficient transmission. By anchoring lead-in, the stand-off screw eye prevents line from slackening and twisting, improving TV and FM reception. Fits masts with 1/2- to 2-inch diameter. Screw eyes in lengths from 3 1/2 inches to 12 inches. Pre-assembled and corrosion-proofed.

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

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

# FOUND!

## the "MISSING LINK" to GOOD TV ANTENNA INSTALLATIONS



## MAST CLAMP LEAD-IN SUPPORTS

Made with POLYETHYLENE

(the ultra-low loss insulation material)

Now you can make any old or new TV installation last longer, look neater, perform better with the unique JDF Mast-Clamp Lead-In Supports. These new Screw Eye Insulators are JDF-engineered to anchor lead-ins firmly in place and assure better TV/FM reception.

**TL100-350**  
1" Clamp with 3 1/2" Screw Eye for Twin Lead.  
Standard Ctn. 100 **15c** List

**RG100-350**  
1" Clamp with 3 1/2" Screw Eye for Coaxial Cable.  
Standard Ctn. 100 **15c** List

**DTL100-350**  
1" Clamp with 3 1/2" Screw Eye for two Twin Leads.  
Standard Ctn. 50 **35c** List

**DBR18TL3**  
3 1/2" Screw Eye with wood-screw thread, for two Twin Leads.  
Standard Ctn. 50 **28c** List

Mast Clamps are made in all sizes for all applications, individually designed to fit masts from 1/2" to 2" O.D. Screw Eyes range from 3 1/2" to 12" in length.

Visit JDF Booth 117 at Chicago Radio Trade Show

**JDF MANUFACTURING CO. Inc.**

6103 16th Avenue  
Brooklyn 4, New York

WRITE TODAY

for Valuable 4-page Bulletin #DBR

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FIRST In Television Antennas and Accessories

All rights reserved. No part of above work may be reproduced in any form except by written permission of the manufacturer.

# Announcing 2 SENSATIONAL

Only the very best indoor antenna is sufficient for excellent reception. WARD'S new TVI-43 and TVI-49 are the FINEST INDOOR ANTENNAS AVAILABLE TODAY FOR METROPOLITAN MULTI-STATION AREAS.

Ward is the largest exclusive manufacturer of the finest and fastest selling antennas in the world. Behind the Ward name and symbol stands a company, known and respected for a quarter of a century for exceptional quality. These antennas are creative masterpieces, superb in their performance, into which Ward has poured a host of new design and construction features.

## WARD'S NEW TVI-43

The TVI-43 is the finest indoor antenna that modern skill and technology can produce—far superior, by any standard, than anything else on the market. It brings in all channels precisely and brilliantly. Most attractive—chrome-plated brass telescopic dipoles, satin beige brown finish—blends perfectly with the most exacting interior. List \$17.95



Compact for easy storage.



Positions for all channels.



Marshall Goldberg, Pittsburgh ALL AMERICAN and famous Chicago Cardinal right halfback uses the Ward Magic Wand Indoor Antenna in his home for the most brilliant precise reception on all TV channels.



Col. Thomas R. Warner, Chief Engineer of the joint Grayhound Corporation-National Bus Communications, Inc., two-way radio communications project. "We have found the Ward Indoor Antenna most suitable to our needs in monitoring transmissions on TV channels because it is easily adjustable for maximum gain on any channel!"

# NEW INDOOR ANTENNAS

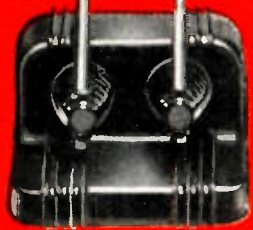
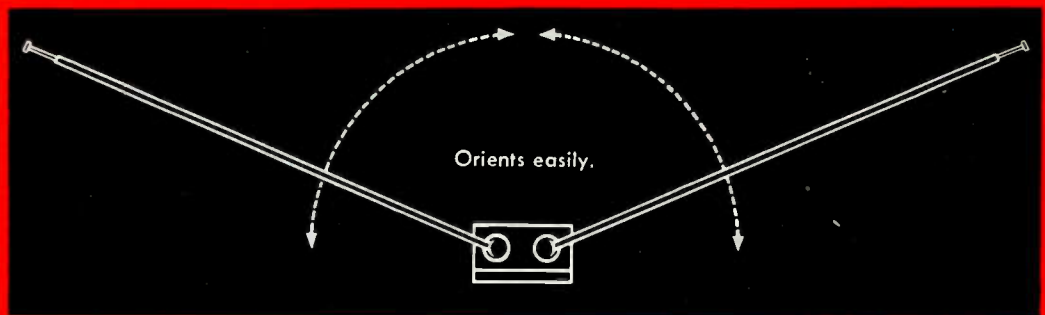
By **WARD**

## WARD'S NEW TVI 49

And here is Ward's portable TVI-49. It will give excellent reception on all channels—orients easily in all directions. Chrome-plated brass telescopic dipoles. The TVI-49 is sturdily constructed and weighted perfectly—it will not tip over—designed to harmonize beautifully with living room decor. List \$7.50

Manufactured by Ward, a company that stresses utmost perfection. You owe it to yourself and your customers to see and inspect Ward's unique indoor antennas.

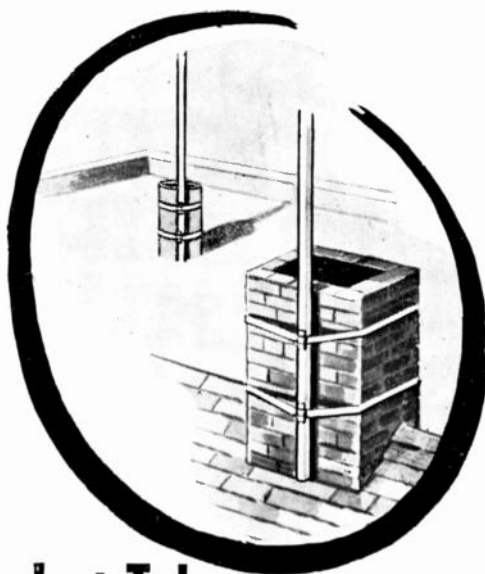
See any leading parts distributors or write for catalog today.



**WARD** PRODUCTS CORPORATION  
1523 E. 45TH ST., CLEVELAND 3, OHIO  
DIVISION OF THE GABRIEL CO.

# The BAND-IT Clamp

FOR TELEVISION MASTS,  
F. M., AND AMATEURS



## Just Take BAND-IT to the Job!

**WILL MOUNT TELEVISION MASTS  
TO ANYTHING REGARDLESS OF  
SIZE OR SHAPE**

Television Service Men prefer *Stainless Steel* BAND-IT for erecting television masts. BAND-IT *Stainless Steel* Band in 100-foot rolls and *Stainless Steel* Buckles enable you to band masts to anything.  $\frac{3}{4}$ " width is recommended. You make the correct size bands right on the job.

With *Stainless Steel* BAND-IT Clamps there is no rusting—no tedious drilling—no expensive fittings—no guy wires—no nails to drive. Your labor cost is kept at a minimum. All Clamps are installed by the simple, completely portable BAND-IT Tool with tension as high as 2000 lbs. for each *Stainless Steel* Band. Installation costs a few cents—can be made in a few seconds.

• BAND-IT Clamps Are  
Recommended by All Major  
Manufacturers of Television

## BAND-IT CLAMPS

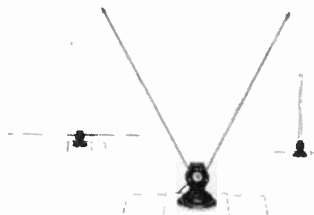


**BAND-IT** Company, Inc.  
2536 Walnut Street  
Denver 5, Colorado

The Leading Electronics Supply House  
in Your City Is A BAND-IT Distributor

### Insuline's "Wasp"

Manufactured by Insuline Corp. of America  
Long Island City, N. Y.

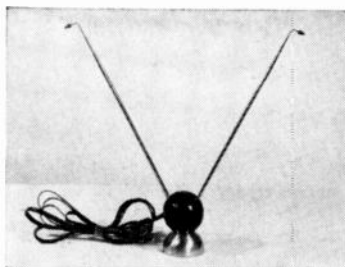


Compactly designed, this television antenna has a swivel base, into which two adjustable, telescoping dipoles are set. Special gripping action anchors dipoles in position. Fits all receivers and can be adjusted to pull in all channels. Features vertical and horizontal orienting. Brass dipoles and bronzed swivel base blends into any living room arrangement. Base has felt pad on bottom to protect furniture finish.

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

### Indoor TV Antenna

Manufactured by the Radion Manufacturing Company, 1137 Milwaukee Avenue, Chicago, Illinois



Radion's indoor antenna has arms which extend to sufficient length to achieve reception on all existing channels. Best results are obtained within 15-mile radius of transmitter, but tests disclosed reception up to 35 miles. Suited to localities where outdoor antennas are not permitted.

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

### Rigged Fast To Last

Oak Ridge Antennas  
239 East 127th St.  
New York 35, N. Y.

NOW...  
ANOTHER  
GREAT

**Recordisc**  
PRODUCT...

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

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

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

**NEW, 1949  
RECORDISC  
CATALOG  
IS READY**

SEND FOR YOUR COPY TODAY



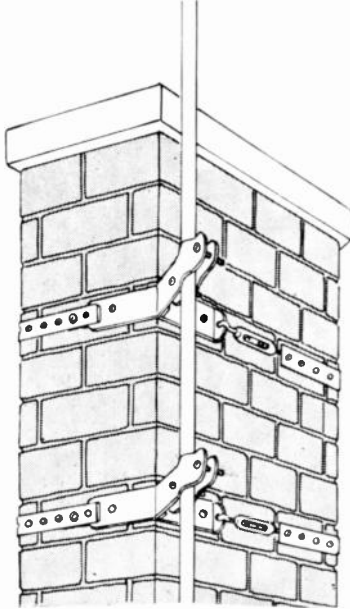
"You Take No Risk With Recordisc"

**THE  
Recordisc  
CORP.**

395 Broadway, New York 13, N. Y.

### Metalace Mount

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



This two-piece, chimney-type, antenna mount is designed to allow any spread between mast brackets. Made of heavy gauge steel treated with waterproof coating for protection against weather. Accommodates masts of from 3/4- to 2 1/2-inch thicknesses. Pre-assembled, mount has turnbuckle and 12-foot roll of strapping for quick assembly.

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

### Novel Sonotone Pickup

Manufactured by Sonotone Corp.,  
Elmsford, N. Y.



Features twin sapphires on a tiny shank which, by the flip of a lever, switches from one sapphire point playing standard 78 rpm. record to second point which plays either 33-1/3 rpm. or 45 rpm. record. Simultaneously pressure of pickup on record is changed. Represents further development of "Titone" ceramic pickup made by hearing aids firm, for incorporation by radio-phonograph industry manufacturers in individual sets. Say you saw it in *Radio & Television Journal*, March, 1949.

## Antennas—a \$50 Million Business for Dealers

(Continued from page 16)

fringe areas where no other antenna will do the work. In general, it is good for operation on one channel, with separate antenna being required for each channel desired.

Figures 27 and 28 on the chart are high gain individual antennas with very high directivity. Radio operators can recognize the former as a Yagi array, used for extreme distance reception. This is of narrow band width, while type 28, a modified version of 27, has not only the band width necessary for television channels but also the directivity which separates stations on the same channels in opposite directions.

### Questionmark

Such a wide variety of antennas doesn't necessarily make the selection and sale of an antenna simpler. It does, however, take the doubts out of reception. With some 60 known brands of aeri-als and arrays, a dealer and his sales staff can acquaint themselves with minute details of antennas and the part they play in first-class reception. It's

too late to change a story when reception flops or falters. A dealer must start right by eliminating the antenna questionmark. He and his staff must know what antennas are available, what each will do, which are suitable for specific ranges—local, twilight zone, and fringe distances—before the \$50 million antenna business can be tapped and tapped hard.

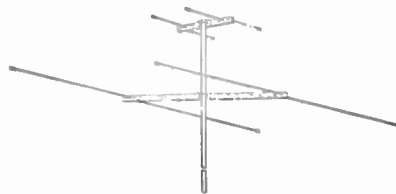
### Tube Sales Up

RMA reported sales of cathode-ray tubes to set manufacturers up sharply in the third quarter of 1948 over the second quarter, reflecting record television receiver production during the latter part of the year. Total third quarter sales of cathode-ray tubes came to 306,502, compared to 267,763 in the previous quarter. It boosted the figures for the first nine months of the year to 732,971 units valued at \$17,779,749, more than double the value of units sold during the entire year of 1947.

### Highest possible forward gain!

**NEW!**

## PHILSON'S LOW PRICE TELEVISION ANTENNAS



No. 33 Single dipole 72 ohms. High and low frequency antennas with reflectors. Semi-assembled with all bolts, washers, and nuts in place—no loose hardware. Packed 1 to a box.

- HIGHEST FORWARD GAIN ON HIGH AND LOW BANDS
- SUPER SENSITIVE FOR LONG DISTANCE RECEPTION
- INDEPENDENT ALL-DIRECTIONAL ORIENTATION
- NON-CONDUCTIVE, WEATHER-PROOFED WOOD CROSS-BAR

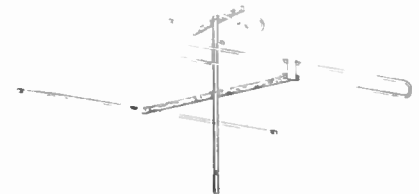
This high-quality and low-priced antenna is much more sensitive for perfect TV reception in poor signal locations and fringe areas. Supplied with U bolt and profile for easy rotation and speedy installation. Wooden cross-bar eliminates possible leakage from antenna to ground.

#### THESE ANTENNAS ARE ALSO MADE IN FOLLOWING STYLES

- No. 18 Stacked single dipoles, low frequency, and reflectors.
- No. 19 Stacked folded dipoles, low frequency, and reflectors.
- No. 23 Single HIGH frequency dipole antenna with reflector.
- No. 24 Folded HIGH Frequency dipole antenna with reflector.
- No. 28 Stacked single, high frequency with reflectors.
- No. 29 Stacked folded, high frequency with reflectors.

DISTRIBUTORS WANTED for profitable territories still open.

WRITE FOR CATALOG 2 T J showing complete line of TV-FM antennas



No. 34 FOLDED DIPOLE 300 ohms. High and low frequency antennas with reflectors. Semi-assembled with all bolts, washers, and nuts in place. No loose hardware.

**PHILSON** MANUFACTURING CO., INC.

156 Chambers Street, New York 7, N. Y.





**March • 1949**

**Service and Television Sales**

The phenomenal increase in the sales of television receivers during the past 15 months has created many problems, not the least of which is the problem of providing adequate service along with each receiver sold. Initially, of course, the leading manufacturers realized that it was their function to give adequate installation and service—especially since so very few dealers possessed the 'know-how' or experience to handle this phase of the business.

As sales mounted and more and more dealers entered the TV merchandising sphere, it became evident that service was a dealer's problem rather than the manufacturer's, for the simple reason that the customer seeks satisfaction from the dealer in whose store he purchased the set. This development brought about the second phase, in which dealers either hurriedly set up their own service departments or contracted with some service group to handle their service calls and complaints. The television manufacturers also started large-scale training programs for service personnel and they are currently engaged in educating thousands of seviceimen who will specialize in TV. Someone has said that "If you're in the television business, you're also in the service business."

To a large degree, that's true. Just ask any dealer and he'll be glad to cry on your shoulder about how all his small margin is eaten up by repeat service calls. Of course, the decision as to whether a dealer should set up his own installation and service department can only be made by the individual dealer himself. Its answer must depend upon his volume of business, the area of operations, number of customers, etc. However, the unmistakable trend is for the dealer to establish his own servicing section, which is why we are running several articles on this subject elsewhere in this issue.

The manufacturers are in favor of this trend. For instance, Motorola, recently wrote us: "Some of our distributors are doing their own installing and handling service for all of their dealers. Most of our distributors, however, use installation contractors except in those instances where dealers are sufficiently qualified to handle the installation and service themselves. Actually, we urge our distributors to establish self-installing dealers just as rapidly as they can qualify the dealers through the training programs. For example: when we first started selling television in the Chicago market there were only 12 Chicago dealers who were approved as self-installers. At the present time there are more than 150 dealers who are thus approved." We like that trend because we believe that the dealer who is also trained and equipped to install the product he sells will make a better dealer.

**More Facts and Less Hokum**

We've been watching the advertising of television manufacturers in recent weeks and as far as we're concerned, most of it misses the boat. We have lost patience with advertising copy that speaks of 'big screen', 'giant picture', 'super brilliance', and a host of other adjectives which mean little and convey even less to the potential buyer. We have lost patience with television receiver advertising that is almost completely devoid of information as to the number of tubes, exact size of the picture and the price.

Television is not a toy, or a perfume that needs to be wrapped up in aromatic phrases to be sold to the American public. Americans have always been fact-minded: that, in our opinion, is why manufacturers should not underestimate their intelligence. You are making one of the most marvelous mechanical and electronic products that mankind has seen. Why hide the fact behind windy and cheap sales talk? Give your customers the real facts . . . and they'll buy.

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# *Important Announcement*

**NOW** Radio & Appliance Journal reverts to its original name RADIO & TELEVISION JOURNAL, under which it was published from 1939 to 1946. In the latter year, immediately following the end of the war, we became Radio & Appliance Journal in response to a strong demand by our readers that we devote considerable space to the electric appliance field.

Since January, 1948, television has at last come into its own. Last year there were more than 800,000 television receivers manufactured and sold. Conservative estimates for the current year are that at least 2,500,000 TV receivers are to be made and sold. THIS IS BIG BUSINESS!

Television is not only out of its swaddling clothes but is already sporting its first long trousers. It's a *billion dollar business*, and will become a multi-billion dollar business before very long. It's so big an industry that it requires a business magazine devoted entirely to the manufacturing, distributing and retailing aspects of television. RADIO & TELEVISION JOURNAL WILL NOW DO THAT JOB.

For the past year, over 95 per cent of our advertising and editorial content has been on television, so in going back to our former name we are putting into effect a trend that has been in the making for some time.

RADIO & TELEVISION JOURNAL, the oldest dealer magazine in the industry, with more than 30,000 CCA circulation, will continue to report, mirror and translate the tremendous developments of America's newest and most exciting industry.

Alex H. Kolbe  
PUBLISHER

# THIS SELLS T-V!

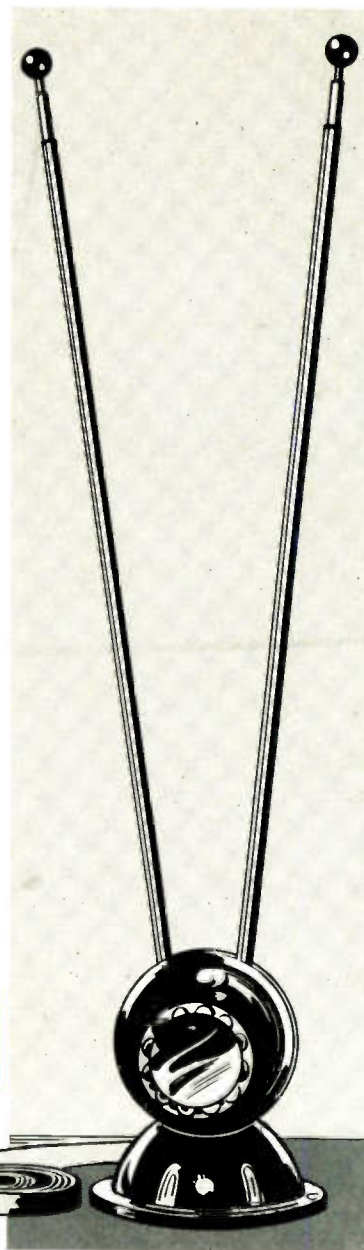
INSTALLATION COSTS ZERO..... WITH

# Radion\*

**INDOOR T-V ANTENNA**  
**150,000** IN USE—THE NATIONALLY  
 RECOGNIZED STANDARD . . . BOUGHT AND ENDORSED  
 BY LEADING SET MANUFACTURERS

Installation cost is the catch in T-V volume sales—but Radion puts installation cost at zero . . . makes T-V a package sale . . . and that puts you into T-V volume!

Radion is the original, proven indoor T-V Antenna . . . 150,000 in use today! Radion is used with any set, anywhere a broadcast signal can be received. Locate it anywhere . . . on the set, back of furniture, on wall or ceiling. Attractive—fits in with room arrangement and decoration.



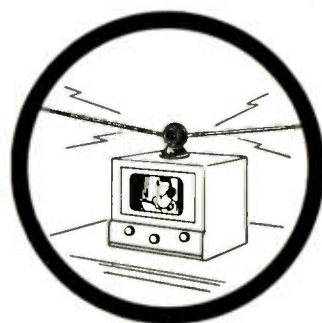
## \$6.95

LIST

For any T-V Set, Telescopes to 32-in. dipole. Extends to 92-in. Stands 19-in. high. Weighs 2¾ lbs. Packed 6 to a carton, shpg. wgt. 15½ lbs. Order now and sell T-V in volume!

### PERFECT FOR CLOSING HOME DEMONSTRATIONS

Install anywhere—on the set,



back of furniture, on wall or ceiling. Comes complete, ready to use. Just attach 2 terminals.

\*PATENTS PENDING.

**FULLY ASSEMBLED . . . READY TO USE**

Radion comes complete with 12 feet of 300-ohm connecting lead. And—it's so simple to install, so simple to operate! Any customer can connect it to his set—can adjust it for both channel and direction.

**GET INTO T-V VOLUME NOW WITH RADION — THE NATIONAL CONSUMER ADVERTISED INDOOR T-V ANTENNA**

Jump over the stumbling-block of "INSTALLATION COST"! Close T-V sales in volume with Radion, the antenna your customers know. Order today!

**Act!**  
 GET INTO T-V THE VOLUME WAY WITH Radion! . . . MAIL COUPON NOW!

If Your Set Distributor or Parts Jobber Does Not Have Radion

—Send inquiries direct to:

**RADION MFG. CO.**

1137 Milwaukee Ave., Chicago 22, Ill.

Name .....

Address .....

City ..... State .....