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Radio & TELEVISION JOURNAL



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with 45 rpm**

SEPTEMBER 1949



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Sheldon CUSTOM-MADE "TELEGENIC" * TELEVISION PICTURE TUBE

SHELDON DIRECT VIEW TUBES

10BP4—10" Flat Face, Magnetic Focus and Deflection.

12LP4—12½" Flat Face, Magnetic Focus & Deflection.

16HP4—16" Flat Face Glass Tube, Magnetic Focus and Deflection. (60° Deflection Angle.)

Sheldon presents a most outstanding development in Picture Tubes, which makes Television more pleasing, more restful, more realistic. Sheldon "Natural-Image" SOFT GLOW Picture Tubes produce more life-like quality. They provide greater contrast range & detail with visual-comfort brightness.



*TELEGENIC—Televiews well

Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube

BLACK IS BLACK - WHITE IS WHITE -
and between
ALL THE NATURAL INTERMEDIATE SHADING!
NOTE THE DIFFERENCE IN PICTURES



TUBE A—Yellows and Grays



TUBE B—Blues with Extreme Brilliance



SHELDON—Black and White
with intermediate shading

BETTER TONAL QUALITY! As in a fine photograph, Sheldon "Natural-Image" SOFT GLOW Tubes bring out the subtle blending of blacks and whites that give realism to the picture. They make it possible to get maximum contrast without sacrificing clarity. Sheldon Tubes give clear, clean, polished pictures of people, animals and objects.

Sheldon SOFT GLOW Tubes can be viewed for hours at a time, under normal daylight or artificial lighted night conditions, WITH NO VISUAL DISCOMFORT. Extreme contrast is no longer necessary for better video images thereby minimizing glare. Sheldon Television Tubes give MAXIMUM BRIGHTNESS and DEFINITION.

Sheldon Tubes provide better viewing at greater distances. Eye glass wearers find them particularly restful.

MOVIES and NEWS REELS come in clear and distinct. Glare accessories are unnecessary.

The 12½" flat face and the 16" flat-face tubes are the finest direct-view tubes ever produced. The flat face and the new deflection angle means the finest video image with maximum, usable area and with a minimum of distortion. **THE 16" SHELDON TUBE IS TRULY SENSATIONAL!**

Sheldon was the first to manufacture the 16" flat-face glass tube.

Air Conditioned rooms to mix chemicals and to settle phosphorus produces a consistently uniform screen in every tube. Sheldon "Telegenic" Picture Tubes are custom-made. They have a life of more than 4,000 hours.

In stock at leading radio and electrical jobbers. Write for descriptive literature.

GUARANTEE

Sheldon Television Picture Tubes are guaranteed against defects in design and workmanship for a period of 13 months from date of shipment from Sheldon's factory or

branch warehouses. The guarantee, with a definite expiration date, is printed on a sticker attached to each tube.

Sheldon production processes are designed for Quality.

SHELDON ELECTRIC CO.

DIVISION OF ALLIED ELECTRIC PRODUCTS, INC.

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

Branch Offices & Warehouses:
CHICAGO 6, ILL.—626 W. Jackson Blvd.
LOS ANGELES 6, CAL.—2559 West Pico Blvd.

GUESS WHO OPERATES THE WORLD'S LARGEST TELEVISION ASSEMBLY PLANT



Unless someone has told you, you'd probably guess wrong.

Actually the world's largest television assembly plant operates under a name which has become widely familiar only in the last couple of years. It belongs to a company which started business about twenty years ago, with a capital of \$500, and has literally lifted itself by its own bootstraps—the company that made electronic television commercially practical by developing the cathode ray television picture tube from a laboratory curiosity—the one company that is in all of television and only in television. That company is DuMont.

DuMont marketed the first commercial television receiver ten years ago in 1939. Many of them are still operating.

After World War II, DuMont was first to be back on the market with a line of receivers that were years ahead of the rest of the industry. And the public—which is a lot smarter than some people think—was quick to recognize DuMont's superior quality, and to buy every DuMont set that could be made.

Even when there were a dozen orders for every DuMont that came off the assembly line, DuMont never yielded to the temptation to cut corners. Every DuMont receiver had to pass the most rigid examination.

People could see that DuMont receivers, in addition to having larger screens, gave a clearer, brighter, steadier picture. They were dependable

in operation. They brought in good pictures in outlying areas. They had fine tone quality. Their cabinets were well designed and well made. And because television was new and interesting, people talked about these things.

So DuMont's reputation grew very fast, and since most Americans want the best rather than the cheapest, people were eager to get DuMont.

That's how it happens that the little, independent company is today operating the world's largest television assembly plant—with four other DuMont factories making picture tubes and other electronic parts.

The public built that plant.

Built it by recognizing real quality. By being generous enough to pass the word along. By having good judgment to pay the few dollars more for the soundly designed and well built article.

Now new DuMont models are starting to pour off the new assembly lines.

You can see them at your DuMont dealer's today.

They are the finest DuMonts ever made; improved in every way; larger screens, clearer pictures, greater power and sensitivity. And every one made and inspected with the same expert, meticulous care as when a day's output was numbered in dozens.

And when you look at their price tags, you will find that these new and better DuMonts pass on the great economies of quantity production—pass it on to the public whose recognition and acceptance made this great assembly plant possible.

DU MONT *first with the finest in television*

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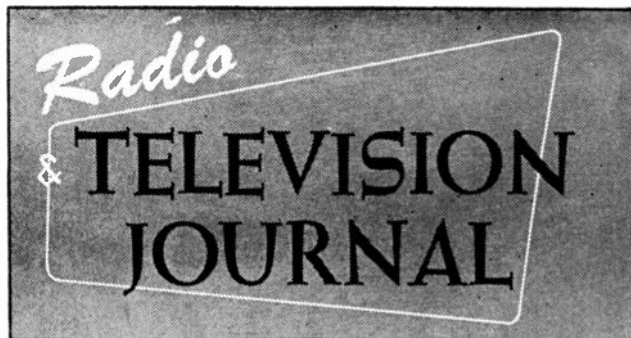
Allen B. DuMont Laboratories, Inc. • Home Offices: 2 Main Ave., Passaic, N.J. • Receiver Manufacturing Factory: East Paterson, N.J.

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Television • Radio • Appliances • Records-Component Parts



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Editor NAT BOOLHACK
Associate Editor JOHN A. RICHARDS
Business Department AARON LAFER
Art Director VINCENT T. COSTELLO
Circulation Manager MARY LOUISE KAUFFMAN

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Radio & Television JOURNAL • September, 1949

Tele King

featuring **TEE-VEE-TENNA**
WITH TELE-INDICATOR*
 the amazing indoor antenna

• **THE TV SENSATION ACROSS THE NATION** •



\$319⁹⁵
 PLUS EXCISE TAX

16" TABLE MODEL T616

145 SQUARE INCHES...
16" DIRECT VIEW SCREEN

Magnificent table model • Master designed wood mahogany cabinet • Finest components
 Amazing TELERAMIC picture
 Razor-sharp image
 Automatic gain control
 Simplified operation

\$179⁹⁵
 PLUS EXCISE TAX



10" TABLE MODEL T510

**HERE'S THE TELE KING TEE-VEE-TENNA WITH TELE-INDICATOR*...
 IT'S ALL NEW! SPECIFICALLY DESIGNED INDOOR ANTENNA...**

FOR TELE KING TABLE MODELS ONLY. INSTALLED IN 15 SECONDS... LIFT CUT IN 2 SECONDS. NO TOOLS REQUIRED... SO EASY A CHILD CAN OPERATE IT. IDEAL FOR MOST AREAS. ASSURES BRILLIANTLY CLEAR PICTURE. TELE-INDICATOR—A DISC THAT FITS IN BASE OF TEE-VEE-TENNA. CALIBRATED SO ANTENNA ARMS POSITIONS CAN BE PERMANENTLY MARKED FOR INSTANTANEOUS CHANNEL TUNING. SEE THE TELE KING

TEE-VEE-TENNA WITH TELE-INDICATOR... TWO TREMENDOUS TELE KING ENGINEERING TRIUMPHS!

**SELLS FASTER... EVERYWHERE!
 PRICED SO RIGHT FOR QUICK, VOLUME SALES**

Gorgeous wood mahogany cabinet • Expanded 61 square inch DIRECT VIEW Teleramic picture • Tele Lock • All channel reception Precision performance • Another TELE KING sales leader.

\$219⁹⁵
 PLUS EXCISE TAX



12½" TABLE MODEL T712



\$349⁹⁵
 PLUS EXCISE TAX

16" CONSOLE MODEL C816

91 SQUARE INCH DIRECT VIEW SCREEN—

A REAL BEAUTY FOR GIANT SALES!

Designed wood mahogany cabinet • Brilliant Teleramic picture Superior components • Automatic frequency control circuit

**TOPS IN CONSOLES...
 FOR PERFORMANCE... BEAUTY... VALUE
 145 SQUARE INCHES... 16" DIRECT VIEW PICTURE**

Supremely attractive wood mahogany cabinet • Designed for any decor • Eye-appeal with buy-appeal • Teleramic picture with Tele Lock for brilliantly clear, steady viewing • Automatic frequency and gain control • Simplified operation A masterpiece of art and engineering • TV at its very best.

NO BETTER TELEVISION AT ANY PRICE

Tele King

CORP.

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

Here
NOW-

STEWART

FUTU

SEE YOUR STEWART-WARNER
DISTRIBUTOR FOR
TELEVISION'S GREATEST
ADVANCE NOW!

TELE

Most in Television

WARNER

RAMMA



VISION!

- ☆ UNI-PANEL CONTROL
- ☆ CHANNEL-EYE TUNING
- ☆ AM-FM RADIO
- ☆ MIRACLE TURRET TUNER
- ☆ DYNA-POWERED CHASSIS

for Years to Come!

STEWART-WARNER ELECTRIC • DIVISION OF STEWART-WARNER CORPORATION, 1826 DIVERSEY PARKWAY, CHICAGO 14, ILL
Radio & Television JOURNAL • September, 1949

TELEVISION ROUNDUP

Color TV — In Again, Out Again

The nation's press and radio hummed and buzzed last month with reports emanating from Washington, RMA, RCA and CBS and FCC. In addition, various members of the FCC issued their own reports of developments which made public comprehension even more difficult. All in all, last month's developments made one thing clear, both to dealers and public alike: color television is coming nearer; but exactly how near it is to being able to sell a color Television receiver off the floor is anybody's guess.

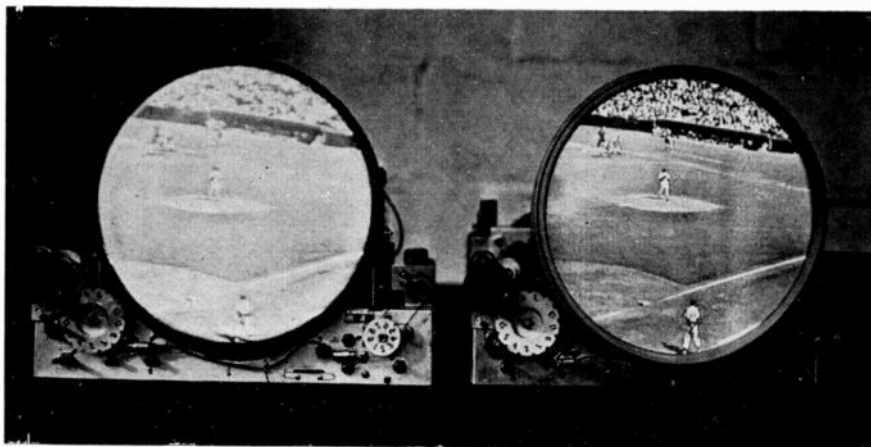
Here is a summary of the latest developments as they were issued in communique-like form from the various color battle fronts:

CBS: Outlining the many significant developments in 6-megacycle sequential color television which the Columbia Broadcasting System accomplished in the past two years, and pointing out that several manufacturers already have started work on pre-production models of color equipment, Frank Stanton, CBS president called upon the FCC to specify the nature of the field tests which the FCC would consider adequate for approval of the CBS color system. After noting the praise for its "courage in investing large sums of money in research" from Senator E. C. Johnson, Chairman of the Senate Committee on Interstate and Foreign Commerce, CBS remarked that it was doing "everything we reasonably can to make color television generally available at the earliest possible time."

But CBS is convinced by past experience that it cannot decide on commitments for the general field testing requested by the FCC until it has official specification of what will be considered adequate. Ten American companies, says CBS, have started work on the development of production designs and pre-production models or components for scanning adapters, color converters, color assemblies for complete color sets, and new black-and-white sets to receive both color and standard black-and-white signals in black-and-white. CBS reminded the FCC that Columbia had created "virtually the entire art of color television."

RCA: But on Thursday, August 25, after the papers had been buzzing with hints, Radio Corporation of America broke the headlines on the front pages

Which Tube Has the "Teleglas?"



Two identical television receivers were photographed, above, on the same negative, same signal, and with the same degree of clarity, definition, etc., in the Zenith Radio Corp. lab. Tube, left, has conventional glass. On right, Pittsburgh Plate's "Teleglas," maintains contrast.

with the announcement that it had perfected a new, all-electronic, high-definition color television system that is completely compatible with the present system of black-and-white TV. The new color system — the fruit of years of research and development—requires no changes in transmission standards of present black-and-white. RCA claims that its performance is equivalent to the present monochrome service, both as regards color and reproduction of color signals in black-and-white. But most important of all, as far as dealers and public are concerned, is the assurance that the *new system enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter.* Color programs can be viewed on new color receivers or on existing receivers equipped with a color adapter.

With the new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and, therefore, without any loss of audience.

RMA: Following both of these sensational developments, the Radio Manufacturers Association came along with a sobering statement to the FCC along the lines that even if the Commission were to authorize commercial color television after its forthcoming television hearings on September 26th, *it will take manufacturers "several years" to*

develop and distribute the necessary equipment for public use. That was like a cold shower amid all the excitement, but it was quite necessary if the public was not to be misled into thinking that it could stroll into a retail shop next week and buy an "electronic color television receiver, french provincial style, and complete with UHF, built-in aerial for fringe areas and sliding bar."

No, the RMA was concerned about the investment of some 2,000,000 TV set owners and urged that any color system approved by the FCC be superimposed on present sets in a manner which will make the service available to present set owners at a reasonable additional cost. RMA made it clear that the industry does not oppose the development of color television provided it is available for and superimposed on the 2,000,000 monochrome TV receivers already sold. RCA's announcement seemed to guarantee that end, but one thing was clear after all the shooting was over: technically, color television seems to have been perfected and perfected in such a way as to safeguard the millions of dollars already invested by consumers. However, the leading minds in the industry still predict that it will be two or three years before you, Mr. Dealer, can phone your distributor and request a shipment of the latest color TV receivers. In the meantime, you had better utilize these next two or three years in selling monochrome sets with the complete assurance that your customers will be able to buy color converters later on.

ANOTHER
EMERSON

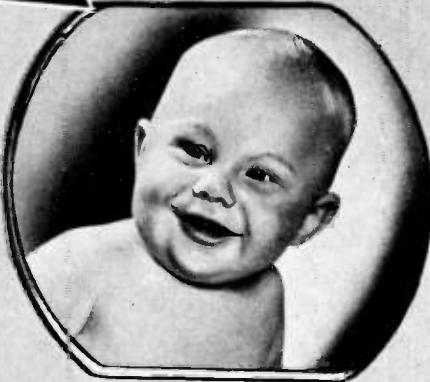
MONEYMAKER!

Big
Brilliant
Pictures

AC-DC
TELEVISION

only \$ **129**⁹⁵

NEW 1950
MODEL
639



Smart,
Genuine Mahogany
Veneer Cabinet.
Easy To Carry

Easiest to
STOCK!
Easiest to
DISPLAY!
Easiest of all
to **SELL!**

No
Outdoor Antenna
Necessary
In Most
Localities

Staticlear
FM
Sound

Super-Powered
Long Distance
Circuit

SEE ALL THE BIG MONEYMAKERS IN EMERSON'S COMPLETE, NEW '50 LINE...
EVERY SIZE AND MODEL IN 10", 12½", 16" AND PROJECTION TELEVISION.
EMERSON, AND ONLY EMERSON, MAKES THE VALUES THAT MAKE YOUR PROFITS!

Emerson
BETTER VISION, STYLE, TONE,



Television
PERFORMANCE, VALUE



Reg. T. M.

BULLETIN
ON THE "BATTLE
OF THE INCHES"

An Important Message to Emerson Dealers

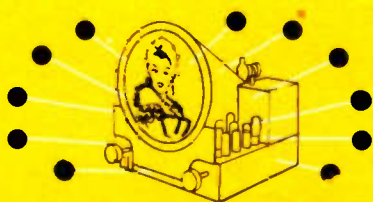
The tendency to describe the size of kinescope tubes in terms of square inches has resulted in misleading claims which in turn result in loss of consumer confidence, and sales. We strongly urge all Emerson dealers to

refer to picture tubes as 10", 12½" or 16"—the *diameter* size is the only *correct* representation in advertising and store demonstration. *No one can sell prospects by confusing them.*

EMERSON RADIO AND PHONOGRAPH CORP.
New York 11, N. Y.

you'll need more than BIG

the new 1950 **Motorola** line gives you more
of everything you need for fast sales...



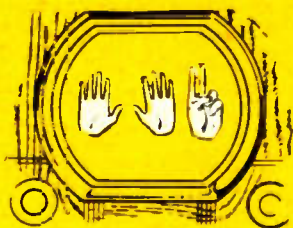
11 New Inventions and Improvements!

With Motorola television you're not just selling last year's TELEVISION done over. The new Motorola MASTERPIECE television incorporates 11 new inventions and improvements that revolutionize the industry. Sales-producing, patented features like the Picture Stabilizer, Sensitizer, Noise Rejector, Hush Tuner, Reflexi-Focus Circuit and Magic Focus — all entirely new improvements that add up to the brightest, steadiest, sharpest pictures your customers have ever seen.



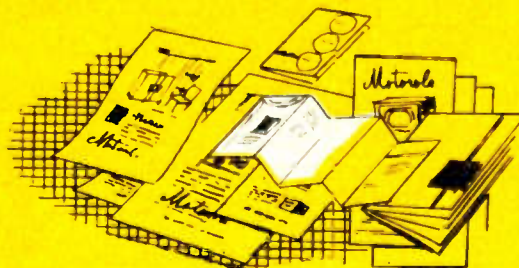
Lower Prices All Along the Line!

Motorola's gigantic production facilities offer you a quality television line at prices among the lowest on the market. All along the production line, wherever a corner could be cut without sacrificing top quality, Motorola has done so—passing the dollar savings on to your customers.



Saleable Features by the Dozen!

Here are features you can sell to the limit—and back up to the hilt! Features most wanted by television customers, like bigger BROADVIEW screens that give 25% more picture area . . . Simplified Controls a child can operate . . . Target Tuning that automatically locks picture and sound together . . . beautiful Furniture Styled cabinets . . . and the sensational new BILT-IN-TENNA that eliminates the need for an outside antenna in good signal areas.



More to Help You Sell!

Motorola pitches in your battle for radio and television profits with an army of sales helps. Handbooks, window displays, streamers, consumer passouts, spot commercials, transcriptions, catalogs, manuals, suggested sales outlines, sales training movies—the whole works to help you sell the profitable Motorola line this season.

BRAGS to sell this year!



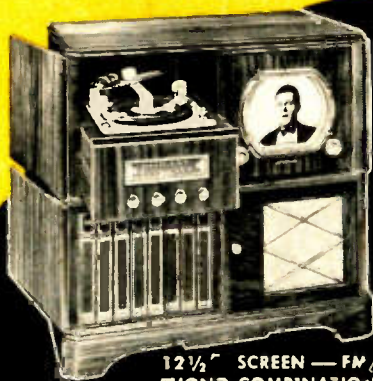
A Complete Line—13 TV Sets Alone!

Motorola's new line covers the complete market with radios and television receivers to fit every individual need and every budget! Included in the Motorola 1950 television line are smaller table models with 7 inch and 8½ inch picture tubes—to 10 inch, 12½ inch and giant 16 inch direct view screens in stunning consoles and combinations. In radios, Motorola represents new profits with FM-AM, Shortwave and AM table radios—and FM-AM radio-phonograph combinations. In the portable field, Motorola appeals to four different price markets.



A Powerful National Ad Campaign!

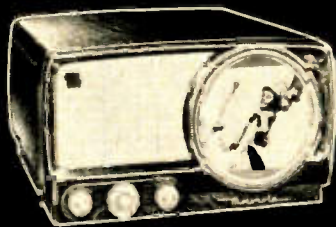
The Motorola New Horizon national campaign is a hard-hitting, two-fisted campaign that rolls up its sleeves to roll up profits for you! Get the benefit of these powerful, colorful ads at no cost to you: Saturday Evening Post, Life, American Weekly, House Beautiful, Time, Esquire, Parade, Better Homes & Gardens, Fortune, This Week, and so on down the list. It's a whopping big campaign that reaches every market from the big city to the smallest country hamlet. Feature — Display — Sell Motorola — for profit's sake now!



12½" SCREEN — FM/AM-
PHONO COMBINATION . . .
Big screen TV. Multi-Play
changer plays all types of
records. Beautiful mahogany
or limed oak. 2VF4



12½" SCREEN CONSOLE . . .
GORGEOUS . . . BROADVIEW
SCREEN. Simplified controls.
Beautiful hand rubbed mahog-
any or limed oak. 12VK11



MOTOROLA QUALITY, BUDGET-PRICED . . .
7" BROADVIEW screen of a startling new
low price! 7VT2



NEW 8½" SCREEN SCOOP . . . Television's
biggest value — more picture for less
money. Mahogany cabinet. 9VT1

CALL, WIRE, OR WRITE YOUR MOTOROLA DISTRIBUTOR TODAY

MOTOROLA INC., 4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS

Phonevision

"Phonevision" — the system of telecasting developed by Commander McDonald, president of Zenith Radio Corp. whereby the television set owner phones in to be 'plugged in' on a special TV feature and then is billed at the end of the month—moved one step closer to reality recently when Zenith applied to the FCC in Washington for permission to make a test run of the system. The company plans to test the Phonevision device within the next few months in the Chicago area, if granted permission. Officials of the Illinois Bell Telephone Company have disclosed that they are cooperating with the Zenith engineers on the project. The phone people are making intensive costs studies of leased channels and other elements of the system. Zenith owns the process which, when in use, will enable a TV set owner to call the operator and ask for an unscrambling device to be set in motion, thus permitting reception of first-run movies, plays, fights and other special events too expensive for TV advertisers. The 'subscriber' would then be billed for this service at the end of the month.

'Hopalong' Shows Sales Appeal



A 20,000 throng of adults and children crowded into Goldblatt's State Street department store in Chicago recently in an effort to see their western movie and television hero, Bill ("Hopalong Cassidy") Boyd. When it was all over, the store registered record sales on tie-in merchandise, proving that personality appearances can boost retail sales and can move all sorts of tie-in merchandise for dealers. As a TV personality, Boyd has plenty of sales appeal.

NAMM Urges Excise Tax Repeal

"Nothing can be done" has never been the American Way!

MR. PRESIDENT :-

You have made the statement that nothing can be done to repeal the war excise sales tax during this session of Congress. **We must respectfully disagree!**

"Congress was able to declare war on Japan in 34 hours. It need not take more than a week for Congress to declare war on unemployment." And these taxes are one of the main causes of growing unemployment now.

We cannot wait. Delay to January, 1950 would be disastrous during the vital summer and Christmas buying seasons of 1949. It would adversely affect the recovery of the entire country. To quote the National Planning Committee — a non-partisan organization representative of business, labor, agriculture and the professions:

"The present structure of some taxes discourages business production of goods and services and causes many of these taxes weigh most heavily on low income families."

We wish to call to your attention that the purpose of these taxes was to reduce civilian demand in time of war. That was necessary. They reduced demand there, but there is no reason why we should reduce demand and employment now. Furthermore, the repeal of these taxes would result in no substantial net loss of tax revenue!

At the time these taxes were put into effect, it was agreed that they would be removed six months after the end of the war. **FOUR YEARS HAVE PASSED AND NOTHING HAS BEEN DONE!**

For the benefit of every business facing unnecessary loss and every person facing unnecessary unemployment

... WE ASK THAT THE WAR EXCISE TAX BE REPEALED NOW!

The advertisement on this page is in the honor of American business and jobs by the following organizations:

<p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p>	<p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p>	<p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p> <p>Admitted to National Association of Manufacturers, Inc.</p>
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The Music Industry Excise Tax Committee has alleged that federal excise taxes upon musical instruments is a sales depressant, and now William R. Gard, executive-secretary of the NAMM reports that the Treasury Department, Bureau of Internal Revenue, has confirmed the allegations.

Total collections for the fiscal year ended June 30, 1949, of the 10 per cent tax on merchandise sold by music merchants were \$9,292,668.30 compared to \$10,572,682.91 for a previous comparable period. These collections applied to musical instruments and not to taxes on radios, phonographs, and phonograph records.

Because not only tax collections but also instrument production are down, the Tax Committee of the Music Industry, led by the NAMM, has allied itself with 19 other industries and is waging an active battle for the removal of excise taxes which have injured sales promotion and are having an effect on employment. Full-page ads, like the one above which appeared in the New York Times, are part of the campaign for repeal of the injurious taxes.

TV Shortage in Apartments

It is estimated that of the approximate 700,000 television sets owned by New York metropolitan area residents, about 40 per cent belong to people living in multiple dwellings. This percentage, however, is actually extremely low when it is considered that the number of apartment house tenants is very high as compared with one-family home dwellers. This seeming disparity was called to our attention by Len Mautner, president of Television Equipment Corporation, who points out that in New York City alone there are close to 2,300,000 families, of which only about 330,000 live in one-family houses. This, then, makes the 40 per cent figure a comparative drop in the bucket, for it reveals the tremendous number of apartment and other multiple dwelling tenants without television sets.

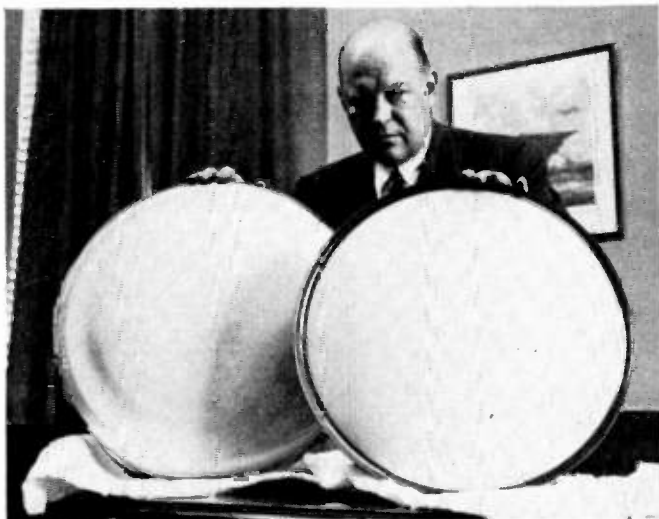
Of course, the reason for the disparity has been the irascibility of landlords concerning permission to erect roof antennas on their roofs. However, under the new rent increase instructions from Federal Housing Expediter Tighe E. Woods, owners of apartment buildings may erect a master television antenna system and in return receive an increase in rent from tenants. "Both the tenant without television and the owner stand to benefit from the new set-up," says Mr. Mautner, whose company manufactures the telecoupler, a new low-cost antenna system for large buildings.



D. F. Goldman, center, president of Metro Distributors, finds many features to talk about in Tele King's TV line.



Gen. Mgr. H. G. Baker congratulates Camden workers, through Rita Leslie, as first 10th anniversary model moves off RCA lines.



Dr. DuMont comparing the new, improved, short-necked metal 19-inch TV tube with DuMont's older 20-inch tube.



TV goddess Gloria Van Bomel cannot summon up a big picture from a tiny tube alone. Norelco's Protelgram really does it.



Jack Rondel, sales manager of table radios at Electronics Park, Syracuse, N. Y., has lots to discuss in these five new GE models.



The widow of Henry Parks, with sons, accepts from Pres. Daniels the first of the Starrett TV sets named after the brilliant young engineer.

GUARANTEED PROFITS!

THE HENRY PARKS . . . 16" tube CONSOLE, STARRETT OPTICLEAR \$399.95

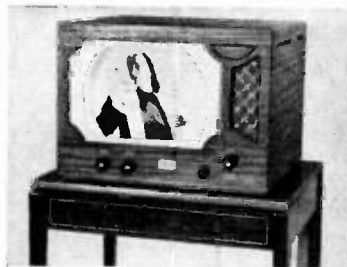


ONLY STARRETT GIVES YOU ALL THIS! THERE'S A STARRETT OPTICLEAR TELEVISION SET IN EVERY PRICE RANGE . . . AND EVERY ONE "WAS" OUT IN FRONT OF COMPETITION!

the great new popular-priced METROPOLITAN SERIES WITH SENSATIONAL BUILT-IN ANTENNA \$249.95 to \$495.00

the superb decorator-cabinet CUSTOM SERIES \$459 to \$1295

Federal excise tax extra



THE NATHAN HALE . . . 17 1/2" tube TABLE MODEL, STARRETT OPTICLEAR \$249.95



THE HENRY HUDSON . . . 16" tube TABLE MODEL, STARRETT OPTICLEAR \$349.95

with the only scientifically FILM FREED* PICTURE TUBE! making STARRETT America's TOP QUALITY LINE, bar none!

Starrett Opticlear TELEVISION



THE KING ARTHUR . . . 20" tube Table Model, AM-FM radio. \$795.00



THE LINCOLN . . . 16" tube CONSOLE, AM-FM radio, 3-speed AUTOMATIC record changer. \$1095.00



THE JACKSON . . . 16" tube CONSOLE, AM-FM radio. \$695.00

Patents Pending

STARRETT TELEVISION CORPORATION

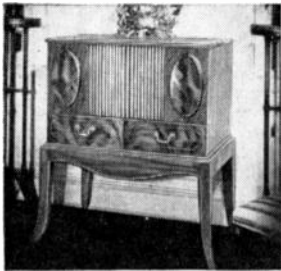
Radio & Television JOURNAL • September, 1949

PROFITS GUARANTEED!

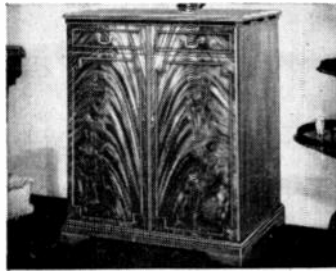
ONLY *Starrett*  Opticlear

GIVES SO MUCH PROFIT PROTECTION!

All list and net prices guaranteed up to December 1st!
Full credit on all sets inventoried on your floor should we find it
to your benefit to lower prices before December plus full guar-
anteed 30 days notice of any price change after December 1st.



THE JEFFERSON . . . 12 1/2" tube CON-
SOLE, STARRETT OPTICLEAR \$39800



THE ADAMS . . . 12 1/2" tube CONSOLE,
AM-FM radio; 3-speed AUTOMATIC
record changer. \$49500



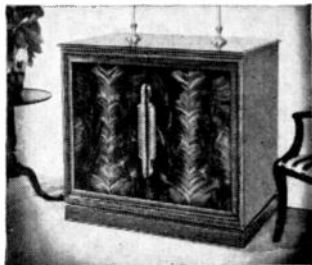
THE COSMOPOLITAN . . . 15" Break-
front, AM-FM radio, 3-speed AUTOMATIC
record changer. \$129500

THE GOTHAM . . . same without breakfront . . . \$1095

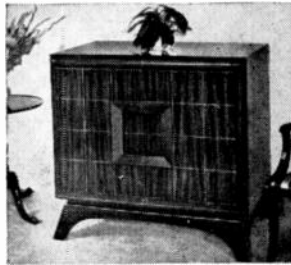
STARRETT OPTICLEAR TELEVISION: housed in the world's most distinguished
designer-cabinets; crafted of the finest imported and domestic woods; finished
and detailed for enduring beauty.

Discounts up to 40%

EXCLUSIVE STARRETT FRANCHISE DEALERS GET THE
LARGEST PROFIT SET-UP IN THE UNITED STATES.
YOUR STARRETT FRANCHISE MEANS PROTECTED
PROFITS AND **NO COMPETITION** IN YOUR AREA



THE CLEVELAND . . . 16" CONSOLE,
AM-FM radio, 3 speed AUTOMATIC
record changer. \$89500



THE JOHN HANCOCK . . . 16" CON-
SOLE, AM-FM radio, 3-speed AUTOMATIC
record changer. \$79500

601 W. 26th St. • New York 1, N. Y.

BE FIRST IN YOUR AREA! SEND THIS COUPON NOW!

STARRETT TELEVISION CORPORATION
601 West 26th Street, New York 1, N.Y.

PLEASE RUSH ME COMPLETE DETAILS OF YOUR
FRANCHISE-DEALER SET UP. I am attaching our Company
letterhead to this request.

NAME _____

ADDRESS _____

COMPANY NAME _____



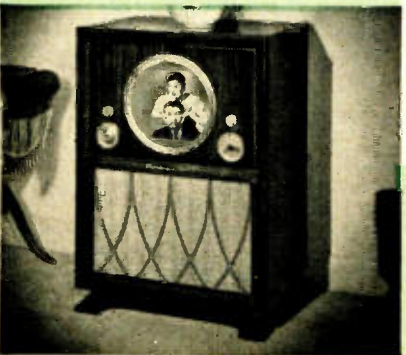
THE MANHATTAN—TV with "Opera Glass" tuning. A touch of a button gives double-size close-up. Normal 61 sq. in. screen. Cabinet in African ribbon-striped mahogany veneers. #TC-10-HM. \$249.95*



THE CENTURY—TV table model. 89 sq. in. picture, automatically locked steady. True-to-life tone with 8" speaker. Exceptional "fringe" area performance. Phono jack. Mahogany veneers. #TC-125-HM. \$295.00*



THE DORSET—TV, FM and AM. 92 sq. in. picture. Same super-powered chassis as Chinese Classic. 8" "Full-Floating" speaker. One knob for all normal picture adjustments. Phono-graph jack. Mahogany veneer cabinet. #TS-125-HM. \$369.95*



THE BRENTWOOD—TV console. 89 sq. in. picture, locked steady. Superb sound with 12" speaker. Exceptional "fringe" area performance. Compartment for 45 rpm. phono. Mahogany veneers: #TC-125-LM. \$359.95* Blond: #TC-125-LA. \$369.95*

VAL

STROMBERG TELEV

HERE is the television franchise made to order for today's market. It's built on VALUE—VALUE to you in profitable turnover—VALUE to your customer in the soundest dollar's worth in the industry. Broad selection of models—in a range from \$249.95 to \$895—all available under the new Stromberg-Carlson price-protection plan.

Intensive advertising in principal TV markets! In your community, step out front in television sales this fall with Stromberg-Carlson.

*Plus installation and excise tax. Slightly higher in zones 2, 3 and 4.

THERE IS NOTHING
STROMBERG

©Stromberg-Carlson Company, Rochester 3, N. Y.

WE!

-CARLSON VISION

- **MOST** in Sight and Sound
- **MOST** in Appearance
- **MOST** in Suitability
- **MOST** in Trouble-Free Performance

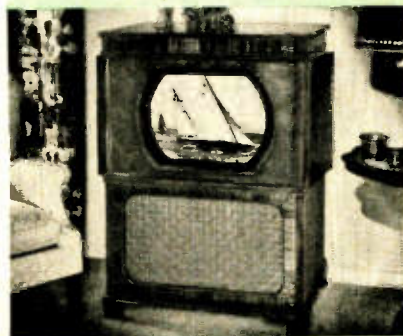
and at prices
millions of prospects
can afford!



THE SOMERSET—TV, FM and AM—automatically plays 33½, 45, and 78 rpm records. Huge 139 sq. in. picture. Most powerful chassis. Period cabinet, full-opening doors. Stromberg-Carlson's finest for complete entertainment. #TS-16-PM. \$895*



THE CHINESE CLASSIC—TV, AM-FM radio-phonograph. 92 sq. in. picture, 42 tube chassis, 12" speaker. Automatically plays 33½ rpm, 45 rpm, and 78 rpm records. Ribbon-stripped mahogany veneers. #TS-125-M5M. \$795* Also available in hand-decorated cabinets. \$895*



THE EMPEROR—TV console with largest direct-view screen—203 sq. in.—19" tube. "Top-Tuning"—concealed controls. 12" speaker. Compartment for 45 rpm changer. Mahogany veneers. #TC-19-LM. October delivery.



THE WEYMOUTH—TV, FM and AM. 92 sq. in. picture. Same chassis as Chinese Classic—the most powerful of them all! Phono jack. Mahogany veneers. #TS-125-LM. \$429.50*. With compartment for 45 rpm changer. #TS-125-LX. \$449.50*

FINER THAN A
-CARLSON

—In Canada, Stromberg-Carlson Co., Ltd., Toronto



● What appears to be part of the decoration of this room, left, is a panel TV set.

SELL THE *"Better Life"* FOR BIGGER



● Television is integrated into this room without disrupting the decor.

IF television has busted its traces as it expands its national frontiers, it has also busted right out of the living room. Study, bedroom, den, everything but bathroom, now are logical targets for television installations in individual homes, and the illustrations on these pages show how appropriate the new medium is anywhere in the house. These displays are some samples of the home settings in which Abraham & Straus, Brooklyn, N. Y., demonstrated television receivers to advantage recently. In all, there were 17 settings highlighting home fashions with television sets the center of attraction.

This is an expansion of a theme long familiar to radio and television dealers. A radio in every room has been the target of sales effort on the part of dealers for some time now. In the rush to sell that first television set to families, the untold possibilities of the spread of television to other rooms in the house was skimmed over. Any way you look at it, though, the theme, "Television in every room," is appropriate. For those families which already have sets, a second set for the den, study or bedroom may be in order. Or perhaps a portable set will provide mobile entertainment within the home. For those families which are on the verge of buying or are considering a purchase, television's flexibility, the ease with which it can be fitted into any room in the house, may provide the clinching argument for a purchase now.

Devoted to the theme, "Better Living with Television," the home fashion department of Abraham & Straus, Brooklyn, N. Y., recently demonstrated how TV can make an exciting and stimulating contribution to modern living. Featuring 17 room settings dedicated to television, some of which are presented on these pages, the A&S displays create ideas for dealers searching for fresh sales appeals.



● A corner of this room has been given over to family fun with TV.

TV PROFITS

Enjoyment Approach

This may represent a new approach to selling television for some dealers. It definitely means the new medium must be sold on its merits as an entertainment medium, one that will bring pleasure, enjoyment and a richer life for whole families for years to come. Earlier the scramble to "keep up with the Joneses" may have kept the sales rolling in, with everybody anxious to display the new marvel, as if it were a toy. Fine appeals to taste, to table or console models, small or large screens, this or that make, might have proved sales clinchers. The discriminating buyer who whittles away at arguments for and against this or that set, in this or that price range, is still around, and dealers must accommodate him.

But in so doing, the fact that the television market is well on its way as a mass market cannot be overlooked. Millions of people are now interested in television compared to the piddling vanguard who recognized it for what it was long ago. Out of these millions come the ones who actually push their money across the counter and become proud owners. And these owners are far less concerned about surpassing their neighbors with impressive sets than with plain enjoyment of everything television has to offer. Dealers who sell to this wide market, who sell "the better life with television," will pave the way to bigger profits.



● TV on dining room walls broadens the multiple unit market.



● Even the bedroom is invaded as TV brightens modern living.

"Give the Dealer A Break"

By ISIDOR GOLDBERG

President of Pilot Radio Corporation

As everybody knows—including Mr. John Q. Public—a mad scramble has been taking place in the television industry during the past few months. Distress merchandise has been flooding stores all over the country from short-term manufacturers, as well as from well-known companies with the result that prices are dropping daily. The consumer has been quick to realize this situation, and has therefore been placed into the "ace" position of being able to name his price for whatever television set he might want to buy. Or worse still, he may have decided to postpone buying television until "the time is ripe."

Because of these deplorable conditions, the average dealer today has virtually but two courses to choose: one, to stand firmly on established list prices, and do no business at all; or two, to meet the customers' demand for drastic price cuts, and do a land-office business with no profit.

One of the most amazing developments from America's cut-throat television market came to light a few months ago in a conversation that I had with the owner of a long-established, reputable music dealer in one of our larger cities. He told me that he was thoroughly disgusted with the turn of events in the television business, and has decided to get out of it completely! Here, mind you, was the supreme paradox: a dealer with magnificent prestige for over 30 years in his city, one who should be more enthused than anyone else with the advent of television, yet determined to throw out his television department because he couldn't earn a profit from it!

Discordant Note

We thereupon decided to check immediately with other key dealers throughout the country to determine whether their attitudes were similar, and to our amazement found that an alarming number of large music dealers and department stores were planning to drop TV. "We want no more part of it," they all chorused.

The industry was in dire need of a sound, realistic solution to this problem, in order that these many good dealers could have the opportunity to make a legitimate profit from television, without cut-throat competition from hoards of other dealers in the same



Isidor Goldberg, one of the real 'oldtimers' in the radio business, is head of a medium-sized plant producing a name-brand television product. Like all other manufacturers, he has been disturbed by the recent epidemic of price chaos, a condition which hurt all segments of the industry, particularly the dealer. Knowing that Mr. Goldberg is an outspoken man, we asked him for his views and a possible solution to the problem. The opinions outlined in the accompanying article are Mr. Goldberg's and do not necessarily reflect the thinking of this publication. We would like to receive comment from our readers about the program promulgated by the author.—Editor

area, and thus make them *want* to stay in business. Someone had to come out with a dynamic policy of "giving the dealer a break" for the first time, and so Pilot's exclusive dealer plan was born. The plan is a very simple one and, curiously enough, was the most obvious method of opening the door to profits for the dealer. By limiting our distribution in most of the major television cities throughout the country to one exclusive franchised dealer, it is possible for each dealer to conduct a

sound merchandising program with the Pilot line without any disruption from sharp-shooting, disreputable dealers who may be doing business in the same community. It will surely not be necessary for him to cut prices, for cut-throat competition on Pilot sets will just not exist. He can make a legitimate profit, based on good factory-to-dealer discount, and will be able to establish an enviable and valuable reputation in his community as the only dealer where Pilot products may be purchased. Promotion-wise he will hold a distinct advantage, and he can feel free to go "all-out" with a continual advertising campaign, through the assistance of Pilot's cooperative advertising program, knowing full well that *all* the sales resulting from these advertisements will come to him alone. He won't be throwing away advertising funds for the benefit of other dealers in his community.

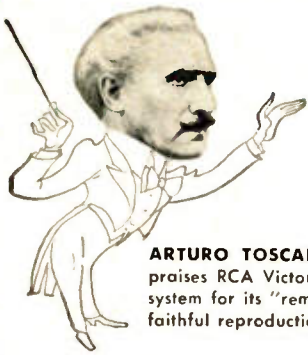
In short, the exclusive Pilot dealer will have filled the long-felt need for a profitable, well-known "house line"—a line that can perform the same function, but bring much better results than a "private label" whose real identity and quality could not possibly be known by the public.

Selected Distribution

Having the good fortune of not being a gargantuan-sized manufacturer that is forced to seek as many outlets as possible for mass distribution, Pilot Radio holds the advantage of being physically able to "give the dealer a break" through selected distribution. I only hope that other manufacturers—those who are not confronted with the problems of mass distribution—will follow suit with a similar merchandising program. For the real Utopia will be achieved when our exclusive franchised dealers are carrying several *other* exclusive lines.

The television industry has a great deal to learn before the much sought-after period of stabilization will be achieved. In this respect, it could help itself immeasurably by following to a limited extent the successful pattern of America's gigantic automobile industry.

Television is still a mighty infant—but it deserves a rebirth if it's going to be a profitable one.

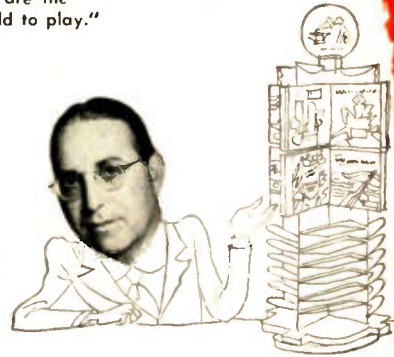


ARTURO TOSCANINI
praises RCA Victor's 45 rpm
system for its "remarkably
faithful reproduction..."



VAUGHN MONROE
says: "The new RCA Victor
45 rpm records have superb
tone quality... are the
easiest in the world to play."

"I'm making more and bigger
45 rpm sales all the time!" says
Sid Wilson, RCA Victor dealer.
"The system almost sells itself!"



"The 45 rpm changer is the slickest
ever!" says Joan Stevens. "I can
load 10 hits and play 'em all at
one touch of one button!"



"It's wonderful to have all the
great RCA Victor classical
artists on these new 45 rpm
records," says Mrs. C. Annis
Boyer. "They sound so
unbelievably REAL!"



THEY
ALL AGREE!

45

IS MAKING
HISTORY!

EVERYWHERE
IN AMERICA —
THE SWING IS TO THE RCA VICTOR-created
"45" SYSTEM OF RECORDED MUSIC!

THEY ALL AGREE WITH RCA VICTOR...
 GREAT NAMES IN THE INDUSTRY AGREE
 THAT THE "45" SYSTEM OPENS
 UP VAST NEW SALES
 OPPORTUNITIES!

Admiral
 Air-King Andrea Ansley
 Automatic Birch Belmont
 Bendix Brunswick
 Calbest Engineering
 Crawford-Dimensitone
 Crosley De Wald Dynavox
 Electronics Emerson Fada
 Farnsworth Freed-Eiseman
 Garod Hallicrafters Hoffman Hudson
 Motorola Packard-Bell Sandwick-Bowen Sentinel
 Sonic Industries Sonora Sparton
 Stewart-Warner Stromberg-Carlson Symphonic
 Tele-Tone Welles-Gardner



The names above are among the many, many manufacturers already producing 45 rpm instruments, records and equipment... drawing upon RCA Victor's freely offered 45 rpm inventions and engineering know-how. These other manufacturers have thereby endorsed RCA Victor's conviction that the 45 rpm system sets a new standard for the industry... for now and for the future.

You can sell "45" as low as
 \$12.95—see back cover!

Ask your RCA Victor Dealer about . . .

- Beautiful, compact new store fixture, a combination 45 rpm record and album stocker, display stand and demonstration unit! A sure traffic-stopper! Special floor and window display units sell hard, too!
- New RCA Victor film "Your Surest Selling Job" dramatizes 45 rpm selling story for sales personnel!
- New RCA Victor 45 rpm record catalog, and other 45 rpm literature promotes bigger turnover!
- New 45 rpm record titles coming out all the time!



YOU WILL AGREE WITH RCA VICTOR THAT "45" RPM IS EASIER TO SELL!



Distortion-free records—for the first time in history! Amazing "live talent" TONE!

World's fastest changer is also simplest, most trouble-free! Easiest in the world to demonstrate!

Playing surfaces protected! Raised-label surfaces keep music grooves apart in handling, stacking! 10 non-breakable Vinylite records load in one motion, play at the touch of a button!

No more storage problems! 150 of the 7-inch records go on a foot of bookshelf! Smaller, more compact instruments!

Owners select only the music they WANT! All on the same small, convenient records. No "forced combinations" of music!

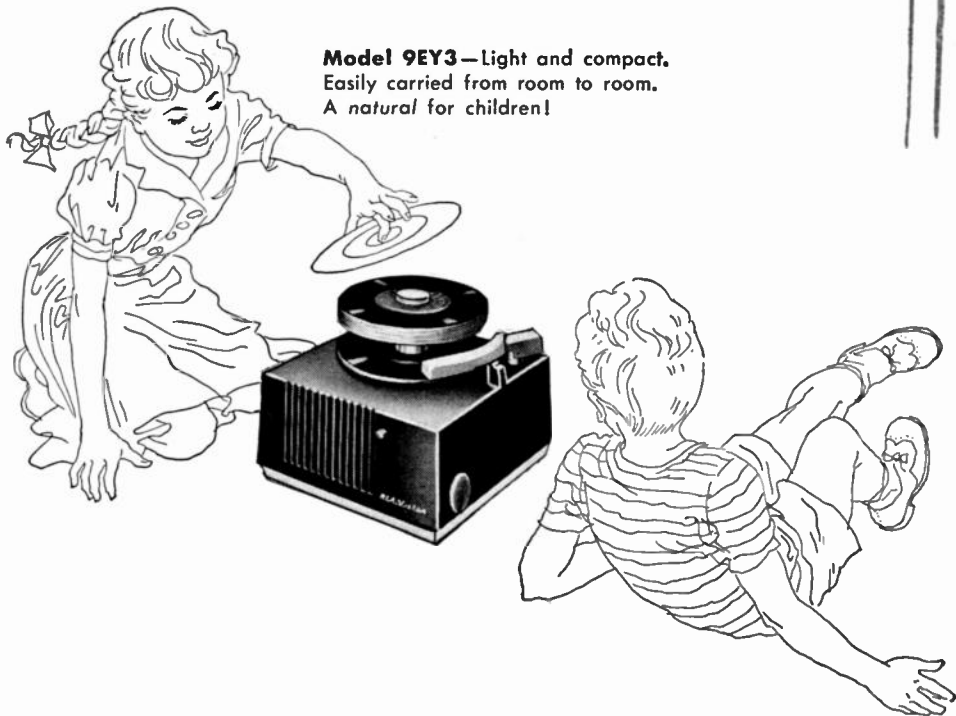
Plug-in unit plays through present set . . . costs little!

Customers save, thanks to low cost of records . . . an encouragement to buy more records!

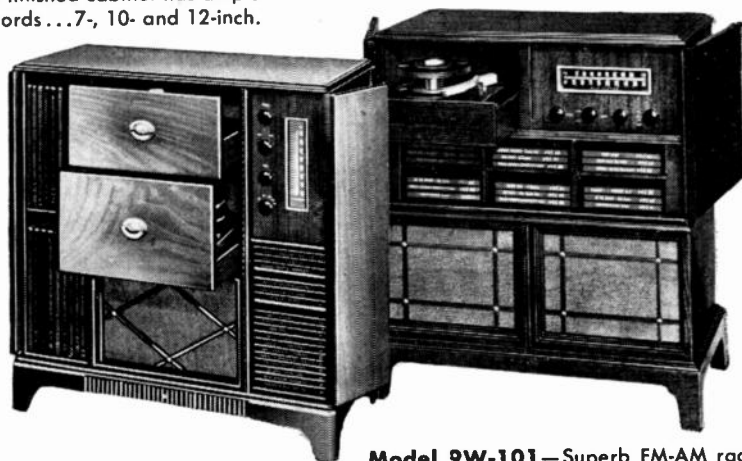
YOUR CUSTOMERS WILL AGREE THAT
THE MAGNIFICENT RCA VICTOR
"45" INSTRUMENTS OFFER THE
GREATEST VALUE
AND PERFORMANCE
IN HISTORY!



Model 9EY3—Light and compact.
Easily carried from room to room.
A natural for children!



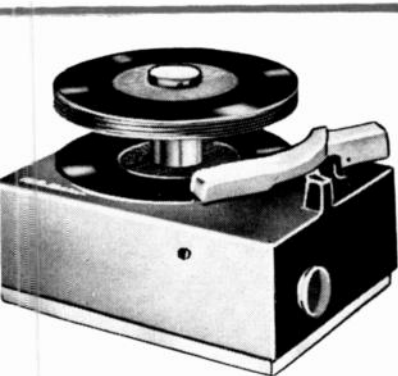
Model 9W-105—A console with AM and static-free FM radio with a powerful 12-inch speaker... 78 rpm record changer plus the new RCA Victor 45 rpm changer. Mahogany, walnut or blond finished cabinet has ample storage for records... 7-, 10- and 12-inch.



Model 9W-101—Superb FM-AM radio... and the new RCA Victor system of recorded music. Rich traditional cabinet of attractive walnut or lovely mahogany finish. Storage for 216 singles or 24 albums... more than 38 hours of this great new listening pleasure.

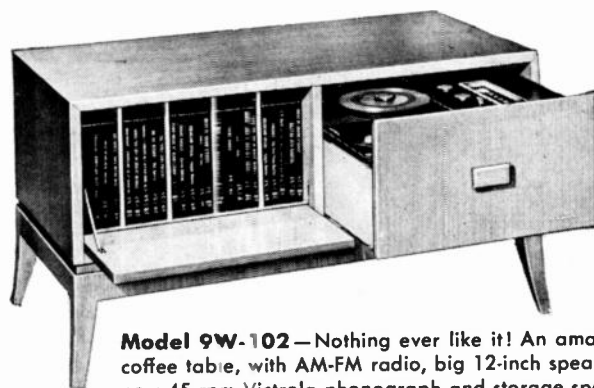
Model 9W-103—FM and AM radio, a big 12-inch speaker, plus the exciting new RCA Victor system of recorded music. Distinctively modern... beautifully finished in limed oak or mahogany. Stores 33 hours of recorded music—189 singles or 24 of the new albums.

Model 9TW-390—16-inch RCA Victor Eye Witness Television, FM AM and short-wave radio, 78 rpm automatic changer, plus the new RCA Victor 45 rpm changer. Chippendale cabinet, mahogany finish. Storage for 10-, 12- and 7-inch records.



Model 9JY—Lowest price ever for an automatic record changer.

**YOU CAN SELL "45"
AS LOW AS \$12.95-
SEE BACK COVER**



Model 9W-102—Nothing ever like it! An amazing coffee table, with AM-FM radio, big 12-inch speaker, the new 45 rpm Victrola phonograph and storage space for 216 records. A piece of furniture anyone can take pride in. Finished in mahogany or limed oak.

YOU WILL AGREE WITH RCA VICTOR THAT "45" RPM SALES AIDS PULL IN PROFITS FASTER!

Powerful 'persuaders'...
45 rpm printed material!

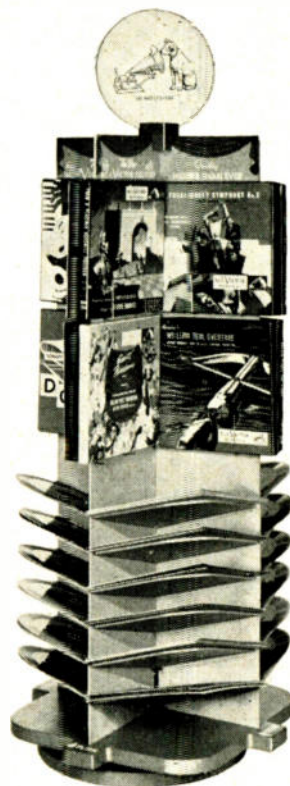


45 rpm system
de luxe presentation book!

- De Luxe Presentation Book—Form 2A5636 (illustrated); luxuriously designed, filled with potent "sell."
- RCA Victor 45 rpm System Full Line Folder—Form 2A5698; a complete folder to spearhead promotion.
- RCA Victor 9JY Envelope Stuffer—Form 2A5707; compact—lightweight—two-color. Hard-hitting message on 45 rpm system and 9JY attachment!
- RCA Victor 9Y7 Envelope Stuffer—Form 2A5715; two-color folder. Spotlights the 45 rpm table combination!
- RCA Victor 9W10S Envelope Stuffer—Form 2A5717; features the FM-AM, 78 and 45 rpm console combination.
- "The Surest Selling Job You've Ever Had"—Form 2A5711; pocket-size booklet with "how to do it" message for retail salespeople.
- RCA Victor Miniature Catalog Sheet Service—Form 2A5178; every instrument has its own descriptive catalog sheet. Available through yearly service. Pocket size! Full-size sheets are ordered under Form 2A5078.
- RCA Victor 45 rpm System Question and Answer Booklet—Form 2K-1766; easy-to-read information about the 45 rpm system.
- RCA Victor 45 rpm Record Delivery Bag. Tinted stock and contrasting ink.
- RCA Victor 45 rpm Record Catalog—Form 2K-2050; this is the "basic" promotion catalog for all record dealers.

Point-of-sale
traffic stoppers!

- RCA Victor 45 rpm System Demonstrator Unit—Form 2A5706 (illustrated); versatile, compact traffic stopper. Displays an operating 9EY3. Makes shoppers want demonstrations!
- RCA Victor 45 rpm Revolving Stocker—Form 2K-1750 (illustrated); functional displayer with facilities for up to sixteen 7-inch record albums, plus many, many singles. Guarantees lots of impulse sales!
- RCA Victor 45 rpm Record Wall Hangers. These effective, multi-color wall hangers list the long-lived, top-selling records. There's a wall hanger for every kind of record. Each hanger has loads of "pull" in your record section. Count on them for real sales aid! Red Seal, Form 2K-1846; Pop Music, Form 2K-1847; Children's Music, Form 2K-1848; Blues, Rhythm, International, Pop Classics, Country and Western, Form 2K-1845; Record Price List Hanger, Form 2K-1945.



Versatile revolving
sales aid!



Order the promotion
aids you want from
your RCA Victor
distributor!

"Victrola" T.M.
Reg. U. S. Pat. Off.

Effective counter
display demonstrator!

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

Will Television Kill The Record Business?

By H. G. BAKER

General Sales Manager,

RCA VICTOR HOME INSTRUMENT DEPT.

OF interest to all dealers, especially those awaiting television service in their areas, is the question of television's long-range effect on the record and phonograph business. The introduction of postwar television in 1946 brought forth dire predictions regarding its effect on virtually all types of entertainment — the radio, movies, theatre, magazines, books, automobiles. Not only would television keep people home, the "experts" predicted, it would lay exclusive claim on their entertainment time.

That idea was obviously false. No one entertainment medium will ever have an exclusive call on people's time and tastes. Established record and phonograph dealers know that.

Television hurt the record and phonograph business? Far from that, the odds are that television will lead records and phonographs into an era of unprecedented popularity and prosperity. Actually, that pattern has already been set by history, and by developments in the few years that television has been on the scene.

Recorded music is older than any of its major competitors — the movies, which took people out of the home, and radio and television, which brought them back. History shows that following a brief business lull, occasioned by the novelty of the movies and radio, records went on to greater success than ever before. The answer is that radio and films brought more people into contact with more music than ever before. And this contact developed within people the desire to have their favorite musical selections and artists in the home, available at all times. This was possible only with records. Far from killing the record business, as the 1920 pessimists predicted, the movies and radio were responsible for the greatest years the record and phonograph industries had ever known.

And now, along comes television. Will television kill the record business? Certainly not. As with the movies and radio, television has the possibility—indeed, the probability—of opening a new era of sales and profits for the record dealer. Let's look at the figures and see what television has done so far.

Postwar television was new and exciting. The miracle had come to pass. And there is no doubt that many consumer dollars which would have gone

What Radio Did for Records

It is a fact that radio proved a boon to the record business, for it made the public more music conscious and better informed on music than it had ever been. More people than ever before heard music in the home—heard all types of music, from classical to hillbilly and western. Actually, radio proved to be the greatest salesman the record industry had ever known—and it was free and effective, and produced more record sales than dealers had dreamed possible. Now, just imagine what television will do, when people can see a symphony orchestra or cowboy crooner in action!

into records and phonographs went into television. Yet, in spite of the novelty and appeal of television, dealers in the last few years have sold more records and phonographs than in any similar period in the history of recorded music.

In the few years since the end of the war and the spread of commercial television, record dealers have sold more records than they did in the 18-year period preceding television. Admittedly, 1946 and 1947 were peak years for all types of consumer commodities. However, 1948 was a return-to-normal year, and is a tip-off on things to come.

Last year was a strong television year. Instrument prices were down, production and sales were up, and the television buying splurge was on. It was a year of great scrambling by all entertainment media for the consumer dollar, and competition from the newcomer, television, was greater than ever. Yet, in 1948, facing more and more potent competition for the consumer's home-entertainment dollar, records had a sensational year. In the best year of television, record dealers sold more than 250,000,000 records—and that's more records sold in a single year than they sold in the nine year period (excluding the war years) that preceded television.

The outlook for instrument sales is just as bright. Since the end of the war and the birth of commercial television, dealers have sold so many phonograph instruments that they have more

than doubled the number of such instruments in American homes.

Go back to 1939, before the war and before television. In that year, there were three million record-playing instruments in the nation's homes. By 1946, still before television, the figure had risen to eight million. The end of the war brought television. And radio was back. And consumers were spending their war-saved earnings for a hundred and one commodities making their first appearance on the market in five years. Yet, since 1946, the demand for phonographs has run the eight million distribution figure up to more than 18 million—and this in spite of one of the most appealing home entertainment mediums ever developed—television.

The answer is obvious. People still want and are still buying records and instruments. They're buying television receivers and radios, and they're still going to the movies—and they're still putting their money into records and phonographs. It means, simply, that there is room in the American home and budget for any product that provides services the public wants. Records have not suffered by the introduction of television. On the contrary, the record business stands to gain.

Radio put a record salesman in the American home. Television puts an even more effective sales-getter in the living room. As with radio, television has ear appeal. It provides music from the band stand, from the movies, from the theatre, from the concert stage. And it has the unprecedented appeal of enabling the consumer to see as well as hear.

Prospective record customers can listen to music via radio while occupied with other activities—reading, sewing, talking, working. They may hear the music with only half an ear. But with television, the record dealer's "salesman" gets 100 percent concentration, for the viewers are not only hearing the music being played, but are also watching the artists performing.

Television, too, will attract more people to the music-only programs. These programs, while popular on radio, with well-known bands and artists performing, are even more popular on television because they have the added attraction of eye appeal.

Radio, by advertising music right in the home, brought the record and phonograph industries to new peaks of sales and profits. There is every indication that television will take on where radio left off.



Pics from March of Time Film "It's in the Groove."

● A salesman demonstrates the revolutionary RCA system to marvelling customers.

The Record Industry Just Had to Change . . .

WHEN, within the space of six months, two revolutionary developments sent a record industry, which had not witnessed change in 50 years, into a veritable tailspin, dealers throughout the land foresaw catastrophe and joined in the woeful chant everyone was moaning over records and everything connected therewith. Their own pet adjectives ran something like this: "turmoil," "chaos," "spiteful," "doomed." The LP versus 45-rpm controversy was sounding the death knell of the record and phonograph industries, they claimed. Dealers in the main were paving the way for burial ceremonies, and their every action was almost like wrapping a profitable business in sackcloth preparatory to those ceremonies. Some dealers, for instance, refused to stock the new records and the new phonographs; some stocked very cagily; some stocked one type as over against the other, while the most pessimistic cut prices unmercifully on their existing inventories. These last cleaned phonographs and records right off their shelves, wiping out their record departments entirely, and proudly boasted about it.

In the face of this, there were more

sober dealers who adopted a wait-and-see attitude. They neither condemned nor condoned the developments. They were the ones who did not join in the mass protests, who shunned the phrase "record-war," and who did not join the clamor for immediate and irrevocable standardization. The most telling expression of this type of dealer's view was that which allowed for periodic change in an industry. The industry, this view holds has to go through a process of growth and development. It has happened several times before, and each time dealers lost their shirts. This was primarily because dealers were over-stocked and were not properly protected from an inventory standpoint. If today dealers are screaming loud and long simply because they are continually buying more records than they can sell, the latest developments affecting the record and phonograph industries are not being viewed in their proper perspective.

Long Range View

Now this minority opinion recalls the story of Joe, the hardware dealer in an average American town. Joe once heard a college professor lecturing and the

phrase "look at the big picture," stuck in his craw. After that whenever Joe was drawn into an argument, he would take on a dreamy air and drawl, "Well, ya gotta look at the big pitcher." It wasn't long before everyone was calling him "Big Picture Joe." That didn't matter, however, because Joe applied this idea of putting everything in its broad perspective to the matter of running a hardware store. Whenever anything new came along, sensational or otherwise, Joe would take it in his stride, handling everything from soup to nuts. His competitors began to specialize. And when times got tough, business began dropping off for those same competitors. But "Big Picture Joe" weathered those rough times.

Joe's story is not the last word in an argument that tough times are on the way and dealers better broaden their range of products to include all the latest products developed by the record and phonograph industries. But it is a powerful argument for the idea that dealers should look at the broader aspects of the whole business which is so dear to their hearts. Should television, for instance, be stymied by the merchandising problems it faces? If it



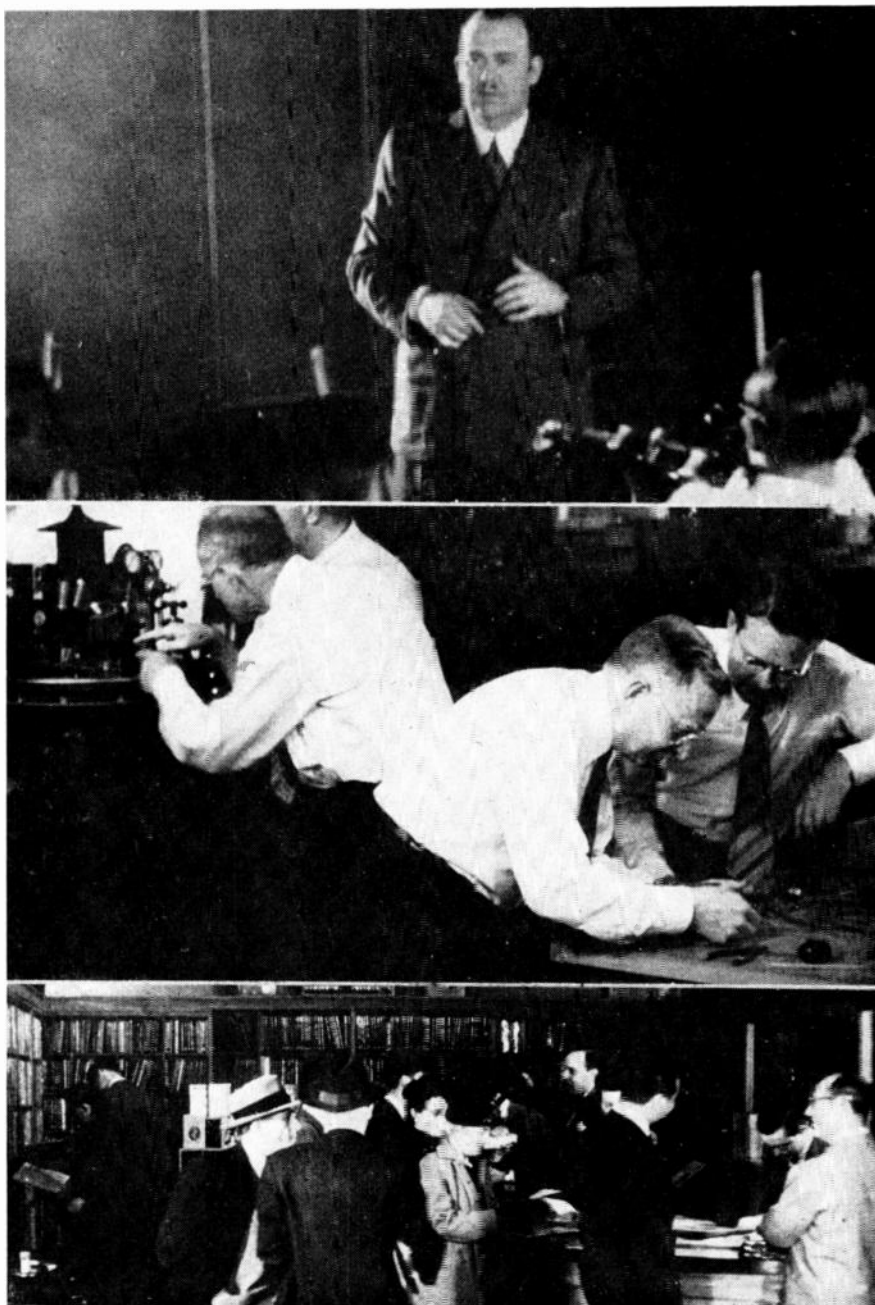
● When the talking machine owed the populace and the Victor trademark characterized industry growth.

should be, it isn't. Despite the tremendous costs in research, programming and telecasting which are now being absorbed to put television as a service at the disposal of the American public, those bearing the costs would not dream of withdrawing this entertainment medium from the use of the public. The repercussions would be unbelievable. Further, the technological advance in the electronics field which television represents far outweigh the disadvantageous costs.

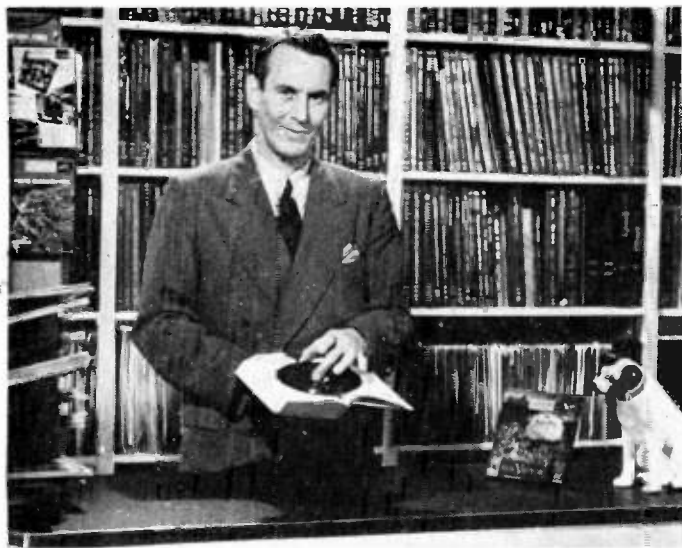
Similar things can be said of the great automotive industry. The horseless carriage found plenty of opposition, and so did every new advance, and every new model. Nevertheless, there is no more likelihood that there will be a return to "flivver" days than that the sun will stop setting in the West. And so it is with countless other industries, including the phonograph and record industries. There are over 16 million people who take recorded music in the home for granted. They would no sooner part with their phonograph and records than they would part with their radio or their new television set. There are the lovers of jazz, folk songs, classic masterpieces, and be-bop. There are millions of other families still looking forward to their first purchase or their repeat purchase of phonographs and the records to play with them. The volume business represented by an estimated 21 million phonographs and 325 million records for the peak year of 1947, tapering to about 225 million units for 1948 and 1949. This is what the phonograph and record industries mean to the dealer.

An Earlier Day

This contrasts with another era, over 50 years ago, when phonographs and records hardly constituted one single industry let alone the two distinct ones they are today. That was at the turn of
(Continued on page 62)



● Paul Whiteman led the best sellers in the 20s. Western Electric engineers later had to discover how to reproduce sound electrically for music lovers to whom records have become indispensable.



3. Will the records fit in your bookcase? They'll actually fit in the book itself.



2. Drop, bend, or bounce them around. The 45-rpm records will prove they are non-breakable.



1. This Connecticut record and instrument store creates a favorable buying atmosphere.



4. Let the customers lift the 45-rpm phonograph. There can be no doubt in their mind then.

DEMONSTRATION More Profit

*The "45" Will Sell Itself Pro
a Chance to*

As a feature of its fall promotion campaign on the 45-rpm music reproduction system, RCA Victor has produced a 20-minute motion picture film which dramatizes proven dealer methods of demonstrating, merchandising, promoting and selling the 45-rpm instruments and records. There are no laughs or cartoons in the film. It is a serious, important, informative document which contains a great deal of useful knowledge calculated to help dealers and their salesmen to close record and instrument sales. Made at a cost of approximately \$2000 per minute of playing time, the film is unique in that the "customers" and "salesmen" seen in it are Hollywood and Broadway talent.

Making the central point that every dealer has in his store the means for effective demonstration and promotion of the 45-rpm system, the picture was shot entirely in a typical dealer's store. The locale was a radio, television, phonograph and record store in Connecticut. All the "props" used in the film are the store's own fixtures. All stock and display material seen are the dealer's. And as the film illustrates, it requires only complete knowledge of product, faith and confidence in the product, and an organized sales approach to sell 45-rpm.



5. Nothing is as convincing as hearing, where music is concerned. It tops any sales talk.



6. For the extra radio-phonograph in the home, the compact '45' is just the right thing.

N... the key to able Selling

*vided you Give Customers
See It Work*

Demonstration is the key to selling, and knowledge of the product is the key to effective, successful demonstration. Every dealer and each of his salesmen must know all the answers to the many questions customers ask about the 45-rpm—such semi-technical questions as the reasons for the large spindle, the 45-rpm speed, and the raised shoulder on the record. By means of script, charts, and acting, the film presents the logical, understandable answers to these and many other questions—answers with which the dealer and his sales personnel should become thoroughly familiar.

Ways and means of effectively, yet simply, demonstrating the manifold sales appeals of both records and instruments—of driving home the simple, rapid, efficient operation of the changer and the compact size, light weight, quality, fidelity and non-breakability of the records are spotlighted in this film. Any one of these features, properly demonstrated, can be the force that turns indecision into a sale.

Prints of the film are now in the process of being delivered to all RCA Victor distributors and they will soon be shown to dealers at special meetings which will coincide with the biggest promotion and advertising campaign the 45 has yet had.



7. The raised label area on the new discs protects records. Tell your customers.



8. A console with everything... two-band radio, 45-rpm phono, spaces for 216 single records.



● There's no doubt that the dealer behind this Greenwich showplace is not "on the fence."

YOU'VE GOTTA GET OFF THE FENCE FOR THAT HEAVY RECORD

TELECENTER, INC., a modern television, radio, and phonograph store in the heart of Greenwich, Conn.—and in the heart of heavy competition—will be six months old this month. In the

handful of weeks the store has been operating, it has become a case history in smart dealership—for from the day it opened, Telecenter knew exactly where it was going, and it has been

going in the black from the start.

"The secret of our success," says Sidney Wilson, energetic, merchandising-conscious manager, "is that we've stayed off the fence. Telecenter has a definite opinion about everything—phonograph systems, radios, and television receivers—and our opinions and advice are an integral part of our customer service."

The new organization backs its opinions to the hilt. It handles only 78-rpm and the new 45-rpm records and phonographs. And its experience shows how successful a dealer can be selling only one line of receivers and stepping right out with a definite stand on the phonograph situation.

Telecenter, Inc., opened March 4, 1949, approximately one month before the public introduction of the 45-rpm system. For the first 30 days, it sold only 78-rpm records and instruments. That meant that 78-rpm had a 30-day sales edge on the new system, and that each new record or phonograph customer was, or became, a 78-rpm customer. The Telecenter further identified



← ● The energetic manager of Telecenter, Inc., Sidney Wilson, demonstrates the RCA system to a prospect.



● Display shelves and listening booths invite buyers.

FENCE BUSINESS

itself with 78-rpm by tying-in with the national 50 per cent sale on 78-rpm records. Yet, within three months after the introduction of 45-rpm, the store had merchandised it to a point where 45-rpm record sales were running 25 per cent greater than 78-rpm sales.

In the first two-and-a-half months, this dealer sold more than \$6,000 worth of 45-rpm instruments, ranging from \$24.95 record player attachments and \$39.95 self-contained phonographs to the initial RCA Victor console radio-phonographs and radio-television-phonographs incorporating the new system. The bulk of the instrument sales, of course, were in the attachments and self-contained phonographs. With each 45-rpm instrument sold, the store also sold an average of \$25 worth of 45-rpm records.

To understand the success of the Telecenter—and any store that is only six months old and has operated at a profit from the first day is a success—you have to know and understand the philosophy of its operation.

Long before the store opened its doors, its principals reasoned that many dealers make the mistake of handling too many different lines, thereby weak-

ening their sales and merchandising efforts.

They came to that conclusion after shopping dealers in and around New York City. Mr. Wilson estimates that he, his associates, and friends visited more than 100 dealers, and, he says, they came away with the conclusion that the greatest sales deterrent for most dealers was their own indecision.

“Our shopping preceded and followed the introduction of the 45-rpm system” he says. “We walked into stores as customers seeking information and recommendations on this line of products or that, and on the various phonograph systems. We got no recommendations, no opinions. And in many cases we didn’t even get a sales pitch that included the advantages of the various products and systems the dealers were selling. This, to us, was worse than negative selling. It wasn’t selling at all. We got ambiguity and hedging. We found it virtually impossible to pin some dealers down to a definite opinion. Had we been customers, we couldn’t have bought, for we would have left the stores more confused than when we entered. We believe that customers look to dealers, as experts in their fields, to advise them on the merits of various products and lines.

(Continued on page 34)

● Telecenter's ads appear daily in local papers, reach as far as Stamford and Port Chester.

Get Off the Fence

We are convinced that dealers must get off the fence, take a definite stand on their products, and unequivocally advise their customers where the best buy for their money lies."

Telecenter doesn't straddle any fences. Before it opened, it decided where it was going. It studied the radio and television fields. On the basis of RCA Victor's reputation, its long years of success in both fields, and the quality, style, price, and popularity of its instruments, the store selected the RCA line alone.

"The one-line policy has tremendous advantages to the dealer," points out Mr. Wilson. "In our case, we advertise our store as the 'Show Place of RCA Victor' in Greenwich. We don't have to sell our customers on our confidence in the RCA Victor brand. They see it the minute they step inside the door. We don't weaken our merchandising push by dividing it among a number of different lines, we throw the full weight of it behind one."

Telecenter carries both 78-rpm and 45-rpm records—the former because of the tremendous distribution of 78-rpm changers, the latter because the principals are convinced that the 45-rpm system incorporates the answers to all past music reproduction problems.

"We reasoned, too, that RCA Victor had spent ten years developing 45-rpm," Mr. Wilson says. "And certainly the single fact that this company, the largest record and instrument company in the world, was willing to gamble its tremendous stake in 78-rpm to introduce the new system was proof of the company's faith in the new product."

Telecenter has a 100 per cent location, on the main street in Greenwich. It is completely modern, 25 feet wide and 80 feet deep, and set off by an all-glass front, with a show window that is level with the store floor. The front of the store is devoted to instrument display. The central section contains the record counter and stock and three listening booths, one of which is devoted exclusively to 45-rpm. In the rear is a television and radio-phonograph demonstration room, 13 by 21 feet in size, with 25 theatre-type seats. A unique touch is a soundproof customer room, designed for the privacy of customers who wish to discuss terms with salesmen, or phone home for approval.

Store personnel—10 staffers, including two outside salesmen—is 45-rpm conscious, a consciousness heightened by periodic staff meetings during which sales ideas are exchanged, instrument information discussed, and new approaches planned.

"Every dealer knows that it's to his

advantage to have well-informed salesmen," says Mr. Wilson. "We make certain that each of our salesmen is completely familiar with the products we sell. Today's customers want to know all about the reasons for a system, its advantages over others, its operation. And each and every one of our salesmen is qualified to give an intelligent, understandable, account of the 45-rpm system."

Telecenter has a basic approach to selling 45-rpm records and instruments. It considers anyone and everyone who enters the store a ripe prospect for a demonstration of the new system. The approach is simple. It begins with the question: "Have you heard the new 45-rpm system?" It continues with an invitation, and concludes with a demonstration, a power-on sales pitch, and usually a sale.

The approach also includes props. The record storage shelves are divided into two sections—one for 78-rpm, the other for 45-rpm—a permanent and graphic display which shows by contrast the difference in home-storage requirements of the conventional records and the new.

In the center of the store, fronting the record counter, is a 45-rpm console instrument, which is played continuously. On top of the console are two sample albums—one 78-rpm, the other 45-rpm, containing the same musical selections by the same recording artists.

The customer who walks into the store for 78-rpm records is served. But when the purchase is wrapped, the salesman invites the customer to hear the new 45-rpm system. It is Telecenter's belief that by first serving the request, the salesman avoids giving the customer an impression that he is being high pressured to change his mind.

The customer is handed the duplicate 78 and 45 albums for comparison, his attention is called to the music coming from the 45-rpm console, and he is then invited into the 45-rpm listening booth for a demonstration. The store makes it a practice to demonstrate all the features of the system that are understandable to the customer—tone quality, storage advantages, record changer action, and so on.

"A number of customers have commented on the enthusiasm our salespeople have for 45, and they have been impressed and sold by that enthusiasm. Customers leave our store happy with their purchases, because they have seen for themselves the complete confidence we have in the line we sell."

Telecenter is one of four record and/or instrument dealers in Greenwich—and is within two-and-a-half blocks of its older, long-established

competitors. However, Mr. Wilson believes that Telecenter has several distinct advantages over its competitors.

"We are the only store in Greenwich exclusively associated with one brand line. And we believe that much of our success is due to the fact that our customers respect and appreciate the fact that we are the only store in town to take a definite stand on the phonograph situation."

Telecenter maintains an atmosphere of quiet dignity—it is a serious music house. There are no refrigerators, no electric irons—only radios, phonographs, and television receivers. The house specializes in a specific field. In keeping with this spirit and atmosphere, it exercises judicious control over the use of display material and allows the merchandise to tell its own story so far as possible.

The store maintains a list of all who have 45-rpm instruments, whether they be RCA Victor models bought at Telecenter, or competitive models purchased elsewhere. To this list is mailed regularly complete information on all new 45-rpm record releases.

The organization is a strong believer in advertising. At least one ad—usually two or three—appears in each issue of the town's daily newspaper. Other ads appear regularly in newspapers in surrounding towns such as Stamford, Conn., and Port Chester, New York. The ads are spotlighted by a cartoon character, identified as "T.C.", who is being groomed as the Telecenter symbol.

Telecenter is an "opportunist", in the best sense of the word, and a great believer in the dividends of community goodwill. Yearly, the local high school conducts a Fair in the gymnasium, where merchandise is sold from booths manned by the students. Telecenter cooperated by not only entering a booth, but also taking the time to train the students who were to man it.

The large demonstration room in the rear of the store is the afternoon headquarters of the town's youngsters eager to see the televised ball games. It is also used for special occasions. For the Charles-Walcott championship bout, Telecenter ran special front-page ads in the local paper inviting those without television facilities to join the fight party at the store.

But above all else, Telecenter is convinced that its success so far is due to the policy of selling qualified opinion along with merchandise.

"We have never been on the fence about anything," Mr. Wilson emphasizes, "and our progress to date convinces us that that is the only way to conduct a successful, healthy business."

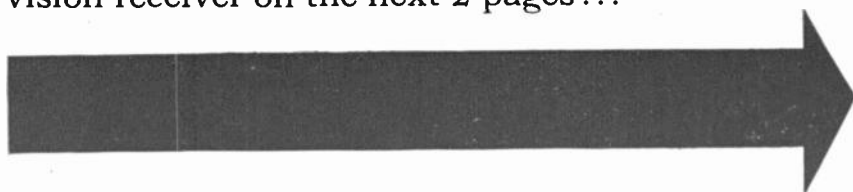
Sensational TV News!

Sylvania Electric – For Years a Leading Manufacturer of Electronic Equipment – Has Now Developed a Television Receiver That Is Actually Years Ahead of Its Time!

For 25 years Sylvania Electric has been a pioneer in radio, radar and television. Such vital developments as the 6-volt car radio tube, the glass-to-metal seal and mass manufacture of sub-miniature tubes for wartime proximity fuses are the result of work by Sylvania's electronic engineers. What's more, these engineers have made such important contributions to *television* that, today, many of the nation's leading set manufacturers use Sylvania inventions!

Sylvania waited to bring out its *own* television receiver until these engineers had developed the finest, *most advanced set* that could be made. Now that set is *here* – years ahead of its time, years ahead of any other make, *yet competitively priced!*

Read the amazing story of Sylvania's new television receiver on the next 2 pages . . .



HERE TODAY! Television that

SYLVANIA TELE

SEE the difference in SYLVANIA **MOVIE CLEAR** TELEVISION!



1. Sharper contrast! Finer detail! Sylvania's super-powered "Electron Gun" gives needle-point sharpness to picture-making beam. This finer, sharper beam makes blacks blacker, whites whiter, *brings out more detail more clearly!* Here, for the first time, is *movie-clear* television reproduction!

2. Steadier pictures! New Sylvania "Triple Lock" makes pictures stay put, stay rock-steady *even under adverse conditions!* Locked horizontally by new "Discriminator" circuit; locked vertically by "Blocking Oscillator"; locked in brightness by "Automatic Gain Compensator." Pictures never "tumble," never "drift," never fall out of synchronization, *never need adjusting!*

3. Minimum picture interference! Sylvania's shielded "Coaxial" lead-in eliminates "picture static" ordinarily picked up by conventional lead-ins.

HEAR the difference in SYLVANIA **MOVIE CLEAR** TELEVISION!

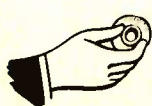
1. FM high-fidelity circuits with wide-range speaker and exclusive "Audio-Balanced" tone control!

2. "Intercarrier Sound" eliminates "howls," "microphonic noise," and "acoustic feedbacks"!

3. Sound locked in with picture! Sound automatically maintains its volume and quality no matter how often you switch channels!



Check these **EXTRA SELLING FEATURES TOO!**



✓ Easy, one-hand operation!



✓ Better reception in apartment houses!



✓ Better reception in "fringe" areas!



✓ Sensational new "Pay-back" Service Contract. Exclusive with Sylvania!

wasn't expected until 1952!

VISION

MOVIE
CLEAR*



10" Mahogany Table Model
(shown left)
also available
10" Blonde Table Model
12 1/2" Mahogany Table Model



10" Mahogany Console
(shown right)

also available
12 1/2" Mahogany Console
16" Mahogany Console



10" Mahogany Console Combination (shown above)
12 1/2" Mahogany Console Combination also available

Big Picture, Direct View Television with Super-Powered "Long Distance" Chassis and FM Sound!

STYLED RIGHT for you and your customers! There's a model to please every customer, and every model's a fast-mover! Keeps your inventories low!

PRICED RIGHT for you and your customers! Low prices for big sales — high markup for big profits!

PLUS NEW "PAY-BACK" SERVICE CONTRACT — saves money for your customers! Sylvania Service Contract guarantees expert service by Sylvania-skilled technicians. And new "Pay-back" feature means *customers pay only for service they need!*

SYLVANIA **MOVIE CLEAR** TELEVISION

will be sold by huge, hard-hitting advertising campaigns aimed at your local customers! Get ready, get set for the biggest television sales and profits ever! Call your Sylvania Television distributor today!

*TRADE MARK

SYLVANIA TELEVISION

MOVIE
CLEAR

TELEVISION — YEARS AHEAD OF ITS TIME!

Sylvania Television, 1280 Main St., Buffalo 9, N. Y.

The Latest Trend in Functional Styling



A uniquely styled coffee table, which incorporates a radio-phonograph in a functional piece of furniture, may be the opening wedge in a new trend. It is the latest word testifying to the extreme adaptability of the 45-rpm sound reproduction system to household furnishings.

The coffee table contains, in addition to the 45-rpm system, a two-band radio and space for more than 200 small discs for the RCA system. Measuring 20 inches high, 38 $\frac{7}{8}$ inches wide and 19 $\frac{7}{8}$ inches deep, the coffee table provides access to the radio-phonograph and record library through two front panels. One

forms a pullout drawer and the other becomes a dropleaf for the library array.

Mounted in the rear of the table is a 12-inch, permanent-magnet, electro-dynamic speaker. There are nine tubes, one rectifier in the set and built-in antennas for each of the two radio bands. The table is made in mahogany and limed oak finishes.

Philips Re-equips TV Plant

The North American Philips Co., Inc. has temporarily curtailed manufacturing operations at its Dobbs Ferry, N. Y., plant in order to re-equip its operations there. The extensive re-equipment program will provide newly developed automatic equipment for mass-producing the firm's Protelgram cathode-ray tube. Facilities will also be added to broaden the firm's associated television products, including new direct-view picture tubes. Still another new product to be made with new facilities is a magnetic core material, known as Ferroxcube, which will make possible smaller and more efficient components. Ferroxcube will offer definite cost economies in the manufacture of television receivers.

During the re-equipment program, deliveries of Protelgram systems, direct-view tubes and other components is to go on uninterrupted. The firm expects to expand personnel along with the expansion in equipment facilities.

When completed, the re-equipment of the plant will place the Philips Co. among TV component production leaders.

Model 935



HERE'S
THE
LULLABY
SWITCH!

Turns off Wakemaster
automatically
when you retire



Order today! Some territories still
available to distributors and reps.

JEWEL Wakemaster

with
TELECHRON ALARM MOVEMENT
and **LULLABY SWITCH**

NOW!

ONLY \$29.95*
IN WALNUT
\$31.95*
IN IVORY

THE MODERN WAY to go to sleep . . . the pleasant way to wake up. With one setting, the Wakemaster lulls you to sleep, then shuts itself off at a time you select. Wakes you to music or news next morning . . . buzzes an insistent reminder ten minutes later if you're still in bed. A Telechron sweep-second clock . . . a DURALOOP equipped superhet radio . . . an electronic reminder. Use them together or independently of each other.

*Slightly higher west of Rockies.
Prices subject to change without notice.



JEWEL RADIO CORPORATION

10-40 45th AVE., LONG ISLAND CITY 1, N. Y.

Cable Address: JEWELRAD, New York

You've a record year ahead...



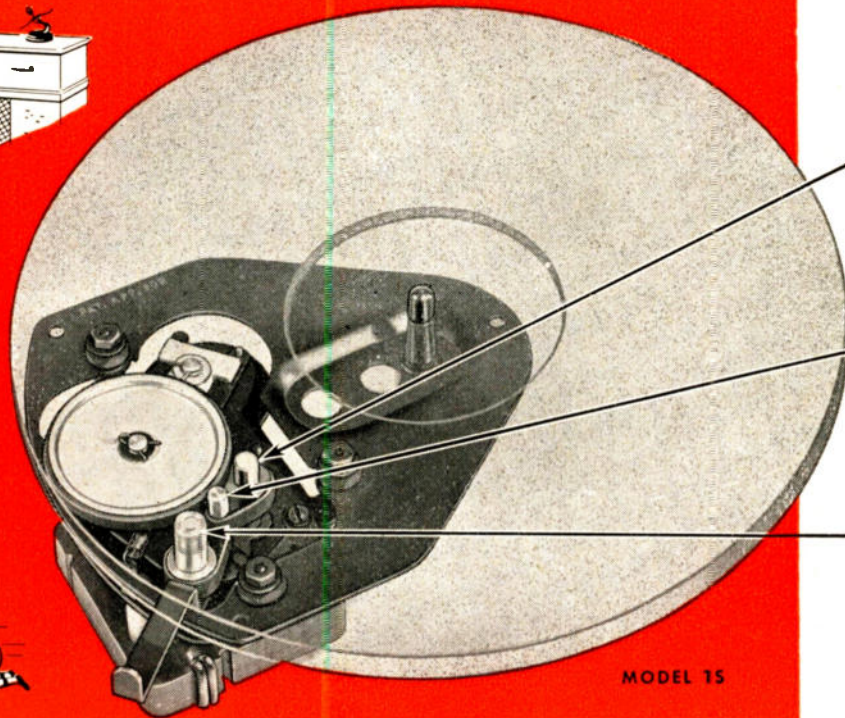
LIVING ROOM



RECREATION ROOM



PLAY ROOM



MODEL TS

33 1/3
RPM

78
RPM

45
RPM

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

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

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

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

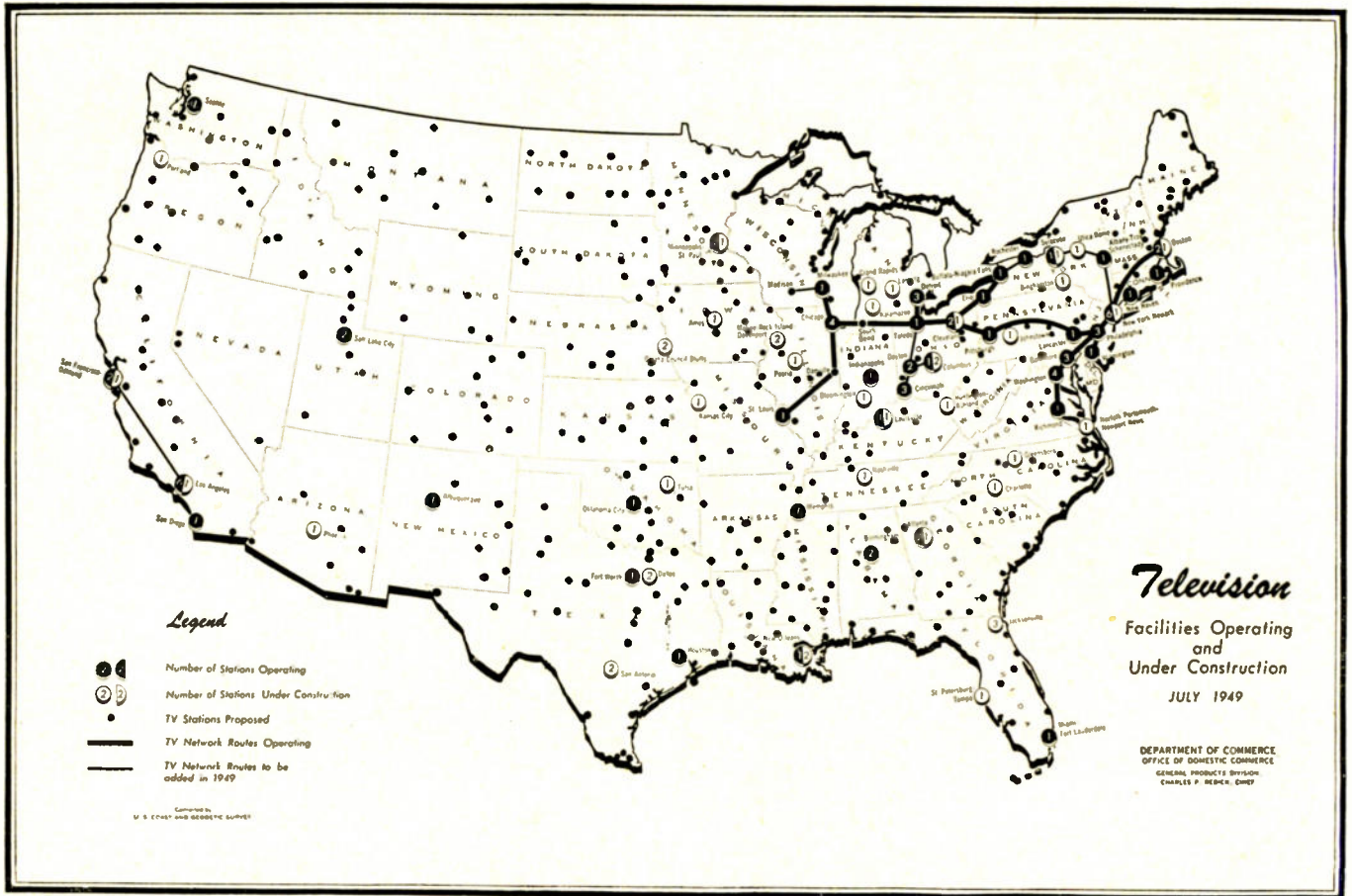
Other 45 R.P.M. Motors

General Industries offers prompt delivery of a *complete* line of single-speed 45 R.P.M. and dual-speed motors incorporating 45 R.P.M. operation. Quotations upon request.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO



Television
Facilities Operating
and
Under Construction
JULY 1949
DEPARTMENT OF COMMERCE
OFFICE OF DOMESTIC COMMERCE
GENERAL PRODUCTS DIVISION
CHARLES F. HERSCHE, CHIEF

Television Network Plans for 1949-50

Expansion of TV Networks to 15,000 Channel Miles by the End of 1950 Will Cheer Thousands of Dealers in 43 Trading Areas

WHILE the major spotlight on television has been taken recently by the developments in UHF and color, it is well to remember that the steady advances made in telecasting facilities throughout the nation are of even greater importance to the manufacturers and dealers who want to get on the "TV Bandwagon". Those distributors and dealers who are located in major cities that have had television for a year or two overlook the fact that there are many sizable cities where the trade is just waiting and hoping for television so that they, too, can begin to capitalize on the greatest selling product in the United States today.

The sale of television receivers is so closely allied to television broadcasting and network facilities for any given area that the trade has come to regard the extension of coaxial cable or radio relay facilities in much the same light as a doctor watches a patient's fever chart. Therefore, the news on the facing page, just obtained exclusively by *Radio & Television Journal* from the Long Lines division of the American Telephone & Telegraph Company is of prime importance to the entire industry. Within the coming year, these cities are scheduled to be brought in on the cable or radio relay network: Providence, R. I.; Madison-Milwaukee; Buffalo - Rochester; Toledo - Dayton;

Dayton-Columbus; Dayton-Cincinnati; New York City-Albany; Albany-Schenectady; Utica - Syracuse; Cleveland-Erie; St. Louis-Memphis; Richmond-Norfolk and many other sections of the country.

At present, there are estimated to be more than 2,250,000 sets in operation throughout the country. This compares with only 60,000 as of January, 1947—a phenomenal increase of almost 4,000 per cent! As of this writing there are 77 stations in actual operation, but the number of construction permits granted far outnumbers this figure. The rapid extension of telecasting operations is even more dramatic than the opening of the first transcontinental railroad.

TV Network Time Table

THE Bell System has notified the Federal Communications Commission in Washington that present plans call for expanding the television network to 15,000 channel miles serving 43 cities by the end of 1950. The expanded network will reach northwest to Minneapolis, west to Omaha and south to Jacksonville.

At the end of 1948, the network comprised 3,500 channel miles and was available to television broadcasting stations in 13 cities. Channel mileage will be approximately 8,750 by the end of 1949. In regard to extension of the system westward from Omaha, suitable sites for radio relay stations are now being selected and other engineering work is under way looking to the provision of transcontinental service.

The Bell Company has informed us that it has the objective to provide adequate facilities for television transmission as the commercial needs of TV broadcasters for network develop. In line with this objective, the Bell System has demonstrated that its existing network facilities are able to transmit color television and when a demand for the transmission of color television arises, the System will be able to provide such network facilities as may be required. The Bell System will also be able, we have been informed, to provide such intracity video transmission facilities as may be needed to serve television stations in the proposed UHF band. Planning is also taking into account the needs for intercity network service which are likely to develop as the result of the proposed assignment of additional TV channels.

Additions to existing television network facilities, new routes and their scheduled completion dates are:

September, 1949:— New York-Philadelphia, two additional southbound, one additional northbound, coaxial channels; Philadelphia-Washington-Baltimore, one additional southbound, coaxial; Boston-Providence, one southbound, radio relay; Madison-Milwaukee, one eastbound, radio relay.

October, 1949:— Buffalo-Rochester, one eastbound, radio relay; Toledo-Dayton, three southbound, one northbound, coaxial; Dayton-Columbus, one northbound, coaxial; Dayton-Cincinnati, three southbound, radio relay.

December, 1949:— New York City-Albany, two northbound and one southbound, coaxial; Albany-Schenectady-Utica-Syracuse, two westbound, radio relay.

January, 1950:— Cleveland-Erie, one additional eastbound, coaxial.

March, 1950:— St. Louis-Memphis, one southbound, coaxial.

April, 1950:— Richmond-Norfolk, one eastbound, radio relay.

Spring, 1950:— New York-Chicago, one additional westbound, one additional eastbound, radio relay, including Johnstown, Pittsburgh, Cleveland and Toledo.

September, 1950:— Philadelphia-Baltimore-Washington, one additional southbound, coaxial; Washington-Richmond, two additional southbound, coaxial; Richmond-Greensboro-Charlotte, two southbound, coaxial; Charlotte-Jacksonville-Atlanta-Birmingham, one southbound, coaxial.

October, 1950:— Dayton-Indianapolis, two westbound, radio relay; Indianapolis-Louisville, one southbound, coaxial; Chicago-Davenport-Rock Island (Ill.)-Des Moines, two westbound, radio relay; Des Moines-Minneapolis, two northbound, coaxial; Des Moines-Omaha, one westbound, radio relay; Omaha-Kansas City, one southbound, coaxial.



New Products



Radios
Television

Consoles
Recorders

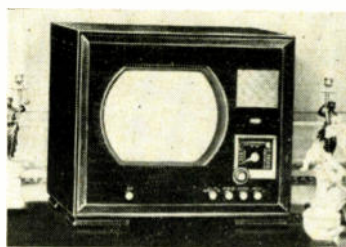
Phonographs
TV Accessories

DuMont's "Hastings"

Manufactured by Allen B. DuMont Labs, Inc.,
515 Madison Ave., New York

Providing an expanded 132-square-inch picture, this 15-inch table model television receiver incorporates an electronic circuit designed to improve fringe area reception. Has full range FM radio and plug-in receptacle for a record player. The cabinet is in mahogany veneers and stands 22½ inches high, is 26 inches wide and almost 21 inches deep. Has 30 tubes.

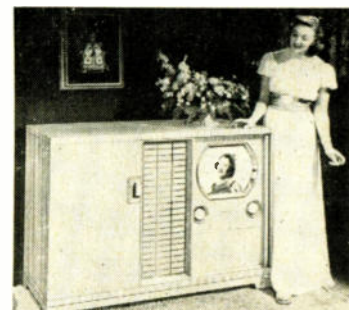
Say you saw it in *Radio & Television Journal*, September, 1949



MORE NEW PRODUCTS
ON FOLLOWING PAGES

Motorola's "Gainsborough"

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



DEWALD
HIGH DEFINITION
TELEVISION
10" - 12½" - 16" MODELS

featuring
Performance for Profit

Here's truly outstanding television performance that assures satisfied customers—with that extra power for finest reception, even in fringe areas—backed by trouble-free dependability—styled to sell and priced right.

Proven Quality for More
Than a Quarter-Century

Now, at New Low Prices

JOBBERS — REPRESENTATIVES

Same choice territories now available.

Write for full information.

Presenting the New 16" High-Definition Model DT-160

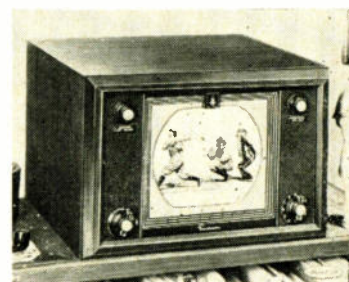
A sensational table model with the big picture 16" tube. Ultra powerful circuit for finest reception, even in fringe areas. Available in Walnut or Mahogany finish.

Here is a 16-inch television receiver, FM-AM radio and automatic phonograph instrument. Features extended viewing area screen, 12- and 5-inch speakers for fidelity response, and simplified, two-control tuning. Cabinet is 4½ feet long and comes in mahogany or blond avodire wood.

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

Emerson's 10-inch TV

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



Here is a new 10-inch table model television receiver. Contains the firm's supersensitive, long-distance circuit for extending reception to fringe areas, and is controlled by "Miracle" Picture Lock. Set is housed in an acoustically constructed table model cabinet of selected pin-stripe and Honduras mahogany veneers.

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

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

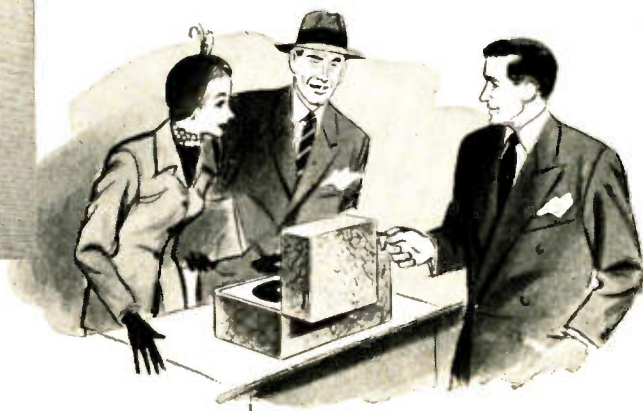
DEWALD

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

It's Here, THE WEBSTER-CHICAGO MODEL 762



THIS **2** SPEED
PORTABLE PHONOGRAPH
plays both
33 $\frac{1}{3}$ AND 45 RPM
7-INCH RECORDS



These Outstanding Features Make Model 762 Really Easy to Sell!

- Plays up to eight 33 $\frac{1}{3}$ or 45 rpm records automatically.
- 3-second change "cycle"—"from music to music" . . . fastest on the market.
- Velocity-Trip—no lateral pressure on delicate record grooves, assures quick, fool-proof record change—low record wear.
- Single Tone Arm—smooth controlled tone arm performance, properly balanced for either record.
- Needle matched to cartridge for superb tracking and better reproduction—5 to 7 gram needle pressure.
- Fool-proof spindle record release with ingenious rubber record retaining shoulder that will not damage the records.
- Positive, easily selected speed control.
- Reject mechanism features "Memory Delay"—positive acting, never fails.
- Attractive burgundy leatherette carrying case.
- Popularly priced—only \$48.95.

(West of the Rockies, \$49.95)

Cash In on the Back-to-School Market

Now . . . sales really come easy with this *new* Webster-Chicago Portable Two-Speed Phonograph. Plays 33 $\frac{1}{3}$ and 45 rpm records in the new 7-inch size.

It's especially popular with students—a market that offers plenty of sales potential. Besides, mothers and dads will find this new Portable Phonograph handy to own—as well as clubs, schools, churches, and everywhere there are records to be played.

It's appealing on FOUR big counts—performance, appearance, construction quality and price.

Your own enthusiasm for this new Webster-Chicago Model 762 Two-Speed Portable Phonograph will quickly lead you into extra sales, profits. Check with your distributor today . . . or write . . .



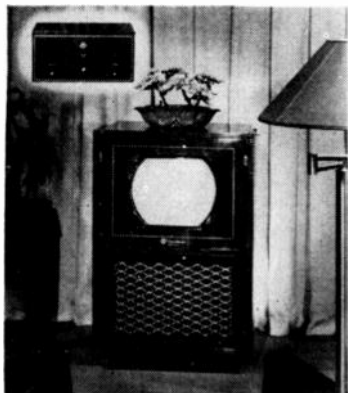
WEBSTER-CHICAGO



5610 WEST BLOOMINGDALE AVENUE • CHICAGO 39, ILLINOIS

ITI "Century 326"

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



A new remote control home "Teleceiver" which incorporates all the features of commercial TV equipment: simplified tuning, multiple unit installation, and no distance limitation between control and picture unit. Gives a 130-square-inch picture. Cabinets in walnut and mahogany, both Swedish modern and period style.

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

Zenith's "Broadmoor"

Manufactured by Zenith Radio Corp.,
6001 W. Dickens Ave., Chicago 39, Illinois



Having 23 tubes, plus "Big B" Giant Circle screen, and three rectifiers, this television console features a 105-square-inch picture. Control switch allows use of circular or conventional shaped picture. Has built-in turret tuner, five tuned circuits for each channel, gated automatic gain control. Alnico V speaker, and plug-in connection for Phonevision sub-assembly. Cabinet comes in mahogany veneer.

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

Stromberg C's "Emperor"

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



Using a 19-inch picture tube, this new television console has a 203-square-inch screen. Automatic frequency lock keeps image steady. Has automatic gain control for station-to-station tuning. Uses a 12-inch speaker. Doors cover screen when receiver is not in use. Cabinet comes in Honduras mahogany veneer, with addition of compartment for 45-rpm record changer.

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



NEW LOW PRICES

AUDIO RECORDING WIRE

- ★ Stainless Steel
- ★ High Fidelity
- ★ Plays Indefinitely
- ★ Erasable

Audio Recording Wire is the product of three years of research by specialists in our own wire mill devoted exclusively to the manufacture of recording wire.

Distributors — stock this item today — the new low prices will bring more profits —

Available in 1 hour, ¾ hour, ½ hour and ¼ hour.

THE WIRE CORPORATION

Worcester 8, Massachusetts

new

SALES
POLICY

new

PRODUCT
LINE

new

PRICE
POLICY

new

SELLING
FEATURES

new

ADVERTISING
CAMPAIGN

new

RETAIL
PROMOTIONS

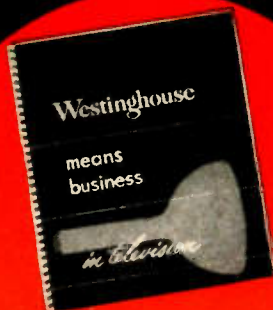
Westinghouse

MEANS BUSINESS

in Television

ADD THESE GREAT NEW BUSINESS
ADVANTAGES TO THE ALREADY FAMOUS
WESTINGHOUSE REPUTATION
FOR TELEVISION QUALITY
AND YOU'LL AGREE

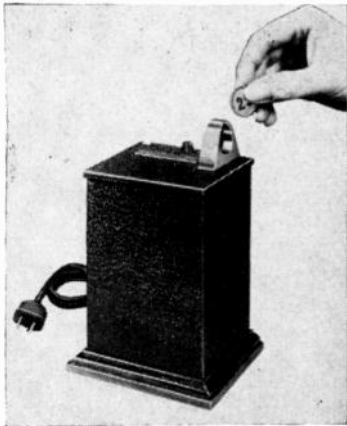
**WESTINGHOUSE MEANS BUSINESS
FOR YOU IN TELEVISION**



Be sure to see this new
presentation. Ask your
Westinghouse Distributor.

Hotel Radio's Meter

Manufactured by Hotel Radio Corp.,
3000 E. Jefferson, Detroit 7, Michigan

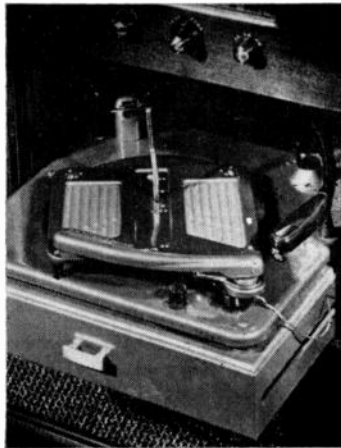


A coin-radio meter modified for providing television buyers with a convenient purchase method. Four by four by six inches, with a 12-foot cord for ease in locating. Over 10,000,000 hours of service given in field tests. Capacity is four coins, with one or two hour TV timings. Bearings and gear train are completely sealed-in.

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

Carbonneau Playsall

Manufactured by Carbonneau Industries, Inc.,
Grand Rapids, Michigan



This record player is designed to convert any phonograph into a 3-speed instrument. The eight ounce aluminum attachment slips over a phonograph spindle, using off-center holes to provide varying speeds. Two drive wheels, which touch both turntable and record, rotate records at different speeds. Has featherweight tone arm and permanent-type needle.

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

Amphenol Telestar

Manufactured by American Phenolic Corp.,
Chicago 50, Illinois



An indoor television antenna fabricated of lightweight aluminum rods, tipped with plastic. Base is molded of polystyrene, is weighted against tipping and is adjustable to conform to convex cabinet surfaces. Automatic reception on all channels.

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

Market Potential: *The present market for television receivers is more than 60,000,000 people, or about 14,500,000 families. This does not consider any commercial use for television. Total production to date is estimated at 2,500,000 receivers, which leaves a net market potential now of 12,000,000 families. The number of persons reached by television is constantly expanding. (See pages 40-41 in this issue). On August 1, 1949 there were 77 stations on the air and 44 stations under construction. By January 1, 1950, 99 stations are planned for operation, with 22 additional stations to start transmitting in 1950. Certainly the number of persons within television range will exceed 80,000,000 within six months. This Fall a considerable number of major companies will include TV programs as a new phase of their advertising. Applications for new television stations are temporarily frozen by FCC but they exceed 300. As retail prices are reduced, the base of consumer's ability to buy is constantly being expanded. From a realistic commercial standpoint, it may truly be said that the market for television receivers has hardly been scratched.*

Rembrandt

REG. U.S. PAT. OFF.

presents
Dual Eye Appeal

REMBRANDT television sets—hand-crafted for faultless reception—
... treat your eyes with superb cabinet masterpieces in large, direct-vision, view screen. (12½", 15", and table models and consoles.)

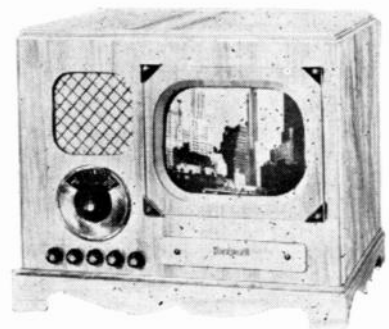
... treat your eyes with superb cabinet masterpieces in hand-finished Mahogany, Walnut, Blond Mahogany, Knotty Pine, Maple, Oak or Chinese Pastels.

Continuous tuning for all 13 channels and entire FM bands automatically locked-in pictures.

ALL REMBRANDT TELEVISION SETS EMBODY THE FINEST IN FM RADIO

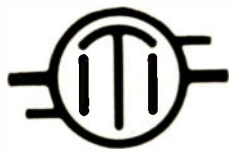
DISTRIBUTORS: A Few Choice Areas Available

Master in the Art
of Television



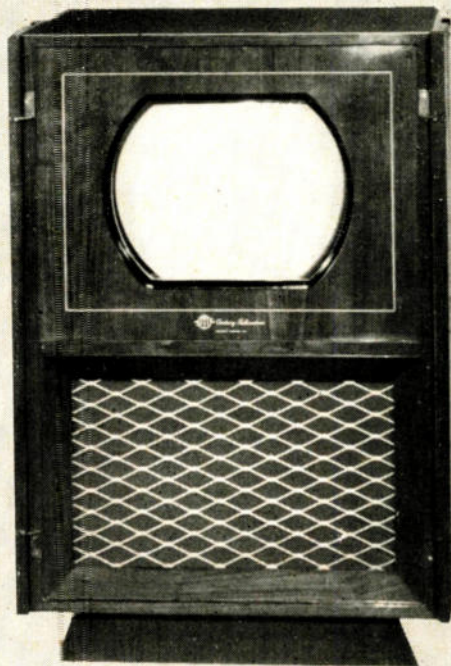
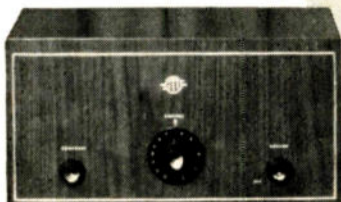
An
American
Pioneer in
Television

REMINGTON RADIO CORPORATION
White Plains, N. Y.



Century Presents...

45 r.p.m. record player, AM-FM radio, and storage space for record albums, are all included in the remote control Century Model 435—an expanded version of the Model 335 Control Unit shown here.



the Magic of Remote Control

16-INCH REMOTE CONTROL: THE SET THAT LETS YOU SIT

There's magic in the words Remote Control, and now you can use that magic to bring the *buying public* into your store. For good demonstrations are the key to your sales—and never before has there been a demonstrator like the Century Model 326.

The central knob selects your pre-tuned channels. The other two adjust contrast and volume. Controlled from any desired distance, from a comfortable viewing position . . . *it's like a magic wand!*

UNIT CONSTRUCTION—Here is the construction method of the future. The "326", shown above, has four separate chassis for separate functions: One for the remote control unit. One for video amplification and synchronizing circuits, as well as the accelerating voltage supply. One for the audio amplifying function. And one for the power supply chassis. This

method of construction means less servicing, and quicker, easier servicing should it be necessary. The small connecting cable meets all building codes.

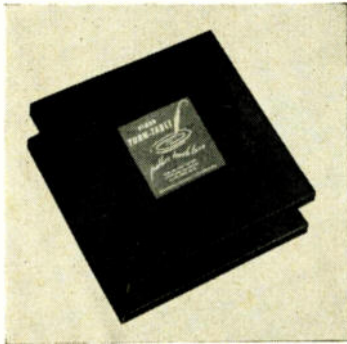
OTHER FEATURES INCLUDE: Better picture quality, because you can adjust the picture from where you view it . . . A 16" screen, for graceful, room-sized groupings in comfortable chairs . . . Custom-built cabinets in either authentic Swedish Modern or traditional styles, in Korina, dark mahogany or natural walnut . . . Wonderful tonal qualities from a 12" concert speaker that is mounted in an acoustically correct cabinet made with specially formed miters and high-frequency woodwelding techniques . . . Fine cabinetry at its hand-crafted best. Matched grains, hand-rubbed finishes and clean styling make the Century 326 "at home" with the best. Fine furniture to help you sell.



INDUSTRIAL TELEVISION INC.
359 Lexington Avenue
Clifton New Jersey

Oak Ridge TV Turntable

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

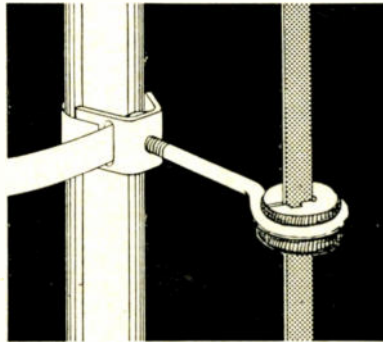


Made of tempered masonite, this turntable is designed to make any table model television receiver visible from any part of the room. Has 12 special rollers for rotation and supports up to 250 lbs. Comes complete with insulated pad to prevent surface marring.

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

Phoenix Stand-Off

Manufactured by Phoenix Electronics, Inc.,
Lawrence, Mass.

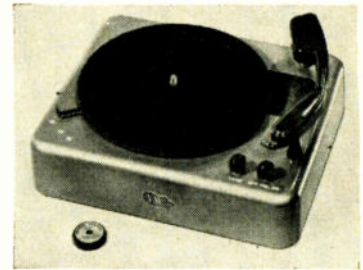


An antenna mast insulator which fits any size antenna mast. One man can attach this stand-off within 10 seconds. Gives a strong, permanent attachment which does not slip. Model is the PAM-11 stand-off.

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

Record Player by V-M

Manufactured by V-M Corporation,
Benton Harbor, Michigan

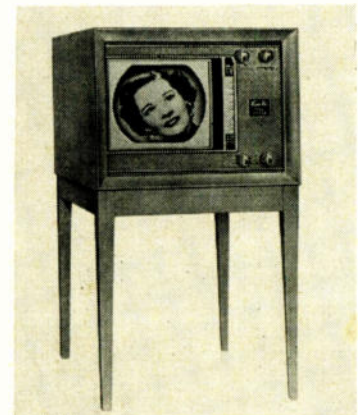


This 3-speed record player utilizes two high gain tubes and a rectifier tube. The circuit includes tone and volume controls, and a cartridge control lever at the tip of the tone arm manipulates the Duo Needle reversible cartridge. Six foot line cord gives freedom of usage.

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

Trans-Vue Consolette

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



With a specially designed matching table, this TV consolette model uses a 12½-inch, direct-view picture tube and provides 90 square inches of picture. Features "Instantuner" and Static-Free FM radio. Cabinet is 24½ inches by 18 inches by 20 inches.

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

Perfect for Schools, Churches, Square Dances, Meetings

THE *Newcomb* Portable Record Player



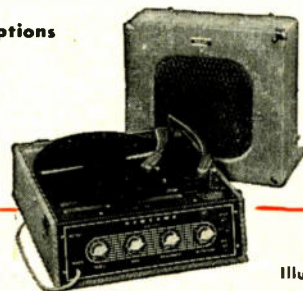
AND 10 WATT P. A. SYSTEM

Rugged, Versatile, Economical

- Plays All 3 Types Records and Transcriptions
- Foolproof in Operations
- Lightweight and Serviceable
- Can Mix Speech with Records
- Powerful P. A. System

You will find use for this portable machine every week in the year! It provides a powerful public address system together with a rich, full-toned record player. Clubs, advertising agencies, sales organizations, etc., all will have scores of uses for this economical portable instrument.

Write for catalog of Newcomb equipment and name of your local supplier.



Illustrated The
NEWCOMB TR16B

Custom 3-speed portable player. Plays 33⅓ and 45 RPM Microgroove records as well as 33⅓ transcriptions and standard 78 RPM records controlled by simple speed change lever. Exclusive depressable arm for L.P. Records. Includes bass and treble tone controls, A.C. power receptacle and microphone and radio input jacks. Weight only 34 lbs.

Newcomb

AUDIO PRODUCTS CO.

Dept. L. • 6824 Lexington Ave., Hollywood 38, Calif.

**MORE PRODUCTS ON
PAGE 50.**



RCA Laboratories developed a copper mesh with 2,250,000 tiny openings to the square inch for the television camera "eye."

*You get **finer television pictures** through this super-fine mesh*

In RCA Image Orthicon television cameras you will find a super-fine copper mesh. Until a new technique for making such screen was discovered at RCA Laboratories, only coarse and irregular mesh—which obstructed 60% of the picture—was available.

Today, through RCA research, such mesh can be made with 1500 gossamer wires to the linear inch.

An ordinary pinhead will cover about 7000 of its tiny openings.

By RCA's technique—now producing commercial quantities of 200- and 500-mesh screens—the mesh is so fine, so regular in structure, that it is invisible on home television receivers . . . and as much as 85% more television picture passes through.

You benefit—many times

This new type of super-fine wire mesh, and the technique for making

it, like most major developments in all-electronic television, is another RCA Laboratories first. Leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

The newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free, and you are cordially invited. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

Recordis

GIVES YOU

2 QUALITY PRODUCTS

TO MULTIPLY SALES
TO BOOST PROFITS



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

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



WORLD-FAMOUS
**HOME RECORDING
BLANKS**

SEND FOR THE NEW
COMPLETE RECORDISC CATALOG

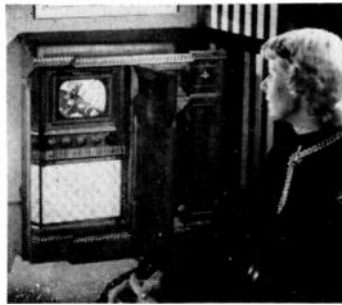
"You Take No Risk With Recordis"

THE
Recordis
CORP.

395 Broadway, New York 13, N. Y.

New Westinghouse TV

Manufactured by Westinghouse Electric Corp.,
Sunbury, Pa.



With a 52-square-inch screen, separate AM-FM radios and an automatic record changer which plays standard, LP and 7-inch records, this new TV console has 24 tubes plus three rectifiers and picture tube. AM-FM receiver has seven tubes plus rectifier. TV and radio sound systems are independent, with separate 10-inch speakers. Console comes in mahogany veneers with hand carved mahogany moldings.

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

New Admiral TV

Manufactured by Admiral Corp.,
3800 W. Carlisle St., Chicago 47, Ill.

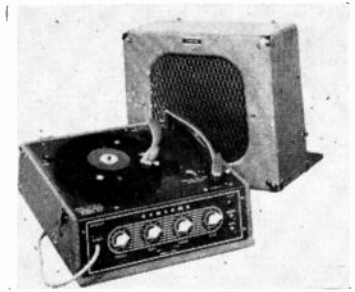


A new TV console with a 10-inch picture which gives a 61-square-inch picture. Has automatic gain control; automatic lock-in; "Ratio-Detector" FM sound; and Tele-Glo reminder light. Compact in size for use in small homes or apartments, the set has a walnut veneer cabinet.

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

Newcomb Player

Manufactured by Newcomb Audio Prods. Co.,
6824 Lexington Ave., Hollywood 38, California



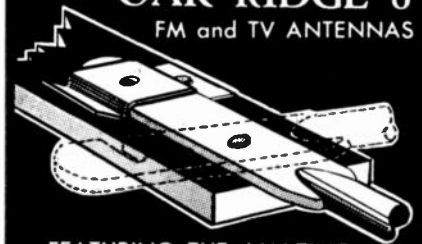
With both a long tone arm and a depressable short tone arm for LP records, this portable record player plays 45-, 33-1/3-, 78-rpm records and also broadcast type transcriptions up to 17 1/2 inches. Ten watts, inverse feedback, low distortion amplifier and a 12-inch Alnico V PM speaker. Metal speaker grill, plywood case, steel chassis panel and motor board, all add ruggedness and strength to unit.

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

SNAP!

YOUR ANTENNA IS
ASSEMBLED

THE OAK RIDGE 6
FM and TV ANTENNAS



FEATURING THE AMAZING
SNAP-LOCK

*Pat. Pending

- Revolutionary four-second assembly.
- Just snap it out and it's fully assembled.
- Extremely rugged—1/2 inch aluminum elements.
- Completely pre-assembled—No loose hardware.
- We manufacture a full line of quality FM and TV antennas, including Hi-Lo's, Conicals, In-lines, Vee's, Stacked Arrays.
- Ask your local jobber for a demonstration. Inquiries invited.

OAK RIDGE ANTENNAS

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

WRITE FOR CATALOG T-1

Radio & Television JOURNAL • September, 1949

NEW!



The Improved Presto Universal Master 3 Speed Turntable

for 78-33 1/3-45 RPM records

Check these outstanding features

- 3 speeds—instantaneous shifting—just turn the knob.
- Eliminates slip pulleys or removable parts formerly used for speed shifting.
- Two complete pick-up arms—properly weighted for standard or microgroove.
- Adapter for RCA Victor type records.

The Presto Universal Master (Type 15) is available in this new, all-purpose model only.

HERE'S A COMBINATION microgroove and standard turntable with performance equal to broadcast transcription turntables!

Takes records up to 12-inch diameter and operates at all three speeds—78 rpm (standard), 33 1/3 rpm (Columbia LP type) and 45 rpm (RCA Victor microgroove type).

Presto Universal Master answers all mechanical problems of record reproduction because it is a precision instrument—the only one of its kind on the market. Variations in types of grooves, turntable speeds, record shapes and sizes—all the factors that complicate the use of new-type mi-

crogroove turntables—are forgotten when you use this superior turntable.

For better reproduction, for longer, trouble-free life, order Presto Universal Master from your jobber today. It's a *must* for optimum reproduction of microgroove or standard recordings!

**PRESTO**
RECORDING CORPORATION
Paramus, New Jersey

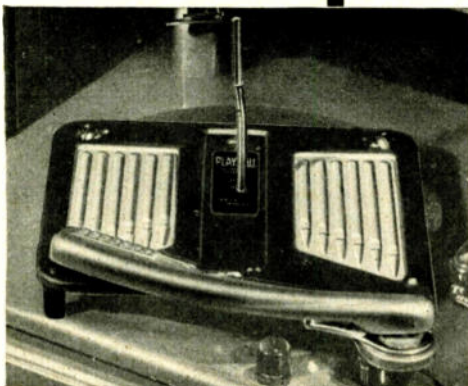
Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Revolutionary NEW

Carbonneau

Playsall*



high profit for you
on each **\$14.95** sale



plus

tremendous new market
for 45 R.P.M. and
33 $\frac{1}{3}$ R.P.M. records

Make quick profits with this sensational new record player . . . watch your sales of 45 R.P.M. and other "slow-speed" records skyrocket! Just slip Playsall on the phonograph spindle . . . play 45 and 33 $\frac{1}{3}$ R.P.M. records. Slip it off — play standard records as usual! Playsall fits 85% of all phonographs without special installation . . . requires no outside wiring, no outside adapter. Display Playsall in your store — sell it on service calls. It's a sure-fire profit-maker!

*T.M.

BACKED BY COMPLETE MERCHANDISING PROGRAM

- National publicity
- Eye-catching displays
- Free mat service
- Attractive literature
- Tested radio spots
- Advertising allowance

Long Discounts! Top Profits!

See your local distributor or write us for complete information — today!

CARBONNEAU INDUSTRIES, INC.

15 IONIA, N.W., GRAND RAPIDS 2, MICHIGAN
Manufacturers of Jetline Speakers

Proposed FCC Allocations Will Create One-Network TV Monopoly, Asserts Dr. DuMont; Claims Color "Will Take Years"

The general public has a larger stake than it realizes in the television hearings that are scheduled to start before the FCC September 26, says Dr. Allen B. Du Mont, president of the Allen B. Du Mont Laboratories. While the announced purpose of the hearings is to review the allocations outlined by the FCC on July 11, and also to investigate recent color television proposals (see Television Roundup in this issue), Dr. Du Mont feels that the public should be made aware that the future of television depends on these hearings. Taking a strong position in regard to allocations, Dr. Du Mont feels that the FCC's assignment channels in the VHF and UHF frequencies tends to create a one-network monopoly. Many cities would have only one VHF station, says Dr. Du Mont, pointing out that the current FCC plan calls for widespread mixing of VHF and UHF channels in the same city, which would require set owners to buy converters if they wish to enjoy all the programs available. It would also cause interference between stations.

Offering a solution to these problems in a plan drawn up by Dr. Thomas T. Goldsmith, Du Mont director of research, Dr. Du Mont points out that his new plan would utilize 12 VHF channels to the fullest extent, providing four channels per city for most of the 140 metropolitan districts. The plan utilizes 48 of the new UHF channels to assure adequate service to other communities and reserves 12 additional UHF channels for smaller communities which will not be ready for television until later. It sets aside nine additional UHF channels for non-commercial educational stations.

Referring also to the recent excitement about color TV, Dr. Du Mont states: "We would welcome color, if good color were available. The proposed color systems of CBS and RCA each claim that it will be fairly simple and inexpensive to convert present black-and-white sets to receive color. That remains to be seen. Final determination of commercial color television requires extensive experimentation and field tests. Such tests are imperative before the FCC can consider adopting standards. This will take year."

"The television manufacturing industry is in a healthy condition and will do an increasingly active volume. The field will be characterized by stronger competition among manufacturers who will experience even greater need to prevent inventory tie-ups and be assured of adequate inventory controls. The outlook in terms of design, markets and prices is reassuring." — From a study by the National Credit Office

Here's the HOT portable line!

from the World Leader in portables . . .



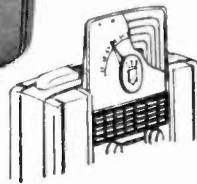
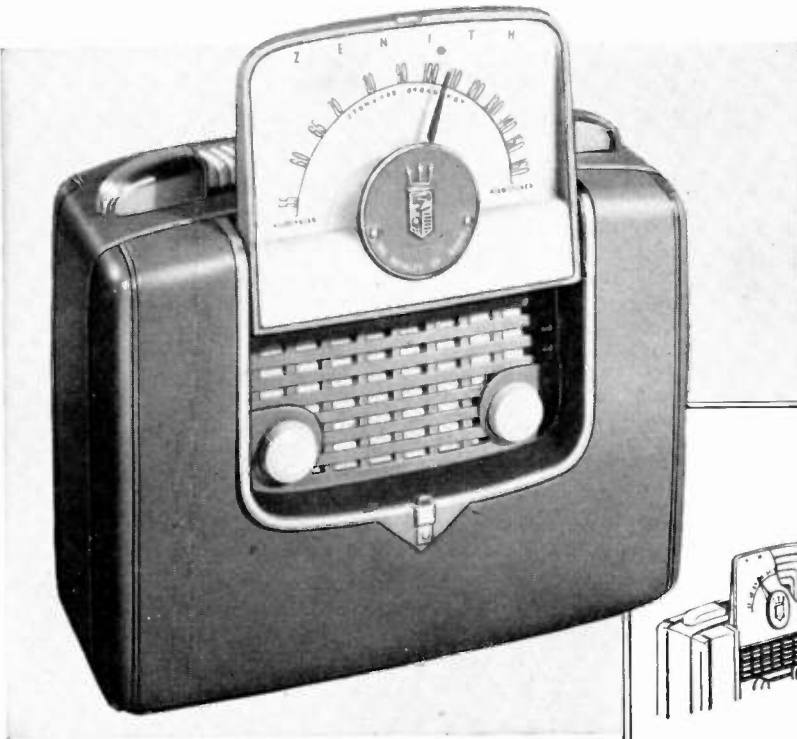
WITH PERFORMANCE THAT MAKES SALES!

For sensitivity, for looks, for quality and value—you've never seen anything to compare with these sensational Zenith† portables. They're star-studded with sales-closing features you can demonstrate—features that only Zenith, world's foremost maker of portable radios, could bring you. They're just what you need to send your portable sales and profits soaring this summer!

PACKED WITH SALES FEATURES . . . ZENITH

"Tip-Top Holiday"†

with "Tip-Top" Dial and Wavemagnet

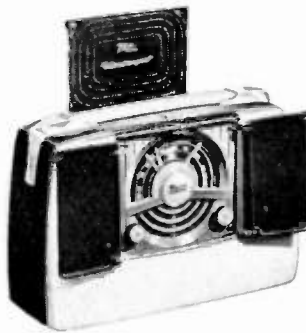


Swing the lid up—there's the giant dial, actually above the set, its black numerals and "glowing" red pointer giving tip-top tuning ease. Biggest dial ever in a portable! Wavemagnet† inside lid also tips up, away from signal-killing metal parts. Doubles the sensitivity of this powerful radio . . . on battery, AC or DC.

Instant automatic operation! Open lid, the set's playing. Close lid, it's off. Special "Outdoor" Tone Circuit plus Alnico 5 speaker assures amazing volume and tone quality, even in wide open spaces. Stunning new rugged cabinet in gleaming ebony or two tone blue-grey plastic. Durable "Flexo-Grip" handle.

\$39.95*
Less Batteries

It's Loaded with Demonstrable Features—Extra Sensitive and Packed with Power.. It's HOT!



Zenith's

Universal †"POP-OPEN" Portable

The neatest trick in radio. Just press the "Pop-Open" Button, and everything happens at once. The doors open!—the Wavemagnet pops up!—the set starts playing! Plays anywhere, with powerful volume and glorious full tone. Operates on battery, AC or DC. Handsome aluminum reinforced cabinet

\$59.70*

Less Batteries

ZENITH RADIO CORPORATION

6001 West Dickens Avenue, Chicago 39, Illinois



America's Favorite Personal Portable

"Zenette"† BY ZENITH

Truly the ultimate in personal radios. Tiny and exquisite as a jewel, yet big in performance and richness of tone. Open the lid, the set's playing. Close the lid, it's off. Built-in Wavemagnet for better reception anywhere. Plays on battery, AC or DC. Choice of maroon, black, or white plastic case.

\$42.45*

Less Batteries

The Powerhouse of Portables

THE ZENITH "TRANS-OCEANIC"

Here's the portable that out-performs any other ever known. It's super-powered to bring in Standard Broadcast coast to coast, plus international Short Wave on 5 separate bands. Plays where other portables fail—in boats, trains, planes. "Tropic-Treated" for protection against humidity, radio's deadliest enemy. Works on battery, AC or DC. Sleek, modern luggage styling.

\$124.40*

Less Batteries



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

New DeWald TV

Manufactured by DeWald Radio Corp.,
35-15 37th Ave., Long Island City 1, N. Y.

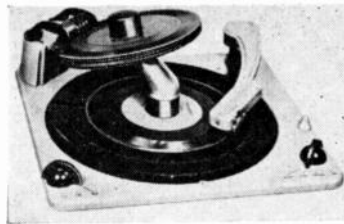


With a 16-inch picture tube which yields a 145-square-inch picture, this direct-view table model television receiver features a self-contained, built-in antenna. Has 22-tube circuit, including two rectifiers and a damper tube. Uses oversized power transformer, also large electrodynamic speaker.

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

Comet's Changer

Manufactured by Comet Corp.,
540 Lake Shore Drive, Chicago 11, Illinois

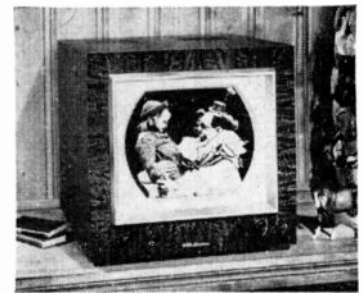


Equipped with a spindle which is easily changed for different center hole diameters, this 3-speed, automatic record changer requires only one tone arm for all sizes of records. Crystal cartridge with a double tipped needle of osmium is provided. Motor is 105 to 125 volt 60 cycle AC type. Base plate is 12½ by 12 inches over-all, and changer weighs 10 lbs.

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

RCA 16-inch TV

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



Picture frame styling is featured in this new television receiver which employs a 16-inch metal-coned picture tube. Has 23 tubes and four rectifiers, a phono-jack for connecting record-playing attachments like the 45-rpm player, and a speaker mounted at the top of the cabinet. Stands 22 inches high, is 23 inches wide and 25 inches deep. Cabinet comes in walnut, mahogany and lined oak finishes.

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

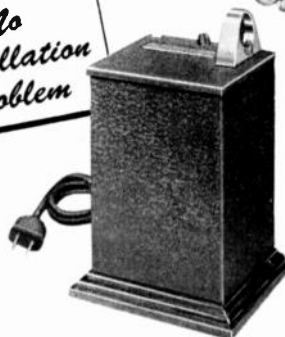
Now You Can Open Up
a vastly **BIGGER MARKET**
for Television Sets!

**PRE-PAY
COIN METER
FOR HOME USE**
only

\$795 BASE
50c
EACH EXTRA

F. O. B. DETROIT

No
Installation
Problem



Get the jump on competition NOW by merchandising Television sets on the meter plan. Here's the ideal meter to use—already proved in 10 million hours of service—compact—6 x 4 x 4 inches—3½ lbs.—12-foot cord—all timing gears sealed in—lifetime lubrication—complete with two keys at a very low price. Attractive Walnut-tone crackle finish. Base hand-rubbed walnut finish. Thousands of people now barred from Television ownership will buy on this plan. This is a proved device. Get your order in at once. Cash in on this new, untapped market.

HOTEL RADIO CORP. 3000 E. JEFFERSON AVE.
DETROIT 7, MICHIGAN

INSTALLATION
IN

SECONDS

WITH THE SENSATIONAL

RMS

SPEE-D-LOK

TV antenna assembly

At last! A complete, varied antennalinefeaturing a new principle of instant assembly! No tools required.



Yes—more profit per installation—more installations per day—with RMS Spee-D-Lok Preassembled Antennas. No loose hardware, assembled completely by hand, no time wasted. Fast, efficient installations with the hottest antenna line in the Television picture. Spee-D-Lok antennas are stronger, too, with Dipoles locked against sway and vibration. There is a Spee-D-Lok antenna for every installation requirement.



Write today for complete catalog of antenna types.

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

HERE'S HOW YOU CAN PROFIT

FROM THE NEW

Capehart-IT&T

ASSOCIATION

YOU CAN PROFIT by the backing of a strong manufacturer. The pioneer names of Capehart and Farnsworth are now sponsored by International Telephone and Telegraph Corporation — with its world-wide research, operating and manufacturing facilities.

YOU CAN PROFIT by selling a product with a name that for more than 20 years has stood for highest quality.

YOU CAN PROFIT from a line that can be the keystone of a permanent business. Capehart quality and Capehart performance guarantee customer satisfaction.

YOU CAN PROFIT by advertising and merchandising support that's in tune with today's and tomorrow's market conditions.

YOU CAN PROFIT by selling television by **CAPEHART**.

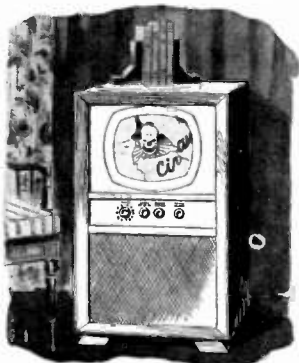
GET IN TOUCH with your nearest Capehart distributor. Or, if you are a distributor, call on us direct. There are still a few choice franchises available.

**AN IT&T
ASSOCIATE**

Capehart-Farnsworth

CORPORATION

Fort Wayne, Indiana



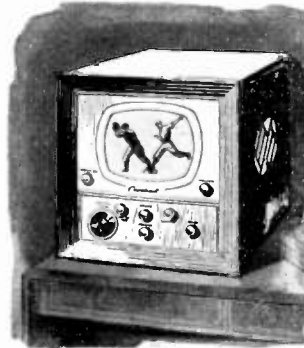
THE CAPEHART Prelude — For the small home this compact television set provides both economy of space and investment — with a clear, brilliant image and Capehart's true tonal fidelity. Rich mahogany finish. \$299.50



THE CAPEHART Symphony — For spacious homes Capehart provides the Symphony. Television with 16 inch picture. AM-FM radio and the Capehart record changer which plays all types of records automatically. Ample record space. \$795.00



THE CAPEHART Overture — Capehart's Regency styling for those who prefer modest size with luxurious cabinetry. Rock-steady pictures — brilliant and clear — plus unmatched fidelity of tone. Television and AM-FM service. \$489.50



CAPEHART—Modern. Here's smart functional design... eye-appealing simplicity. Rich mahogany finish and well balanced proportions add to its attractiveness. Sharp, clear pictures. Capehart's unmatched fidelity of tone. \$269.50



Photos Courtesy of Modern Packaging

A MERICA'S passion for compactness has streamlined modern living in the extreme. Houses have been squashed, pressed, squeezed and subdivided until living quarters have shrunk to vestpocket size. Automobiles are low-slung, hugging roadways, their roofs a hazard to passengers who may hold their heads too high. Timepieces can be carried on wrists and radios plugged into ears. The distant future may even bring miniature television sets. But in the immediate present, records and phonographs have succumbed to the lasting urge to save on living space without yielding an inch on living comfort.

It all happened with the 45-rpm system of sound reproduction. RCA's marvel of compactness has, in a stroke, streamlined the record and phonograph industries, scaling, trimming and otherwise fitting them to the needs of both dealers and consumers. The dealer is always searching for products that rake in profits without running into too much overhead. On the other hand, the consumer is always interested in high-fidelity sound reproduction that is within reach of his pocketbook. If that system is a magically compact product, so much the better. The "45" fills both needs.

Space-saver

Dealers can find their dividends from

Profits **GOOD THINGS IN SMALL PACKAGES COME!!**

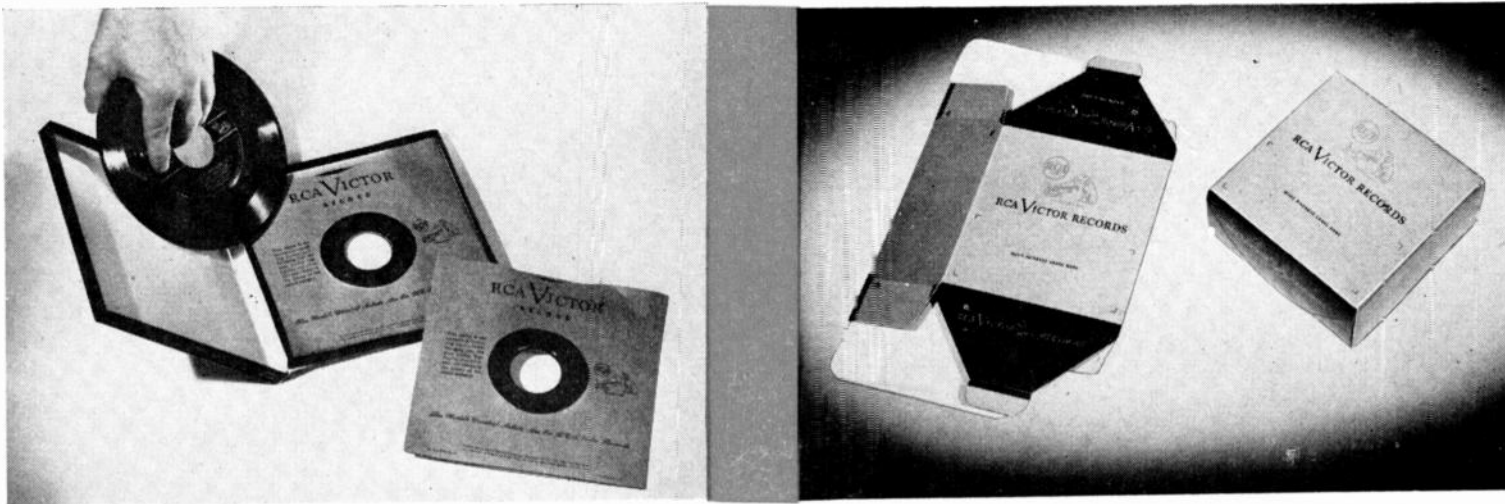
Systematized packaging at RCA plant which has cut record costs and brightened profits.

the "45" in ease of handling, greater utilization of store and display space, elimination of the risks of breakage, either in storage or in transit and in the great variety of interiors which are possible. Above all, the phonographs and records offer such an unusually compact reproduction system at low prices that dealers are in a position to capitalize on the space-saving factor as a strong selling point. The phonograph or player is not much bigger than an oversized cigar box, and the records fit in tight, neat packages no bigger than a square candy box. Hence, the 45-rpm phonograph or automatic player attachment can be fitted into any nook in the house, in any room of the house. And records can be stacked or tucked

away in the smallest spaces cramped living allots to record storage.

Sell Compactness

This opens up wide possibilities for dealers. The phonographs are so small that having one in more than one room of the house seems a logical thing. Dealers are in a position to sell one for the den, the library, the children's room, even Dad's waiting room at the office, without running into too much opposition, even on price. The records to go with the phonograph or player can also be sold from a space-saver standpoint. From factory to dealer to consumer, the efficient packaging of the



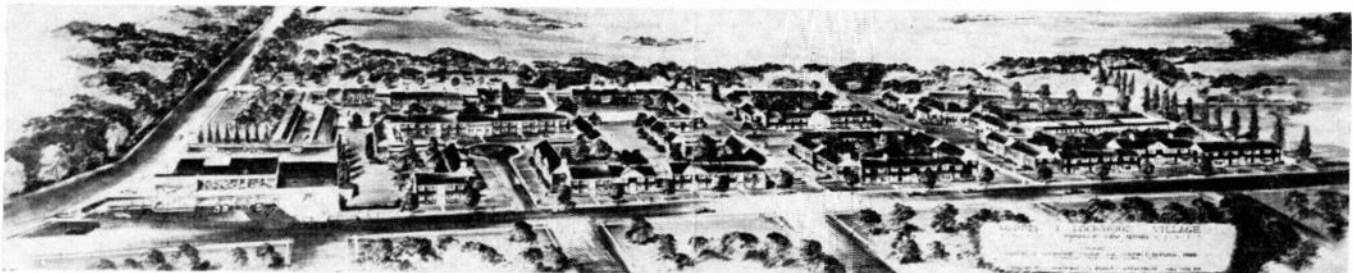
smaller records has whittled down costs. In addition to lower packaging costs and reduced shipping costs, a new avenue of approach to record sales has come into being with the small records. Mail-order business is practical. The small discs, light of weight, and non-breakable, can be sent through the mails at small cost and with no risk of

loss from breakage. Mailing pieces, radio spots and even direct selling can urge customers to mail their orders for records and albums.

Added to the other features of the 45-rpm sound reproduction system, compactness can turn up more sales than dealers ever dreamed of—both in phonographs and records—and can help

A simply constructed record album which is dustproof has cut cost by about half, while the folding mailer carton, adequate for the unbreakable discs, saves space, both for the manufacturer and the dealer. Simplified packaging not only saves space and cuts cost but encourages orders by mail.

dealers convert the biggest profit potential in the history of record and phonograph industries into reality.



The "Musiccorner" in Lockwood Village, N. J., set the tempo for widened markets in housing developments.

New Markets for New Players

Markets for new, compact, self-contained phonographs and automatic player attachments are where you look for them.

A Chicago dealer recently sprayed some 45-rpm phonographs white and is selling them to women who find them ideal for use in the kitchen.

Out in Great Falls, Montana, a dealer is selling records by mail, made possible by the small size, light weight and non-breakable 45-rpm records.

One Oklahoma City dealer sold some self-contained phonographs to traveling salesmen because they were small enough and light enough to carry in sample cases.

Another Chicago dealer has pointed his selling at medical men, holding special demonstrations, encouraging use of 45-rpm phonographs in waiting rooms.

A movie house installed one in the cashier's cage, allowing pre-show crowds to hear recorded music; Pan American World Airways installed a



Airliners are one of many new markets.

"45" aboard a New York-to-London liner, and Eastern Airlines is testing its advantages as an entertainment medium for flight passengers.

New markets for phonographs hardly stop there. There are some 750,000 homes on wheels in the country, house trailers in which some two to three million persons live. Some of these persons are forced to live in trailer homes because of housing shortages, but the great bulk of them live in trailers by choice, prefer their compactness and their mobility to permanent homes. The trailer folk have already recognized the "45" system as ideally suited to their desire to have music they want when they want it.

Then there are the newlyweds whose budgets and living quarters are cramped; college students who want music in their dorms; young music lovers on allowances who can now have a compact phonograph at prices within their budgets.

An Old fashioned message of Good Cheer is written in Electric Light in this exquisite and newest

CHRISTMAS CREATION



The bulb is an
AEROLUX

The tree and cone are of
**FINE CHINA ORIGINAL and
SOPHISTICATED**



Charming and delightful
gifts to cheer and Merry
the house

*The World's most
loved product!*

Write for catalogue

AEROLUX

LIGHT CORPORATION
653—11th Ave., New York

New Pilot TV Model

Manufactured by Pilot Radio Corp.,
37-06 36th St., Long Island City, N. Y.

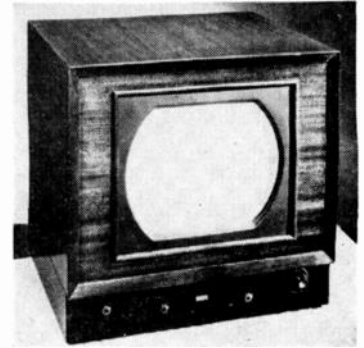


Containing 26 tubes, including three rectifiers and picture tube, this new television receiver offers a 12½-inch, direct-view picture, complete FM radio, and a phono-jack for connecting any type of record player. Focus and brightness controls are on rear of chassis, requiring no re-setting after initial adjustment. Cabinet comes in mahogany veneer. Features inter-carrier sound system.

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

New TV by Meck

Manufactured by John Meck Industries, Inc.
Plymouth, Indiana



This table model television receiver utilizes a 16-inch, high-brilliance picture tube, 17 tubes and two rectifier tubes. Set is transformer operated. Cabinet is finished in mahogany.

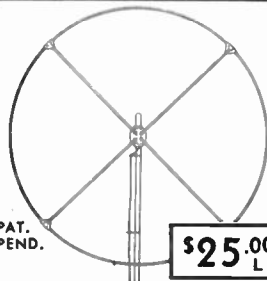
Say you saw it in *Radio & Television Journal*, September, 1949

Compare...

CIRCLE-X TV ANTENNA TO ANY OTHER TV ANTENNA

The mechanical and electrical construction of Circle-X antenna is unsurpassed. No other type of antenna combines all the features that are engineered into the Circle-X.

	One type Antenna for all jobs	Low Installation Cost	Light Weight	Rigidity	One Wire Lead-in	High Gain	Wide Angle Reception	No High Frequency Head	Eliminates Ghosts	Eliminates Service Recalls
Circle X	X	X	X	X	X	X	X	X	X	X
Brand A		X		X		X				
Brand B				X	X	X	X			X
Brand C				X	X					
Brand D				X				X		
Brand E				X		X				
Brand F		X	X	X		X				



PAT.
PEND.

\$25.00
LIST

DEALERS: Air Express or Parcel Post Special Delivery direct from factory to you through your jobber, if he cannot supply you with the Circle-X from his stock.

CIRCLE-X ANTENNA CORP.
504 MARKET ST., PERTH AMBOY, N. J.

The high gain of the Circle-X is equal to stacked arrays. It is made of the light weight corrosion resistant aluminum alloys that have been used for many years, exposed to salt spray and other adverse atmospheric conditions.

The Circle-X gives clearer, sharper pictures on all channels (no high frequency head needed). It eliminates the necessity of having a rotor or reflectors. It is perfectly matched to 72,150 and 300 ohm receiver input circuits.

CIRCLE-X

ANTENNA CORPORATION

Terrific Volume for you

IN THE NEW

Trans-Vue CINÉ TELEVISION LINE!



Ciné 90XFM—Trans-Vue table console television set with 90 square inch direct view screen on 12½ inch tube...FM radio, long range reception. Complete with matching "Unlock" table.



Trans-Vue Ciné 145 Console—compact 30 tube unit features world's largest screen...145 square inches of direct view telepicture on 15" Dumont tube. FM and AM radio, phonograph adaptation.



Ciné 90X—incorporates all of the features of the Ciné 90XFM but designed for televiewing exclusively.

Now...Trans-Vue, makers of the first commercial television systems...take pride in introducing the new Ciné line...the finest in home television receivers. The Ciné line incorporates all of the superior television and engineering features that have made the Trans-Vue name synonymous with quality and value in the field of commercial television.

These Trans-Vue home sets mean bigger sales, bigger profits for YOU, because:

Trans-Vue gives your customers the best in television at a moderate cost. Trans-Vue offers the finest standard circuitry, the finest engineering, the finest designing...plus:

- THE LARGEST EXPANDED DIRECT VIEW SCREEN!
- FAST AND ACCURATE 4-KNOB TUNING!
- FAMED, ACCURATE, SIMPLE "INSTANTUNER"!
- CRYSTAL-CLEAR LOCAL AND FRINGE AREA RECEPTION!
- FLICKER-FREE TELEPICTURES!
- SUPERB CABINET DESIGN BY PIERRE RENAULT!
- BEAUTIFUL BLONDE AND RICH MAHOGANY FINISHES!

Don't pass up the terrific sales and profit possibilities in the new Trans-Vue Ciné Television line...Write Today!

Investigate The Trans-Vue Inventory Insurance Policy!

Same Territories Still Available For Distributorship

WRITE...WIRE...OR PHONE

Trans-Vue

CORP.
1139-41 S. WABASH AVE.
CHICAGO 5, ILLINOIS



Sell the "45" as a Baby-Sitter

THE baby-sitting problem is at least partially solved by the new, small, rugged, and easy-to-operate 45-rpm phonograph instrument. Smart dealers can tie-in with the universal interest in baby-sitting by arranging special advertisements or releases to newspapers in their localities (see photo above). The dealer can furnish his home town paper with an attractive photograph and news release worded somewhat as follows:

"In one of these sturdy, simple, push-button phonographs or attachments and the gaily-colored, non-breakable records made for them," (the local dealer's name) "the harassed parents of restless small-fry have a children's home companion that sings, plays instruments, recites poetry, and dramatizes fairy tales, history, and the classics of stage and literature. Moreover, it is so 'good-natured' that it allows the youngsters to control it completely.

"Of course," (the dealer continues) "this modern midget robot won't pour Sis or Junior a glass of milk, brush their teeth, or tuck them into bed, but it will keep them safely, happily, and constructively occupied for hours at a time. In addition to lulling the tots into quiet absorption, it is, of course, of substantial educational and cultural value in their development."

Going specifically after the children's

record market, dealers can point out that not only is the 45-rpm system the most advanced music reproduction system developed in the 50-year history of recorded music, but that its operation has been simplified to a point where children only two years old can and do operate the system by themselves, and with no damage to either records or instruments. Tell your customers about the economic aspects of the new records: children's records, for example, are only 65 cents each, compared to a \$1.00 for their counterparts in the 78-rpm system.

Point up the safety features—that the 45-rpm children's discs can be handled by any child, particularly the large inch-and-a-half center hole which makes for easy handling by youngsters.

Remember, too, that color is a distinctive sales-getter with the 45-rpm records, and that color is of great appeal to children. All children's records in the 45-rpm library are of a distinctive, eye-catching lemon-drop yellow. Not only does this help parents to keep the children's library segregated within the home record library, but it enables the youngest children in the home to immediately recognize those records which are theirs.

For too long, the records and phonograph have been regarded as media for

adult entertainment only. Here, for the first time is available an automatic record-playing instrument that captures the imagination of both adults and children and can become a vehicle of tremendous educational and cultural benefit to a growing family.

The new 45-rpm phonograph and records is far from a toy. But it has a strong appeal for children, and for parents who want their children to hear the best in music without risking expensive breakage. For music or for story-telling, children can select and play their own records with ease. With the '45' as a home companion any time of day can be "The Children's Hour."

Make the most of this rapidly expanding children's record market with the 45-rpm system. Tell the public about it and both parents and children will flock to your store.

Sensational



16 in. T.V

Super Quality!

Priced for Volume Sales

SELL QUALITY... SELL QUANTITY... SELL SENTINEL... BE SAFE, FOR FAST PERMANENT PROFITS... THAT'S WHAT SENTINEL OFFERS YOU!



YOU TRAVEL THE PROFIT ROAD WITH

Sentinel Radio and Television

EVANSTON, ILLINOIS

Here's exciting new merchandise that FITS. It fits the majority of people's fondest wishes, it fits their ability to buy. It fits YOUR need for fast turnover. It's quality merchandise through and through.

T-V is settling into a staple-selling operation. And Sentinel gives you the opportunity to turn over a volume of sets with styling and pricing that brings people in. Performance that sells them and keeps them selling FOR you! Get in touch now with your Sentinel Distributor and get going down the Profit Road With Sentinel!

Top of the line! This Beautiful 16-inch Sentinel Television... priced right. A standout in a hand rubbed Period Style Mahogany Console. With big, 140 square inch screen... amazingly lifelike undistorted pictures. Leading the field with these other Sentinel favorites!



411 CVM

The finest in television... gives clear-as-a-bell pictures of 82 square inches.



409 TVM

Full 140 square inch picture... perfectly matched with rich FM sound. Sure-fire sales-maker!



406 TVM

Sells on sight! Crystal clear, undistorted picture—fully 12% larger than the ordinary 12" picture size.



401 TVM

More for your TV dollar! A full 60 square inches of picture. In a beautiful hand rubbed mahogany cabinet.



400 TV

Eye-catching portable! In luggage style leather grain case. 12 channel operation.

And Sentinel's new, profitable, full line radios!



314-I

Sound money-maker! Simplified slide-rule dial, automatic volume control makes tuning-in quick and easy.



316

3-way personal portable. Exciting in tan, red, white or green. Light-weight.



332-I

Super sensitive for low-range reception... Full range tone control. Beautiful walnut finish plastic cabinet.



331-W

Priced for volume sales! Radio's grandest achievement in design and engineering.



333-W

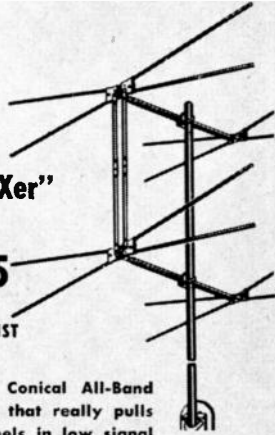
FM-AM at a price that sells! Built-in antenna. Loaded with sales appeal!

All table models available in Walnut or White cabinets.

JFD
has the
KNOW-WHAT
and the
KNOW-HOW

JFD is a TV pioneer. We know what's needed and we know how to make it. Equally important, we sell it to you at a price on which you can make a good profit.

JFD
TA161
Double "D-Xer"
Antenna
\$29²⁵
LIST



Stacked Conical All-Band Antenna that really pulls in channels in low signal areas. A bang-up job at economy price!

JFD
SNAP-ON TWIN LEAD INSULATORS

PAT. PEND.

Snap-on in a jiffy... stay put permanently. Two models: No. SPT-100 for 1" Masts, No. SPT125 for 1 1/4" Masts.

10c
LIST

JFD QR3
Ranger
"Quik-Rig"
TV Antenna

All-Channel Duo-Orienting Hi-Lo array. As simple to assemble as opening an umbrella! Another JFD "Economy" Value.

\$14⁶⁰
LIST

Write for FREE JFD Catalog of TV Accessories No. TV100

More than a catalog. It contains installation and servicing data of invaluable interest to every Serviceman.

Also FREE for the asking... JFD Catalog of Radio Accessories, No. 438.



JFD
MANUFACTURING CO., Inc.
6113 16th Avenue
Brooklyn 4, N. Y.
FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

Record Industry 'Had to Change'

(Continued from page 29)

the century when Edison's talking machine was viewed with widespread awe. Before that there were no periodic convulsions for the non-existent industries to go through. But by the time RCA Victor and Columbia marketed disc-shaped recordings, the new record and phonograph industries were in the making. Lateral cut recordings gave the record industry its first upheaval, and then in the 1920s a real shock came in the form of competition from radio.

In the first quarter of the century, however, Americans spent about \$2,000,000,000 on records and phonographs—representing a lush dealer business. When Western Electric scientists discovered how to apply the principles of radio to the phonograph, thereby making it possible to reproduce sound electrically with the greatest fidelity, what should have been a boon to the industry ran smack into inescapable economic resistance. The wave of prosperity both the record and phonograph industries had been feeling was broken by the Great Depression.

"Holding Operation" Days

Record sales of 65,000,000 in 1929 fell off to 10,000,000 in 1932, and all but ground the record industry to a stop. In 1931, Victor introduced a long-playing "Vitrolac" record, semi-flexible and non-breakable, but Columbia turned thumbs down on it, feeling it was not practical. The 1930s became a "holding operation" period for the record industry, and the phonograph industry, tied to its tail, followed suit.

Between the juke-box, music appreciation fostered by radio, and the momentum gathered by the swing vogue of the middle '30s, the record industry began lifting itself out of the mire by its bootstraps—with a helpful push from talented artists like Bing Crosby. Because records were not hit by war shortages, the war years brought a revival of keen competition, with major recording companies issuing duplications of most standard works.

History is Made

Out of this competition came two of the most significant developments in the record and phonograph industries in a 50-year existence. In June, 1948, Columbia jolted the record industry by introducing its revolutionary long-playing microgroove record. The phonograph industry swept along in its wake, producing a variety of players, adapters and other microgroove equipment to accommodate the LP records.

Within six months, the record and phonograph industry had a second major development that set the tone of the future of both industries. In the Spring of this year, RCA Victor introduced its 7-inch vinylite disc, and also the compact self-contained and adapted players with 45-rpm turntables, 1 1/2-inch center spindles, and quick-changing mechanism.

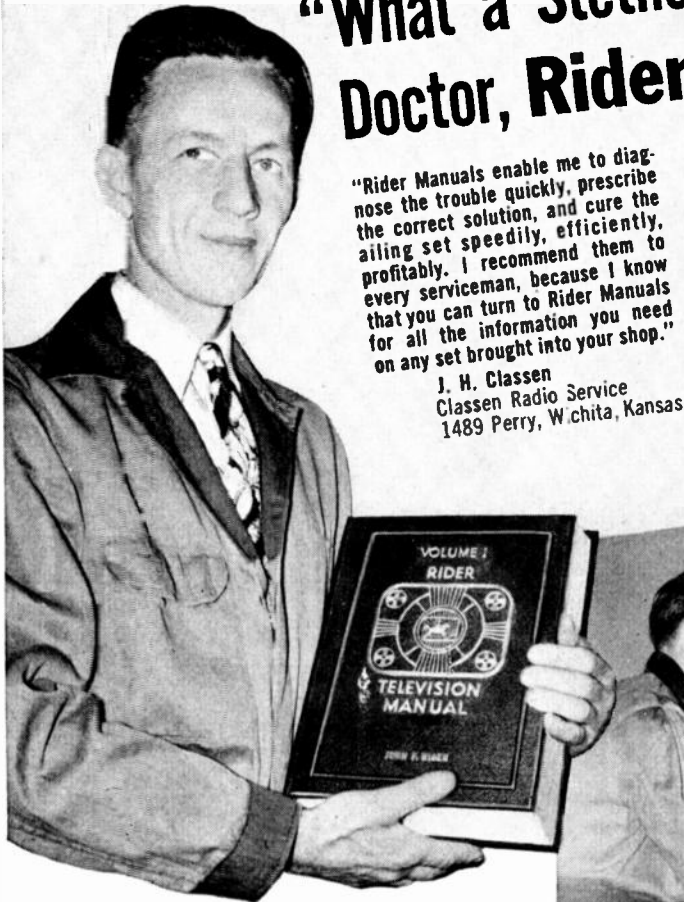
The record and phonograph industries are only now settling down to the cold hard realities of these revolutionary developments. Scientific development and progress do not respect glutted inventories. But dealer inventories must respect progress and scientific development. That has been the history of manufacturing and merchandising in the record and phonograph industries from the beginning. Out of nothing at the turn of the century, these two industries have developed to a point where they represent a tremendous sales potential to dealers all over the country. The record and phonograph market is as expansive as the breadth of the land. Its profitableness lies in the insatiable desire for music lovers to have recorded music at their command. And also in the millions of people, in every profession and every walk of life, who are prospective customers for compact phonographs and records that bring them their favorite artists, songs and compositions at a reasonable price.

RCA Player Price Drop

A new price tag has been hung on RCA Victor's automatic 45-rpm record playing attachment, and is the keystone around which the new advertising and promotion campaign on the revolutionary sound reproduction system is built. Effective September 20 the price on the players drops from the original \$24.95 to \$12.95.

For the extensive campaign, which is to continue through the Christmas buying season, top company executives are pushing distributor-dealer meetings to iron out all details of the promotion program. Major newspapers in 154 key markets will herald the new price on the player. Another 88 markets will be covered by weekly ads. Magazine, radio spots, television programs, and dealer cooperative advertising are all included in the promotion. The entire program will be supported by an increase in small disc musical selections.

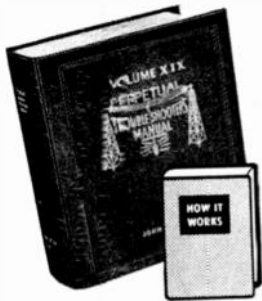
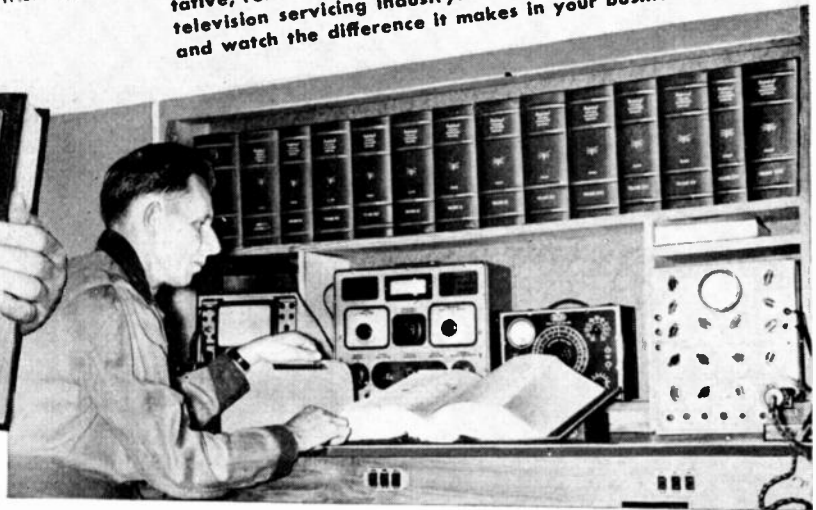
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 with the SENSATIONAL NEW
 "TROMBONE" SLIDE BRACKET

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Prosperous Chain for Sale



Despite his announced intention of selling Florida's largest chain of retail radio, television and appliance stores, Welburn Guernsey, founder and owner, actively participates in the prosperous chain. Here he is conducting a topflight sales conference at his estate. Mr. Guernsey has announced his intention of devoting all his time to "Guernsey City", a development of hotels, theatres, shopping centers and homes. The stores up for sale are located in six cities and do about \$2,500,000 annually.

Obsolescence

In 20 years your radio or television cabinet will be about as obsolete as a wood-burning stove, predicts Dr. Howard C. Hardy, an acoustics engineer with the Armour Research Foundation of Illinois Institute of Technology. Dr. Hardy believes that radio amplifiers, speakers, and whole sound systems will be built into the walls of houses within the near future and will become as much a part of any building as plumbing and electrical wiring. "People are beginning to demand better sound reproduction and better acoustics in their homes," said Dr. Hardy, pointing out that radios, phonographs and television units are becoming as essential in a home as a refrigerator.

"Most families have at least one master radio in their home, usually in the living room. Even families of quite moderate means will spend as much as \$250 for this radio, and often up to \$500, especially when it is equipped with a record changer. As much as 60 per cent of this price is in the cabinet and in the markup at the retail store. A really good set, giving excellent reproduction, can be built in for this amount of money," says the doctor.

That's all well and good, but the one basic fact the doctor loses sight of is that it requires a home that is owned before the music lover will go to the expense of building in a sound system. And most people live in rented apartments or houses. In fact, there are still more telephones in the United States than there are bathtubs. I think that the radio, TV and phonograph cabinet business will flourish for many years to come.

Pleasant Way to Enlarge Sales



Contours are important, not only in beauties like these but also in TV magnifying lenses. Celomat's new Vue Scope has this modern styling and is designed to follow the contour of the picture tube for greater side vision and magnification. Look close . . . at the lens . . . and the "Magic Mount", three-way adjustable bracket for focus and set mounting is visible.

Ten-Incher on Way Out?

One television manufacturer claims that recent engineering advances have sounded the death knell for 10-inch television picture tubes because the larger and more desirable 12½ inch receivers can now be manufactured at comparable cost. "Today," states Frank Freimann, vice president of the Magnavox Company, "more than ever, the public wants the most value for its money and a 10-inch tube is a poor investment considering that the new 12½ inch tube can provide a 50% larger picture for only 10% more cost." In line with this thinking, this firm is discontinuing production of 10-inch models and will concentrate manufacturing on receivers utilizing the 12½ and 16-inch tubes. Whether this will become a trend remains to be seen.

if you know what's in this book

and pass the information
on to your customers...



we'll all benefit!

- ★ **YOU... Customer Satisfaction
More Sales**
- ★ **YOUR CUSTOMERS...
Better TV Pictures**
- ★ **WE... Your Good Will —
More Sales**



The prospective TV-set owner is interested primarily in the PICTURE HE WILL SEE. And you are interested primarily in being sure he gets the maximum enjoyment out of his set.

But to sell effectively, you must know the right answer to every question about TV sets AND MORE BESIDES. The Sales Manual, "Sell a TV PICTURE", is one of the most important guides available for selling TV. YOU CAN'T AFFORD NOT TO READ AND STUDY IT. Do you know, for example, that it has been proved time after time that "an inferior set with a good antenna will outperform a better set with a poor antenna"?

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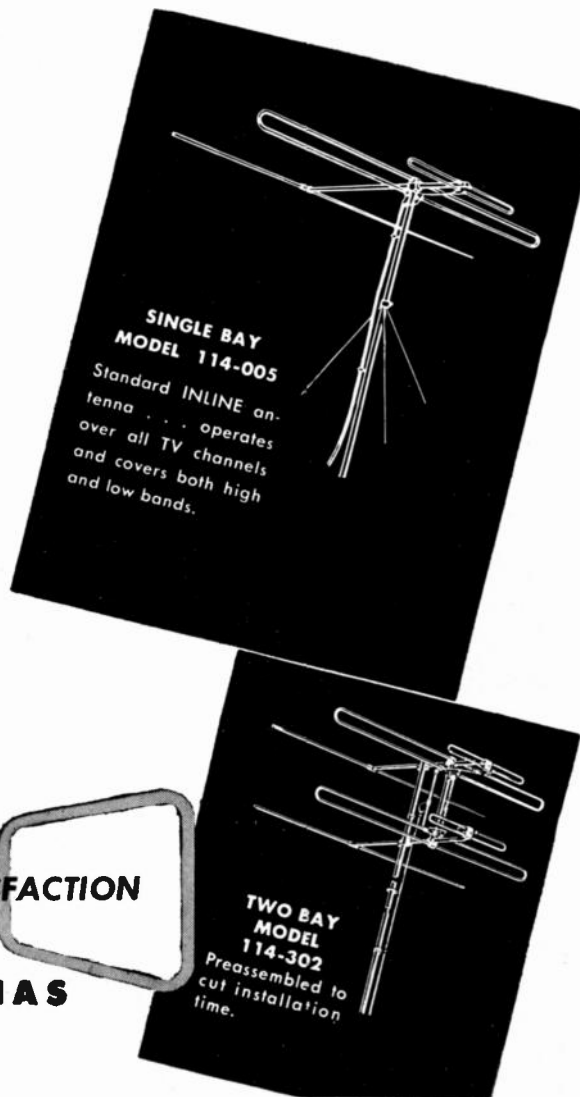
Written and prepared by radio-electronic experts, the manual is a new approach to TV picture selling and all information contained therein is backed by results from laboratory and field tests.

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NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

● **Zenith Radio Corp.**, Chicago, Ill., has appointed the Perry Shankle Co., 1801 S. Flores St., San Antonio, Texas, its new distributor for the San Antonio area. President of the distributing firm is Perry Shankle.

● **Ward Products Co.**, Cleveland, Ohio, has appointed the J. T. Hill Sales Co., Los Angeles, Calif., its southern California representative. The new distributing firm has been factory representatives in the field of electronics for over a score of years.

● **Ansley Radio & Television, Inc.**, announced the appointment of Blackman Sales Co. as its West Coast sales representative and of the opening of a warehouse and service department at 141 So. Kings Road, Los Angeles, Calif., where all models will be warehoused and where complete service stock will be maintained.

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● **Philco Corp.**, Philadelphia, Pa., reports second quarter 1949 sales of \$50,261,000 and net income of \$1,083,000, or 59 cents per share on 1,678,779 shares of common stock after preferred dividends. First quarter sales were \$53,006,000 and net income was \$915,000, or 49 cents per share on common stock. The firm also announced regular quarter dividends on common and preferred stock, payable September 12.

● **Raytheon Manufacturing Co.**, N. Y., has announced a new line of 1950 television receivers in the \$129.95 to \$339.95 price range, with picture tubes from seven to 16 inches. Belmont Radio Corp. division, Chicago, Ill., will produce the sets.

● August and September deliveries of its 1950 television line were up 103 per cent over the same period last year. **Motorola, Inc.** reports. A 10-inch set, with built-in antenna, selling for \$188.95, compared to a 1949 10-inch receiver priced at \$299.95, was one reason for the increased volume of distributor purchases.

● **Zenith Radio Corp.**, Chicago, Ill., reports estimated net consolidated profits of \$170,945 for itself and its subsidiaries for the first three months, ended July 31, of its current fiscal year. Shipments were down 10 per cent over the same quarter last year, due chiefly to seasonal decline and a two-week vacation shutdown.

● Total gross income from all sources of the **Radio Corp. of America** and subsidiaries total \$187,257,987 for the first half of 1949, compared with \$176,079,713 for the same period of 1948. Net income for the first six months of this year came to \$10,122,049, \$728,239 less than for the same period last year.

● **Allen B. DuMont Laboratories, Inc.**, N. Y., reported net income after taxes of \$1,779,587 for the 24-week period ending June 19, 1949, or 83 cents a share on common stock after preferred dividends. This marks an increase of 120 per cent over the same period in 1948, when income was \$807,246 or 40 cents a common share. Sales for the same period increased 87 per cent, \$18,486,856 against \$9,827,192.

● **Teldisco, Inc.**, East Orange, N. J., DuMont TV distributor has appointed Arthur J. Hirsch sales manager.

New Trans-Vue Home



● **Trans-Vue Corp.**, Chicago, Ill., manufacturer of commercial and home television have moved to new and larger quarters at 1139-41 So. Wabash Ave., Chicago, Ill. The new quarters includes both factory and showrooms, has 12,000 square feet of space, and is just south of Chicago's Loop.

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THE ONE AND ONLY TRADE-WIDE GUIDE

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

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

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

- ALCO
- AMANA
- AMC
- AMERICAN
- ARCTIC TRUNK
- ATLANTIC
- BEALL
- BEN BAR
- BURNHUR
- BISHOP
- BTC
- CARRIER
- COLDSPOT
- COOLERATOR
- CO-OP
- CORONADO
- DEEPPFREEZE
- ESKIMO FREEZE
- FIRESTONE
- FREEZ-ALL
- FRIGID KING
- FRIGIDAIRE
- FROSTAIR
- GENERAL ELECTRIC
- GIBSON
- GROSS
- HARDERFREEZ
- HOTPOINT
- IDEAL
- KELVINATOR
- KOLDMASTER
- LEONARD
- LOCKERATOR
- LOUDON
- MARQUETTE
- MARVEL
- MASTERFREEZE
- MAYTAG
- ORLEY
- PAK-A-WAY
- PANEFREEZER
- PHILCO
- QUICFREEZ
- QUILLEN
- STANZERO
- SUB-ZERO
- VICTOR
- WHITING
- ZEROSAFE

73

NEW 1949-50 EDITION

STANDARD REFRIGERATOR AND FREEZER

TRADE-IN MANUAL AND DEALER GUIDE

FRIGIDAIRE



Master 5-35

FRIGIDAIRE



Super 9-35

FRIGIDAIRE



DRS 6-36

FRIGIDAIRE



Master 6-36

1936

Model Number	Cap. Cu. Ft.	Height Inches	Width Inches	Finish	No. of Trays	Trade-In Value
DRS 5-35	2.1	36	27	D	2	\$8.00
DRS 6-36	5.1	53	28	D	3	\$10.00
DRS 7-36	6.2	57	30	D	3	\$10.00
DRS 8-36	8.1	62	33	D	4	\$12.00
DRS 9-36	9.1	66	35	D	4	\$14.00
DRS 10-36	10.1	70	37	D	4	\$16.00
DRS 11-36	11.1	74	39	D	4	\$18.00
DRS 12-36	12.1	78	41	D	4	\$20.00
DRS 13-36	13.1	82	43	D	4	\$22.00
DRS 14-36	14.1	86	45	D	4	\$24.00
DRS 15-36	15.1	90	47	D	4	\$26.00
DRS 16-36	16.1	94	49	D	4	\$28.00
DRS 17-36	17.1	98	51	D	4	\$30.00
DRS 18-36	18.1	102	53	D	4	\$32.00
DRS 19-36	19.1	106	55	D	4	\$34.00
DRS 20-36	20.1	110	57	D	4	\$36.00
DRS 21-36	21.1	114	59	D	4	\$38.00
DRS 22-36	22.1	118	61	D	4	\$40.00
DRS 23-36	23.1	122	63	D	4	\$42.00
DRS 24-36	24.1	126	65	D	4	\$44.00
DRS 25-36	25.1	130	67	D	4	\$46.00
DRS 26-36	26.1	134	69	D	4	\$48.00
DRS 27-36	27.1	138	71	D	4	\$50.00
DRS 28-36	28.1	142	73	D	4	\$52.00
DRS 29-36	29.1	146	75	D	4	\$54.00
DRS 30-36	30.1	150	77	D	4	\$56.00
DRS 31-36	31.1	154	79	D	4	\$58.00
DRS 32-36	32.1	158	81	D	4	\$60.00
DRS 33-36	33.1	162	83	D	4	\$62.00
DRS 34-36	34.1	166	85	D	4	\$64.00
DRS 35-36	35.1	170	87	D	4	\$66.00
DRS 36-36	36.1	174	89	D	4	\$68.00
DRS 37-36	37.1	178	91	D	4	\$70.00
DRS 38-36	38.1	182	93	D	4	\$72.00
DRS 39-36	39.1	186	95	D	4	\$74.00
DRS 40-36	40.1	190	97	D	4	\$76.00
DRS 41-36	41.1	194	99	D	4	\$78.00
DRS 42-36	42.1	198	101	D	4	\$80.00
DRS 43-36	43.1	202	103	D	4	\$82.00
DRS 44-36	44.1	206	105	D	4	\$84.00
DRS 45-36	45.1	210	107	D	4	\$86.00
DRS 46-36	46.1	214	109	D	4	\$88.00
DRS 47-36	47.1	218	111	D	4	\$90.00
DRS 48-36	48.1	222	113	D	4	\$92.00
DRS 49-36	49.1	226	115	D	4	\$94.00
DRS 50-36	50.1	230	117	D	4	\$96.00
DRS 51-36	51.1	234	119	D	4	\$98.00
DRS 52-36	52.1	238	121	D	4	\$100.00
DRS 53-36	53.1	242	123	D	4	\$102.00
DRS 54-36	54.1	246	125	D	4	\$104.00
DRS 55-36	55.1	250	127	D	4	\$106.00
DRS 56-36	56.1	254	129	D	4	\$108.00
DRS 57-36	57.1	258	131	D	4	\$110.00
DRS 58-36	58.1	262	133	D	4	\$112.00
DRS 59-36	59.1	266	135	D	4	\$114.00
DRS 60-36	60.1	270	137	D	4	\$116.00
DRS 61-36	61.1	274	139	D	4	\$118.00
DRS 62-36	62.1	278	141	D	4	\$120.00
DRS 63-36	63.1	282	143	D	4	\$122.00
DRS 64-36	64.1	286	145	D	4	\$124.00
DRS 65-36	65.1	290	147	D	4	\$126.00
DRS 66-36	66.1	294	149	D	4	\$128.00
DRS 67-36	67.1	298	151	D	4	\$130.00
DRS 68-36	68.1	302	153	D	4	\$132.00
DRS 69-36	69.1	306	155	D	4	\$134.00
DRS 70-36	70.1	310	157	D	4	\$136.00
DRS 71-36	71.1	314	159	D	4	\$138.00
DRS 72-36	72.1	318	161	D	4	\$140.00
DRS 73-36	73.1	322	163	D	4	\$142.00
DRS 74-36	74.1	326	165	D	4	\$144.00
DRS 75-36	75.1	330	167	D	4	\$146.00
DRS 76-36	76.1	334	169	D	4	\$148.00
DRS 77-36	77.1	338	171	D	4	\$150.00
DRS 78-36	78.1	342	173	D	4	\$152.00
DRS 79-36	79.1	346	175	D	4	\$154.00
DRS 80-36	80.1	350	177	D	4	\$156.00
DRS 81-36	81.1	354	179	D	4	\$158.00
DRS 82-36	82.1	358	181	D	4	\$160.00
DRS 83-36	83.1	362	183	D	4	\$162.00
DRS 84-36	84.1	366	185	D	4	\$164.00
DRS 85-36	85.1	370	187	D	4	\$166.00
DRS 86-36	86.1	374	189	D	4	\$168.00
DRS 87-36	87.1	378	191	D	4	\$170.00
DRS 88-36	88.1	382	193	D	4	\$172.00
DRS 89-36	89.1	386	195	D	4	\$174.00
DRS 90-36	90.1	390	197	D	4	\$176.00
DRS 91-36	91.1	394	199	D	4	\$178.00
DRS 92-36	92.1	398	201	D	4	\$180.00
DRS 93-36	93.1	402	203	D	4	\$182.00
DRS 94-36	94.1	406	205	D	4	\$184.00
DRS 95-36	95.1	410	207	D	4	\$186.00
DRS 96-36	96.1	414	209	D	4	\$188.00
DRS 97-36	97.1	418	211	D	4	\$190.00
DRS 98-36	98.1	422	213	D	4	\$192.00
DRS 99-36	99.1	426	215	D	4	\$194.00
DRS 100-36	100.1	430	217	D	4	\$196.00



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All appraisals have been revised to reflect current market factors.

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Production Notes

John Meck Industries, Inc., Plymouth, Ind., has now stepped up its television output to 80 per cent by dollar volume of total production. Not too long ago John Meck, president of the firm, points out, this 80/20 ratio was called for, but in reverse, radio being allocated the 80 per cent. Increased TV orders has brought about the change in schedules, and the future may see a change to 90/10, or even higher. Plans call for production on 16-, 12½-, 10-, and 7-inch TV models, plus an FM-AM-TV console combination.

Farther east, in So. Hackensack, N. J., the Bace Television Corp., Green & Luening Streets, announced production had begun on a new line of direct-view, 16-inch screen table and console TV models for the home. The 16-inch picture tube will be glass. Bace has manufactured commercial television suited to hotels, schools, clubs and other public places since 1946.

For Improved TV Films

Resistance to buying television sets on the grounds that programming is still poor becomes a weaker and weaker argument, especially in the face of programming developments that treat the television audience to greater and better TV shows. The latest event to take the wind out of the sails of the most vociferous wailers about poor programming is the establishment of a nationwide distribution system for handling first-run films exclusively for television use. American Products Releasing Corp., 3757 Wilshire Blvd., Los Angeles, Calif., has established contact offices in 36 principal U. S. cities, including New York, Washington, D. C., Chicago, Atlanta, and Seattle. Through these offices, American Products will provide advertising agencies, sponsors and television stations with a single, convenient source for films of all types. To that end it has already signed contracts with eight leading television film producers.

● **Scott Radio Laboratories, Inc.**, Chicago, Ill., has acquired the Bissell-Weisert retail outlet at 540 No. Michigan Ave., Chicago. The retail firm was founded in 1912 and, as a merchandising outlet, will serve as a laboratory in which Scott will study changes in merchandising of television and radio-phonograph sets.

● For the six months ended June 30, 1949, **Olympic Radio & Television, Inc.**, Long Island City, N. Y., reports net sales of \$3,400,128, as against \$1,722,053 for the same period last year. Profits for the period were \$162,959 after provision for income taxes. This compares with a loss of \$94,895 for the comparable six months last year.

● **Admiral Corp.**, Chicago, Ill., has inaugurated a 120-day price protection plan which calls for refunds to distributors if recommended list, suggested dealer and distributor prices are reduced, and to dealers if recommended list and dealer prices are reduced. Refunds will equal the prices paid and the reduced prices on current radio and TV models in inventory and shipped between July 1 and November 30th.

WANT PROFITABLE TELEVISION LINES? STUDY NEW PRODUCTS
STARTING ON PAGE 42.



Announces . . .

NEW SALES! NEW PROFITS!

the New 1950 line of PRECISION ENGINEERED SPEAKER CONES & VOICE COIL ASSEMBLIES, VOICE COILS, FIELD COILS AND ACCESSORIES.

AND SOMETHING NEW!!! . . . PROFESSIONAL type "SPEAKER ACCESSORIES KITS" to SAVE TIME & MONEY for every SERVICEMAN.

SURE-FIRE SELLERS!!!

List Price

Kit A—Speaker Cone Assortment . . . indispensable to every radio shop. 12 asstd. 4" to 12" top quality moulded and free-edge (magnetic incl.). Less voice coils. Kit of 12.....	\$3.49
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Kit C—SPEAKER SPIDER KIT . . . Handy assortment of popular sizes used in standard speakers. Includes: Dustproof, Cup, Inside & Center Mtg. Kit of 20.....	2.75
Kit D—SPEAKER CEMENT & SOLVENT . . . All-purpose, fast-drying cement & thinner. 3 oz. bottle of each with brush.....	1.20
Kit E—CONE CENTERING SHIMS . . . 4 thicknesses, color-coded. All in leatherette case. Kit of 16 shims.....	.65
Kit F—SPEAKER CONE RINGS . . . 50 asstd. cardboard mtg. rings, 3" to 12". Kit of 50.....	2.25

SPEAKER REPAIR PROBLEM??? . . . Try LEOTONE'S FACTORY SPEAKER REPAIR SERVICE for PROMPTNESS with a 6 MONTH GUARANTEE!!! . . . Specialists on those "Hard-to-Replace" and High Fidelity speakers.

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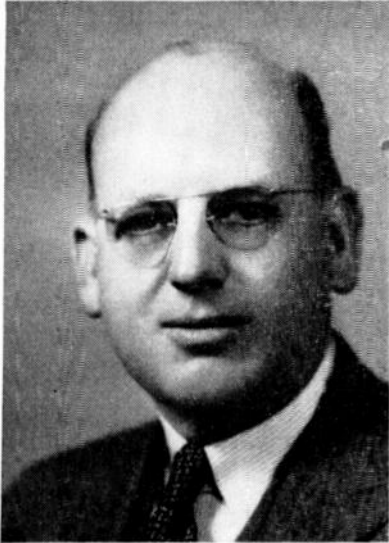
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New Appointments

Buckley becomes chairman of board at Philco, Emerson appoints Gennis, Brown and Hopkins field representatives, Erlichman to general sales manager of Videodyne, Mathews and Kelley named regional distributor managers, Odorizzi to service post with RCA.



JAMES T. BUCKLEY

● James T. Buckley has been elected chairman of the board, **Philco Corp.**, Philadelphia, Pa. Mr. Buckley joined the firm in 1912 and has been with Philco his entire career. By 1939 he was elected president and became chairman of the executive committee in 1943, devoting his time to over-all policies.



ROBERT I. ERLICHMAN

● Robert I. Erlichman has been appointed general sales manager of **Videodyne, Inc.**, Stamford, Conn. Mr. Erlichman will be in charge of the firm's merchandising policy on television receivers.



MURRAY GENNIS



ROGER BROWN



DAVID HOPKINS

● **Emerson Radio & Phonograph Corp.**, N. Y., has announced the promotion of three field sales representatives as follows: Murray Gennis to midwestern sales manager, for North Dakota, South Dakota, Minnesota, Wisconsin, eastern Iowa, northern Illinois, Indiana, W. Virginia, Ohio, Michigan, Pennsylvania, New York and Massachusetts; Roger Brown to southern sales manager for Missouri, southern Illinois, Kansas, Oklahoma, eastern Texas, Mississippi, Louisiana, Arkansas, Tennessee, Alabama, Kentucky, Georgia, Florida, South Carolina, North Carolina; and of David Hopkins to western sales manager for Washington, Oregon, California, Idaho, Utah, Wyoming, Montana, western Iowa, Nevada, Nebraska, New Mexico, Colorado, Arizona, and western Texas.

● At a recent meeting of distributors of **Zenith Radio Corp.** at the Drake Hotel in Chicago. Zenith's new developments and latest merchandising plans were the chief subject of discussion. The distributors were introduced to the firm's new Glare-Ban "black" television tube, developed by the Rauland Corp. subsidiary, and merchandising discussions covered four new TV receivers and a new 3-speed record changer.

Mr. Mathews was a sales engineer with the Hobart Manufacturing Co. prior to the war and joined Stromberg-Carlson in 1945.



T. R. MATHEWS



WM. J. KELLEY

● William J. Kelley and T. R. Mathews have been named eastern and western distributor managers respectively for **Stromberg-Carlson Co.**, Rochester, N. Y. Mr. Kelley has had some 20 years' sales experience and was formerly with McGraw Electric Co.



CHARLES M. ODORIZZI

● Charles M. Odorizzi has been appointed vice-president in charge of service, **RCA Victor** division, RCA, Camden, N. J. Mr. Odorizzi was until recently vice-president and general manager of the mail order division of Montgomery Ward & Co.



SEPTEMBER • 1949 • VOL. 66 No. 9

Nationwide TV Coverage

During the past year, whenever we were at a convention of radio and television dealers or distributors, we were struck by the note of gloom that always prevailed among those dealers and distributors whose businesses were located in sections of the country where there was no television, and therefore no sales. While the more fortunate 'big town' dealers were busy planning new sales or even complaining about the pricing situation, these "televisionless" dealers sat quietly and sometimes remarked, "We wish we had their problems."

Make no mistake about it—this inability to merchandise television throughout the nation at the same time has raised some serious problems for manufacturers, distributors and dealers. Never before has any single product with the powerful sales appeal of television been so wanted and yet so constricted. Of course, the constrictions could not be avoided. A television receiver is of no value unless there are programs that can be received on it. And the various radio and newspaper chains have not been remiss in opening new TV stations as rapidly as possible. In fact, as *Fortune Magazine* stated recently, "Never have so many lost so much money so rapidly"—referring to the owners of the telestations that are now programming on a scheduled basis. The operation of a television station has not been a profitable venture to date.

On August 1, 1949 there were 77 stations on the air and 44 under construction. By the first of the year, 99 stations are planned for operation, with 22 additional stations scheduled to begin transmitting during the year 1950. Within six months, say the experts, the number of persons residing within television range will exceed 80,000,000. Furthermore, the continuous extension of the networks (both by coaxial cable and radio relay—see page 41) means that the quality and variety of programs will be greatly improved in the coming months. As a last note of hope, current applications on file with the FCC for new television stations exceed 300!

All of this remarkable activity simply means that new television areas are being opened at a much faster rate than any other media for mass communication in history. It also means that many thousands of dealers who until now have been compelled to sit it out on the sidelines while watching their colleagues in the major cities "rake in those TV profits" will now be able to take a crack at handling the most dynamic sales product ever to make its appearance before the buying public. (We can hear some TV veterans murmur "Just wait until they start selling television; it's not all honey and roses.") But that's all right—we don't know of a single dealer who has been willing to give up television, with all its headaches. And many aggressive dealers, realizing that television offers them a once-in-a-lifetime opportunity, are making plenty of \$ay while the telewaves shine.

To those dealers who will soon be handling television, we say: plan now! Spruce up and shine up your store; get your sales force enthused, plan your advertising and promotion. There's a great day coming.

Color

The battle over color television again broke into the open last month, and made more headlines than at any other time since March 1947 when the FCC adopted the present "Black-and-White" standards. On September 26th, new hearings are scheduled before the FCC in Washington, and from all advance indications, the fur will fly thick and fast as the principals in the color controversy furnish their exhibits. At the present writing there are two poles of opinion in the industry about the nearness of color. Dr. Allen B. Du Mont says that color is at least two to three years away; Mr. Sol Gross, President of Tele-tone claims that color is here and he is prepared to make a converter that will retail for around \$100.00. Both of these persons are highly respected for their accomplishments, and their opinions carry weight. There are many shades of opinion in between, and which is more nearly correct remains to be seen. One thing is certain: color is moving closer, but from what we have been told by both CBS and RCA, there will be no obsolescence of present black-and-white receivers, and therefore there should exist no deterrent to sales.

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No longer any need to hold up a repair job waiting for a needle. Here is an assortment kit which will take care of practically all of your requirements. Easy to reorder... just replace what you've sold.



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We would like to take advantage of Recoton's offer for the Replacement Needle Cabinet No. 250

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Signature

ORDER WILL BE SHIPPED THRU YOUR RECOTON DISTRIBUTOR

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 with **RCA VICTOR "45"**

Model 9JY

**NOW
 ONLY**

\$12.⁹⁵



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 WITH THE GREATEST PROMOTION EVER!**

Lowest Price in History for an Automatic Record Changer!

● Just in time for your heavy-selling Fall and pre-Christmas seasons, RCA Victor puts a sensationally low price tag on the 9JY . . . the world's fastest record changer!

Here's your big chance to make new customers, more profits!

NOW is the time to get ready for the terrific RCA Victor consumer promotion which begins on September 20. NOW is the time to make sure your stock of RCA Victor "45" players and RCA Victor "45" records is complete so that you can take advantage of the gigantic factory-run promotion. Contact your RCA Victor distributor today!

**Look at these sales-building
 "45" promotion pieces!**

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- Eye-catching RCA Victor promotion pieces
- Hard-hitting newspaper ads
- Attention-getting radio commercials
- Highly effective television film commercials

Only RCA Victor makes the Victrola
 "Victrola"—T.M. Reg. U. S. Pat. Off.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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