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Radio & TELEVISION JOURNAL



DECEMBER 1949

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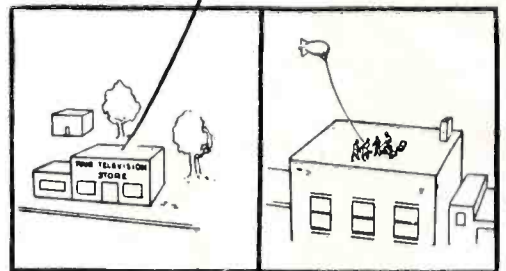
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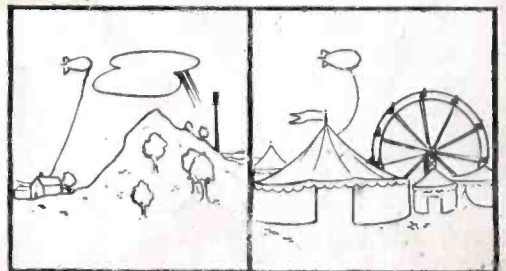


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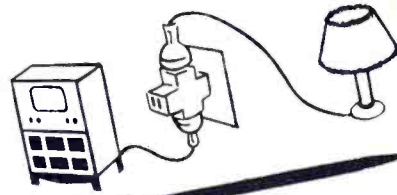
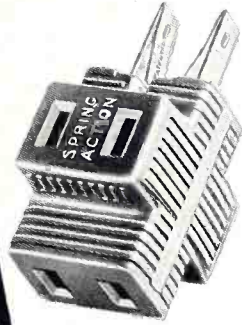
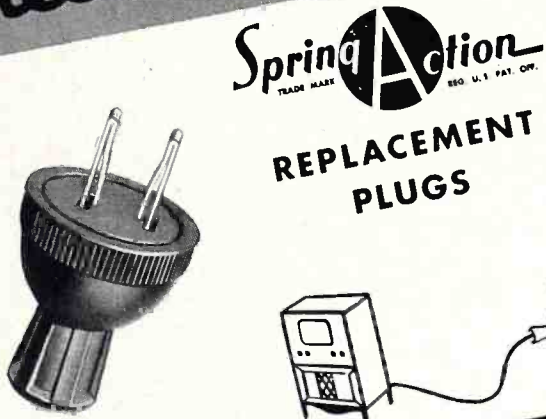
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Perfect for use where permanent antenna tower is impractical, such as at fairs, carnivals, etc.

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THE FIRST EXTENSION CORD SET ENGINEERED FOR PERMANENT EFFICIENCY
PREVENTS INTERNAL ARCING BECAUSE OF PATENTED CONSTRUCTION OF PLUG AND SERVICE BLOCK.

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... and THEN NOTE -
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Three positive plug-holding outlets in the one-piece, unbreakable, soft rubber service block.
Can be stepped on without damaging or dislodging connected plug because of heavy rubber construction.

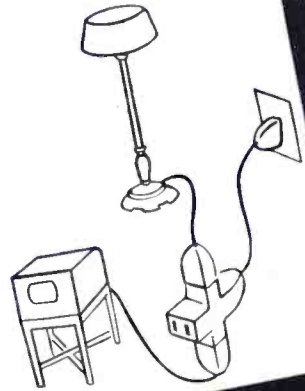
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WORLD'S LARGEST MANUFACTURERS OF ATTACHMENT PLUG CAPS

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Replace the line plug with a genuine **SPRING-ACTION** Replacement Plug. It's the *shape* and *independent action* of each blade that assures positive contact at all times.

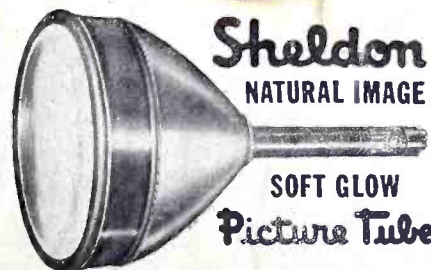
If you need a multiple outlet, use the **TAPMASTER**

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GOOD CONNECTIONS — GOOD RECEPTION



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The Cover Santa's happy, TV set manufacturers and distributors are happy. And so are dealers. Need we say more? Except . . . Merry Christmas and a Happy New Year.

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

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regular-size picture to
GIANT CLOSE-UP

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TUNING**

When picture is
sharply tuned,
sound is always
perfect, too.

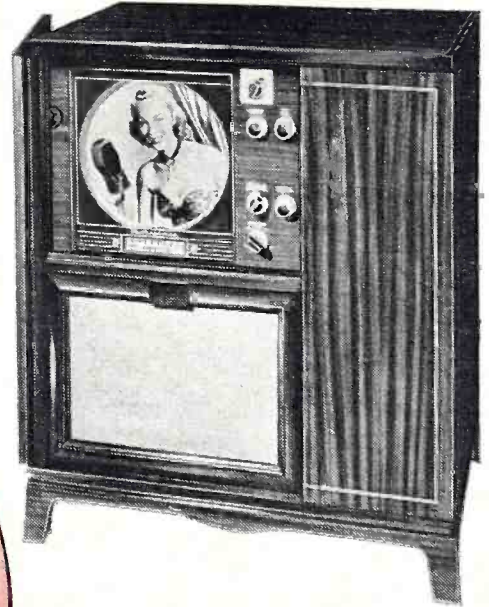
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No antenna needed
... just plug it in for
perfect reception in
a great number of
cases.

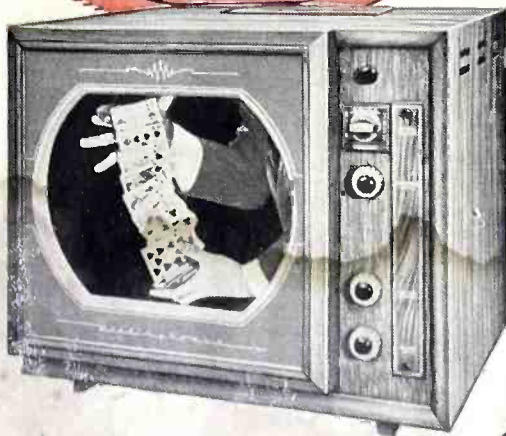


**The 605T12—12½-inch Table Model with
Electronic Magnifier.** New picture clarity
with a choice of full-vision picture or giant
electronic close-up ... new built-in antenna
... adaptable to UHF ... phono-jack pro-
vided for record player attach-
ment. **Only \$269⁹⁵**

**The 603C12—12½-inch Television AM-FM Radio, ▶
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fier gives big-picture television ... AM-FM radio
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low price ... improved sensitivity for bright,
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... adaptable to UHF ... phono-jack ...
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**The 601K12—12½-inch Console Ideal for
Limited Space.** Beautiful clean-lined com-
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built-in antenna ... adaptable to UHF ...
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syncro-tuning of sight and sound. **Only \$325⁰⁰**

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TELEVISION ROUNDUP

Industry-Wide TV Committee

The RMA has authorized its Television Committee to present to the FCC a plan for the immediate establishment of an industry-wide National Television System Committee, to be composed of the top engineers of television and electronics. This committee will be charged with responsibility for, (1) presenting technical data relative to allocation of the UHF frequencies and the lifting of the "freeze" on VHF allocations necessary for the nationwide extension of television broadcasting generally, and (2) recommending basic standards for the future development of color television. Speaking of the committee's function, R. C. Cosgrove, president of RMA, stated: "While it is clear that color television is not ready for commercial application at present, it is equally clear that progress is being made and that the time for a meeting of minds within the industry is at hand so as to expedite the ultimate solution of various problems with which the FCC is confronted, including allocations, color, etc."

In the meantime, the battle on color continues at a lively pace. RCA has announced the development of a new type cathode-ray tube which, it claims, will bring commercial color television much nearer than generally expected by permitting the simultaneous reception of the primary hues on present black-and-white receivers. The new RCA color tube, produced under the direction of Dr. V. K. Zworykin of the firm's Princeton laboratories, will replace the three-tube system with which the company has been experimenting since the end of the war. The new tube will make possible drastic cuts in the costs of color receivers "and looks like an answer to the problem of avoiding the obsolescence of present receivers," said one RCA spokesman.

But at the same time, Dr. Allen B. DuMont charged that the FCC plans to "railroad color television through" at the hearings which are to be resumed in Washington the first week of next February. Dr. DuMont asserted that the FCC is "biased in favor" of the RCA and Columbia Broadcasting System, thereby denying to DuMont the opportunity to demonstrate its 19-inch black-and-white sets which, he claims, "will show up everything" the other two companies would offer in monochrome reception of tinted telecasts. Thus the battle on color continued without letup.

Top Honors for a Skillful Merchandiser



William A. Blees, center, Avco Mfg. Corp. V-P and general sales manager, Crosley Division, Cincinnati, Ohio, accepts marketing merit award from E. V. Grover, Los Angeles C. of C. president and E. J. Armer of Chamber's Trade Committee.

Single Solution to a Multiple Problem

The first concerted action by a group of realtors to solve the television antenna problems of apartment dwellers was disclosed last month at a meeting of the realtors and their architects with executives of RCA and the Commercial Radio Sound Corporation in New York. The group's action, providing for installation of multiple TV antenna systems in three large apartment projects will enable 1,000 New York families to have television without installation costs, interference and reflection problems, or the tenant-landlord conflicts which have frequently developed over rooftop antenna installations.

The new RCA system, which is called the Television Antenaplex, will be installed as integral engineering features of the apartment buildings under construction, on the same basis as heating, plumbing and ventilating systems. In addition to its usefulness in apartment houses, the RCA Television Antenaplex system also meets the TV antenna requirements of hotels, department stores, office buildings, hospitals and schools. Each Antenaplex system is specially engineered to meet the field conditions and other requirements peculiar to the

site of the installation, with an individual antenna for each television station in the locality. In New York City, for instance, each installation will require only seven antennas, custom-engineered for the seven channels in use in the entire metropolitan area.

Opportunity and Challenge

"We are now entering a period which offers a tremendous opportunity and challenge to reach untapped consumer markets unparalleled in our history, said William A. Blees, dynamic general sales manager of the Crosley Division of Avco Mfg. Corp. at a recent luncheon of the Los Angeles Chamber of Commerce. Bill was being presented with an award "for marketing merit" and merchandising skill (see picture on this page) after completing a history-making cross-country tour for the Crosley Division. Basic philosophy of Bill Blees is that "there is no such thing as a saturation point in selling because of this country's tremendous growth and the desire of all of our people to have better things. Continued prosperity can be assured by a resurgence of good, old-fashioned selling to capture vast, untapped and unprecedented markets for products."

You'll
be glad

YOU WAITED FOR A

DuMont

If your dealer tells you it may be three or four weeks before he can deliver the Du Mont model you want, you may feel tempted to accept a second choice; but before you do so, here is something to think about.

The reason Du Monts are hard to get is that so many other people feel, as you do, that Du Mont is the best receiver made. If you settle for something else—something you think isn't quite as good—through all the years you have it, there will be the feeling that you might be enjoying better television reception if you had only waited for the Du Mont.

Here's how Du Mont is using big-space newspaper ads to help Du Mont dealers spread out their peak holiday demand.

Du Mont dealers find three big advantages in selling the Du Mont Gift Certificate rather than trying to switch the sale to a second-choice set:

1. A better-satisfied customer.
2. Eases the peak load on the installation staff.
3. Defers the tax into another year.

DUMONT

First with the finest in Television

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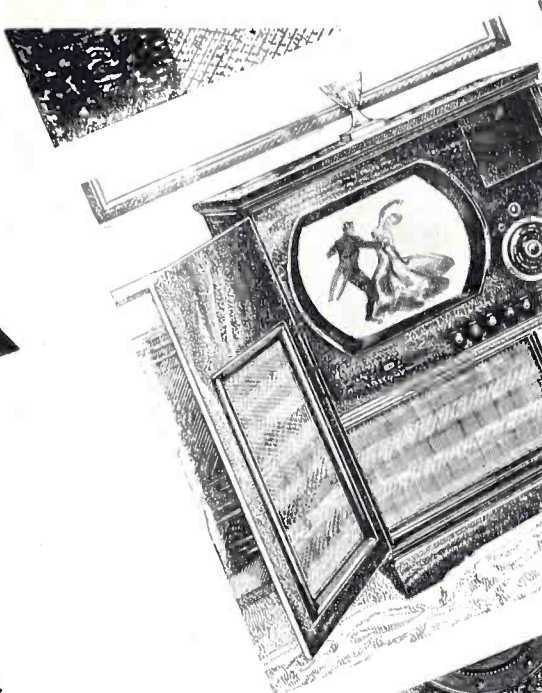
Radio & Television Journal • December, 1949

DUMONT

First with the finest in Television

The Du Mont Canterbury

The Du Mont R
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Schoenen of Olympic: An Interview

by

Nat Boolhack

Percy L. Schoenen, who is executive vice-president of Olympic Radio & Television, Inc., a firm which employs 600 people and is currently producing 500 television receivers a day, exclusive of radios made for the United States and export trade, is regarded as one of the key figures among top echelon television manufacturers. The Olympic plant, which did a volume of \$10,000,000.00 in 1949 and plans to do \$15,000,000.00 next year, occupies a block-long site in a building formerly housing the Brewster Aircraft Company, Long Island City, N. Y. This plant, which exceeds 200,000 square feet, is considered one of the most modern and well-equipped TV production facilities on the entire east coast.

Schoenen, who started in the radio business about 15 years ago as a manufacturer and exporter of small table model radios, is a tall, slim, austere-looking man. His greying temples and discerning manner at first lend a rather formidable barrier to persons who do not know him. One of his friends said of him recently: "Place a black Homberg on Percy's head and brief case under his arm and he can pass for a foreign diplomat any day of the week."

In many ways, the successful management of a television manufacturing business during the past two years required a combination of abilities that would frighten any diplomat. At first, there was the transition from making radios to television. This involved far more than meets the eye because television had made a number of false starts and it took more than prophetic insight to know that this time it would be the real thing. Second, even after a manufacturer did become committed to television and its future, there developed during 1948 and the first half of 1949 so many problems of supply as to stagger all but the most intrepid. At first the tube shortage loomed as paramount; then it was tuners, RF coils, cabinets, again tubes (this time 12½-inch and larger).

That there were a number of intrepid souls who saw in television manufacturing a bright future is evidenced by the growth of the industry in the past 18 months. It is conservatively estimated that about 60 firms are today engaged in making television receivers. Some have already hit the dust in the past 12 months and the 'insiders'

predict that a number more will sign off before 1951 rolls around.



PERCY L. SCHOENEN
Executive Vice-President
Olympic Radio & Television, Inc.

But barring catastrophic happenings of a world-wide nature it is safe to say that Olympic Radio & Television Company will be in the television manufacturing business for a long time to come. Schoenen estimates that he and his associate, Adolphe A. Juviler, who is president of the firm, invested more than half a million dollars in improving the vast plant after the war. This investment was made with an eye to the growth and future of television at a time when few did really know whether this time the miracle would come to

pass. Of course, other manufacturers such as RCA and Philco had invested a good deal more on the gamble, but for a company the size of Olympic it was evidence of faith and courage which is today yielding tangible results.

Combating problems of shortages of vital supply was not new to Schoenen. Through the war period he had served as a member of the Radio Advisory Committee of the War Production Board and estimates that he traveled to Washington on an average of twice a month over a period of three years. Working closely with the procurement divisions of the Navy Dept., Army and Air Forces, Schoenen was instrumental in securing contracts for production of highly critical electronic equipment totaling in excess of \$25 millions in value. All projects were successfully executed and in 1945 the company was awarded the Army-Navy "E" in recognition of its services.

But Olympic's complete devotion to the task of producing large quantities of good television receivers at prices which people can afford is Schoenen's first objective now and for the future. And when he talks of television and its huge potential to make people happy, this usually reserved man glows with an enthusiasm which quickly becomes contagious. Schoenen, in company with an increasing number of industrialists, financiers, educators, scientists, businessmen and assorted experts, sees in television the opening of a new era in American life, an era that will see some fundamental changes in the world of entertainment, education and the dissemination of information.

In fact, some economists are of the opinion that the postwar birth of the television industry has contributed to maintaining a stable economy. It is TV's potential, both in terms of making people happy and its ability to create desire for new products and services that will be advertised on it that fascinates Schoenen more than the present problems which periodically beset the industry. Speak of price-cutting, for instance, and he smiles, stating that his company's product is now on allocation and has been for several months. But most of the other desirable brands are on allocation too because immediately after Labor Day, the pub-

(Continued on page 10)

"An inferior set with a good antenna will always outperform a better set with a poor antenna." From FM-TV Magazine, June 1949.



SELL A TV PICTURE

... for Customer Satisfaction!

FOR CUSTOMERS.....

An inadequate antenna sacrifices more than 10% of the TV picture quality. The customer wants the best TV picture reception. He depends on the TV dealer for a TV set at the price he can afford and for an antenna that is the best on the market.

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SEE-ABILITY IS SELL-ABILITY and the better the TV picture, the more satisfied the set owner will be. "When you sell a picture, you build customer satisfaction." And customer satisfaction sells more TV sets.

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INLINE TV ANTENNA
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Operates over all channels and covers both high and low bands.



**TWO BAY
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Designed for long-distance reception and for fringe-area residents.

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An Interview With Percy L. Schoenen

(Continued from page 8)

lic made its demand for television known in no uncertain terms and what had been famine throughout the summer turned suddenly into feast for manufacturers, distributors and dealers. The demand became so great that Olympic, as well as other leading manufacturers, experienced a deluge of orders from all sections of the nation, beginning about the middle of September and continuing right on to the present. This kind of demand is generally not felt until three or four weeks preceding Christmas, but there is nothing general or predictable about television and it is this mercurial nature of the industry which offers a constant challenge to Schoenen.

Even though there is less price-cutting on television now than ever before, as dealers try to satisfy an avalanche of customers who want their sets overnight, Schoenen is not lulled into a false feeling of comfort about the situation when business slackens off. He has never been able to understand why the dealer gives away his profit, which, in the final analysis is his sole reason for being in business in the first place. Schoenen believes that the dealers must take active and aggressive steps to counteract the conditions which lead to price-cutting. What are they? Well, there's the question of the number of lines a dealer carries. Schoenen believes that the average dealer is prone to carry too many. The dealer must study his market, select those brands which best meet the demand in his area, and then proceed to do an aggressive merchandising job on these, instead of spreading himself thin over a dozen lines. An average of six brands is the top number a dealer should stock, and as for private label merchandise, Schoenen doesn't think that this is the solution for the average dealer.

As for current price levels on television, Schoenen believes that the industry has attained a stabilized point until at least the end of this year and, moreover, that the TV business will attain a long period of stabilization after that. The year 1949 turned out to be a phenomenal year for television, with over 2 million receivers made and sold at retail, but this will be eclipsed in 1950, says Schoenen.

The conversation had to get around to color sooner or later, and Schoenen smiled wryly as he pointed to the recent complex hearings on color held by the FCC in Washington with each proponent claiming that his system is the best. Schoenen is willing to hazard the guess that we will have color production in a few years but he does not

believe that color will supplant black-and-white set production for many years to come. We have had technicolor for a long time, points out Schoenen, and the great bulk of film production is still in the monochrome category.

However, color will come in due time says Schoenen, for the simple reason that when American productive genius sets about solving a problem, the solution usually follows. Schoenen is of the opinion that when we finally do get color, it will consist of an all-electronic system that will ultimately sell for about \$100 more than comparable black-and-white receivers.

How about projection television? Does it have a future? Has it developed any in the past year? Where is it going? Theoretically, says Schoenen, projection television provides the ultimate answer for those who want as big a picture as they can get, but at the present, it takes too little to upset the mechanism and throw it out of kilter and for that reason Olympic has not yet entered the projection field. However, they are keeping abreast of all developments and will certainly make a projection receiver when they are convinced that it can give optimum service under varying conditions, and be marketed at prices to compete with direct-view sets.

Will the present boom in television continue? Schoenen lit another cigarette as he pondered that question. One of the reasons for the present television prosperity, besides colossal public demand, is that dealers' inventories were at a low ebb because they had been super-cautious throughout the summer doldrums, says Schoenen, pointing out that the trade had been buying from 'hand-to-mouth' for many months. Consequently, when the demand skyrocketed after Labor Day, they were caught unawares and have been unable to accumulate any stock since then. This means that following Christmas, dealer stocks will remain at a low level, and this presages a continued excellent market. When manufacturers can schedule continued productivity, the quality of their production increases as labor gains increased skill from steady employment.

What does the public want in a television receiver? Schoenen is of the opinion that simplicity of cabinet design, well-finished woods in a fine furniture finish with a good-sized picture screen plus dependable performance and fair prices is the answer to that question. He has noted a growing demand for blond woods and a declining interest in 10-inch picture tubes,

counteracted by an increasing interest in 16- and 19-inch sizes. The company has occasionally manufactured some private label brands for specialized outlets and may continue to do so, but the vast bulk of its huge manufacturing potential, says Schoenen, will be concentrated on its products bearing the familiar Olympic name and its trademark, a lighted torch similar to those carried in Grecian times by the athletes racing from Mt. Olympus.

This symbol is a very apt one for a company that makes television. The modern miracle of TV has been likened to the torch of Olympus in its ability to light the way to a better life and a more enlightened understanding among men and nations. Being at the vortex of making instruments to accomplish this high purpose is one of the great satisfactions of Percy Schoenen's career, and he is making the most of it.

Survey Shows What Dealers Want to Know About TV

To find out what dealers want to know about television, more than 15,000 questionnaires were mailed to dealers by the North American Philips Company, Inc. Survey cards, sent out with the November issue of the company's Newsletter have come back with a wealth of information about dealers' requirements.

On the basis of replies already received, it is evident that dealers want to know more about practically every phase of television from general TV news to fine points of servicing. Sixty-nine per cent want more general TV news; 65 per cent want more servicing and technical information; 60 per cent want more selling and merchandising tips. Those are top interests. Then there's a drop to 37 per cent who would like more pictures and visual presentation of ideas, and 33 per cent who would like more news about the Philips Company.

Many dealers, too, took the time and trouble to make specific suggestions: On technical and servicing: "Any television system can be only as good as the serviceman who services it. Let's have more practical service tips for men in the field."

Finally, the Philips Company, makers of the Protelgram projection television system, were pleased to note a significant attitude about projection. Some 30 per cent of the dealers who answered sell projection, but a high percentage of the negative answers, instead of being unvarnished "No", were "Not Yet" in answer to the question about projection TV.



ALWAYS OVERSOLD NEVER OVERLOADED

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26 YEARS OF EMERSON LEADERSHIP have perfected a basic policy that pays off in profits and growth for Emerson Dealers.

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It protects your inventory... guarantees prices... insures product salability... frees you from worry about obsolescence, dumping, close-outs and profit-slashing deals.

What's more, it's a policy that builds up your business with powerful merchandising and advertising cooperation.

This year, more than ever before, Emerson dealers have cashed in on the tremendous popularity of Emerson Radio and Television receivers. They've enjoyed the biggest year in Emerson history—with the demand for 1950 building up to even greater proportions!

That's why the Emerson Franchise is considered the most valuable and

profitable in the industry... *the set up to get your net up*. Sound dealer policy plus outstanding consumer acceptance have made Emerson the *sure line of success* in Radio and Television today!

At this Christmas season we wish to extend our thanks to all Emerson distributors and dealers whose cooperation has made this progress possible.

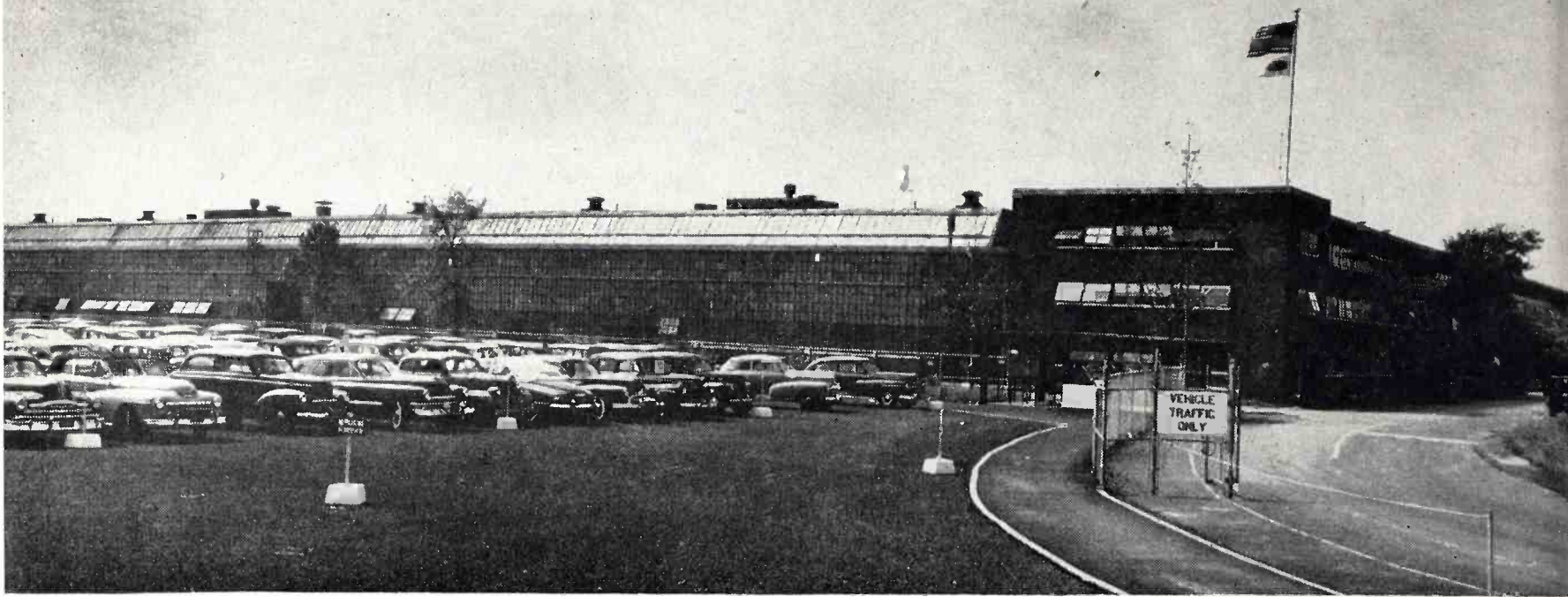
Merry Christmas
AND A
Prosperous New Year
FROM EMERSON

Emerson Radio and Television



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

REG. T. M.



● DuMont's 58-acre television plant in East Paterson is symbolic of the expansion taking place within the television industry.

The GOLDEN AGE of

TELEVISION has finally entered its Golden Age, opening up for radio and television dealers an era lush with profit opportunities. The prewar days, when the industry stumbled along manufacturing less than 10,000 sets, seem part of a mirage-like past. The 6,500 receivers made in 1946 seem more like somebody's income figure than the total productive capacity of a now mighty industry. Railroads that certainly never staggered under the pressure of the shipment of 1947's 162,181 television sets have long since looked longingly at the coming freight potentials of the industry, especially since the sets shipped in 1948 came closer to a cool million. Now the 1949 figures are solidifying and place the expected set production for television's greatest year at over 2,000,000 sets. RMA, for instance, reported member-company production at 1,707,613 sets including October, 1949, figures. At the close of the same month, the total industry production was estimated at close to the two million figure. With November and December striking at least an average production rate, the production totals of television receivers should approximate 2,500,000 sets.

Back in late 1948, the most daring prophets ventured to peg 1949's total

sets at about 1,600,000, representing a retail business amounting to over \$400,000,000. The industry has already surpassed those figures, with still two months to go in the year. Television, in fact, has set such a torrid pace in its manufacturing and merchandising phases that facts and figures have to be revised at regular intervals. But acute shortages, fabulous discounts, rapid-fire changes, and even color's uncertainty has not stayed the industry's swift fulfillment of its destiny. Time's moving finger hastens to write television's history, its rise in stature toward a niche among America's top ten industries constantly bearing out the forecasts by industry leaders of a tremendous television boom.

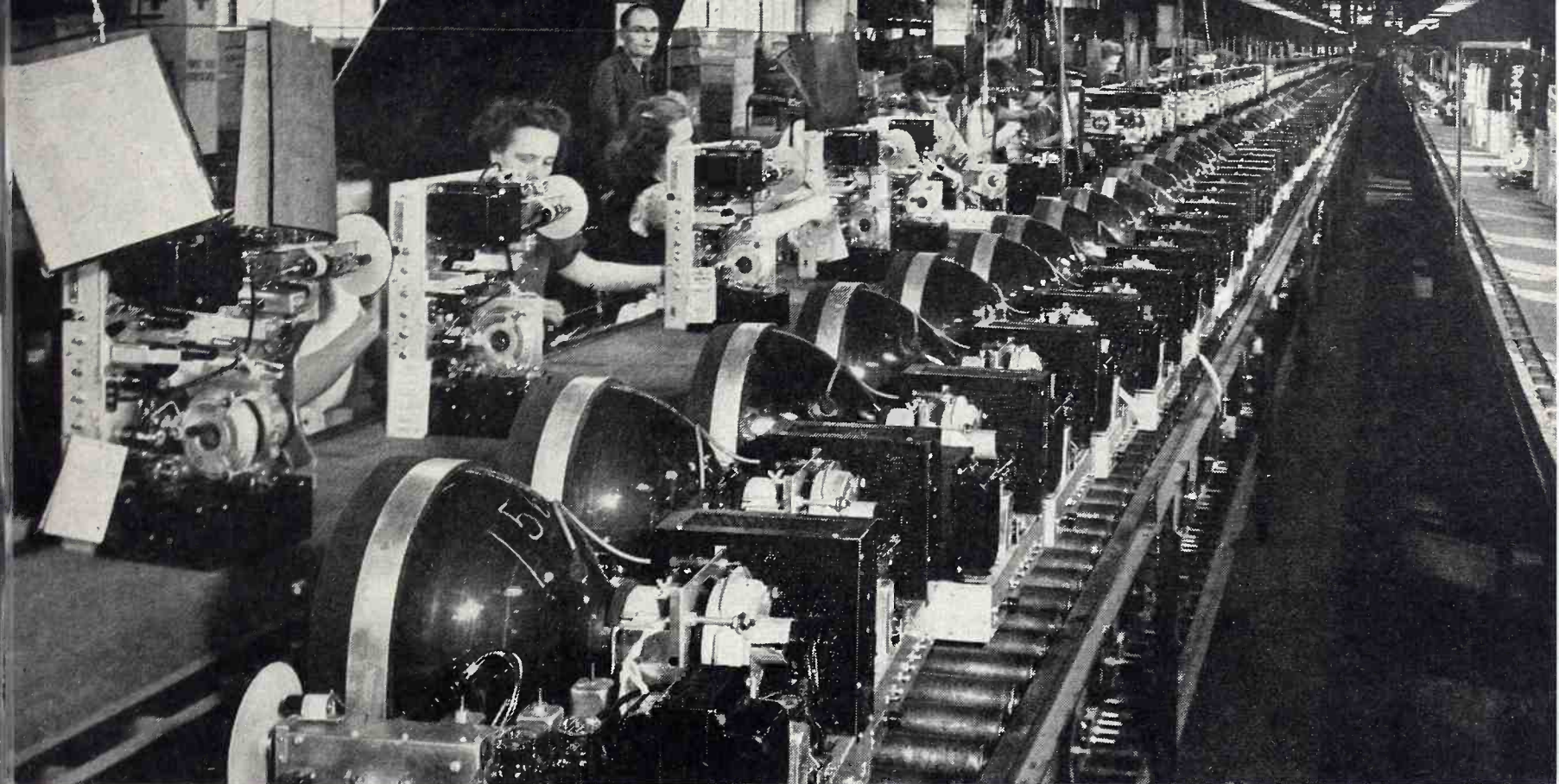
Prophetic Predictions

"Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers," predicted Brig. Gen. David Sarnoff, board chairman, RCA, in January, 1949. This was a revision upward from the other timid estimates of 1,600,000 sets made by industry leaders in late 1948. General Sarnoff also pointed out at the time that TV's public appeal had catapulted the industry so headlong that it was two years ahead of the most optimistic forecasts made

for it at the close of the war. "This accelerated progress has lifted radio and television, in combination as an industry, to a two and one-half billion dollar enterprise," he pointed out.

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., N. Y., attributed the growth of the radio and television industry to its useful service to the community and the individual. "Radio and television have become fundamental in the life and affairs of all people and all institutions." From Ross D. Siragusa, president, Admiral Corp., Chicago, Ill., came agreement that "... Production for the industry will be doubled in 1949 with an estimated 2,000,000 TV receivers being produced as against 800,000 for 1948." Frank A. D. Andrea, president, Andrea Radio Corp., Long Island City, N. Y., went a step further, claiming that "... between 2,250,000 and 3,500,000 sets will be available during the coming year, ... depending upon the rate of speed at which the cathode-ray tubes can be turned out. I also expect," he went on, "the gradual elimination of the 10-inch tube entirely, with the 12-, 15-, and 16-inch picture tubes taking its place in all sets."

"Television moves ahead even faster in 1949," Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories,



● Assembly lines like the one at Cincinnati plant of Avco's Crosley Division, capacity 10,000 sets a month, supply TV demands.

TELEVISION

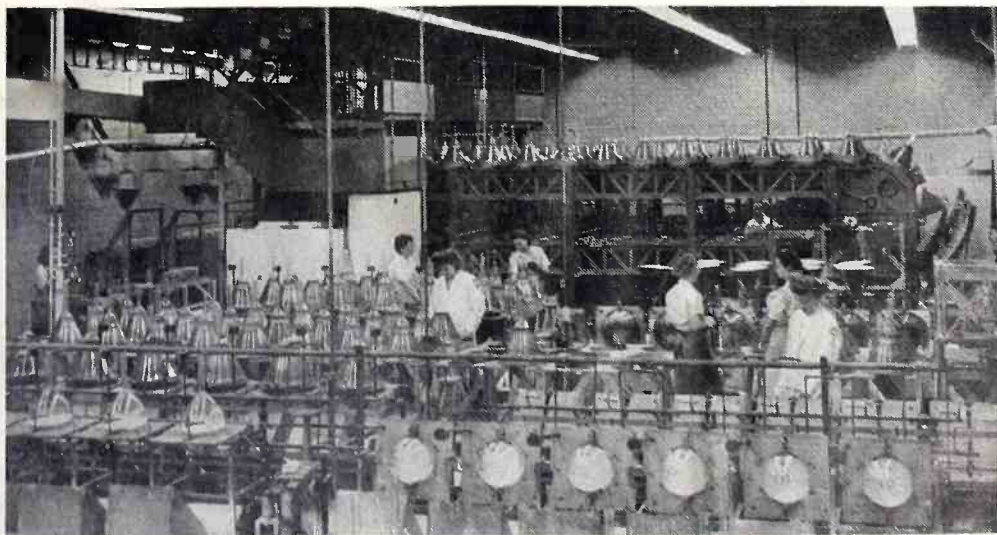
Inc., N. Y., said for the record. "Witness the 50 stations already serving 26 marketing areas, to be joined shortly by upwards of 75 new stations. In addition to 77 construction permits soon to be converted into TV stations, there are 310 applications waiting to be processed with the raising of the momentary freeze order whereby the industry takes inventory of present and future needs, and gives due consideration to UHF and VHF channels. Meanwhile, coaxial and radio relay networks spread out to a goodly third of our country — the eastern and northern states and again along the Pacific Coast, already accounting for the bulk of the total population." On the other hand, Dr. W. R. G. Baker, vice-president, General Electric Co., Syracuse, N. Y., reminded the industry that, "Television has surged to dominance of the electronics industry, but the tremendous impact that radio has, and will continue to have, must not be sold short. Television receiver billings at the retail level will exceed \$650,000,000 in 1949. And industry forecasts still indicate a market for radio receivers of all types with a retail value of more than \$450,000,000." And Dr. Baker estimated, "The industry will sell be-

tween 1,600,000 and 2,000,000 television sets in 1949 with billings at retail doubling the 1948 business."

Greater Expectations

While television did better than expected in 1949, radio did not go down for any ten-count. As Dr. Baker and others insisted, radio continued to be a potent factor in the industry, still

Here is a summary of the momentous year just passed, when television continued taking surprising and Goliath strides. A review of how the industry faced up to forecasts gives dealers a hint of what prosperity lies ahead for them in 1950.



● Mechanization in television tube manufacture, typified by this RCA Lancaster, Pa., plant "settling room," is the key to record TV set production. Here, screen face is applied to bulbs, they are washed, dried and moved along—all by machine.



● *Better living with television is a theme which dealers all over the land found appropriate and profitable during last year.*

acing television receivers in units of production. Total AM sets for the months through October, for instance, came to 4,983,456 from RMA members; FM-AM and FM radios totaled 666,352. Between radio and television, the dollar volume represented by set production at the manufacturer level is likely to run as high as \$750,000,000 and \$800,000,000 by the close of the year. For the industry as a whole this represents an all-time high, in a year when TV accounted for more income than radio.

Dr. DuMont's view of expanding television coverage through the long reach of coaxial cable and radio relay was confirmed during the year. New stations operating had swelled to 88 by November, with later 1949 openings scheduled. Total channel miles at the end of 1949 comes to about 8,750 miles. This extended TV coverage to additional trading areas has steadily widened the increasing market which dealers have been enjoying. By the end of 1950, the Bell System expects to extend the channel mileage to 15,000, including areas extending northwest to Minneapolis, West to Omaha and south to Jacksonville. This spread of television coverage gives cheer to dealers in 43 trading areas throughout the nation.

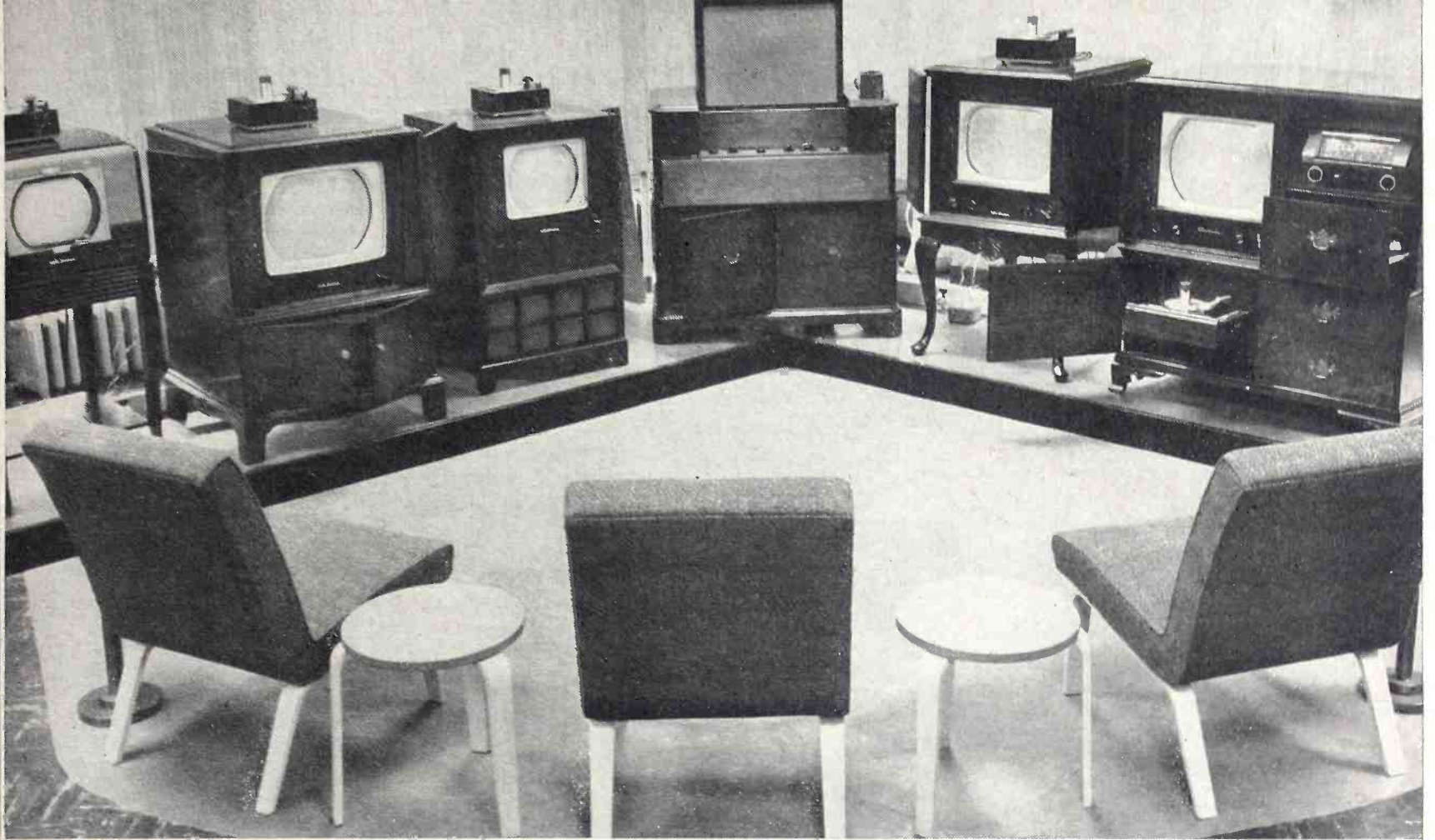
Already tube makers in the industry gauge the production capacity for 1950 as close to 3,750,000 television receivers produced. That means plenty

of finished receivers for the distribution channels which are feeding the dealers at the retail level in all those trading areas to be covered by television programming. This estimate of the growing capacity of the television industry is bearing out some of the other statements covered in predictions at the start of 1949. At that time, General Sarnoff also envisioned an annual set production of close to 5,000,000 receivers by 1953. By the end of that year he estimated sets in operation at nearly 18,000,000, and the existence of a possible coast-to-coast TV network made possible by radio relays and coaxial cables. R. C. Cosgrove, president of RMA and of the Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio, predicted that, "Within the next five years, television in all its ramifications, will be giving employment to at least 1,000,000 people and at the same time will have injected an investment of \$8,000,000,000 into the economic bloodstream of America."

Dealer Sales

With the television industry breaking all production records, opportunities for dealer sales have grown accordingly. In fact, some merchandisers were predicting early this year that the proof of the nation's stability would be in how it met the test not so much of production but of distribution. At that

time, merchandisers felt surveys had proven salesmanship was faltering through casual, weak and even disinterested sales effort. It remained, therefore, for the distributors and dealers to speed the mass distribution of the products of the assembly line. Television salesmanship needed that reminder just as much as any other segment of the economy required needing on the selling score. That distributors and dealers took hold and ironed out their selling approach and concentrated more effort on promotions and aggressive merchandising techniques is clearly borne out by set distribution and sales which approximated \$650,000,000 at the retail level. The pattern of the TV market changed in the course of the year, taking on very distinctive outlines which served as aids to dealer sales. Both in surveys of Videotown, TV's test tube suburban community, and in other nationwide surveys, the potential sales market was narrowed into figures and concepts dealers could understand. What's more these dealers were able to guide their purchasing and selling to fit the needs of the emerging buying patterns. For one thing, television emerged as a definite mass-market product, with families earning less than \$5,000 comprising an increasing number of TV customers. Even families in the lower income groups were giving the higher income groups a run for supremacy in



● The trend toward the TV salon is exemplified in Sunset Appliance's Times Square store. Dealers are finding the salon a must.

per cent of ownership. In all, the potential TV sales market for dealers hovered around 2,710,000, with as many as 1,500,000 definitely intending to buy. The 1950 sales potential remains limited only by dealers' promotion efforts to deliver receivers to a television-hungry public.

No Objections Wanted

"Salesmen should convince television set buyers that there is no foundation to rumors that today's TV sets will be obsolete within a few years," wrote Ross Siragusa, Admiral's president, for the benefit of those whose job it is to scratch beneath the surface of consumer demand and come up with sales. He explained his reasoning in detail. "The Federal Communications Commission and manufacturers have set standards to be followed by all the industry that will not permit any major overnight changes; any technical improvements in sets will be gradual; commercial telecasts are at least five and more likely 10 to 15 years away, and even then today's sets will be usable with the addition of a simple converter; and present sets can be easily converted at low cost if ultra high frequencies eventually come into use. Belief that television is in an experimental stage or that sets will become obsolete means only that a customer is missing a lot of interesting

and educational entertainment."

The prospering television industry, and consequently the prospering dealers, found these basic facts conducive to sound merchandising in what is definitely a fast-changing business. Selling became a tussle with customer

objections, many of them empty and weak, some of them a little more perplexing. None of them were serious enough to blunt sales completely whenever dealers and their sales force went after prospects in a sensible, orderly
(Continued on page 44)



● Alert and aggressive television dealers found advertising and topnotch window displays a boon to sales. Here a leading furniture house, W. J. Sloane, N. Y., features television in its main Fifth Avenue window.

WHEN business is good the time is ripe for more and better selling, for mending administrative fences, for planning future sales drives. Hartford dealers have become known for their acceptance of these basic tenets of merchandising. It was in that Connecticut city that the RMA promotion "A radio in every room, a radio for everyone" was given its first major test in February, 1948. At that time Hartford dealers gave the nation's dealers something to shoot at in the way of planning a large-scale radio promotion, working out the details and executing the campaign profitably.

Hartford was recently the scene of another timely gathering in the interest of dealers. Under the sponsorship of NARDA, a Hartford Distribution-Point Conference of Radio, Television and Appliance Dealers in Northern Connecticut was held at the Hartford Club. Hartford's Mayor Coleman welcomed some 250 dealers and distributors to the conference. They were there to participate fully in four panels which covered such topics as hiring, training and compensating salesmen, sales promotion ideas for profit, costs versus profits, service costs and manufacturers' responsibility, and the franchise question.

Profitable View

Coming in for considerable attention was the whole subject of discounts. Mert Farr, a national director of NARDA and a Philadelphia dealer, set the tone for the discount discussion when he denounced all discounts on radio, TV and "white goods." Other dealers were equally vociferous about



A foursome of local chapter NARDA officers and Hartford dealers swap trade information. Left to right, Samuel K. Lavery, president; George Arcand, vice-president; Theodore A. Simmons, treasurer, and Raleigh A. Dresser, secretary.

Hartford Dealers Plan for Grand Year in '50

discounting. But the keynote of the gathering was struck by A. M. Sweeney, general sales manager of General Electric's appliance and merchandise department in Bridgeport, Conn.

Acknowledging that business has been steadily increasing over the years, Mr. Sweeney pointed out that at the turn of the year veterans would be the recipients of \$2,800,000,000 in insurance refunds. He reminded dealers of the married veterans in their communities who, like everyone else, are looking for the comforts of modern living. They constitute a widening market for those items which are the stock in trade

of every dealer in the radio, television and appliance business.

Sparked by the lively panel discussions the dealers of northern Connecticut went home to mend their merchandising fences, content in knowing their conference had been a success. They began preparing for another great profit year. Uppermost in their minds was the reminder that there were countless veterans within their market areas who were prospects for "better living" products, and that they would have to sell these veterans before the money was frittered away into less worthy channels.



Some of the 250 dealers and distributors in attendance at the recent NARDA Hartford Distribution-Point Conference, Hartford Club, Hartford, Conn. Left to right: Irvn J. Maglietta, American Electric Supply Co.; Jack Mulcahy, Nash Kelvinator; Donald Cohon, Stern & Co.; John Skoglund, Nash Kelvinator; Francis Stern, Stern & Co.; Orrin P. Kilbourn, Orkil, Inc.; H. Osgood,

Orkil, Inc.; Garnet Wood, Wood Alexander; Louis Roth, Radio & Appliance Distributor; Moe Gabel, Roskin Distributors; Walter Olsen, Easy Washer Co., Syracuse; George Wolf, Dale of Conn., New Haven; Tom Helle, Graybar; G. Cook, American Distributors, New Haven, and Sherman Chinkers, Stern & Co.

SEE

Sylvania's 1950 Line of Television Receivers

AT THE WINTER MARKET

BOOTH 17 · 106A · JAN. 9TH - 21ST

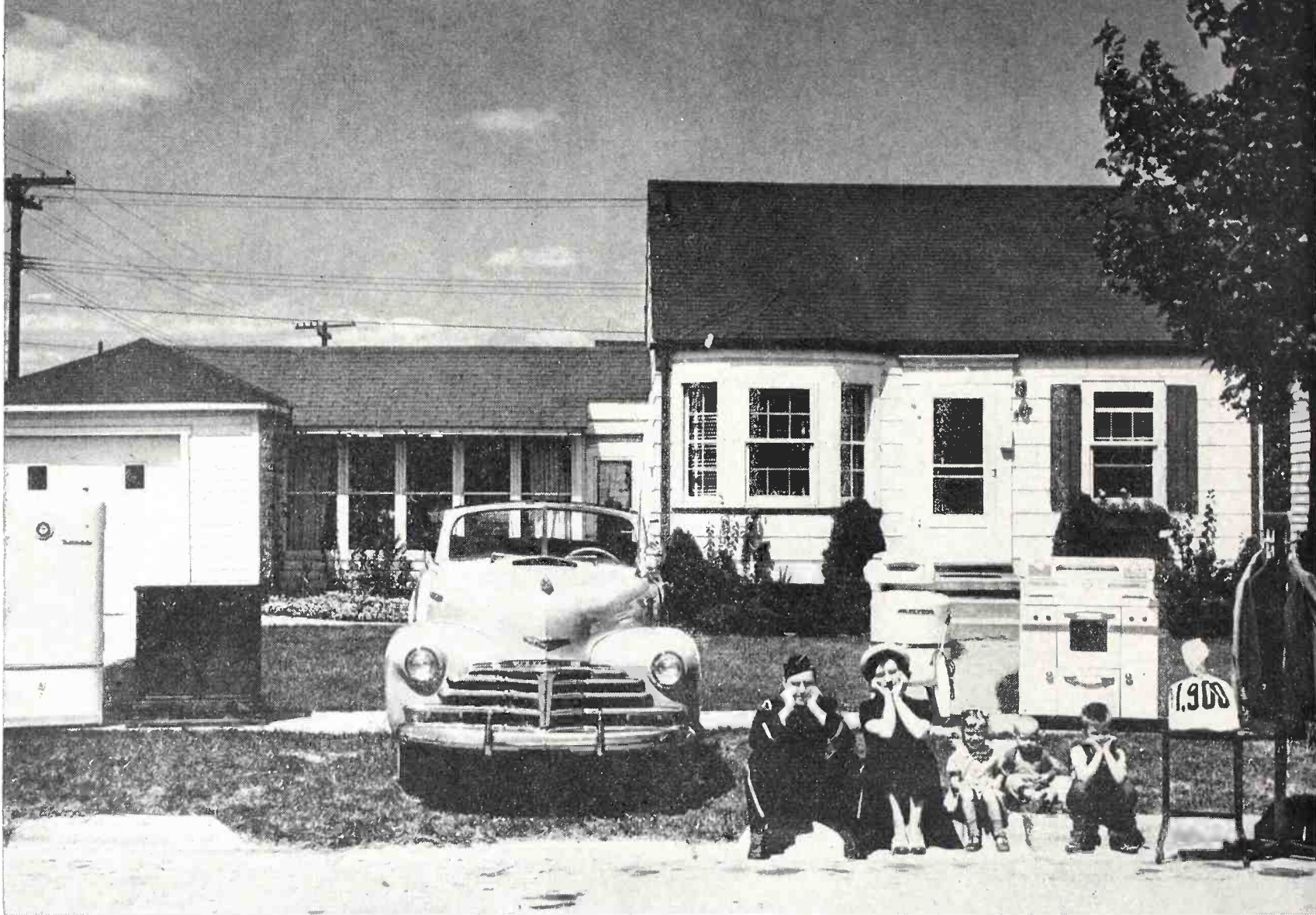
American Furniture Mart Building
666 Lake Shore Drive, Chicago, Ill.

SYLVANIA  **TELEVISION**

Manufactured by Colonial Radio Corporation, 1280 Main St., Buffalo 9, N. Y.

A Wholly Owned Subsidiary of Sylvania Electric Products Inc.

* Trademark



• Veterans are still hoping to acquire products like the above for their families. So are other consumers.

Dreams Are What Make Profits

MEMORIES of V-J Day are fading but the dreams of World War II veterans are as alive as ever. Back when the war was just over and veterans settled down to civilian living, they picked up in new fields or continued in the byways they had followed before the war. Whatever their doings, they were still consumers. And as consumers there were numerous items they placed high on their list of desires. There was a home, a car, automatic household equipment, among others. In Detroit, four years later, an American Legion organization even went to the trouble of conducting a survey among veterans in the Detroit area. What Learned Post No. 1 discovered should be a revelation to all dealers.

It was discovered that most veterans in metropolitan districts and in urban centers wanted a modest home, an automobile, a washing machine, refrigera-

tor, gas or electric range, a console radio with record changer, five suits of clothes and \$1,900 in the bank. Detroit was hardly isolated in reflecting the desires of veterans. Ex-servicemen of all comparable areas reflected similar modest desires which added comfort to living. The boom in many of the industries to which these products belong was indication that some veterans were acquiring what they wanted, were fulfilling their dreams.

Surviving Wishes

In the case of the surveyed Detroit veterans—500 in the city's largest Legion post—the typical returned veteran had actually been able to obtain a house renting for about \$52.50, a 1939 automobile, a small radio, an electric or gas range, two suits of clothes and \$160 for his bank savings account. That still left a home, a new car, large radio

with record changer, refrigerator, washing machine, three suits of clothes, and \$1,740 still on his want-list. From the same study came the startling fact that 75 per cent indicated an intention to own their own homes. That meant, once they withdrew from the convenience of landlord-supplied appliances, they would become prospects for major electric appliances. A further noteworthy fact was that 50 per cent had not changed their objectives, but that 28 per cent had raised their goals.

Since the war television has loomed large as rating high on a list of items veterans, as well as a variety of other groups, want just as much as they want a home and a car. In some instances, television is taking precedence over both the car and the home because it is within the immediate reach of most families. And television is enjoying that status simply because it works out that way in any household figuring. The home comes off a poor third because it involves the most expense of any of the items consumers cherish. Television, on the other hand, shades automobiles, first because of price and, second, because it brings the world into the buyer's living room.

(Continued on page 44)



...and a
Happy New Year!"



To
STROMBERG-CARLSON
DEALERS

*the best of everything
in '50!*

**EXCITING NEW LINE OF 19-INCH AND 12½-INCH RECEIVERS!
UNEXCELLED VALUES!**

SMART NEW CABINETRY WITH STYLE APPEAL!

PROVISION FOR UHF!

BUILT-IN "TELE-TENNAS" UP AND DOWN THE LINE!

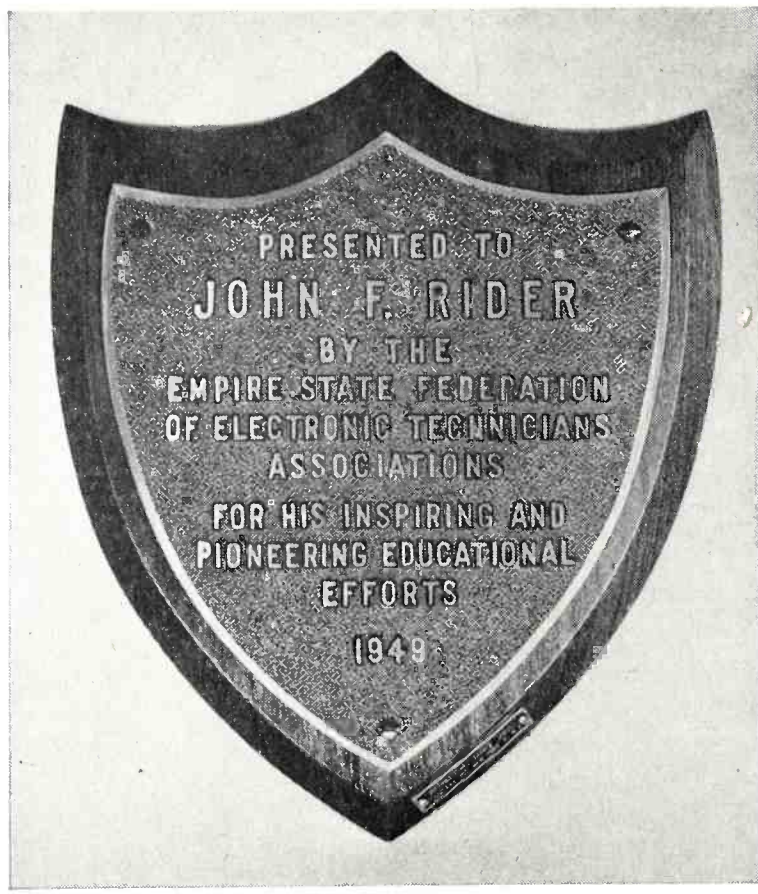
HIGH UNIT PROFITS ON WANTED RECEIVERS!

For full information, see your Stromberg-Carlson Distributor

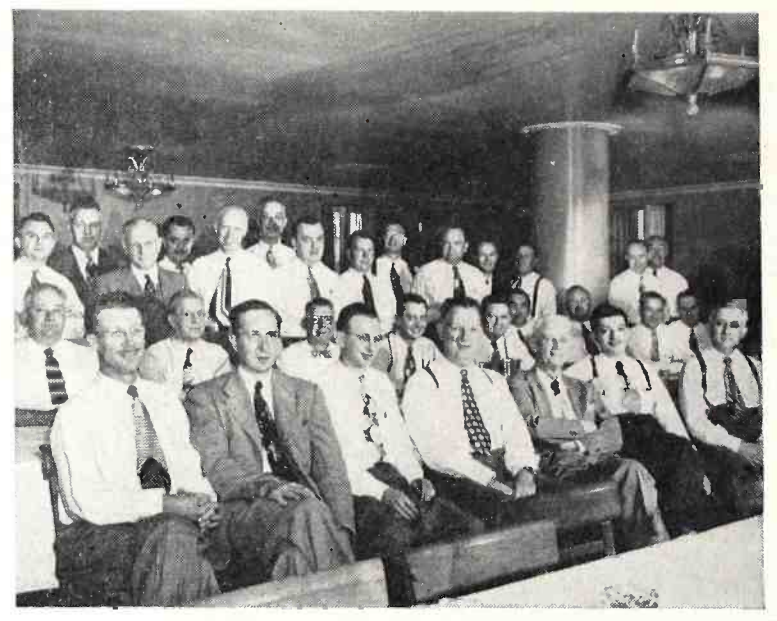
THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

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



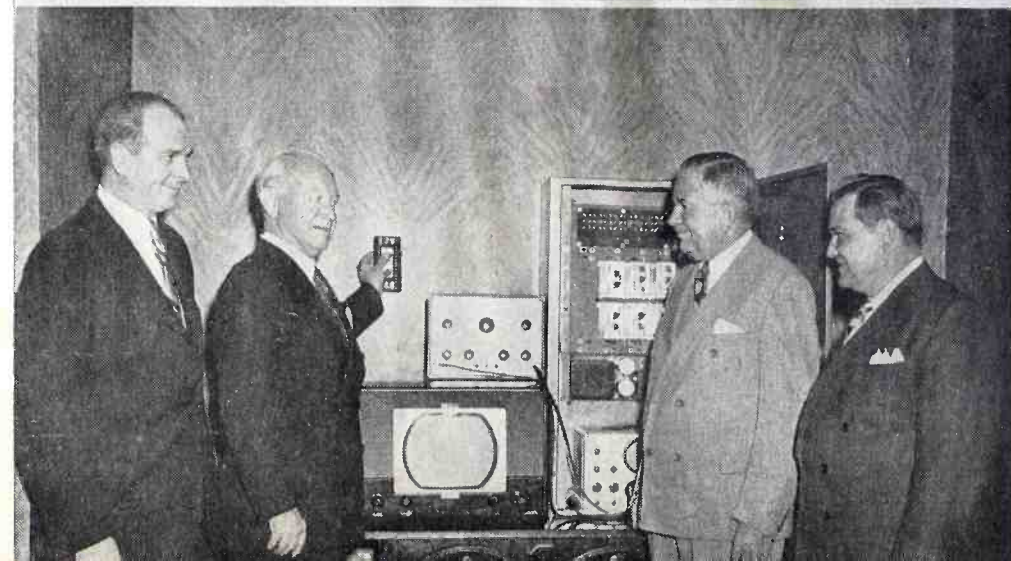
John F. Rider, president of the Publishing company bearing his name, was presented with an award for his efforts on behalf of radio and television servicemen throughout the country at a November meeting of the Empire State Federation of Electronic Technicians Association at Rochester, N. Y. Mr. Rider's firm was also elected to an associate membership in RMA recently. The publisher has announced his manual volume 20 for January publication.



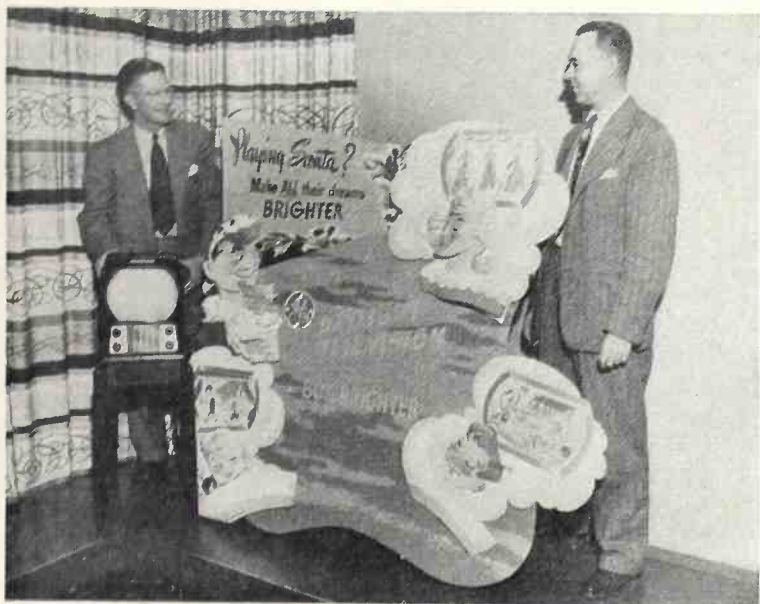
Board of directors of the National Electrical Distributors Association, meeting in Cleveland, Ohio, recently, chose Cleveland for their 1950 Convention and Exhibition, August 27 through September 1. Above, the group that heard reports on convention plans, helped elect committees for the affair and completed election of officers for the 1949-50 fiscal year.



During the recent Westchester County Fair and Home Show Exposition, Remington Radio Corp., manufacturers of Rembrandt Television, was one of the prominent exhibitors. Shown flanking set is Robert G. Kramer, president of Remington, and Alex H. Kolbe, publisher of Radio & Television Journal. Several hundred thousand visitors showed keen interest in Remington's TV display.



Snapping on the Master Television Antenna System, built by RCA, which furnishes television to Shelton Hotel Transients, William J. Knott, president of the Knott Corp. presses the button, with Frank Folsom, second from right, and F. O. Cosgrove, vice-president and general manager of Knott looking on. B. T. Davey, Shelton manager, is at extreme left. Tele-Ho-Tele Corp. of N. Y. Installed the system. Each receiver operates independently off the system, with special antennas on 32nd floor providing reception, a separate one for each channel. Admiral Corp. designed the receivers.



D. E. Weston, left, merchandising manager, and R. E. Noth, sales training manager, both of the General Electric receiver division, Electronics Park, Syracuse, N. Y., preview one of a number of Christmas window displays produced by GE for dealers. This display features television and the theme is built around "brighter dreams" with GE's "Daylight Television."



William J. Doyle, left, general sales manager, the Astatic Corp., Conneaut, Ohio, goes over a batch of fan mail from users of the firm's new television booster, the Channel Chief, with F. H. Woodworth, president. The firm has manufactured phonograph pick-up cartridges, pic-ups, microphones and similar products for over 16 years.

Breaking ground for a new \$200,000 extension to the Capehart-Farnsworth Corp. plant, Fort Wayne, Ind., I.T.&T. Corp. subsidiary, is Joseph H. McGary, plant manager. Watching, left to right, are D. R. Hull, executive vice-president; William Clausen, vice-president in charge of manufacture; C. R. Ward, sales manager; E. A. Nicholas, assistant to the president, and Ellery W. Stone, president of Capehart and of International Standard Electronic Corp., also an associate of I.T.&T.



Morris S. Segal, president of Mayflower Industries, 206 Lexington Ave., N. Y., signs the contract making his firm the Newark distributor for Stewart-Warner television and radio products. With him are, left to right, William Combs, sales manager of the New Jersey division; M. E. Haas, general manager, home appliance division of Mayflower; E. L. Taylor, general sales manager, Stewart-Warner Electric, Chicago, Ill.; and Mr. Segal's son, Morris. Fourteen counties will be covered from 317 Halsey St., Newark.



For extra sales to those last-minute shoppers—

FEATURE YOUR

the



RCA VICTOR 9JY brings music lovers the glorious tone of the amazing new 45 rpm System through their present set. It's a compact plug-in unit that tucks into a console storage compartment. And, it's a sure-fire sales catcher at \$12.95!

**ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"**

NEWEST TRAFFIC BUILDER

RCA VICTOR 9JY is the most sensational new item you can show customers!

\$12⁹⁵

IT'S THE LOWEST PRICE EVER FOR AN AUTOMATIC RECORD CHANGER!

The sensational-selling RCA Victor 9JY is a natural leader for your big Christmas promotion . . . for it has smashed sales records clear across the country! It's a red-hot gift item because it spells long-lasting enjoyment for music lovers of all ages. Now—at this sensationally new low price—it's sure to go over big with last minute shoppers still looking for the *right* gift for someone high on their list.

Remember too—experience shows that every time you sell the 9JY you have a ready prospect for \$10 to \$15 worth of "45" records—and a "sell-up" prospect eventually for your "45" consoles. And extra 9JY traffic moves your other gift merchandise, too!

Sell hard *now* for big extra Christmas profits that will lead to steady *year-round* profits with RCA Victor "45", the system of the future—here today!

Here's why RCA VICTOR "45" is an easy-to-sell Christmas gift!



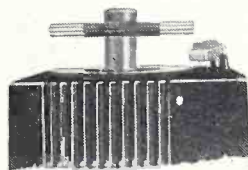
LOW COST, DISTORTION-FREE RECORDS!—New "45" records are low priced—have that "under a buck" selling appeal. They wear up to 10 times longer—center holes don't wear out, edges don't chip, playing surfaces are protected.



COMPACT AND LIGHT!—Changer unit occupies less than half the space of other types. Table models are easily carried from room to room.



CONVENIENT 7-INCH SIZE!—More than 150 single records or 18 symphonies fit in one foot of bookshelf space. And they're non-breakable vinyl plastic, with a surface-saving shoulder that means much longer life . . . greater value.



WORLD'S FASTEST RECORD-CHANGER!—Trigger action speed customers rave about! Plays up to ten records with speedy, silent, hardly noticeable changes . . . And the mechanism is foolproof . . . trouble-free!



SILENT, RECORD-SAVING PICKUP!—New "Silent Sapphire" pickup eliminates needle chatter and surface noise. Customers are assured of better sound . . . longer record life.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

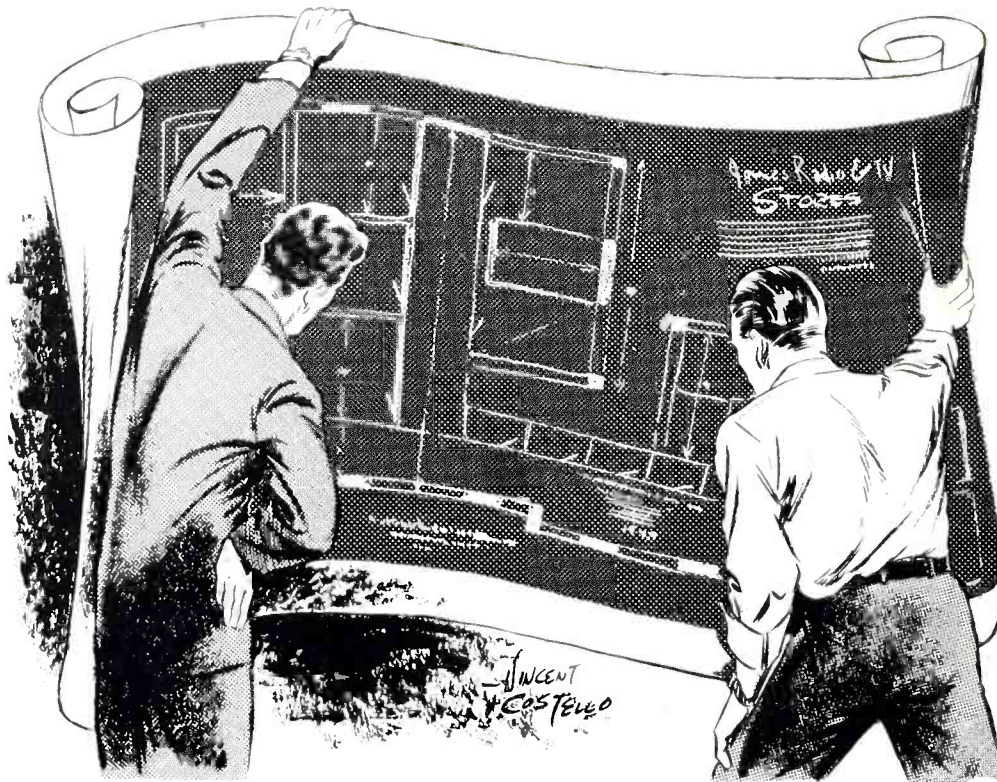
RCA VICTOR—World Leader in Radio . . . First in Recorded Music . . . First in Television

You are cordially invited to visit the RCA VICTOR Exhibit Booths 540-A and 232-6 at the CHICAGO FURNITURE MART, January 9-20

"Victrola"—T.M. Reg. U.S. Pat. Off.

ONLY RCA VICTOR MAKES THE VICTROLA

BLUEPRINT GREATER IN 19



HAPPY days are back for radio and television dealers. Sales have been golden in a year when the radio and television industry exceeded all predictions and gave a resounding promise of even bigger things to come. The slow summer gave the industry in general a slight touch of famine. But that was quickly buried beneath the brisk fall business. Many were just about ready to cry "wolf" at the door, when sudden shortages stifled the cry in their throats. Instead dealers threw open their shutters and announced to one and all that they were on priority. Business in the radio and television industry turned its other cheek. It began its profit feasting just in time to be in tune with Thanksgiving and Christmas merry-making. Every dealer now has a big, expansive smile on his face. If he doesn't, he should have. If, however, he's filled with gloom, there's no question about it. He's been bitten by the "bad business" bug.

This bug's bite is serious, in fact, deadly. Its poison infests the dealer, attacking his profit-making potential. Helpless, the dealer lingers on, struggling to rid himself of all its ill-effects. In the end, dealers bitten by the "bad business" bug wind up the same. They are listed among the business casualties of the year. They are the business failures. Sometimes even the most hearty dealer, one who seems prosperous and healthy, is suddenly stricken. That's one of the deadly aspects of this "bad business" scourge. It strikes the unsuspecting. Even worse is the fact that the symptoms of the pest's bite are not readily discernible. Many times they

are not even on the surface. They don't show for a long time, anyway. And then suddenly it happens. A dealer finds himself in difficulty.

Watch Out

The profit-and-loss sheet is probably the spot where the first signals of trouble appear. All the froth, all the surface activity means very little if the red ink takes over a business statement. The balance sheet is the keenest barometer of a business operation, and for the dealer caught in the throes of "bad business" sickness it is like his fever chart. Even though it can indicate how serious a dealer's ailment is, however, the profit-and-loss sheet can find neither a temporary remedy nor a permanent cure. And it is a peculiarity of this particular disease that only the dealer can determine for himself what is wrong, what has reduced him to a state of low business health, and what he can do to help himself.

For one thing, a dealer must be able to look at his business performance objectively, and he must be willing to dig in and overhaul his operation wherever he finds loopholes, weak spots, pitfalls and drains on profits. Perhaps it is only a myopia about business conditions in general which has caused all the trouble. Against all the warnings and blandishments of people in the know, some dealers doggedly pursue their outmoded business practices. Ostrich-like, they apply flivver-day principles to an electronic-age industry. In contrast to the ultra-conservative dealer, there is the dealer who rushed in where wizards

feared to tread. This type dealer became completely overstocked, suddenly discovering himself with shelves, the back room and the warehouse filled to overflowing with merchandise that scarcely moves, or, at most, merely trickles out. Still another type dealer, searching feverishly for causes of his "bad business" sickness, discovers drains on his profits from an inexcusable source—poor business administration. What have been invisible drains on an operation can be traced directly to shoddy inefficiency. Then there is the weak and inadequate sales force which brings on business sickness to another type dealer. Even costly interior and window displays, direct-mail advertising and media advertising can bring on catastrophe for some dealers. This usually happens because a dealer uses poor judgment in planning his promotions.

Profit-Engineering

Worse even than the dealer who is actually bitten by the "bad business" bug is the dealer who fears the bug's bite. He is like a cross between a sleepwalker and someone on the verge of nervous collapse. Typically, he worries about every new development in the radio and television industry. He undoubtedly has an efficient operation, yet he lets his own jitters keep his business always on the brink of disaster. If it is not poised on the brink, he imagines it is. In good times, he worries about the bad times coming. In a seller's market, he worries about the return of the buyer's market. He is the type of dealer who lets sales of TV sets go begging because he is caught up in the maelstrom of the color controversy. The slightest customer objections put him in a dither. Unthinkingly, he succumbs to the various evils at the retail level. He may be the type who starts the discount cycle, or he may follow the lead of someone down the street, merely to match sales of his discount rival, set for set. He may give away all or most of his profit through service. Whatever his practices, he will never drag himself

NT FOR TV PROFITS 50...

away from the failure precipice until he sits back, sharpens his pencil real fine and plans his business activity objectively. The same may be said of all those dealers who have been bitten by the "bad business" bug. What they need to apply to their individual operations is a bit of profit-engineering.

This involves, in brief, a general overhauling of a dealer's business operation. It may be a painstaking thing, but in the fast-moving radio and television business it is an imperative aspect of successful operation. A known flourishing dealer in New York City is so completely sold on the idea of periodic changes that he recently invested several thousand dollars in installing a new system of bookkeeping, especially for handling service. This sort of change guarantees top efficiency in administrative aspects of a dealer's operation which really act as silent watchdogs of his business.

No Man's Land

Then there's the sales force, that portion of a dealer's business which has to go out into what Fortune recently called the "No Man's Land" in selling—the three feet of dead space between the salesman and the customer. These salesmen are the ones who make or break sales, they create or let sales go begging. The effective organization of selling power in this unit of the dealer's operation lies with the top leadership. A dealer must keep his finger on the pulse of current selling problems, current selling needs and current selling techniques. Thus informed, he can pass on pointed information to his staff and can plan for adequate sales training to meet competitive demands of the current seller's market. This means utilizing real salesmen in key managing positions to lead the fight for the consumer dollar. Through such key men, a sales force can be kept up to snuff, with deadwood weeded out and specially-equipped salesmen filling spots they are uniquely able to fill. Through the same key men a dealer can make certain that top product knowledge and

top aggressive selling methods are part and parcel of the equipment of every salesman on the showroom floor.

A coordinated pattern of selling, funneled to every element of this sales force, is essential for peak sales performance. The dealer's store can thus reflect an attitude toward service, for instance, can present a solid front to all queries about the future of television, about pending technical changes. The most elaborate answer to all disturbing questions about color and about UHF and VHF changes can be found and every member of the sales force can talk with customers at length, explaining why they need have no fear of obsolescence. It is the dealer who can make his store's personality permeate to the community level who eventually benefits in increased sales volume. Whether he is known for service, for quality merchandise, for courteous and considerate selling, for the attractiveness of his store or the punch of his window and interior displays, that dealer has coordinated his selling into a pattern which creates a favorable response in passersby, in idling store traffic and in real customers.

Reaching for Prospects

Actual store traffic can be subjected to a localized type of advertising and promotion in eye-catching interior displays and the show window. The show window can actually mirror the personality of a dealer's store, as well as serve as an on-the-spot advertisement for it. Even the customer prospect list can be subjected to an immediate and direct type of promotion by the dealer through his salesmen and through any direct-mail promotions. But there is another part of the dealer market which must come in for attention in any overhauling of a dealer's operation. That is the unknown and limitless list of customers who comprise the audience in widespread media promotions and advertising programs. They hear of a dealer through reading their daily newspaper, listening to radio broadcasts or seeing television spot announcements. They get to know of the dealers from a distance.

Yet this is part of a dealer's market which he must know about. And he must reach it in some way or another. He may have to use only occasional ads in either one of these mediums. But he must allot some portion of his budget for advertising and promotion which reaches this vast, untapped and plotless market. Otherwise the dealer down the street who has taken the pains to revamp his selling methods to accommodate this market will run away with the bulk of these prospects. The long arm of advertising can, with

proper planning, reach out for these customers, bring them within reach of promotional windows and novel interior displays, and put them into that selling "No Man's Land," where a salesman has a chance to turn him from a prospect into a satisfied customer.

For Higher Margins

Among dealers in the radio and television industry it would seem that there should be a uniform attitude toward profits. All dealers, as it were, should be profit-minded. Many people generally recognize this to be true. It is, however, not completely true. There are, as a matter of fact, dealers who are volume-minded. In order to turn a fast buck, as they say, they are willing to give away part of their profit. They are willing to be high-volume and low-margin dealers rather than be low-volume, high-margin dealers. Any business overhauling that a dealer does goes for naught if he allows this attitude to persist as his dominant operating guide. More in accord with an efficient business, with its sound records and bookkeeping, its effective sales organization, its stimulating interior and window displays, and its aggressive advertising and promotions, is the firm conviction that discounting as a business practice is taboo. That way lies sound profit-engineering. And it is a safe way to blueprint the greater profits which are destined to be the dealer's in 1950.

RESOLVING

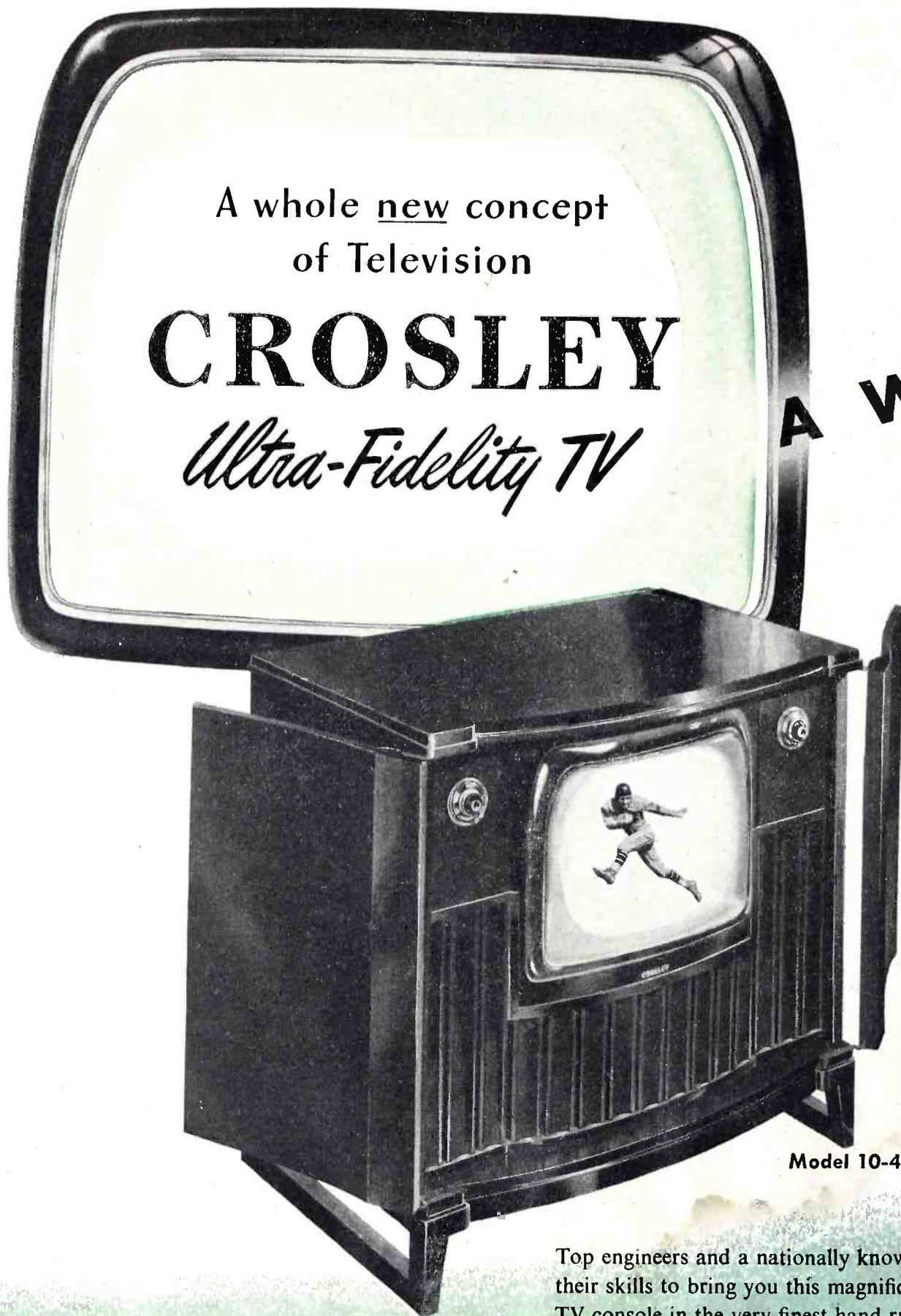
for a fresh start in the new year requires that dealers do some profit-engineering of their own. On page 34 in this issue, radio and television dealers will find a check list to guide their thinking into profitable channels. Turn to page 34 and plan now for those greater profits in 1950.

A whole new concept
of Television

CROSLEY

Ultra-Fidelity TV

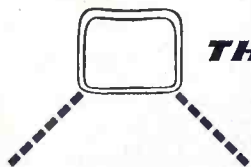
A WHOLE



Model 10-414

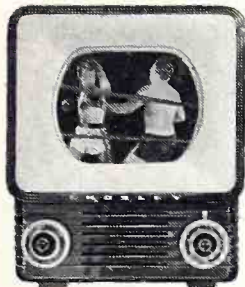
Top engineers and a nationally known designer combined their skills to bring you this magnificent new Crosley TV console in the very finest hand-rubbed Cordovan-finished mahogany veneer. Clear, brilliant pictures on a huge 16" picture tube—in a unique setting that gives the atmosphere of a theatre, (There's Model 10-416 too, without doors.)

From any viewing angle



THE clearest PICTURE!

NEW CONCEPT OF TV SALES!



Model 10-401

A splendid table model, cased in durable plastic, with a bright, clear 10" picture tube.



Model 10-404

A handsome 12½" picture tube table model, with lovely cabinet styled in the finest Cordovan-finished mahogany veneer.



Model 10-412

A beautiful console for gracious living, with big, brilliant 12½" picture tube. (Model 10-418 identical, but without doors.)

Look for this *Family Theatre* screen, exclusive hallmark of every Crosley TV receiver.

So excitingly beautiful and different is the new Crosley TV that it opens better opportunities for selling—with sets designed for the *family* (yes, for *every* member, for *every* age group). As you build your sales with Crosley, you build an enviable reputation in your community—offering a happy contribution to family life.

Here's what Crosley's profitable, new merchandising and sales approach is based on:

A Whole New Concept of Beauty—superbly designed cabinets, handsome furniture any woman will be proud to have in her living room for years to come . . . designed for family convenience with viewing screen at the comfort level and simple controls located for easy, relaxed tuning . . . picture tube framed by the lovely contours of a theatre proscenium arch.

A Whole New Concept of Performance—Here are the big, new selling features you get with *all* Crosley 1950 TV! New wide-angle screen that can be seen from any viewing angle . . . unituner that makes TV tuning as easy as radio tuning . . . fade eliminator that eliminates fading, "airplane flutter," and other video noises . . . Electronic Picture Stabilizer that holds picture firm and steady . . . high sensitivity for long distance and poor reception areas . . . built-in antenna . . . independently mounted cathode ray tube, to make servicing far easier.

THE CROSLLEY TRADEMARK is your assurance that the product embodies the finest engineering and skilled manufacturing for the ultimate in today's TV performance.

CROSLLEY Division
Cincinnati 25, Ohio



Better Products for Happier Living

Shelvardor* Refrigerators...Farm and Home Freezers...Electric Ranges
Electric Kitchens . . . Steel Cabinets . . . Sinks . . . Electric Disposers
Electric Water Heaters...Radios...Radio Phonographs...Television

*®

RTJ

New Products



Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

DuMont's "Canterbury"

Manufactured by Allen B. DuMont Laboratories, Inc., 515 Madison Ave., N. Y.



A new 12½-inch television console model providing an 85-square-inch direct-view picture. Has full range FM radio and a record player attachment. Uses 25 tubes plus five rectifiers. Cabinet is of Hepplewhite design and is finished in lustrous mahogany veneers.

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

Pilot Anniversary TV

Manufactured by Pilot Radio Corp., 37-06 36th St., Long Island City 1, N. Y.

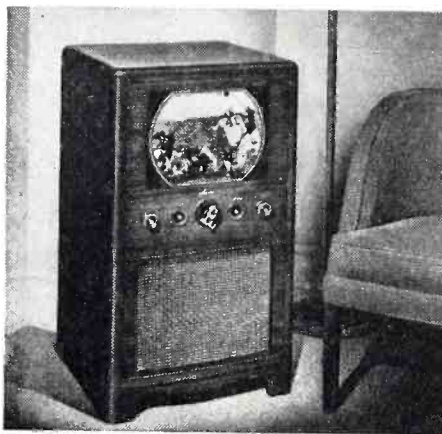


Introduced as a 21st anniversary model, this table TV features a 12½-inch cathode-ray tube. Set has a built-in antenna, sensitive enough for performance in most areas without an additional outside aerial. Receives FM radio and also has a phono-jack plug-in to which any phonograph can be connected. Receiver is priced at \$269.50 and comes in limed oak or period mahogany.

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

New Sparton TV Console

Manufactured by Sparks-Withington Co., Jackson, Michigan



Featuring a 91-square-inch "I-Sight" viewing screen, this television receiver uses a 12½-inch cathode-ray tube, has an electrically-coupled built-in antenna, automatic gain and volume control and Sparton True-Tone magnetic speaker. Cabinet is in hand-rubbed mahogany veneer, with figured grill cloth and Lucite control knobs.

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

Boetsch' Portable Phono

Manufactured by Boetsch Brothers, 223 E. 144 St., Bronx, N. Y.



A two-tube portable phonograph in children's and adults' models, available for immediate delivery and listing at \$19.95. Has steel motorboard. Model for children comes in Toy Town figures; model for adults comes in five different coverings. Embossed top in tweed, rust, blue, brown, dark brown and red. Handle is of plastic.

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

Phonograph by Covrall

Manufactured by Covrall Industries, Inc., 55 Ferris St., Brooklyn 31, N. Y.

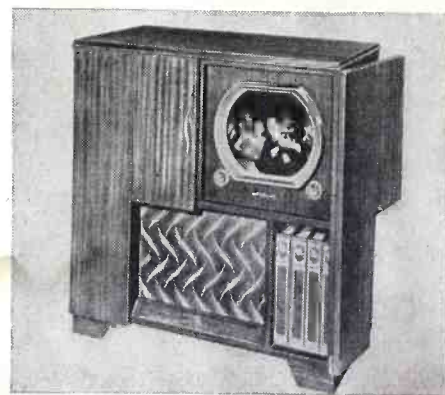


Weighing only 10 lbs. this 78-rpm portable phonograph uses a 5-inch Alnico-V PM speaker, a Webster hi-gain arm and an Alliance motor. Also has two-tube amplifier variable tone control. Will play record with the lid closed. Comes in tone colors — red, brown, blue, green. List: \$19.95.

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

New Motorola Combo

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



Latest television-radio-phonograph combination which features simplified, two-control tuning, double "built-in antenna," simultaneous picture and sound tuning, automatic gain control and provision for future UHF tuner. Record changer has single tone arm and plays all three speeds. Available in hand-rubbed mahogany or blond limed oak, priced at \$399.95 and \$419.95 respectively.

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

5000 SERVICEMEN
HAVE PROFITED FROM
SYLVANIA'S DEALER
ADVERTISING CAMPAIGNS

...and YOU can do the same by ACTING NOW!

Another of Sylvania's famous profit-building campaigns is getting under way! The campaign runs through the months of January, February, March and April—with half-page ads like this in LIFE, THE SATURDAY EVENING POST, LOOK, COLLIER'S, and RADIO AND TELEVISION BEST. The ads tell your customers and prospects to come to you for radio and television service.

But that's just the start! THEN... you tie in with this national advertising by using Sylvania's complete kit of display and direct mail material—all built around the ads—designed for you—and ready for you now!

Sylvania's previous campaigns paid off in a big way for thousands of dealers and servicemen. Be ready to cash in on this latest big push!

HERE'S WHAT YOU GET IN THE SYLVANIA KIT:



LOOK FOR THIS
SIGN OF DEPENDABLE
RADIO SERVICE

Does your radio give out with squeals and grunts? Then call the serviceman who displays the Sylvania sign. Because your radio needs expert care, the kind this fellow is trained to give. He has Sylvania test equipment to root out trouble spots... high-quality Sylvania radio tubes to bring you the crystal-clear reception you want. Hear your old set perform as it did the day you bought it. Get it fixed at the Sylvania sign of dependable service.

SYLVANIA RADIO TUBES

PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



DECALS. You get as many Decals as you need—in 8 or 12 inch diameter. Your choice of wording—RADIO SERVICE or RADIO TELEVISION SERVICE. Sylvania's ads make these Decals nationally known—cash in on their familiarity!



1 POST CARDS. You get 4 sets of Postal Card Mailings—one for each month in the campaign. They're in 3 colors—imprinted with your name and address! You pay *only* the government postage on each card—that's *all* you pay for the entire kit! **EVERYTHING ELSE IS FREE.**



3 AD MATS. You get 4 Newspaper Ad Mats—two sizes for each 2-month period. Sizes are one and two columns wide, 7 inches deep. Easy way to tie your local newspaper advertising in with Sylvania's national ads!



5 RADIO SPOT ANNOUNCEMENTS. You get 4 booklets of Radio Spot Announcements—one for each of the 4 months in the campaign. When you've planned your schedule, just hand the spots to your local radio station—they're all ready to use!



2 WINDOW DISPLAYS. You get 2 Window Displays—featuring the same illustrations as the Sylvania national ads. 3-dimensional—4 colors—2 by 3 feet. 2 COUNTER CARDS, too, 12 by 18 inches.



4 STREAMERS. You get 2 Window Streamers—in 2 colors—11 by 26 inches. Like the other items in the campaign, Streamers feature *both* radio *and* television service.

Mail coupon today for full details on the complete campaign!

Sylvania Electric Products Inc.
Advertising Dept. R-2812, Emporium, Pa.

Please send full details of your new 1950 January, February, March and April Service Dealer Campaigns.

NAME.....
COMPANY.....
ADDRESS.....
CITY..... ZONE..... STATE.....

SYLVANIA ELECTRIC

Prelude to Profit



Trans-Vue

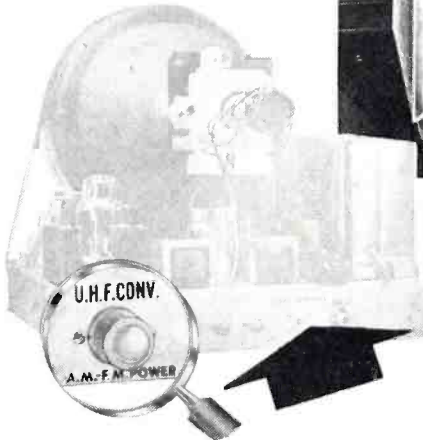
ARISTOCRAT 400

The
"Tele-Receiver
of Tomorrow"

TODAY!



97 Square Inches Of Visual Fidelity • Cabinetry In The Finest Tradition • Available in Lined Oak, Blonde and Mahogany.



FIRST WITH THE U.H.F. ADAPTOR BUILT RIGHT INTO THE CHASSIS—no rewiring necessary—merely plug in the U.H.F. convertor when available.

The ARISTOCRAT 400 Incorporates These 10 Outstanding Features:

- | | |
|----------------------------------|---------------------------------|
| 1. Synchro-Set Tuner! | 6. Automatic Tone Compensation! |
| 2. Picture Synchronization! | 7. Built-In Antenna! |
| 3. Eye-Level-Angle-Compensation! | 8. Fringe Area Reception! |
| 4. Keyed Automatic Gain Control! | 9. AM-FM Plug-In Adaptor! |
| 5. Perma-Magnet Focalizer! | 10. Phonograph Plug-In Adaptor! |

Limited Distributorships Still Available.

Trans-Vue

Write or Phone

CORP.

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

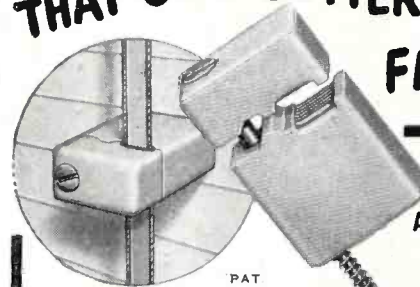
If You Qualify We Will Extend The Longest Discounts
In The History Of The Industry!

New Year's Resolution

All in all, I say "raise your sights" if you aim to get your fair share of the 1950 TV-radio boom. Make your store still more attractive. Carry an adequate line of TV and radio models to meet all ambitions and pocket-books. Make sure that every television installation provides satisfactory performance. Expose TV set owners to newer and bigger TV set models. Equip your servicemen with proper test instruments and adequate stock of replacement parts for prompt servicing. That's what I mean when I say "raise your sights" if you expect to hit the bull's-eye of the 1950-radio boom.

Victor Mucher, President
Clarostat Mfg. Co., Inc., Dover, N. H.

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



PAT
APPLIED
FOR
No. 9418

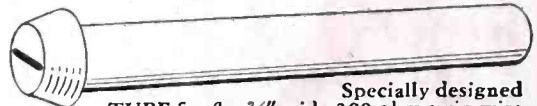
OTHER ANTENNA AND LEAD-IN ACCESSORIES



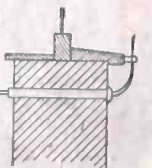
No. 1925
Insulated Screw Eye,
Overall length 7-1/4",
5/16" insulator hole.



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



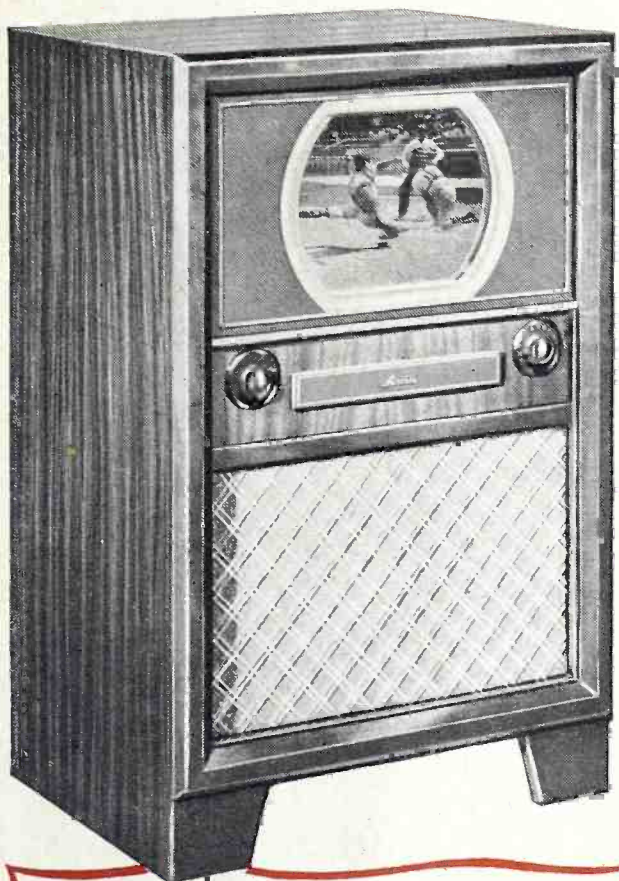
Specially designed
TUBE for flat 3/8" wide 300 ohm twin-wire
TV-FM Lead-in Conductors. Outside diameter 1 1/8"—
fits hole made by standard 3/4" drill bit. Finest electrical
porcelain, rectangular hole prevents conductor
from twisting. Write for folder.



Porcelain Products, Inc.

FINDLAY, OHIO

NOW! Sell the Big-Screen TV
 your customers want
 at the moderate prices they can afford!



ARVIN *Visible Value*
TELEVISION

you can SEE the difference!

Big 12 $\frac{1}{2}$ " Screen

\$299⁵⁰* (92 sq. in. of clear, steady picture)
 MAHOGANY CONSOLE MODEL 3120CM
 Plus Federal Tax

Sell the TV that gives better results for less money! Sell super-powered, easy-tuning ARVIN—the TV that performs rings around others in fringe areas! Only two visible groups of controls—easy to tune as a radio. Gets every possible square inch of picture without distortion. Expertly engineered, beautifully styled, and loaded with fast-selling performance features!

\$249⁵⁰* MAHOGANY TABLE MODEL 3121TM
 Plus Federal Tax

Same super-powered, super-dependable chassis and same super-size 12 $\frac{1}{2}$ " screen as 3120CM, with all the famous Arvin "exclusives"—clear, steady picture "locked in" by the ARVIN MAGIC MODERATOR. No wavering. No drifting. Smartest modern styling. Table to match at small extra cost.

**WRITE, WIRE OR PHONE TODAY FOR
 DETAILS OF ARVIN'S TV FRANCHISE!**

Giant 16" Screen

MAHOGANY CONSOLE MODEL 3160CM

\$399⁵⁰*
 Plus Federal Tax

(Picture 14 $\frac{3}{8}$ x 11 $\frac{1}{4}$ inches!)

Here's the Arvin value of values! This is the perfect TV for your customer who wants the utmost in TV enjoyment! Its giant Arvin picture is clearly visible in every detail, even across a large room! Its Arvin FM circuit insures highest tone fidelity. And its price means many extra sales for you!

*Slightly higher in Zone 2



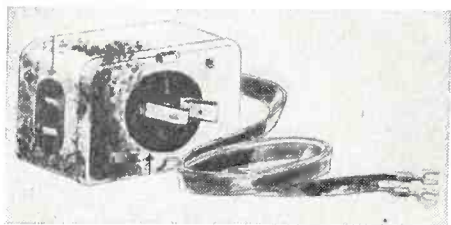
ARVIN
Visible Value
TELEVISION

Radio & Television Division

NOBLITT-SPARKS INDUSTRIES, INC. • Columbus, Indiana

Garrett-Buckley 'Tenna

Manufactured by Garrett-Buckley Radio & Television Corp., 624 So. Michigan Ave., Chicago, Ill.



Called the Gee-Bee Plug-in-Tenna, this unit is no bigger than a package of cigarettes. Plugs into AC power outlet, with television receiver plugged into unit, twin lead wire connecting to antenna posts. Non-directional and can be moved from one location to another, concealing it behind receiver. Retail for \$5.95.

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

New Stromberg-Carlson TV

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



For its silver anniversary model, honoring the firm's 25 years in radio and television, this console with an 89-square-inch viewing screen on a 12½-inch picture tube is featured. Has built-in antenna system and a 12-inch PM speaker. Phono jack accommodates any record changer. Cabinet in striped Honduras mahogany veneer. Price: \$329.95 eastern.

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

New Ansley TV

Manufactured by Ansley Radio & Television Inc., 41 St. Joes Ave., Trenton 9, N. J.



Latest in this firm's line of table model television receivers is this one with a 16-inch picture tube, giving a large screen viewing area. Chassis has 31 tubes, including three rectifiers and the cathode-ray tube. Incorporates FM sound. Cabinet comes in crotch mahogany. Set is priced at \$395, with table extra.

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

SELL APPEAL WITH A "S" CAPITAL



DUOTONE'S DAYLIGHT TELEVISION ENLARGING LENS!

A SMASH HIT WITH YOUR CUSTOMERS

because . . .

- ★ It's easy to attach to any television set.
- ★ Fits console or table models.
- ★ Makes image **FOUR TIMES BIGGER.**
- ★ No eyestrain! No glare! No distortion!
- ★ More contrast! Sharper outlines!
- ★ Wide angle view! 3-dimensional impression!

BIGGER PROFITS FOR YOU

because . . .

- ★ Duotone Daylight lens is available in all sizes.
- ★ Lens available tinted or clear.
- ★ Generous dealer discounts are our policy!

LENS PRICES start as low as \$12.95

Also Available . . . FILTERS

- ★ Duotone Daylight Television Filters scientifically tinted for maximum clarity, heightened contrast, elimination of eyestrain. 7" \$2.00, 10" \$3.50, 12" \$5.00, 15" or 16" \$7.50.

CONTACT YOUR DISTRIBUTOR OR DUOTONE DIRECT

THE DUOTONE COMPANY, INC.

799 Broadway New York 3, N. Y.

MAKERS OF THE FAMOUS DUOTONE NEEDLES

Recordis

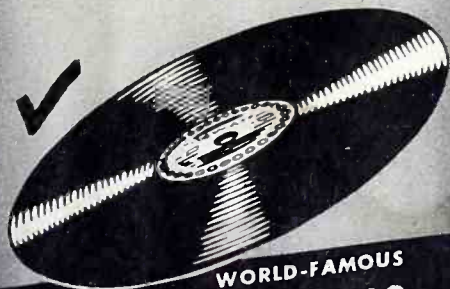
GIVES YOU

2 QUALITY PRODUCTS



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

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



WORLD-FAMOUS HOME RECORDING BLANKS

SEND FOR THE NEW COMPLETE RECORDISC CATALOG

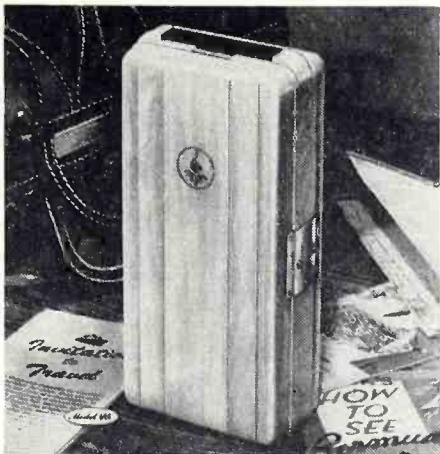
"You Take No Risk With Recordis"

THE **Recordis** CORP.

395 Broadway, New York 13, N. Y.

Emerson Portable Radio

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



Opening and closing of the lid on this pocket portable radio automatically turns the set on and off, eliminating any possibility of battery waste. Portable operates on self-contained batteries and has advanced engineering electronic features. Weighs only three pounds, is 8½ inches x 2½ inches x 4¼ inches, and lists for \$24.95 complete with batteries.

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

New Airtronix Phonograph

Manufactured by Airtronix Development Corp., 20, West 22 St., New York, N. Y.



This portable phonograph plays at all three speeds, 78-, 33 1/3- and 45-rpms. It has three tubes and an inverse feedback. The case is in simulated alligator and is made in two tones. Phonograph plays all types of records. Available for immediate delivery and lists at \$39.95.

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

"THEATRE-SIZE TELEVISION" FOR PLACES WHERE CROWDS GATHER



...it's tradioVision!

4 Ft. x 3 Ft. Picture \$1,695

3 Ft. x 2 Ft. Picture \$1,495

Western Prices Higher

Cabinet dimensions: H 71¼" W 54" D 29½"

With remote control unit, auxiliary speaker and FM tuner



Control unit dimensions: H 12½" W 14" D 19"

If you want relief from the cut-price competition on home sets . . .

If you want large unit sales with a big margin of profit for you . . .

If you want the commercial TV business that's rightfully yours . . .

Then *...it's tradioVision!*

—Now being installed in hundreds of prestige locations including Jack Dempsey's restaurant in New York.

—Guaranteed free conversion to color or channel changes for two years.

—Unique plug-in assembly for fast servicing and anti-obsolence.

TRAD TELEVISION CORP.

New York Office and Showrooms
377 Fourth Avenue MURRAY HILL 3-9757

New Year

Check List For Effective Profit-planning in 1950

LOCATION ADVANTAGES

- Is your store favorably located?
- Is the neighborhood constantly improving?
- Are you next to vacant stores?
- Are there ample parking facilities?
- Do you need larger quarters?
- Has the type of traffic changed?
- Is population in area increasing?
- Have you ample space to operate efficiently?
- Would it be wise for you to move?

PHYSICAL ADVANTAGES

- Is your store front modern?
- Does it attract radio and TV customers?
- Does your sign promote your business?
- How about the interior? Need redecorating?
- Is it arranged to give efficient service?
- Can your sales force handle customers at all times?
- Have you a television salon?
- Are you planning one?
- Is your store well lighted?
- Are show windows an asset?
- Do you keep your store spotless at all times?
- Are your service trucks mobile advertisements for your business?
- Have you eliminated all accident hazards from your premises?
- Have you made all needed improvements?

ADMINISTRATION

- Are your books always in order?
- Would a small investment in a business system improve efficiency and increase profit?
- Do you buy wisely?
- Are you getting top-heavy with fixed and semi-fixed assets?
- Have you calculated salesman remuneration on business potential?
- Is your service department operating efficiently and at a profit?
- Are you losing TV profit on costly installation and service calls?

SALES FORCE AND SELLING

- Have you developed your own philosophy of selling?
- Do you choose your salesmen accordingly?
- Have you a first-class training program?
- Do uncertainties of TV, i.e. color, more channels, blunt your sales?
- Do you concentrate on TV at the expense of radio and other appliances?
- Are your salesmen always aggressive?
- Have you rid yourself of sales deadwood?
- Do you ignore door-to-door selling?
- Have you an elaborate prospect list?
- Do you ignore special events selling?
- How much do your salesmen know about TV?
- Can salesmen counter objections to TV buying?
- Are you receptive to new sales ideas and changing selling techniques?

ADVERTISING AND SALES PROMOTION

- Have you allotted a place in your operating budget for advertising?
- Are you painstaking about media selection and ad placement?
- Do you use local newspapers, radio and TV stations to advantage?
- Do you neglect direct-mail and outdoor advertising?

It's Easy to Sell **Sentinel!**



The brightest, clearest pictures ever seen! That's SENTINEL—with bigger-than-ever profits for you!

It's easy to sell Sentinel with its Auto-Matic One-Knob Tuning for automatic synchronization of sound and picture . . . built-in antenna that eliminates costly installation . . . rich, smooth FM sound . . . non-glare safety glass . . . and a full 24% more picture than is possible with conventional screens. Beautifully hand-rubbed mahogany cabinets styled with sell-on-sight eye appeal.

It's easy to sell Sentinel with all its up-to-the-minute features. Get all the facts on

the outstanding Sentinel line of Consoles and Table models. All carefully designed and meticulously built to assure you bigger volume, greater television profits the year around. Call your Sentinel Distributor now . . . or write us direct for full information.

Sentinel Radio and Television EVANSTON, ILLINOIS

TRAVEL THE PROFIT ROAD ALSO WITH THESE MOST POPULAR SENTINEL RADIOS



314-I

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



316

3-way personal portable. Light-weight. 4"Personality Colors." Exciting in tan, red, white or green.



333-W

FM-AM at a price that sells! Built-in antenna. Loaded with sales appeal! Ideal as an "extra" radio in many homes.



331-W

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

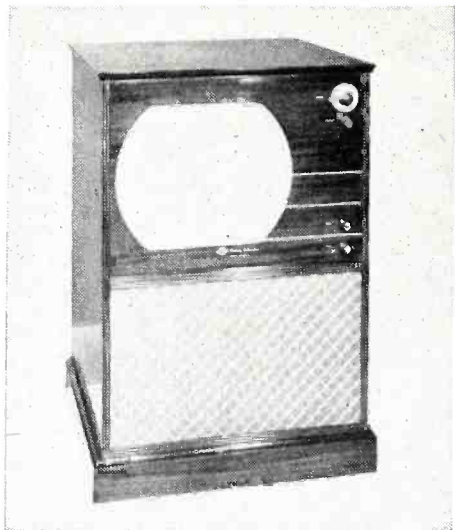


332-I

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

ITI 16-inch TV

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



Featuring ITI visual tuning, a combination of automatic gain control and inter-carrier sound circuits, this 16-inch television console is equipped with a built-in non-directional antenna. Has a 12-inch concert speaker. Available in hand-rubbed dark mahogany and light korina finishes. Priced at \$389.50.

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

RCA's Portable "45"

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



Featuring an automatic 45-rpm record changer and storage compartments for single records and for albums, this is the first portable 45-rpm phonograph. Unit is self-contained with amplifier and loudspeaker. Lid may be removed, folded back or kept closed. Plays up to 10 of the 45-rpm records. Instrument in either brown or red finish. Suggested eastern retail price: \$49.95.

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

Mercedes "Sixteen" TV

Manufactured by Mercedes Television,
101 West 31 St., New York 1, N. Y.



One hundred forty-five square inches of viewing screen is provided by this custom television model featuring a 16-inch cathode-ray tube. Also features video IF in 3.5 mc. band, automatic gain control, high-fidelity speaker, automatic station selector and fine tuning control. Cabinet is in mahogany or blonde finish. Priced at \$369.

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

GE Console TV

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



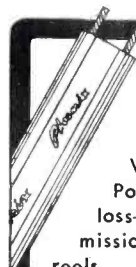
Incorporating a featured 12½-inch "Black Daylight" picture tube which reduces halation and cuts down light reflections, this television console is the latest in a line using tubes with aluminized interiors for greater picture contrast and clarity. The receiver also has a built-in antenna. Cabinet is hand-rubbed blond korina or mahogany, listing at \$329.95 and \$319.95 respectively.

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



TWIN SCREW TYPE STAND-OFF INSULATOR

Strong, dependable—improves performance, cuts losses! One piece, rust proof steel.



300-OHM TRANSMISSION LINE

Weather-resistant, heavy, pure Polyethylene jacket. Ultra low loss—gives maximum signal transmission. 100' carton; 500' and 1000' reels.

PHOENIX
ELECTRONICS, INC.
Lawrence, Mass.

AT LEADING
JOBBER'S
Write for
folder V of
complete line
of television
accessories.

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

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

WARNING . . . South River Chimney Mounts are patent protected. Imitations and infringements are being prosecuted. See U. S. Patent No. 2482575.

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

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

- ADMIRAL
- APEX
- BELLEVILLE
- CAVALIER
- CHILRITE
- COLDSPOT
- COOLERATOR
- COPELAND
- CROSLY
- 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
- SPARTAN
- STEWART-WARNER
- UNIVERSAL COOLER
- UNIVERSAL (LF&C)
- WESTINGHOUSE
- WILLIAMS ICE-O-MATIC


FRIGIDAIRE



Master 5-35



Sup 193




1936

FRIG


NEW 1949-50 EDITION

STANDARD REFRIGERATOR AND FREEZER

TRADE-IN MANUAL AND DEALER GUIDE



Mas 6 36



Sup 5 36

DRS-6 36



D3-36

Model Number	Cap. Cu. Ft.	Height Inches	Width Inches	Finish	No. of Trays	Trade-In Value
Koldchest	2.1	36	27	D	2	\$18.00
DRS-5-36	5.1	53	28	D	3	24.00
DRS-6-36	6.2	57	30	D	3	28.00
D3-36	3.1	44	23	D	2	23.00
Mas 3-36	3.1	44	23	D	2	23.00
Mas 4-36	4.1	50	24	D	4	28.00
Mas 5-36	5.1	55	28	D	4	30.00
Mas 6-36	6.2	58	30	D	6	33.00
Mas 7-36	7.2	58	31	P	4	37.00
Sup 4-36	4.1	58	28	P	4	30.00
Sup 5-36	5.1	55	30	P	6	31.00
Sup 6-36	6.2	59	31	P	6	33.00
Sup 7-36	7.2	60	32	P	6	34.00
Sup 9-36	9.1	64	38	P	7	35.00
Sup 10-36	10.0	64	38	P	8	36.00
D Imp. 13-36	13.1	64	47	P	6	38.00
WP-12-36	12.1	64	47	P	6	38.00
WP-15-36	15.1	71	47	P	6	38.00
WP-18-36	18.3					

D - Duco exterior
 P - Porcelain exterior
 ... 2 doors
 ... 4 doors
 * Litho Model

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

- ALCO
- AMANA
- AMC
- AMERICAN
- ARCTIC TRUNK
- ATLANTIC
- BEALL
- BEN BAR
- BEN-HUR
- BISHOP
- BTC
- CARRIER
- COLDSPOT
- COOLERATOR
- CO-OP
- CORONADO
- DEEFPREEZE
- 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
- PANAELECTRIC
- PHILCO
- QUICFREEZ
- QUILLEN
- STANZERO
- SUBZERO
- VICTOR
- WHITING
- ZEROSAFE

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

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

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

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

Quantity price list available on request.



PROTECT YOUR REFRIGERATOR AND FREEZER PROFITS!

All appraisals have been revised to reflect current market factors.

BE PREPARED FOR YOUR 1949 REPLACEMENT SALES

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

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

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

Name _____

Company _____

Street Address _____

City _____ Zone _____ State _____

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



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Merry
Christmas





nce again we come to the end of a year marked with the unqualified success of a new venture.

Thanks to your confidence in RCA Victor's planning and foresight, we were able to introduce the result of many years of hard work... the RCA Victor 45 rpm system of recorded music. And thanks to your merchandising support, "45" was brought to music lovers across the nation.

In television, too, we shared the success of placing RCA Victor instruments in more American homes than any other make. We saw Eye Witness Television remain, without a doubt, America's favorite.

But we are not content to live for the success of the past. We will continue our search—in our laboratory and in our factory—for the yet-to-come improvements which will maintain RCA Victor as your top-quality instruments... your biggest profit makers.

To you, our friends and associates, we at RCA Victor again say "thanks"... "a Merry Christmas"...

and a
Happy and Prosperous
New Year



World Leader in Radio
... First in Television

RCA VICTOR



ONLY RCA VICTOR MAKES THE VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

New Philmore TV

Manufactured by Philmore Manufacturing Co.,
Inc., New York 3, N. Y.



Featuring a 16-inch picture tube with a 134-square-inch viewing surface, this television consolette has a 30-tube chassis. Circuit supplies 12,000 volts for picture brightness. Four-mega-cycle band-width for best reception on all stations. Picture tube can be removed for servicing by lifting mask frame. Cabinet is in mahogany.

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

Starrett's "Cleveland"

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

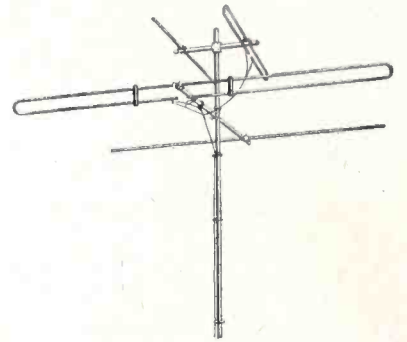


A television-radio-phonograph combination in mahogany, with solid frame doors of book-match crotch mahogany. Chassis has 36 tubes, including four rectifiers and a 16-inch cathode-ray tube. Radio frequency amplifier provides for increased sensitivity and selectivity of both sound and picture. Dual speakers are powered by a 12-inch PM Alnico speaker. Record changer plays all three speeds and has complete range of tone control for treble and bass.

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

Insuline's TV Antenna

Manufactured by Insuline Corp. of America,
36-02 35th Ave., Long Island City, N. Y.



A rigid, weather-resistant antenna of all-metal construction. Has rubber stand-off insulators and high-low band element connecting lead. Five-foot steel mast can be readily installed from packed instructions. Provides 300-ohm impedance matching to transmission line. Separate rotating of elements allows for maximum clarity and signal strength, with rejection of interference.

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



Model T-10
The Swivel Top Television Table

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

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

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

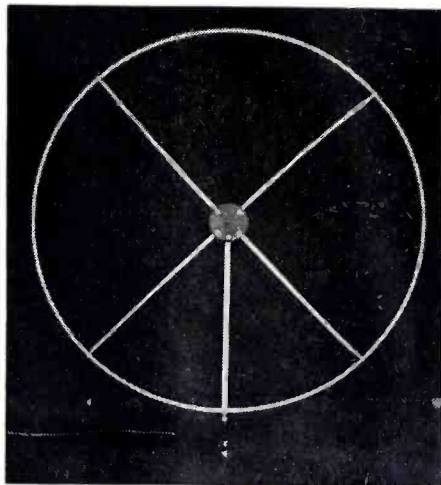
Distributors and Dealers—Write for our booklet on this and other models.

SATEEN PRODUCTS CO., INC.

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

Circle-X Antenna

Manufactured by Circle "X" Antenna Corp.,
500 Market St., Perth Amboy, N. J.



An antenna which covers complete TV band with minimum of adjustment and which is designed for indoor use. Has very high gain with wide signal sweep range, also high pick-up on high frequency channels. Field tested in metropolitan areas of the east and midwest. Retail at \$24.

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

TELE M A T I C

A Sweetheart
of an antenna

The heart of the
HERCULES

HERCULES

ANTENNAS

TELE-MATIC INDUSTRIES, Inc.
32 Wyckoff St., Brooklyn 2, N. Y.

Sales Sensation of the Year...

New Zenith "Black" Tube Television



**Of course, Zenith Has a Built-In Antenna—
the Amazing "Picturemagnet"—Plus the New
Super-Sensitive Circuit—Giant-Picture Screen
and Many Other Zenith "Firsts"**

\$28995*
Plus Federal Excise Tax

New Zenith "Saratoga"

An unprecedented value in television entertainment. With new Glare-Ban "Black" Tube—television's greatest picture improvement! Has "Big B" Giant Circle Screen and sensational new "Picturemagnet" built-in aerial. Plus Zenith's exclusive One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. In handsome cabinet of genuine mahogany veneers.

Never before have there been such amazing television improvements available to you as in these new Zeniths! Zenith† gives you pictures with great depth and detail—photographic realism. Sensational Zenith Glare-Ban "Black" Tube (Blaxide) increases picture clarity—eliminates objectionable blur and glare. And now in many locations, no need for a separate aerial inside or out with Zenith television... just plug in, and Zenith's exclusive "Picturemagnet" does the rest.

Yes, of course Zenith has a Built-In Antenna—

PLUS These Sales-Proven Zenith Features

- ★ **One-Knob Automatic Tuning**—one twist brings in station, picture, sound. Does automatically what on many other sets takes up to 5 or 6 manual tuning operations.
- ★ **"Gated" Automatic Gain Control**—Zenith's exclusive, automatic protection against "picture flutter."
- ★ **Genuine Armstrong FM Sound**—the FM of the experts. Glorious toned, static-free, even in worst storms!
- ★ **Giant Circle Screen with Picture Control**—gives you a choice of circular or rectangular pictures at the flick of a finger!

ZENITH TELEVISION

New Zenith "Lexington"
Quality television at its finest! New Zenith Glare-Ban "Black" Tube—gives greatly improved picture clarity in lighted rooms. With "Giant C" Giant Picture Screen and Zenith's exclusive built-in "Picturemagnet" aerial. Simplified One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. An exquisite console in genuine mahog-
\$39995*
any veneers.
Plus Federal Excise Tax



ZENITH TELEVISION

Zenith has the great values



ZENITH RADIO CORPORATION
6001 West Dickens Avenue, Chicago 39, Illinois

New Zenith "Regent"

Television FM-AM Radio-Phonograph Combination. With new Glare-Ban "Black" Tube and "Big B" Giant Circle screen. Has Zenith's new built-in "Picturemagnet" aerial plus exclusive Duo-Picture Control and Simplified One-Knob Automatic Tuning. Matchless radio reception with Zenith's new Super-Sensitive FM and famous Long-Distance AM. Revolutionary new 3-Way Cobra† Tone Arm and Record Changer plays all records, all sizes, all speeds—automatically! All exquisitely combined in a superb "Queen Anne" cabinet of genuine ma-
\$48995*
hogany veneers.
Plus Federal Excise Tax



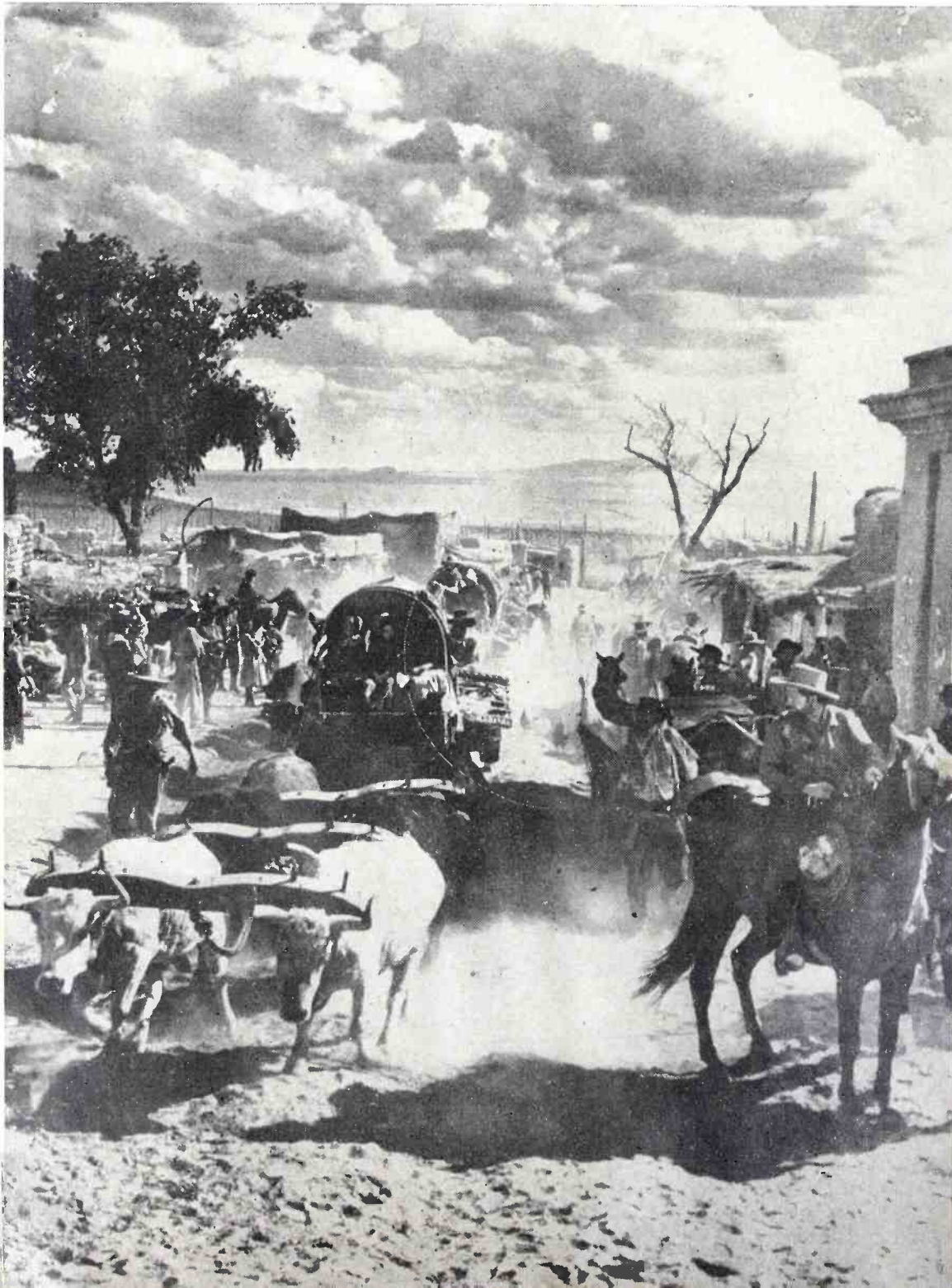
*Suggested retail prices. West Coast prices slightly higher. Prices subject to change without notice.



Cecil Graver, Tucson, Arizona, dealer builds business by boosting the Wild West. Below, Old Tucson Days.

SIX-GUN CAPERS CATAPULT SALES

A Tucson dealer goes out of his way to capture the glamor of the Old West and builds his sales volume in the process



OCCASIONALLY Cecil Graver slips a six-shooter from his desk, walks down Tucson's main street and begins to shoot up the town. Since Tucson is now a thriving city of 100,000, a far cry from the days when it was a sleepy desert village with bad men walking its board sidewalks, this would seem highly improper. But Graver's gun shoots blanks, and what's more he needs a permit to carry it. Why does he go to all the trouble? Because the fireworks Graver raises recreates the flavor and atmosphere of the Old West. And it is this atmosphere that brings hordes of eastern visitors to the Arizona city annually. For Tucson's business men like Cecil Graver, that means money in the bank.

Graver is not Tucson's lone wolf promoter. He just happens to be the spark plug of the city's promotions. He also happens to be a dealer in the radio and appliance business who has turned his civic activities into a veritable gold mine. Last year, for instance, he handled publicity for the famous "Old Tucson Days." Under his direction, stories were placed in some 211 publications with a total readership of 25 million people. All the work Graver did on it paid off handsomely, in the carloads of electrical appliances sold.

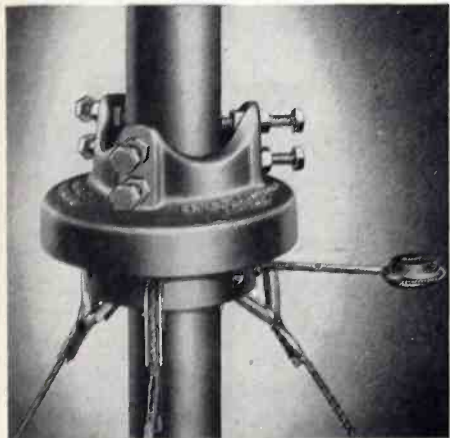
By Dint of Hard Work

Fourteen years ago Graver launched his Electric Service Co. on capital amounting to a mere \$350 and ran his volume to about \$4,000. By 1947, however, sales totaled \$130,000 and within another year that sales volume had doubled. He had also moved from a tight 14- by 50-foot store to two stores, both almost twice that size, adding two warehouses for good measure. The size

(Continued on page 47)

New Crown Accessory

Manufactured by Crown Controls Co., Inc.,
124 So. Washington St., New Bremen, Ohio

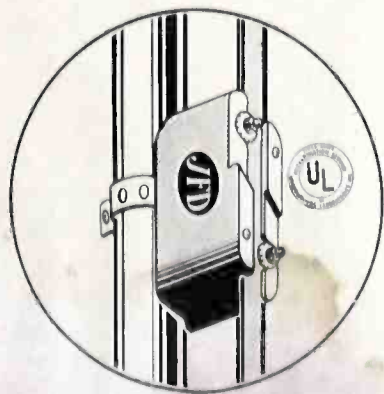


A roller bearing guy ring unit designed so that the masts of antenna can be rotated without loosening the guy wires. One-piece aluminum casting has three guy thimbles, a stand-off insulator and necessary locking bolts and nuts packaged with it. Material is corrosion-resistant and has weather guard feature. Lists at \$7.95.

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

JFD Lightning Arrester

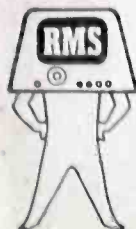
Manufactured by JFD Manufacturing Co., Inc.,
6101 Sixteenth Ave., Brooklyn 4, N. Y.



Designed to protect television parts against lightning and static charges, this twin lead lightning arrester can be installed on the mast, on a grounded pipe, wall, window sill or other flat surface. Requires no wire stripping, cutting or spreading of line. Discharge contacts sealed in rare gas tubes to dissipate charges. Glazed porcelain construction resists temperature and humidity changes. Hardware is solid brass and nickel-plated.

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

Radio & Television Journal • December, 1949

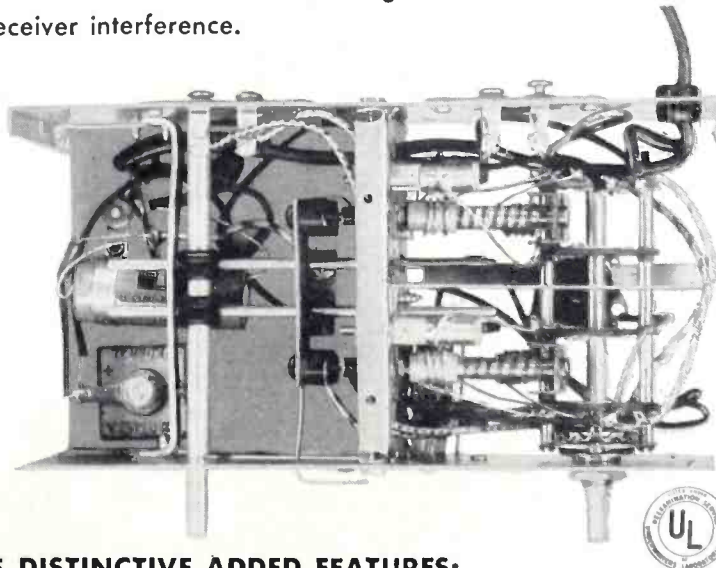


Gets terrific results

ON ALL CHANNELS!

RMS PREAMPLIFIER SP-4

This new superbly engineered preamplifier provides an average gain of 4 to 6 times—over the entire television range . . . and actually rejects a high percentage of outside interference. It features individually shielded input, output and power sections with the entire unit shielded against outside and television receiver interference.



COMPARE THESE DISTINCTIVE ADDED FEATURES:

- Efficient placement of components permits full use of tuning circuits with no loss in leads.
- Input and output iron-cores assure maximum resonance at the desired frequency.
- Isolation-type transformer eliminates shock hazard from chassis.
- Coils wound with flat ribbon for maximum efficiency at high frequencies.
- Pilot light indicates preamplifier is in use and is separately colored for each band.
- Single knob simplified tuning. Distinctively crafted cabinet.

Servicemen . . . dealers! Improve unsatisfactory installations; make new customers where reception has not been obtainable. Use RMS Preamplifier SP-4. Now available at your local jobber. For further information, write

Radio Merchandise Sales Inc., N. Y. 55, N. Y.

Golden Age of Television

(Continued from page 15)

and intelligent fashion. Obsolescence objections took over where landlord objections left off. The UHF and VHF channels proved an admitted problem, but the urge to have television in the home still led customers to dealers' shops to put cash on the line.

Then came color, and with it the color jitters. Even after the FCC started its scheduled hearings on additional frequency allocations and on the color question, after demonstrations were held on color systems, after the pros and cons of the color question were presented, some merchandisers still have the color shakes. But the calmer prophets who foresaw a time lapse of anywhere from five to, in some cases, 15 and 20 years still are in a position to stump for their original viewpoint. The FCC has not yet ruled on the licensing of a color system, pressed now with renewed vigor. There remain examination of the testimony and the results of demonstrations. Further field tests may follow, lasting over many months. There remains the time gap between any positive FCC ruling and the manufacture and distribution of any apparatus connected with the telecasting and reception of color TV.

While awaiting the decision of the FCC, it is only a half-truth to say that the fate of the industry rests with the Commission. The fate of the industry rests with the industry—manufacturers, distributors and dealers. It was the TV industry that made over two and one-half million television receivers which retailed at somewhere around \$650,000,000 this year. And it will be the manufacturers who make the estimated three and one-half million TV receivers in 1950, and the distributors and dealers who will make the sale of these receivers, amounting to over \$700,000,000, possible.

DREAMS ARE WHAT MAKE PROFITS

(Continued from page 18)

Budget and Desire

In the case of the Detroit veterans previously mentioned, their desires were curbed considerably by the incomes they realized in their postwar jobs. The average veteran had hoped to earn about \$483 a month, and actually was able to earn \$311. That meant the great majority of them had to sublimate desire to the ironclad strictures of the family budget. These limitations on buying power did not curb for one minute the desire to possess all the items they had hoped for when they left the service.

This small sampling of metropolitanites in the midwest has great significance for dealers all over the land. It typifies the wishes and desires of consumers from far and wide, veterans and non-veterans, who look toward the better life. Radio became a must for that better living and still enjoys a priority. But now television has come along, adding one more potent product to the offerings dealers can make to the consuming public. Far from being even feebly saturated, the television market has hardly been scratched. But radio and television dealers have no guaranteed sales facing them. With consumers' budgets tight, the battle for every dollar rages ever more furiously. Every dealer is faced with the need to battle for that dollar with all the ingenuity at his command. Otherwise he will not make the sales he should before the same tight money is siphoned off into other channels. The veterans in Detroit's Learned Post No. 1 of the American Legion are not the only ones who have dreams of a more comfortable future. Such dreams are uppermost in the minds of consumers throughout the country. And in all those dreams lie limitless profits for radio and television dealers.

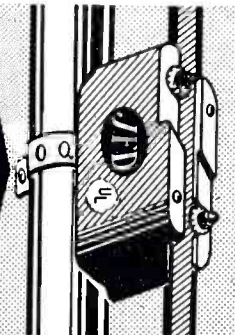
Space at 1950 Parts Show Completely 'Sold Out'

All booth space at the 1950 Parts Distributors Show has been sold—nearly six months in advance of the Show dates, May 22nd-25th at the Hotel Stevens in Chicago—according to an announcement by Kenneth C. Prince, Show manager. This year's rush for space on the part of electronics components manufacturers exceeded any in the previous history of the show, Prince said.

Drawings for preferred space were held at the Governor Clinton Hotel in New York December 7th, to determine locations to be assigned to each of the 164 manufacturers who have returned signed contracts to Show headquarters here so far.

Prospect of intensified competition in what is forecast as one of the best years in the industry's history is credited with the heavy demand for space at the 1950 Show, the managers said. The fact that the 1950 Distributors Show will feature three afternoons of educational meetings, sales clinics, conferences and seminars for distributors, and the decision to eliminate all distributor admission, is expected to bring record numbers of distributors to the May Show.

SELLS ITSELF!
GET THAT EXTRA PROFIT!



JFD SAFE TV GUARD Lightning Arrester

Protects Television Sets Against Lightning and Static Charges

\$225
LIST



The ONLY Twin Lead Lightning Arrester Approved by UL for Outdoor-Indoor Installation.

SIMPLE TO INSTALL... attaches to any grounded object, at any position between antenna and the set, indoor or outdoor.

NO WIRE STRIPPING or CUTTING or Spreading of lines necessary. 300 ohm impedance... does not unbalance line.

One Dozen To Package with FREE Self-Selling Display Cards

Advertised in Consumer Publications To Help Your Sales



©1949, JFD MFG. CO., INC.

MANUFACTURING CO., Inc.
6113 16th Avenue
Brooklyn 4, N. Y.

FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

NEED HELP?

TRAINED MEN AVAILABLE

Solve your trained manpower shortage by employing C.T.I. graduates. These men have completed a rigid course of training. What they've learned has been *practical*, because most of their training period was spent *in the shop*. We probably have graduates from your area. Write for prospectus on available men. (No employment fees).

COMMERCIAL TRADES INSTITUTE

1400 Greenleaf
Dept. P104-12, Chicago 26

NOW a COMPLETE moderate price line!

Jewel RADIOS

MODEL 935



**JEWEL
"WAKEMASTER"
WITH
LULLABY SWITCH**
Clock radios from
\$19.95 to \$31.95

★ With one setting, Model 935 lulls you to sleep to music, then shuts itself off. Next morning, wakes you to music . . . automatically! If you doze, Wakemaster buzzes. Use as clock, radio or electronic reminder — separately or together. Superhet radio with 5 tubes including rectifier, TELECHRON sweep-second alarm movement, self-enclosed DURALOOP antenna.

MODEL 956



**JEWEL
TABLE RADIO**
\$14.95
to
\$19.95

Tomorrow's styling today — in the lowest-price radio of its class! Big, bold dial, controlled by new Jewel vernier drive. Superhet circuit, 5 tubes including rectifier. Self-contained loop antenna. A sure traffic-builder!

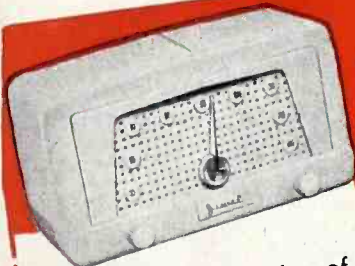
MODEL 955



**JEWEL
"NUGGET"**
\$9.95
to
\$12.95

Beautiful performance . . . beautiful styling. Superhet circuit, 1650-540 kilocycle tuning range, Alnico 5 speaker. New Jewel vernier drive with sweep dial. Only 5 1/8" high, 7 7/8" wide, 4 7/8" deep! Unusual Value!

MODEL 960



**JEWEL
TABLE RADIO**
\$19.95
to
\$24.95

Over 30 square inches of dial face! Note plaque-type numerals, ornamental indicator. Superhet, 2 "K-Tran" I.F. transformers, 5 tubes including rectifier. Enclosed DURALOOP antenna.

**DISTRIBUTORS!
FACTORY REPS!**

Territories still available. Write today!

MODEL 814



**JEWEL
"TEE-NEE"**
\$17.95
less batteries
Ivory, Maroon
or Beige

★ Tiny battery-operated portable . . . small as your hand! 4 tube superhet; self-contained loop antenna; large Alnico 5 speaker; "sound-focus" feature. All-plastic cabinet with plastic shoulder strap.

MODEL 949

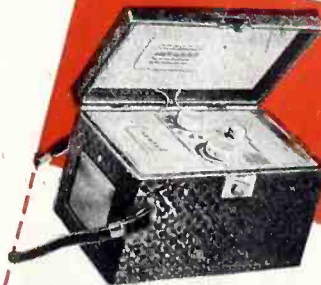


**JEWEL
"GOLDEN"**
\$19.95
less batteries
"Crocodile" or
2-tone covering

★ New AC-DC-battery portable with room-size volume. Superhet, 4 tubes plus selenium rectifier, large Alnico 5 speaker, self-contained loop antenna. Model 970—Same, but battery operation only. Less batteries, \$16.95

All Jewel plastic cabinets are moulded in pure plastic colors — not painted or sprayed. Talk this strong competitive feature!

MODEL 901



JEWEL "TRIXIE"
\$34.95
less batteries
Green, Red, Brown
python saddle-
stitched leatherette.

★ AC-DC-battery portable with exclusive "sound-focus" feature. Superhet; 4 tubes plus selenium rectifier, self-contained loop antenna. Plays with lid open or closed. Slightly higher in genuine leather.

All prices slightly higher West of Rockies. Prices subject to change without notice.

Jewel RADIO CORPORATION

10-40 45th Avenue, Long Island City 1, N. Y. Cable Address: JEWELRAD, New York

Predicts TV Ownership in Excess of 7,500,000 by End of 1950

With TV receiver production now in excess of 80,000 weekly according to RMA figures, television set ownership should exceed 7,500,000 by the end of 1950, in the opinion of J. R. Poppele, president, Television Broadcasters Association, Inc. This is at least a year earlier than the most optimistic observers forecast. Mr. Poppele went on to assert that the great wave of public demand for TV sets is likely to grow, even

though manufacturers are turning out greater quantities of receivers than at any time in the history of television, and despite a shortage of receivers in several price categories.

"At the rate of 80,000 receivers a week, or better, a minimum of 4,000,000 additional TV sets can be expected on the market during the next year," he said. "This year's output will exceed 2,500,000. Combined with the

1,000,000 sets sold last year and the 4,000,000 likely to be produced in 1950, receiver ownership will soar to 7,500,000. And this is only the beginning of the expansion of television," Mr. Poppele pointed out. With 7,500,000 sets installed, a television audience of 30,000,000 is virtually guaranteed, the TBA executive said.

PROGRESSIVE TELEVISION DEALERS:

CASH-IN
on this
Exclusive
FRANCHISE DEAL

**REEVES
VIDEON**

GIANT SCREEN
television

... Motion Picture Quality by
Motion Picture Engineers

Here is a rare opportunity to be the only dealer
in your area with a **PROTECTED MARK UP**

CHECK THESE PLUS FEATURES

- REAR OR FRONT PROJECTION picture up to 8 ft. x 8 ft.
- PICTURE STABILITY permits channel switching without readjustment
- CABINET MODELS in addition to custom equipment
- AUDIO QUALITY unequalled high fidelity sound.
- BRILLIANT PICTURE pin point definition
- FLEXIBLE PLUG-IN UNITS for easy servicing

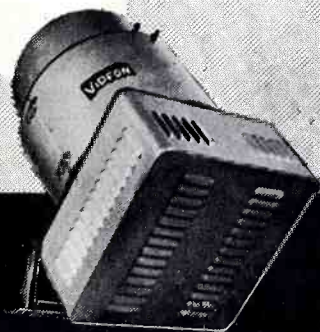
Write or Wire

TODAY FOR
COMPLETE DETAILS

on

**REEVES
VIDEON**

REEVES Soundcraft CORP.
10 EAST 52nd STREET • NEW YORK 22, N.Y.



Skiatron Stock Offer

The Skiatron Corp., 381 Fourth Ave., N. Y., has announced an offer of 275,000 shares of \$.10 par value common stock at \$1.00 per share. This issue will become effective upon the receipt of \$100,000 minimum in subscriptions. Until such minimum requirements are received, the subscriptions will be held in escrow. Developments of the Skiatron Corp. of interest to the television industry are Supersonic TV, for bringing television to the motion picture screen, the Skiatron system of television, and a TV color system.

Motorola Minute Movies

Motorola, Inc., Chicago, Ill., is making four new one-minute films available to distributors for dealers' local use in promoting the firm's 1950 radio and television lines. The films are titled, "Eyes Bright," "Days of Pleasure," "News," and "Sweep and Lovely." The 35-mm. versions are provided to dealers without charge and are for theatre showing. The 16-mm. films for television are available at \$20 for a set of four. The films are 50 seconds, with 10 seconds allowed for the dealer's signature.

For TV Standards

Raymond F. Guy, chairman of the Engineering Committee of the Television Broadcasters Association, Inc., N. Y., reports initial steps were taken for standardization of TV equipment by the Institute of Radio Engineers and the Radio Manufacturers Association. An RMA-IRE Coordination Committee met, he disclosed, and reviewed the recommendations made recently by TBA, and formulated procedures to study and establish equipment standards. Both groups are at work on specific equipment.

SIX-GUN CAPERS CATAPULT SALES

(Continued from page 42)

of his operation is in part attributable to his keen promotions and his equally keen civic-mindedness. But his business was really built on sheer hard work.

Back in the early days Graver used to take his briefcase in hand, lock his front door and go out to canvass the neighborhood. Those were the days when a dealer would try demonstrating a radio with three or four competitive lines already in the house. Only after he had made his quota of calls would he return and open his store for walk-in business. This dogged way of doing business helped bring Cecil Graver through tough years to the thriving volume he enjoys today. His early attitude to service helped, too. At first, he did all his own service work. Even today he feels that every salesman should know what makes his products tick. To show he means what he says, Graver

sits in on service classes himself, learning along with his employees.

Profitable Tricks

Although Graver has a reputation for prank pulling, dipping into his bag of tricks for stunts that sound crazy to anyone else, he invariably manages to come up with an idea that nets him a neat little profit. One of his favorite promotions is to give away live ducks, chickens and turkeys at Thanksgiving and Christmas. The last time he used this idea he added a little fun to the proceedings. He had a huge turkey enclosed in a crate, its head down. When the lid was released out popped the turkey's head with a large refrigerator sign dangling to its neck. Not only was the crowd surprised, but now when they laugh over it people remember Cecil Graver and his various products.

By using other inducements to sales, Graver manages to keep himself among the leading Tucson dealers. Offering product tickets valued at from \$10 to \$25 has been a customer-catching promotion, and prizes for the oldest models in radios and appliances are common to his promotional techniques. But beyond this aggressive approach to selling lies a deeper understanding about the value of civic activity. By making Tucson attractive to visitors, Graver is helping the community prosper. And even if his stunts have seemed like the handiwork of a foolish prankster, sharp business minds will recognize Graver's doings for what they are worth. For, in the last analysis, the publicity Cecil Graver gives Tucson is repaid many times over in the publicity—and, incidentally, the profits—which accrue to his Electric Service Co.



Tucson's prospering dealer, Cecil Graver, extreme left, takes part in the Wild West pageantry during celebration of Old Tucson Days, together with other prominent businessmen. Anything that promotes Tucson, bringing in tourist trade, helps promote business. Graver sees to it that he has a hand in all such civic projects. Besides, he's a great prankster, using stunts to spark sales.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• The board of directors, **Stewart-Warner Corp.**, 1826 Diversey Pkwy., Chicago, Ill., has declared a twenty-five cent per share cash dividend on the \$5 par value common stock, payable January 7, 1950, to stock of record at the close of business December 16, 1949. Similar dividends were paid January 8, April 9, July 9 and October 8, 1949.

• **Industrial Television, Inc.**, Clifton, N. J., announced that its new "black tube" will be available in all 12½-inch models of its line. The "black screen" cathode-ray tube will be optional on 12½-inch receivers and will carry a suggested price premium of \$10.

• **Philco Corp.**, Philadelphia, Pa., announced through its board of directors the regular quarterly dividend of fifty cents per share on common stock, payable December 12, 1949, to holders of record December 3. Ninety-three and three-quarters cents per share on preferred stock 3¾ per cent series A, was also declared, payable January 1, 1950, to holders of record December 15.

• Due to an increased demand for its products, including the Sheldon Telegenic picture tubes, **Allied Electric Products, Inc.**, Irvington, N. J., has found it necessary to move its Chicago office to larger quarters at 426 Clinton St., Chicago, where adequate stocks can be kept on hand for the Chicago-Midwest markets. Nathan Chirelstein, president of Allied Products, recently reported sales for October, 1949, had increased 72 per cent over the corresponding 1948 period.

• **Allen B. DuMont Laboratories, Inc.**, 515 Madison Ave., N. Y., reports net sales of \$29,507,000 for the 40 weeks ending October 9, 1949, compared with sales of \$17,374,000 for a comparable 1948 period. After provision for Federal income taxes, net profits for the 1949 period were \$1,676,000 compared with \$1,421,000 for the 40 weeks of 1948.

• The board of directors, **Emerson Radio & Phonograph Corp.**, 111 Eighth Ave., N. Y., has declared a spe-

cial dividend in the form of a 10 per cent stock dividend on outstanding capital stock of the corporation. Payable December 23, 1949, to stockholders of record December 5, it is calculated on the basis of one additional share of capital stock for each 10 shares held. Consolidated sales for the firm's fiscal year ending October 31 amounted to \$40,500,000 compared to \$30,900,000 the preceding year. Cash dividends for the year aggregated \$1.30 per share.

• The Sutton Distributing Co., 3939 W. Madison St., Chicago, Ill., has been named exclusive Cook County distributor for the **Trans-Vue Corp.**, 1139 S. Wabash Ave., Chicago. Sutton will handle the firm's remote control systems and home line of television receivers.

• **Capehart-Farnsworth Corp.**, Fort Wayne, Ind., I. T. & T. subsidiary, has appointed Tri-State Supply Co., Chattanooga, Tenn., as distributor for the Capehart line of television receivers and phonograph-radios in eastern Tennessee.

• Columbia Distributing Corp., 2601 Market St., Seattle, Wash., has been named exclusive distributor for the **Admiral Corp.**, 3800 Cortland St., Chicago, Ill., for the entire western Washington territory. The distributing firm will carry Admiral's line of television receivers, radio-phonographs, refrigerators and ranges.

• **Tele-tone Radio Corp.**, 540 West 58th St., N. Y., has appointed Masline Radio & Electronic Equipment Co., 192 Clinton Ave., North, Rochester, N. Y., as distributor for its radio and television lines. Five salesmen under the direction of Les Albright, sales manager, will cover the Rochester marketing area extending south to the Pennsylvania border.

• **Jewel Radio Corp.**, 10-40 45th Ave., Long Island City, N. Y., has the following West Coast sales representatives: Barstow Doran, 106-08 So. Grand Ave., Los Angeles 15, Calif.; Charles M. Meyer, 1355 Market St., San Francisco, Calif., and Ron-Merritt, 217 9th Ave. North, Seattle, Wash.

for 1950 it's the New **DEWALD**

HIGH DEFINITION **TELEVISION**
featuring
BUILT-IN ANTENNAS

And, the star of this outstanding new line of 10, 12½ and 16 inch TV receivers is the giant-screen 16 inch picture tube Model DT-161 shown at right. Ultra-powerful for top performance, even in fringe areas. Available in Mahogany or Blonde Mahogany. Dimensions 21½ x 40¼ x 23¾ inches.

For the finest, most dependable, trouble-free TV performance be sure to see the New 1950 DeWALD Line.

Now at NEW LOW PRICES!

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



Proven Quality for Over a Quarter Century

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

New Appointments

● David H. Grigsby has been appointed advertising manager of Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill. With the firm for the past five years, Mr. Grigsby has been manager of the sales promotion department, directing display and promotion activities, trade journal advertising and the sales training program. In addition to continued responsibility in these activities, he will also be in charge of the company's national and cooperative advertising.



DAVID H. GRIGSBY

● Ralston H. Coffin has been named to fill the post of director of advertising for the RCA Victor Division, Camden, N. J. Mr. Coffin has been identified with many important national accounts involving mass distribution of consumer products during the 19 years he has been in national advertising activities, and goes to Camden from McCann-Erickson, Inc., where he has been an account executive for the past five years.



RALSTON H. COFFIN

● Karl Hassel has been elected secretary of Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill., to fill the vacancy left by the recent resignation of R. D. Burnet, former secretary and controller. Also a director and assistant vice-president of the firm, Mr. Hassel joined forces with Commander E. F. McDonald, Jr., to organize Zenith. As early as 1921 he was manufacturing radio receivers under the trade name "Z-Nith," coined from his amateur radio station call letters.



KARL HASSEL



FRED D. WILSON

● Fred D. Wilson has been elected president of Capehart-Farnsworth Corp., Fort Wayne, Ind., domestic TV and radio manufacturing subsidiary of I.T.&T. More than 25 years in manufacturing

and sales in the home appliance field, Mr. Wilson served with the RCA Victor Division of RCA for 12 years, and was with Bendix Home Appliance, Inc., South Bend, Ind., as assistant to the president and as executive vice-president. Prior to joining RCA in 1936, he conducted a wholesale radio business in Newark in partnership with his father.

● Louis Grodsky has been appointed controller of Tele-tone Radio Corp., 540 West 58th St., N. Y. In his new post, Mr. Grodsky will be in charge of accounting, company budgets,



LOUIS GRODSKY

costs, taxes and will perform other fiscal duties. A C.P.A., he was formerly with the firm of Bernard M. Joffe in a senior accountant position.

Grigsby appointed advertising manager of Zenith, F. D. Wilson elected president of Capehart-Farnsworth, Grodsky to controller post at Tele-tone, Coffin new director of advertising of RCA Victor Division, Karl Hassel becomes secretary of Zenith

Three decades of radio-television "know-how"

insist oninsuline

Challenger

ANTENNAS

KITS and ACCESSORIES

... for superb television

... for fidelity FM reception

... for high quality

... for low prices

The "Challenger Line" features precision engineering ... manufacturing skill ... maximum performance ... competitive prices. There is an Insuline "Challenger" for every requirement ... outdoor, indoor, window.

Illustrated is the Model No. 6444

Challenger Antennas are first choice with TV installation men

Hi-Band Lo-Band
Folded Dipoles and Reflectors

For outstanding reception over the entire high band and low band television range. Ideal for "fringe" areas. Antenna sections rotate separately. Easy to install.

Write for latest catalog illustrating and describing the complete "Challenger" line of Antennas and Accessories.

INSULINE CORP. OF AMERICA
TRADE MARK
QUALITY PRODUCTS SINCE 1921

insuline CORPORATION OF AMERICA

INSULINE BUILDING • 36-02 35th AVENUE • LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse: 1335 South Flower Street, Los Angeles, Calif.
Exclusive Canadian Sales Agents: CANADIAN MARCONI COMPANY, Montreal

Write Dept. J-12 for New I.C.A. catalog



DECEMBER • 1949 • VOL. 66 • No. 12

"The Best Years of Your Life"

The last month of the year is usually a time for summing up, for taking inventory, for taking a long look at the balance sheet.

No matter how you look at it, this year of 1949 now drawing to a close has been a phenomenal one for television. In the first place, actual production of TV receivers exceeded even the most optimistic forecasts of a year ago. The year's total TV set production and sales will top 3,000,000! Twelve months ago, those industry spokesmen who predicted 2,500,000 receivers for 1949 were looked upon as overly optimistic.

The year got off to a rather slow start last January, although it was apparent that television had already managed to entrench itself strongly on the American public's desire. One year ago, television had just managed to pass the "gimmick" stage and become a product with very strong consumer appeal. But the vast majority of the buying public still maintained a "wait-and-see" attitude, and this reflected itself in slow-moving sales. This condition persisted right through the spring months and then followed the summer doldrums, and things really looked bleak. Folks just stopped buying, and prices began to slide and quotations on television receivers began to resemble a stockbroker's ticker tape.

But there were many manufacturers and dealers who, while not blessed with any prophetic insight still retained the ability to see the woods as well as the trees. To them, the summer slump meant little—in fact, it offered an opportunity for them to analyze their own position and plan ahead for an active fall. They refurbished their stores, placed their orders, planned their advertising, in some instances reduced the number of lines they were carrying and, in general, stripped for action on the premise that the fall of 1949 would see the most active trading period that television has yet experienced.

What happened in television almost immediately after Labor Day is now history, and there's little point in saying "We told you so." Almost overnight, millions of families wanted television receivers in their homes, and they wanted them at list prices. The price factor became secondary as Mr. and Mrs. America showed their faith in this most wonderful of products and did not want to forego the pleasure of having one at home. Proof that price is no longer the primary consideration is shown by the decline in sales of table model television sets and the upsurge in console and combination transactions. The basic good sense of the average buyer convinced him that his television receiver would be just about the most important single piece of furniture in his home, and he wanted something that would be good to look at. That accounts for the growing consumer preference for more expensive models.

Now, how about the momentous year ahead? Will this unprecedented demand for television continue past Christmas? Once again, we do not consider ourselves endowed with any special crystal-ball powers, but in this connection, we'd like to cite a little story that was told recently by Lew Hahn, president and treasurer of the National Retail Dry Goods Association. A man and his wife were engaging in a quarrel somewhat more serious than their usual family spats. The wife was crying and the husband's jaw was set in grim lines. Whatever patience he may have had was worn to a frazzle. "All right," he shouted, "if you don't like it you can go out and leave me alone!" "The idea," his wife sobbed, "of treating me this way when I have given you the best years of my life!" "Yes," yelled the husband, "and *who the hell made them the best years of your life?*"

The American public's rapid acceptance and demand for television is making these "the best years of your life"—for manufacturers, distributors and dealers, and it is fitting that this industry live up to its high purpose by refusing to engage in shoddy business practices during 1950. The demand for television will continue at a high level throughout the next year, and for many years after that, so in that frame of mind we at RTJ wish you a Merry Christmas and the Happiest of "View" Years.

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*If your
Pictures
look like this* →



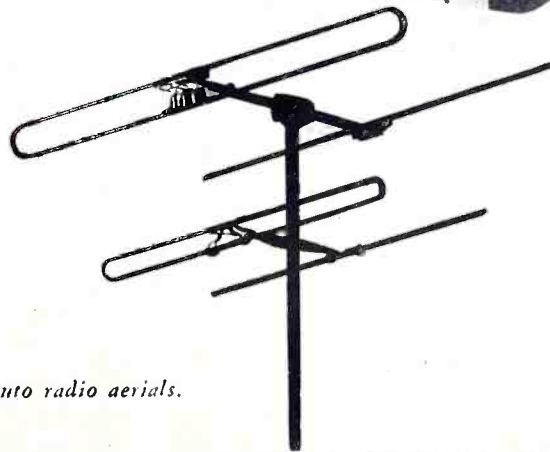
YOUR TELEVISION WILL BE IMPROVED WITH A WARD OUTDOOR AERIAL

*to give you
Pictures like this* →

The modern miracle of pictures by air can be a most satisfying means of entertainment. But be satisfied only with a picture comparable to a class "A" motion picture—on every station in your area. It is unnecessary to compromise!

HERE'S WHY: Television waves are like light beams — solid objects reflect and refract them, making it impractical to pick up all stations from an indoor aerial. That is why you get double images on some stations. In addition, indoor aerials have poor signal pickup making it difficult to get good pictures on all stations.

FURTHERMORE: Your indoor antenna may have a high noise level which increases the amount of interference as you advance the contrast control to bring up a weak picture. All of these technical difficulties are eliminated by a WARD outdoor aerial installed by a competent radio serviceman. In every case, a Ward outdoor antenna will improve reception over an indoor aerial. Also, Ward aerials are so well designed, they are attractive on a house. *It is unnecessary to compromise!*

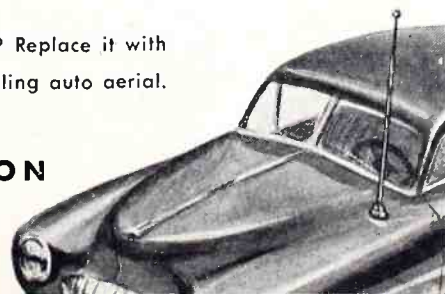


WARD is the largest and oldest exclusive maker of television and auto radio aerials.

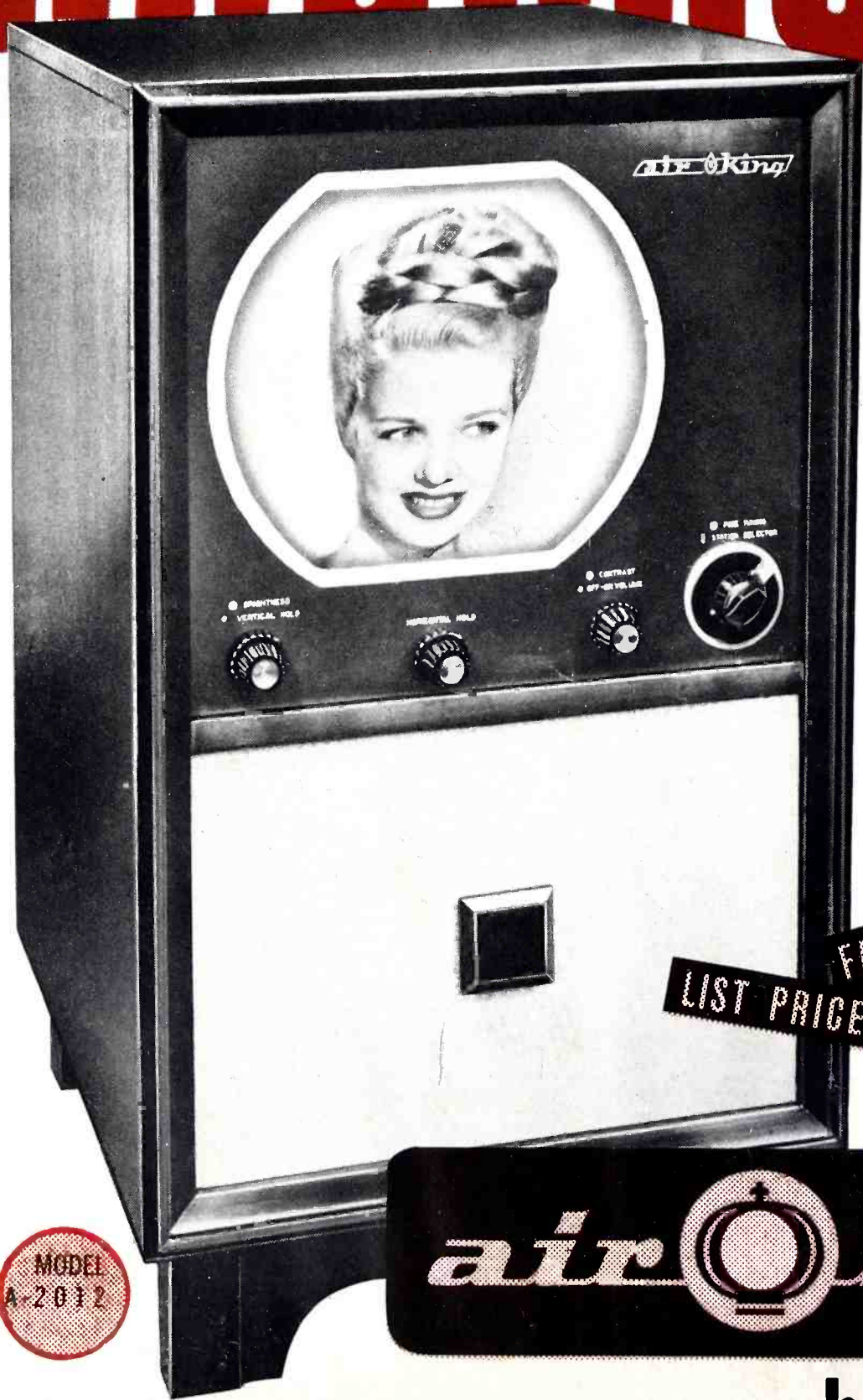


Does the antenna on your automobile need repair? Replace it with WARD'S 8-BALL — world's largest selling auto aerial.

WARD PRODUCTS CORPORATION
1523 E. 45TH STREET, CLEVELAND, OHIO
Division of the Gabriel Company



Knockout!



12 1/2" Console
\$239.95
WALNUT FINISH
(MAHOGANY FINISH \$249.95)

BIG MARK-UP
FAST TURNOVER FOR YOU
LIST PRICE GUARANTEED 60 DAYS

MODEL
A-2012

air King

has everything

AIR KING PRODUCTS CO., INC. • 170-53rd St., Brooklyn 32, N.Y.