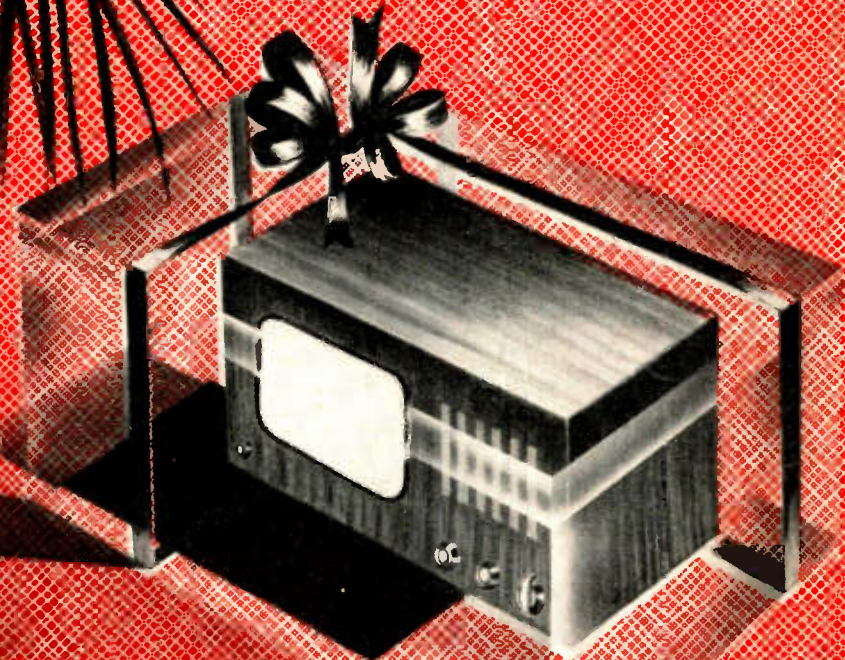


# RAJ

## RADIO & APPLIANCE JOURNAL



### TELEVISION

the greatest gift  
ever bestowed  
on any industry

**A CHRISTMAS PRESENT**  
to the MANUFACTURER  
to the DISTRIBUTOR  
the DEALER

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HAROLD R MOLTE  
OMRO  
WISC

DECEMBER 1948

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**FOUND IN NO OTHER TELEVISION SET**  
***You must see it for yourself... Operate it yourself***

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**See It at the Chicago Furniture Mart, Space 544-B**  
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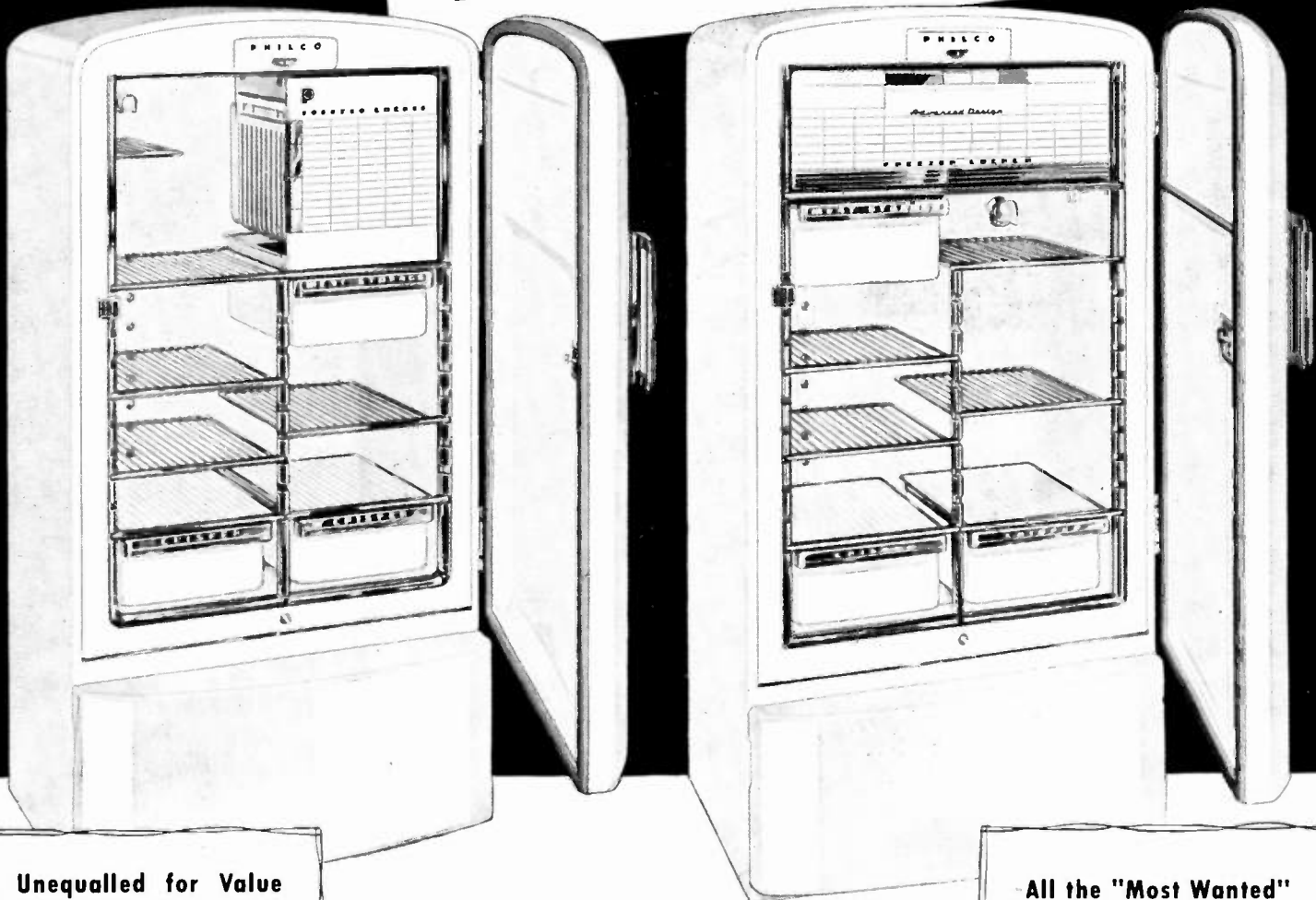
**ZENITH RADIO CORPORATION**

**Chicago 39, Illinois**

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in time for  
Christmas



# 2 Sensational New 1949 PHILCO REFRIGERATORS



Unequaled for Value  
At Its Popular Price

## PHILCO 892

- Complete Shelf Adjustability
- Zero-Zone Freezer Locker
- 2 Crispers and Meat Drawer
- Storage Bin
- Self-Closing Door Latch
- Easy-Out Ice Trays
- Stainless Steel Shelf Fronts
- 8.1 cu. ft. capacity
- 16 sq. ft. shelf area

## BIG QUANTITIES AVAILABLE FOR Record-Breaking Christmas Promotion

They're here . . . two sensational new 1949 Philco Refrigerators with brand new 1949 features! Just in time for Christmas selling. Available *now* in quantities with huge local advertising campaigns, displays, selling helps galore! For extra Christmas sales and profits, concentrate on these Philco models—newest, "hottest" in the industry.

All the "Most Wanted"  
Advanced Design Features

## PHILCO 893

- Zero-Zone Freezer Locker
- Complete Shelf Adjustability
- Balanced Humidity  
with Summer-Winter Control
- 2 Crispers and Meat Drawer
- Self-Closing Door Latch
- Easy-Out Ice Trays
- 8.1 cu. ft. capacity
- 16.2 sq. ft. shelf area

Get complete facts at once from your Philco Distributor



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### This Month's Cover



*The gift that is television will be cherished by the industry not only on Christmas Day but in the prosperous years ahead. Read the editorial on page 46 and visualize your own future in the light of television's future.*

Subscribers changing their address should notify the Subscription Department one month before the change is to take effect. Both old and new address must be given. RADIO & APPLIANCE JOURNAL, 1270 Sixth Ave., New York 20, N. Y.

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RADIO & APPLIANCE JOURNAL with which is combined RADIO & TELEVISION JOURNAL and ELECTRIC APPLIANCE JOURNAL is the complete business magazine for retail dealers who buy and sell Radios, Television Receivers, Appliances, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio & Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5812. Alex H. Kolbe, President and Treasurer. Subscription \$3.00 per year in U. S. A., its possessions, South America, Canada and all other countries \$4.00 per year payable in American currency in advance. Price 25 cents per copy. Entire contents copyright 1948. No material in RADIO & APPLIANCE JOURNAL may be reprinted without consent of publisher.

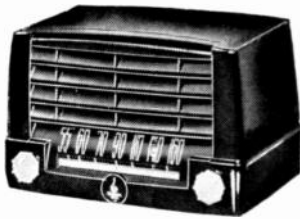
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The  
Ideal Gift

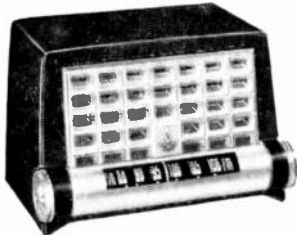
Emerson Radio  
and Television



All of America's  
Millions are being  
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Ebony Model 517  
AC-DC. Compact.  
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FM Model 602  
AC-DC. Compact.  
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4-Way Model 585  
Television, FM-AM  
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Price \$195.00



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3-Way Portable  
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Model 579  
Automatic  
Phonoradio  
Price \$49.95

In the Greatest Campaign Ever—  
in Behalf of All Emerson Dealers

Again—it's the No. 1 GIFT line—with TOP APPEAL  
and TOP VALUE in every Radio, Phonoradio and  
Television category.

Again—it's dramatically featured in America's  
biggest advertising media—double-page color spreads  
in SATURDAY EVENING POST, COLLIER'S, LOOK  
and many other magazines—in newspapers—in dealer  
helps, in radio and television broadcast programs.

That's why YOU should give Emerson Radio and  
Television top billing in your windows and store.

How YOU Can Cash In

Feature a representative line of all models. Use the  
striking window streamers and displays. Run the  
newspaper ads. Prime your salesmen.

Call Your Emerson  
Distributor

EMERSON RADIO & PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

### A Coy Estimate

By 1955 Wayne Coy, chairman of the Federal Communications Commission, estimates 17,000,000 television sets will be in use throughout the nation. Speaking last month at a Rotary Club luncheon in Chicago during commemoration of National Radio Week, Mr. Coy said some 400 television stations will be on the air within two years and that inside of eight years the figure will approximate 1,000. The total number of television sets in American homes, clubs, and public places by the end of this year he estimated would be near 1,000,000.

The possibility of adding more television channels through the use of higher bands of the radio spectrum was foreseen by the commission chairman, but he claimed that adaptors would be able to tune present sets into new channels. The expected completion by January 12, 1949, of the coaxial cable linking the eastern and mid-western networks signified to Mr. Coy that a coast-to-coast network would be a reality within two years.

### Keeping Up with Industry

Three pamphlets of interest to dealers are available from the U. S. Department of Commerce, Washington 25, D. C., without charge. "Operating as a Manufacturer's Agent" is a publication outlining business responsibilities published by the Inquiry Reference Service; "Selling Machinery to the Government" carries data on selling and a list of correct addresses for military procurement agencies; and "The Outlook for the Electrical Appliance Industry" analyzes important changes in the industry since 1942, does some anticipating on the future of the field, and presents statistics and charts on manufacturers and their customers.

### Radio Still Hardy

"Television will not kill radio and the motion picture any more than radio killed the phonograph, record or motion picture business." Dr. W. R. G. Baker, GE vice-president and Electronics Department head, told 120 key radio and television distributors at a conference in Syracuse recently. Dr. Baker saw the possibility of combination sets providing an entertainment center for customers, and saw an endless demand for radios—table models, portables, clock sets and specialty varieties.

## Television in the Blue Grass State



The Kentucky State Fair had an unusually busy corner this year. In one of two Alumi-Dromes, Reynolds Metal sponsored TV shows at 45-minute intervals, collaborating with Station WAVE-TV, Louisville, and some 600,000 had a look-see.

### Mass Navy Training

Early next year the Special Devices Center of the U. S. Navy at Sands Point, Long Island, will inaugurate mass training experiments with the television medium. Using diagrams, maps, film strips, demonstration models, motion pictures, and other devices, producers of television test programs will combine techniques of the lecture, demonstration, and round-table, comparing results of trainees receiving television instruction with those receiving standard teaching. Studio equipment, along with monitoring receivers and the large-screen viewers which will be located four miles from Sands Point at the Merchant Marine Academy, Kings Point, New York, is supplied by the General Electric Company.

### Glassmaker Spurs TV

Development of a 16-inch, direct-view glass bulb for television receivers by Kimble Glass, division of Owens-Illinois Glass Company, Toledo, Ohio, promises to be another significant stride forward for the television industry. Already filling a demand for glass blanks of the 10- and 12½-inch sizes, from which kinescope tubes are

made, this bigger view bulb will require engineering developments novel to bulb making and, when production gets underway early in 1949, will make possible the manufacture of tubes which televise a picture more than two and one-half times larger than the 10-inch tube.

### NERA to NARDA

For some time leaders of the National Electrical Retailers Association have been seeking a name more appropriate, feeling that too frequently it was necessary to explain that "electrical retailer" really meant an appliance and radio dealer. Last month in Chicago the organization finally adopted a new name, National Appliance and Radio Dealers Association.

NARDA's next annual meeting will take place in Chicago at the Sheraton Hotel, January 9 through 11, and Clif Simpson, managing director, has been authorized to explore group insurance as it might be made available to store owners and employees. Licensing of installers, public identification for NARDA members, and manufacturer-distributor relations are subjects which the organization is currently interesting itself in.

## And Television in Every Home

Last month the promotion *A Radio in Every Room—A Radio for Everyone* was operating in high gear across the nation, and it showed signs of gaining enough momentum to start a rash of local campaigns all over the country. Indianapolis dealers tied a local campaign to the National Radio Week kite, while in Salt Lake City dealers started a promotion during the first week of the month and wound it up by November 20. Trenton dealers, however, picked up on the 21st, where the national promotion left off, continuing their Radio in Every Room campaign well beyond National Radio Week. Manager Robert L. Kulp, of the appliance and radio departments of Hurley-Tobin, leading Trenton department store, reported by the 24th that sales had doubled over the previous week, saying, "The figures show a two to one improvement and we expect the second week to be even better."

Meanwhile New Orleans dealers, pleased with the success of their October promotion, which they had patterned after the successful Hartford sales campaign of February and March, seized on the year-round program idea, and gave it a timely twist with a new theme note: *A Television Set in Every Home—a Radio in Every Room*.

## RCA Honors Employees

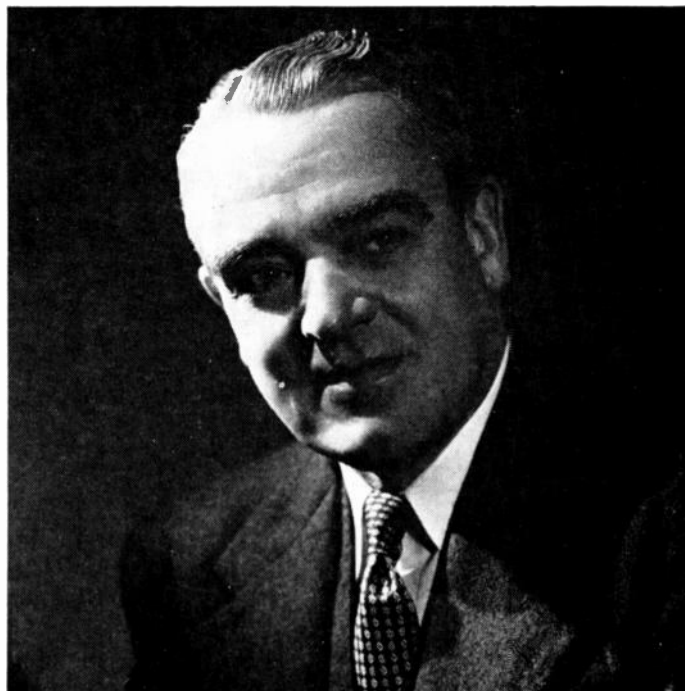
RCA has established a service award program, under which the RCA Victor Division awards a gold watch and service pin to all employees completing 25 years with the company, and 853 active and retired employees, representing an aggregate 21,000 years of service, will receive such awards this month. The recipients are present or former employees of RCA Victor's 10 plants and two separate companies, the RCA Service Company, Inc. and the RCA Victor Distributing Corporation.

The purpose of each award, according to Frank M. Folsom, executive vice-president of RCA, is "to honor those co-workers with 25 or more years of service whose loyalty and faithful performance of their duties contributed so much to the progress and traditions of RCA Victor."

## In the Teeth of Hurricanes

General Electric television engineers are hard at work perfecting antennae to withstand the force of the wildest gales and hurricanes. Their goal is to build antennae which will not topple from television transmitting station rooftops even in 150-mile-per-hour gales. Antennae for Florida and Texas stations have already been constructed, and these can now withstand the severest storms that strike those areas.

# TELEVISION *Profile*



ORRIN E. DUNLAP, JR.  
Vice-President, Radio Corporation of America

AS this is being written, the number of television receivers being produced is in excess of 100,000 a month. The total television receiver output for the year 1948 will top 800,000, and when you add this figure to the TV sets manufactured in 1946 and 1947, the accumulated total is close to 1,000,000 sets. As for the year 1949, it's anybody's guess as to how many sets will come off the assembly lines, but it may well exceed 2,000,000 TV receivers if no further bottlenecks occur. This means that 3,000,000 receivers will be in operation or on the market next year!

This means too, that a great new industry has been born, taken root, and is flourishing in characteristic American style. With television on everybody's lips, with hundreds of thousands of people now directly engaged in the design, manufacture, distribution, selling and production of video programs, there existed an urgent need for a book that would bring together all the loose ends of this vast, sprawling, adolescent industry and present it in readable, understandable language. That book has now been written by Orrin E. Dunlap, Jr., RCA vice-president and advertising director and close associate of David Sarnoff who has been called "The Father of American Television."

Mr. Dunlap's new book, published by Greenberg, is called "Understanding Television—What It Is and How It Works." The admirable manner in which the author takes an exceedingly complicated subject, television, and makes it understandable is an example of clear thinking and expression which are always characteristic of writers who are in full control of their subject.

Television is one of the miracles of this age, make no mistake about that. This miracle is going to affect our lives profoundly, and we had better learn all we can about it. Is it too much to ask of a dealer or distributor that he obtain copies of this book and have his sales force read it? After all, only well-informed salesmen can sell television effectively, and you had better know more than your customers if you want them to have any respect for your store or its product. Reading Mr. Dunlap's excellent book is one way to get that knowledge.

Nat Boolhack



# Journal Pictorial:

Photographic Review of Events of Interest  
in the Radio and Appliance Industry



A Philco television assembly line that has helped jump the firm's 1948 production to 360 per cent of last year. Women with nimble fingers are wiring model 1040 TV receiver chassis at the company's Philadelphia plant.



RCA Victor field sales representatives, regional managers and principals of the company's home instrument department, who met in Indianapolis, Indiana, and discussed merchandising, advertising and sales promotion plans for radio and television.



The small fry dabble under the eye of a trained nurse at Avco's Open House in Richmond, Indiana. Some 700 children enjoyed themselves in the nursery while parents toured Crosley production lines.

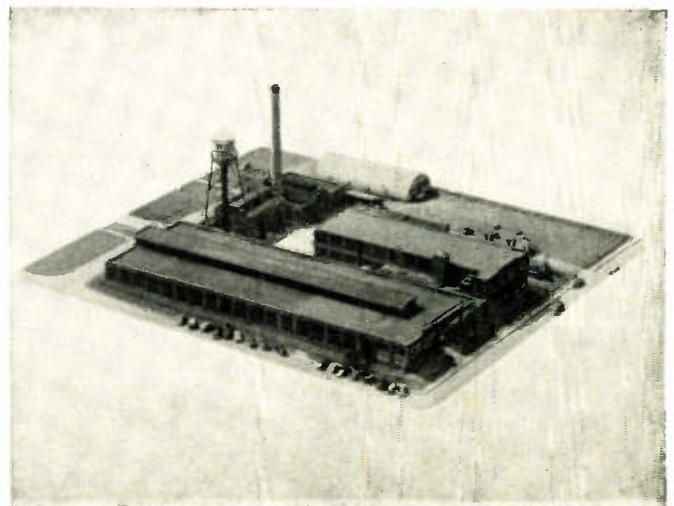


"The Strife of Reilly" skit gave a lift to the dealers of New Orleans who participated in the recent successful Radio in Every Room campaign.



Smiling sailor Martin Lasagr, U.S.N., winner of CBS's Hit the Jackpot, receives a television set from Robert G. Kramer, pres. of Rembrandt Television Company, left, and Mayor Clark of White Plains.

National Union Radio Corporation, Orange, N. J., has purchased this plant in Hatboro, Pa., where it plans to produce cathode-ray tubes up to 20 inches in diameter. Installations will cost 1 1/2 million dollars.







Every seat on the 50-yard line for these youngsters with the Most Reverend J. Bernard Sheil, of Chicago, as they watch Notre Dame at work on the gridiron. GE sets were placed in many church halls for benefit of youth.

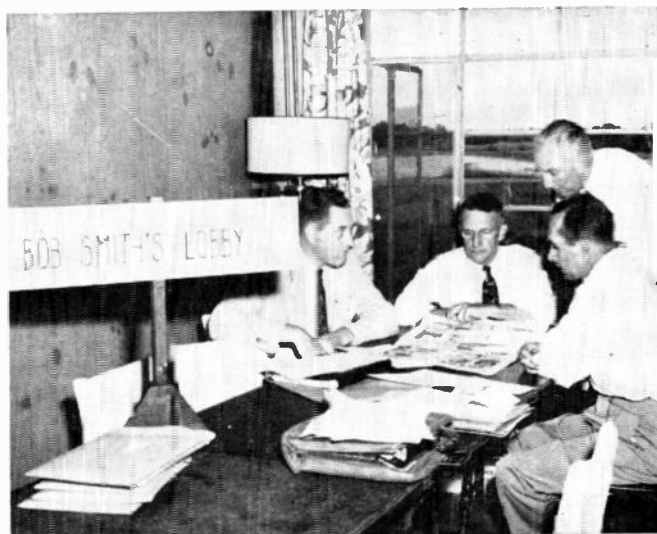


Mrs. Fazel A. Fazalbhoy and her husband, standing, left, of Amzel Limited, Bombay, Emerson's exclusive representatives for India visit with Messrs. Max Abrams and Joseph Kattan, pres. and vice-pres. of Emerson Radio Export Co. in N. Y.



←  
Choice of the nation's youngsters for president, Howdy Doody, becomes a doll. Bob Smith, the puppet's master, accepts the first of a batch of character dolls from Bernard H. Baum, president of Effanbee Doll Company.

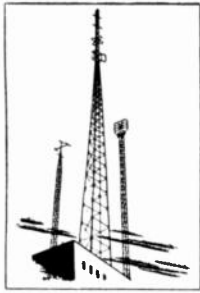
→  
"Senator" Bob Smith, eastern district manager for Arvin, lobbying with distributors for bigger and better sales at the recent conference held in Columbus, Indiana.



Casimir F. Woods, left, winner in Hytron's servicemen's contest, accepts his first prize award from Herbert H. Friedman, firm representative, while Stanley Dudek, Variety Electric Co., distributor for Hytron, smiles his approval.

James H. Kelly, southeastern manager for Farnsworth, pointing out features of a new Capehart phono-radio combination to the sales staff of Southern Appliances, Inc., Charlotte, N. C., new distributors for the firm.





# Washington News Highlights



## Radio, Move Over

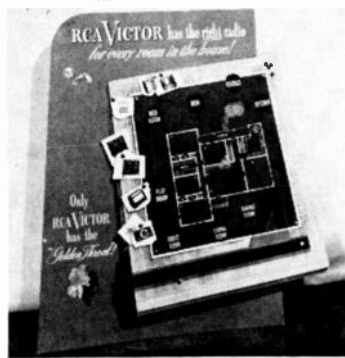
Estimating that about 800,000 television sets would be produced by the end of 1948, that the number of receivers in use throughout the country by then would be 1,000,000, and that the industry's output of receivers in 1949 may well exceed 2,000,000 television sets, Max F. Balcolm, president of the Radio Manufacturers Association, impressed upon a Town Meeting for Radio Technicians at the Hotel Bradford, Boston, last month, the big and profitable business in which the radio technician is to share.

While television set production compared to the radios manufactured is small from a unit basis, the RMA president said, the dollar sales add up to something else again. He explained that, with television receivers selling at anywhere from \$100 to \$4,000, the average price of television receivers is between \$350 and \$400, or equal to that of the more expensive radio-phonograph consoles. Although television receivers represented less than four per cent of the total set production of manufacturers in the first eight months of 1948, he further explained, the total set production represented more than 23 per cent of the set manufacturers' dollar volume.

President Balcolm thought that in television the industry has "one of the most exciting and promising opportunities ever presented to any industry." And he added that the rapid growth of the industry since the war brought concomitant problems, both to manufacturers and servicemen.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television," he said, adding "Television requires new production techniques and know-how. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practises. The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require trained technicians who are familiar with the instrument they are servicing."

## Right Idea for Every Room in the House



*To coincide with RMA's "Radio in Every Room Campaign" which seems to be sweeping the country, RCA Victor has created this attractive window and floor display poster for use by dealers. Designed in two pieces, the multi-colored display features illustrations of the latest model RCA Victor portable and table radios and console combinations. The unit presents a drawing board and blueprint in stand-out relief from the background. Copy is brief, and the major impact is delivered via the blueprint of a home and the radio illustrations "tacked" on the drawing board.*

While stressing the rapid rise of television, Mr. Balcolm warned the Boston radio technicians that radio is not dead, stating "Radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio."

## Washington, D. C., Emancipated

A potential market within an estimated 1,391,000 population in metropolitan Washington, D. C., was being stifled by the District of Columbia Income and Franchise Act of 1947 until the 80th Congress amended the Act. The section of the amendment which

relates to business concerns retaining manufacturers' agents in the District now exempts such firms from two things: 1) payment of franchise taxes, and 2) registration for business licenses.

Under the original legislation, outside firms were discouraged from conducting business in Washington, D. C., because manufacturers and distributors demurred from sending their representatives into the District since, by so doing, the firms became liable for the franchise tax and the business license fee. As a result, Washington buyers were forced to contact company business representatives somewhere outside the limits of the District of Columbia.

Revision of the law has lifted the prohibitive aspects of doing business in the District, and outside firms feel more favorably disposed to retaining an independent manufacturers' agent in the District limits, with a subsequent stimulation to business.

## Television Standards

The Radio Manufacturers Association has announced the appointment of a new Television Export Committee to develop plans for the promotion of American television standards and equipment in foreign markets. James E. Burke, chairman of the committee and export manager of Stewart-Warner Corp., Chicago, will have the task of following through recommendations made by the RMA Transmitter Committee, which in a report to the RMA Board of Directors, pointed out that other countries, especially in Europe, are promoting their own television standards and equipment abroad already and that general adoption of these standards will seriously affect future exports of television sets and transmitting equipment and parts manufactured in the United States. The major differences in American television standards and those of European countries are in the number of standard lines in the picture and the respective power cycles used.



Getting along with your banker can be simple if you're willing to make him just as confident of you as you want to be of him. William J. Boyle, of the Franklin Square National Bank, covered some practical pointers on this subject recently before the Town Meeting of Radio Technicians in New York. The salient points of his address are digested here for dealers to read and think over.



Photo by Ewing Galloway

## How to Get Credit and How to Keep It

EVERYONE knows of radio and appliance dealers who have requested loans from bankers. Some have had the request denied, others have had approval for only a fraction of their original request. Sometimes lack of information was responsible for the difficulty. In other cases, actual withholding of information was responsible.

Credit looks just a little different from a banker's viewpoint than from that of the businessman seeking credit. Dealers, for example, might be well advised to take note of the yardsticks which bankers use in judging an application for credit.

There is the income from a dealer's business which any banker will be keenly interested in when appraising a loan request. Are you making a profit or are you losing money? Only the use of an adequate bookkeeping system will provide the answer to this question. And an accountant is the one to prepare periodic balance sheets and profit and loss statements, along with keeping books up to date. Inventories, salaries, overhead expenses must be watched closely if one is to measure up to the standards of successful operation within the industry.

Of further interest to a banker considering a dealer's application for credit is the amount of experience he has. Are suppliers providing first-class merchandise? Are they satisfied with his ability to merchandise products? Can the dealer keep old customers and develop new ones? Answers to such questions indicate just what type of merchant the dealer is.

Then there is the moral consideration to be weighed. What sort of risk is the dealer? Does he pay his bills on time? Is there a record of suits

and judgments against him? Is he known to be honest in all his dealings? Sometimes what a competitor thinks of a dealer has much to do with whether credit will eventually be granted or not.

A final consideration taken by a banker is whether or not there is security in the dealer's business. It is impossible for a banker to invest \$2000 to \$1000 invested by the dealer, as a banker cannot provide risk or venture capital.

Realizing that small businesses frequently fail because of incompetency and inexperience, because of inadequate working capital, choice of poor location, poor bookkeeping, inefficient management, overextension in plant, inventory, machinery, equipment, or building, and even from death of a principal, it is readily understandable why bankers must use their yardstick for the extension of credit with extreme caution.

### Pick Your Credit

Available credit is of several types, each with its own special use. Credit needed for a short period, such as to carry a heavy seasonal stock, is in the form of commercial credit for periods up to 90 days. The line of credit granted is based on the value of assets as listed in a balance sheet. Repayment is supposed to come from the proceeds of the sale of the merchandise—and by the close of the credit period. Continual renewal of notes, be-

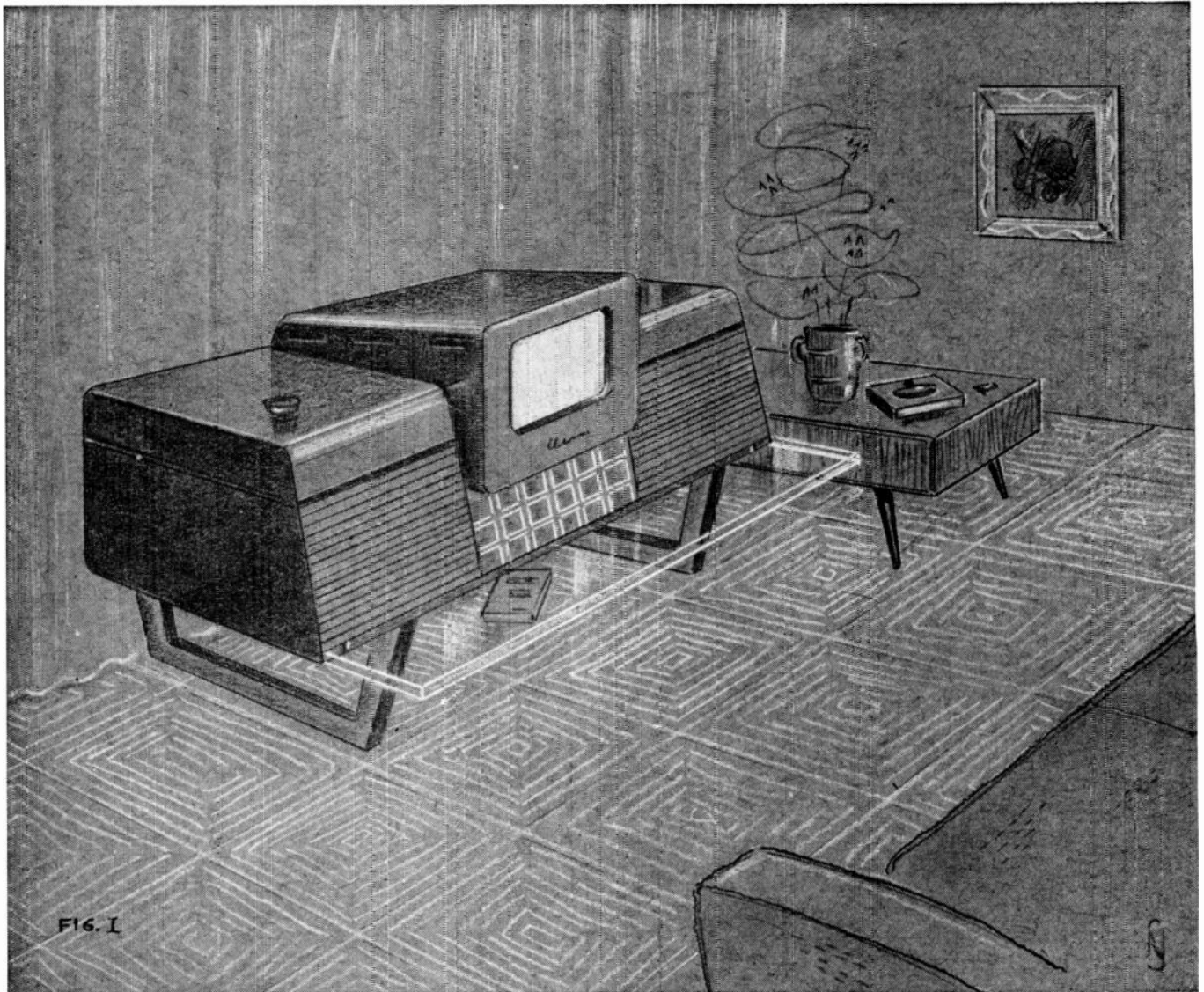
cause of overbuying or stocking with slow merchandise, can lead to one conclusion—a dealer's business is not being operated prudently.

Term loans, or long term credits, are a type of credit usually extending over a year or more, repayable in monthly installments. It provides a means of obtaining additional working capital. Because of the high mortality rates in small businesses, a banker is likely to require security of a dealer before extending such term loans.

Without another type of credit, retail credit, a dealer would find it difficult to operate a business for very long. This type of credit is a significant means by which a consumer purchases capital goods, since the average man rarely saves enough to pay cash for his refrigerator, washing machine, or television set. Continuation of this type of credit, wherein the purchaser signs a note and credit statement and the dealer in turn discounts the note at the bank without recourse, with the banker taking the risk, is essential to enable the sale of the merchandise factories are able to produce.

When a dealer has difficulty obtaining retail credit from a banker it is most likely because the latter has too much of this type of paper on hand. Wholesale credit has added its complicating influence to this whole system of credit, too. An average dealer

(Continued on page 41)



## Living Room Atmosphere Sells TV

**D**OWN through the years, radio and appliance dealers have discovered that stores which duplicate the atmosphere and environment of the home can boost sales. This is particularly true where dealers have built model kitchens to demonstrate refrigerators, stoves, small appliances, washing machines, ironers, and the like.

How this principle is applicable to television merchandising is evident from these special rooms, which have been designed exclusively for Radio & Appliance Journal by Norman Steinhilber, of the firm of Style-Design, 200 W. 72nd Street, New York.

After talking with many dealers, we found that many objections to sales arise from women in the family who are concerned with how a particular television set will look in their living room; whether it will throw the entire room out of balance.

Smart dealers are learning that a television display center, furnished as attractively as any living room, can help overcome such sales objections. It is an excellent means of illustrating, right in the store, what effect a television set will have on a typical living room.

In the design above, for example, a radio, phonograph, wire recorder and television set combination has been incorporated into a display which might be a customer's living room. The set has been given a dominant position in the drawing, showing how television has displaced the fireplace as the center of attraction, the hub around which other furniture was arranged. With false fireplaces serving no useful function today, the likelihood is that television will become more and more the center of furniture arrangement.

Figure 2 on the page opposite rep-

resents another design, by means of which a customer can be shown what television in his own home will actually look like. The built-in unit in this drawing has an auxiliary, or slave, unit, which greatly extends the field of visibility. The second screen can be used anywhere in the living room, can be moved into bedrooms, the kitchen, or into sick rooms with comparative ease. In the third drawing, the compact set is similar in shape to the coffee table nearby, providing unusual viewing ease and comfort, and the screen unit can be stored away when not in use. Here the screen, speaker and controls are in the portable housing, while the rest of the set is in the table. A plastic, rolling screen can be used to advantage to hide the table controls, if desired. Employing drapes as backdrops adds warmth to such displays.



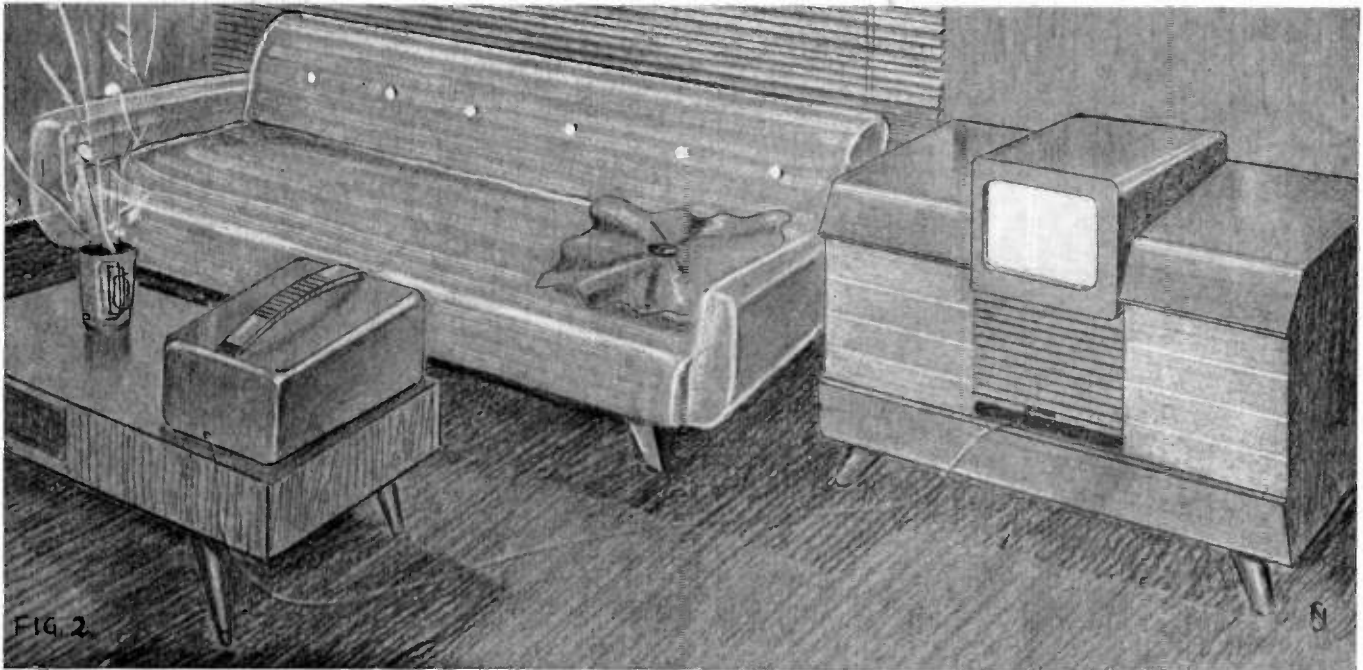


FIG. 2.

*A dealer's television demonstration salon need not be as elaborate as represented by the drawings on these pages. However, the more nearly a dealer can approximate the atmosphere of the home, the more certain is he to overcome TV sales resistance, particularly in women whose chief concern is to keep a home attractive.*

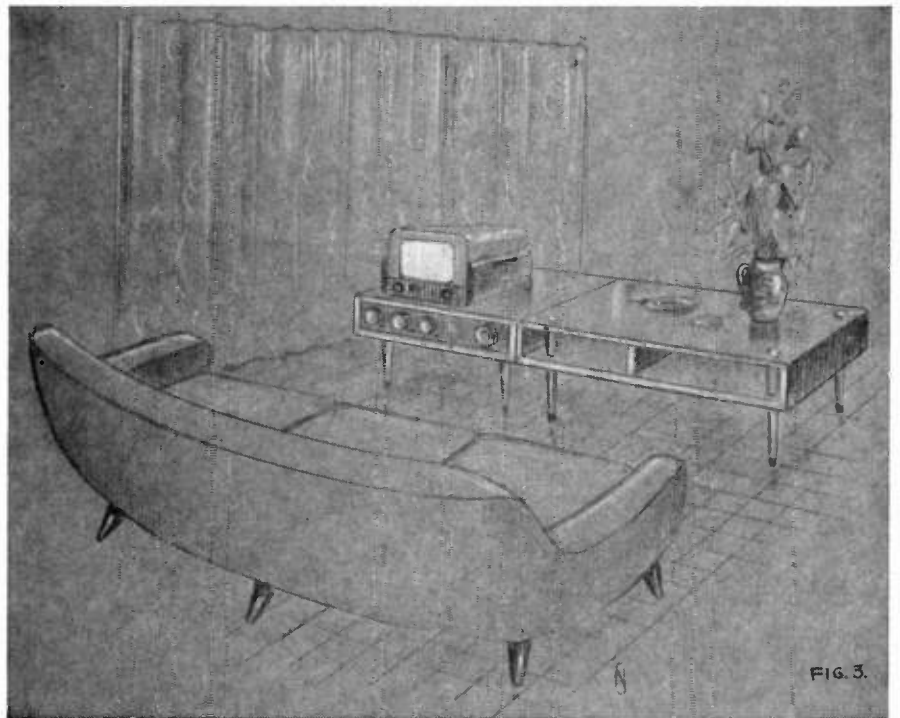


FIG. 3.

## to Women

Living rooms that are being remodeled offer an unusual opportunity for incorporating a television screen in the wall, and a display showing this arrangement, as in figure 4, makes an attractive demonstration unit for the television customer. In this drawing, the fireplace dominates the room, while the set is camouflaged by a large, two-way mirror while the set is inoperative — a mirror which becomes the screen when the set is turned on.

For those dealers who find that arrangement of such display centers, in the form of a television salon, is impossible for them at present, the designs on these pages can, nevertheless, serve two immediate functions. They can be used as illustrative material, to be shown to customers in lieu of an actual demonstration room. They can also guide dealers in making design recommendations to manufacturers.

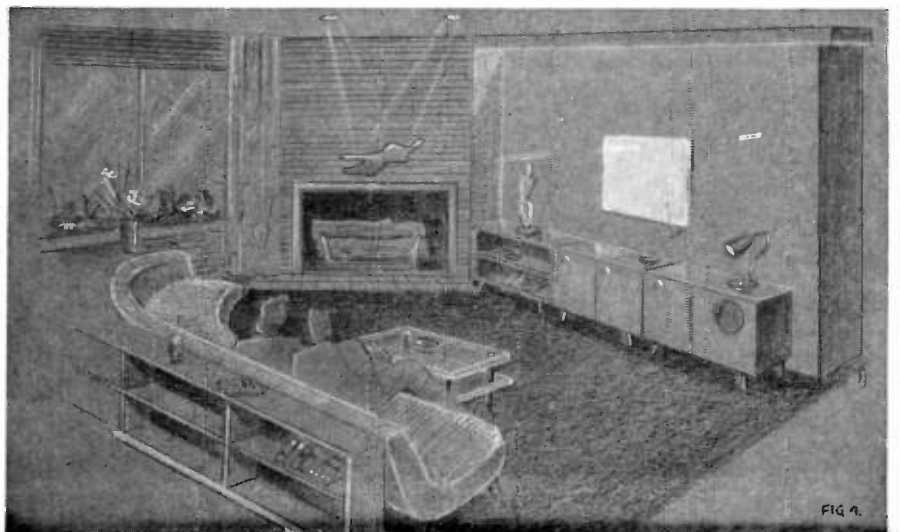
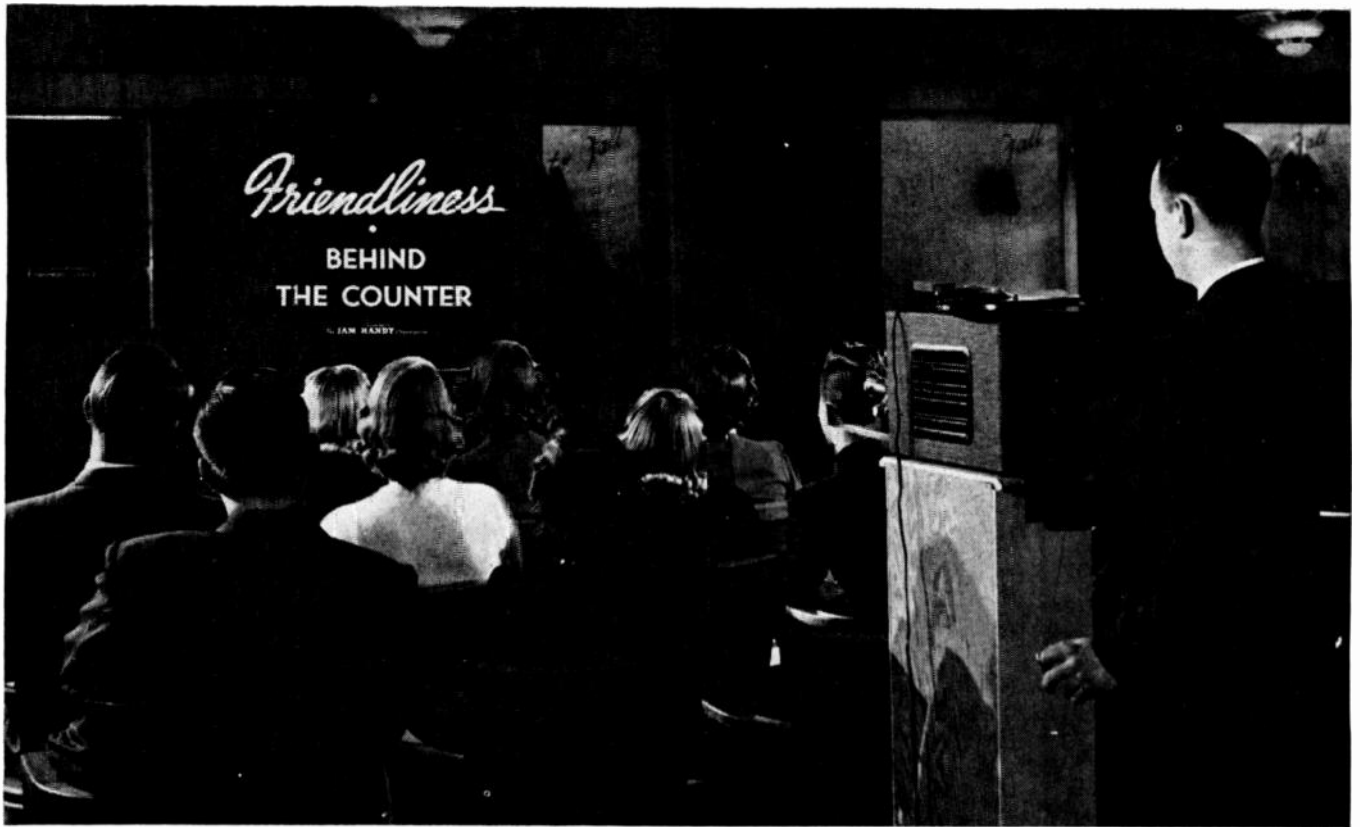


FIG. 4.



## How to Train Your Salesmen For Competitive Selling



*Visual training aids are ideal for highlighting those selling techniques which everyone employed in merchandising should master. Above, how a radio, television, and appliance dealer can gather his salesforce together for the showing of such films as the Jam Handy Organization's "Behind the Counter."*

*Every customer likes to know that a salesman is attentive to his needs and his desires. Friendliness and attentiveness are musts for every salesman, not just while opening the sales interview but throughout it.*

*(Photos courtesy of Jam Handy Org.)*

**T**HE days when a dealer in the radio, television, and appliance industry can sit in his office and watch his sales staff being mobbed by customers clamoring for merchandise have long since gone. And every dealer who is alert to the times knows it. He knows that more than ever the competition for the

customer's dollar is a knockdown, dragout affair.

At long, reluctant last some dealers have taken radical steps to counteract shrinking sales. The progressive ones have taken a second look at how they're doing business. They have placed new emphasis on the customer, his wants, his needs, and the satisfac-



tion he demands. And in doing so, these dealers have looked around them at their sales staff. They have admitted to themselves that an attractive storefront, a live-wire showroom, and best brands of merchandise do not always mean sales if their sales force is tumbling.

To prevent salesmen from bobbling sales, these same dealers have given the men on the floor refresher courses in salesmanship. They have also taken advantage of the latest variety of visual presentations, special devices, and charts specifically designed for training and keeping the men on the floor on their toes.

### **Behind the Counter**

Any dealer interested in doing the same thing can find innumerable aids to sales training and the newest techniques for coralling satisfied customers. One such source of assistance in streamlining sales training is the Jam Handy Organization, Inc., with offices reaching from New York to Hollywood. Among the timely constructive training aids perfected by this organization is the recent series of five slidefilms, "Behind the Counter," which demonstrates the merits of friendliness, attentiveness, sincerity, helpfulness, and enthusiasm in the sales approach to customers.

Each of these slide films stresses one particular phase of retail selling. Each has a running time of 10 minutes, and all can be rearranged for instructive purposes as the individual dealer sees fit. The emphasis throughout all five films is on creating genuine and permanent customer good will. All clearly indicate the negative aspects of high pressure selling. Coming at a time when real competitive selling is on the upswing, and when there is a current re-evaluation of the theory "the customer is always right," this type of presentation is appropriate in content and is timely.

### **Dealer Needs**

No dealer can ever feel that his sales force is glutted with knowledge of merchandising. Every dealer must keep posted on the latest in selling techniques. Many times keeping up with the selling world means merely a recapitulation of selling formulae already known, on which salesmen have grown a little rusty. But there are salient points in merchandising, all covered by the Jam Handy slide films, which have become standard requisites for a dealer and the organization under him.

Heading the list, of course, is the need constantly to improve relations between the customer and the retail store. Then follows the need to impress upon all salesmen, both experienced and inexperienced, with their responsibility in creating and maintaining good will between the customer and the retail store. And finally, there is the everlasting need to review for the benefit of all salesmen the basic techniques of selling, to insure sales today and repeat sales tomorrow.

Those dealers who find their organizations lacking in sales punch might do well to solicit the outside assistance of such training aids organizations as Jam Handy. For a small investment constructive selling suggestions can be hashed over, and key selling hints and guides can be incorporated into the sales work of each individual dealer's operation. Insuring his future slice of the tough, competitive consumer market should justify an effort to keep up with the selling world on the part of every dealer in the radio, television and appliance industry.



**If the man behind the counter cannot wax enthusiastic about a product, a customer certainly will not. Enthusiasm—for the merchandise, for fulfilling a customer's needs, for the selling task itself—is another must for salesmen.**



**A final ingredient of effective selling is sincerity. Like the other techniques in salesmanship dramatized by the Jam Handy slidefilms, sincerity, or lack of it, can be a drag on or a boon to sales.**



**Whether selling a small appliance or demonstrating a television set, one of a salesman's strongpoints is helpfulness. Nothing wins customers faster than a salesman's efforts to unearth exactly the pieces of merchandise desired.**



"Victrola"—T. M. Reg. U. S. Pat. Off.





nce again the time of peace and good will is with us.

The year 1948 set a new milestone on our long record of successful years. To you . . . the RCA Victor dealers and distributors of America . . . our warmest thanks for a vital job well done.

On our part, we will work in the factory and in the great RCA Laboratories in Princeton, N. J., to supply you with an increasingly superb line of instruments.

As in the past, "The RCA Victor Show" on the radio, national magazine advertising, newspaper advertising and co-operative advertising will be designed with you and your needs in mind.

To you, our friends and associates, we here at RCA Victor again wish a Merry Christmas . . .



and a  
*Happy and Prosperous  
New Year*

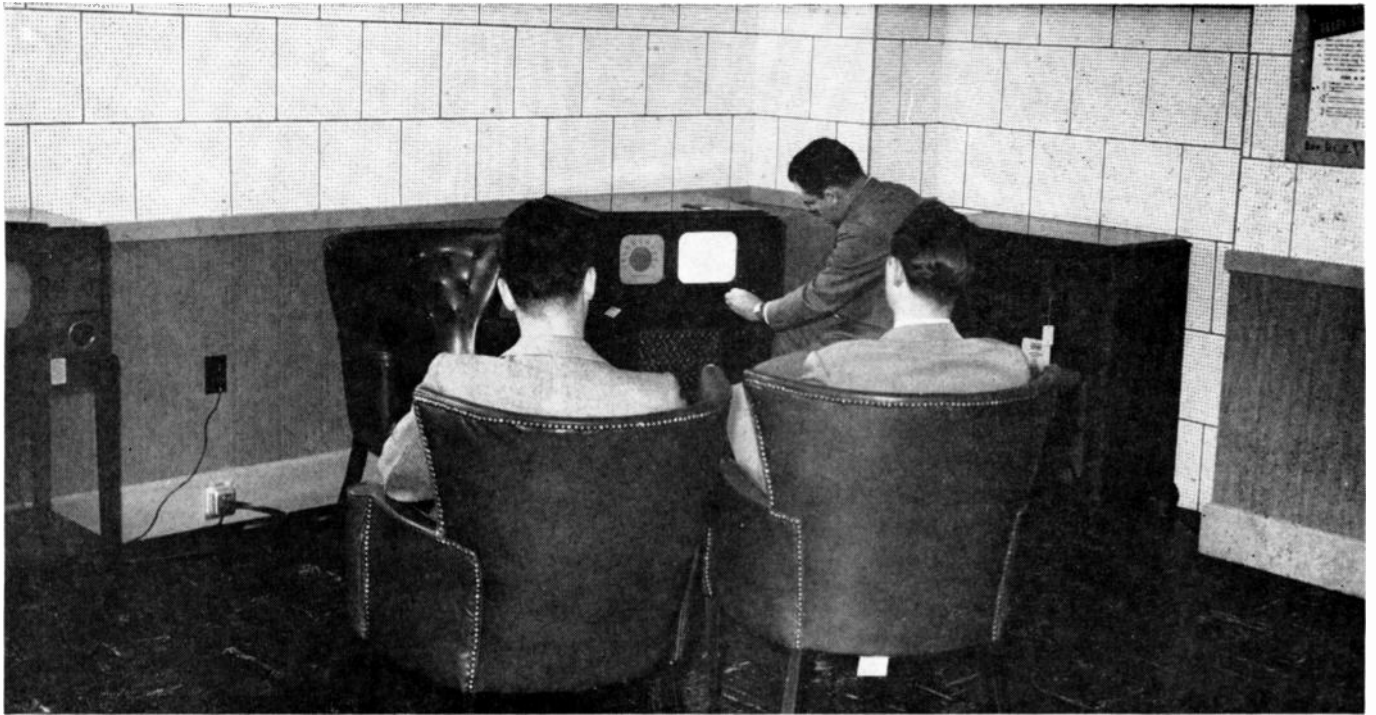
World Leader in Radio  
... First in Television

**RCA VICTOR**



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE VICTROLA



**A thorough demonstration of a TV receiver should not be accompanied by exaggerated claims of what the set will do any more than the details of the service contract should be glossed over. Otherwise, dealers, who must make good on service, may find that they have sold themselves short, and must absorb service charges.**

## ***Instructing the Customer in Set Operation***

**I**F you are in the television business, you're also in the service business." This expression is becoming more and more familiar every day. It is more than an expression really, it is a fact.

Let's examine this fact. Our consumer has purchased a television receiver. He has a very limited knowledge of the capabilities of television, of the service problems, of the antenna problems, of the analysis of his warranty, of the differences in operation and reception as compared to his radio. Probably any knowledge he has is what he's read in the newspaper and what the dealer told him. Often, the newspaper advertising of television states that such and such brand set will receive thirteen channels, has a complete prepaid installation and service warranty, etc.

To begin with, most sets are capable of receiving thirteen, or as now is the case, twelve frequency ranges, known as channels. In actual use this set will not receive more than seven or eight channels because the channel allocations in various localities are staggered to prevent interaction and interferences on adjacent or image channels. Right there we have a misleading fact. The customer will expect thirteen channels, yet we cannot give him more than seven or eight. The installation technician will have to explain this to

***If you are in the television business***

***you're also in the service business***

the customer when the set is installed. It would be better, however, if this fact were explained in newspaper advertisements or by the dealer.

### ***Prepaid Installation***

Let us go on to the complete prepaid installation and service warranty. Most warranties include a standard installation and service with replacement of all defective parts for a period of one year. The word "standard" is rarely ever explained to the consumer. There are times when a normal installation will not work satisfactorily in certain localities. Possibly there are tall buildings to cause ghostly reception, or the signal from certain stations is exceptionally weak. Whatever the abnormal condition is, an installation may have to be made that is above and beyond the material and work used on the majority of installations, or as we refer to it—the standard installation. Regardless of whether it is the manufacturer's distributor, the dealer, or a service company that is doing the installation and service on this set, you cannot afford to "give away" installations because of a small minority of

set owners who live in difficult receiving areas. The non-standard installations must be explained to the consumer so that if an extra charge is required he will understand the reason for it. With more and more high frequency channels coming on the air, we are beginning to see the reaction of the set owner when he is asked to pay extra for an additional non-standard installation. If this consumer had been properly educated on this and other problems at the time he purchased the set, he would have a better understanding of the situation. At present these problems are not generally explained because of two reasons. First, the dealer may not know of these problems, or second he doesn't want to take any chance of losing the sale. However, it is better to lose a few sales this way, than to have a heavy sales resistance created by the set owners who have become resentful against the entire industry because of these very problems that were not explained to them properly.

### ***Sales & Service***

By now you probably can under-

stand what is meant by the relationship between television sales and service. Although the salesman may not actually repair the set, he is definitely part of the service program. After explaining the primary problems to Mr. Consumer and describing the warranty to him, the salesman must find out if an outside antenna can be installed on the roof of the building. If the antenna is not allowed, then the salesman should explain the problems and limitations of an indoor antenna. The consumer must be made to understand that until he can use an outside antenna his reception will not be as good, and he may not properly receive the newer stations that may come on the air after his set has been installed. If these explanations are not made, you will have to make them. When you do, then you may find heavy sales resistance, as I previously mentioned.

Now, let us travel with the set to the consumer's home. Assuming the standard or non-standard installation has been completed, the technician must now proceed with his part of the education program. First, he must help the consumer pick the best spot for the set in the room. Second, he must thoroughly explain the operation of each control, mentioning briefly the function of these controls and the se-

quence of use. Third, the difference, if any, in reception of various channels should be explained. Fourth, the technician must explain about station faults, breakdowns and methods of checking on other channels before condemning the set or calling the serviceman. Fifth, if and when a set becomes defective the consumer should be told in detail how to place a service call properly, making sure to give the full name, address, apartment, telephone number, model of set, and detailed non-technical symptoms of the defective set. This information will result in more prompt and efficient service. Sixth, the technician should explain such things as interference, the variations in detail of pictures when viewing old films, outdoor events, remote pickups, etc.

To sum up, let me say once more that if "you are in the television business you are in the service business." The manufacturer, advertiser, salesman and technician must all work together, and must cooperate to explain the problems of television today, to help the sales of television tomorrow.

*This article is digested from a talk delivered by Marvin Kaplan, Video Television, Inc., before the Town Meeting of Radio Technicians, New York, recently.*

### Hotelevision Spreads

Third New York City hotel to have Hotelevision installed was the Hotel New Weston, which had the system—a centrally-controlled monitor one, furnishing 6-channel television selection, AM and FM radio—wired into 105 guest rooms. Dynamic Electronics-New York, Inc., distributors for Hotelevision, have already equipped the Hotel Roosevelt and the Hotel New Yorker, New York City, with the system, while installation is in progress at the Essex House. In Cleveland, the Hotel Cleveland has the system also, and the Sherman Hotel, Chicago, is having Hotelevision installed.

### Radio for Trolleys

Following a "pilot installation" of General Electric radio equipment placed in one Philadelphia Suburban Transportation Company trolley last fall, the firm has decided to install similar two-way radio in 14 new inter-urban trolley cars. The installations will utilize selective calling, with speakers eliminated to insure privacy, and conversations carried on through hand sets. The radio equipment on a "pilot" trolley and 12 supervisory and emergency vehicles have already proven the advantage of radio in eliminating traffic jams and in expediting service.



Model "1150" Television Receiver with 12" Picture Tube and FM Radio ... \$495 List

**Y**OUR prospective television customers want a set that will give them perfect reception. Now at last they can have it...exclusive with Rembrandt. For Rembrandt offers reception never thought possible in present day television. It is truly tomorrow's set TODAY! Large, picture-clear reception to make your customers rub their eyes in disbelief. The Rembrandt is now available for immediate delivery in four luxurious models.

ALL REMBRANDT TELEVISION RECEIVERS CONTAIN FM RADIO

**REMINGTON RADIO CORPORATION**  
White Plains, N. Y.

Radio & Appliance JOURNAL • December, 1948

# Rembrandt

master  
in the art of  
television



Model 130 Television Receiver with 15" Picture Tube and FM Radio ... \$895 List



# Salesense In Advertising

**Tested ideas and principles for the dealer who cannot afford high-priced advertising counsel**

By James D. Woolf

(REGISTERED)



For more than 30 years a vice-president and director of the J. Walter Thompson Company, the author wrote or directed the writing of \$300,000,000 of advertising for some of the smartest advertisers in the country. Here Mr. Woolf offers some pointers based upon years of experience in the advertising field.

In business nowadays a great deal is heard about "public relations." Large corporations engage the services of high-priced experts who specialize in this field. Many companies, in pursuit of better public relations, invest big sums of money in "institutional" campaigns of advertising and publicity.

Just what does the term "public relations" mean? What is it that these experts seek to accomplish? Of special interest here, does the small business man have a public relations problem, and how should he handle it?

The term has been given many complicated definitions. Putting it very simply, the aim of any public relations program is that of making friends for a business. That's all there is to it—*making friends.*

Whether your business is big or little you are not likely to prosper unless the public likes you. If the public distrusts you, believes you to be calculating, self-seeking, and indifferent, you are operating in a negative and dangerous "social climate."

## How to Make Friends

As the operator of a small business you don't need an expensive expert to tell you how to make friends.

It's a pretty simple matter when you

think about it. *When* you think about it—if you think about it. There's the rub—far too many business men think about their public relations far too infrequently or not at all.

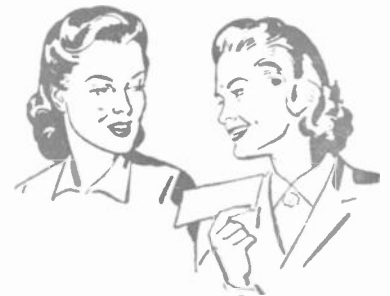
What determines the quality of your public relations is the quality of your contacts with the public. Every ad you run is a contact. Every time one of your employees opens his mouth and says something to a customer he or she has committed an act, *good* or *bad*, of public relations. Every time one of your delivery men rings a doorbell and delivers a package he also has committed an act of public relations—for better or worse. Every time one of your employees answers your telephone a public relations contact has been made that can be helpful or hurtful.

Take your telephone seriously. Lucius Boomer, late president of the Waldorf-Astoria, which receives 4,000 telephone calls every day, once told me that the telephone manners of the American public are atrocious. Dale Carnegie and Emily Post, famed authority on etiquette, have told me the same thing.

You can't do anything about the bad telephone conduct of your customers. But you can do something about the telephone manners of your organization. Some of the things that offend. I am told by New York's top-flight Katharine Gibbs School for business girls are these:

1. Failure of the employee answering to identify himself *at once* upon picking up the phone. 2. Tactless inference by the employee answering that the importance of the caller will determine whether or not you will talk with him. 3. Slowly expressions—

"Okedoke," "Youbetcha," "Oke," "Bye, now," and "So long." 4. Putting the callers through the third degree before yielding the desired information. 5. Lifting the receiver from the cradle and continue to talk with someone at your desk. 6. Displaying irritation when you answer a wrong number call. 7. Asking an employee to get a number for you and then not coming, after the connection is made, *immediately* to the phone. 8. Failure to call promptly after you have promised to do so.



Your telephone is an important vehicle of advertising, of public relations. Gracious, intelligent telephone behaviour will pay dividends in friendship and sales.

*In advertising, mind your own business.* Talk up as enthusiastically as you can the value of your merchandise and service, not the lack of value in what your competitors offer.

It is not enough to avoid outright disparagement. Knocking by subtle implication and innuendo is just as bad—and sometimes worse because of its slyness—than direct belittling. The sports-loving American public likes fair play; it's *tops* in public relations.

# NOW.....

# SKY=BEAM

THE ONLY HIGH FIDELITY, HIGH FREQUENCY

## ANTENNA

### For Perfect Reception on Channels 7 to 13

In television it's the picture that counts, and the best picture is produced by the antenna gathering the greatest degree of signal strength. SKYBEAM, the only high fidelity, high frequency antenna in the field is guaranteed to produce the ultimate in television reception.

This amazing antenna includes all the proven fine features of Lyte products: precision, rigidity and proven scientific construction. Fully tested and approved, in the laboratory and in the field.

SKYBEAM, comes complete in individual cartons partly assembled ready for installation.

For the ultimate in television reception the Lyte SKYBEAM is an absolute necessity. Say Lyte, be sure you're right.

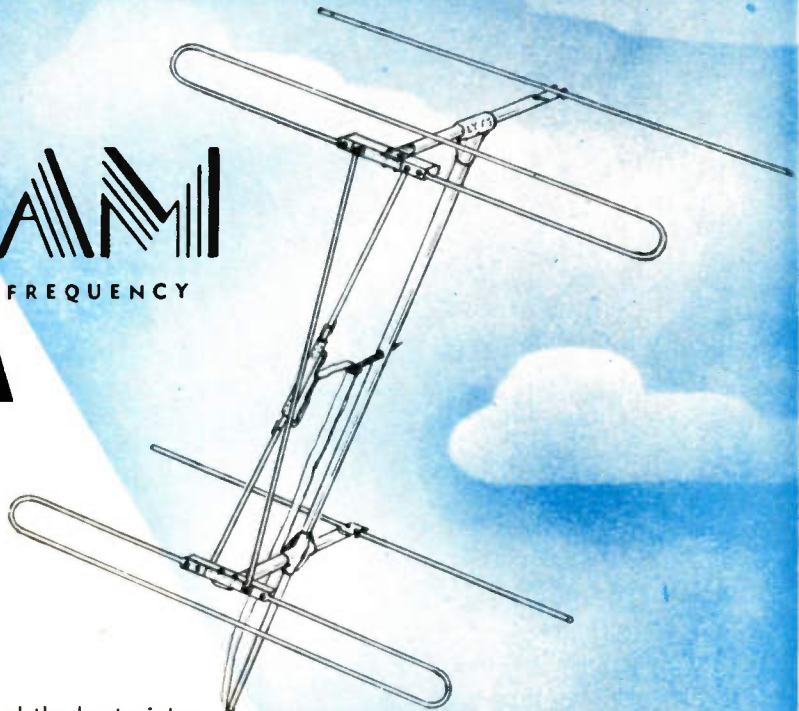
#### CHECK THESE FEATURES:

- Easily attached to existing installations.
- Only perfected high frequency antenna.
  - Scientifically manufactured and tested.
  - Guaranteed to produce outstanding results.
  - Easy to install.

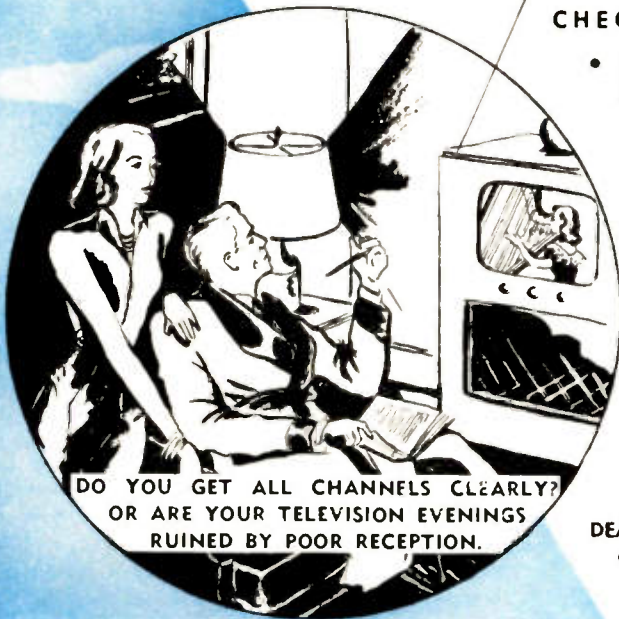
## LYTE PARTS CO.

15 WASHINGTON AVE., PLAINFIELD, N. J.  
199 MAIN ST., DUBUQUE, IOWA  
PLAINFIELD 5-2100 DUBUQUE 8884

DEALERS — Even the finest Television Set is only as good as its antenna. Install the new Lyte for high fidelity reception, better definition, clearer images, with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — Best by Test.



**BEST BY TEST**



DO YOU GET ALL CHANNELS CLEARLY?  
OR ARE YOUR TELEVISION EVENINGS  
RUINED BY POOR RECEPTION.



*The picture impression a customer has upon entering your store should induce him to linger longer and buy more. Here fluorescent and incandescent luminaires provide excellent general lighting.*

“Let There be Light”

## *TO BRIGHTEN YOUR SALES*

**E**VER walk into a store and have the proprietor step from the shadows and turn the lights on? Or find a store display stuck off in a corner where a salesman had to sidle over, snap a switch and flood light on a dead spot, where the merchandise you were looking for was on display?

Such extremes of bad merchandising are too ridiculous to believe any dealer would even perpetrate them. But lighting has become commonplace for some dealers, too much the accepted thing. The extremes cited above are a reminder of one fact: that illumination is an art, practised by illuminating engineers and designers, and must be considered an integral part of sound merchandising.

Specialists from the Illuminating Engineering Society have found the

subject of lighting and its relation to selling significant enough to devote a 100-page booklet to the theme, “Lighting Practises for Stores and Other Merchandising Areas.” Lighting in merchandising, this booklet emphasizes, serves three chief functions: 1) it attracts attention to a store and its merchandise; 2) it enables shoppers to judge the quality of products quickly; and 3) it turns a store into a pleasant and comfortable place in which to shop.

### **Attraction, Appraisal, Appearance**

Coming in for a good measure of debunking is the theory that a store is merely a warehouse filled with merchandise, to which people will come to purchase products as they are

needed. For the brightly lighted store, like radio and newspaper advertising, and like the promotional sign, puts its show window and its blazing interior to work doing one thing—attracting and keeping the attention of customers. Lights play a significant role in increasing interior traffic in low traffic areas, and focus attention on merchandise which might otherwise be glossed over. Like the spotlight in a theatre they can be made to pick out a featured attraction. Brightness, strong contrasts, silhouette, and color can become techniques for converting the store, shelves, odd corners into brilliant display centres.

Most store owners are reluctant to admit by just how much the selling function is speeded through effective illumination. White light sources now



can stimulate almost all actual conditions under which products finally are to be used. These sources range from the filament lamp typical of the home to the daylight fluorescent lamp. This means less handling of products. For the radio, television and appliance dealer it means, largely, that an item like a television set can be viewed under conditions approximating a customer's living room.

In its discussion of lighting and store appearance, the booklet points out that customers have an immediate picture-impression of any store which they enter. This impression is a total of all its visible elements—arrangement, displays, and, above all, lighting. Very often the brightness pattern created by the lighting system in a store becomes the dominant element of attraction. It can be so dominant that it is the principal factor inducing the customer to linger longer in a store, to buy more, and to come back oftener. Lighting systems which have such telling effect on merchandising are invariably those which have been integrated with the architecture, and which identify a store's features. Lighting that is spotted in after a store has been designed, or that which lacks planning, can produce shoddy effects. Today new light sources, application techniques, and methods of relating lighting to merchandising areas have made illuminating design as important to dealers as the very store design itself.

### **The Facts of Light**

What does the average dealer in the radio, television and appliance industry know about illumination, about foot-candles, light refraction, and a host of other complexities? Very little, perhaps. But the dealer knows what effect he wants to produce, how he wants his store to appear to a customer. A lighting designer can help solve his lighting system problems. But even before consulting a designer he can point up his thinking on lighting by keeping in mind some of these highlights culled from the Illuminating Engineering Society's booklet.

Every store has uniform, general lighting as a foundation system. But exceptional horizontal surface illumination can be planned to single out any special merchandising area a dealer wants to feature. The same goes for vertical illumination. Luminaires can brighten a television salon, or highlight the display of radios on special shelves. But the relation of luminaires to the ceiling, the walls and the merchandise, and the matter of highlights, shadows and color qualities lie within the province of the lighting designer.

In the end, determination of which lighting systems are most useful for a radio, television and appliance store



**This wall case display illustrates how featured areas—alcoves, pedestals, or wall cases—can liven up a store interior. A lighting designer can quickly find solutions to any dead spots.** All pictures on these pages courtesy of Illuminating Engineering.

must be outlined for the dealer by a designer, also. Otherwise a dealer might install an indirect lighting system, for instance, not realizing that he will have to add variety and life to his store through additional lighting. For indirect lighting is characterized by uniformity, flatness, restfulness, and monotony. Brightly lighted displays in wall cases, pedestals, and coves, as portable radio displays might be, are the means by which a store thus lighted is enlivened.

Since most radio, television and appliance stores require lighting to serve as general illumination, showroom fashion, the use of fluorescent and incandescent luminaires may be the answer to most dealers' lighting problems. Special or unique displays then require additional attention.

### **The Window and the Sign**

Dealers who turn to lighting to make striking window displays must bear in

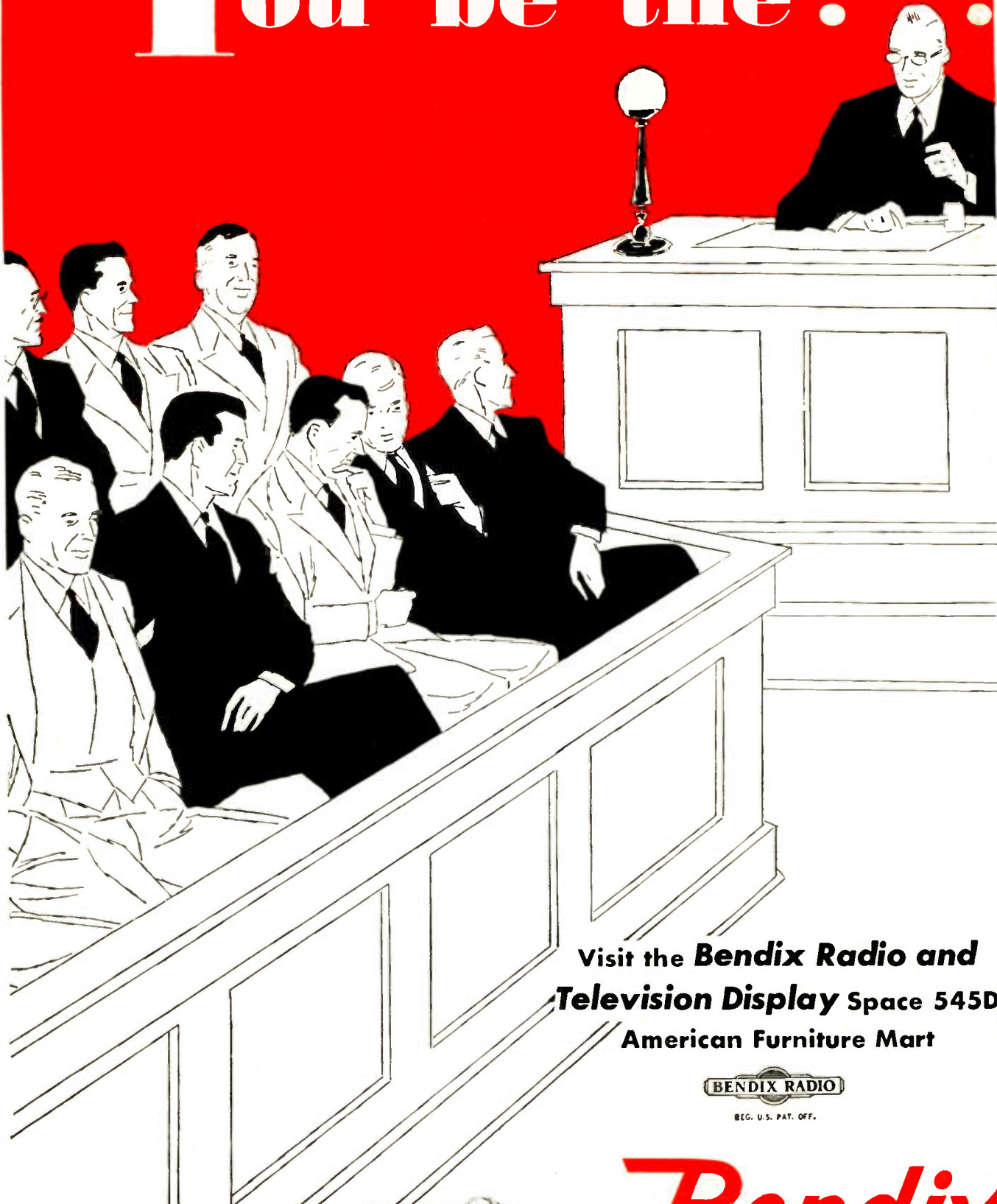
mind the function and purpose of the shop window: to cause a customer to stop, enter the store, or make a mental note to return at some future date. Brightness in a window will arrest the eye of a prospect in less than five seconds. Glare is taboo, as is conflicting color contrast. During the day, sunshine reflected from adjacent buildings may cause veiling reflections which defeat the window display. At night, adjacent windows, either completely darkened or brightly lighted, together with very close or distant street lighting are factors to be analyzed before a dealer determines on his show window lighting. Background, displayed merchandise, arrangement, and relative brightness of displayed merchandise can be gauged by dealers, but the subtle techniques of the skilled designer may do wonders for a storefront.

Finally there's the matter of signs. (Continued on page 43)



**The pattern of brightness must be continuous, from storefront to every nook in the store interior. Windows and signs are to cause a customer to stop, enter a dealer's store, or make a note to return.**

# You be the . . .



Visit the **Bendix Radio and Television Display** Space 545D  
American Furniture Mart

**BENDIX RADIO**

REG. U.S. PAT. OFF.

BENDIX RADIO DIVISION OF  
BALTIMORE 4, MARYLAND



# *Bendix*

Radio & Appliance JOURNAL • December, 1943

# Judge and Jury!

The case before the independent radio and television retailer is plain and urgent. In the cut-throat competition already starting, must you again watch 85% of available sales go to chain stores, discount houses, private brands purveyors, and cut-throat dealers, or can you fight successfully and profitably for a full share of this billion dollar market?

## THE VERDICT IS POSITIVELY "YES"

### WITH THE BENDIX RADIO AND TELEVISION DIRECT-TO-DEALER MERCHANDISING PLAN

Price-wise, you can take on all comers with this "no middle-man" line. Quality-wise and value-wise, you'll be way out in front! And because this franchise is restricted to only one dealer in each community you are protected as well from dumping and price cutting by dealers with the same line. *Your profit is protected every way!*

See the evidence for yourself in the new "Success"

line for '49—perfect testimony to the value, permanence and power of this answer to a retailer's prayer. Visit the Bendix Radio and Television space at the Winter Furniture Mart—see and compare Bendix Radio's sensational "no middle-man" prices. Check point-by-point the profit making advantages of this power-packed plan. Let your own good judgment tell you why everything points to Bendix Radio for profits, progress and permanence.

### HOW CAN YOU MISS WITH A PROGRAM LIKE THIS!

## No Salesmen Present Opening Day

To let you make an unbiased decision on the profit potentials of our plan and the outstanding merchandising values in our special winter promotion models, all our Bendix Radio salesmen are barred from our exhibit on January 3rd. Come in and let your own good judgment guide you.

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

# Radio and Television



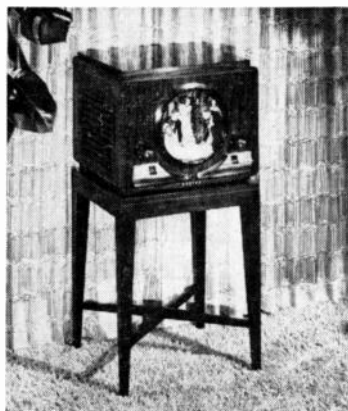
*Radios*  
*Television*

*Consoles*  
*Recorders*

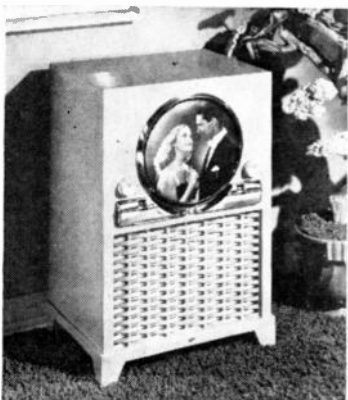
*Phonographs*  
*TV Accessories*

### Zenith Circle Screen TV

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



FM-television table model features the Giant Circle, luminized screen. Pre-tuned and set for all 12 channels. Simple adjustment will permit reception on ultra-high frequencies above 500 megacycles, when stations on high band telecast. Gated automatic gain control, contrast selector, Alnico 5 speaker. Set has 24 tubes and three rectifiers. Illumination of channel and contrast indicator by control button. Twist of tuning knob brings in tuned picture and sound, with supplementary controls available for use when minor, fine adjustments are necessary. Cabinet veneered in African Afara.



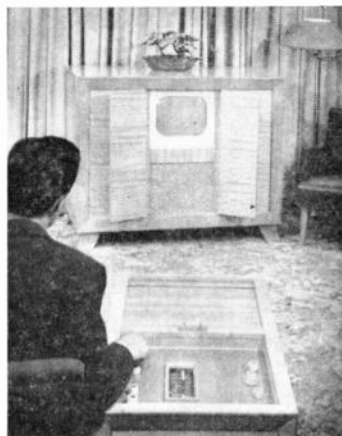
Zenith's FM-television console has

all the features found in the table model, above. Sub-assembly, also common to both, makes possible plug-in to Phonevision, whereby Hollywood movies and other entertainment is enjoyed in home. Both models have heavy, power transformer, specially shielded to prevent magnetic interaction. Safety back panel installed in both, and cut-off switch automatically breaks current when panel is removed. Console comes in simply-styled African Afara veneer.

*Say you saw it in Radio & Appliance Journal, December, 1948.*

### Century Teleceiver

Manufactured by Industrial Television, Inc.,  
359 Lexington Ave., Clifton, New Jersey



Features remote control developed by this firm for commercial market. Chair-side control contains television tuner and AM-FM tuner, plus dual-speed record player. Remote control unit connected by wire to picture unit in a separate cabinet. Picture unit cabinet contains cathode-ray tube and record storage space. Single chair-side unit can operate several picture units. Cabinets of bleached, or dark mahogany, of contemporary styling.

*Say you saw it in Radio & Appliance Journal, December, 1948.*

### Crosley Combination

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



Crosley's table model television and radio receiver combination, above, incorporates a 10-inch picture tube and complete FM radio broadcast reception. Produces 52 square inch picture. Horizontal synchronization keeps picture clear and steady through electrical disturbances. Cabinet in mahogany, made adaptable for attachable base, permitting conversion to consolette.

*Say you saw it in Radio & Appliance Journal, December, 1948.*

### AC-DC Television Receiver

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

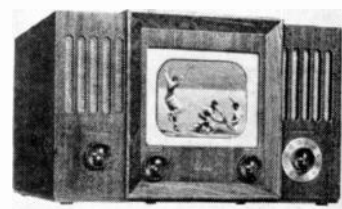
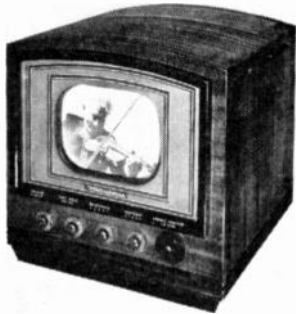


Table model shown has a 7-inch screen and firm engineers have developed electrical circuits which make it possible for the set to operate either on direct or alternating current. Unit is similar in appearance and function to AC models in same category. Cabinet is decorative mahogany, designed to harmonize with average home decor.

*Say you saw it in Radio & Appliance Journal, December, 1948.*

**TV Receiver by Westinghouse**  
 Manufactured by Home Division, Westinghouse Electric Corp., Sunbury, Pa.



Model 196 is a table model television set featuring automatic frequency control of horizontal synchronization, and automatic gain control which reduces adjustment on various channels. Ten-inch tube provides 52 square inch picture. Protective glass eliminates screen glare. Channel selector; hand switch and tuning control operate coaxially; limiter and ratio detector to combat noise; 6-inch, electro-magnetic speaker; 24 tubes; three rectifiers. Comes in mahogany or blonde.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

**The Lancaster**

Manufactured by Stromberg-Carlson Company, Rochester, New York



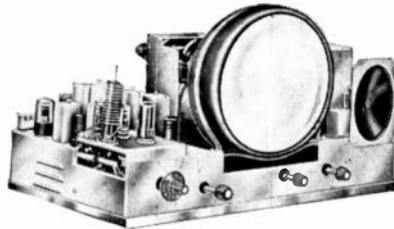
Shown here is a radio-phonograph-television unit in regency, 18th century cabinet of matched mahogany veneer. Has 12-inch picture tube. FM, AM, and short wave, and is tunable through complete range of television and FM frequencies. Tuning eye for station selection. Twelve-inch, electro-magnetic speaker. Push button tuning on standard broadcast. Intermix record changer engineered for standard or long-playing records. Say you saw it in *Radio & Appliance Journal*, December, 1948.

Additional new products of the radio, television and phonograph industry appear on pages 30, 31, 32, 34 and 35.

# TRANSVISION

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

**NEW 10" TV KIT**  
 at amazingly **LOW PRICE!**



MODEL 10A TV KIT

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

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

**TRANSVISION ALL-CHANNEL TELEVISION BOOSTER**

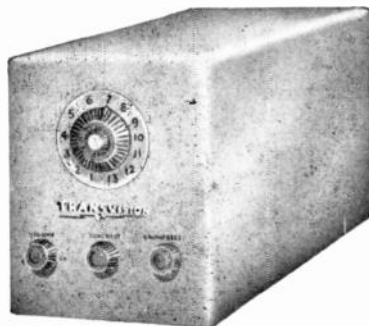
To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all television channels. **Tunes all television channels continuously.** Can be used with any type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



ALL-CHANNEL BOOSTER

**TRANSVISION REMOTE CONTROL UNIT KIT**

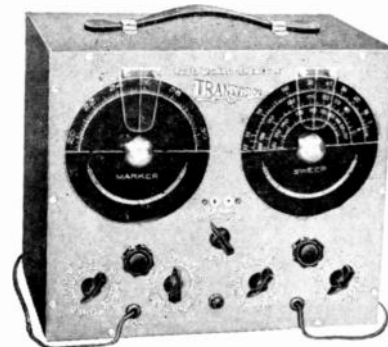
Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Easy to assemble in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



REMOTE CONTROL UNIT KIT

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

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



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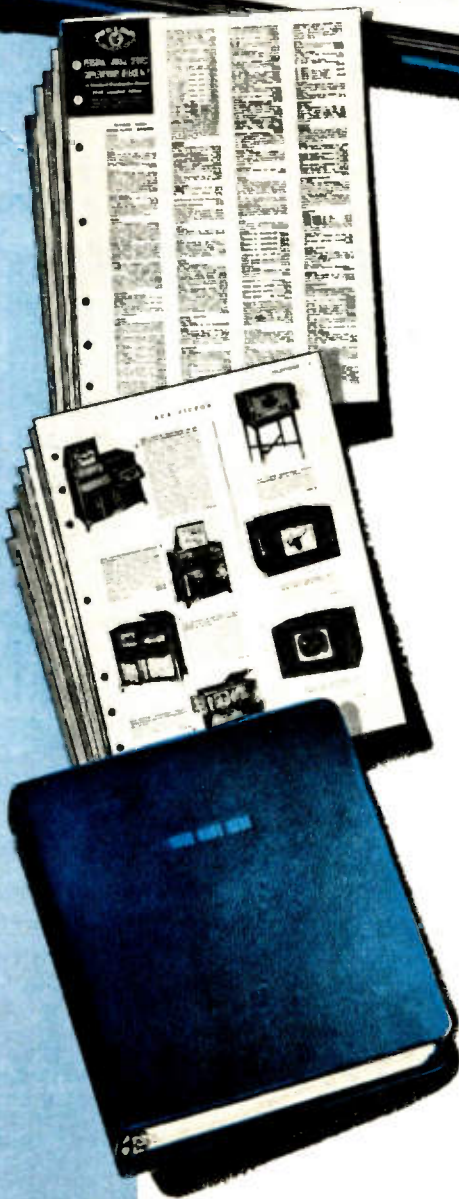
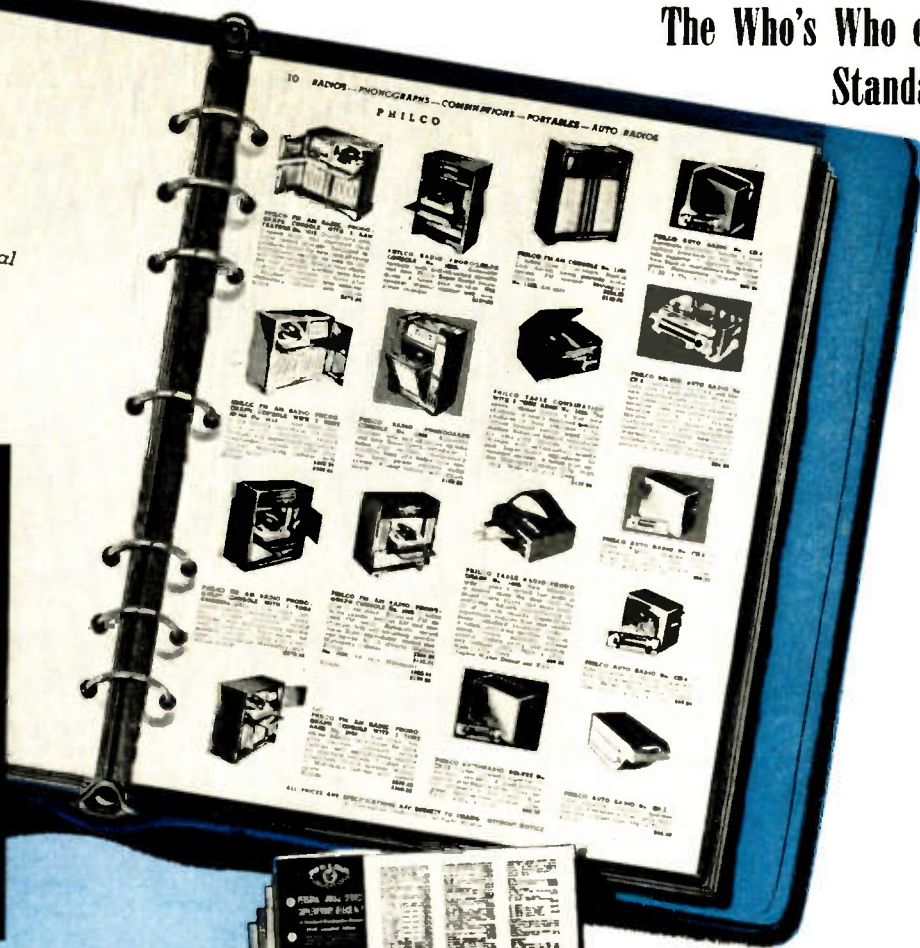
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### GE Television Console

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



Console model 811 has a 10-inch picture tube. Automatic clarifier and stabilization circuit which control picture synchronization. Separate circuit for each of the 12 broadcast channels. Eighteen tubes plus three rectifiers, and permanent, magnet, Alnico 5 speaker. Cabinet in mahogany, controls on a metal escutcheon, speaker grille of woven metal, acoustically-correct grille cloth.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### TV Consolette by Philco

Manufactured by the Philco Corporation,  
Philadelphia, Pennsylvania



Model 1040 features a 10-inch, direct-view picture tube, which provides 52 square inches of sharp, clear picture. Automatic tuning, with no need to adjust when switching stations. Automatic level control maintains picture and sound quality. Complete coverage in any locality. Twenty-one tubes and three rectifiers. Mahogany consolette fits any decorative scheme, provides correct eye-level viewing.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### TV-Equipped Phono Combo

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



Deluxe Capehart AM-FM-phonograph combination is completely equipped for television installation at time of purchase or any time to July 1, 1950. Space and mounting shelf provided for television chassis. Viewing tube panel, front safety glass and metal screen backing are installed. Television space can be converted to record storage space in event customer wishes to defer inclusion of television receiver. Model is 504 PR, and line sketches show versions in which available.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### Dual-Speed Portable

Manufactured by Lipan Radio & Television  
Company, 2430 Atlantic Avenue, Brooklyn,  
N. Y.



This radio-phonograph has five tubes, dual-speed motor with switch, pick-up arm with interchangeable cartridges. Plays all records with lid closed, if desired. Housed in two-tone, leatherette case. Has single arm.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

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Some choice territories  
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35-15 37th Ave., Long Island City 1, N. Y.



### RCA's Onlooker

Manufactured by RCA Victor Division,  
Camden, New Jersey

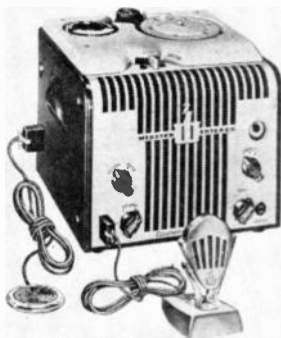


Model 8-T-243. "The Onlooker" features immunity from electrical interference, sensitivity for picture brilliance by automatic gain control, simplified tuning, and electronic insulation even at base of instrument. "Power on" circuit warns owner set is still on when transmitter goes off air. Large, louvred, front panel in three cabinet woods, walnut mahogany, and blond.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### Electronic Memory Recorder

Manufactured by Webster-Chicago Corporation,  
Chicago, Illinois



Wire recorder, model 7, can be operated with or without foot control. Furnished complete with built-in speaker, magic eye volume indicator, microphone and stand, and three spools of recording wire. Semi-portable and can be carried home by business executive or professional for work at home, or used for entertainment recording. Foot control eliminates hand operations.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### New Projection Manual

Television Assembly Company's chief engineer, Gerard R. Francoeur, has collaborated with the John F. Rider Laboratories in the preparation of a new manual on T.A.C.'s model P-520 Projection Television Assembly for custom-built installations. Ninety-three pages, it contains schematic inserts and covers every assembling operation for this television unit. Free with each P-520 model, \$2.50 per copy for independent purchasers.

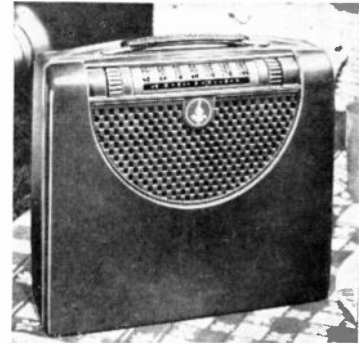
Say you saw it in *Radio & Appliance Journal*, December, 1948

### Emerson Portable

Manufactured by Emerson Radio & Phonograph Corporation, 111 Eighth Avenue, New York City

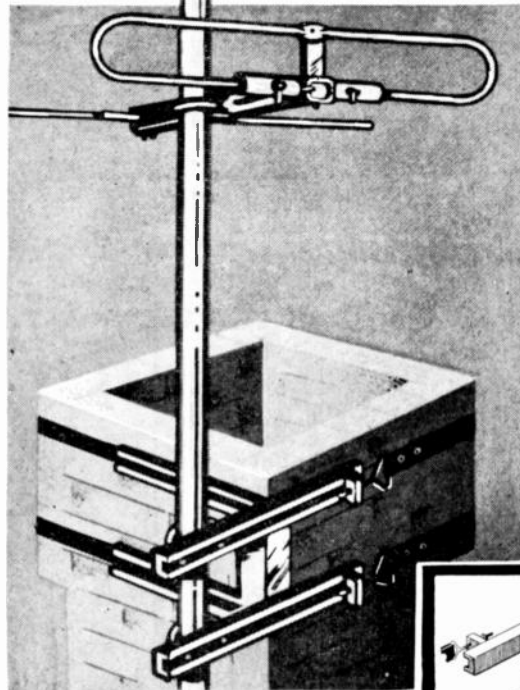
Features superheterodyne circuit, incorporating electronic engineering for operation on AC, DC, or self-contained, single-battery pack. Portable has five tubes. Contains built-in loop antenna, designed for greater sensitivity. Cabinet of maroon plastic, in modern "briefcase" design with integrated plastic grille.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

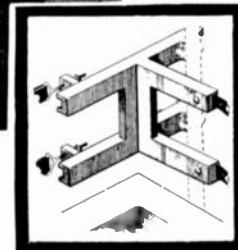


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This UNIVERSAL CHIMNEY MOUNT is the very newest in efficient design. It is a NON-TILTING, NON-SLIPPING all-aluminum casting that will firmly hold higher masts. Equipped with two 12-foot perforated straps of weather resistant galvanized steel that will adjust themselves quickly and easily to any size chimney. Universal's U-Bolt assembly permits the use of masts of any diameter or height. Two points of retention guarantees a lined-up installation. Completely pre-assembled, ready to install without loose hardware or special tools. Withstands bad weather conditions.  
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### Ansley Record Player

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

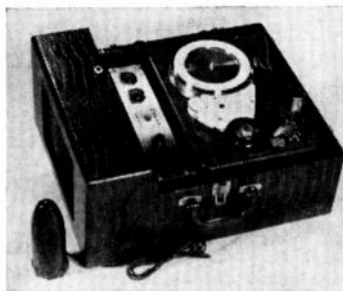


Priced at \$41.95, this portable record player has an amplifier for the new long-playing records. The record player features the 33-1/3 RPM turntable, with a three tube amplifier, volume and tone controls, and 5-inch speaker. Housed in leatherette-covered case with leather handles.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### Cosmo Wire Recorder

Manufactured by Abbey International, 509 Fifth Avenue, New York City

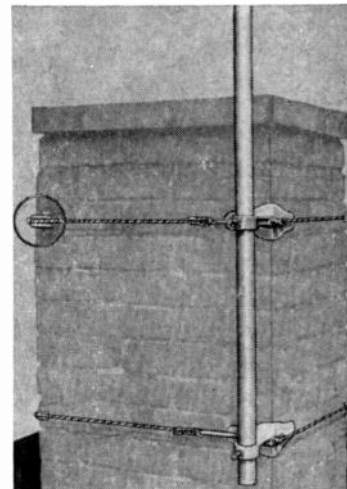


Compact and portable, this recorder features direct recording from phonograph record without use of microphone. Visual neon indicator for maintaining volume level. Easy erasure, safety lock to prevent accidental erasures, automatic rewind, and shut-off. Full volume and tone controls. Electro-shielded, high-sensitivity microphone, and 6-inch PM speaker for pickups. Recording spools for 1/4, 1/2, and one hour.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### Mastercraft Antenna Mount

Manufactured by Mastercraft Products, 60 South Street, Boston, Massachusetts



This mount has two aluminum castings with set bolts and lock nuts. Six stamped and shaped aluminum corner sleeves ride on cable, hold it in place and protect cable from chafing against chimney corners. Product insurance flyer. Whole mount is strong, weighs three pounds, is rustproof, mounts on chimney or any rectangular part of building. Lists at \$7.50.

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**NEW**  
ESPEY  
MODEL 511  
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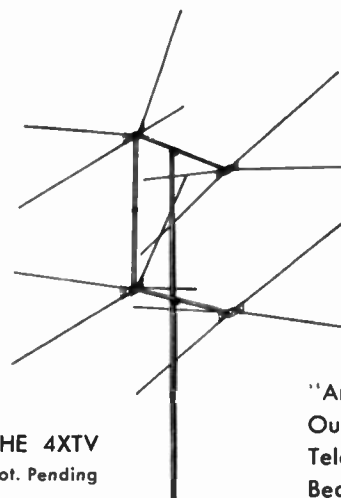
This Profitable Chassis Replacement Market means increased sales to you and increased savings to over 19 million potential customers.

- Here is a fine radio, in chassis form, to please the most discriminating music lovers.
- Easy to install in any console cabinet old or new, the Espey 511 AM-FM radio chassis embodies the latest engineering refinements for lasting high quality at a price that defies competition.
- Features, 12 tubes plus rectifier and tuning indicator; drift compensated circuit for high frequency stability; tuned RF on AM and FM, high fidelity push-pull audio; 13 watts power output; wide range 12" PM speaker; smooth flywheel tuning; phono input provision; separate AM and FM antennas.

Sold through your favorite parts distributor.  
Write for catalogue K2 containing complete specifications.

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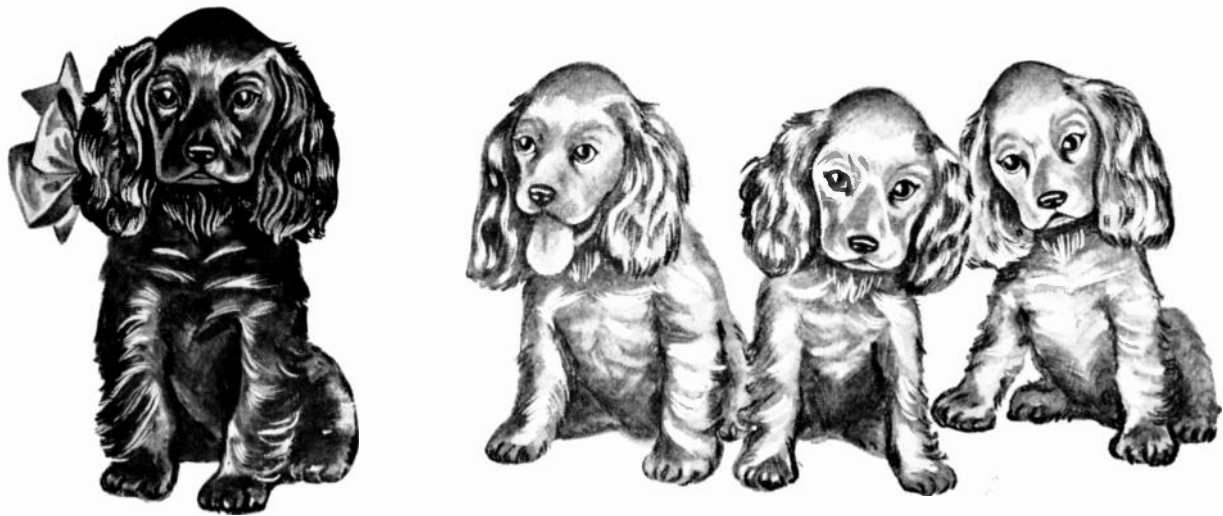
THE 4XTV  
Pat. Pending

"America's Outstanding Television Beam"

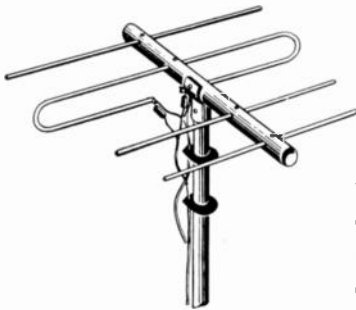
Conical "V" beam. Unidirectional pattern 2-to-13 — 14 DB F to B ratio all channels — Total weight 6 3/4 lbs.  
AT YOUR JOBBER OR WRITE US

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stands out...



## OAK RIDGE ANTENNAS!



There's good reason why Oak Ridge **STANDS OUT** as a leader in the field of antennas and antenna accessories. For when sound, practical engineering, the best materials and sturdy construction go into a product the result is outstanding performance. Such is the quality and craftsmanship of every Oak Ridge product.

Oak Ridge is constantly developing new products to make TV and FM antenna installations easier, quicker and better! Whatever your antenna requirements are — see Oak Ridge products first . . . they're the finest! *Send today for your Oak Ridge catalog!*

Write Dept. B.

### ANTENNAS

In TV and FM, for high or low frequencies . . . in good or bad reception areas — there's an Oak Ridge antenna to bring in the maximum signal. Models range from single dipoles to High-Low Wavemasters.

### ACCESSORIES

- 4-Way Clamps
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- Flat and Coaxial Cables
- Steel and Rubber Stand-Offs
- Wall Mounts (6" and 12" sizes)
- Chimney Mount Conversion Units
- Telescopic Masts (24 ft. and 36 ft.)



## OAK RIDGE ANTENNAS

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

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**Recordisc**  
PRODUCT...



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

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

**NEW, 1949  
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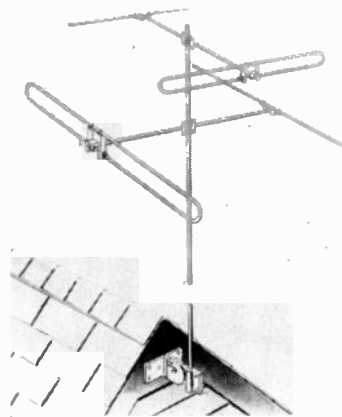
"You Take No Risk With Recordisc"

**THE  
Recordisc  
CORP.**

395 Broadway, New York 13, N. Y.

**Brach Flexible Antenna**

Manufactured by L. S. Brach Manufacturing Corp., Newark, New Jersey

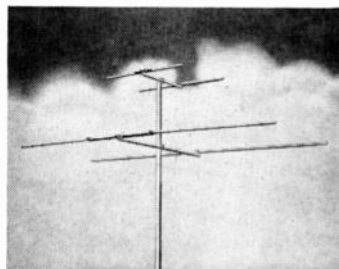


This television antenna is adapted to local television requirements by use of a Flexi-Kit. To base mount and mast can be added any combination of parts warranted. Called Hi-Lo Rotatable TV Antenna it has folded elements, also available with straight dipoles. Ease of installation at point of antenna assembly. Individual parts replacement.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

**Universal U-Bolt Antenna**

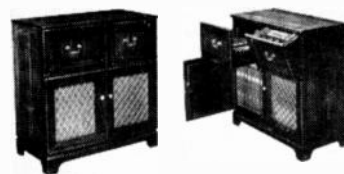
Manufactured by Veri-Best Television Products, Inc., 8-10 Forrest Street, Brooklyn, N. Y.



Aluminum blocks assure electrical contact with this antenna, and U-Bolt arrangement permits easy corrections and adjustments simply by loosening bolts, making rearrangement, and tightening bolts again. All-aluminum installation is made by locating reflectors and dipoles in proper mast position and tightening U-Bolts. Modification of installed antenna possible. Orientation: 360 degrees.

**Air King Combination**

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

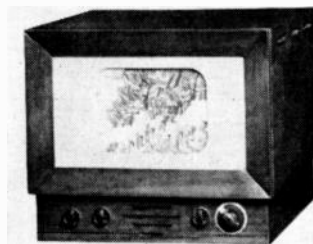


Air King's new console, AM/FM-record combination has eight tubes, with a built-in loop and folded-dipole antenna, which eliminates the need for an external antenna in the average home. Exacting tonal reproduction and fidelity reception. Automatic record changer plays 10- and 12-inch records intermixed. Contains feather-weight, low-pressure tone arm and permanent needle. Cabinet comes in mahogany, walnut or blond mahogany.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

**New Video Set**

Manufactured by Video Corp. of America, 385 Flatbush Ave. Ext., Brooklyn, N. Y.



A novel design in television receivers, this set features AFC on sweeps, automatic gain control, inter-modulation system, and the exclusive Eye-Light panel, which reduces eye fatigue. Set is housed in hand-rubbed, piano-finish cabinet standing 18 inches high. Ten-inch model lists at \$349, 12-inch model \$50 more.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

**AVCO Official Cites TV's Strides**

Speaking before members of the Boston Security Analysts Society, Raymond C. Cosgrove, executive vice-president of AVCO Manufacturing Corporation, recently reminded the group that television set production had increased this year more than 300 per cent over 1947; that pioneers had invested millions of dollars in engineering and manufacturing facilities, and in experimental and commercial telecasting; and that the industry had provided new investment opportunities, new sources of employment, and a method of creating increased turnover and distribution of goods through its advertising power. Mr. Cosgrove expressed the fear that "repressive taxation and government controls" may handicap the growing television industry.



### Nielson TV Receiver

Manufactured by Nielson Television Corporation, Norwalk, Connecticut



Housed in Georgian mahogany cabinet, this television receiver has 30 tubes, three rectifiers and a 10-inch kinescope. Set's circuit embodies temperature-compensated circuits, automatic volume control, locking synchronization control, radio frequency trap circuits, and high-fidelity, audio circuits, which energize an electrodynamic, 12-inch speaker.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

### New TV Telematch

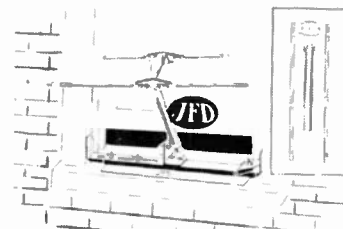
Manufactured by Standard Transformer Corporation, Elston & Kedzie Aves., Chicago, Ill.



This television accessory can be mounted behind receiver or on top of cabinet and corrects mismatch between antenna and receiver by allowing maximum transfer of broadcast signal energy between them. Manufacturer claims Telematch minimizes ghosts, improves picture tonal quality, reduces channel interference, aids reception on high and low bands, increases outdoor antenna efficiency and gives good results with indoor antenna. Comes in rich brown and hammerstone gold.

### Quik-Rig Antenna

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



JFD's window antenna can be made ready for immediate operation by simply unfolding the dipoles and reflectors, swinging them into position and tightening them by means of attached wing nuts. Slotted base permits full adjustment to receive signals from any direction. Can be folded like umbrella into compact array for storage. Built of lightweight aluminum and steel.

Say you saw it in *Radio & Appliance Journal*, December, 1948.

*A MERRY CHRISTMAS  
and A HAPPY and SUCCESSFUL NEW YEAR*

## NORTHEASTERN DISTRIBUTORS, INC.

588 COMMONWEALTH AVENUE, BOSTON, MASS.

#### SALES MANAGERS

FOR OUR  
MANUFACTURERS

ZENITH  
GRAND  
CALCINATOR  
M-G-M RECORDS

TRACY  
THOR  
QUAKER  
GIBSON

#### MERCHANDISING COUNSELLORS

FOR OUR  
INDEPENDENT RETAILERS

LEWYT  
NATIONAL  
SCOTT-ATWATER  
HAMILTON

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Bendix Radio** Division of Bendix Aviation Corporation, Baltimore, Maryland, has expanded the engineering staffs on both its television development and its service organizations in preparation for wider distribution of the firm's television home receivers. Plans are underway for completion of another television production line.

• Service managers from 30 distributors located in 25 active television areas throughout the country, recently completed a 40-hour training course at **Zenith Radio Corporation's** factory television school, Chicago, Ill. Purpose of the school is to train service managers so that each can set up a service school in his organization, and at the same time offer training to Zenith service dealers and installation companies in his regional territory. Periodic courses to keep service organizations abreast of developments in television are planned.

• **Televista Corporation of America**, 114 East 16th Street, New York City, manufacturers of television and

radio, has offered 200,000 shares of common stock for sale to the public at one dollar per share. The offering is being made by prospectus through Hirsch, Shalleck and Krakower, New York City.



• The new factory of the **JFD Manufacturing Company, Inc.**, Brooklyn, New York, occupies 60,000 square feet, is three stories high, and has an adjoining 10,000-foot plot. It winds up a \$500,000 expansion program and will employ the most advanced mass production methods in turning out the more than 4,000 radio items, 30 antennae, and 50 television accessories made by the firm.

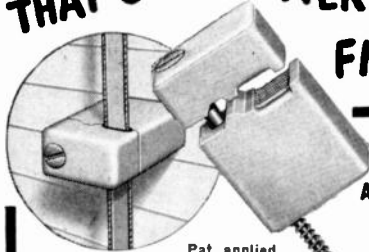
• Seven district sales representatives have been named by the **General Electric Company** to represent its Syracuse, N. Y., Electronics Department. F. S. Anderson, W. A. Gibbons and J. W. I. Cody will operate in the Atlantic district, headquarters Philadelphia, Pa.; R. L. Casselberry and P. H. Leslie in the east-central district, headquarters Cleveland, Ohio; and G. F. Reed and C. L. Schmidt will function in the southwestern district, headquarters Dallas, Texas.

• **Tele-tone Radio Corporation**, New York, has announced the appointment of three new distributors: the Kane Company, 168 North 3rd Street, Columbus Ohio, for southern Ohio; Modern Distributors, Inc., 1540 4th Ave., Huntington, for all of West Virginia and the eastern part of Kentucky; and the Electronic Sales Company, 353 Crown Street, New Haven, for the Connecticut sales area.

• M. W. Lightcap has been appointed director of sales for the **Nielson Television Corporation**, Norwalk, Conn., and will have complete charge of sales and merchandising activities of the firm. Mr. Lightcap was formerly distribution manager with North American Philips Company.

(Continued on page 38)

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



Pat. applied for No. 9418

Two major causes of TV Blackout, FM Fadeout are eliminated with Porcelain Products' exclusively designed lead-in supports. They give rigid support preventing lead-in wire from twisting in wind or going slack; short circuits are stopped by giving quick moisture drainage at support yet wire is held firmly without injury to insulation. Made of highest quality porcelain, resistant to weather extremes, factory assembled, screws rust-proofed, no maintenance, low initial cost. For all popular types of lead-in cables.

WRITE FOR FOLDER

### OTHER ANTENNA AND LEAD-IN ACCESSORIES



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



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



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

**Porcelain Products, Inc.**  
FINDLAY, OHIO

## NEW!

★ Practically invisible, this new Mounting Bracket fits any 7"-10" table model or console set. Two small screws behind the set do everything!

★ The self-leveling VUE-SCOPE cannot sway. Three easy adjustments assure perfect focus and alignment in all positions.

★ With this new lightweight Mounting Bracket the VUE-SCOPE will fit even a rounded-top set!

★ No unsightly bottom legs or braces.

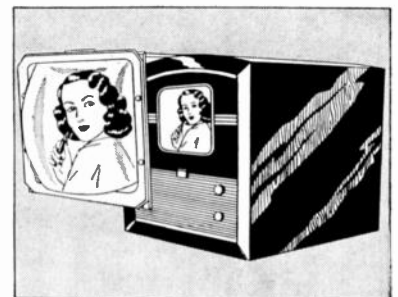
only \$29.95

Slightly higher West of the Mississippi

## VUE-SCOPE

TELEVISION  
MAGNIFYING LENS

with  
**SENSATIONAL  
3-WAY  
MOUNTING  
BRACKET**



Everyone knows the advantage of "blowing up" that television screen with a VUE-SCOPE! Now it's easier than ever —because VUE-SCOPE offers an amazing new Mounting Bracket. It's the last word in television luxury!

Distributors and Dealers: For further information write to Dept. TA, **CELOMAT CORPORATION**  
521 WEST 23rd STREET, NEW YORK 11, N. Y.

# Set by Set, Volume by Volume - PHOTOFACT Boosts Your Profits!

Build the Service Data library that helps you earn more. Have at your finger-tips the most accurate, uniform and practical service data ever produced—everything you need for easier, more profitable work. From the moment you get them, PHOTOFACT Folder Sets and Volumes pile up increasing profits for you, month after month, year after year. For success in servicing, for bigger earning power, you owe it to yourself to keep your PHOTOFACT library up-to-date!



## NOW! PHOTOFACT VOLUME 5 ON SALE AT YOUR JOBBER'S TODAY!

Latest addition to the famous PHOTOFACT Volume series—brings your file of postwar receiver service data right up to December 1948! Most accurate and complete radio data ever compiled—preferred and used daily by thousands of Radio Service Technicians. Everything you need for faster, more profitable servicing: Exclusive Standard Notation Schematics; photo views keyed to parts lists and alignment data; complete parts listings and proper replacements; alignment, stage gain, circuit voltage and resistance analysis; coil resistances; record changer service data, etc. Order Volume 5 today—keep ahead with Photofact—the *only* Radio Service data that meets your *actual* needs!

## Stay Ahead of the Game with PHOTOFACT Folder Sets . . .

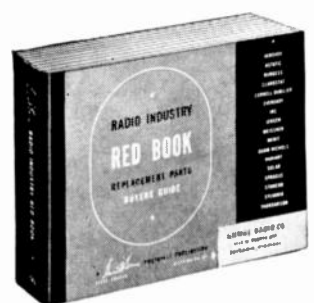
You can't afford to miss a single PHOTOFACT Folder Set! You get not only the most complete and accurate Radio Service Data ever compiled—but you keep up with fast-moving developments. Have all the advantages that make PHOTOFACT indispensable to thousands of Service Technicians—PLUS—exclusive new TV Folders on popular Television receivers—the invaluable TV Course (don't miss the sections on wave pattern trouble-shooting, and antennas)—full data on the latest Record Changers—all this in addition to full coverage of current radio models. Subscribe regularly to PHOTOFACT Folder Sets—to make your work easier, quicker, more profitable. Issued two Sets per month. Subscribe at your Jobber today. **\$150 PER SET ONLY**.....

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the Best Service Data Buy  
You'll Ever Make!**

Your Price  
Each Volume, **\$18.39**  
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- Vol. 5. Covers models from July 1, 1948 to Dec. 1, 1948
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- Vol. 3. Covers models from July 1, 1947 to Jan. 1, 1948
- Vol. 2. Covers models from Jan. 1, 1947 to July 1, 1947
- Vol. 1. Covers all postwar models up to Jan. 1, 1947

**You'll Use These Practical Books Every Single Working Day!**



## The Radio Industry RED BOOK

NOW—stop wasteful hunting through dozens of incomplete parts manuals. The RED BOOK tells you *in one volume* what you need to know about replacement parts for approximately 17,000 sets made from 1938 to 1948. Includes complete, accurate listings of all 9 major replacement components—not just one. Lists correct replacement parts made by 17 leading manufacturers—not just one. Covers original parts numbers, proper replacement numbers and valuable installation notes on: Capacitors, Transformers, Controls, IFS, Speakers, Vibrators, Phono-Cartridges. Plus—Tube and Dial Light data, and Battery replacement data. 448 pages, 8 1/2 x 11; sewed durable binding. **ONLY..... \$3.95**

### 1947 Changer Manual

Complete, accurate service data on over 40 postwar Record Changer models. Shows exploded views, photos from all angles. Includes change cycle data, adjustment notes, service hints, complete parts lists. PLUS—complete data on leading Wire, Ribbon, Tape and Disc Recorders. 400 pages; hard cover; opens flat. Order now! **ONLY..... \$4.95**



### Tube Placement Guide

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



### Dial Cord Stringing Guide

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



### FREE Photofact Cumulative Index

Send for the FREE Cumulative Index to PHOTOFACT Folders covering *all* postwar receivers up to the present. You'll want this valuable reference guide to the Radio Service Data preferred and used by thousands. Helps you find the Folders you want in a jiffy. Get this FREE Index at your Jobber or write for it now.



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or send to HOWARD W. SAMS & CO., INC.  
2924 E. Washington St., Indianapolis 7, Ind.

- My (check) (money order) for \$..... enclosed.  
Send following Photofact Volumes:  Vol. 5.  
 Vol. 4.  Vol. 3.  Vol. 2.  Vol. 1. (\$18.39 each).  
 Send the RED BOOK. \$3.95 per copy.  
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**HOWARD W. SAMS & CO., INC.**  
INDIANAPOLIS 7, INDIANA



# MANUFACTURERS AND DISTRIBUTORS NEWS

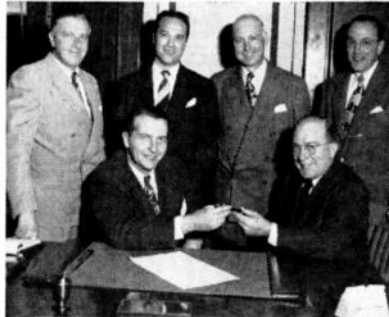
(Continued from page 36)

• Net earnings of \$2,609,725, or \$2.02 per share of capital stock, were reported for the first nine months of 1948 by **Stewart-Warner Corporation**, Chicago, Ill. The unaudited statement, subject to year-end adjustments, showed a net earning increase of \$670,874 over a similar 1947 period.

• **The Remington Radio Corporation**, White Plains, New York, has expanded its factory location, adding personnel and equipment in order to triple present production of Rembrandt television sets. A complete floor has been given over to the assembling, wiring and testing of table models in the move, and additional master cabinet-makers have been engaged to turn out the firm's hand-crafted, hand-finished cabinets.

• Earnings of the **Philco Corporation**, Philadelphia, Pa., after appropriations of \$2,100,000 for an inventory reserve and \$586,000 for a research reserve, amounted in the first nine months of 1948 to \$6,631,000. This was \$4.23 dividend on each of 1,502,462 common shares. Sales for the period amounted to an increase of 23 per cent over a comparable period for last year.

• **Tele King Corporation**, New York, has announced the appointment of Philadelphia Electronics, Inc., 2530 N. Broad Street, Philadelphia, as its distributor for that city, for Delaware and Southern New Jersey.



• Bert Schaefer, seated, right, regional sales manager of **Admiral Corporation**, Chicago, Ill., has consigned to Stewart Wholesalers, Inc., 20 Curtice Street, Rochester, New York, distribution rights for Admiral electric ranges and refrigerators, radios, radio-phonographs, and television sets. Headed by George T. Stewart, seated, left, and Charles DeGolyer, standing, left, the organization will service 10 counties in the area for Admiral.

• **Motorola, Inc.**, Chicago, Ill., has voted a dividend of 25 cents per share and a special 25-cent dividend per share, both payable on December 20, 1948, to stockholders of record on December 6, 1948.

• **Stromberg-Carlson Company** appointed these distributors in Virginia, North Carolina, Texas, the state of Washington and Alaska: R. F. Trant, Inc., Norfolk, to serve dealers in 53 counties in Virginia and 22 in North Carolina; Coastal Equipment Co., Houston, to distribute radio and television products in 39 Texas counties; and the Herb E. Zobrist Co., Inc., Seattle, for Alaska and 16 counties in the state of Washington.

• The Rene M. Jacobs Co., Inc., 40 East 32nd Street, New York City, has been appointed exclusive distributors for Capehart television receivers and radio-phonograph combinations, manufactured by **Farnsworth Television and Radio Corp.**, Fort Wayne, Indiana. Sidney H. Rogovin, active in radio and appliance merchandising for over 25 years, will direct sales for the firm.

*"Ahead by Comparison"*  
**KENT CABINETS**  
 for Table Television Sets

Cabinet for RCA Models 630, 8T530, 8T241 & 243

Very solidly made of fine walnut veneers, these beautiful new cabinets are designed and drilled to fit exactly. Built-in lucite mask for picture tube.

These cabinets are also available in blank (undrilled) to fit other makes of Television Sets, including Philmare, Air King, Fada, De Wald. Also designed to fit all Television Kits.

IMMEDIATE DELIVERY!	Kent No.	For RCA Set No.	With Picture Tube Size
	630	630	10"
8T530-10	8T530	10"	
8T530-15	8T530	15"	
8T241 & 243	New RCA Models	10"	

Cabinets are also available for RCA 12" and 15" conversion sets.

Western Warehouse & Showrooms, serving 11 Western States. Save time and freight charges. In Los Angeles: 925 South Grand Avenue, Los Angeles, California. Also Warehouse at Kansas City, Mo.; Chicago, Ill.; Houston, Tex.

Inquiries invited from Jobbers, Wholesalers and Manufacturers

**KENT WOODCRAFT CORP.** 2-20 Hooper Street  
 Brooklyn 11, N. Y.

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

ONLY **15<sup>75</sup>** LIST  
 STANDARD JOBBER DISCOUNTS

NO TOOLS REQUIRED

EASILY ASSEMBLED

FULLY ADJUSTABLE

BUILT OF THE SAME FINE RIGID STRONG CONSTRUCTION THAT HAS MADE HY-LITE ANTENNAS THE CHOICE OF THOUSANDS.

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

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

J-12-9

## New Appointments

Toney named advertising manager of RCA Victor, Harvey becomes vice-president of Starrett, Frank Andrea assumes new duties, Barkmeier to general manager of RCA Victor records.



JAMES M. TONEY

• James M. Toney has been appointed advertising manager of the *RCA Victor* home instrument department. Mr. Toney was formerly general merchandise manager of RCA Victor Distributing Corporation, Chicago.



FRANK A. D. ANDREA

• Frank A. D. Andrea, president of the *Andrea Radio Corporation* and recent recipient of the "1948 Award of Achievement" from the Lyle K. Engel publications for contributions to radio and television, has been named general manager of the Andrea organization.



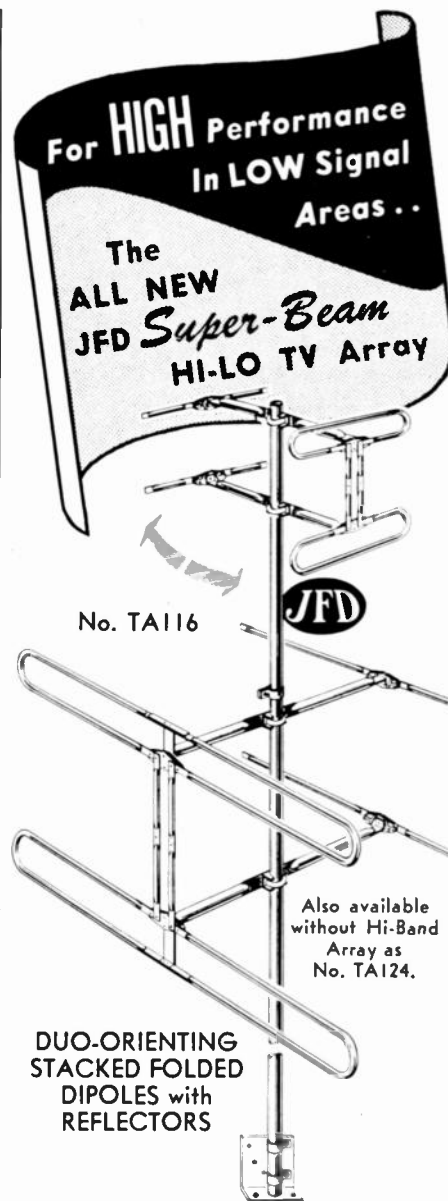
PAUL A. BARKMEIER

• Paul A. Barkmeier has been appointed general manager of the *RCA Victor* record department. Mr. Barkmeier has been in the retail merchandising field for the past 17 years. Simultaneously Jack M. Williams, former advertising manager, has been named general sales and merchandise manager, and J. L. Hallstrom has become manager of the Artist and Repertoire Division, while Robert M. Macrae and D. J. Finn have become merchandise manager and sales manager of the record department respectively.



ALLEN HARVEY

• Allen Harvey, former management consultant who joined the *Starrett Television Corporation* as a consultant to aid in its organization, has been named vice-president in charge of sales and advertising.



DUO-ORIENTING STACKED FOLDED DIPOLES with REFLECTORS

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

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

### OUTSTANDING FEATURES!

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

Write for Literature



4117 Ft. Hamilton Pkwy., B'klyn. 19, N. Y.  
"Manufacturers of the World's Largest Line of TV/FM Antenna Equipment"

# New Appointments

• The **Farnsworth Television & Radio Corporation**, announced the election of E. A. Nicholas as chairman of the board of directors and Abe Fortas as a director. President of the firm since 1939, Mr. Nicholas will continue serving in that capacity. Mr. Fortas, former Under-secretary of the Department of Interior, is at present a partner in the firm of Arnold, Fortas and Porter, Washington attorneys. Philo T. Farnsworth, a director of the company, was also elected a vice-president of the concern, while Chester H. Wiggin was elected secretary.



IRVING BRUDNER

• Irving Brudner has been elected secretary of **Tele-tone Radio Corporation** to coordinate the activities of the sales, production and purchasing departments, continuing as a director of industrial relations with the same firm.



ROBERT W. GALVIN

• Robert W. Galvin has been appointed to the post of executive vice-president of **Motorola, Inc.** Twenty-six years old, Mr. Galvin has been a director of the firm since 1945, having worked in various phases of the company's operation since 1940.



ERNST E. BAREUTHER

• Ernst E. Bareuther has been named assistant treasurer of the **Philco Corporation**. Mr. Bareuther has been with Philco since 1939, serving first as chief accountant of its refrigerator division, then later of the radio division, and finally assuming the duties of budget director prior to taking on this latest, increased responsibility.



DAVID J. HOPKINS

• David J. Hopkins, son of the late Harry Hopkins, has been appointed sales representative for California by the **Emerson Radio and Phonograph Corporation**. Mr. Hopkins was formerly executive assistant to the president of Enterprise Productions.

Instantaneous recording blanks ...

for home and commercial use

FINEST PROFESSIONAL NITRATE COATING

**MELODISC WHITE LABEL**

- 6 1/2" HEAVY ALUMINUM .30 LIST
- 8 HEAVY ALUMINUM .40 LIST
- 10 HEAVY ALUMINUM .60 LIST
- 12 HEAVY ALUMINUM .80 LIST

**MELODISC RED LABEL**

- 6 1/2" LIGHT ALUMINUM .20 LIST
- 8 LIGHT ALUMINUM .30 LIST
- 10 LIGHT ALUMINUM .45 LIST

JOBBER: SEND FOR SAMPLES AND DISCOUNTS

**Melodisc**  
ALUMINUM BASE  
HOME RECORDING PRODUCTS  
Corporation  
FREEPORT LONG ISLAND

FOR SALE BY ALL LEADING JOBBERS

## Great Expectations

RCA spokesmen carried the good word of television's expectations to the mid-west and the northwest recently. At a gathering of the Engineering Society of Detroit, Joseph B. Elliott, vice-president of the RCA Victor Home Instrument Department, said that half the population of the United States will be living in areas served by television by the end of 1948, and predicted that the heavy public demand will increase the television receiver shortage before it can be relieved.

At an assembly of local purchasing agents' organization in Indianapolis, meanwhile, H. G. Baker, general sales manager of the same RCA department, foretold the sale of 14,700 television receivers, with a retail value of

\$5,526,000, for the first year of commercial television in the Indianapolis area. Mr. Baker visualized a "Television Age", and recalled that the medium already has made a telling mark in the fields of entertainment, politics, education, science, and industry.

On another occasion, an audience of 550 Seattle dealers and salespeople heard Mr. Baker and colleagues, J. A. Milling, of RCA Service Company, Dan Halpin, TV sales manager, and C. J. Walker, field representative, describe the firm's plan for introducing television to the Seattle market. Progress reports were made, effective merchandising techniques were analyzed, and the company's national, cooperative advertising and sales promotion programs were outlined.



## Philco Trains

More than 5,000 servicemen have been provided training courses by the Philco Corporation and 43 of its distributors in television installation, maintenance and repair since the post-war television boom began. Believing that television servicing would ultimately be the responsibility of the individual dealer and serviceman, the concern has concentrated on theory and laboratory practice work in cities where television has already taken hold.

The training courses run to from 40 to 80 hours, cover fundamentals in receiver repair and antennae installation, plus periodic postings through service manuals. The company's field service engineers and distributor service specialists are available for consultation. Some 500 persons each month are availing themselves of the training offered by Philco.

## How to Get Credit . . . How to Keep It

(Continued from page 11)

cannot finance his own inventory, and "floor planning" has been the device by which he stocked up with several thousand dollars worth of merchandise, with the understanding that the items would be paid for as they were sold. Dealers have abused this practice by failing to pay as items were sold. Subsequent checking on inventories made the cost of doing this type of business almost prohibitive, to the point where it is now almost impossible to obtain credit on a floor plan basis. In the case of both retail and wholesale credit, however, some means of inventory financing, based on a dealer's integrity and credit worth, can usually be worked out between the banker and the individual dealer.

### Keep Your Credit

The surest way for a dealer to get along with his banker is by gaining his confidence and keeping it. Repay on time, before installments are due, if possible. A checking account should be kept in order, being careful that there are no overdrafts. By anticipating needs, planning in advance, a dealer will not suddenly find himself with a truckload of merchandise in front of his store, sent C.O.D., for which he must obtain money at a moment's notice.

A dealer in trouble should take his banker into his confidence, discussing his problems thoroughly. The banker's money is at stake and he is only too glad to be of help. A dealer should always remember that when credit is finally granted it should be respected and used intelligently. His ability to borrow is his most important business asset.

## Revolutionary Television Tube?

From the laboratory of C. A. Birch-Field, Hamden, Connecticut, has come a development which may give television's future course a direction hitherto unforeseen. Mr. Birch-Field has invented a bulb attachment which, when installed in an ordinary AM radio receiver, can convert it into a television receiver, and will project a picture on any wall or screen. The set must be equipped with the newly-invented attachment, however, and must be tuned to a transmitting station using special sending facilities.

Basis of the new invention is the elimination of cathode-ray fluorescence to project an image at the receiver, according to Mr. Birch-Field, inventor. Actual light in any desired intensity, he claims, is used instead of the cathode-ray to project the image. What is necessary to convert the radio receiver to a television receiver is the installation of the new bulb for receiving transmissions over the regular broadcast channels, and a screen to receive the image.

Copious patents have already been filed on the invention and production depends on FCC authorization to use

the system. Mr. Birch-Field, meanwhile, has concluded a contract with Telektron Corporation of America for the commercial development of the invention, known as Aeradio Television. The program calls for: lease to home users of Aeradio reproducer tubes at \$1 per month rental; establishment of a national network of some 1,000 stations; lease of reproducers to bars, stores, clubs, and schools on a monthly rental basis; licensing of theatres to use the reproducers; and licensing of the use of Aeradio electronic cameras for the making of wire recordings of pictures with sound.

### TV's Odd Corner

The Atlantic Aviation Corporation, Teterboro, N. J., recently introduced a new wrinkle in selling television. It offered to purchasers of Bendix television and radio sets, which the firm handles, a free airplane ride over New York City. Good through January, the offer entitles not only the purchaser to the joy ride, but allows two friends to go along. The novel sales stunt was inaugurated at a preview television party heralding Atlantic's entry into radio and television merchandising.

**5 MINUTE INSTALLATIONS**  
**GYRO-TENNA\***

**NO TOOLS  
NAILS  
BOLTS  
SCREWS  
GLUE OR  
CEMENT**

**The Television-FM Antenna of a 1,000 Positions**

- A removable window antenna
- Covers all frequency ranges 44-216 mc, channels 1 to 13 and FM
- Non-directional Provides reception from all points of the compass
- Expandable to full folded dipole or straight dipole and reflector
- Secured firmly by expansion bolt principle.
- Designed for maximum broad band performance.
- Strong, lightweight aluminum with genuine lucite insulation.
- Sells right across the counter TV-FM buyers can install easily.

**1675 LIST**

National Sales Representatives  
**APEX ELECTRONICS SALES CORP.**  
192 Lexington Ave., N. Y. 16, N. Y.

Manufactured by  
**PUBLIC OPERATING CORP.**  
100 West 42nd St., N. Y. 18, N. Y.

\* Trade Mark - Patent Applied for

# The Problem of Dealer Franchises

1. The Company and Dealer mutually covenant and agree that this Franchise Agreement shall be binding upon each of them in all its particulars. If either party shall willfully violate any of the covenants herein or any of the duties imposed upon it by this agreement, such willful violation shall entitle the other party to terminate this agreement, provided that the party desiring to terminate for such cause shall have given the offending party at least thirty (30) days' written notice if the franchise has been in force not more than two (2) years, sixty (60) days' written notice if the franchise has been in force from two (2) to three (3) years, ninety (90) days' written notice if the franchise has been in force from three (3) to five (5) years, and six (6) months' written notice if the franchise has been in force more than five (5) years. Such written notice shall specify the particulars wherein it is claimed there has been a violation. If, at the end of such time the party notified has not remedied the cause of complaint, then the termination of this agreement shall be deemed complete.

2. The Company agrees that it will not ship on consignment or in any manner sell any of the products enumerated herein to any person or agent unless said person or agent shall have applied for and been issued a Retail Franchise; nor shall it ship on consignment or in any manner sell such products to any franchised Dealer for resale in other areas than the area in which the said Dealer is franchised to operate under the terms of its Franchise Agreement. If any sale of said products is made by the Company to any person or agent which is not so franchised or to any franchised Dealer for resale outside the area in which the latter is franchised to operate, the Company shall pay to the duly franchised Dealer in the area in which said sale occurs the full mark-up on the products so sold when the said Dealer discovers the sale.

3. The Company agrees that it will not issue any franchise to any Dealer unless said Dealer shall maintain an adequate service department or, in lieu thereof, shall have contracted with outside agents to furnish the necessary service facilities in the franchised area.

4. The Dealer agrees to carry on hand at all times a reasonable stock of replacement parts for the products enumerated herein, as measured by the volume of business transacted.

**A chronic complaint of dealers centers around franchises . . . the way they are handed out, and the way they are controlled. They are usually dissatisfied with everything about franchising. In the August issue of RAJ, we initiated a discussion on this vital problem by publishing an article "Are Dealers Being Over-franchised out of Business?" Letters followed. Now, we are publishing a definite program drawn up by the NERA committee on franchises, and comments are invited.**

**—Editor**

## **Provisions for Franchise Improvement**

The Company, on its part, agrees to carry on hand at all times a sufficient stock of replacement parts to meet the requirements of the duly franchised Dealer or Dealers in the franchised area.

5. The Dealer will provide facilities for rendering service on products sold by it or sold from outside the franchised area into the area and will assume all responsibilities for carrying out the manufacturer's guarantee or warranty thereon and for maintaining such products in good operating condition as judged by the standards of the Company. The Dealer shall investigate all requests under manufacturer's guarantees for free replacement parts which appear in any way to be abnormal, with a view to (1) avoiding abuse of manufacturer's guarantees by the Dealer's customers, and (2) advising the Company of any abnormal defects in the products which may require correction in manufacture. The Dealer will not order any free replacement parts under manufacturer's guarantee which it is not satisfied are proper under the guarantees.

Since the servicing of any products (other than small appliances, fans, vacuum cleaners, electric bed coverings and milk coolers) sold by the Dealer outside the franchised area will of necessity have to be provided for by the Company, and since the suggested retail price therefore includes provisions for the cost of such servicing during the period of the guarantee, the Dealer will pay to the Company, in respect of any such products (other than small appliances, fans, vacuum

cleaners, electric bed coverings, and milk coolers) sold by it outside the franchised area, an amount equal to fifteen per cent (15%) of the suggested retail price of such products to cover the cost of such servicing.

6. The Company agrees to furnish to the Dealer at least ninety (90) days' notice prior to the announcement of any of the following:

- (a) New models of the enumerated products;
- (b) Price changes relating to either old or new models of the enumerated products; and

the Company further agrees to give to the Dealer a reasonable opportunity to purchase factory overstock and to credit the Dealer for the stock of the enumerated products held by the Dealer at the time the price change goes into effect or the new models are ready for delivery.

7. The Company agrees that it will maintain a program of supervision and instruction for the benefit of the Dealer for the purpose of advising, assisting, and instructing the Dealer in the use of the most effective merchandising techniques, advertising, and advertising aids, which are acceptable to the Dealers.

8. The Dealer agrees that it will purchase and carry on hand at all times an adequate display of stock of the products enumerated herein, as measured by the customary trade of the said Dealer, if such merchandise is available, but the Dealer can only buy the type of products enumerated in the franchise.

9. The Dealer agrees that, in the event of the cancellation or termination of this Franchise Agreement or in the event that said Dealer for any reason ceases to do business, the Company shall have, for a period of fifteen (15) days from and after the date of said cancellation, termination, or cessation of business, the option to repurchase any or all of the new, used, or repossessed models of the enumerated products owned by the Dealer on that date at the prices currently prevailing for such products. The Dealer agrees not to sell or offer for sale, except at regular retail prices, any of the enumerated products to anyone else during such option period without written permission of the Company and, if requested by the Company, to assemble at the Dealer's place of business all the models of the enumerated products owned by him on that date.

## TV Set Production Reaches New Peak; More Than 40 States Now Receiving Shipments

After finally reaching the big time, television wound up the year in a blaze of glory, and it deserved bouquets for being the greatest gift ever bestowed on any industry. Without pausing in stride it went on breaking big news and piling up statistics. By the middle of January, for instance, eastern and mid-western television networks were to be joined, while television shipments, on the other hand, another gauge of the industry's progress, were steadily mounting, each new month's reports showing marked increases over the previous month's.

The scheduled January 12 linking of the two existing television networks is viewed as a great milestone for the industry. Made possible by the American Telephone and Telegraph Company's coaxial cable link between Philadelphia and Cleveland, the joining of the two networks will make possible simultaneous televising to audiences from the Atlantic to the Mississippi River, and President Truman's inaugural on January 20 is likely to be the first major event carried over the joined networks.

Manufacturers, distributors and dealers were helping make history for the television industry by getting sets into the hands of the consuming public. Members of the Radio Manufacturers Association reported a consistent climb in production of sets, with 95,216 turned out during the month of October. This topped the October figure by 7,021 television receivers, and was more than three times the total, 30,001, produced in January 1948. The October production figure brought the total of sets made during the year to

583,349, and the total since the war to 768,396.

Reports of accumulated television receiver shipments meanwhile kept consistent pace with set manufacture, the total between January 1, 1947 and October 1, 1948, coming to 609,892. These sets were shipped to 40 states and the District of Columbia.

New York State still topped the list of states as major recipient of such shipments, with a 198,646 total, with New York City accounting for 177,786 of that total. New Jersey, Pennsylvania, California, Illinois, Ohio, Massachusetts, the District of Columbia, and Maryland followed New York in order. Among the cities there was a marked shift over early fall figures on shipments. Philadelphia crept into a virtual tie with the Newark-Trenton area for the number two spot behind New York City. Los Angeles forged ahead of Chicago by more than 5,000 sets.

### 'Let There Be Light' To Brighten Sales

(Continued from page 23)

They must have appeal, and must be a strong medium of advertising. They must be effective by day and at night. They must assist customers in locating a specific radio, television and appliance store, must invite new customers, must keep a firm name always before customers' eyes, and must, if possible, attract customers from a dealer's competitors. Determining the size of a sign, its location, brightness, design, color, and whether or not flashing mechanisms are to be used will insure an effective result. A lighting designer may add a touch of decorative appeal by floodlighting or by the novel use of luminous elements.

From the wide sweep of his general lighting to the minutest detail of his flickering sign, the radio, television and appliance dealer has experts of the art of illumination, lighting engineers and designers, to whom he can turn in bringing light to his store . . . light that attracts attention, invites appraisal, and creates the comfortable surroundings where sales are made.

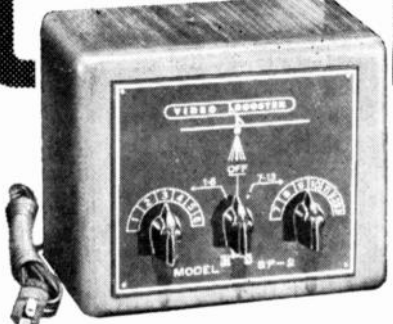
and Boston moved up ahead of the District of Columbia, with Baltimore winding up the leaders.

The significant shipment gains by cities like Philadelphia, Los Angeles and Boston bore out important facts about television receiver distribution in the 41 areas served: there is a consistent channeling of sets to all parts of the country; large population centers lead chiefly by sheer weight of numbers; and outlying areas show steady gains as televised broadcasts are made available to distant areas and receivers themselves are dropped on America's doorstep.

### Zenith Acquires

Zenith Radio Corporation, Chicago, Ill., has acquired, by outright purchase, all the capital stock of the Rauland Corporation, manufacturers of cathode-ray tubes for television pictures. In a joint statement, E. F. McDonald, Jr., president of Zenith, and E. N. Rauland, president of Rauland, announced that the business of the Rauland Corporation will continue with its present personnel, (except for additions to increase picture tube production) and that Mr. Rauland will remain as president and director of the corporation, which will operate as a subsidiary of Zenith.

**Perfect Performance**  
with **RMS VIDEO**  
**ANTENNA BOOSTER**



**13 CHANNELS \$37.50**  
Model SP-2 list  
6 Channels, Model SP-1 \$33.75

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

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

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



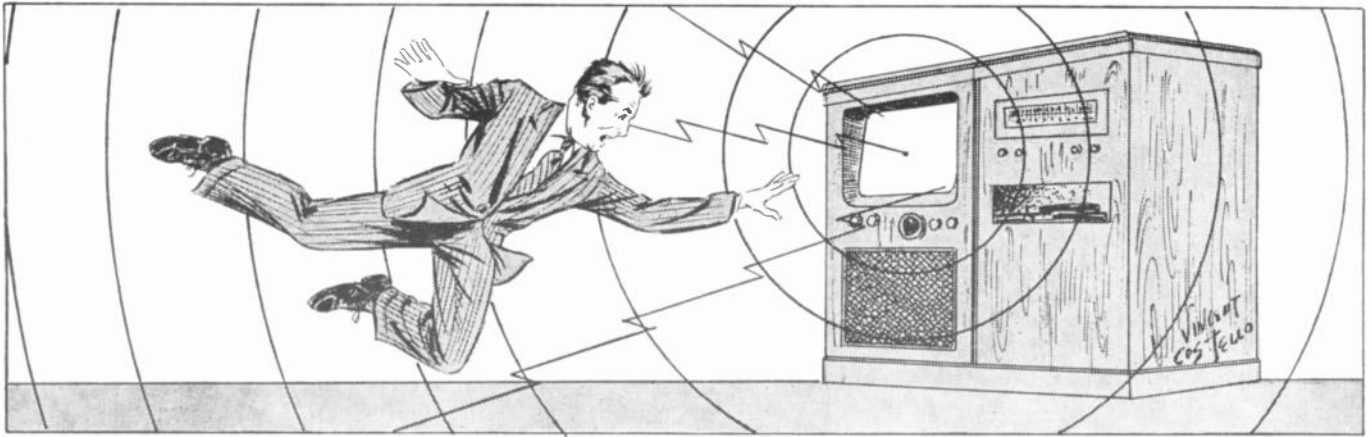
STEADY PROFITS

**YOUR OWN BUSINESS**  
with **CORADIO**  
*The Coin Operated Radio*

Place these specially built radios that play 1 or 2 hours for 25¢ in the thousands of available hotel rooms, tourist courts, etc. They yield immediate profits and steady income. Install Coradio, the finest made. Limited capital required. Send for further information. Write today.

**CORADIO** Coin Operated Radio  
212 Broadway New York 7, N. Y.  
Phone: BEekman 3-0038-9 Dept. RAJ





The misinformed can be a drag on the fast-developing television industry only if dealers let them cling to their hazard phobias. Reliable authorities like Underwriters' Laboratories, Inc. can spell out the real hazards . . . and can vauch for safeguards against them.

## DEALERS, QUOTE THE EXPERTS

### DON'T LET CRANKS AND CRITICS HAMPER YOUR TELEVISION SALES

**S**KEPTICS, worryworms and dubious nucleonics-electronics wizards need not trouble alert television dealers gunning for sales. They may pose legitimate questions about the hazards of television receivers, but dealers need only quote the impartial, standby authority of the electrical engineering field, Underwriters' Laboratories, Inc., to fortify their sales talk, at the same time mollifying the most exaggerated fears.

"Television sets cannot emit gamma rays," explained one Underwriters' Laboratories specialist, when questioned specifically on this point, "because gamma rays are generated by radium and radioactive elements. There are no such elements in a television set. What some people may confuse with gamma rays are X-rays, which are similar in character though lower in frequency."

Persistent reports on this type of television receiver hazards, all, no doubt, greatly magnified by self-styled experts on the subject, prompted extensive investigation of the point by the editors of Radio & Appliance Journal.

"As for the X-rays," continued the specialist, "they are produced by the high velocity electron beam traveling from the cathode—the narrow end of the picture tube—to the anode, or bulging picture screen end of the tube. The impinging of electrons on the face of the tube produces the X-rays, rays similar to those of an X-ray machine."

Explaining that such rays are capable of permeating the envelope sheath, which covers television receiver pic-

ture screens, and of seeping into the room where the set is in use, the Underwriters' specialist nevertheless went on to state that the most recent tests made by the Laboratories indicated that there is no X-ray hazard from present television tubes.

This conclusion is based upon a registered X-ray physicist's radiation protection survey of several television receivers, conducted at the New York offices of UL, and upon the fact that the cathode-ray tubes in the industry are pretty well standardized. Measuring X-ray intensity at a point directly in front of the picture tube in roentgen units, this physicist found the maximum X-ray intensity to be 0.5 milliroentgen an hour—that of a tube operating at 35,000 volts. In comparison, by topflight American Standards Association Safety Codes, tolerance intensity of X-rays used industrially is recognized as 100 milliroentgen a day. This would amount to 12.5 milliroentgen an hour over an eight-hour period. For X-rays to be injurious, therefore, their intensity would have to exceed 12.5 milliroentgen an hour over a similar period of time. Thus, by strictest standards, X-rays emitted by television receivers have proven to be well within safety limits in intensity, with roentgens to spare.

#### **Shock, Fire, Accident**

Coincident with the raising of such questions about rays emitted by television receivers, dealers may logically expect queries about shock, fire, and accident hazards. Such inquiries can also be dispatched with an authentic marshalling of facts.

It is widely known, for instance,

that voltage is boosted within television sets by means of transformers, the seven-inch picture tube type to 5,000 volts, for example, the 10-inch tube to 7,000, the 15-inch to 12,000, and some projection tubes to as high as 30,000 volts. This naturally increases the danger from electric shock. A disconnected set presents no such hazard, of course. But unwilling to rely on this contingency, manufacturers, aiming for the production of safe sets, and anxious for UL's verification of this through its catalogue listings, take stringent steps to remove the danger of shock from their sets.

Major manufacturers, therefore, have secured their sets against shock hazards by following two principles, both of which are in line with those UL itself follows in making its tests. One is to design the set so that, though voltages are present, very little current is generated. The other is to provide each set with an interlock, which cuts off the current the moment it is removed or tampered with.

Similar precautions are taken against fire. All insulating material going into television receivers must be able to withstand an abnormal increase of voltage across it. At least it must to come within the requirements of UL's fire tests, because any failure of insulation is likely to cause a short circuit resulting in a serious fire. In fact, UL listed sets have been put through an abnormal test by the creation of a failure in a high voltage set, to see if a fire actually will start.

Most significant of the accident hazards in television sets is the danger from implosion, or breaking of the

## Quote Experts

(Continued from Page 44)

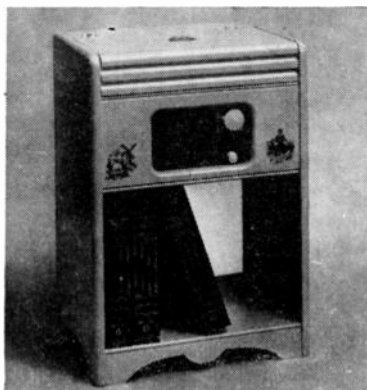
picture tube, in which atmospheric pressures drive shattered glass toward the tube's center. But this, too, has been anticipated by the manufacturers. To pass UL tests sets must be provided with a suitable enclosure, or envelope, to protect users from flying glass in the event of a breakage. Similar precautionary measures must be taken to enclose the back portion of sets.

As a caution to novices who delight in tampering with television receivers, UL requirements call for a warning, readily visible, about removing the picture tube. It runs like this: "FRAGILE GLASS TUBE IS DANGEROUS TO SERVICE. REFER SERVICING TO QUALIFIED PERSONNEL." This, along with other instructions about servicing, is made available by the majority of receiver manufacturers. There is also ample information passed around about hazards and how they have been combated.

Dealers have only to heed the advice made available to them. Heed it, and then quote the experts to their customers.

## Kiddie Console

Manufactured by Ray-Dyne Mfg. Corp.,  
141 West 24th Street, New York City



Model No. 60-PR Kiddie's Console Phonograph-Radio in solid wood has a built-in compartment for record albums as large as the 12-inch size. Designed to withstand children's hard use, stands 23 feet, weighs 23 lbs. Unit has five tube super-heterodyne radio, AC 110-120 volts, 60 cycles only. Phonograph plays all sizes of records.

Say you saw it in *Radio & Appliance Journal*, December, 1948

## Radio Very Much Alive—Crosley

The Crosley Distributing Corporation recently forwarded a memorandum to its dealers calling attention to some important facts about radio. Among other things, the distributors recalled that for the past year they had tried to show the average dealer that radio is by no means dead, that market research analysts reported customers in the lower income brackets clamoring for radio sets. The distributors cited manufacturers' use of such reports as a barometer for gauging their production, reminding dealers that leading manufacturers have already re-tooled machinery and are in production on the 1950 line of radios.

## Duo Greetings of the Season

To Our Friends in  
The Radio Industry

V-M Corporation

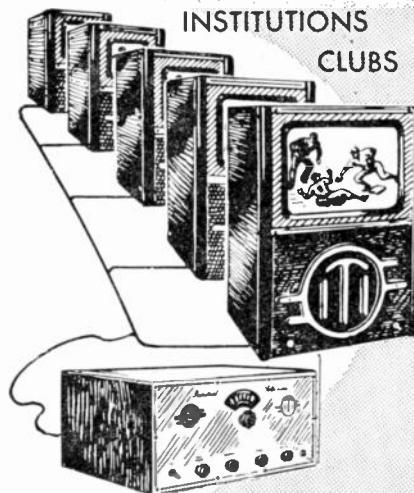
## In the Micro-groove at GE

Three models of GE radio-phonograph combinations, now in production at Electronics Park, Syracuse, New York, will include long-playing record facilities, and two of the company's television combination models will likewise carry the special feature. The radio models are to be equipped with a second tone arm for micro-groove record playing, the changer operating automatically with standard records and manually on long-playing records. The television instruments which are scheduled to include phonographs will have a changer that operates automatically for both standard and long-playing records, however, bringing customers this feature through an interchangeable pick-up head. Turntables are operated at two speeds from a single switch. Plans call for the introduction of an exchange program which allows dealers and owners of Musaphonics, GE's deluxe line, to avail themselves of the new feature.

## INDUSTRIAL TELECEIVERS

For Public Viewing in

TAVERNS - HOTELS  
HOSPITALS - SCHOOLS  
INSTITUTIONS  
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Featuring—SIMPLIFIED  
CENTRAL CONTROL  
with any number of viewing screens

**INDUSTRIAL  
TELEVISION, INC.**

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

December • 1948



DECEMBER • 1948 •

VOL. 65

No. 12

**O**UR front cover this month bears the words "The greatest gift ever bestowed on any industry."

We're sincere in saying that, and we know that the manufacturers, distributors and retailers now happily married to television will echo that sentiment. The bubble really burst in January of this year. Twelve months ago we said editorially "Television—1948. What an opportunity! Makes us want to chuck this typewriter and get on the firing line ourselves."

Well, it certainly has been a year; a year that exceeded even the most optimistic forecasts and confounded the pessimists who maintained that commercial television was still a long way off.

In fact we'll revise that statement about television being the greatest gift bestowed on any industry to say it is one of the most magnificent things that ever happened to American life and industry.

Frank M. Folsom, who has just been elected President of the Radio Corporation of America, made a speech in Boston the other night in which he described television as "one of the greatest beehives of activity in American industry."

Pointing out that television is two years ahead of the most optimistic postwar forecasts, Mr. Folsom said, "If the returns from television broadcasting and the allied program activities are added to the income produced by television manufacturing, this new art should add \$8,000,000,000 a year to the national economy five years hence. That amount would place the radio-television industry among the ten largest in the United States."

As of this writing there are 47 television stations on the air, serving 23 cities and adjacent areas in 22 states. By the end of 1949 it is conservatively estimated that 123 television stations in 70 cities and 35 states will be in operation. In terms of total population, these figures mean that more than 40 per cent of the American people now live within the range of television, and this will increase to 51 per cent by the end of 1949. Each new station will stimulate a tremendous demand for receivers, and the more sets in operation the greater the audience. Greater audiences will attract large advertisers, which in turn means better programming. There were more than 800,000 TV receivers produced and sold this year. Mr. Folsom predicts that this figure will be doubled next year, and that by 1953, the industry as a whole will be turning out 4,800,000 sets a year.

There's but a fraction of the amazing panorama of facts that flash across the horizon as we face the year ahead. All we can add at this point is a word of thankfulness for the genius and vision that have gone into creating this modern miracle. And to our dealer readers, the admonition: If you haven't already married that glamorous, dynamic and exciting gal called television, you'd better propose at once because a lot of other people will be seeking her favor. Television—we love you.

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Complete with  
AMPLIFIER

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Model A-750-1



Model 4700

**AIR KING**

Portable Wire Recorder  
Model A-725

## Only Experience can build fine WIRE RECORDERS

—and *only* AIR KING experience could build this moderately priced, matchless Wire Recorder with Amplifier. As pioneers, AIR KING has achieved and maintained the leadership in the magnetic recorder industry. Glamorous consoles... compact portables... radio-phono-wire recorder combinations: every one is AIR KING *experience-built*. It's the *know-how* that counts!

**AIR KING has it!**

AIR KING PRODUCTS CO., INC., 170 53rd STREET, BROOKLYN 32, NEW YORK  
Export Address: Air King International, 75 West Street, New York 6, New York

### ✓ THESE SELLING ADVANTAGES

- ★ Complete with amplifier
- ★ Records direct from radio, phonograph or telephone
- ★ Automatic shut-off at end of play or rewind of wire
- ★ Crystal mike for hand, table or stand and plug-in mike cord
- ★ Rewind speed: 6 times forward speed
- ★ Plug for cable to record from radio or phonograph
- ★ Erases automatically when recording over used wire
- ★ Safety lock prevents accidental erasure
- ★ Covered in leatherette
- ★ One piece chassis
- ★ Luggage-type carrying case
- ★ 5" Alnico V P.M. Speaker
- ★ TUBES: 2 — 50L6, 1 — 1280, 1 — 6AQ6 plus selenium rectifier
- ★ WEIGHS: 21½ lbs.
- ★ MEASURES: 13¼" long by 12" wide by 9" high

# AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

The Royalty of Radio Since 1920



*Here it is!*

... FIRST OF THE NEW WESTINGHOUSE  
*stratovision line*

Here's what your customers have been waiting for—a top quality table model telet set with the sharpest, steadiest picture they've ever seen . . . a really good looking mahogany cabinet . . . and engineered by Westinghouse, pioneer in STRATOVISION, today's most talked-about method of Television broadcasting. Demonstrate the amazing Westinghouse 196! Show your customers the outstanding clarity of its big 52-inch-square picture! Then ask them to compare the 196 with telet sets at twice its moderate price! Mr. Dealer, you've made a sale!

Note TO RADIO AND TELEVISION DEALERS: More models in the Westinghouse STRATOVISION LINE are coming soon, along with an all-new group of great Westinghouse radios and radio-phonographs. If you don't handle the profit-packed Westinghouse line, ask about a franchise now.

HOME RADIO DIVISION  
WESTINGHOUSE ELECTRIC CORPORATION  
SUNBURY, PA.



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

**Westinghouse**  
RADIO TELEVISION