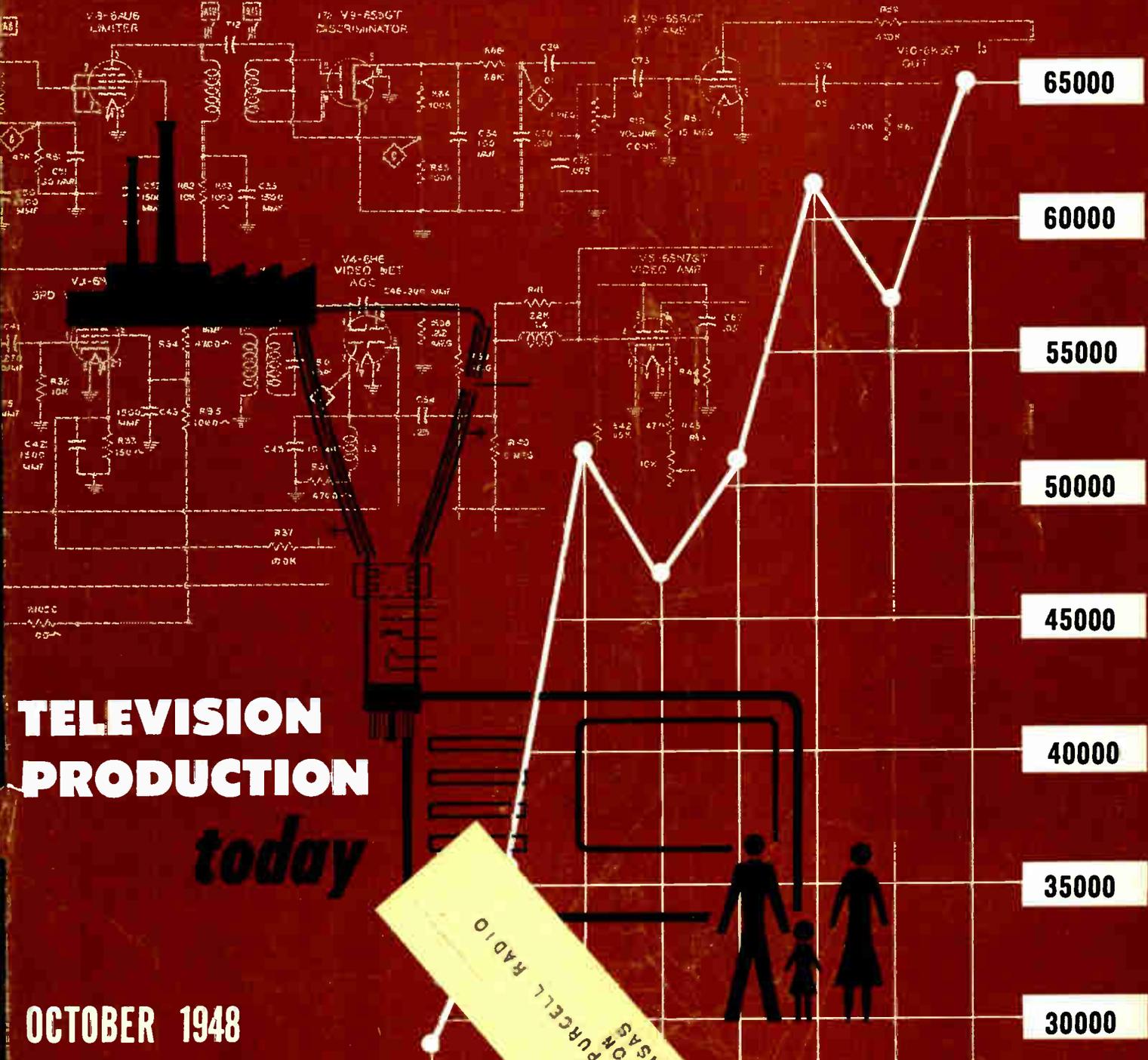


# RAJ RADIO & APPLIANCE JOURNAL TELEVISION



**TELEVISION PRODUCTION**  
*today*

**OCTOBER 1948**

JOHN PURCELL RADIO  
 50 HORION PURCELL  
 KANSAS



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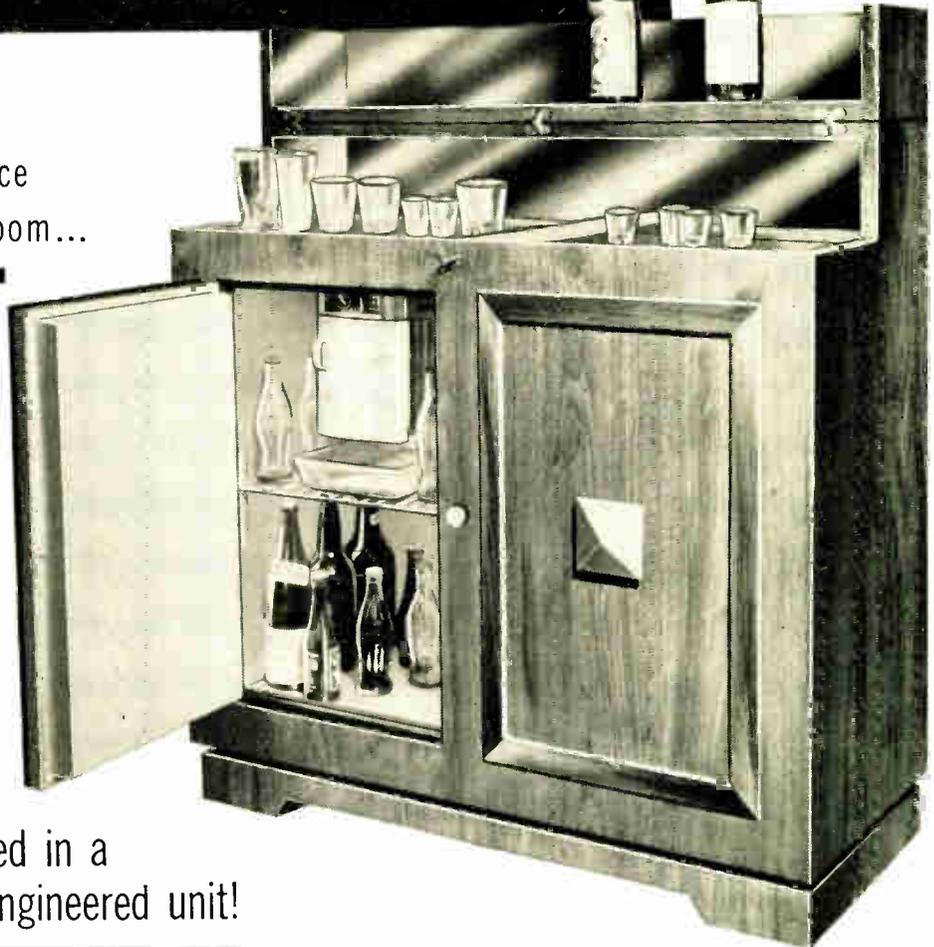
# Penguin refrigerated Bar

**NEW! 1949**  
Credenza  
Model

for  
home  
office  
showroom...



deluxe serving bar  
+  
electric refrigerator  
+  
liquor cabinet



all blended in a  
superbly engineered unit!

the only **REFRIGERATED BAR** with ALL these  
**IMPROVED Quality FEATURES!**

8 sq. ft. of serving bar with mirrors

Concealed liquor compartment with automatic switch-off light

Built-in cabinet lock for complete protection

42 large ice cubes in one freezing

Refrigerator section is fully equipped  
with evaporator, 3 self-releasing shucker  
trays, gloss drip tray, dial temperature  
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aluminum lining and fibre glass insulation.

Pull-button door release

Universal Cooler hermetically sealed 1/4 H.P.  
Condensing Unit is warranted for one year.

Over 3 1/2 cu. ft. of refrigerated storage



**EXTRA  
PROFITS  
for you!**

*Deluxe decorator-designed cabinet*

adds a luxurious note to any style of interior . . .  
available in three hand-rubbed, liquor-proof finishes,  
mahogany, walnut, limed oak.

size, closed: 42" wide, 42" high, 18" deep.

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Write or wire now  
for complete details

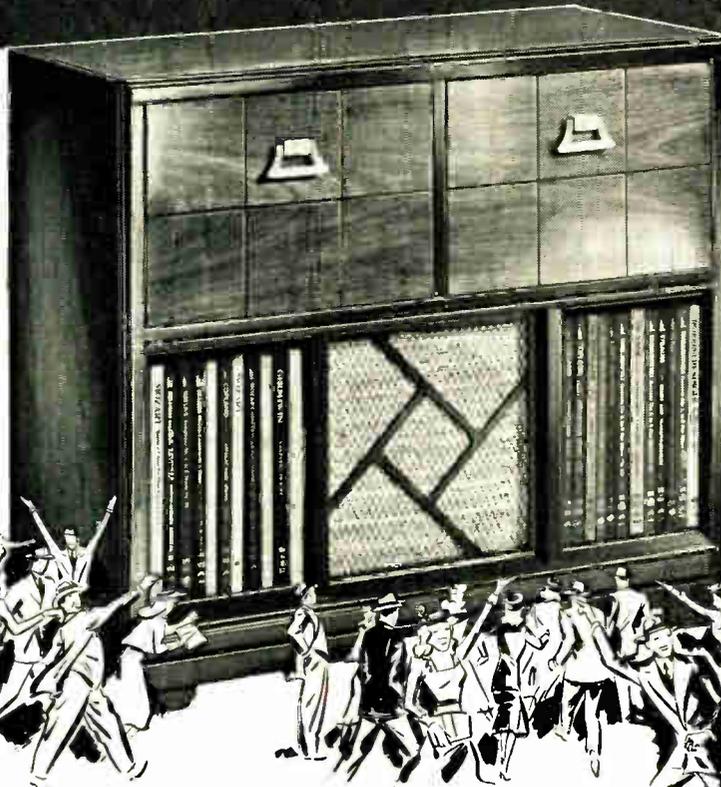
**MANN REFRIGERATION SUPPLY CO.**  
11 Astor Place, New York 3, N. Y. • GRamercy 3-8000

**ATTRACTIVELY PRICED FOR FULL RETAIL MARKUP WITH FULL YEAR PARTS GUARANTEE**

World Radio History

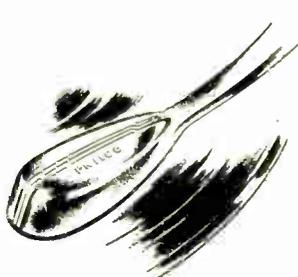
# ALL AMERICA WANTS THIS AMAZING NEW PHILCO

that plays the new  
**45-Minute  
Record!**



**T**HE whole country is buzzing about this sensational new Philco development! It plays *Standard recordings* automatically AND plays the *revolutionary new 45-minute records* as no other instrument can! Yes, it brings you up to 45 minutes of music from both sides of *one 12-inch record . . . plus a host of other new developments* which widen *still further* the margin of Philco leadership . . . in sales appeal, promotional power and *public demand!*

*The new Philco 1609, above, is only one in a whole series of new Philco Double Tone Arm Radio-Phonographs covering every price bracket.*



**The new PHILCO  
Balanced Fidelity Reproducer**  
*. . . a triumph of Philco Research!*

A long program of Philco research perfected the new Philco Balanced Fidelity Reproducer, specially created for the new long playing record. It caresses the record with a mere  $1/5$  ounce pressure, avoids distortion and wear and reproduces the wide range of tone in the record. No other instrument permits *full enjoyment* of this history-making advance. *There's nothing else like it on the market!*



**EXTRA**  
customers, prestige  
and profits are yours  
with **PHILCO**

# RADIO & APPLIANCE JOURNAL

OCTOBER • 1948

VOL. 65

No. 10

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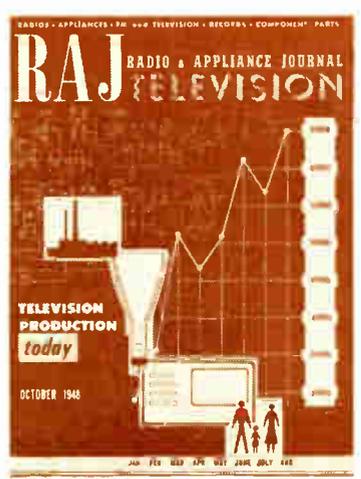
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### This Month's Cover



*The boom in television has been on for some time. Read the timely report on production—from picture tube to finished receiver—starting on page 11 in this issue.*

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Radio & Appliance JOURNAL • October, 1948

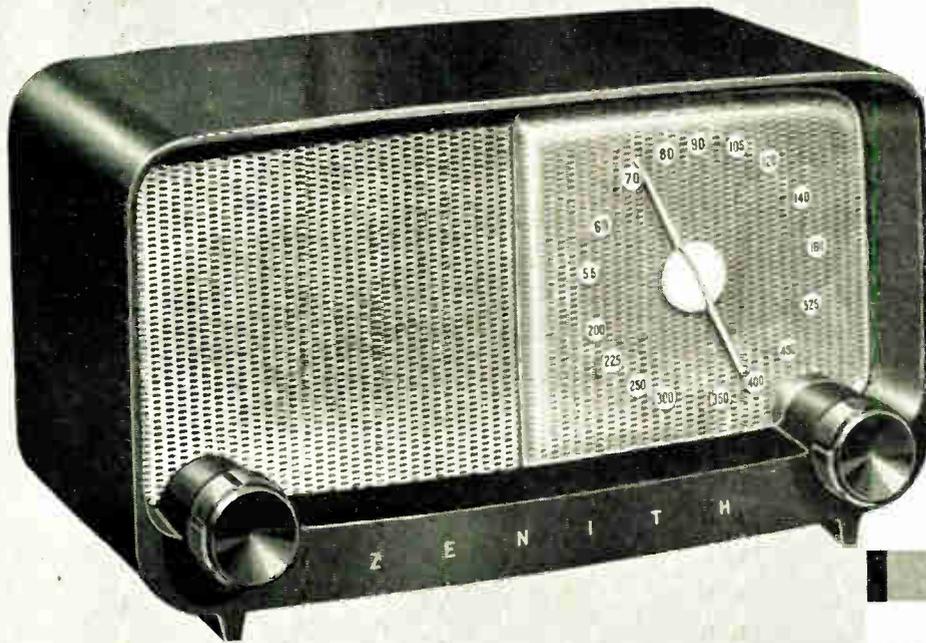
# ZENITH'S NEW "PUNCH LINE"

*of AC-DC Table Radios*

HERE'S THE NEW ZENITH

## *Pacemaker*

Deliberately designed and built to be the unquestioned *quality leader* in its field. It is a full-toned, full-powered radio with exclusive features no other make can offer at *any price*. Zenith's improved Consol-Tone gives the tone richness and volume of a large set. Zenith's exclusive Wavemagnet virtually "reaches out" for signals. The Zenith Alnico 5 speaker insures the ultimate in tone fidelity. Smartly styled in gleaming jet black plastic with Roman Gold accent. Model 5D810Y.



**AMERICA'S MOST SALABLE RADIO!**

Yes, in table models, just as in radio-phonographs with the Cobra Tone Arm, in portables, and in FM receivers, Zenith gives you more of the important features *your customers want*—that's why Zenith is America's most salable radio. For every purpose—for every room in the home, there's a Zenith radio that offers more in demonstrable features, ear-appeal, eye-appeal—more in *value*. Dealers everywhere have made Zenith their Number "One" line because *any* Zenith is *easier* to sell.

**KEEP AN EYE ON**



THE NEW ZENITH

## *Tournament*

Here's a deluxe radio at the price of most ordinary sets. It features Zenith's Consol-Tone, and the improved Wavemagnet, of course. Zenith's own Flexo-Grip handle for easy carrying. A jewel-like On/Off indicator is another demonstrable feature . . . the Zenith-built Alnico 5 speaker insures splendid tone quality. Walnut, gleaming ebony or soft white plastic. Model 5D811



THE NEW ZENITH

## *Zephyr*

A superb musical instrument. It features Zenith's exclusive DialSpeaker design with an extra large speaker for full-voiced, *luxury* tone. Wavemagnet plus tuned radio frequency amplification with 3-gang condenser. Zenith's Flexo-Grip handle makes it easy to carry about. In walnut, black or soft white plastic with rippled Chrome dial. Model 6D815.



**ZENITH RADIO CORPORATION, 6001 W. DICKENS AVENUE, CHICAGO 39, ILL.**

### New Price Increases

Three major price reductions on table and console models made possible by inexpensive cabinet costs, improved manufacturing techniques and effective production line operation made it look to Westinghouse that research would help meet increased labor and material costs. But careful analysis prompted revision of prices on television and radio receivers and increases, effective in early October were announced. F. M. Sloan, Home Radio Division manager, pointed out that increases on each model were held to a minimum and specific material costs only were applied in every instance.

### TV on Whiteface Mt.

Television enthusiasts in mountainous areas will welcome the results of an experiment being conducted atop Whiteface Mountain in the Lake Placid, New York, area. In the dining room of the grey stone Castle television programs originating at WRGB, Schenectady, are coming in. The air-line distance between the transmitting station and the receiving set is 120 miles, 70 miles more distant than television reception limits normally are, even under the most favorable conditions. Explanation for this extraordinary long-range reception is that the antenna at the top of Whiteface is one mile high, enabling line-of-sight operation for the transmissions originating in Schenectady. What started out as a Whiteface Mountain Authority's desire to add television to the numerous attractions for the thousands of tourists who drive to the top of Whiteface annually might very well become one of the more significant experiments in transmitting.

### Silo the Robot

Silo, for 26 years the mystifying robot of radio, has been signed for a series of demonstrations at RCA Victor distributor and dealer locations. The robot's most recent stand was at the John Wanamaker department store where for ten days the automaton built up mystery about the "man or machine" question, finally climaxing the show with active selling by demonstrating RCA Victor radio and television receivers. Silo is currently engaged by distributors, who in turn make the robot available to dealers as a successful method of diverting street traffic into paying store traffic.

## First TV Receiver in a Hospital Polio Ward



*Iron lung patients in the Baltimore Children's Hospital School have a treat in store for them. A dozen or more of them are being arranged so that they can view the television screen on the Stromberg-Carlson set donated by the local Rotary Club. A special mirror erected above each polio victim's head does trick.*

### Antennae Controversy

Close on the heels of charges by Jerome J. Kahn, of Standard Transformer Corporation, an RMA director, and Kenneth C. Prince of the Association of Electronic Parts and Equipment Manufacturers to the effect that landlords are discouraging the purchase of television sets, comes a statement by Gardiner G. Greene, of Newton Highlands, Massachusetts, whose Workshop Associates have been engaged in television aerial research for several years. Mr. Gardiner branded as "utterly fantastic and ridiculous" a purported statement by a Chicago real estate agency official that "indoor television antennae are adequate in 95 per cent of the Chicago areas."

Pointing out that continued mass production of antennae, in the face of a need of such products in only five per cent of television installations, would be foolish, Mr. Gardiner indicated that production of outdoor antennae has been increasing to meet a widespread demand. He added that indoor antennae are sensitive to movement in a room, to tuning on lights, and other disturbances which fade the picture. Without questioning the purported survey on the matter, Mr. Gardiner emphasized that set buyers are entitled to maximum reception, which entails the installation of outdoor antennae, and urged agreement between landlords and tenants, or between landlords and installers.

### Farm Radio Net

Rural Radio Network Inc., owned by ten farm organizations, has been established in New York State and is serving 118,000 farms. Originated because radio was lagging on beaming sufficient, specialized farm information to the State's farmers, the network is the first of its kind operating in the United States. Headquarters for the network is located in Ithaca, with stations at Wethersfield, Bristol Center, DeRuyter, Cherry Valley, and Turin. Transmitters used are 250-watt GE units placed at 2,000 foot elevations. When New York City and Ogdensburg station affiliates are added to the net, the entire State will be blanketed, and programs originating from Ithaca, fountainhead of farm information for the State, will go on giving farmers the information they want, when they want it. Radio sales in the area are expected to rise as a result.

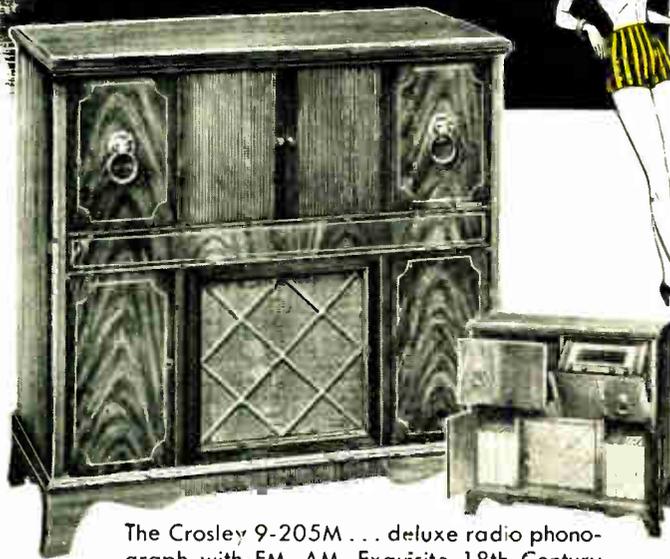
### Benefit to Public

Under the chairmanship of A. T. Alexander, of Motorola Inc., newly appointed to head the expanded RMA Service Committee, benefits to the buying public through improved servicing of radio and television receivers will continue to be a chief objective. The RMA plan to encourage set owners to call for qualified and franchised servicemen, adopted last year, will continue to be an important project with the committee.



# 4 Figures

WORTH LOOKING AT



The Crosley 9-205M... deluxe radio phonograph with FM, AM. Exquisite 18th Century styled cabinet, finished in genuine mahogany.

The Crosley 9-212M... new, low-priced value leader. Standard Radio and Automatic Record Changer. Mahogany finish. In walnut, 9-209; Lined Oak, 9-213B



# 4 Reasons WHY THE ALL-NEW CROSLEY

RADIO LINE

*Sells Easier!*  
*Sells Faster!*

- 1 IT'S A COMPLETE LINE!** There's a model for every prospect. 26 all-new sets, including portables, table radios, farm sets, table and console combinations in a wide variety of colors, finishes, styles.
- 2 IT'S A QUALITY LINE!** Unrivalled resources in research, engineering and manufacturing... plus the finest materials available assure top quality for lasting *customer satisfaction*.
- 3 IT'S COMPETITIVELY PRICED!** There's a Crosley within the budget of every one... with style, tone and performance features second to none!
- 4 IT'S VIGOROUSLY PROMOTED!** A full schedule of demand-creating ads in popular magazines, backed by intensive newspaper advertising, pre-sells your prospects on Crosley products. You tie-in locally with ad mats—radio—displays—direct mail—on Crosley's generous cooperative plan.

ALL-NEW AC-DC TABLE RADIOS BY CROSLEY

**1+2+3+4=OPPORTUNITY UNLIMITED**  
for easier sales, faster sales, fatter profits!

Get set for a profit gush from the Christmas rush!  
See your Crosley Distributor about the profitable  
Crosley 3 for 1 franchise.

# CROSLEY

Division—*AVCO* Manufacturing Corporation  
Cincinnati 25, Ohio \*®

Shelvodor\* Refrigerators • Frostmasters • Ranges • Radios  
Radio-Phonographs • Television Receivers

Radio & Appliance JOURNAL • October, 1948



9-113: Velvet-voiced beauty! Walnut plastic.



9-104W: All 'round beauty. Ivory finish.



9-122W: Mellow-toned. Rich ivory-on-plastic.



9-119: Compact Power-house! Walnut plastic.



**THE COSMOPOLITON**—Modern decorators breakfront with 15" direct-view tube. 40 tubes plus 2 rectifiers. Dynamic auditorium speaker. AM-FM radio. Webster phono-changer. Dialite tuning.

**N**ow... a higher  
 standard of  
 television performance

*Designed for the finest homes*



**THE GOTHAM**—Modern decorators console cabinet with 15" direct-view tube. AM-FM radio-phono. 40 tubes plus 2 rectifiers. Dialite tuning. Dynamic auditorium speaker.



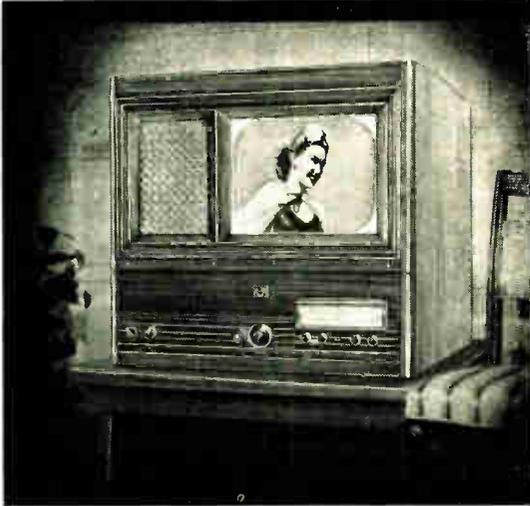
STARRETT presents a complete line of 10 large tube models, each an outstanding value.

STARRETT engineering brings you superb picture reproduction blended with rich, accurate FM sound reception. A new perfection in television to suit persons of judgment and taste.

STARRETT cabinets are hand fashioned of fine solid mahogany and walnut in handsome modern and artistic period furniture pieces which enhance the beauty of any room.

**Radio & Appliance JOURNAL • October, 1948**

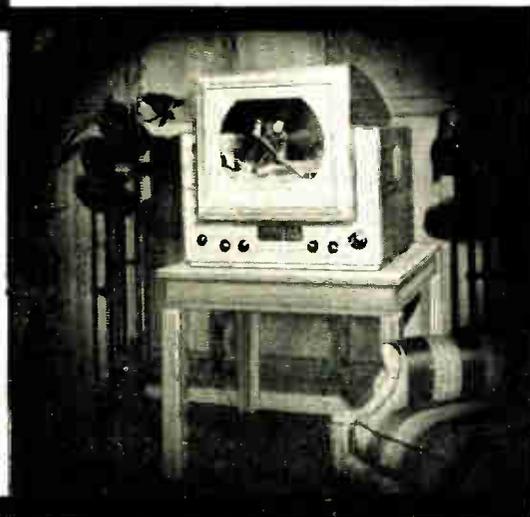
**THE KING ARTHUR**—Club model with 20" direct-view tube. AM-FM radio phono plug. Dialite tuning.



**THE FRANKLIN**—Console with 12" direct-view tube and AM-FM radio reception. 30 tubes plus 2 rectifiers. Sliding panels convert cabinet into beautiful furniture piece. Available without AM-FM radio.

Prompt delivery  
to selected dealers  
in each community

**THE ADAMS**—Period console with 12" direct-view tube. AM-FM radio-phono. 30 tubes plus 2 rectifiers.



**THE AMBASSADOR**—Table model with 16" metal direct-view tube. 31 tubes plus 2 rectifiers. AM-FM radio.

*Starrett*

**TELEVISION CORP.**

Sales and Showroom: 521 Fifth Ave., N. Y. 17, N. Y. MU 7-1780  
Factory and offices: Starrett-Lehigh Building, New York City

NOW you can feature the *finest*  
**TELEVISION**



**Television Console.**  
 Big screen shows brilliant steady pictures on all channels. Gorgeous Furniture Styled cabinet.

Model VK106



**Gorgeous Table Model.**  
 Shows constant, crystal-clear pictures. Hand-rubbed, Furniture Styled cabinet.

Model VT105



**6-in-1 Console.** Television, Automatic Phonograph for new "Long Playing" records, Automatic Phonograph for standard records, FM and AM radio, record storage and Furniture Styled cabinet.

Model VF103

*Proved* in thousands of homes  
**Television's Greatest Value!**

Wherever television markets have been established, this is the receiver that sets the pace—in sales—in profits! Here is television's clearest, brightest, smoothest picture on a direct-view screen—accompanied by incomparable Motorola Golden Voice sound—in a hand-rubbed, Furniture Styled cabinet. It's engineered for *lightness* (weighs only 26½ lbs.). Simplified controls make it easy to operate.

Thousands of more-than-satisfied customers call it the *finest*, so tie your sales to this undisputed value "leader," Model VT71.



... and exciting

new radios, radio-phonographs  
 and portables



**Thrilling Beauty, Low Price** New table radio... in six decorator colors. Powerful... rich tone. Model 58R11.



**Playmate Jr. Tiny...** light... powerful... wonderful tone! AC/DC. Battery, (batteries extra). Model 5A7A.



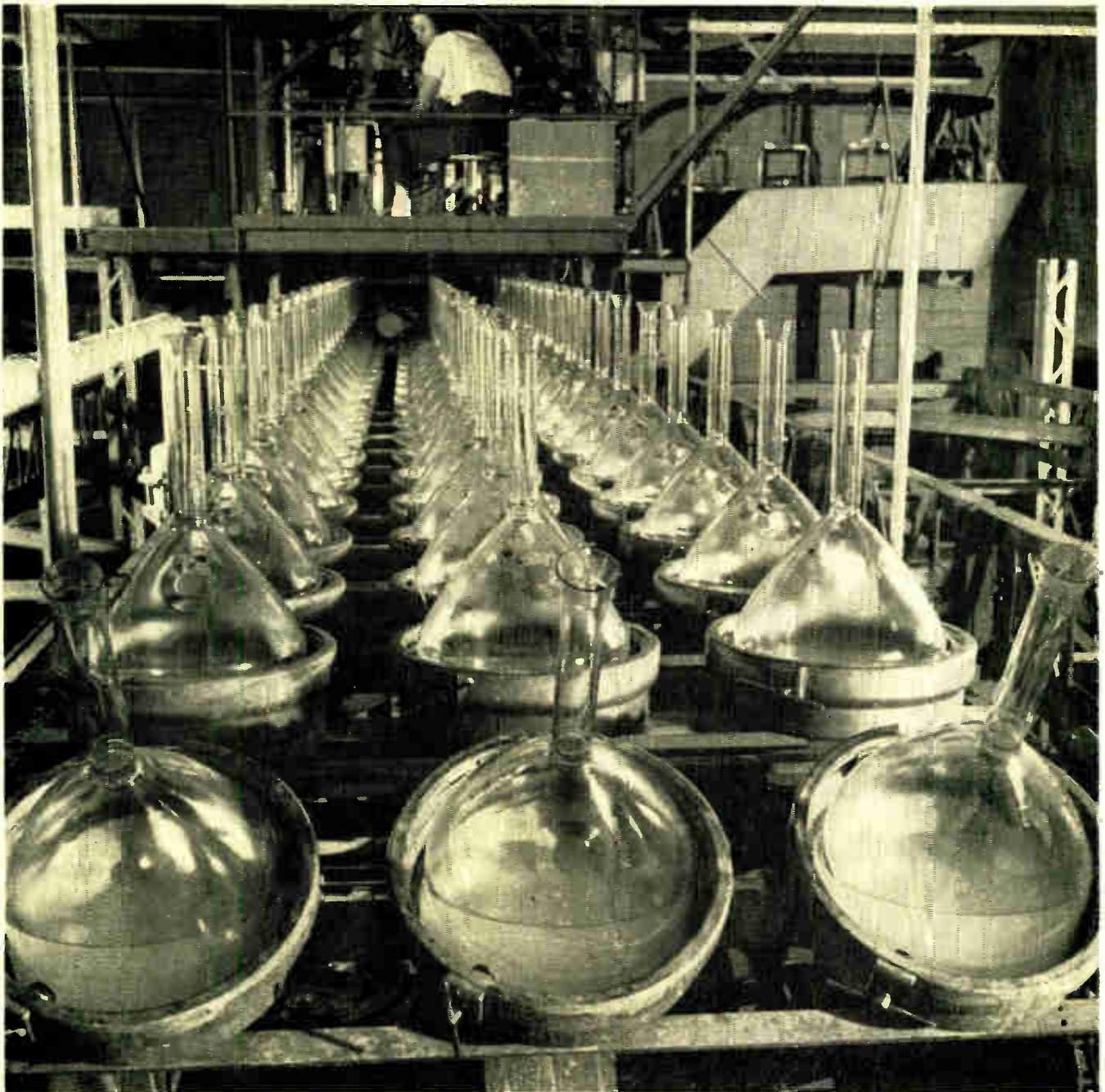
**Table Radio-Phonograph** "Floating Action" changer handles ten 10" or eight 12" records. Model 68F11.



**So Much For So Little** FM/AM Radio Automatic Phonograph, record storage. Model 78FM27.

MOTOROLA INC. • CHICAGO 51, ILLINOIS

PHONE, WRITE OR WIRE YOUR NEAREST MOTOROLA DISTRIBUTOR FOR DETAILS



*Symbol of industry of future, glass bulbs marching on conveyer lines, to emerge as kinescope picture tubes for TV receivers. Production rises or falls with every fluctuation of these mass-produced tubes.*

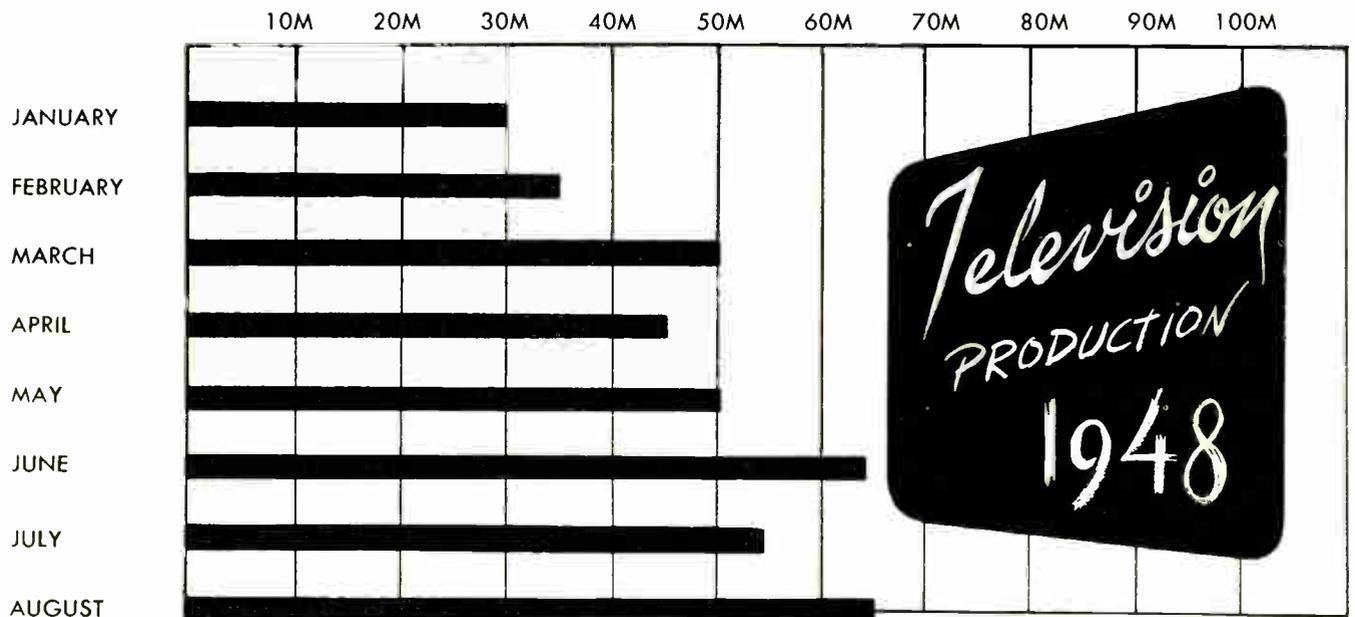
# Television Production Skyrockets

**A**FTER a flashy first of the year start, television is now moving with the speed characterized by jet propulsion, and there is much grabbing for the tail of the comet of for-

tune. Some 68 manufacturers are currently licensed to produce television receivers, as over against 35 at the beginning of the year, and five a year before that. These manufacturers were

responsible for the production of approximately 400,000 television receivers during the first eight months of 1948. For an industry that had manu-  
*(Continued on page 12)*

# Television Production Skyrockets



After a drop in July, television production spurted again in August and continues upward. Gains since the first of the year clearly indicate boom is on. Chart, above, based on Radio Manufacturers Association figures.

tured less than 10,000 sets before the war, a paltry 6,500 sets in 1946, and had shipped 162,181 sets in 1947, this was going far along the path to the predicted 750,000 to 850,000 sets for 1948. It was also going far toward gearing the production pace for the making of the 1,600,000 sets, representing a retail business amounting to over \$400,000,000, predicted for 1949.

Dealers in 31 states and the District of Columbia felt the effects of this high-gear production in the more than 350,000 sets which were shipped

throughout the country in the same eight months during which production was climbing to new highs. Five eastern seaboard states, one midwestern, and one western, along with the District of Columbia, filled the first eight slots as chief recipients of these sets, following those transmitting areas which are pacing television. New York State led the list on shipments with 87,247 sets, a figure which tripled the shipments to its nearest rival, New Jersey. Pennsylvania, Illinois, California, Massachusetts, the District of

Columbia, and Maryland followed in order, the latter with a lowly 7,086 sets.

New York City, Newark, Philadelphia, Chicago, Los Angeles, Washington, D. C., Boston, and Baltimore—that was the way the major television cities stacked up in total shipments for all of 1947 and the first half of 1948 combined.

### Among the Production Leaders

Though television production is attributed to 68 licensed manufacturers, actually the lion's share of television set making is done by a dozen companies, with another scattered dozen adding a fair proportion. The balance of the 68 licensed manufacturers are engaged in assembly work of one type or another, either for a specific company or working on its own with the products of another company. Some older firms, however, are still in the tooling stage, and will soon become real factors in the production picture.

Setting the pace among the dozen leaders, of course, is the Radio Corporation of America. Ever since the fateful March 18, 1947, FCC ruling on color television, the firm has been spurring in front of the industry through its RCA Victor Division. Its weekly production already hovers around 5,000 television receivers, with Philco close on its heels and producing at the rate of some 4,000 sets per week. The Philco organization threatens to whittle away at RCA's lead, its expected production capacity being cited recently by vice-president James H. Carmine as able to reach 8,000 a week by the end of 1948.

DuMont, of course, has been a fac-

## Better Business Recommendations on TV Advertising and Selling

### DO:

1. State if a unit produces pictures but no sound.
2. Indicate equipment or service not included in purchase price.
3. Disclose any charge for trial installation or test.
4. Mention any Federal tax not in advertised price.
5. Limit performance claims to known facts.
6. Qualify responsibilities in advertising, selling, service contract or guarantee.
7. Specify program material to be televised from motion picture film.
8. Make "Free Home Demonstration" mean no obligation to buy.
9. Give diameter of picture tube when referring to size.
10. Follow F.T.C. "Name the Woods" Rules in describing cabinet woods.
11. Make guarantees clear and specific.
12. Where applicable, observe F.T.C. Radio Rules.

### DON'T:

1. Quote an installation charge without outlining conditions for additional charges.
2. Say "No Money Down" if payment is required upon installation or before the first payment is due.
3. State "10% Down", "\$3.50 per week", etc. if any other prior payment must be made, unless accompanied by a statement to that effect.
4. Claim satisfactory reception on all channels unless true, or fail to state the number of channels if not equipped to receive all.
5. Make superlative and exaggerated general statements, not provable.

tor in television production ever since the earliest days of the industry, as have been such veteran firms as General Electric, Andrea, Emerson, Farnsworth, Crosley, and another TV veteran, U. S. Television.

In an independent survey undertaken by the editors of *Radio & Appliance Journal*, in which some 60 manufacturers in the field were forwarded a questionnaire, it was indicated that small producers, farther down the list from the leaders, were a continuing factor in the industry. These manufacturers ranged from one producing about 150 sets per month to the kit manufacturer producing at the rate of 2,500 per month.

### **The Dealer's Relation to Production**

The role of the dealer in the television industry, already called an industry that will one day become a six billion dollar a year business, is clear-cut, and has been since the earliest days of the industry. Fundamental are his maintenance of price structure, shunning discounts, and eradication of all thinking among customers that there may be precipitous price drops or radical changes in standards or merchandise. To do an expert, aggressive selling job with television he must know the industry backward and forward. No customer, who knows more about the television industry, or a product of the industry, than the dealer is a satisfied customer. Television's uniqueness requires special display techniques, too. Customers are anxious to see sets perform, sometimes over long periods of time. To have customers come back again and again to view a set in operation should not disturb a dealer. He should take the precaution to train his sales staff to accept this as peculiar to the sale of television receivers, and to fortify his presentation with an excellent viewing salon and the vital facts about all his products.

Too much emphasis can never be put upon expert installation and satisfactory service. Multiple organizations are counting on these twin factors to guarantee for themselves a lasting stake in television. Alert dealers are doing a final thing to speed the industry's progress. They are aligning themselves with all groups in their respective communities that are actively striving to improve local programming. Such dealers refuse to let the fact that they are removed from network areas slow down their activity in television. They are preparing against the day when television will zoom into their local communities and become what it has become in the major television areas of the country today—the comet of fortune.



*Glassmakers had to convert from hand to mechanical processes to lick television picture tube bottleneck. This girl sees to it that face plates going out of Kimble Glass plant of Owens-Illinois Glass Company are flawless.*

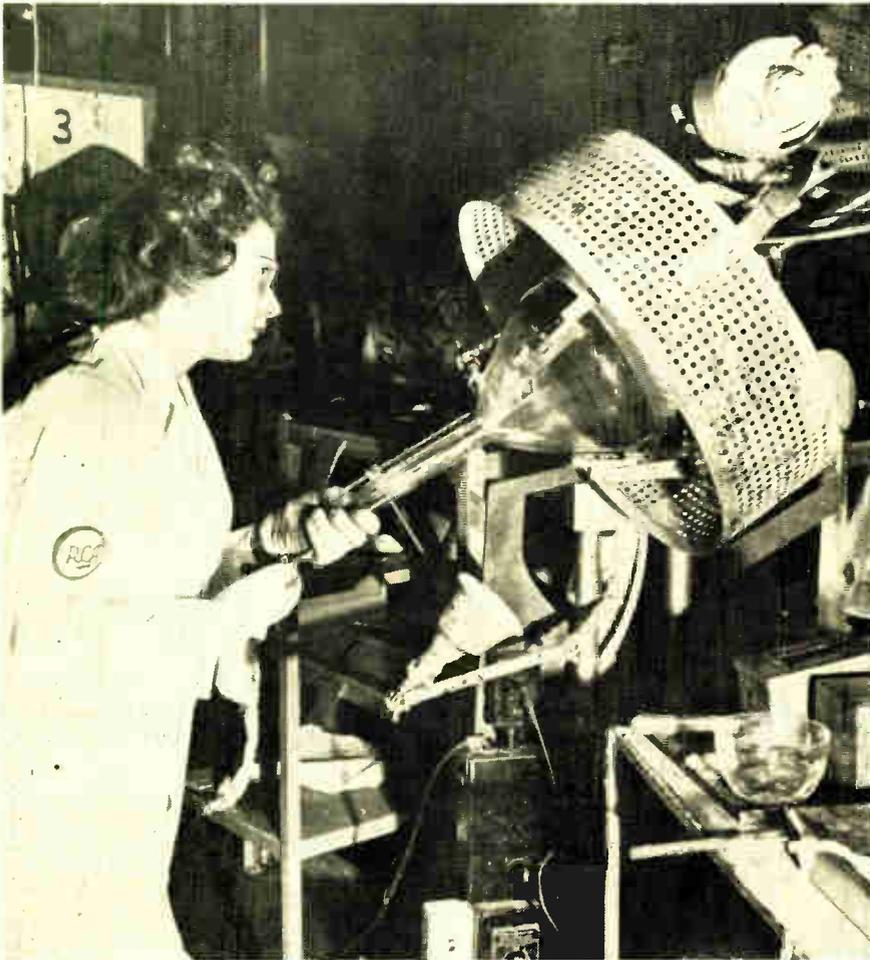


*This view of gleaming glass blanks at RCA's Lancaster plant is typical of television manufacturing. Automatic machines pass glass bulbs from process to process until they emerge as cathode-ray picture tubes for TV receivers.*



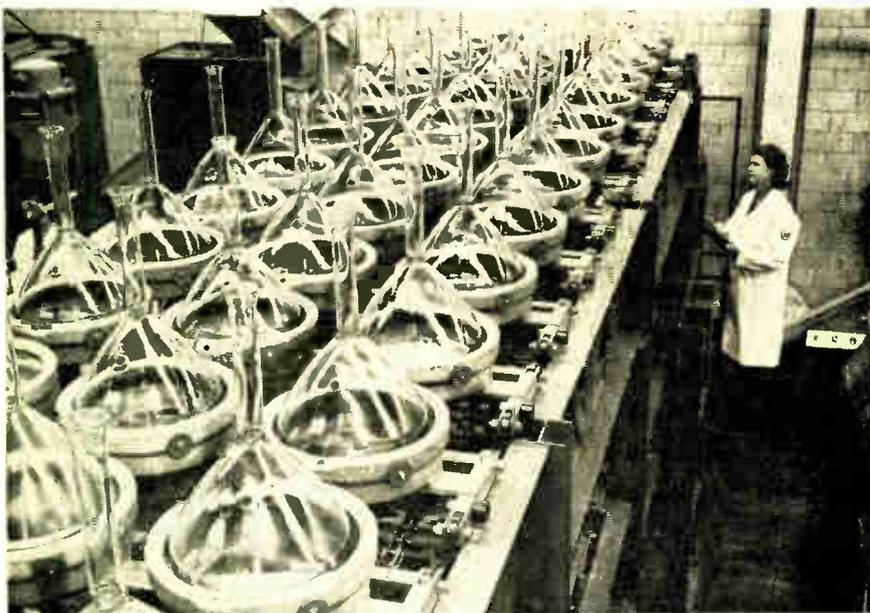
*Television chassis are intricate pieces of mechanism. Receivers have from five to six times more tubes than the ordinary radio set. An inspector like the one above must test each chassis before passing it along to cabinet assembly.*

## Television Production Skyrockets



Above, a new version of old spinning wheel. In the whirling operation the girl above performs, a black coating is applied to inside of tube. This coating collects "secondary" electrons which bounce off fluorescent screen.

Picture face is applied, below, to television cathode-ray tubes on this "settling machine" at RCA's Lancaster plant. Balanced on precision ball bearings, machine pours into each inverted glass envelope exact amounts of luminescent material.



Firing luminescent material.

## Tube

THE most accurate barometer of television set production is the manufacture and sale of cathode-ray tubes, for without such tubes there can be no television receivers. Sales to set manufacturers in the second quarter of 1948 rose more than 68 per cent over the first quarter, according to recent announcements by the Radio Manufacturers Association. This swelled to 126,469 the total cathode-ray tube sales for the first half of 1948. These sales were valued at \$10,250,218, as compared to the 255,035 units, valued at \$7,218,358, for the entire year of 1947.

A tally of the bottlenecks which television receiver manufacturers have run into, conducted in a survey of some 60 manufacturers by the editors of Radio & Appliance Journal, indicated that a shortage of cathode-ray tubes was the greatest single deterrent to television production.

To most observers, this cathode-ray tube bottleneck is traced to the door of the kinescope tube manufacturers. To be more accurate, the bottleneck has a more distant origin, outside the television industry in the glass industry. Corning Glass Works and Owens-Illinois Glass Company are the chief suppliers of the glass blanks from which the TV picture tubes are eventually made. After a slow start, glass manufacturers quickly mechanized their equipment to speed 10-inch bulbs off their production lines and are now approximating the needs of picture tube makers. RCA, largely through its Lancaster, Pennsylvania, plant, is making almost three-fourths of the televi-



*Spraying outside coating.*

## Production

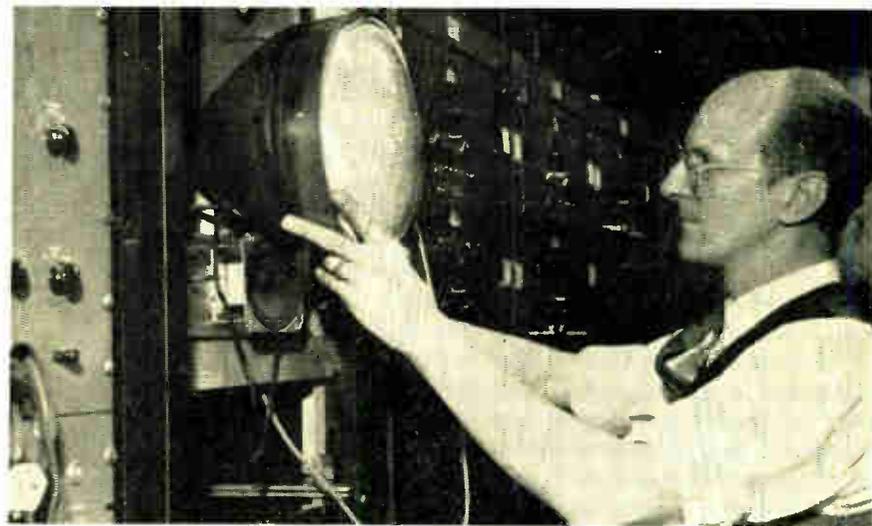
sion industry's 10-inch picture tubes and is therefore the chief user of the glassmakers' bulbs. In turn, RCA sells about half of the finished kinescopes to manufacturers throughout the industry. At the Kimble Glass plant, a division of Owens-Illinois Glass Company, at Toledo, Ohio, the technical progress made in the manufacture of glass bulbs, which wind up in television receivers, is good news for the television industry as a whole. "Progress has been made by Kimble Glass in six months that, under normal circumstances, would have taken two years," Stanley J. McGivern, general manager of Kimble, announced recently. Mr. McGivern was referring to the work of the corps of technicians and engineers which Kimble turned loose on the thorny task of converting glass manufacturing processes from slow, hand methods to mechanized ones.

Picture bulbs made by Kimble consist of the face, funnel and the neck. In gearing the plant's production lines to the manufacture of the 10 and 12½-inch bulbs, one of the most difficult operations attempted by glassmakers, the pressing of the face plate, confronted these technicians. And when production of the 12½-inch face was undertaken it became the largest and heaviest piece of optical-quality glass ever to be pressed by mass production methods.

With the ironing out of the bulb production difficulties in the glass plants, the picture for such kinescope tube manufacturers as Sylvania, Du-



*Tubes, above, being placed on exhaust machine. They are given vacuum ten times that of ordinary radio tube, sealed, and passed by conveyor belt to next stage. Below, testing cathode-ray tube. Tubes must test on all FCC-assigned channels.*



Mont. Hytron, Raytheon and others sharing this field with RCA, considerably brightened. It also had significance for the future of such tube

manufacturers as North American Philips and the expanding New Jersey firm, Zetka Television Tubes.

*(Continued on page 16)*



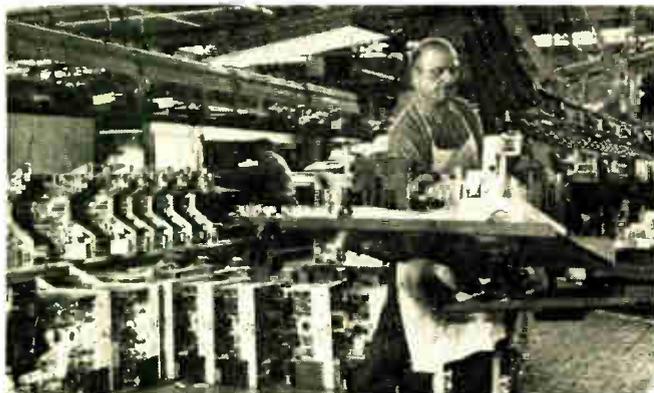
Joining sockets, terminal boards, and condenser wafers to chassis on rivet press. Inspector in rear examines each.



Wiring and soldering of component parts on the production line before conveyor belt takes chassis for early test.



Deflection yoke and bracket are followed by electron tubes during chassis' 2000-foot conveyor belt ride.



Chassis is unloaded from belt and rests for inspection at end of one leg of journey. Cabinet assembly follows.

## Chassis and Cab

**Technical know-how, high labor and manufacture make price cutting**

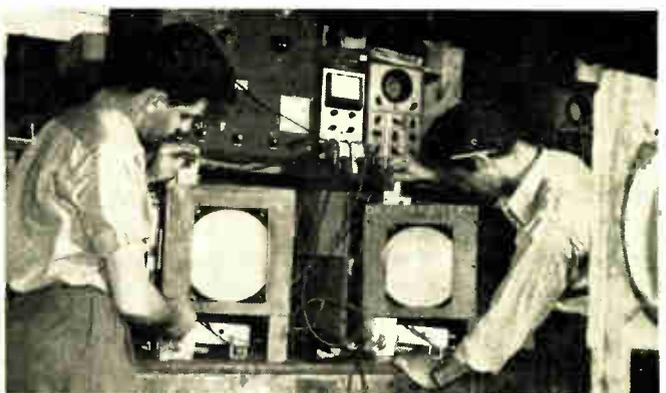
**T**HE television receivers, which topped the 400,000 mark already this year, rolled off production lines that are rapidly becoming as standardized as those at RCA, shown on these pages. A television chassis is a much more intricate piece of mechanism than a radio chassis, and the number of receiving tubes in a television set is from five to six times those found in an ordinary radio receiver. Despite this, no serious shortages have halted production of television chassis and cabinets, with the single exception of the lag in cathode-ray tubes.

As a result, the sets produced have appeared on dealers' shelves in a variety of styles. DuMont boasts 15 different television models; RCA has 10 models, both direct view and projection; a firm like Industrial Television has a variety of six; and other manufacturers offer a range of sets down to the television producer offering only one model for sale.

There are no signs that the number or variety of television sets is likely to decrease or diminish. On the contrary, all



During brief sojourn chassis gets finishing touch with insertion of 10-inch cathode-ray tube and alignment of IF-RF.



Final picture and deflection tests are completed by using a plant pattern broadcast to adjust receiver on all channels.

# inet Production

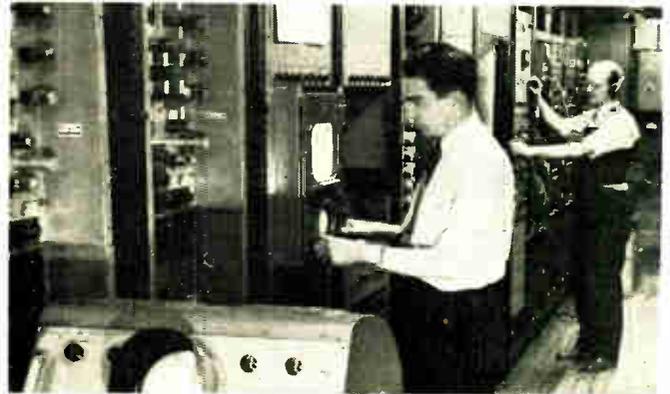
**cost factors involved in television  
a danger to the entire industry**

predictions are that there will be a steady rise in the number of sets produced, the variety of sets, and the capacity of licensed television manufacturers. Some people are already predicting the total productive capacity of the industry as reaching 100,000 sets a month by the end of this year. This means tapping an audience of from 40 to 50 million people over about 65 stations.

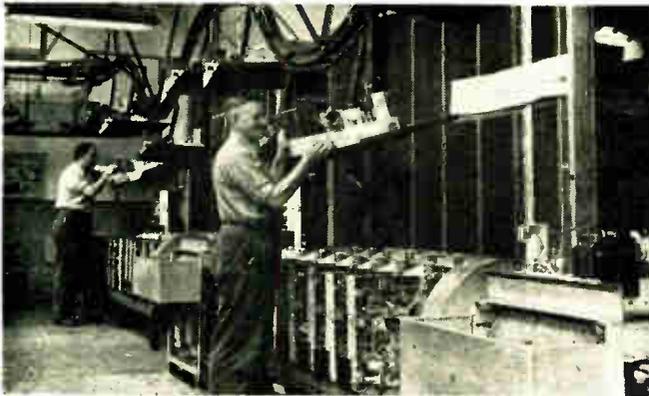
The dealer who fails to take cognizance of television's sweep, will find himself suddenly staring at the phenomenal success a fellow dealer, less flatfooted about the matter, has when television starts a boom of its own in his locality. The headlong race for television sales will be less complicated if sound planning for television business is incorporated into every dealer's operation—now. Anything from promoting extensive programming, to observing price structures, creating a good display salon, and providing efficient installation and service will promote the good of the industry.



*Workers are making final adjustments on components before consoles move into cabinet-finishing department.*



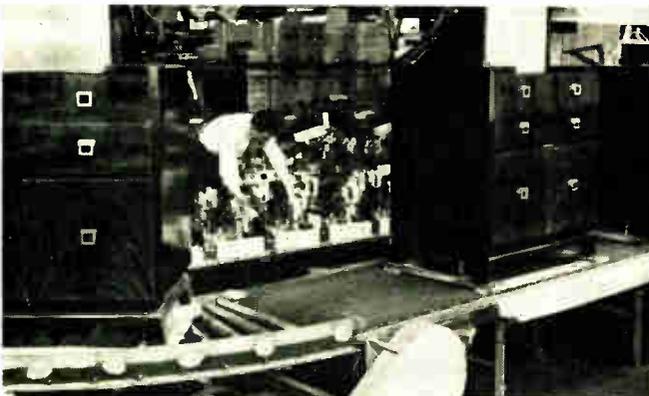
*At the control racks, one for each channel assigned by FCC, which properly align and accurately tune TV sets.*



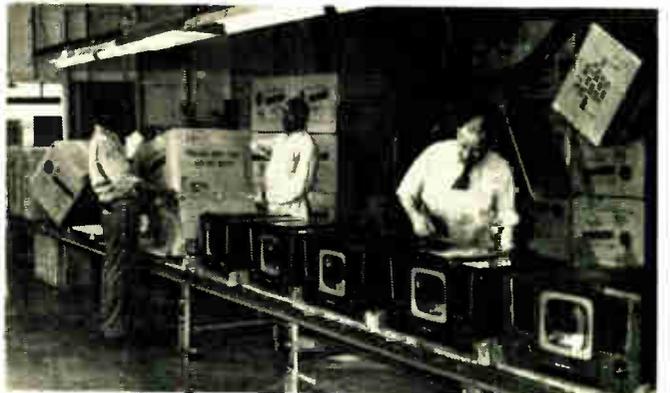
*Stock handlers load tested chassis on conveyor again, heading them for final assembly further down the line.*



*Touchup, waxing, polishing are final operations in television set production. Polishers give nod for shipping.*



*This time an inspector checks completed chassis which are ready for final assembly in big-screen, projection consoles.*



*Belt feeds cartons to endless stream of finished sets that are finding their way into skyrocketing television market.*

**Public Viewing Television continues to exert a strong influence on the entire industry**



## Two Years of Business Television

**T**ELEVISION has mushroomed so in the two years since it emerged from the laboratory and became commercially feasible that even the many prophets are unable to reach an accord on their predictions about it. One thing is certain, however. Over the past two years, radical changes have taken place on the television scene, particularly in its industrial aspects.

Public acceptance of television receivers, for instance, was desultory in the industry's earliest days, and even a year ago people were awaiting improvements in programming. Such people also awaited reports on the luck the television receiver owner in the next block was having. For the manufacturer, the only active market became taverns, bars, grills, clubs and such other public gathering places where habitués could satiate their love of baseball and boxing via the new medium.

Receivers specifically designed for home use gravitated to these public markets. In time, public owners found that service was sporadic, a result of in-

adequate servicing facilities, originally designed for home sets, which could not be stretched to tackle the elaborate demands of publicly-operated television sets. Because information on set

performance was vague or lacking, owners of public establishments found themselves sometimes "sold down the river" on inferior merchandise. In their haste to buy a set providing the biggest picture some found they had bought a set which produced an image that could barely be seen at all.

### **Changing Times**

Today that is all changed. Tavern keepers and kindred owners know exactly the part television plays in the success of their businesses. They are well informed on modes and equipment. Two factors are important to them: a product must be designed to meet the needs of the viewing public; and service must be expert and adequate enough to insure a set from prolonged breakdown.

A wide selection of special designs in television receivers suitable for public viewing, most of them with efficient remote control features, are available to dealers catering to owners of public establishments. Mastery of features of commercial sets can turn a salesman into a sales engineer, because

*(Continued on page 46)*

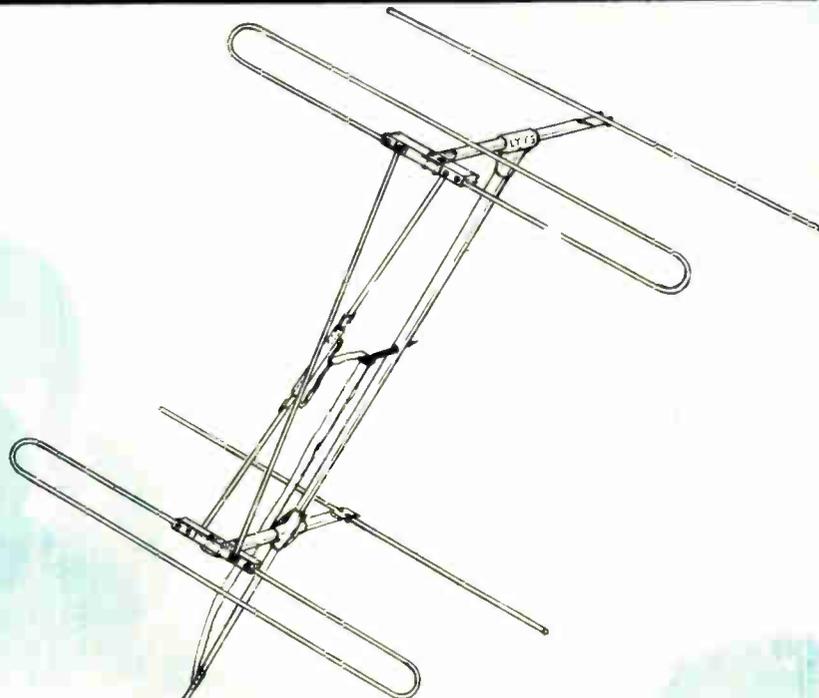
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### ABOUT THE AUTHOR



**Horace Atwood, Jr., president of Industrial Television, Inc., pioneer in the manufacture of television receivers for use in business.**

# Tops Them All!



# SKYBEAM

## THE ONLY HIGH FREQUENCY ANTENNA

Announcing SKYBEAM, the only successful high frequency antenna in the field. This amazing antenna includes all the proven fine features of Lyte products, precision, rigidity, proven scientific construction.

SKYBEAM is guaranteed to produce the ultimate in television reception, the only high fidelity, high frequency antenna covering channels 7 to 13.

Aluminum tubing used throughout. Insulated with plastic, partly assembled, complete, extremely light weight (3 1/2 lbs.). Factory adjusted for maximum efficiency. Packed in individual cartons.

FOR PERFECT TELEVISION RECEPTION on all high frequency channels the Lyte SKYBEAM IS an absolute necessity.

DEALERS—Even the finest Television Set is only as good as its Antenna. Install the new LYTE for 100% Brighter, 100% Sharper, clearer images with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE—the best by every test.

### 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.

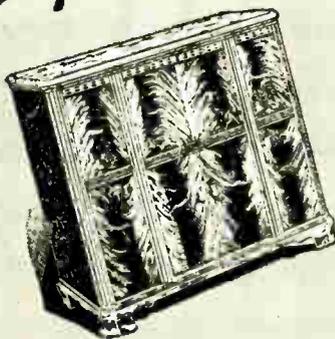
**LYTE PARTS CO.**  
15 WASHINGTON AVE., PLAINFIELD, N. J.  
199 MAIN ST., DUBUQUE, IOWA

PLAINFIELD 5-2100

DUBUQUE 8884

WHERE QUALITY  
AND RESULTING PRESTIGE ARE  
PARAMOUNT, LEADING MUSIC  
MERCHANTS PROFITABLY  
FEATURE THE INCOMPARABLE  
**CAPEHART**

THE *Capehart*



*One of the great luxuries of life*

Those who are in a position to gratify their desire for the very best in everything, including the world's great music—superbly reproduced—naturally choose the DeLuxe Capehart for their homes. It costs more, yes—but it is one of the world's finest instruments for musical reproduction.

You can explore the world with its powerful radio receiver—offering standard broadcast and FM reception—or provide supreme reproduction of the music in your record library.

Hear it at

**KNABE'S**

584 FIFTH AVENUE  
AT 47TH STREET BRYANT 9-0700

Reproduced from a recent issue  
of "The New York World-Telegram"

*Farnsworth* TELEVISION & RADIO CORPORATION,  
FORT WAYNE 1, INDIANA

## TV via Stratovision

Westinghouse Radio Stations, Inc., a subsidiary of Westinghouse Electric Corporation, has filed a petition with the FCC which, if approved, would grant authorization for the first commercial Stratovision station to bring television to "about 6,000,000 people who under present allocations will not receive protected service," even when proposed ground stations are in operation. The petition requests the allocation of Channel 8 for an airborne television station to operate at a point 30 miles west of Pittsburgh, and to provide service in an area of about 200 mile radius. This is 35 times the area normally covered by ground television stations. The Stratovision plane would be operated in conjunction with a ground television station at Westinghouse Station KDKA, for which a separate application for a television channel has been filed.

In an original Stratovision system, eight flying television stations, spaced 400 miles apart, was felt to be able to provide a coast-to-coast network, with a total of 14 Stratovision stations giving television service to 78 per cent of the nation's population. The Westinghouse petition asked the FCC to amend current radio regulations and set standards to facilitate future applications for airborne television stations, concluding that, as a result of successful demonstration flights conducted in the Pittsburgh area, reports showed reception in "270 towns in ten states, including Pennsylvania, Virginia, West Virginia, Maryland, Ohio, New York, Delaware and Michigan." It held further that "Stratovision is now ready for regular use and the public should be permitted to immediately benefit therefrom."

## Silver Anniversary

Plans are already afoot to combine the 25th RMA "Silver Anniversary" convention and the annual Radio Parts Industry Trade Show into one gala radio industry celebration during the week of May 15th, 1949. The Stevens Hotel in Chicago will be the scene of the affair, to be climaxed in the hotel's grand ballroom with an elaborate anniversary industry banquet, the evening of May 19th. RMA's Board of Directors decided on the plan at a recent meeting and the directors of the Radio Parts and Electronic Equipment Shows, Inc., operators of the Parts Show, concurred in the decision. Exhibit eligibility rules will be broadened. Some 1,450 rooms will be given over for convention attendance, and committees appointed by President Max F. Balcom, of RMA, are already at work on the details.

# Snyder

PHILADELPHIA

## REDI-MOUNT TV AERIALS

"COVERS ALL CHANNELS"

"CANTILEVER TRUSS CONSTRUCTION. WILL NOT BEND OR SWAY"



"PLENTY OF PROFITS IN THIS EASY SELLER"

COMpletely FACTORY ASSEMBLED. READY FOR ROOF INSTALLATION

8 FEET OF MAST 2 SECTIONS

"JUST UNFOLD AND TIGHTEN"

TV-13  
Includes  
LO & HI-F ARRAYS  
**\$2250**  
LIST

WRITE FOR CATALOG OF COMPLETE LINE OF REDI-MOUNT TV AERIALS AND ACCESSORIES

4-WAY INDIVIDUAL ORIENTATION

# SNYDER

ANTENNA ENGINEERS

MANUFACTURERS . . . START TO FINISH  
PHILADELPHIA 40, U. S. A.  
EXPORT DIVISION: FORBURN AGENCIES, INC., NEW YORK 7, N. Y.  
MULTIPLYING: NEW YORK DISTRICT: H. S. DUFFY, INC.

# Again EMERSON

INVENTION AND PROMOTION HISTORY IS BEING REPEATED



## *The "Conqueror"* EMERSON FM Model 602

Now — for the FIRST TIME — EXCLUSIVE with EMERSON — a GENUINE "Noise-Conquering" (not a "superegen" compromise) Superheterodyne FM Receiver at the sensationally low price of

- AC-DC Superheterodyne. Covers entire Frequency Modulation band.
- Alnico 5 PM Speaker. Automatic Volume Control.
- Internal FM Power Line Antenna.

# \$29<sup>95</sup>

- Meroon plastic cabinet—golden trim.
- New type illuminated Cylinder Dial—with integrated side grip control.
- All modern FM features.

Get details of the COMPLETE Emerson line of FM Radio and Television

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

# Revolutionizes Radio

NOW, WITH A NEW MARVEL OF PERFORMANCE AND PRICE—

# FM

**TRUE "FM" COMES WITHIN EASY REACH OF EVERYONE—OPENING VAST NEW SALE AND PROFIT OPPORTUNITIES TO ALL DEALERS**

What Emerson Radio did for Small Radio years ago, Emerson is now doing for "FM" — providing a sensational product and price innovation that will give the NECESSARY IMPETUS to this great new phase of radio.

Millions of people KNOW and WANT "FM". They know that more than 650 FM stations are now broadcasting fine programs. They want their reception of voice

and music to be all they've ever heard about Frequency Modulation.

The "CONQUEROR" — the GENUINE noise-conquering Emerson AC-DC Superheterodyne "FM" Model 602 — is the PERFECT ANSWER, the widely advertised performance and price leader that will start the "FM" ball rolling in all territories and pile up "PLUS" sales and profits for every dealer who features it.

## "FM" Stations — WRITE

Get Emerson's plan for increasing your FM audience. Write direct for particulars.

## Emerson Radio Dealers

Write, telephone or wire your Emerson distributor—get your orders in promptly for early shipment.



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

This advertisement appears in full color in:  
 LIFE—October 25      COLLIER'S—November 6  
 SATURDAY EVENING POST—November 6



**FINEST  
 TONE SYSTEM IN  
 RCA VICTOR HISTORY**

Only RCA Victor makes this perfectly balanced 3-Way Acoustical System. It gives you radio tone so rich, so true that in actual public tests even trained musicians could not tell the "Golden Throat" from an "in person" performance.

It's love at first Listen  
 when you hear the "Golden Throat"

The minute you hear the tone of this new Victrola radio-phonograph you recognize *quality!* It's the "Golden Throat"... rich, mellow, *true*, whether your musical mood calls for AM radio, static-free RCA Victor FM or for records.

The automatic record changer glides out with satin smoothness as you *open the door*, glides *gently* in as you close it, plays either way. Not a chance of jolting your precious records! The "Silent Sapphire" permanent-point pickup prolongs record life and you have no needles to change.

The beautiful contemporary cabinet is finished in lustrous walnut or mahogany, has a convenient permanent top, two record compartments. It's look, listen and love at first sight—even to the price tag—with Victrola 8V91. AC.



**JANE WYMAN  
 stars in Warner Bros.  
 "JOHNNY BELINDA"**

Here she shows you another 4-star entertainer, Victrola 8V91, ready to play the new RCA Victor album of Koussevitzky conducting the Boston Symphony Orchestra in Prokofiev's *Classical Symphony*. See how the record changer rolls *away out*—so easy to stack on as many as 12 records. Try it, yourself, at your RCA Victor dealer's.



**RCA VICTOR**

DIVISION OF RADIO CORPORATION OF AMERICA

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

# why does *RCA VICTOR* mean bigger profits for you?

**Quick turnover from the greatest line of instruments  
plus the greatest promotion campaign in RCA Victor history!**

**T**HE country's top magazines . . . a nation-wide radio hookup . . . key newspapers everywhere . . . all *constantly* send customers to *you* for RCA Victor instruments.

The page at left is typical of the eye-catching RCA Victor magazine advertisements. These printed salesmen are constantly at work for you in LIFE, COLLIER'S, SATURDAY EVENING POST and LOOK.

Robert Merrill, Russ Case and his Orchestra and Johnnie Victor set a high-entertainment background for the warm, *selling* commercials on RCA Victor instruments and records. Listen to the RCA Victor Show—"Music America

Loves Best"—on the nearest of the 163 nation-wide NBC stations, 5:30 P.M., E.S.T.

Power-packed advertisements in key newspapers everywhere sell your customers on the great RCA Victor line of instruments . . . hammer home the idea that RCA Victor means the *best* and that *you* are the man to see.

Tie in with this sales-producing promotion campaign. Display the famous RCA Victor name prominently in your radio department and in your advertising. Your turnover will be rapid—your profits greater. We're working for *you* with the greatest campaign in RCA Victor history.



*When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all. 36 West 49th Street, across from Radio City.*

## *RCA VICTOR*



*DIVISION OF RADIO CORPORATION OF AMERICA*

# TRANSVISION

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



Model 10 BL TV/FM KIT



New . . . FIELD STRENGTH METER

**FLASH! New BIG VALUE KIT:** Model 10A, 10" Electromagnetic Kit, 52 sq. in. picture, with amazing new continuous tuning on all 12 channels. (less cabinet) . . . . . **NET \$199.00**

**MODEL 10BL TV/FM Kit,** gives 115 sq. in. picture complete FM Radio; receives all channels; streamlined cabinet . . . . . **NET \$269.00**

**Roto-Table for Model 10BL,** gives full 180° visibility . . . . . **NET \$ 23.50**

**Model 10CL,** same as model 10BL but gives 150 sq. in. picture with all angle lens mounted on 10BL tube. Complete with cabinet and all-angle lens . . . . . **NET \$299.00**

**Model 7CL TV Kit,** gives 60 sq. in. picture; console cabinet with Roto-Table; streamlined design receives all channels . . . . . **NET \$199.00**

**MODEL 7BL,** same as 7CL except that it is a table model . . . . . **NET \$189.00**

All prices include cabinets, tubes, all-channel double folded di-pole antenna, and 60 ft. of lead-in wire.

**NEW . . . TRANSVISION FIELD STRENGTH METER . . .**  
**IMPROVES INSTALLATIONS! SAVES 1/2 THE WORK!**

Has numerous features and advantages, including—(1) Measures actual picture signal strength. . . . . (2) Permits actual picture signal measurements without the use of a complete television set. . . . . (3) Antenna orientation can be done exactly. . . . . (4) Measures losses or gain of various antenna and lead-in combinations. . . . . (5) Useful for checking receiver re-radiation (local oscillator). . . . . (6) 13 CHANNEL SELECTOR. . . . . (7) Amplitudes of interfering signals can be checked. . . . . (8) Weighs only 5 lbs. . . . . (9) Individually calibrated. . . . . (10) Housed in attractive metal carrying case. . . . . (11) Initial cost of this unit is covered after only 3 or 4 installations. . . . . (12) Operates from 120 volts—60 cycles.

**Transvision Field Strength Meter, Model FSM-1, complete with tubes. . . . . NET \$99.50**



New . . . ALL-CHANNEL BOOSTER



New . . . REMOTE CONTROL UNIT KIT

**TRANSVISION ALL-CHANNEL TELEVISION BOOSTER**

Assures television reception in weak signal areas, or areas which are out of range of certain broadcast stations. Increases signal strength on all television channels. Times all television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels.

Model B-1 . . . . . **LIST \$39.95**

**TRANSVISION REMOTE CONTROL UNIT KIT . . .**

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightens, 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 ft. of cable . . . . . **LIST \$49.00**  
 Without cabinet . . . . . **47.00**

**NEW 8-PAGE CATALOG** showing complete Transvision line now available at your distributor,

or write to:— **TRANSVISION, INC.,** New Rochelle, N. Y.

**IN CALIF.:** Transvision of California, 8572 Santa Monica Blvd., Hollywood 46. All prices 5% higher West of Mississippi; all prices fair traded.

**Radiomen . . . you can**

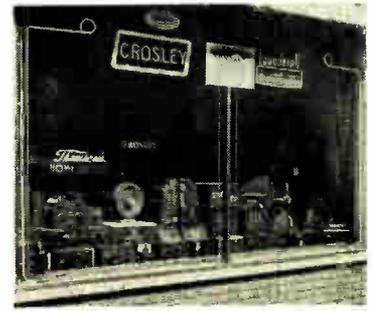
**GET INTO THE TELEVISION BUSINESS**

In a **BIG WAY** with the

**TRANSVISION DEALER PLAN**

**Write for details now!**

**Old Sets Attract New Business**



A new idea in radio promotion proved successful for Thomsen's Home Supply store, of Amarillo, Texas. When this dealer announced a contest for the oldest Crosley radios to be brought into his store, with a new Crosley radio phonograph-combination as a prize, he soon found his window completely filled with attention-getting oldtime sets. The three oldest dated back to 1922. Crosley was one of the first manufacturers in the radio field, building and selling its first receivers in 1921.

**NARD Is Born**

The National Association of Record Dealers, a non-profit association now being incorporated, has been formed to consolidate individual retailers and dealers groups into one organization for furthering fair and wholesome conditions in the record industry. With J. G. Bradburn, of Houston, Texas, as president, the association has formulated a program which includes an educational program to regularize store operation accounting, guard against malpractices, report periodically on the industry, promote meetings, and to explore the feasibility of sponsoring Annual Electronic Trade Shows for the purpose of exhibiting disc, wire, and tape recording equipment, plus products of the radio, phonograph and television industry to retailers, distributors and the public.

**Tax Relief**

In a communication to Commissioner Shoeneman, of the Internal Revenue Bureau, RMA urged it to adopt measures to expedite the settlement of government claims for taxes in insolvency and bankruptcy cases. Acting on recommendation of its general Credit Committee, RMA cited cases of radio industry insolvencies and bankruptcies followed by protracted tax delays, with consequent losses to creditors, increased administration costs, and dissipation of assets, to the eventual detriment of general creditors.

# LOOKS! PERFORMANCE! VALUE!

**ARVIN**  
*Top Flight*  
**RADIOS**



242T



253T



152T



160T

## Four Arvin triple-threats for All-American profit honors!

ARVIN MODEL 242-T \$14<sup>95</sup>\*  
*Red, Yellow, Green, Ivory*

Choice of smart colors! Top-of-the-minute styling! Non-breakable cabinet! Amazing sensitivity and selectivity! There's an array of sales-scoring features your customers can't resist! Put this sensation! Arvin on display and watch it roll up the profit total! Yes—and it's Underwriters' listed, too!

ARVIN MODEL 253-T \$16<sup>95</sup>\*  
*254-T, Walnut, \$17.95\**  
*255-T, ivory \$19.95\**  
Ebony

Here's a ground-gainer that's way out in front for sheer value—a truly terrific triumph for Arvin dealers. Sharp modern styling puts the plastic cabinet in a class by itself! Built-in antenna. Four tubes plus rectifier. Easy to trade up from ebony to ivory and increase your profit percentage!

ARVIN MODEL 152-T \$22<sup>95</sup>\*  
*153-T, Ivory \$24.95\**  
Walnut

Thousands are cheering the outstanding performance of this keen, competent superhet. Reception to top anything else in its price class! Styled for eye-appeal. Engineered for ear appeal. Built-in antenna. Lighted dial. Underwriters' listed. Pace your pre-holiday sales with this profit package!

ARVIN MODEL 160-T \$34<sup>95</sup>\*  
*161-T, Ivory, \$36.95\**  
Walnut

Here's the champion in the 5-tube-plus-rectifier class! Stack it up against any of the other leaders in the field, and you'll find the Arvin comes out ahead on all counts! Smart style. Real distance-getting reception. 3-gang condenser, one stage of tuned radio frequency! Tone control. Underwriters' listed!

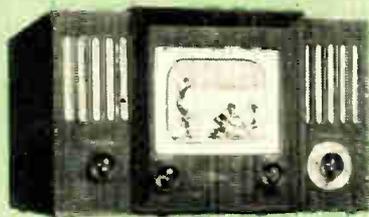
**Noblitt-Sparks Industries, Inc.**  
Columbus, Indiana

**NATIONALLY ADVERTISED**  
in  
LIFE, SATURDAY EVENING POST, COUNTRY GENTLEMEN

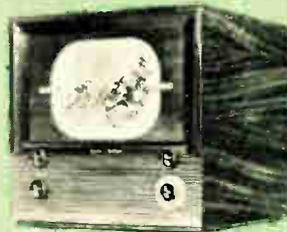
\* Slightly higher in zone 2.



Model TV-279—10" television console. In mahogany veneer, to retail at \$299.95. Plus \$1.50 Federal tax. Installation extra.



Model TV-149—All channel 7" television. In mahogany veneer to retail at \$169.95. In blonde wood, \$179.95. AC-DC in mahogany veneer, \$199.95. Above prices plus \$1.30 Federal tax. Installation extra.



Model TV-249—10" all channel television. In mahogany veneer to retail at \$249.95. In blonde wood, \$259.95. Above prices plus \$1.50 Federal tax. Installation extra.

# Tele-tone

TELEVISION • RADIOS • RECORD PLAYERS

**Priced for every customer!**  
**Styled for every taste!**



The Tele-tone line is the shortest distance to sales and profits. It's the only COMPLETE line of electronic instruments—console and table model television, portables, record players, table model radios including AM-FM models—that combine quality styling, power-toned engineering and are priced right for quick turnover.

The Tele-tone line has been winning new customers for dealers from Maine to California. Tele-tone low-cost television has brought the wonders of this medium into millions of NEW homes. Tele-tone radios and record players have brought news, music and sports events to every room of the house.

Stock and feature the Tele-tone line. Contact your distributor NOW, or write direct for information. Be sure you have the ENTIRE line on display for extra holiday business.

*Tele-tone* —the line that means business . . .  
**BIG BUSINESS**



A  
COMPLETE  
LINE  
FOR  
YOU!





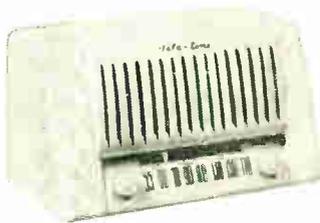
**Model #198**—FM-AM 8 tube table model. In mahogany to retail at \$44.95



**Model #158**—FM-AM 8 tube table model. In walnut plastic, to retail at \$34.95



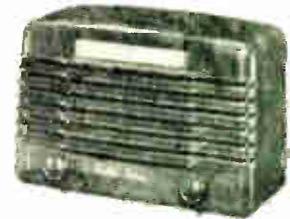
**Model #165**—4 tube AC-DC superhet. In walnut to retail at \$9.95. In sand, maroon and jade, \$11.95. Model #175 in ivory, \$12.95



**Model #159**—5 tube AC-DC superhet. In walnut, to retail at \$19.95



**Model #184**—5 tube AC-DC superhet. In ebony, to retail at \$14.95. In rosewood, \$16.95. In ivory, \$18.95



**Model #157**—5 tube AC-DC superhet. In walnut, to retail at \$14.95



**Model #190**—3-way portable, AC-DC or batteries. In maroon plastic, to retail at \$24.95. Batteries extra.



**Model #185**—3-way portable. In maroon and sand with gleaming gold grill, to retail at \$27.95. Batteries extra.



**Model #166**—5 tube AC-DC superhet. In ivory, to retail at \$16.95



**Model #201**—6 tube AC-DC superhet. In rosewood, to retail at \$19.95. In ivory, \$22.95



**Model #183**—3 tube automatic phonograph. In tu-tone cabinet, to retail at \$34.95



**Model #182**—2 tube phonograph portable. In simulated alligator, to retail at \$19.95

AMERICA'S FASTEST GROWING LINE...

by

Tele-tone

540 WEST 58th STREET, NEW YORK CITY, N. Y.

Prices slightly higher in Southwest and Far West

# How to Create Seasonal and Window Displays that SELL

**T**HIS is the third in a series of unusual designs and merchandising aids created exclusively for Radio & Appliance Journal by the industrial designing firm of Style-Design, 200 West 72nd Street, New York. The first, devoted to "Television Design Today," appeared in our July issue. The second, "Creating an Effective Television Department," was presented last month. The entire series is, we believe, of paramount importance to manufacturers, distributors, and dealers in that, for the first time the problem of effective television design, display, and merchandising techniques is approached from a fresh and scientific basis. The series will be continued. Editor

**I**N displaying television there is no more important consideration than careful attention to window displays. Dealers by now have concluded that television in itself requires careful planning in the demonstration and display of receivers. The form in which this is accomplished in window arrangements will determine for every alert and enterprising dealer by just how much sales will increase.

The window display as such is the eye of any store. Bearing that in mind, dealers can follow some simple rules about dressing up this store eye. And it need not involve a big expense. The designs presented exclusively in RAJ on this page were created for the specific use of dealers anxious to turn their store windows into sales clinchers. In presenting these designs the prime consideration was to accomplish effective window arrangements that would not run

into expense for individual dealers. For that reason specific basic units, made with nominal expense, were presented in a variety of patterns to demonstrate exactly what can be done with a little rearrangement and minor additions.

A close analysis of all the designs on these pages will reveal that there are no more than five simple forms used throughout. No dealer will find it difficult to master the knack of rearranging these forms to suit his convenience. The two backdrops, for instance, can be used in changing colors to fit the occasion. They can also be juxtaposed, turned on their sides, or varied in other ways.

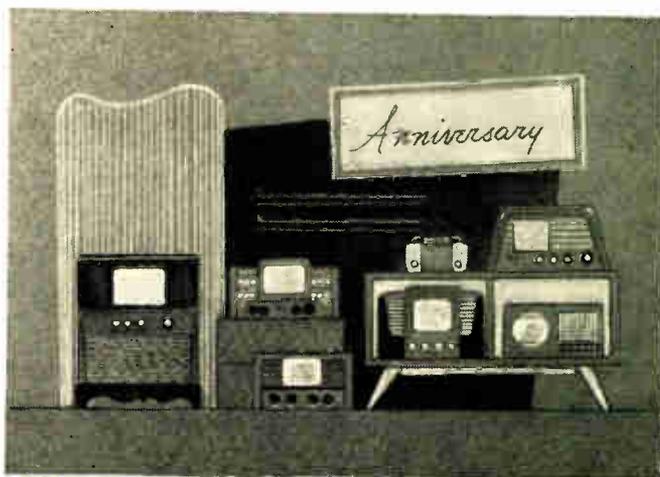
The sphere that is used as a baseball for a national pastime display can be converted with very little effort into a global map to tie into a national and international news window attraction. Pennants and banners arranged on short or long staves can add additional life to a storefront display. Their chief asset is their gaiety of color, which can be depended on to add vigor and vitality to any arrangement of the main items of display.

With the addition of a banner, a small Christmas tree, gaily wrapped packages, and copious use of tinsel, a television window arrangement that has been standard for a month or so can be dressed up to look like new. The pattern is likewise easily adapted to other seasons. Football weather can usher into the dealer's window a miniature goalpost and local pennants, all used as decorative ornaments arranged around the chief items of interest in the window—television sets.

By keeping ahead of seasonal holidays, the alert dealer can map his plan of demonstrating. Since color and variety of small ornamental items play an important part in window changes, the entire line of presentation can be outlined



With a minimum of effort and expense, skillful handling can bring forth an attractive Christmas display like the one above. A paper banner, a small yuletide tree, and some colorful packages arranged around a few basic units do the trick.



Rearrangement of the basic backdrop units has given a new effect for this anniversary display. Fresh colors have changed the illusion. By anticipating seasons and planning in advance, dealers can easily provide attractive window changes.

# "Special Effect" TELEVISION

for from six months to a year. Color changes can be easily translated into the actual displays. After the initial outlay for the basic forms, a dealer's only expense should be for paints and possibly small items such as pennants, banners, flags, streamers or the like. Many of these small items can be found within his own store and, with a little improvising, can serve the purpose.

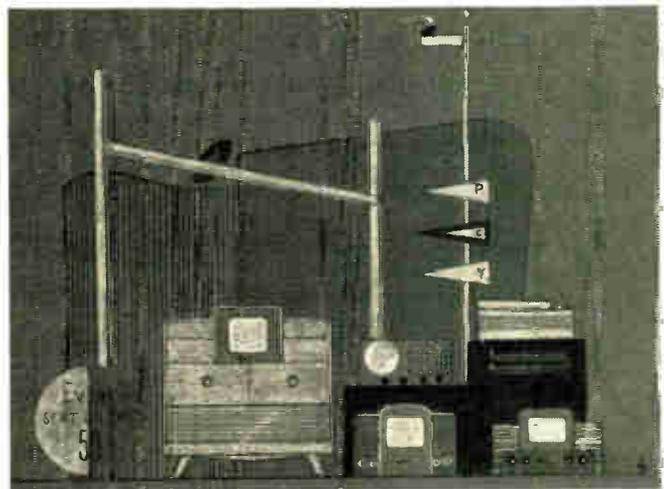
To vary the actual sets shown in each different window arrangement, a dealer can include in his outline of projected displays a system of television set rotation. At designated intervals he may want the sets displayed in the window taken out completely. Using the same backdrops and the seasonal window touchup, new television models can be taken from the inside floor display and transferred to the window. There is a double exchange, from the window to the showroom and from the showroom to the window, giving a new and striking effect to both the storefront and the interior.

Dealers who visualize these designs as suited only to large storefronts can set their minds at rest. Each was designed especially to be applied to and used for a window nine feet by three feet. They are, however, flexible enough to fit into almost any size window.

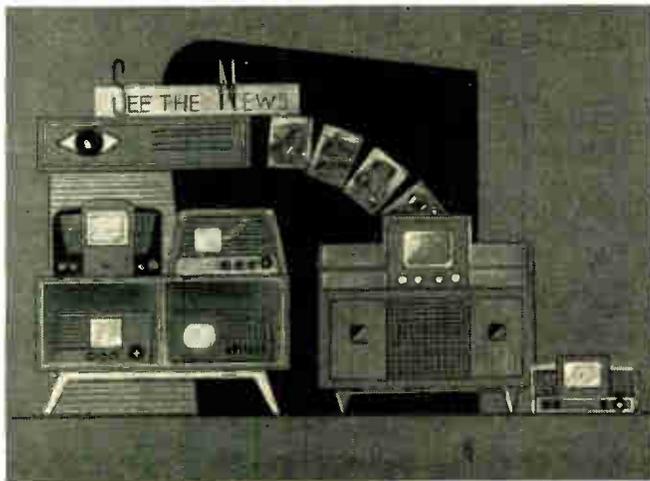
For those dealers who set to work, using the designs presented here as a starting point, and actually map out seasonal, special events, and special effect window displays, we have several additional suggestions. First of all, avoid overcrowding. Then give considerable thought to changes of color and rotation of accessories so as to obtain the utmost effect with combinations and textures. And finally, remember that any window can at best be only an aid to sales. It can be an attractive mirror for what is inside, and every dealer must see to it that his window is serving that purpose and is guiding customers through his doorway to concluded purchases.



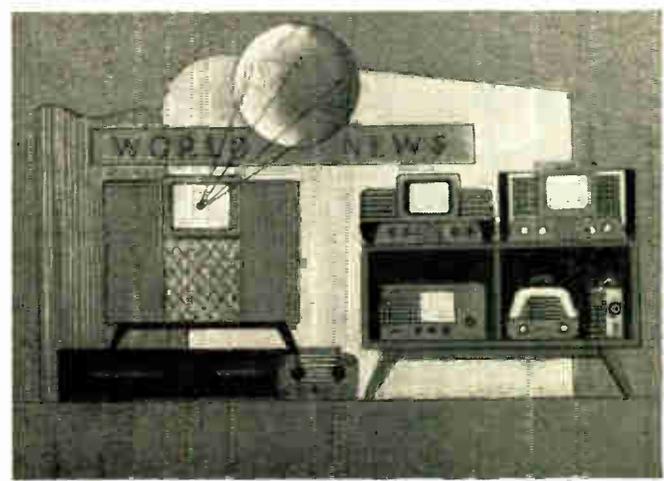
*The baseball season has a special connotation for all Americans. A dealer's window can catch the fervor that gains momentum every spring by using bright banners and fresh, green colors to bedeck his window display when the national pastime days roll around. Displays are limited by lack of ingenuity.*



*Simply by arranging a home town pennant, new orange and yellow fall colors, and a small wooden goalpost, the baseball season is ushered out and the football season ushered in. Standard backdrop units have served in each display, and cost for entire group of presentations has been kept to a minimum.*



*This arrangement is an appeal to the news interest in the television medium. Against the same standard backdrops, a human eye livens up the display, and a stream of stills, depicting events in the news, creates another novel effect.*

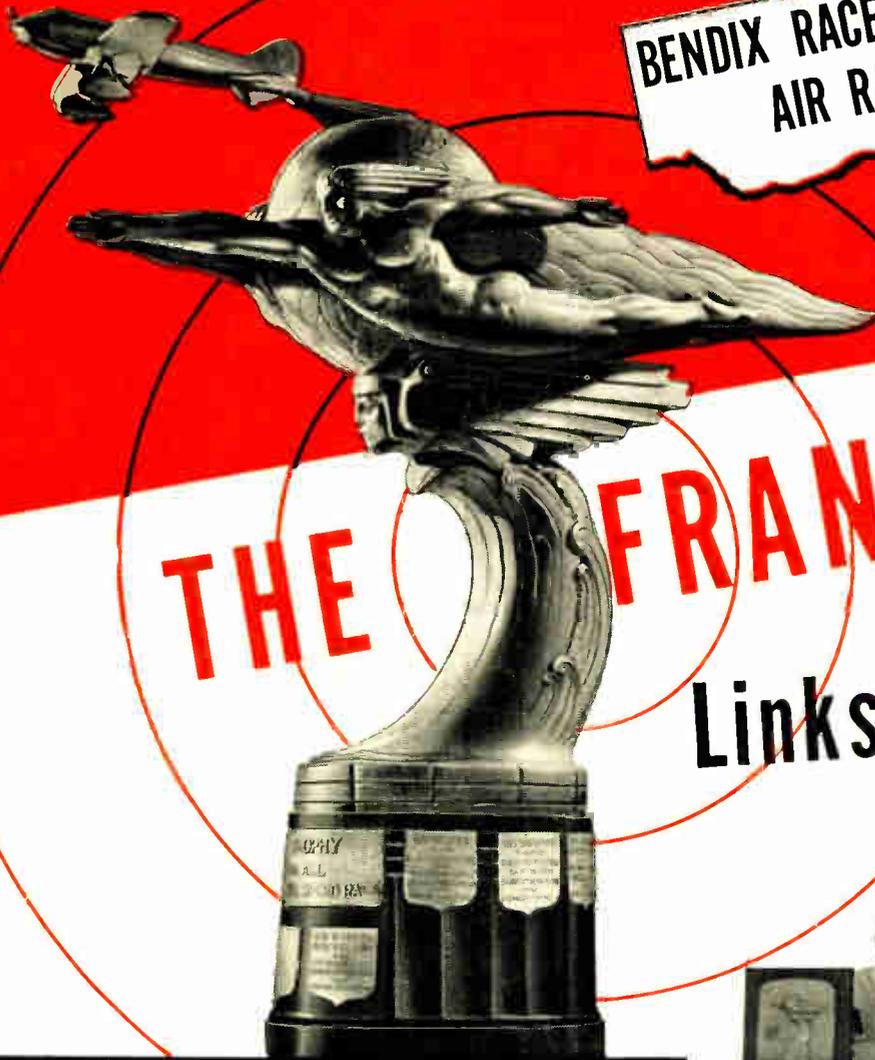


*In this display the main screen unit is placed on its side, the sphere that was used as a baseball before has now become a global map, and the title of the arrangement has been changed to World News. Sets used are same as before.*

**BENDIX RACE TOPS NATIONAL  
AIR RACE EVENTS**

# THE FRANCHISE

**Links You With**



*Malcolm Ferguson, President of Bendix Aviation Corporation, presents the Bendix Trophy to Paul Mantz, winner again in 1948 of the world-famed Bendix Transcontinental Race.*

**BENDIX RADIO**

REG. U.S. PAT. OFF.

## **BENDIX RADIO AND TELEVISION ARE BACKED BY THE INDUSTRY'S FINEST HERITAGE OF QUALITY**

Aviation standards of quality are, of necessity, the strictest in the world—and Bendix Radio has for years been the foremost supplier of radio and radar to the Army and Navy, and the major airlines. Bendix Radio and Television home receivers have truly had a flying start—which means that, as a Bendix Radio dealer, you now offer your customers not only prices competing with chain store merchandise, but also the finest receivers money can build or buy.

*Why Not Handle  
the Headliner—*

**SEND THIS COUPON TODAY. REMEMBER—THIS FRANCHISE IS  
AVAILABLE TO ONLY ONE SELECT DEALER IN EACH COMMUNITY.**

WINS BENDIX TROPHY

BENDIX TROPHY RACE  
WON BY MANTZ

WITH A FLYING START

## A Mighty Front Page Name!

Your store is in the headlines when you handle Bendix Radio and Television. Year after year, the famous Bendix Trophy Race at the National Air Show captures the interest and front pages all over America. And that's just one of myriad activities that keep

the great Bendix Aviation Corporation in the news. It's good business to be linked with a leader—and better than ever now that Bendix Radio offers you an exclusive direct-to-dealer merchandising plan with the wonderful profit advantages listed below.

### *Exclusively Yours Only With This New Power-Packed Direct-to-Dealer **RADIO AND TELEVISION** Merchandising Plan*

• 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.

# *Bendix Radio*

AND TELEVISION

DIVISION OF  
BALTIMORE 4, MARYLAND  
DEPT. B



*Please send me all the facts about your new direct-to-dealer,  
radio-television merchandising plan.*

MY NAME \_\_\_\_\_ MY FIRM \_\_\_\_\_

MY ADDRESS \_\_\_\_\_

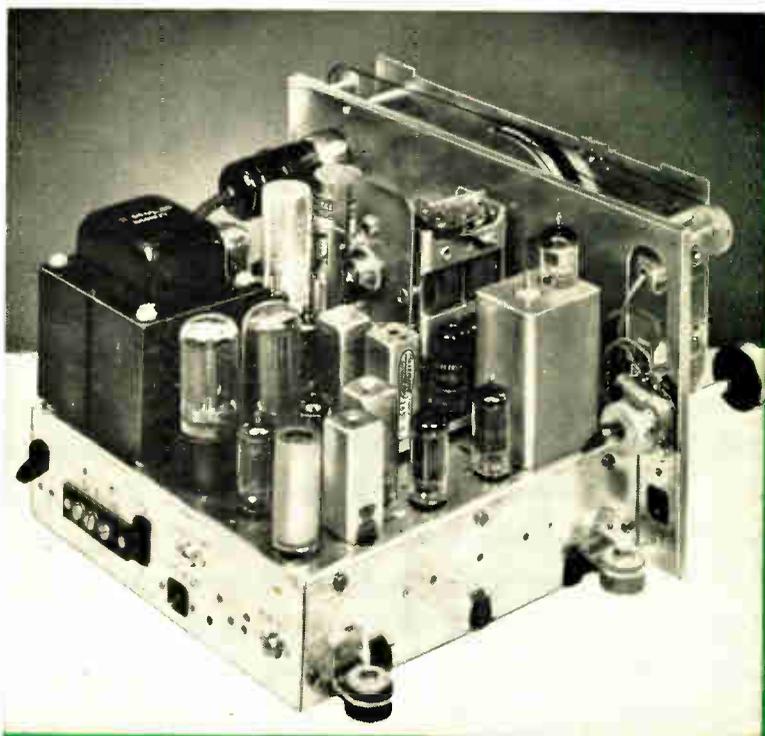


# New 1409 Chassis... Proof Again

## There is Nothing Finer Than a

# STROMBERG-CARLSON

1. **New Chromatic Tone Selectors**—visual color guides to fine tone blending with separate treble and bass controls
2. **New Rocket Tuning for FM and AM**—a flick of the finger to select any station
3. **New Single-Arm Pick-up for High or Low Speed Records**—velvet-action changer plays 33-1/3 and 78 RPM records
4. **New Signal Maximizer**—adjustable antenna circuit increases signal strength, reduces noise and interference
5. **New Finger-Touch Service Selectors**—instant choice of services—FM, AM, record player
6. **Improved Eye Tuning**—precise guide to highly selective fine tuning
7. **Instant Station Finders**—fit compactly on dial for quick location of favorite FM and AM stations
8. **Smart New Cabinets**—decorator-designed, in carefully selected woods, hand-rubbed to satin finish



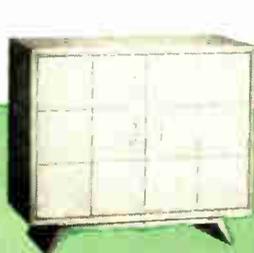
NEW STROMBERG-CARLSON #1409 Chassis



NEW STROMBERG-CARLSON #1409 Dial

Things will really happen when you demonstrate these #1409 features for '49! New and unique features. Exciting, revolutionary features. *Selling features!* And they are backed by Stromberg-Carlson tonal fidelity... leadership in FM... and 54 years of reputation for the finest in acoustics. The new #1409 receivers offer Stromberg-Carlson franchised dealers the greatest opportunity ever for profits. Available for early delivery.

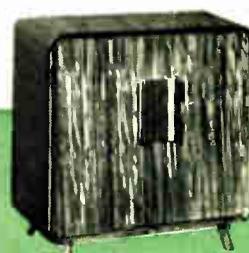
STROMBERG-CARLSON COMPANY  
Rochester 3, N. Y.  
— In Canada  
Stromberg-Carlson Company, Ltd., Toronto



NEW WORLD FM-AM  
Radio-Phonograph  
#1409-M2M



HEPPLEWHITE FM-AM  
Radio-Phonograph  
#1409-PGM



NEW FUTURA FM-AM  
Radio-Phonograph  
#1409-M3A

**A RAJ SECTION**

**New Futura**  
 Manufactured by Stromberg-Carlson Company  
 Rochester, New York



Stromberg - Carlson's New Futura, Model 1409 M3A radio-phonograph, is a modern avodire cabinet with splayed, turned legs. FM-AM radio with electronic tuning eye, chromatic tone selector, rocket tuning, adjustable antenna signal maximizer, push button selection services. Automatic stop record changer, three-gang condenser tuning on AM, separate three-gang permeability tuning on FM, built-in antennae, 12-watt output powerful 12-inch permanent magnet Alnico V speaker suspended in live rubber.

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

**Turntable Motors**

Manufactured by the General Industries Company, Motors Division, Elyria, Ohio



Model DM. above, is a compact GI Smooth Power, low-cost, dual-speed phonomotor with external speed change control. Approximately same size as present speed turntable motors. By shifting speed change lever, which extends beyond turntable rim, novel neoprene, belt-driven step pulley is engaged or disengaged to change speed.

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

Radio & Appliance JOURNAL • October, 1948

*New Merchandise  
 for Fall  
 and Holiday  
 Buying*

**NEW RADIOS  
 TELEVISION  
 CONSOLES  
 RECORDERS  
 PHONOGRAPHS  
 TV ACCESSORIES**

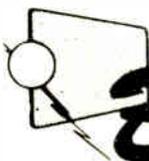


**BACE  
 SETS THE  
 PACE**

**DR. LEE DE FOREST** says "I consider BACE Engineers have made a great contribution to Television with the perfection of the Bace Multi-Unit sets."

These large screen viewers with synchronized control are ideally adapted for installation in Bars, Clubs, Hotels, Hospitals, Institutions and other locations where crowds gather or where people desire amusement in several rooms and at the same time.

The large 15" flat-faced tubes are guaranteed not to develop ion burn spots. Engineered to the highest possible specifications for ease of control, long life and clear, steady television reception.



Write for our color folder with complete information about the Bace Multi-Unit Television.

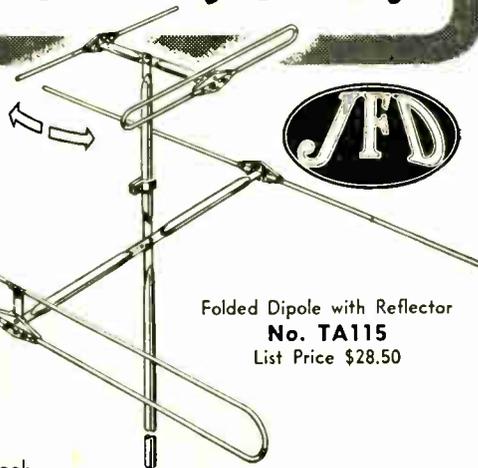
**Bace TELEVISION CORPORATION**  
 GREEN & LEUNING STS SOUTH HACKENSACK, NEW JERSEY HA 3-4881

# FULL 13 CHANNEL TV-FM COVERAGE!

*New!*

## JFD Super-Beam HI-LO Duo Orienting Array

- ★ Independent orientation of upper and lower bays.
- ★ Minimized "ghost" effects.
- ★ Frequency Range 44-216 mc. — +4.2 DB gain.
- ★ All-weather polystyrene Rotolock insulator insures high frequency insulation — permits tilting of antenna.
- ★ Precision-designed element-spacing for optimum gain.



Folded Dipole with Reflector  
No. TA115  
List Price \$28.50

- ★ Shipped complete with special JFD Mount Master — unique All-Angle Mounting Bracket.
- ★ Lightning-fast assembly time — no hardware bag.

Write for JFD 16-page Super-Beam Catalog.



**MANUFACTURING CO. Inc.**

4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y.

## It's a Hit!

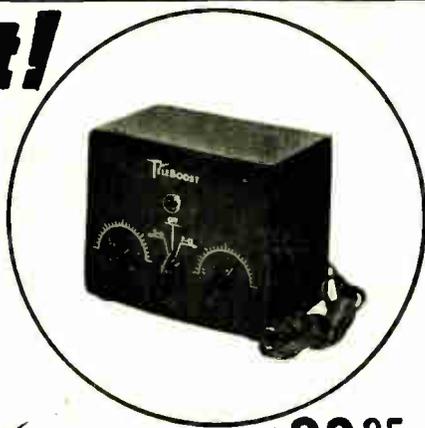
Boost Your Television Sales  
With The New

MODEL TV4  
13 CHANNEL

### TELEBOOSTER

PILOT LIGHT INDICATES WHEN  
BOOSTER IS ON

- Clears - Brightens
- Better Image Definition
- Easy to Install - Simple to Operate



\$22.95  
List

Prices slightly higher West of the Rockies.

#### • FEATURES •

- Increase gain for brighter, sharper pictures.
- Improves TV reception in fringe areas.
- Synchronization holds better.
- Variable tuning for maximum gain.
- Reduces inter-channel interference.
- Permits use of indoor antennas in many locations.
- Helps reduce ghost images.
- Uses two 6AK5 tubes plus selenium rectifier.

Dealer inquiries invited. Write for catalog. Choice territories still available for Mfg. Reps. Write for complete details.



**SONIC INDUSTRIES INC.**

2999 THIRD AVENUE

NEW YORK 55, N. Y.

## Capehart TV Console

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

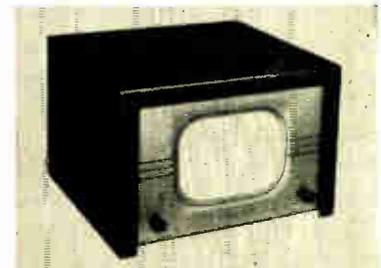


Model 661P, a new Capehart console television receiver, has a mirror-backed, flat-faced picture tube which assures high-definition 54-square-inch images that can be viewed in full daylight. Has 12-inch high fidelity, permanent magnet speaker, and includes 24 tubes and four rectifier tubes in addition to the viewing tube. Mahogany cabinet is of 18th century English design and is suited as a companion piece to a Capehart phonograph-radio. Stands 42 inches high, is 19 inches wide and 21½ inches deep.

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

## Industrial's Sussex-10

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



This viewer is designed for remote control applications in homes, hospitals, taverns, and hotels. Can be added to existing ITI remote control units or used with variety of standard TV receivers to provide a remote viewer. Uses 10BP4 cathode-ray tube with a metal and plastic cabinet, and is lowest priced viewing unit in ITI line. Conservative style cabinet designed to blend harmoniously into period or modern surroundings. Solves problem of children and adults viewing TV at same time, also of tavern need for viewers for various parts of establishment.

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

## GE Radio-Phonograph

Manufactured by General Electric, Receiver Division, Electronics Park, Syracuse, New York

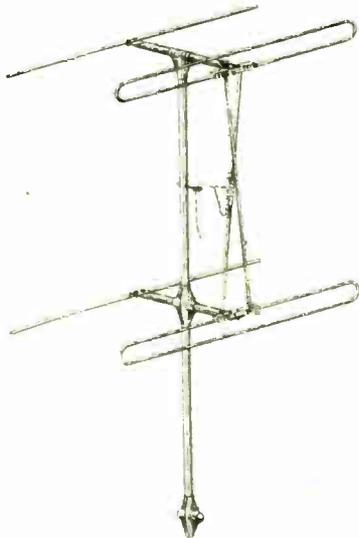


This new GE table model radio-phonograph is equipped with an automatic record player and the GE Electronic Reproducer. Mahogany cabinet with full-length lid trimmed with metal grille forming entire front of set. Controls beneath lid. Referred to as Model 118, it is powered by five tubes plus rectifier, has a 5 1/4-inch Alnico 5 GE loudspeaker, and a built-in Beam - A - Scape antenna. Plays twelve 10-inch or ten 12-inch records. Single control near tone arm has start-stop switch and a means to reject any record after it begins to play.

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

### Sky-Beam Antenna

Manufactured by Lyte Parts Company, Inc., Plainfield, New Jersey; Dubuque, Iowa



Model LHF, the Lyte Skybeam antenna, is designed to give greater reception range, sharper picture, and clearer image. **Receives on 13 TV channels and on FM bands.** 174 MC—216 MC. Minimum of interference assures television enjoyment.

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

## The Adams

Manufactured by Starrett Television Corporation, 521 Fifth Avenue, New York City

The Adams, Starrett Television's new television receiver, is now available for immediate delivery direct from factory to selected dealers. Equipped with a 12-inch direct view tube, AM-FM, and a Webster changer. Is available in matched book crotch mahogany and walnut. A smaller version of Starrett's Lincoln model, it lists at \$795.

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



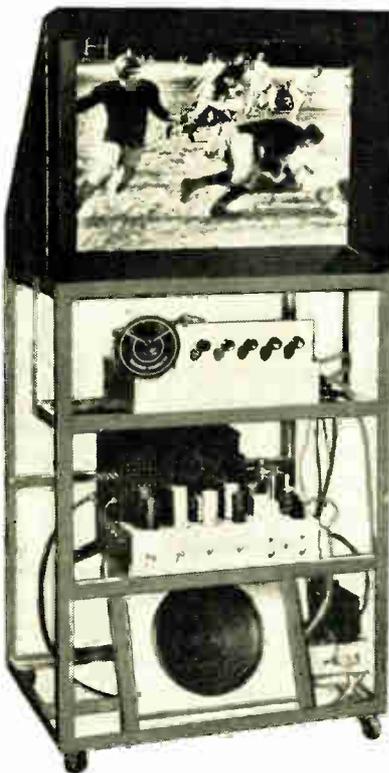
TELEVISION  
ASSEMBLY CO.

520 Sq. In. PICTURE  
20" x 26"

PROJECTION TELEVISION

IN ASSEMBLY FORM FOR CUSTOM INSTALLATIONS

Complete with All Parts Hood and Rack



AUTOMATIC GAIN  
CONTROL

37 R.C.A. TUBES  
DUMONT INPUTUNER  
12" P.M. SPEAKER

Pre-wired & Pre-tuned  
Picture I.F. &  
Sound I.F.

Pre-wired 30 KV  
Tripler Fly Back  
Power Supply

Eastman Kodak  
Projection Screen  
Aluminum Coated  
Top Mirror

Bausch & Lomb  
f:1.9 Projection Lens

EXPRESSLY DESIGNED  
Metal Rack, Hood  
and Picture Frame

For realism, clarity, definition and  
BIG SCREEN Televiewing, the pictures  
produced by this unit have no equal!

This screen is absolutely flat, pre-  
cluding curvature distortion anywhere  
in the picture. Picture tones are true  
black, grey and white—high in bril-  
liance, yet absolutely glare-free!

MANUAL OF INSTRUCTIONS AND  
SCHEMATIC DATA

Prepared and Edited by  
JOHN F. RIDER PUBLISHER, INC.

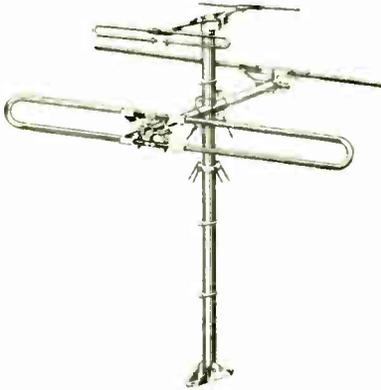
All Components used in Television Assemblies are the  
finest quality and are fully guaranteed under the Stand-  
ard RMA Guarantee and are guaranteed to operate to  
your satisfaction when simple directions are followed.  
Distributed through National Parts Distributors

TELEVISION  
ASSEMBLY CO.

540 BUSHWICK AVE.  
BROOKLYN 6, N. Y.

**Snyder Redi-Mount Aerial**

Manufactured by Snyder Mfg. Company, 726 Commercial Trust Bldg., Philadelphia, Penna.



This Snyder Redi-Mount television aerial employs cantilever truss construction principles for maximum strength. Non-deforming construction throughout, with cast aluminum supports and elements of super strength, lightweight aluminum alloy. Especially designed for quick and easy installation, comes folded and ready for immediate erection by simply unfolding.

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

**Tele King TV Consolette**

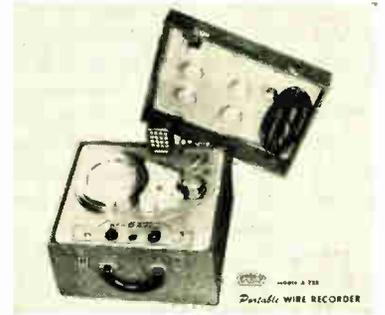
Manufactured by Tele King Corp., 601 West 26th Street, New York City



Model 310 consolette in the Tele King family of television is in walnut, mahogany or blonde finish. Ten-inch picture tube shows a 60 square inch picture, reception on 13 channels. Has 30 tubes, including rectifiers, with audio output at 3 watts. Interlocked chassis reduces shock hazard by cutting power when cover to high voltage supply is removed. Two-section chassis makes servicing easier. Four front panel knobs simplify operation, and automatic frequency control eliminates picture "jitter" and "tearing."

**Air King Recorder**

Manufactured by Air King Products Co., Inc., Brooklyn, New York



Air King's Model A-725 wire recorder has amplifier and speaker; immediate playback. Records from microphone, radio, phonograph or telephone. Automatic shut off at end of play or rewind of wire. Crystal microphone for hand, table or stand, with plug-in mike cord. Makes permanent recordings or erases automatically when recording over used wire. Safety lock prevents accidental erasures. Utilizes four tubes and selenium rectifier. Comes in grey leatherette, trimmed with nickel.

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

... if you want something better demand

R A D I O

# DEWALD

T E L E V I S I O N

Model BT-100  
HIGH DEFINITION  
Television Receiver

**DEWALD offers a complete line ... from Portables to Television! Write for Complete Information.**

**JOBBERS--REPRESENTATIVES**  
Some choice territories still available

Backed by Over  
a  
Quarter-Century  
of  
Proven Quality

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

**THE NEW**  
33 1/3 or 78 r. p. m.

**DUO-SPEED  
UNIVERSAL**

**801  
DUO**

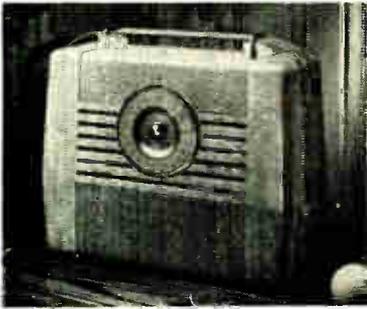
**A** complete line of Automatic Record Changers equipped to play both 78 and 33 1/3 r.p.m. recordings. ONE TONE ARM — No parts to remove or assemblies to interchange. One knob controls dual needle cartridge. Single knob controls two speed motor.

Patents and Copyrights Pending

**V-M CORPORATION**  
**BENTON HARBOR, MICH.**

**RCA Portable**

Manufactured by RCA Victor Division,  
Camden, New Jersey

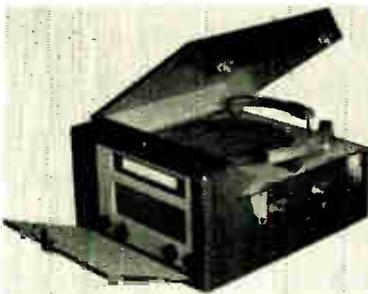


This popular RCA plastic model is from its plastic portable series. Combines versatility of plastics with rich appearance of finely grained rare woods. Wood is finished by printing process which rolls wood grain patterns on the surface of the plastic cabinets. Blond wood finish with a complimentary saddle and handle of simulated Levant grain leather. bears eastern retail price of \$37.50. less batteries.

See you see it in *Radio & Appliance Journal*, October, 1948.

**For Home and Travel**

Manufactured by DeWald Radio Manufacturing Corp., 35-15 37th Avenue, Long Island City, New York

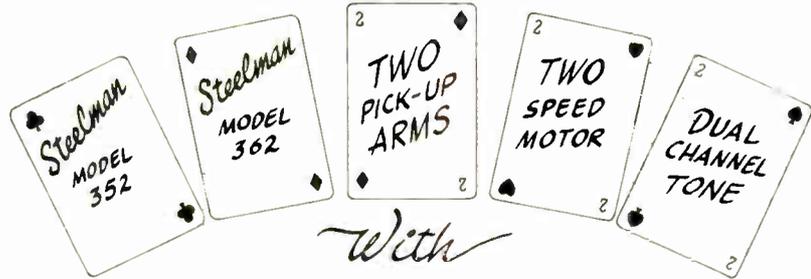


The new DeWald Model B-614, dual-speed phonograph and radio combination, combines finest radio reception with excellent reproductions of recordings at 33 1/3 and 78 RPM. Phonograph has self-starting, silent, oversized motor, astatic crystal pick-up, fidelity compensation, large turntable, plays up to twelve 10-inch records with lid closed. Radio has five tubes plus rectifier, improved super-heterodyne circuit, large dynamic speaker, automatic volume control, vernier tuning and tone modulator. Cabinet is compact, streamlined in construction, both radio and phonograph easily accessible for use in home or while traveling.

See you see it in *Radio & Appliance Journal*, October, 1948.

Radio & Appliance JOURNAL • October, 1948

**FULLILL THE DEMAND**



**THIS FULL-HOUSE HAND**



Model 352—List Price \$49.95  
Two Pick-Up Arms, (Plays LP and Standard Records). Two Speed Motor, Power Transformer, Three Tubes, 5 Watt Output, 6 1/2" Alnico Speaker, Dual Channel Tone Control, Inverse Feedback for Minimum Volume with Minimum Distortion. Size: 14 1/4" x 15 3/8" x 7 1/4".

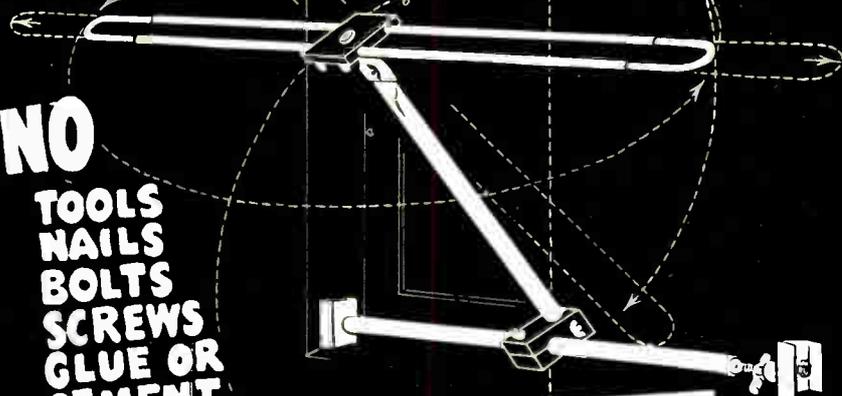


Model 362—List Price \$59.95  
"Featheride" Tone Arm for LP Records, Special "Retractable" Tone Arm for Standard Records, Two Speed Motor, Power Transformer, Three Tubes, 5 Watt Output, 6 1/2" Alnico Speaker, Dual Channel Tone Control, Inverse Feedback, Deluxe Case Superbly Designed for Style and Durability.

**STEELMAN RADIO CORP.**  
742 East Tremont Ave., Bronx 57, N. Y.

**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
- Manufactured by  
**PUBLIC OPERATING CORP.**  
100 West 42nd St., N. Y. 18, N. Y.
- National Sales Representatives  
**APEX ELECTRONICS SALES CORP.**  
192 Lexington Ave., N. Y. 16, N. Y.  
Patent Pending

**1675  
LIST**

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This long-playing phonograph, LP4, of Sonic Industries is available in brown alligator case. Two speed, tow arm, amplified. Contains three tube amplifier, including rectifier. Separate retractable arm for 78 and low pressure arm for 33 1/3 RPM. Both arms have built-in, permanent needle. Lists at \$39.95.

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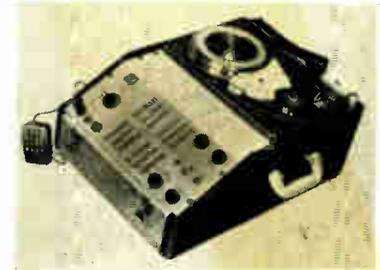


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## The VISION in Television

*Industrial*

*Television, Inc.,*

*leader*

in the postwar field of commercial television for hotels, schools, taverns and hospitals,

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in the development of remote control and multiple screen television equipment for public viewing,

*announces*

its forthcoming production of high quality television receivers for the home.

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a proven feature of Industrial's commercial equipment, will be incorporated in the Industrial home receiver line.

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by Industrial has been designed to the same high standards of picture quality and rugged dependability which have earned an enviable reputation in the commercial field among both users and service men.

Write for Details.



# INDUSTRIAL TELEVISION, INC.

357 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

# Another **UNIVERSAL** first!

**NEW SIMPLIFIED ALL-CHANNEL ANTENNA  
... CAN BE INSTALLED IN MINUTES!**

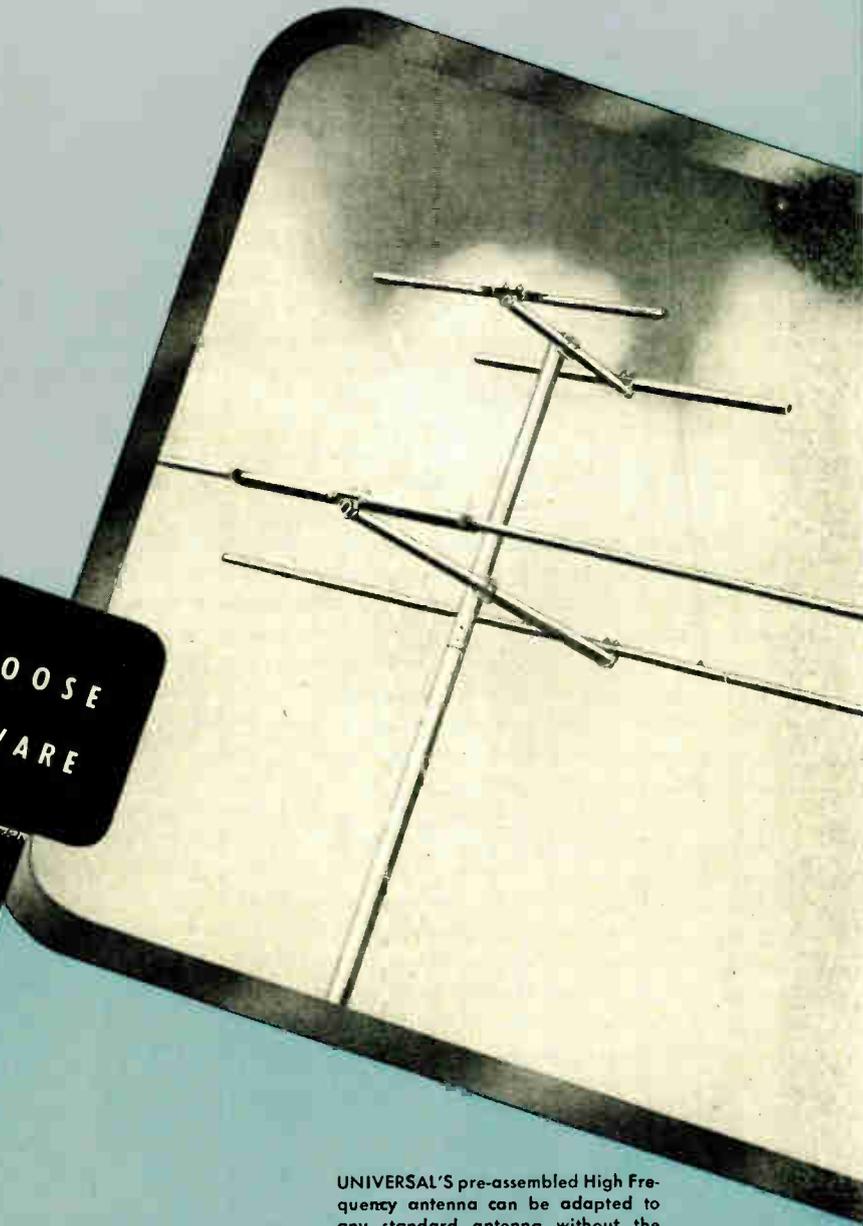
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*Write for prices and descriptive literature.*  
**DISTRIBUTORS INVITED  
TERRITORIES NOW BEING ALLOTTED**

**NO LOOSE  
HARDWARE**

**NO  
SPECIAL TOOLS**

**NO  
DRILLING**

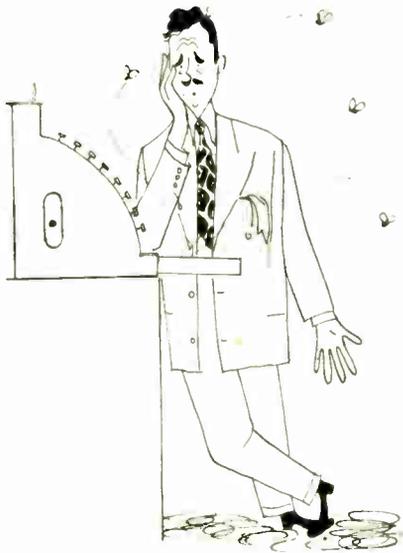


UNIVERSAL'S pre-assembled High Frequency antenna can be adapted to any standard antenna without the use of special tools.

**VERI-BEST TELEVISION PRODUCTS, INC. · 8-10 FORREST ST., BROOKLYN, N. Y.**

**Manufacturers of the UNIVERSAL Antenna**

# Things Every Good Sales



Harvey Snow's cash register could be filled with bills rather than bees, if he could realize the buyer's market is here.

**T**HIS is the story of Harvey Snow. Harvey was the ace salesman for Miller's Radio and Appliance Store during the war, and the first year after the war. He sold radios like hotcakes—and this is how he did it:

**Customers don't walk away from someone who's demonstrating. That makes every good salesman a showman. And radio and television sets really give every salesman something to talk about, as these pointers, digested from a timely booklet just prepared by Motorola Inc., show**

The customer would come in the door and begin to browse among the floor models. Harvey paid less than no attention to him. He leaned on a console and continued to stare out the window waiting for another pair of pretty legs to pass. After about fifteen minutes of patient waiting, the customer would come up to Harvey, shift from foot to foot and finally clear his throat in an attempt to get Harvey's attention. Harvey would follow the latest pair of legs till they were out of sight, then turn slowly, and shifting his toothpick to the corner of his mouth, ask "Yeah?"

Then the customer would tell Harvey he was interested in a radio. He wanted a . . .

But at this point Harvey would interrupt. "The only set we can deliver is

that job in the corner." Having uttered this exhausting speech, Harvey would start in on his toothpick and the legs again. The upshot of the thing was that the customer would fall all over himself buying the one radio in stock. Oh, Harvey was a red hot salesman.

## Sad, Sad Story

Just the other day, Harvey was leaning on a radio watching legs when a customer walked in. Harvey waited a while, but the customer didn't come up to him, so finally he shifted his toothpick and asked across the store, "Yeah?" The customer looked at him for a minute and said, "Nothing—just looking," and walked out.

This sort of thing has been happening to Harvey a lot lately.

# Steps In Successful



Nothing is more important in selling than the approach. "Good morning" or "Good evening" can be pleasant variations for the perplexed customer who stands hesitantly in the middle of the floor eyeing merchandise. "Isn't that a beautiful finish?" gets down to business in a hurry and starts things rolling with pertinent product information. "That's the new floating action record changer. May I show you how it works?" dramati-

cally highlights product features . . . Observation of speech, dress, manners, or a customer's overt expression of taste for specific products will help a salesman in determining the need of each patron. Subtle questions will do the rest. Features then must be covered in a logical presentation of selling facts, highlighting style for a woman's interest, mechanical performance for a man's. As a final automatic spur to the sale,

one dramatic selling point can be saved to clinch the deal. "And this set is equipped to handle the new long-playing records," is good . . . Strong reasons, such as reminding a customer television is here to stay, that a radio set costs less than before, must be advanced for justifying the purchase. But watch for a natural close. A salesman who sells after the question, "When can this set be delivered?" is un-selling . . . A sales-

# man Knows . . .

Harvey's not such a red hot salesman any more.

Now, the really sad part of this story is that Harvey wasn't such a bad salesman before the war. It wasn't till he became a "red hot" salesman during the war that Harvey became a terrible salesman.

A lot of salesmen are, in varying degrees, in the same boat with Harvey. They've forgotten more about salesmanship than some more successful salesmen know. That's just the trouble. They've forgotten it!

Make up your mind to it—the buyer's market is here to stay! Good salesmen everywhere are brushing up on their selling techniques and taking inventory of their special talents in producing sales.

Take a glance at the selling hints on this page, then get at it, dealers, and start SELLING!

## Selling



man who shakes hands frequently with his product will keep posted on special features and, in knowing his product, can glamorize sales and can play a product's emotional appeals to the hilt . . . And keeping the show moving by demonstrating, by turning switches, opening doors, tuning a set, sliding drawers, lifting tops, lets a product help sell itself.



## Sales Tips From Ace Salesmen

*Sell beauty, listening pleasure, ease of operation, rather than radios.*

**GOOD:** "Enjoy all your favorite music with reception as life-like as being at an actual concert."

**BAD:** "This set has such-and-such tubes."

*Put your customer in a "yes" frame of mind by leading with a positive question that demands an affirmative answer.*

**GOOD:** "Isn't that a honey of a television screen?"

**BAD:** "What do you think of that screen?"

*Encourage your customer to work the thing himself.*

**GOOD:** "Feel how smooth this phonograph unit slides in and out."

**BAD:** "Here, let me work it for you!"

*Create customer interest by selling the exclusive or unusual.*

**GOOD:** "This set is the only one on the market that offers so much at a price so low."

**BAD:** "This radio has five tubes."

*The most effective selling isn't noticeable . . . subtlety pays off!*

**GOOD:** "For a small family like yours, this receiver is ideal!"

**BAD:** "You won't be sorry if you buy this receiver."

*Make the price seem as small as possible.*

**GOOD:** "We can arrange convenient time payments that won't cost much more than your daily loaf of bread!"

**BAD:** "You can pay for it in 18 months' time."

*Let your hands help you sell.*

**GOOD:** "See how just a slight finger pressure works these push buttons!"

**BAD:** "The push buttons work easily!"

*More sales result when you leave a choice between two products.*

**GOOD:** "Would the light or dark cabinet look better in your home?"

**BAD:** "Would you like this set with the limed oak cabinet?"

*Dramatic comparisons help get the idea over in a hurry.*

**GOOD:** "Television entertainment in your home is a good way to keep your youngster off the streets at night!"

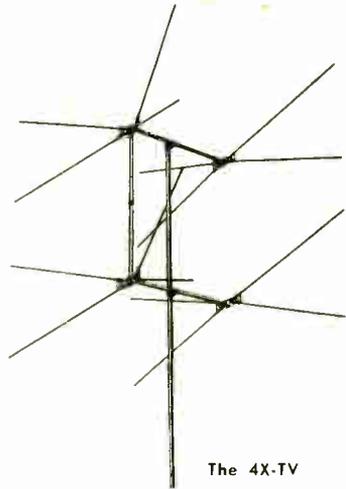
**BAD:** "Your children will enjoy it, too!"

*It's better to overestimate the buying power of your customer.*

**GOOD:** "For only \$20 more you can have the finest!"

**BAD:** "This receiver runs pretty steep!"

**Telrex INC.**  
**CONICAL ANTENNAS**  
 28 NEPTUNE HIGHWAY - ASBURY PARK, N. J.  
 Phone: Asbury Park 1-0119



"America's Outstanding  
 Television Beam"

- Hi-gain Stacked "V" Beam
- "V" Beam action - channel 5 to 13
- Increasing gain from channel 2 to 13
- Unidirectional pattern - all channels
- Non-Varying center impedance - all frequencies
- Front to back ratio of 15 DB all frequencies

**WRITE FOR PRICE AND DISCOUNT**  
**Some Jobber Territory Still Open**

Telrex, Inc., 26 Neptune Highway  
 Asbury Park, N. J.

( ) Please rush all information on your 4X-TV  
 "America's Outstanding Television Beam".

Name .....

Address .....

My distributor is .....

# Two Years of Business Television

(Continued from page 18)



**Note multiple viewing units in this television arrangement. Screen above the door is designed to fit in with woodwork. Second viewer is in side room beyond. Remote control unit is behind the bar to left.**

screen size and screen placement information and remote control advice are points of interest with all commercial customers.

Selling such customers on service is an entirely different matter, however. Initially, these patrons cannot understand the minute differences between service on public equipment and that on home installed sets. Because they will later come to realize that the service demands of sets on public view are greater than those on home used receivers, service can be buried in the equipment's purchase price, thus insuring adequate service of the high standard required.

### Television Periscope

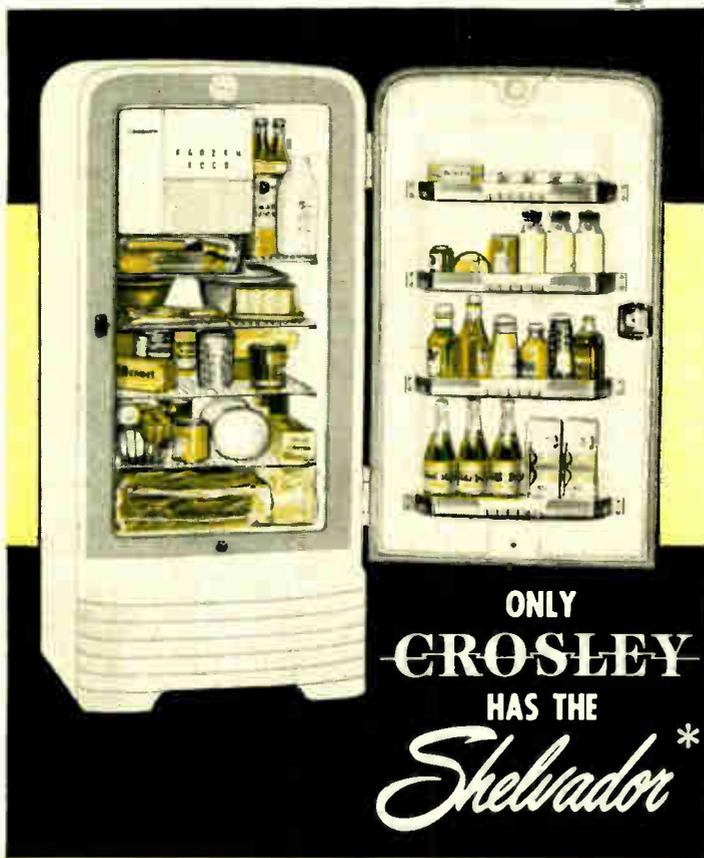
The status of television is of interest to everyone, but no single customer has a keener yen for knowledge about it than the business proprietor who must incorporate it in his daily business, as a "for free" offering. High-pressure artists have jumped the gun by selling sub-standard equipment in areas where television was still in swaddling clothes. In areas where television has been in operation for some time, such sub-standard equipment could not have been sold. The reputable dealer can wisely forestall such happenings in his own territory by keeping television prospects advised, through reliable literature, on the progress of the industry. Such far-sightedness will nip fly-by-night salesmen of any kind.

The public-viewing television market still has lucrative aspects for dealers in established television territories. Viewing units are available which can convert small screen receivers into sets producing pictures exceeding that of the original installation in size, brilliance, and clarity. Any business where the public must wait about before being accommodated is a potential customer for television. Schools, hospitals, and hotels have turned the television corner and are actively in the market for television equipment. Centrally-controlled equipment must necessarily be installed by specialists in the field, but individual dealers may still make inroads in this field. They can establish the initial contacts and they can provide service. In the whole field of commercial television, the realm of the new medium related to public-viewing, future dealer profits can be ensured by laying the groundwork for the years ahead with carefully planned sales programs.

**"I Shopped for Television" tells dealers what's wrong with present sales techniques; why some salesmen lose customers. Appears exclusively in the November issue of Radio & Appliance Journal.**

# INSTANT HIT SCORED

## AS CROSLLEY SCOOPS lowest-price field



ONLY  
**CROSLLEY**  
HAS THE  
*Shelvador*\*

trade and public alike  
respond to newest model  
offering full 7 cu. ft. stor-  
age in floor space of a "4"

NEW... ALL-NEW  
**CROSLLEY**  
*Shelvador*\*  
REFRIGERATOR

● Imagine a full 7 cu. ft. refrigerator that saves money and saves kitchen space—and includes the popular Shelvador\* at no extra cost! It's the refrigerator all America is acclaiming as the "small budget" answer to the "small kitchen" problem—your chance to cash in on the biggest refrigeration scoop of your time.

provides  
**BIG STORAGE**  
for small kitchens

it's a **BIG 7**  
in the price range  
of a "6"

**NOW**  
a Shelvador\*  
refrigerator  
for  
**Every Price**  
**Every Need**  
**6 MODELS**

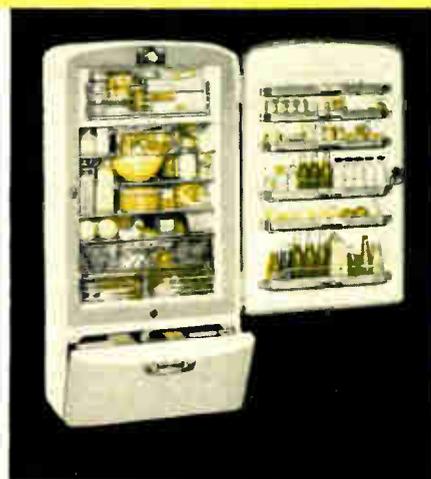
put yourself "on velvet" with a Crosley franchise

# CROSLLEY

Division—**AVCO** Manufacturing Corporation  
Cincinnati 25, Ohio

\*®

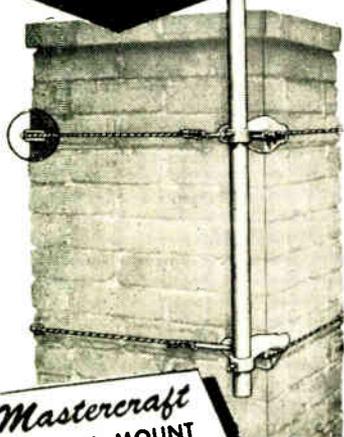
Shelvador\* Refrigerators ● Frostmaster Home Freezers ● Ranges ● Radios  
Radio-Phonographs ● FM ● Television ● Shortwave



Send for a sample and see

## HOW TO MAKE BETTER TV AND FM ANTENNA INSTALLATIONS

INSTALLED  
IN 5 MINUTES BY  
ONE MAN WITHOUT  
SPECIAL TOOLS



**Mastercraft**  
ANTENNA MOUNT  
PAT. PENDING

### ONLY THE NEW MASTERCRAFT HAS ALL THESE EXCLUSIVE FEATURES!

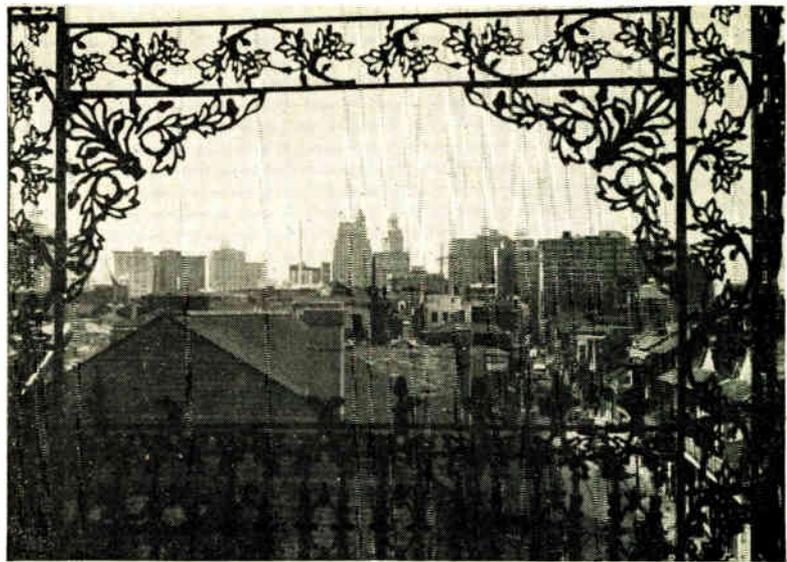
1. PAYS FOR ITSELF IN TIME SAVED! No holes to drill. Fits all size chimneys. (May also be mounted on any rectangular part of building.)
2. ONLY ONE SET NEEDED FOR EACH ANTENNA because units can be spaced according to height of mast.
3. NO CHAFING. UNIQUE CORNER SLEEVES attached to cable prevent contact with chimney.
4. THOROUGHLY FIELD TESTED. Strong—lightweight (2 lbs. per set)—Rustproof—Inconspicuous from street.
5. PROTECTED BY PRODUCT INSURANCE covering property damage (\$1000.) and personal injury (\$20,000.)

MAXIMUM  
DEALER  
AND JOBBER  
DISCOUNTS  
**\$7.50**  
per set  
LIST

**RUSH \$4.50 FOR POSTPAID SAMPLE.  
JOBBERs**—Write today for descriptive literature and discounts.

Dept. A

**Mastercraft PRODUCTS CO.**  
60 South Street, Boston 11, Mass.



Radio selling was given another lift early this month in New Orleans, city of lace ironwork, by radio dealers.

## ANOTHER "BOMBSHELL" IN RADIO SELLING

THE city of New Orleans is almost 2,000 miles distant from Hartford, Connecticut, and in this day of rapid communications, it should not have taken eight months for the news of Hartford's successful "saturation selling" campaign of a *Radio in Every Room—A Radio for Everyone* to reach the deep South. (See "Bombshell in Radio Selling"—March 1948, *Radio & Appliance Journal*).

Even though it did take eight months for the full impact of the Hartford Story to make itself felt, New Orleans is the first city to take the lesson to heart and, following the methods used in the Northern city, has undertaken a similar program for the period October 1 to October 15, once again using the twin-theme *A Radio in Every Room—A Radio For Everyone*, which proved so successful in Hartford.

"If Hartford dealers could jump their radio sales 2½ to one we believe that our dealers here cannot fail to improve their business," says Walter A. Leonhard, President of the Radio Dealers Association of New Orleans. The decision of the New Orleans dealers to emulate the Hartford campaign was based upon a careful study of the actual sales statistics following the carefully mapped-out strategy of the Hartford experiment which showed that Hartford dealers sold 2,505 radios as compared to 979 in the city of Providence for the period of test, which ran from February 23 to March 6, 1948.

How the New Orleans program got going is interesting in itself, particu-

larly for those dealer organizations in other cities which plan to follow suit.

Mr. A. B. Lindauer, secretary of the Radio Dealers Association of New Orleans, wrote this publication's editor that "At our April meeting one of our members reported on the 'Hartford Plan' presumably having read the article in your magazine."

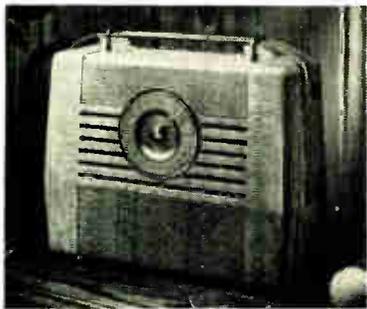
That started the ball rolling. The next step was a meeting of the New Orleans Association executive committee to get its approval to sponsor the activity, decide on campaign dates, authorize a budget, and to select a general campaign chairman. (The Association's president, Walter A. Leonhard, was named for this post.)

The two weeks, October 1-16, 1948, were chosen as the period for the campaign. These preliminary matters settled, there remained much work to promote full attendance at the meeting and an attention-getting invitation was mailed to all dealers on September 13. Distributors telephoned each of their dealers during the morning and afternoon of the day of the meeting. Distributor salesmen constantly "talked up" the campaign and the importance of it to dealers in increasing their sales volume.

The various electric utility companies serving New Orleans with electric power gave their complete cooperation to the program. This took the form of preparation and printing of the very attractive folder "The Whole Town's Talking"; window displays; the placing of radios in several rooms of "Freedom House"; and also special mention

### RCA Portable

Manufactured by RCA Victor Division,  
Camden, New Jersey



This popular RCA plastic model is from its plastic portable series. Combines versatility of plastics with rich appearance of finely grained rare woods. Wood is finished by printing process which rolls wood grain patterns on the surface of the plastic cabinets. Blond wood finish with a complimentary saddle and handle of simulated Levant grain leather. bears eastern retail price of \$37.50. less batteries.

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

### For Home and Travel

Manufactured by DeWald Radio Manufacturing Corp., 35-15 37th Avenue, Long Island City, New York

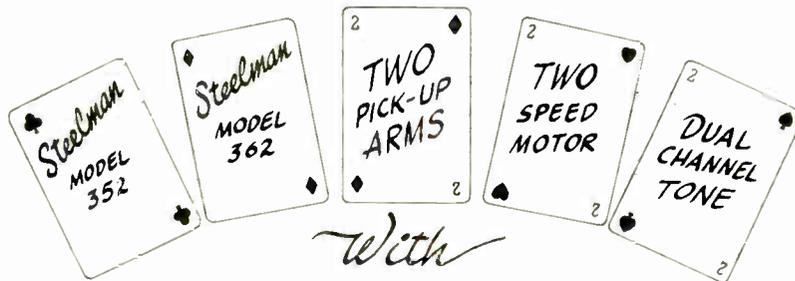


The new DeWald Model B-614, dual-speed phonograph and radio combination, combines finest radio reception with excellent reproductions of recordings at 33 1/3 and 78 RPM. Phonograph has self-starting, silent, oversized motor, astatic crystal pick-up, fidelity compensation, large turntable, plays up to twelve 10-inch records with lid closed. Radio has five tubes plus rectifier, improved super-heterodyne circuit, large dynamic speaker, automatic volume control, vernier tuning and tone modulator. Cabinet is compact, streamlined in construction, both radio and phonograph easily accessible for use in home or while traveling.

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

Radio & Appliance JOURNAL • October, 1948

## FULLILL THE DEMAND



*With*

## THIS FULL-HOUSE HAND



Model 352—List Price \$49.95  
Two Pick-Up Arms, (Plays LP and Standard Records), Two Speed Motor, Power Transformer, Three Tubes, 5 Watt Output, 6 1/2" Alnico Speaker, Dual Channel Tone Control, Inverse Feedback for Minimum Volume with Minimum Distortion. Size: 14 1/4 x 15 1/2 x 7 1/4.



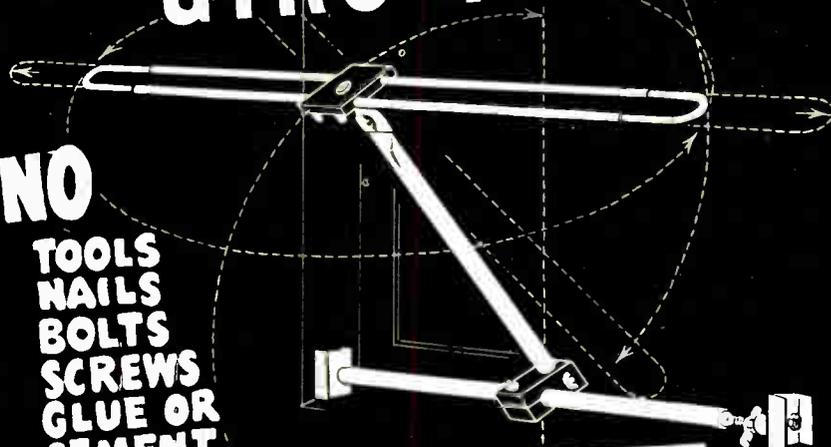
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742 East Tremont Ave., Bronx 57, N. Y.

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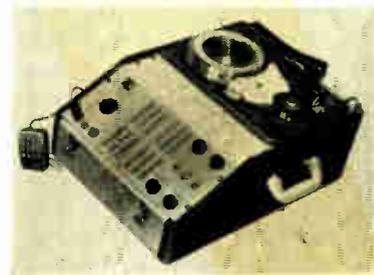


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357 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

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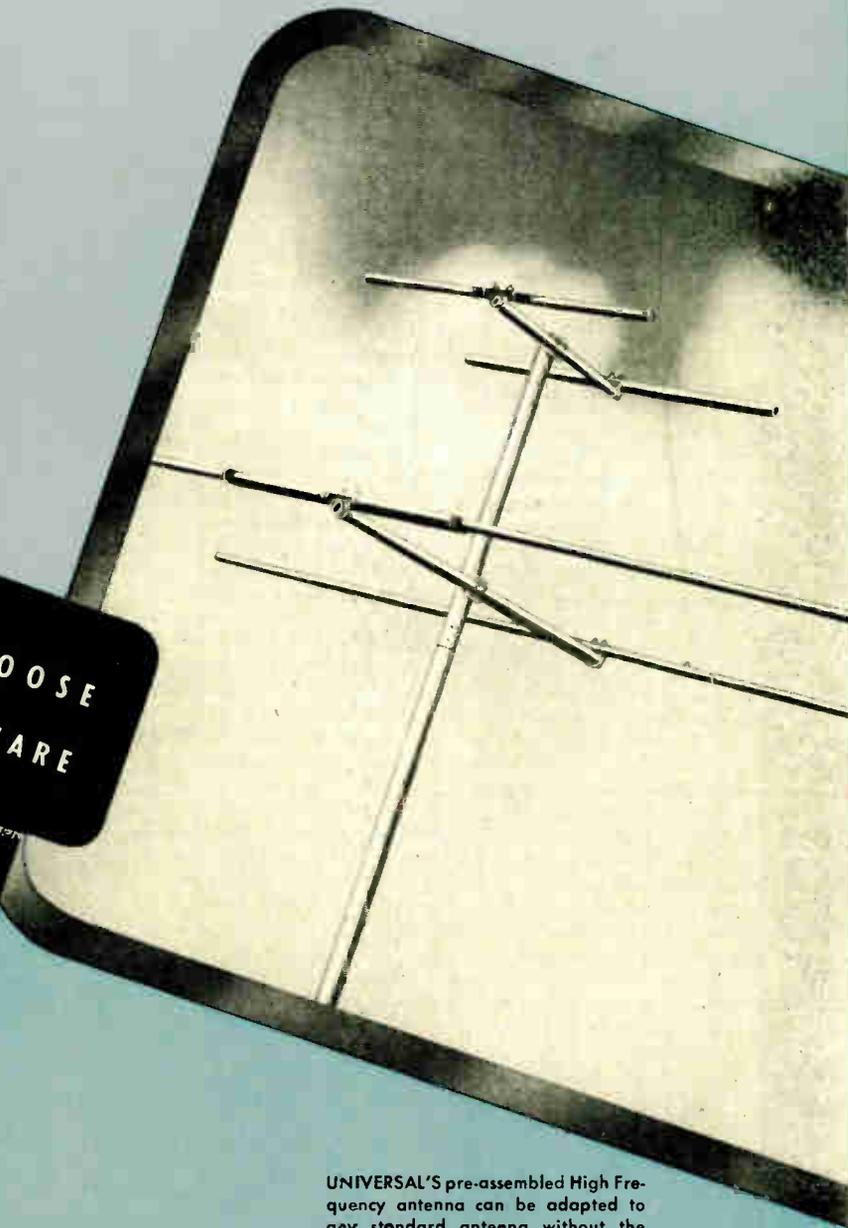
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DISTRIBUTORS INVITED  
TERRITORIES NOW BEING ALLOTTED**

**NO LOOSE  
HARDWARE**

**NO  
SPECIAL TOOLS**

**NO  
DRILLING**



UNIVERSAL'S pre-assembled High Frequency antenna can be adapted to any standard antenna without the use of special tools.

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**T**HIS is the story of Harvey Snow. Harvey was the ace salesman for Miller's Radio and Appliance Store during the war, and the first year after the war. He sold radios like hotcakes—and this is how he did it:

**Customers don't walk away from someone who's demonstrating. That makes every good salesman a showman. And radio and television sets really give every salesman something to talk about, as these pointers, digested from a timely booklet just prepared by Motorola Inc., show**

The customer would come in the door and begin to browse among the floor models. Harvey paid less than no attention to him. He leaned on a console and continued to stare out the window waiting for another pair of pretty legs to pass. After about fifteen minutes of patient waiting, the customer would come up to Harvey, shift from foot to foot and finally clear his throat in an attempt to get Harvey's attention. Harvey would follow the latest pair of legs till they were out of sight, then turn slowly, and shifting his toothpick to the corner of his mouth, ask "Yeah?"

Then the customer would tell Harvey he was interested in a radio. He wanted a . . .

But at this point Harvey would interrupt. "The only set we can deliver is

that job in the corner." Having uttered this exhausting speech, Harvey would start in on his toothpick and the legs again. The upshot of the thing was that the customer would fall all over himself buying the one radio in stock. Oh, Harvey was a red hot salesman.

## Sad, Sad Story

Just the other day, Harvey was leaning on a radio watching legs when a customer walked in. Harvey waited a while, but the customer didn't come up to him, so finally he shifted his toothpick and asked across the store, "Yeah?" The customer looked at him for a minute and said, "Nothing—just looking," and walked out.

This sort of thing has been happening to Harvey a lot lately.

# Steps In Successful



Nothing is more important in selling than the approach. "Good morning" or "Good evening" can be pleasant variations for the perplexed customer who stands hesitantly in the middle of the floor eyeing merchandise. "Isn't that a beautiful finish?" gets down to business in a hurry and starts things rolling with pertinent product information. "That's the new floating action record changer. May I show you how it works?" dramati-

cally highlights product features . . . Observation of speech, dress, manners, or a customer's overt expression of taste for specific products will help a salesman in determining the need of each patron. Subtle questions will do the rest. Features then must be covered in a logical presentation of selling facts, highlighting style for a woman's interest, mechanical performance for a man's. As a final automatic spur to the sale,

one dramatic selling point can be saved to clinch the deal. "And this set is equipped to handle the new long-playing records," is good . . . Strong reasons, such as reminding a customer television is here to stay, that a radio set costs less than before, must be advanced for justifying the purchase. But watch for a natural close. A salesman who sells after the question, "When can this set be delivered?" is un-selling . . . A sales-

of the theme "A Radio in Every Room — A Radio for Everyone" in its magazine *Homemakers' Digest*, which is mailed to more than 120,000 homes in the city.

Will this carefully-planned campaign help the radio business in New Orleans?

Here's what the officials say: "We believe that this campaign will contribute much to the radio business in New Orleans, not only in immediate added sales in the Fall selling season, but even more important, it will focus attention to the important place of radio in dollar volume and the necessity of actively merchandising and selling to maintain it.

How about television, and its place in the entire program?

Television will not be included in the promotion campaign although the subject was discussed at the first meeting. It was the opinion of most distributors that the falling off in sales of the higher priced consoles and radio-phono combinations could be blamed in part to early newspaper publicity of the coming of television to New Orleans. To overcome possible confusion on the part of the public, the committee is distributing to all dealers a leaflet titled "Facts About Television" which seeks to inform dealers and their salespeople that television is a separate service, that it does not replace radio, that AM-FM receivers will be required to hear the many fine and varied programs that will continue on the air.

New Orleans will have its first television station around the end of this year. It will be called WDSU-TV, and it is their hope to televise the classic Sugar Bowl football game on New Year's Day—1949. With one exception, no dealers in New Orleans are showing TV sets.

One thing is certain: New Orleans dealers and distributors have no intention of letting the radio business die while they're waiting for the birth of television.



L. to R., R. C. Grunewald, W. A. Leonhard, pres. RDA, C. Burglass, G. Marcuse, and J. E. Connor, Jr., who pushed New Orleans radio sales campaign.

# OUR BEST ADS ARE NOT IN PRINT THEY'RE IN USE



COMPLETE WITH TUBES AND  
2-3 FT. TRANSMISSION LINES

**\$24<sup>75</sup>** LIST

SOLD BY ALL  
LEADING DISTRIBUTORS



- All Channels
- Uses Three Tubes
- Extremely Hi-Gain
- A Must in Fringe Areas
- Sharper Pictures
- Make Indoor Antenna Highly Efficient . . .

## VERTROD OFFERS THE BEST VALUE IN THE HISTORY OF TELEVISION!

*A very high gain, wide band all-channel  
TV and FM antenna*

Antenna employs a new, highly efficient 3-element high channel beam covering channels 6 to 13 inclusive, offering much higher gain than conventional 2-element array.

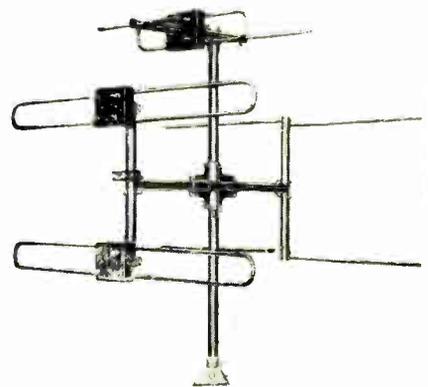
Double stacked (Lazy H) high gain low channel array covering channels 2 to 6 inclusive. Each array can be oriented independently.

**BUILT FOR LIFETIME USE!**

All elements and mast material are of tempered aluminum alloy. Insulators are of ceramic.

Net price **22.50**

See your distributor first. If he cannot supply you, mail your order direct. Please mention name of your regular distributor.



Model LHB List 37.50

Complete catalogs available on request

Dept. J-98

11 Park Place  
New York 7, N. Y.



# AMPHENOL

## ANTENNAS

for every TV and FM requirement

**TELEVISION ANTENNA ARRAY:**  
For complete and long-lasting television enjoyment, Amphenol Television Antenna, 114-005, is by far the best. Covers all channels in both high and low bands with high gain and complete freedom from unwanted side and rear responses. Perfect matching to the transmission line permits delivery of full signal strength to the receiver. It is rugged and weather resistant, eliminating costly repair and maintenance calls. It is packaged complete with mast, swivel base, guy clamp, all necessary hardware, and 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead. Clear, concise instructions make it simple to install.  
No. 114-005..... List \$27.50

**DELUXE FM FOLDED DIPOLE ANTENNA:**  
Designed to provide perfect FM reception in areas of high and medium signal strength. This antenna is broadbanded over the entire FM range. The impedance is efficiently matched with the Genuine Amphenol 300 Ohm Twin-Lead which is included. Comes packaged complete with 75 ft. of transmission line and instructions for easy installation.  
No. 114-001..... List \$12.25

**DELUXE FM FOLDED DIPOLE AND REFLECTOR:** The perfect solution for long distance reception. Essential for the suburban installation where a directional pattern is desired. Specially engineered for the finest FM reception and optimum gain throughout the entire FM band. Antenna is packaged complete with 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead and instructions for easy installation.  
No. 114-008..... List \$16.25

**DELUXE FM ALL-DIRECTION DOUBLE FOLDED DIPOLE:** Receives FM broadcasts from all directions. A perfectly engineered turnstile type, designed with the same precision as used in the FM station antenna. Reception is equally balanced around full 360° to bring in all FM stations within normal service radius. Packaged complete with instructions for quick, easy installation. Includes 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead.  
No. 114-010..... List \$16.25

Engineered electrically and mechanically in the Amphenol Antenna Development Laboratories.

# AMPHENOL

AMERICAN PHENOLIC CORPORATION

1830 SO. 54TH AVENUE  
CHICAGO 50, ILLINOIS

*"I read it from cover to cover with deep interest*

I want to congratulate you on your September issue. Your feature article on *Dynamic* certainly is an interesting subject, giving valuable assistance to the great number of dealers who subscribe to your publication"

*Says*

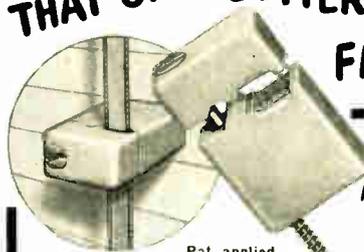
**S. I. Godley**

**President of Sternfield-Godley, Inc.**

**Prominent New York advertising agency.**

Editorial alertness plus knowledge of dealers' problems is making the "Journal" the most valued media for advertisers who want to reach the radio-television and appliance merchant.

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



Pat. applied for No. 9478

Two major causes of TV Black-out, 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.

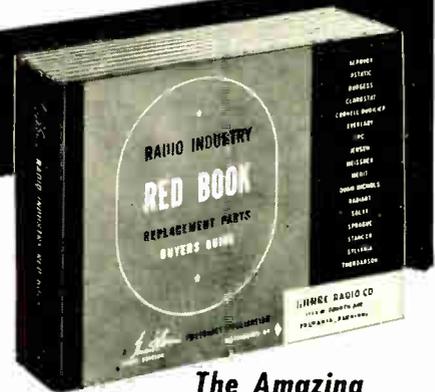


**No. 500**  
Antenna Strain Insulator. Brown glaze porcelain, size 2-1/8" x 1-9/16", 3/8" hole.

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

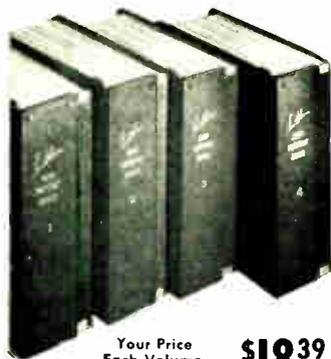
# Thousands Switch to PHOTOFACT for Quicker, Easier, More Profitable Servicing!

Thousands of Radio Service Technicians are *right!* They've found the way to quicker, easier, more profitable servicing. Join these thousands of successful money-making Servicemen who have switched to PHOTOFACT Service Data. Learn for yourself how this accurate, easy-to-use, practical data saves you time, makes your work easier, helps you earn more. PHOTOFACT gives you 100% useful service data—every photograph, every diagram, every bit of information helps you do a *complete job*. You owe it to yourself to switch to PHOTOFACT. There'll be a big difference in the time you save and the bigger profits you'll earn every single working day.



## The Amazing Radio Industry **RED BOOK** Replacement Parts Buyer's Guide

NOW—stop wasteful hunting through dozens of incomplete parts manuals. The RED BOOK tells you 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, IF Coils (including Peak Frequencies), Speakers, Vibrators, Phono-Cartridges. *Plus*—Tube and Dial Light data for each receiver, and Battery replacement data. Get all the *right* answers in the RED BOOK. 440 pages, **\$3.95** 8½ x 11; sewed binding. **ONLY . . .**



Your Price  
Each Volume,  
In Deluxe Binder **\$18<sup>39</sup>**

## PHOTOFACT VOLUMES The Preferred Service Data

Bring your file of post-war receiver Service Data right up to July, 1948! Here's the most accurate and complete radio data ever compiled—preferred and used daily by thousands of Radio Service Technicians. Includes: 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 4 today—keep your Photofact library up-to-date—it's the *only* Radio Service Data that meets your *actual* needs!

- Vol. 4. Covers models from Jan. 1, 1948 to July 1, 1948
- 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 post-war models up to Jan. 1, 1947



### 1947 Record Changer Manual

Nothing like it! Complete, accurate data on over 40 post-war models. Exclusive exploded views, photos from all angles. Gives full change cycle data, information on adjustments, service hints and kinks, complete parts lists. **PLUS**—for the first time—complete data on leading Wire, Ribbon, Tape and Paper Disc Recorders! 400 pages; hard cover; opens flat. Order now! **\$4.95 ONLY . . . . .**



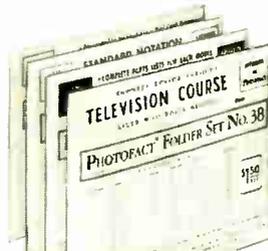
### Receiver Tube Placement Guide

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, completely indexed. **\$1.25 ONLY . . . . .**



### 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. **\$1.00 ONLY . . . . .**



### Subscribe Regularly to PHOTOFACT Folder Sets

Here's the most accurate and complete Radio Data ever compiled—issued regularly two sets per month. Keeps you right up-to-the-minute on all current receiver production. Packed with extra help—full PHOTOFACT data on Automatic Record Changers—communications receivers—amplifiers—*plus* new PHOTOFACT Television Folders—exclusive, uniform coverage of popular Television Models, data proved best by actual service clinic experience. Subscribe at your Jobber today, for regular monthly issues. **\$1.50 PER SET, ONLY . . . . .**

### FREE Cumulative Index

Send for the FREE Cumulative Index to PHOTOFACT Folders covering all post-war 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 quickly. Get this Index at your Jobber or write for it today.



## BOOST YOUR EARNING POWER!

Mail This Order Form  
to HOWARD W. SAMS & CO., INC.  
2924 E. Washington St., Indianapolis 7, Indiana

My (check ) (money order) for \$ . . . . . enclosed.

- Send the RED BOOK. \$3.95 per copy.
- Send PHOTOFACT Volumes in Deluxe Binder:
  - Vol. 4.  Vol. 3.  Vol. 2.  Vol. 1 (\$18.39 each).
  - Automatic Record Changer Manual, \$3.95.
  - Tube Placement Guide, \$1.25.
  - Dial Cord Stringing Guide, \$1.00.
  - Send FREE Photofact Cumulative Index.

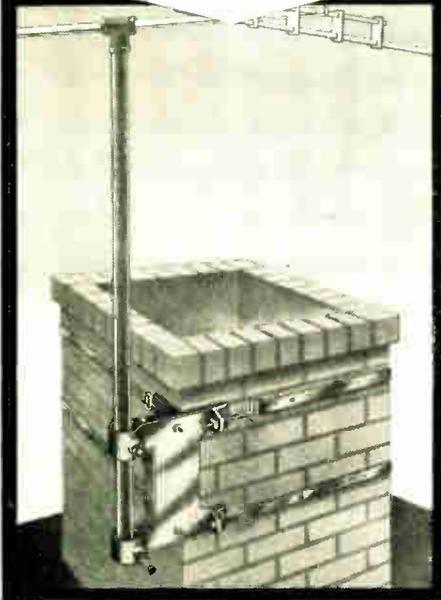
Name . . . . .

Address . . . . .

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

HOWARD W. **SAMS** & CO., INC.  
INDIANAPOLIS 7, INDIANA

# THE MOST DESIRABLE ANTENNA MOUNT EVER MADE!



Pat. Pending

## Chimney Mount Antenna Base

- for TELEVISION
- FM • AMATEURS

List Price: **\$7.50**

Cost to Retailer: \$4.50

Installed in 10 minutes • Permits Use of Several Mounts on One Chimney

Chimney Mount is by far the fastest selling product of its type in the radio and television fields. It can be installed in ten minutes without the use of special tools or drilling of holes. Several mounts can be strapped to one chimney — to pole, 2 x 4, side of house or to any rectangular roof extension. Fastens aerial to highest point with galvanized steel bands having a combined tensile strength of more than 3,000 lbs. Made of corrosion-resistant aircraft-type aluminum alloy. Weight: 3 lbs.

Available Through All Leading Jobbers and Dealers or Write to:  
**South River Metal Products Co.**  
 South River, New Jersey

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **The Remington Radio Corporation**, White Plains, manufacturers of Rembrandt Television, was among the leading exhibitors at the 1948 Westchester Better Homes Exposition held at the Westchester County Center last month. The exposition annually attracts thousands of consumers from the world's wealthiest county.

• **Sparks-Withington Company**, makers of the Sparton line of radio and television, launched its new fall merchandising campaign and tied it in with the Sparton Cooperative Merchandising Plan, now in its tenth year. Feature of the Sparks-Withington merchandising approach is its direct-to-dealer plan of radio and television distribution.

• **Admiral Corporation's** board of directors declared a regular quarter dividend of fifteen cents per share on common stock. Mass production of television sets helped increase the company's earnings to an all-time high. This production will be increased by an estimated 20 per cent with the addition of a \$400,000, two-story brick annex to the firm's manufacturing plant, at 3800 Cortland Street, Chicago.

• **The National Company**, of Malden, Massachusetts, entered the television field with the production of a seven-inch table model. Established in 1914, the firm has manufactured communication radio equipment, radio components, and parts for the government, airlines, radio amateurs, and commercial interests. The new television model is the first receiver designed for the general consumer market.

• **Zenith Radio Corporation** reports an estimated net consolidated operating profit for itself and its subsidiaries for the first three months of the current fiscal year, ending July

31st, amounting to \$104,969. This was realized on shipments amounting to \$14,137,861. Demand for company products continued brisk, especially on its portable models.

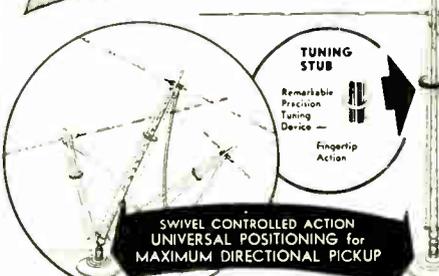
• **Alfred Emerson** of Colonial Television Corporation announced the changing of the firm's name to **Vid-craft Television Corporation** because of a conflict with another major manufacturer in electronics. An early pioneer in television, the re-named organization will continue manufacturing projection television receivers for commercial use and its Add-A-Vision receivers.

• **Emerson Radio and Phonograph Corporation** and its subsidiaries report a consolidated net profit, after taxes, for the 39-week period ending July 31st, of \$1,326,290.64, or \$1.66 per share on 800,000 shares outstanding. For a like period in 1947 net profit amounted to \$1,585,197.48, or \$1.98 on a like number of shares.

• **Barnes & Reinecke, Inc.**, of Chicago, have been retained by the **Crosley Division**, Avco Manufacturing Corporation, to assist in the styling of new radio and television products, and will augment designers and stylists already employed by Crosley.

• **The Andrea Radio Corporation**, of Long Island City, has announced the reappointment of **D. W. May Corporation** as its exclusive distributor in northern New Jersey. This announcement is in line with a policy of extending distribution when production permits. The B. H. Spinney Company was also named the firm's distributor for Springfield, Massachusetts, Albany and Syracuse, New York, and New Haven, Connecticut. While the J. J. Columbo Company was appointed exclusive distributor for Boston and environs.

**NOW! Indoor Television Antenna**



# TELEBEAM

TRADE MARK

**GREATER SALES • MORE PROFITS!**

Increase your television receiver sales by using this unit where normal TV outdoor installation is unsatisfactory or impossible. Completely adaptable to all 13 channels, with exclusive "Swivel-Controlled Action" and "Finger Tip" control tuning stub. Literature available — Sample Order **\$14.95** List 50% off. Order yours today. **JOBBERS CHOICE TERRITORIES STILL AVAILABLE**

MARINO RADIO CO.

203 Greenwich Street  
New York 7, N. Y.

## New Appointment



JOSEPH G. HOWLAND

• Joseph G. Howland was named advertising and promotion manager for **Motorola Inc.** Mr. Howland has been widely known in the advertising field for the past 20 years.



PHIL G. KERR

• Phil G. Kerr has been appointed regional sales manager for **Admiral Corporation**, with headquarters in Minneapolis, Minnesota. Mr. Kerr will service distributors in seven states. Prior to joining Admiral, he was a manufacturer's agent in Denver, Colorado.

• Harold Dietz has been appointed assistant sales promotion manager of **Emerson Radio and Phonograph Corporation**. A graduate of Columbia College and the Harvard School of Business Administration. Mr. Dietz served for a year with Emerson Radio Company of New England, and was five years with the Marine Corps before that.



W. J. LANCASTER

• **Bendix Radio** has announced the appointment of W. J. "Bill" Lancaster as district merchandiser for northern California. Mr. Lancaster was associated with Leo J. Meyberg Co. for the past 17 years before entering business for himself.



L. S. RACINE

• L. S. Racine, sales manager of Chicago Transformer Division, Essex Wire Corporation, has been appointed chairman of the **Transformer Section, RMA Parts Division** for 1948-1949. Associated with the electronics industry since 1929. Mr. Racine was appointed production manager of Chicago Transformer in 1931 and became sales manager in 1945. He takes to the RMA chairmanship a personal acquaintance in the industry and a thorough knowledge of transformer design, manufacture and marketing.



MORTON M. SCHWARTZ

• Morton M. Schwartz was appointed general sales manager of **Tele-Tone Radio Corporation**. For the past 19 years Mr. Schwartz has been in general sales and advertising work and will direct the sales promotion programs at Tele-Tone.



JAMES I. MINTER

• James I. Minter was appointed secretary of **Stewart-Warner Corporation** to fill the vacancy created by the death of A. R. Benson. Mr. Minter has been assistant secretary and assistant treasurer of the firm since 1943.

• William P. Lear has been elected to a newly-created post of Chairman of the Board of **Lear, Incorporated**. Mr. Lear was also confirmed for the position of Director of Research and Development. He has been president of the company since its inception almost 20 years ago. Simultaneous to his election to his new post, Mr. Lear appointed Richard M. Mock as president of the firm. Mr. Mock has been with Lear, Inc. since 1940.

October • 1948



A group of over 200 dealers from the Cincinnati area listening to an address by Tom Mason, Central Regional Manager of Crosley Division, Avco Manufacturing Corp.



Dealer window display winners and GESCO salesmen, who won trip to Electronics Park, Syracuse, N. Y., check in with receptionist.



Executives of the Starrett Television Corp. and Tel-O-Tube Corp. of America demonstrate first metal TV tube at Waldorf-Astoria.



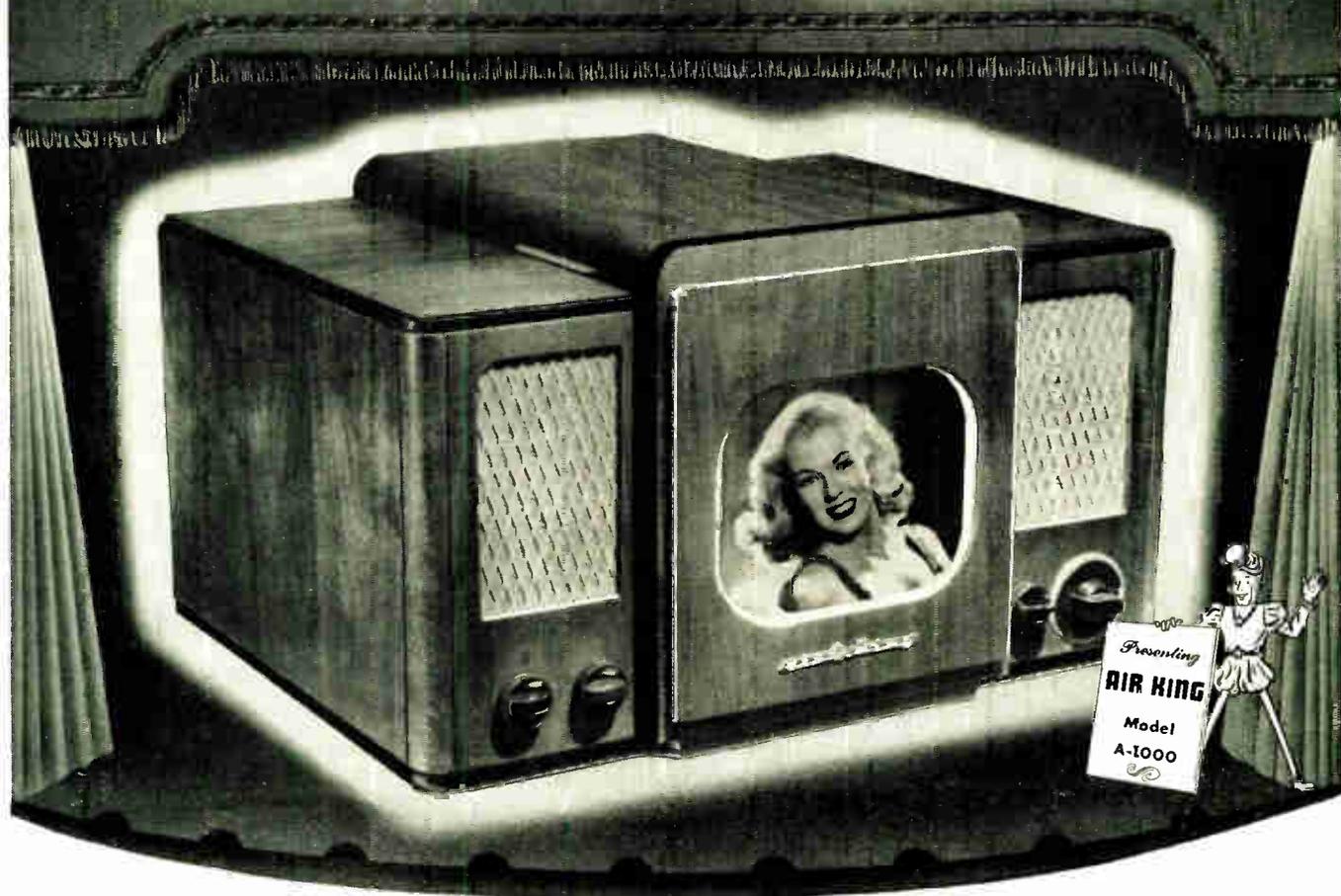
U. S. Navy officers who spoke to key men in electronics industry in Chicago, outlining industry's role in rearmament program.

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# AIR KING

"Spotlite Brite"

# TELEVISION



## AIR KING SETS THE STAGE FOR *an All-Star Performance*

With all the magnificence and excitement of a Broadway premiere, powerful spotlights converge on stage and the curtain unfolds on a stellar performance! Lucky first-nighters, with seats down front, watch in breathtaking silence... It's a hit! A great performance! AIR KING "Spotlite Brite" Television makes every show a thrill to watch. The large ultra-bright picture brings every viewer down front... ringside... at the 50-yard line! Impartial field tests have proved AIR KING "Spotlite Brite" Television always gives an All-Star Performance; the video industry's greatest "hit!"

See AIR KING "Spotlite Brite" Television in actual operation at your AIR KING franchised distributor today!

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

### WHY AIR KING "Spotlite Brite" Sells on Sight!

- 13 Channels • Complete FM Audio Circuit
- 10" Tube—Table Model • 30 Tube Chassis
- 52 square inch direct view picture
- Impossible for picture to "slip" — A.F.C.
- Horizontal and Stabilized Vertical holds
- Wide band video amplifier
- Magnetic focus and deflection
- Safety high-voltage supply
- Handsome veneered mahogany cabinet with hand-rubbed finish

**\$369<sup>50</sup>**

Slightly higher in Zone 2  
Plus Federal Excise Tax and Installation

# AIR KING RADIO

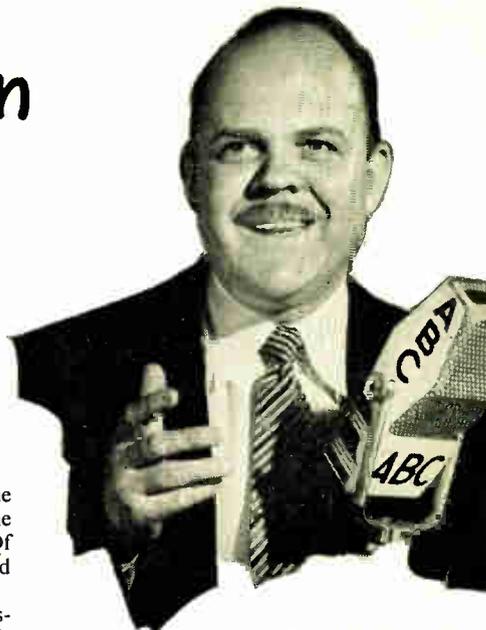
Division of HYTRON RADIO & ELECTRONICS CORP.

*The Royalty of Radio Since 1920*

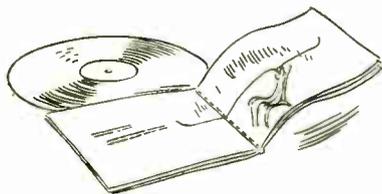


# Put this super salesman on your pay roll today!

**NOW YOU CAN HAVE THE SERVICES OF  
TED MALONE, THE VOICE OF WESTINGHOUSE,  
TO HELP YOU CLINCH YOUR RADIO SALES**



This is Ted Malone, whose voice on the ABC network reaches 2,000,000 potential Westinghouse Radio customers daily, Monday through Friday.



The "Talking Picture Book" on Rainbow Tone FM presents the highlights of Ted Malone's sales talk in simple, story-book style. Malone's persuasive voice on the 12-inch record explains the benefits of Westinghouse FM, makes the customer want to BUY!



Ted Malone's super-salesmanship holds the customer's interest in the "Talking Picture Book" describing the Electronic Feather. Result: the customer understands the benefits of the Feather . . . wants it . . . buys it!



It's tough for your salesmen to hold the customer's interest for a detailed sales story. But with the "Talking Picture Books" customers listen with real interest and in a buying mood.

Ever wish your customers knew the benefits of Rainbow Tone FM or the Electronic Feather as well as you do? Of course you have, and your sales would soar to a new high if they did.

But it's hard for you and your salesman to get across to a customer the advantages of these highly technical Westinghouse Radio features. And yet, if they could be explained easily and simply, a high percentage of your toughest sales would be made easier.

## HOW TED MALONE CAN HELP YOU SELL FM

It all started when we heard about the radio dealer who made a sensational success of selling FM by recording a carefully-prepared sales story and playing it to his customers. At Westinghouse we improved the idea, had Ted Malone do a narration on high fidelity records. Then we produced a "Talking Picture Book" to illustrate each step of Ted's talk. The result is as simple as a nursery book. It focuses the customer's attention on the sales talk . . . makes each point clear-as-a-bell. This potent combination of record and Talking Picture Book makes it easy for any salesman to put on an interesting and entertaining demonstration, using the record player of the Westinghouse Radio he's selling. Once your salesmen try it, find out how favorably customers react—and how sales increase—they'll keep on using it!

## HOW TO BUILD SALES WITH THE ELECTRONIC FEATHER

Ted Malone gives the same sales-stimulating punch to the Talking Picture Book describing the amazing Electronic Feather. This quality feature of Westinghouse Radio-Phonographs needs really convincing salesmanship to put it across. Ted Malone narrates a simplified story of the highly technical Feather . . . makes the customer understand its workings, realize its advantages. And when your salesmen play this high fidelity record over a Westinghouse radio with the Electronic Feather, the evidence is even more convincing. Such double-barreled demonstrations make sales . . . build customer satisfaction and store prestige. Take a tip from the hundreds of dealers who have already put Ted Malone on their payrolls, and watch your radio business build up by leaps and bounds!

**YOUR DISTRIBUTOR WILL TELL YOU  
HOW YOU CAN PUT ON THESE  
AMAZING DEMONSTRATIONS IN  
YOUR STORE . . . NO OBLIGATION!**

You have just time enough to mail the coupon for your demonstration of the Talking Picture Books, before the limited supply is depleted. Remember, the big Fall and Winter selling season is on now. Don't miss this rare opportunity to build your business!

*You can be sure . . . if it's*  
**Westinghouse**  
RADIO TELEVISION

Home Radio Division  
WESTINGHOUSE ELECTRICAL CORPORATION  
Pittsburgh, Pa.

Please have my Westinghouse Distributor give me a demonstration of the amazing Talking Picture Books now!

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_