

# RTJ

## Radio & TELEVISION JOURNAL

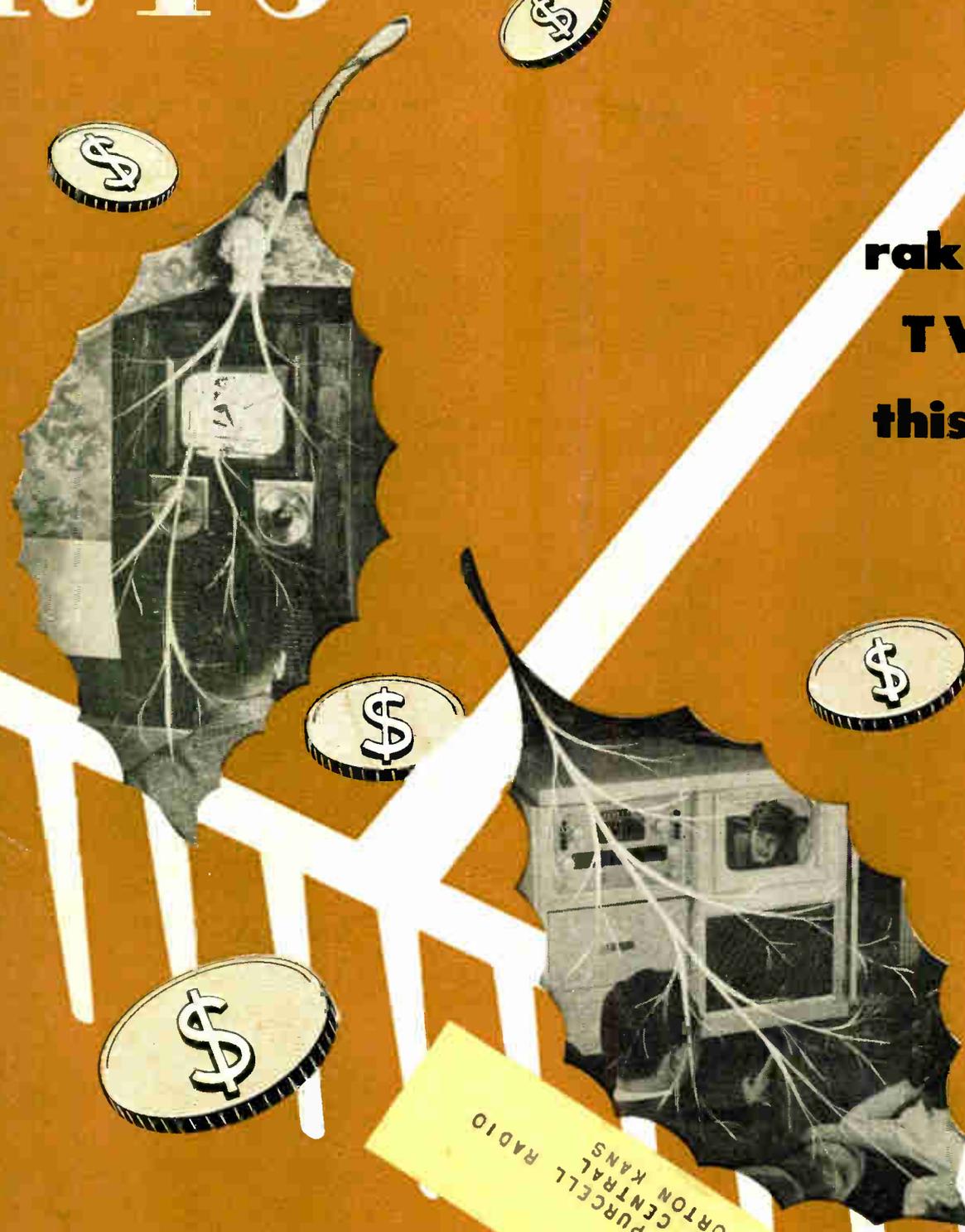
**rake in  
TV profits  
this fall**

**AUGUST 1949**

From: R... TELEVISION JOURNAL  
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## Make Big Money AND Live In Florida \*

For 20 YEARS Associated Stores have been the largest and most progressive Radio, Music, Appliance, Camera and now Television stores in the South. From an humble beginning to a tremendous present, establishes Associated at "TOPS" in its outstanding record of accomplishment. Read Mr. Guernsey's article below WHY this very profitable great organization can be purchased store by store or the entire chain at inventory value.

\*UNITED STATES CHAMBER OF COMMERCE SAYS THAT FLORIDA IS THE FASTEST GROWING AND MOST PROMISING OF ALL STATES.



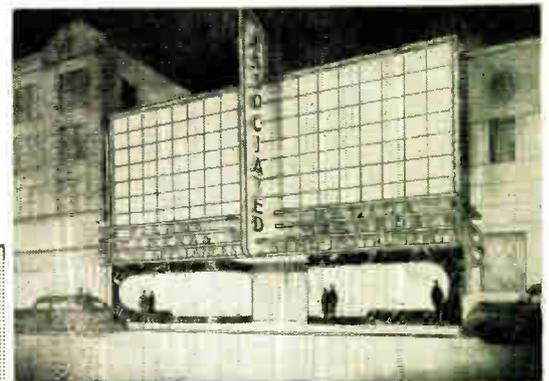
Welburn Guernsey, owner and president of Associated Stores, Inc. and numerous other successful business enterprises, has decided to sell all his interests and concentrate on developing a new project to be known as GUERNSEY CITY, a multi-million dollar development. Hundreds of acres of land have been purchased by Mr. Guernsey and his agents in the last five years, directly between Tampa and St. Petersburg, Florida, which towns now practically join each other. There he will build a complete city, to bear his own name. With this huge program already in progress, he desires to be mentally free from all other business affiliations and to utilize all available cash in his newest and largest business venture.

### Want To Live In Florida ?

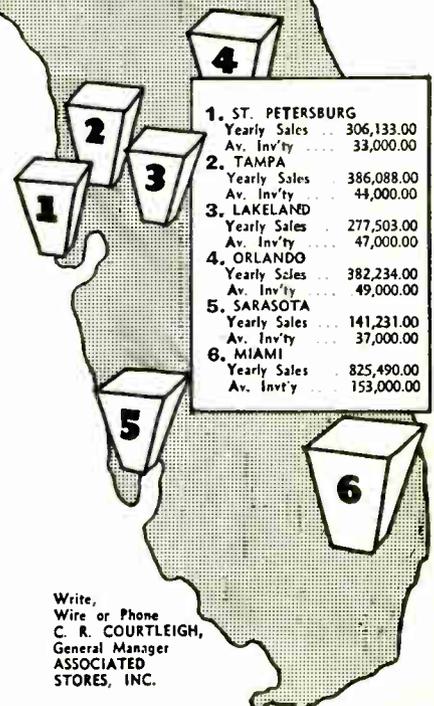
GO INTO BUSINESS FOR YOURSELF...

### LEARN ABOUT ASSOCIATED

- Annual Sales—approximately \$2,500,000.
- Six big stores in six key cities.
- "Big Time" Store Managers in all locations with an organization completely self-operating and highly efficient.
- Over \$2,000,000 spent in newspapers to establish Company name.
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- Over 7,700 Accounts Receivable amounting to \$678,299 with 96.8% current.
- Purchase of Accounts Receivable optional.
- Television just starting throughout Florida.
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- This is the largest business of its kind in the South.
- Stores can be purchased separately or as a chain for actual inventory value of merchandise and operating equipment, with NO charge for Goodwill or Franchises.



BUY ONE OR ALL STORES



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THE SOUTH'S LARGEST RADIO AND APPLIANCE DEALERS



WE INVITE YOUR MOST BIG INVESTIGATION

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912 FRANKLIN ST. • TAMPA • Phone M 8461

# Tele King's TERRIFIC NEW '50 LINE

• THE TV SENSATION  
ACROSS THE NATION •



**\$319<sup>95</sup>**

Plus Excise Tax

16" TABLE MODEL  
T 616

**145 SQUARE INCHES...  
LARGEST 16" DIRECT VIEW SCREEN  
ON THE MARKET!**

Stylish Wood Mahogany Cabinet • Superior Quality Components  
Famous TELERAMIC Picture • TELE-LOCK Insures Razor-Sharp Image  
Automatic Gain Control • Simplified Controls • TV At Its Best!

**\$349<sup>95</sup>**

Plus Excise Tax

16" CONSOLE MODEL  
C 816



**BEST SET BY FAR...  
IN THE ENTIRE CONSOLE FIELD!**

145 Square Inch Eye-Filling Picture • Direct View • Master Designed  
Wood Mahogany Cabinet • Service Free • Automatic Frequency and  
Gain Control • Teleramic • Tele-Lock • A Beauty To View • A Beauty To Sell!

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**\$179<sup>95</sup>**

Plus Excise Tax



**MOST SENSATIONAL SELLING SET...  
EVERYWHERE!**

Priced SO Right • Smartly Designed Wood Mahogany Cabinet • Expanded 61  
Square Inch DIRECT VIEW Teleramic Picture • All Channels • Tele-Lock • Precision  
Engineered • Trouble-Free Performance • A TELE KING Natural For Volume Sales



12 1/2" TABLE MODEL T 712

**\$219<sup>95</sup>**

Plus Excise Tax

**GIANT 91 SQUARE INCH DIRECT VIEW SCREEN...  
FOR GIANT SALES!**

Unmatched for Brilliant Teleramic Picture • Superior Service-Free Performance • Beautiful  
Wood Mahogany Cabinet • Finest Components • Automatic Frequency Control Circuit

THE LOWEST PRICED,  
HIGH QUALITY SETS ON THE MARKET!  
NO BETTER TELEVISION AT ANY PRICE.

**A HIT!**

**Tele King**

**CORP.**

601 West 26th Street

New York, N. Y.



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**The Cover** Industry leaders are predicting a booming television business for the second half of 1949 (See pages 14-16). Dealers should be busy preparing to rake in those TV profits that are due to come.

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RADIO & TELEVISION JOURNAL with which is combined RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL is the complete business magazine for retail dealers who buy and sell Radios, Television Receivers, Appliances, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio & Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5842. Alex H. Kolbe, President and Treasurer. Subscription \$3.00 per year in U. S. A., its possessions, South America, Canada and all other countries \$1.00 per year payable in American currency in advance. Price 35 cents per copy. No material in RADIO & TELEVISION JOURNAL may be reprinted without consent of publisher.

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# STOP

## that anti-television propaganda!

Maybe it just "grew". Or perhaps the false rumor was "planted" by panic-promoters, for their own vested purpose. In any case, the FACT is that too many people have the mistaken impression that television is injurious to vision. That there's an eye-risk which makes it unwise to buy television. Surveys find as many folks waiting for "improvements," as for lower prices. Cartoons calmly insinuate that it's hard to see television. Blandly, certain manufacturers promote products to "make television easier to see." Little has been done to stop this stultifying rumor. The time has come to dispel the fear, clear away the smear; reassure the public, and remove this obstacle to sales! The talent and ability wrapped up in television are this nation's best. Those who head-up this industry are creative and responsible; intelligent and dynamic. Together, they can and will overcome all rumors destructive to television.

**Let us take this first step, together!**

*Starrett* TELEVISION CORPORATION, recognizing a challenge that demands immediate action, envisages a BUREAU OF TELEVISION OPTICAL STANDARDS, of a calibre to inspire public confidence, and a scope to keep that confidence active and vital, for the benefit of the entire television industry. Starrett invites all those whose interests lie with the future of television to take part in this great move to arouse and maintain public confidence in the greatest mass-enjoyment medium ever known to mankind . . . television.



(Sketch for proposed BTOS Seal of Commendation)

THIS ADVERTISEMENT HAS BEEN PRESENTED IN THE INTEREST OF THE TELEVISION INDUSTRY BY

*Starrett* TELEVISION CORPORATION

MANUFACTURERS • DISTRIBUTORS  
DEALERS • THE PEOPLE

All have a vital stake in

*Bureau of*

TELEVISION OPTICAL STANDARDS

A Non-Profit Organization to AFFIRM THE TRUTH ABOUT TELEVISION! For Promoting Television-Enjoyment! To Make Available to all Who Fulfill Top Standards, a Seal of Commendation!

The Bureau of Television Optical Standards will educate the public as to the truth about vision and T.V. Control of television optical standards will rest solely with competent, recognized authorities who will comprise the Bureau's Review Board. Starrett has enlisted its Advertising and Public Relations Agency\* to make this project known and available to all whose future coincides with the future of television. Manufacturers and dealers may become BTOS members. There will be no profit of any kind, to any individual or company. Starrett, while sponsoring this industry-benefitting organization, seeks no special privileges. The Seal of Commendation will be awarded on the basis of merit only. It will be a Seal not merely to be sought after by those who sell television; but to be honored by the public which buys television.

**This, then is the aim:**

To establish for the television industry a SEAL OF COMMENDATION, for sets which meet the standards of the BUREAU OF TELEVISION OPTICAL STANDARDS.

To develop a continuing program of public relations for the education of the public.

To end, once and for all, rumors injurious to television. We are endeavoring to reach . . . in the shortest possible time . . . all who are concerned with television. Therefore, we suggest that manufacturers, distributors, dealers, the Radio Manufacturers Association, Television Manufacturers Association, the Illuminating Engineering Society, and all relevant organizations, regard this Announcement as an invitation to join Starrett in developing the Bureau of Television Optical Standards.

FOR FURTHER DETAILS, WRITE TO:

*Bureau of*

TELEVISION OPTICAL STANDARDS

A non-profit institute for promoting television enjoyment

37 West 57th Street, New York 19, N. Y. Murray Hill 8-3515

\* Ray-Hirsch Co., Inc.

# TELEVISION ROUNDUP

## *FCC Increases TV Channels*

In a move that will materially aid the sale of television receivers, the FCC last month announced that it proposes to add 42 new channels, all in the ultra high frequencies, to supplement the country's television service now provided by the 12 channels in the very high frequencies. Though no formal announcement was made lifting the "freeze" on new station applications, the announcement on new channels opened the way for discussion of both the original 12 channels and the proposed allocations when hearings on the FCC "freeze" take place as scheduled this fall.

The new channels, 32 for metropolitan stations and 10 for community stations, will make possible an estimated 1,702 stations and will make television available in about 1,179 areas, providing one and perhaps two TV services to all parts of the country, and at least one, if not two, telecasting stations in each community. The significance for the dealer is thus immediately apparent. With more stations and more programming will come a wider listening audience and a greater demand for new sets.

Reiterating its statement of a few months ago, the commission said it was ready to consider any proposals in regard to color or any other TV system, providing such suggestions clearly demonstrated the feasibility of operating with existing sets, or with minor modifications of existing sets. In making public the proposed new channels, the FCC took action to clear up interference problems in cities where present channel assignments cause conflicting telecasts. Syracuse, which now has Channel 5, is to get Channel 3 as a substitute. Rochester is to lose its present Channels 2, 6, and 11, getting instead Channels 5, 22, 32, and 44—all but 5 being in the UHF. Cleveland now assigned Channels 2, 4, 5, 7, and 9, would lose Channels 2, 7, and 9, receiving as replacements Channels 8, 11, 40, and 42.

## *Television Also Sells*

Television has focused attention on the living room as the center of family life and hospitality and therefore affords the furniture industry an opportunity to stimulate markets which can be made to yield millions of additional dollars worth of new and replacement furniture sales. This was the theme of an address by Joseph B. Elliott, vice-president in charge of RCA Victor con-

## *Television Is at Home in the Kitchen*



*Television receivers are not only appropriate for kitchen viewing but can help merchandise other modern automatic appliances, the Kitchen Guild of America believes. The Guild goes on the assumption that housewives spend from 60 to 70 per cent of their time in the kitchen. TV should not only make that time enjoyable, but can help sell other equipment which lightens household work.*

sumer products, to members of the National Wholesale Furniture Salesmen's Association in Chicago recently. Disclosing that 2,000,000 TV receivers have been sold to date, representing approximately \$730,000,000 at retail, and that receiver production has increased since 1947 by 1,300 per cent, Mr. Elliott outlined these five ways in which television is stimulating the sale of home furnishings:

By encouraging greater use of the home as a gathering place it makes owners more aware of furniture in need of replacement. It creates a need for additional seating. It stimulates a demand for furnishings suited to use with television, such as chairs and other portable furniture. It gives dealers a strong promotional item. By furnishing an advertising medium concentrating in the family market, television is revitalizing sales techniques.

What television does for furniture sales, furniture does for television sales, it can readily be inferred from Mr. Elliott's arguments.

"More television sales means more

furniture sales, means more television sales . . ." and so on in an endless cycle, is a circumstance to which few dealers can object.

## *RMA Sponsors TV Advisor*

At the invitation of the State Department, the Radio Manufacturers Association sponsored a technical advisor to the American delegation which attended an international conference on television standards at Zurich, Switzerland, last month. Donald G. Fink, editor of "Electronics" and chairman-elect of the Joint Technical Advisory Committee formed by RMA and IRE, was designated industry spokesman at the Zurich conference. Aim of RMA in sponsoring Mr. Fink's attendance was to promote international adoption of U. S. television standards. Attending the Swiss conference as part of the American delegation were Wm. H. McIntyre, Telecommunications Attache of the U. S. Embassy in London, and A. Prose Walker of the FCC Engineering Department.

*(Continued on page 8)*

*World-Famous*  
**Capehart Quality**  
*at Popular Prices*  
*Turns Television Prospects into*  
**Good Customers**  
*for You!*

Here's the way to draw the *best* kind of customers into your store... to build loyal clientele... to lay the foundation for profitable business for many years to come.

No need to describe to you the catch-as-catch-can character of the television business today. You're well acquainted with market conditions for television receivers in your particular locality.

But we would like to show you how the Capehart line can be your "anchor" in to-

day's shifting trade trends. And we'd like to show you what we have to offer currently and tell you of our plans for the future.

The Capehart name, of course, has always commanded your attention and interest. Now, with I T & T sponsorship, it assumes new importance—and sales value.

Get in touch with your nearest Capehart distributor. Or, if you are a distributor, call on us direct. There are still a few choice franchises available



**Capehart—Farnsworth**

C O R P O R A T I O N

Fort Wayne, Indiana

## Color Television Study

RMA's Engineering Department is forming a Committee on Color Television to make a study of the present systems of color TV in various stages of technical development and render a report to the RMA Television Committee which is headed by Max Balcom, past prexy of RMA. A group of outstanding industry engineers has been invited by Dr. W. R. G. Baker to serve on this committee. Purpose of the committee is to assure that when and if one of the proposed systems of color television is accepted by the FCC and the industry as standard, it will have been thoroughly field tested and proven under practical broadcasting conditions. The industry supports the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications.

### Illegality in Service Contracts

Original warranties on television receivers are not affected by a recent opinion voiced by New York State's attorney general, Nathaniel Goldstein, but renewal of television service contracts are. The announcement of the State's attorney general indicates TV service contracts are in effect insurance agreements. They thus constitute an insurance business and are illegal. A manufacturer's or seller's assumption of responsibility for the maintenance of a television set for a specified time is considered within the law, but the moment a renewal is inaugurated the maintenance service becomes insurance. As such it is doubtful if service organizations would be able to qualify under the State insurance laws. Indication was that the State insurance department felt there was reason for concern in the public interest over possibility of loss resulting from failure or defalcation of irresponsible or unscrupulous contractors. Such contractors, it was felt, might conceivably collect sums of money and then fail to live up to their agreements or might otherwise defraud. The insurance department further felt that action would probably be taken against those illegally servicing television sets. This would be in the form of cases presented to local district attorneys in cases of violation.

### Radio Tube Sales Decline

Radio receiving tube sales for May decreased slightly under those for April RMA reports. May tube sales totaled 13,488,121 compared with 13,593,164 in April, bringing the number of tubes sold by RMA member-companies in the first five months of 1949 to 67,739,328. A breakdown of the May figures indicates that 9,284,019 tubes were sold for new sets; 3,465,017 for replacements.

## "The Television Man Cometh"

*Maybe the electric refrigerator has replaced the iceman, but the old fellow had some neat selling tricks which are being utilized to advantage out in Chicago. Here is the "gimmick" which the Harry Alter Company, Crosley distributor in Chicago recommends to its dealers: It's simple too—just a printed card with a hole in it to slip over a door knob. A retail salesman can stroll down any residential street and hang this card on the front door of every home not showing a TV antenna. The card reads: "If you'd like to see the (.....) Show tomorrow night in your own living room, just put this card in your window today with the other side facing the street and I'll be out tomorrow night with the set. No obligation, of course." Next day the salesman walks back on the same street and experience indicates he will find one or two of these cards in the window—like with the old iceman's card. It is a perfect invitation to make a personal call and demonstration, eliminating hard, cold canvassing.*

### TV and Radio's "Top Ten"

Basing his conclusions on a survey completed by his network's research department, Commander Mortimer W. Loewi, director of the DuMont Television Network, predicted that when radio's "Top Ten" programs return to the air this fall they will face a competitive situation from television quite unlike anything they have hitherto experienced. Analysis of the trends radio and television have taken in the last 18 months, Commander Loewi indicated, shows that on January 1, 1948, radio's leading programs claimed 48.05 per cent of the audience in Greater New York, while TV's leading program had 1.04 per cent. But by October each medium will have about 28 per cent of the listening-viewing audience in New York. Loewi further indicated that by 1952, judging from what has happened in the last year and a half, television will enjoy 55.8 per cent of the audience at the time radio's leading shows are on the air, while radio's leaders will have 12 per cent of the audience.

"But obviously, the economics of modern business and advertising will change the picture long before 1952," Loewi made clear. He pointed to the fact that Hooper has discovered only 1.9 adults listen to radio when tuned to the "Top Ten," whereas 3.4 adults sit before a television screen viewing the program on the air at the same time. Even by October, at this rate, TV will have about 80 per cent more viewers in New York City than radio's "Top Ten" have listeners at the same time. The commander made it explicit that this situation was not peculiar to New York. "By the end of the year," he said, "there will be 1,949,000 television homes in the country's ten leading markets. They will represent 15.6 per cent of the

total radio homes in those regions and give television 4,229,000 adult viewers—36.6 per cent of the total television-radio audience in these markets.

### Television in Industry

Use of television in industry may develop into a service broader in scope than that of video programming for the public, according to a forecast outlined recently by W. W. Watts, vice-president in charge of RCA engineering products. Describing some of the new applications envisioned for television, Mrs. Watts mentioned particularly the use of fixed focus cameras in laboratories and at critical points in production lines to facilitate inspection of materials and observation of processes and gauges in locations where explosive materials or dangerous gases make it impracticable to station a human observer. Other uses seen included the probable utilization of television in traffic safety, guarding asylum and prison corridors, teaching, graphic communication and the theatre. How about using a fixed-focus television camera to detect the "boners" made in selling television receivers on the retail floor?

### 'Life Saver' of the Industry

A clever and ingenious tie-up between RCA Victor and the manufacturer of Life Saver Candy drops, which resembles the 45-rpm records, resulted in "S.R.O." at the RCA Victor booth at the Manhattan Center Music show exhibit last month. Visitors to the exhibit received free packages of the drops, wrapped in covers bearing the inscription, "45-RPM—Life Saver of the Record and Phonograph Industry." At long last, the Victor people are doing the kind of imaginative promotion which the wonderful 45-rpm system fully deserves!

## TV Optical Standards

The first concerted effort to eliminate harmful rumors about television being a hazard to the eyesight of viewers has been taken by Starrett Television Corporation, which has taken the lead in fostering an industry-wide movement to set up a Bureau of Television Optical Standards.

In full page advertisements to the trade, Starrett states that the situation constitutes a "challenge that demands immediate action" and invites all those whose interests lie with the future of television to take part in this move to arouse and maintain public confidence "in the greatest mass enjoyment medium ever known to mankind—television."

The company asserts that little has been done by the television industry to combat the mistaken impression that television is injurious to vision. It will be the function of the Bureau of Optical Standards, says the Starrett announcement, "to affirm the truth about television" by educating the public and to make this education available to all manufacturers who meet top standards in their product. It is planned to establish a seal of commendation for sets which meet the standards of BTOS. Complete details about the proposed organization may be obtained by writing to the Bureau of Television Optical Standards, 37 West 57th Street, New York 19, N. Y.

### The Sweetest Words

"Like most other industries, you are confronted by the problem of whether you shall build what you can sell, or sell what you can build. If the decision is to sell what you can build, sales management will come up with the right results or else. To some, the situation today is 'curtains'. To some it's normal; to some it's 'tops'. Even the economists are confused, in disagreement. You hear of inflation, depression, recession, disinflation, readjustment, the buyers' market. Nevertheless, millions of women want to buy, and have the money. But they will utter the sweetest words in any language, 'I'll take it', only when they become convinced that what you have to offer will give them more satisfaction, more service, more pleasure, than keeping their money."—From a talk by Harry G. Mooock, who recently retired as vice-president of the Plymouth division, Chrysler Corporation.

# Television in Britain

*The latest report on the current development of television in Great Britain has just reached us. It was written by Roy Norris, editor of the British Trade Journal "Electrical and Radio Trading" and makes for illuminating reading to American television manufacturers, distributors and dealers. Excerpts follow:*

The standard British television receiver is a console with a 12-inch tube, giving a 10 x 8 inch picture—80 square inches. Performance standards are tied up with system specifications which can be argued until the cows come home. Unquestionably, however, the British system permits maintenance of signal bandwidth through all stages from camera to screen as well as the use of simple synchronizing and timebase oscillator circuits. The first point secures a picture having an excellent horizontal and vertical definition. The second point means that the picture is stable even in heavy interference.

Pye was the first British firm to introduce an AC/DC television set. Production of such a model had to wait upon the practical realization of the fly-back extra high tension circuit and the production of special electrolytic capacitors, in view of the heavy anode current demand on a half-way mains rectifier. A 9-inch screen, 19 tubes, a loudspeaker—all housed in a cabinet only 17 inches wide, 12 inches high, and 13 inches deep. This type of set is being introduced by several other British firms at prices under 40 pounds (\$160).

Despite purchase (luxury) tax, a very fair percentage of television receivers used in Britain are housed in large cabinets in combination with all-wave radio receivers, with phonographs, and even with wire recorders—not to men-

tion cocktail bars. There are a few table models combining television and all-wave radio, but combined instruments are generally in large cabinets capable of high-fidelity acoustic output.

**Television in theatres:** British engineers have for some time been working on a system of presenting television in motion picture theatres. Cinema-Television Ltd., a J. Arthur Rank subsidiary, has already demonstrated their system in the London area. At the first demonstration, viewers in a London theatre watched a program originating at the BBC's studios, 18 miles away. The equipment consists of three parts: (1) the television receiving equipment which accepts programs by radio or cable; (2) the control monitor panel, by which the controlling engineer can operate the projector by remote control; and (3) the projector, consisting of a high power cathode-ray tube which provides a very bright image of television picture, about 7 inches square. The image is projected onto the theatre screen by means of a special system of large mirrors.

**TV stations:** When the new television station of BBC at Sutton Coldfield, near Birmingham, England, goes into operation in the Autumn of this year, some 6,000,000 people within a radius of 50 miles of Birmingham will be enjoying television for the first time. Built by the Electrical and Musical Industries, Ltd., the aerials will radiate from a 750-foot mast, and the signals will cover a radius conservatively estimated at 50 miles. The official distance covered by the London transmitter is 35 miles, but reception at 60 miles is common and many sets are working at even greater distances.

### New Communications Wrinkle

An innovation in communications will streamline tugboat operations in the harbors around Seattle, Wash. The Foss Launch and Tug Co. has put a Motorola high frequency two-way communication system to work. Equipping three Seattle and two Tacoma harbor tugs with the new radio unit, along with installation of another unit in the automobile of Perry E. Moore, the company's marine representative, makes possible two-way radio contact between land headquarters and key tugs in a fleet. Already used extensively by police and by various taxicab companies, two-way radio communication has found a further utilization in harbor operations and serves further notice that radio, in its various versions, is far from dead.

### No License Required

Prompt and vigorous action by RMA, in cooperation with the Television Installation Service Association, Chicago, has resulted in defeat of the bill in the Illinois legislature proposing to license and regulate television installation and service. The bill proposed licensing of all TV service technicians and the Illinois Department of Registration after examination of servicemen or their graduation from certified schools of instruction. The proposed law was opposed by manufacturers, as a deterrent on television sales, as well as by servicemen. RMA representatives of the Set and Service Committees took personal action at the State capitol at Springfield and through an attorney representing RMA, which resulted in defeat of the bill.

# Frank Facts about the

## THE SET UP TO

*Why you  
need  
Emerson*

- 1. Only Emerson guarantees prices** — and without any strings attached. Every Emerson Radio and Television receiver you buy is fully protected against price reductions by Emerson's revolutionary rebate system for a period of thirty days following purchase. Emerson gives you the safest *buying* advantage, the greatest *selling* opportunity in the market today!
- The Emerson line has earned nationwide public acceptance to the highest degree . . . assuring you the *greatest return in traffic and turnover* for your investment.
- Emerson has been noted for its outstanding performance and great values, *for more than a quarter of a century*.
- More than ten million satisfied owners* of Emerson Radio and Television receivers strongly influence continued product acceptance and create heavy repeat business.
- 5. Controlled production keeps you oversold—never overloaded.** There is no obsolescence in Emerson. You are never subjected to dumps, close-outs, tie-ins, or any deals which tend to devalue your inventory.
- Emerson specializes *only* in Radio and Television. You get the benefit of Emerson's intensive concentration in engineering and merchandising.
- With *Emerson's complete line* you can cash in on every request for every type, size and style Radio and Television receiver.
- The "clincher" in Emerson sales is its up-to-the-minute decorator styling. *Emerson is designed for the mass market*. "Step-up" models in the Emerson line easily enable you to trade up your profits.
- Emerson *does not* make any *private brand or private label* receivers to compete with *your* sales.
- Every type of tested and proved sales promotion aid is furnished you. All Emerson promotion features *you as headquarters for Emerson products*.
- Millions of dollars are spent each year in Emerson's advertising. The next twelve months will see *the greatest advertising campaign in Emerson history* to support your efforts in your community.
- Emerson has proved over the years its ability to make available timely leader models to stimulate your business. There are no peaks or valleys . . . You are assured of a *high sales volume and profits the year round*.

# Emerson Franchise...

## GET YOUR NET UP

*Why  
Emerson  
needs you*

1. Emerson needs you to accomplish the widest distribution of its products.
2. *Emerson needs you to display and merchandise its products* —to meet competition, to meet consumer demand.
3. Emerson needs you to participate in its cooperative advertising, *which is designed to guide customers to your store.*
4. Emerson needs you to maintain its high rate of employment numbering many thousands and thereby contributing to social and economic stability.
5. Emerson needs the *good will and influence of your store in your community.*
6. *Emerson needs your guidance and counsel in shaping its merchandising policies.*

The cooperation between Emerson and its dealers is essential to insure each of us an abundant share of prosperity from this fast-growing industry. We pledge to do our share to make your Emerson Franchise more valuable and we hope to continue to enjoy your confidence and cooperation.

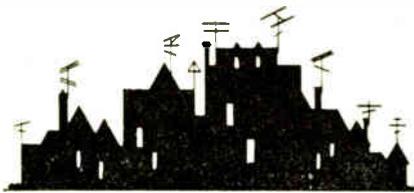


# *Emerson Radio and Television*

EMERSON RADIO AND PHONOGRAPH CORPORATION

111 Eighth Avenue, New York 11, N. Y.

**BETTER VISION, STYLE, TONE, PERFORMANCE, VALUE**



Charts courtesy Newell-Emmett Adv.

# The Shape of Things In Television Sales

**T**HERE is every reason for dealers to smile in anticipation of television sales prospects, regardless of any seasonal slump which may have temporarily rocked them in their cash registers. The latest TV surveys are the reason. Television's audience, for instance, has increased by 500 per cent within one year in Videotown. This is the "test tube" community of 40,000 located some 40 miles from New York City, a town which Newell-Emmett has been constantly surveying to measure television buying and listening habits. This increase in the size of the television audience not only outstripped an estimate that it would increase by three times within a year, but it revealed that set ownership in the middle class grew until it now almost equals that of the upper class. In addition, lower classes, though lagging in current buying, nevertheless equal the high income groups in per cent of set ownership.

This local testimony that television is definitely a mass-market product finds ample confirmation in other surveys in which Newell-Emmett has had a hand, one on buying intentions and another on present owners, both done in collaboration with Sylvania Electric Products, Inc. Fifty-eight per cent of television sets now in use are owned by families earning less than \$5,000, the latter Sylvania survey revealed, at the same time indicating the present rate of purchase in this group was growing faster than for those families earning more than \$5,000. The potential television sales market could be 2,710,000 sets for 1949, the second Sylvania-Newell-Emmett study showed, with at least 1,580,000 definitely intending to buy this year, after a realistic approach to costs. Another million sets might be

sold with improved salesmanship, promotion and programming, and reduction of confusion on prices, frequencies and screen sizes.

## Dealers Take Note

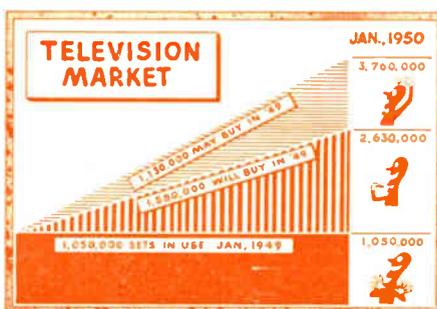
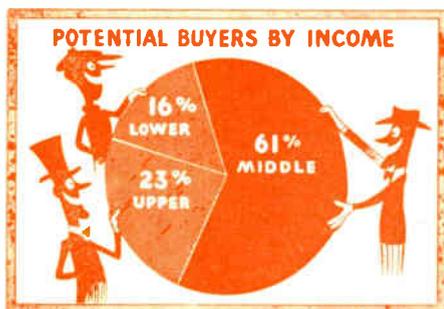
These are significant conclusions for every dealer in the radio and television field. The details supporting these conclusions are equally significant and can serve as a guide to selling on the community level. The dominance of the middle and lower income families as television receiver purchasers is one of the most important influences in television sales today, and should be constantly kept in mind by every local dealer. Prosperous families, for instance, were among the earliest purchasers of television sets, and they have been buying at a steadily growing rate. But families making less than \$5,000 per year, even though they constituted a group making comparatively low purchases during earlier TV years, are having a greater impact on the TV market than ever. Ownership of sets among families making less than \$2,000 a year increased from 50 per cent from December 1948 to February 1949; among families making up to \$5,000 the increase amounted to 33 per cent, and among high income families, to 30 per cent.

Of further importance to dealers is the trend away from high-priced sets. Whereas in the last quarter of 1948 sets priced above \$515 represented 16 per cent of the total market, this figure fell to 12 per cent of total market since January 1 of this year. During January and February, for instance, sets up to \$335 represented almost half the sets

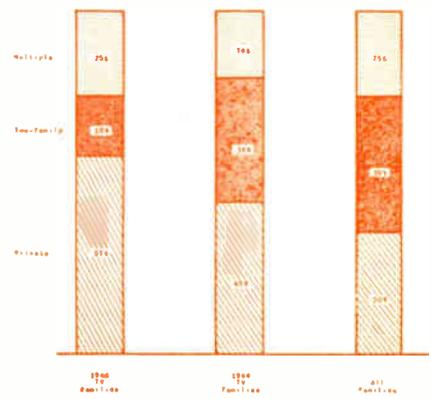
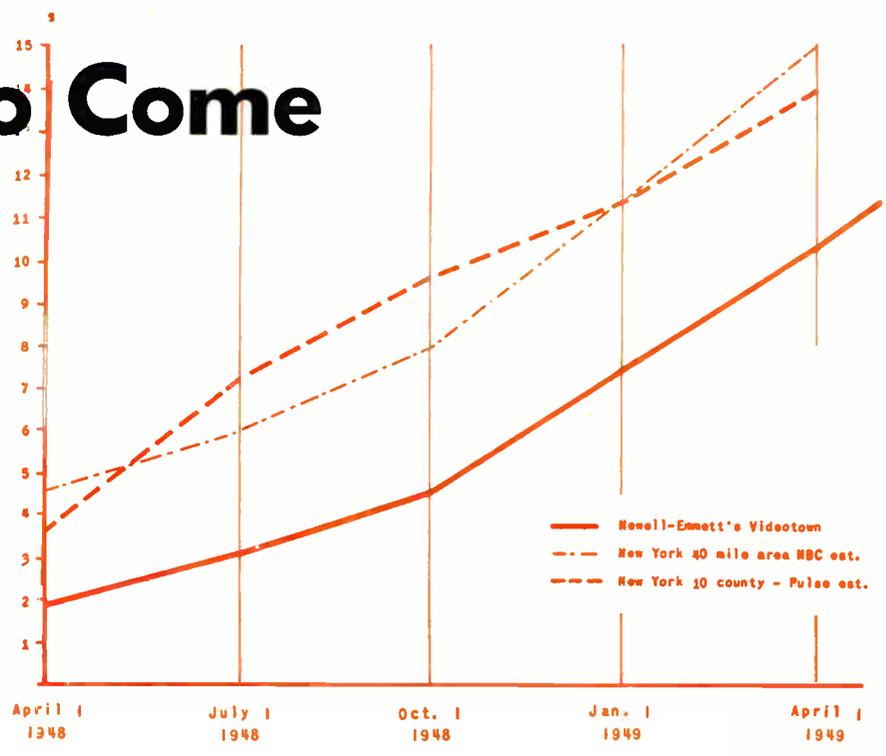
sold. Even prosperous families are following the trend. In the last quarter of 1948, 25 per cent of their purchases were above \$515, while during the first two months of 1949 only 15 per cent of their purchases were above that figure. The continued popularity of small screens, particularly in new television areas, is also of general note to dealers everywhere. The 10-inch screen is being used in two out of three sets operating, and the 7-inch screen exceeds the 12- and 12½-inch ones. Where television is new the 7-inch screen has a higher incidence of ownership than in areas where television has been on the air for two years or more. As for antennas, 16 per cent of all sets use indoor antennas.

## Videotown's Peculiarities

Due to its proximity to telecasting centers, Videotown reflects a market where the demand for larger pictures has become greater. This has thrown the brand question into a state of flux in the laboratory town. Whereas the national pattern in TV areas has reflected five out of 50 different brands accounting for about 70 per cent of the TV sets sold, 10 others accounting for 28 per cent, and about two per cent of the market left for all other brands, Videotown's brand preferences are not as fixed as all that. The top two brands, for instance, dropped from a 60 per cent position before 1948 to a 27 per cent position in the first quarter of 1949. Two new brands have cornered a 12 per cent position in 1949. As new models appear and prices change, more and more small manufacturers are able to compete with established brand



# to Come



Per cent of TV sets in 2-family homes doubled. Landlord curbs held back buying in multiple units.

names. Local or sectionally strong brands are appearing, and distributors and dealers are changing and improving their sales and merchandising techniques.

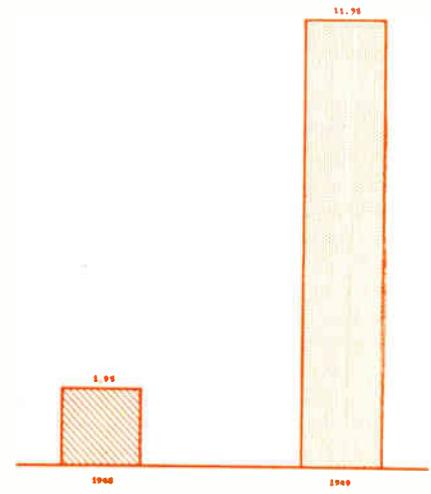
In this brand battle, the customer more and more is making his preferences in TV sets felt. In buying sets, customers are looking for that bigger screen at lower prices. They are shopping around, they are checking literature, following advertisements, and they discuss various sets at length with their friends and with their local dealers. All of which throws that much more of the selling weight on each dealer's shoulders. Point-of-sale merchandising and promotional efforts have to be geared to this shifting attitude on the part of prospective customers. The battle of the brands has also become a battle for a customer's sale.

### Where the Sales Lie

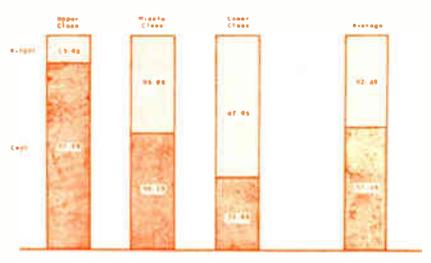
When infant television was surveyed in April, 1948, there were less than two sets owned per hundred families, or one in 50 families. Today television sets are owned by one in nine families in Video-

town. The bar and grille audience was a strong one in those earlier days, proving grounds for TV and an effective free trial display method. Upper income groups made up the bulk of the home TV market. But a year later the TV market became a wide open one. In a locality where middle and lower income groups make up about 83 per cent of the population, the same income groups own 82 per cent of the television sets. Most of the lower income families are willing to sacrifice to have television, too, taking a portion of their regular income to finance and spread payments in order to have the advantages of television in the home. These same families have a larger percentage of people watching their television sets. In addition to the broad television market that has definitely opened among the lower income groups for dealers in every locality, the upper income groups still constitute a steady source of television set sales. So do the commercial markets. Commercial sales crept forward in Videotown in the course of the year.

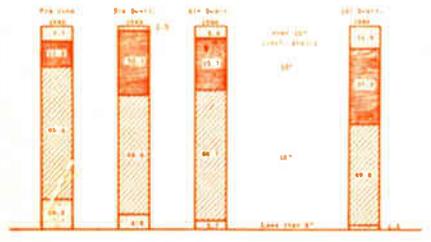
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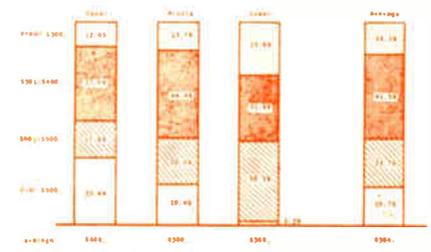
Every ninth home in Videotown now has a TV set, compared with one out of every 50 a year ago.



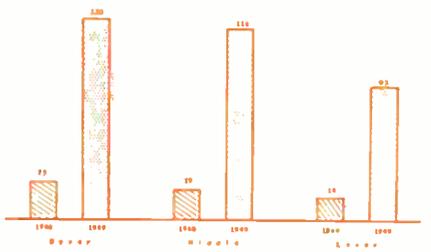
With the TV market shifting to middle and lower income groups, financing increased almost to half.



Screens 12 inches and larger accounted for about half the first quarter '49 sales.



Videotown's average price of sets is \$384, with sets under \$300 on increase.



The rate of growth of set owners in the lower class now exceeds that of upper.

# TV business will

***surging public interest will create an unprecedented demand for television receivers...***

**what some leaders of the industry say**

**BENJAMIN ABRAMS, President, Emerson Radio & Phonograph Corporation**

I expect the television business for the next six months to exceed the previous six months' business by at least 50%. I likewise feel that much of the instability existing at the present time will be fairly well ironed out by the end of the year. Factors such as price-cutting and distress merchandise were not unexpected in an industry which has attracted so many new manufacturers, in many cases with limited knowledge and limited distribution.

To help stabilize the industry, Emerson recently introduced a plan for price guarantee to the dealer, who in turn may pass this guarantee on to the consumer. This plan has already shown signs of stimulating increased confidence on the part of the dealer and the

**ROBERT C. TAIT, President, Stromberg-Carlson Company**

The television industry, at least from the standpoint of receiver manufacturers, has undergone a bath of competitive fire during the past several months, characterized by vicious price-cutting—and I am afraid—more than a little skimping on quality, and not aided or abetted at all by various releases of the Federal Communications Commission in respect to possible future uhf allocations and color television.

It is my opinion that the market this Fall will stabilize itself considerably, that many manufacturers will begin to guarantee prices and that both the production and sale of television receivers will get back on the track of a more orderly business. If and when the Federal

**HORACE ATWOOD, JR., President, Industrial Television, Inc.**

Thanks for the chance to express my thoughts on the immediate future of our industry. I represent the small manufacturer whose future position at first glance seems more uncertain than that of the larger companies.

There is no question that the eternal laws of supply and demand are at work towards stabilizing the industry. Unrealistic conditions will pass as the process of "finding a level" in prices and design is completed.

When the smoke has cleared, there will be fewer

*The radio and television industry has been through a rather tough time during the past three months, as you well know. Price instability, distress merchandise, and general economic uncertainty have all contributed to making the transition to a "Buyer's Market" even more difficult. What about the prospects for the rest of the year? To help guide dealers for their Fall business, RTJ surveyed the leaders of the TV field. On the next three pages are presented some of their observations. Nat Boolhack, Editor.*

consumer. It is hoped that other manufacturers will adopt similar plans and in that way safeguard the dealer's investment and profit.

Because of changes which must occur in a new medium such as television, Emerson further has counselled all of its dealers to place commitments on a basis of no more than a two or three weeks' supply. This will keep them open to buy new models incorporating the latest advances at the time such new models are released. Overstocked dealers often find themselves in the unfortunate position of pushing the sale of outmoded models in competition with dealers who are in a position to offer the latest in television when it is hot.

Communications Commission so determines, it could issue some very sobering statements in respect to the imminence (or rather lack of it) of commercial broadcasting on uhf channels, in respect to the outlook for color television, etc., that could be on the conservative side and still do a world of good in reassuring present and near-term prospective television set owners.

It is my earnest hope that the FCC and the industry in general will find a way to clarify the air in these respects and allow the industry a chance to settle down, not only to take advantage of the tremendous public interest in television but to give that public more nearly what it wants.

of us of course, but size alone will not determine who remains. There is a place for the small manufacturer in this as in any business. Specialty products and "unique features" must be his bywords. Direct competition with the big boys is not for him. He must use his efforts towards marketing products where his small size and flexibility are advantages. Custom equipment is one of many fields where he can successfully compete. I am sure the small manufacturer will think of many others.

# be great this fall...

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## **WILLIAM BALDERSTON, President, Philco Corporation**

The months ahead will be the greatest period yet for selling television receivers. Between now and the end of 1949, about 24 new stations will go on the air in 20 new market areas, and 11 more telecasters will start programming in nine present television cities. Meanwhile, both networks and independent stations are planning the most interesting program schedules yet offered to the public.

Thus good entertainment, the main incentive for buying a television set, will be available to more potential customers than ever before.

What is needed to convert these prospects into customers? We firmly believe that the answer is an up-to-date approach to the fundamentals of sound salesmanship that made the radio business profitable for tens of thousands of dealers.

Know the facts about the television sets you are selling. Then sell performance and features, not merely a price tag.

Sell quality in television receivers. Point out to every prospect that he is making an investment in many years of splendid entertainment for himself and his family.

## **P. V. GALVIN, President, Motorola, Inc.**

The combination of attractive styling, price and performance coupled with aggressive sales and merchandising should enable every dealer to build up a substantial volume of sales. I believe the public interest in television will continue to grow for a long time to come. I feel sure that the forthcoming period will be a healthy one and that future buyers will look for quality and sound engineering instead of the cheapest price tag. The novelty period of television is passing, and the television set is becoming a significant part of the American Economy. While new television markets will

## **E. ALSCHULER, President, Sentinel RadioCorp.**

You have so clearly outlined the present "aches and pains" of the television industry that there is no need for me to add any further comments, but I do want to add my personal regret that an industry which has created one of the greatest entertainment and educational instruments ever offered should, almost at its inception, resort to untruthful and destructive actions in the mad scramble to secure business rather than to have followed a constructive course.

Unquestionably, television sets will be improved from time to time and eventually color television will be an actuality and prices will be more stabilized. But the potential customer who waits for the ultimate in tech-

Paying a few extra dollars for fine performance over this period is common sense.

Sell television receivers made by manufacturers who back up their products with good service and prompt delivery of parts. Emphasize that a quality television set is actually the lowest in price in the long run. A well-known make gives better enjoyment from start to finish.

Use the advertising, promotion, display and merchandising aids which leading manufacturers provide as a supplement to your own ideas, initiative and energy.

Limit your television inventory to top-quality merchandise because you intend to stay in business a long time. Your customers will appreciate your advice when you sell them the best.

Keep informed about the television industry and its rapid forward strides, so that you can communicate that enthusiasm to your potential customers.

We know that television dealers, if they will remember and adhere to these basic suggestions for sound merchandising, will have the greatest sales during the remainder of the year that they have ever enjoyed.

obviously open up as new transmitting stations are put into use, the improvement in program material also will stimulate sales in metropolitan centers where television has been viewed for some time. The maturity of television as an entertainment and cultural medium closely parallels the expansion of receiver sales, and more intelligent programming will result in increased buying. As the program level is raised, many set owners will become interested in a small second set, probably a portable.

nical improvement and the lowest price will have lost years of low cost entertainment, pleasure and education. When the Model "T" Ford was being sold, the public did not wait for the sleek, streamlined car of today with its four wheel brakes, automatic gear shift and radio equipment. To have done so would have lost years of benefit and pleasure.

The public really wants television and is going to purchase them in increasing quantities with the arrival of the fall months. Therefore, television will increase in public acceptance in spite of the unfair conditions which have prevailed the past few months. My forecast for television is a very optimistic one. (Next page)

# Industry Leaders Forecast Good Fall Business

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## **E. C. BONIA, General Sales Manager, Bendix Radio**

When you ask me what I think the future of the TV business is—that's the \$64 question. However, I feel that from now on until the first of the year, there won't be any drastic changes by any of the major manufacturers. The unsettled period through which we have just passed has been experienced by every new industry that appeals to the type of opportunist looking for quick profits with little responsibility. Naturally, TV could be no exception.

Price-cutting by the retail dealer can be charged to their lack of responsibility in the sale. The fact that TV manufacturers took over the servicing and installation of sets removed any feeling of future responsibility from the dealer's conscience. Consequently, after making the sale the dealer, having no further obligation, felt that whatever he recovered was net profit instead of gross. Therefore, he cut prices indiscriminately.

The fact that manufacturers are now getting together to shorten the guarantee period to 90 days will en-

courage the right type of dealer to not only sell, but to deliver, install, and guarantee. When that happens it will discourage the chiseler and encourage the reputable dealer who has made radio what it is. Another unfortunate condition is that one-half of the dealers that were franchised to sell TV had absolutely no license in the business.

I do feel that there is only one place to consistently sell television sets in quantity, and that is in the home when the whole family is there. Then it can be demonstrated in thirty minutes, sold and later on delivered and installed. I feel that any account who really gets on the TV bandwagon and does everything necessary to merchandise, advertise, and service, carries a maximum of three lines, one of which he must control and be assured of his profit, develops a high class sales organization to work on the outside, then he will certainly do plenty of business and make plenty of profit in the years to come.

## **H. V. NIELSEN, President, Nielsen Television Corporation**

The television business in the last half of 1949 will greatly exceed present expectations. The distress prices caused by overproduction of small size picture tube sets will end. There will be some low prices announced where cheapness has been attained at the expense of good engineering by skimping on design, overheating transformers and overloading parts. From my 26 years experience in the design and production of radios and television I know that service troubles will rapidly eliminate this type television set because the owner wants good dependable reception.

Good quality sets well engineered for long life and with picture tubes over 10 inches, will still retail from \$250.00 up depending on the cabinets and performance, such as, sensitivity, tonal quality and picture detail.

The buying public is finding out that television is the best and lowest cost entertainment for the entire family. More people are going to consider television a necessity instead of a luxury which means only one thing—a bigger and better television industry.

## **WILLIAM A. BLEES, Vice-President, Crosley Division, Avco Mfg. Corp.**

Television receiver sales will pick up after Labor Day and should accelerate steadily through the Fall months. By Christmas, in my opinion, the demand for television sets will be running at a record peak and sales will stay at a high level during the Winter. Christmas buying is going to be heavy. Television will share substantially in that business, assuming that sales people—especially dealers—move into the season with

more aggressive promotion and selling programs than ever before.

There is plenty of money in this country waiting for acceptable prices. With television receiver prices likely to stabilize close to their present levels, the industry now can talk in terms of really attractive values and has every opportunity to sell on the basis of price, as well as quality and performance.

## **MURRAY DANIELS, President, Starrett Television Corp.**

Your request for a "100- to 150-word" statement as to television selling prospects can be met in even fewer words. If television cuts through unfounded public expectation of early "revolutionary" developments, it will sell now. If television provides quality sets at prices consistent with mass incomes, it will sell now. If television undertakes a planned program of consumer education and information, proving the advantage of buying sets now, it will sell now.

With the objective of doing a good industry-wide selling job now, Starrett Television Corporation has proposed the formation of The Bureau of Television Optical Standards. It is our hope that this bureau will become the central agency for the industry's program of public education. It will be the aim of BTOS to promote and develop a constantly growing public faith in television—the kind of faith that leads to buying—NOW.



**A GREAT SHOW**



*Motorola*  
**TELEVISION—RADIOS**

20TH ANNIVERSARY 1950 MODELS



**11 NEW INVENTIONS and  
EXCLUSIVE IMPROVEMENTS**

The newest, the most eagerly anticipated developments since Television was first introduced. Not only will you find these 20th Anniversary Motorola Television and Radio receivers beautiful to look at . . . you'll agree that they're the most "SELLABLE" sets you've seen in all your experience. Your Motorola distributor invites you to see the MOTOROLA "1950" SHOW!

**WRITE, WIRE OR TELEPHONE YOUR DISTRIBUTOR TODAY  
FOR LOCAL "SHOWING" DATES**

4545 AUGUSTA BLVD.



CHICAGO 51, ILL.



Tele-tone goes over in a big way in the Benelux countries. Above, the firm's display at the recent Annual Radio Show held in Brussels, Belgium, featured a three-way portable radio which attracted thousands of spectators, and sparked sales.



This group of Philadelphia merchandisers, known as the Big Ten, found the shuttle service in Bendix Radio's plane a convenient way to get to the firm's Baltimore plant. They spent several hours recently viewing the new Bendix television line.

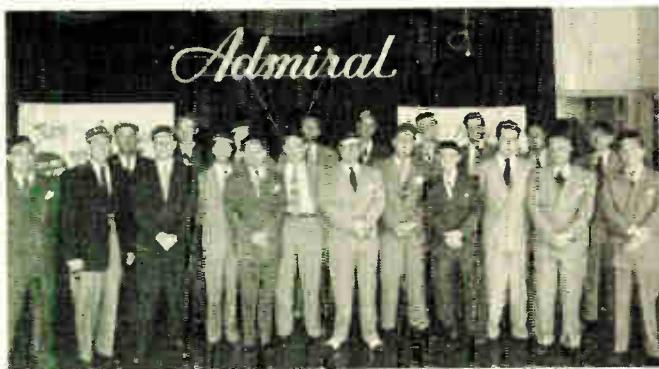
Believe it or not it's a distributing center. Below, the Western Appliance Corp.'s new building has 50,000 square feet of floor space and sits on a five-acre site in Denver. The center services Colorado, parts of Nebraska and Wyoming.



Charles E. Wilson, below, president of General Electric, makes a personal inspection tour of the firm's Buffalo, N. Y., plant with R. T. Pennoyer, plant manager. Here he takes a close look at a "Daylight" TV tube in one production phase.



Bill Damroth, above, vice-president of Hile Damroth, Inc., visual training analysts, demonstrates the new visual presentation being used by Westinghouse distributors throughout the country. It is proving an excellent method for training retail salesmen.



Above, the Herbert H. Horn, Inc. organization, distributors for Admiral in Los Angeles, Calif. When it comes to sales contests, particularly the Admiral Sweepstakes, these "jockeys" compete to the tune of a million dollars in sales.



Bert Cole, vice-president and general manager, Crosley Distributing Corp., above, center, and Irving Sandberg, manager, are happy over the 2,100 dealers who appeared at the recent Plaza Hotel TV exhibits. So is John W. Craig, left, Avco VP.



New Hope for TV on the West Coast. Comedian Bob Hope, chairman of board of Quality TV Corp., L.A., signs exclusive DuMont distributor contract. Dr. DuMont, right; R. Gibson, president of Quality, left, and E. A. Mark, DuMont official, beam approval.



RCA's one-millionth TV picture tube is passed for examination to Frank M. Folsom, pres. RCA, above, left, by L. W. Teegarden, VP in charge of technical products, as J. G. Wilson, exec. VP, looks on. A special NBC telecast commemorated the event.



Students at the Commercial Trades Institute, Chicago, Ill., above, build television sets "from the ground up." Individualized set-assembly work makes component relationship easier to grasp. These students are being trained in TV installation and repair.

J. W. Rondel, left, below, sales manager of table radios for GE, discusses selling points of the firm's new flasher display with R. E. Cassatt, asst. mgr. advertising and sales promotion. Novel display is designed to help dealers sell clock-radios.



***It's the biggest  
RCA VICTOR  
Eye Witness  
Television —***

IN A CABINET OF DISTINCTION

***It's the 9PC41***

Through this luxurious RCA Victor instrument . . . housed in a beautiful cabinet of 18th century design that's a lovely addition to *any* home . . . your customers see their favorite football games on a screen nearly the size of a newspaper page.

To preserve the authenticity of the traditional design, the screen can be lowered into the top of the cabinet when the set is not in use.

The 9PC41, like all RCA Victor instruments, has fast turnover because it offers your customers highest possible quality at a fair price. Sell the *entire* RCA Victor line for *more satisfied customers . . . greater profits!*



ONLY RCA VICTOR



HAS THE "GOLDEN THROAT"

***RCA VICTOR***



DIVISION OF RADIO CORPORATION OF AMERICA

Radio & Television JOURNAL • August, 1949

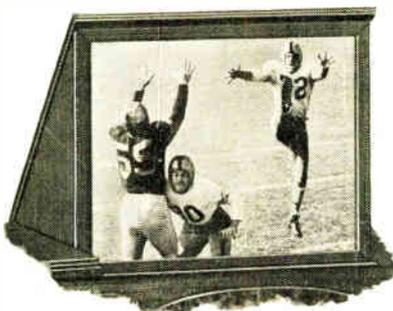
# Here's why your profits are greater with this RCA VICTOR

*Higher quality and outstanding selling points of  
ALL RCA VICTOR instruments keep turnover high!*

***Push the 9PC41 for football!***



Your customers get a seat on the 50-yard line with this great 300 square inch (15" x 20") viewing screen . . . the biggest with RCA Victor Eye Witness Television. Screen locks in vertical position for most advantageous television viewing.



**SHARPEST BLACK-AND-WHITE CONTRAST EVER IN PROJECTION TELEVISION—**

It's RCA Victor's all-silicate-face picture tube that does it. And pictures are electronically *locked in tune* by RCA Victor's improved Eye Witness Picture Synchronizer. Glorious "Golden Throat" tone brings the full excitement of the game right into your customer's home.



**SPLENDID 18TH CENTURY TRADITIONAL CABINET—**

The lovely cabinet of the 9PC41 portrays all the splendor of the 18th Century traditional design. The great 300 square inch screen can be lowered into it when the set is not in use. Available in fine mahogany, rich walnut, or modern blond finish.



**PLUS a demonstration clincher!**

With Model 9PC41 you can offer your customers a remote control unit at no additional charge. This 3" x 4" unit, finished to match the cabinet, permits adjustment of the Contrast and Brilliance Control from the viewer's armchair. It has a 25-foot extension cord. An impressive demonstration point to help you sell!



**ONLY RCA VICTOR  
MAKES THE VICTROLA**

"Victrola"—T. M. Reg. U. S. Pat. Off.

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



● A TV set on loan, operating in a high-traffic area, can become a dealer's dynamic salesman all on its own.

## "Lend-Lease" Television Selling

*Although designed primarily for commercial television, this plan may easily be adapted to boost all TV sales*

WITH television set sales having slumped during recent months, many distributors and dealers have been looking with renewed interest on the possibility of utilizing commercial television prospects as an added or new arena for sales.

Of course, television first got its start, (as far as the public was concerned) in public places such as bars, restaurants and hotels. These public viewing television receivers served a dual function, (1) to bring new business into the establishment, and (2) to stimulate viewers to buy their own sets.

The second function has never been utilized sufficiently by dealers. Actually, it can serve a valuable advertising purpose. We know of one wide-awake dealer in New York City who has placed a large-screen receiver in the lobby of the neighborhood movie house. Thousands of people see his little sign every day and night while attending this theatre, but most important, these future customers remember this particu-

lar dealer's name because they see it while watching a television program.

How can the dealer or the distributor best approach the problem of selling television to public places? Is public viewing television a specialized business that is out of the realm of the dealer, or can it become the source of a new and profitable television sideline?

Perhaps the answer lies in a new and novel rental and leasing plan which was designed by Don Clark of Televisco in San Francisco, a firm which distributes the products of Trans-Vue Corporation of Chicago. Trans-Vue manufactures a complete line of specially-designed TV sets for use in professional and commercial locations. It also makes a master tuner designed to accommodate as many as 10 remote television viewing units. The company also makes "split unit" multiple remote viewing or "slave" units which can be placed separately in any part of the room or rooms, yet be controlled simultaneously from the centrally-placed master tuner.

### *Basic Plan*

The basic rental plan devised by Mr. Clark can be utilized efficiently by other dealers in different parts of the country. The plan contemplates the rental of one complete television unit (one tuner and one deflector) at the rate of \$15 per week, and further specifies a rental rate of \$8 per week for each additional deflector (slave) unit.

The lease that is used, of course, will need to vary from city to city and state to state depending upon local laws and conditions. However, all leases should be printed and all rental schedules should be incorporated in the printed lease so that the location shall have no doubt as to what the standard lease price is at any time.

Basically, a lease agreement should incorporate these features: lease agreement for 52 weeks; rental figures (see above) payable weekly in advance with the first two and last two weeks payable

## BASIC UNIT RENTAL

% of Credit	At end of	\$15 per week		
		Total paid by location	Credit on purchase to location	Profit to operator or dealer if sold
75	3 mos.	\$195.00	\$146.25	\$183.75
60	6 mos.	390.00	263.25	261.75
60	9 mos.	585.00	380.25	399.75
60	12 mos.	780.00	497.25	417.75

## BASIC UNIT PLUS ONE EXTRA DEFLECTOR

Total Paid by location	Rental \$15 plus \$8 equals \$23 per week	
	Credit on purchase to location	Profit to Operator dealer if sold
\$299.00	\$224.25	\$274.75
598.00	403.65	394.35
897.00	583.05	513.95
1196.00	762.45	633.55

upon execution of agreement; installation and service contract for same 52 week period; option to purchase equipment, applying a percentage rental paid to date against purchase price (suggest that for from 1 to 90 days apply 75% of amount paid in—after 90 days apply 60%); provide for assignment of lease to the dealer; provide for interest and collection costs, also attorney fees; provide for automatic renewal from year to year; provide for sale of business by lessor; provide for damage to equipment; provide for transfer of contract by both parties; and finally, provide for all taxes and licenses except personal property.

### How the Plan Works

The location, in all cases, pays the installation and service charge, that is whatever amount is determined as a satisfactory installation and one year service warranty—in most \$125. This \$125 covers the cost of installation and antennas and a year's free service. It does not cover the cost of replacement parts after the 90-day warranty period provided for by the factory. The location would also pay four weeks rent in advance which represents the first two and last two weeks under the lease agreement. Based on \$15 per week rental, this would amount to \$60.

If the dealer decides, after the equipment is initially installed, that he wishes to purchase the same from the lessor, the following schedule outlines the profit to the operator and dealer, the credit that would apply to the location in the event of purchase, the total amount paid at the end of various periods and the percentage of credit at the end of any given period up to and including 12 months.

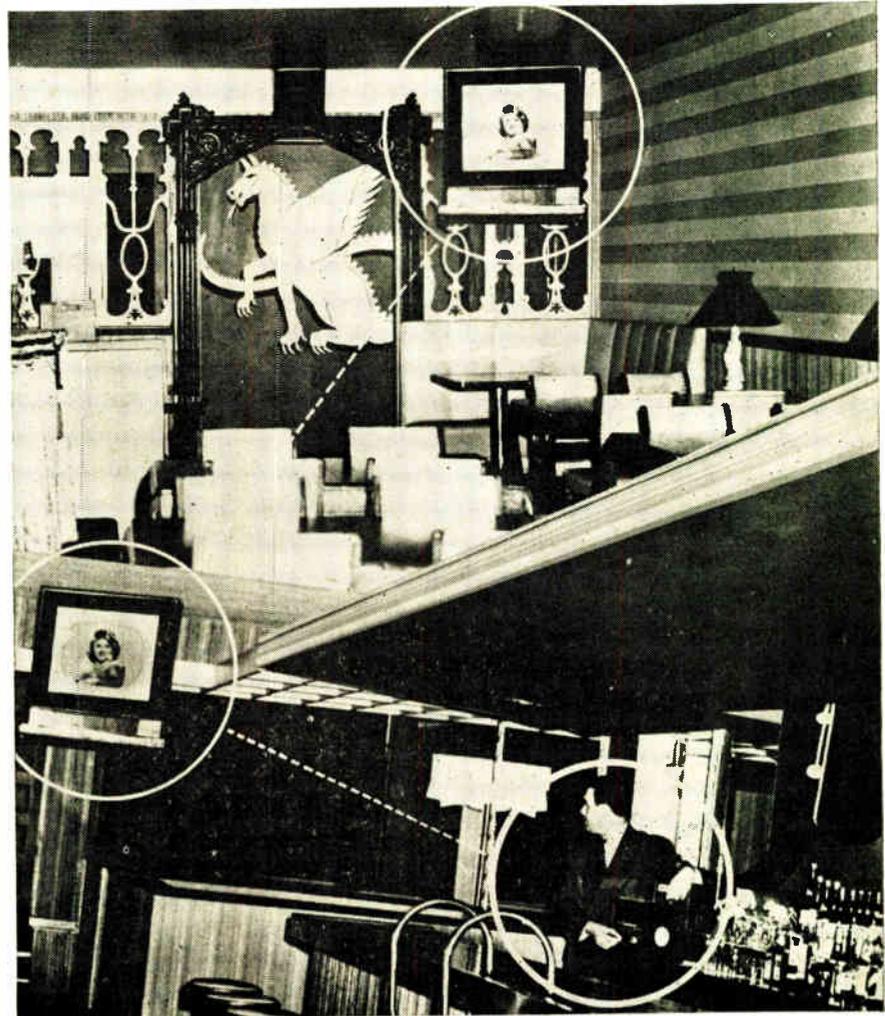
Under the above schedules locations would have the option to buy at any time up to the end of 3 months and receive a credit on the purchase price of 75% of the rent that has been paid.

After three months any time up to the expiration of the lease agreement, he could purchase the television equipment in his location and receive 60% of the amount of rent paid after the first three months and 75% of the amount of rent paid for the first three months against the total purchase price.

By studying the above basic unit rental tables carefully, it will be noted that the most profitable time for the location to purchase would be before the expiration of the 3-month period. It would also be well to note that from a leasing operation the operator would be best compensated by seeing to it that the equipment was operated on a lease basis for the full 12 months.

In cases where outside salesmen are used by either the distributor or dealer, the salesmen or leasees would have an additional opportunity to receive compensation on this lease by following it up after the initial installation and converting it to an outright sale. At the time of such conversion to an outright sale, the salesman would receive an additional \$25 commission on the basic

(Continued on page 24)



● The unique leasing plan for selling TV is particularly suited to the type of commercial unit shown in the Jade Room and cocktail lounge, St. Francis Hotel, Columbus, Ohio. Unit is made by Trans-Vue.

# "Lend-Lease" Television Selling

(Continued from page 24)

unit and \$10 commission on each deflector unit.

It has also been recommended that where salesmen do not secure leases under the lease plan but do sell units outright to locations, that the commissions for the salesman be 12% of the list price.

## Financing

In order to assist in the financing of this program where the equipment is sold to an operator for leasing purposes, the operator under a time payment plan from the dealer would purchase the equipment under a conditional sales contract or by any other instrument applying in that area with a minimum 1/3 down payment in addition to the installation and service charge. The dealer would without exception take care of the installation and service work. The operator, who would then be the lessor would secure from his location the lease agreement and would assign his lease agreement with the location.

The reasoning offered to the operator, who would be the lessor of this equipment for the above requirements, would be to insure a uniform program without variations in the rent or lease of the terms thereof. Another advantage for the lessor and one of the main reasons they would be willing to assign both their lease and service contracts would be to gain the protection against price-cutting or other changes in rental plans by so-called unscrupulous competition.

## Dealers' Position

We will now assume that the dealer has his own service organization to handle the service installations. Here is how it shapes up: he will make a profit on service installations; he will have control of all service problems that arise and can quickly carry out service to the ultimate customer; he will have a conditional sales contract on the equipment sold to either his own subsidiary, a leasing company and/or operator; he will have the assignment of the lease for additional protection.

On the basis of the above, there is no question that he can offer to his bank or finance company a very attractive basis for financing, because: the service would be provided for; the installation would be properly made; the rental under this lease would exceed the amount of payments (considering 1/3 down payment) for each and every month after the initial installation. Considering only a 1-year lease, the rental would exceed the amount of payments over a year's conditional sales contract by about 60%. In the case of a repossession, the dealer himself would continue to make payments out of the monthly lease rental receipts from the location and would have already received an assignment of this lease from the operator. This makes for a very attractive type of paper for financing companies to purchase. It also provides the operator or lessor with a quick cash profit every month over and above his payments.

## Educational Films for TV

Chairman Robert C. Sprague of RMA's "Town Meetings" committee has appointed a sub-committee to direct the preparation of educational films on the care and maintenance of television receivers. A. T. Alexander, service manager of Motorola, Inc., Chicago, and also chairman of the RMA service committee, was appointed chairman of the sub-committee. Other members are: Leroy A. Goodwin, Jr., RCA Victor, Camden, N. J., and Harry A. Ehle, International Resistance Co., Philadelphia, Pa. The sub-committee is to work with Howard Browning, public relations consultant, of Philadelphia, in the preparation of films designed to help TV set owners get the maximum service out of their receivers and at the same time eliminate many "nuisance calls" on servicemen. The films are to be released to TV broadcasters when completed.

## Dynamic TV Demonstrator

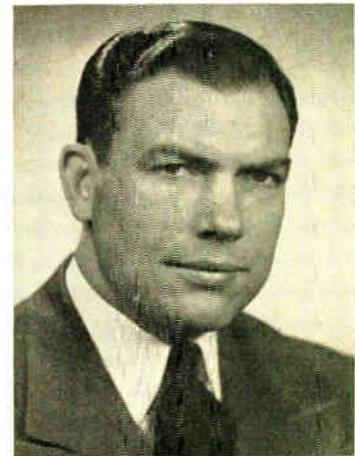
A "working blueprint" which exposes the circuits, tubes, and other components of a television receiver by stretching them out flat on a vertical panel and then using the panel as a teaching tool for servicemen and technicians has now been installed in the RCA Institutes, Inc., 350 West Fourth St., New York. It is the third demonstrator built by the RCA Service Co., one being in use at national headquarters in Camden, N. J. and another in the firm's West Coast training center in Hollywood. The original TV demonstrator was designed by John Meagher, specialist in the tube department at RCA, and is being used in training clinics throughout the country. The demonstrator helps ferret out operating difficulties and permits the demonstration of the function and use of test equipment needed for television servicing.

## APPOINTMENTS



EMIL J. MAGINOT

● Emil J. Maginot has been appointed sales manager of the distributor division of **National Union Radio Corp.**, Newark, N. J. A wireless operator as early as 1913, he has been in all phases of radio merchandising since radio's inception, and served as director of sales engineering and manager of advertising and sales promotion at National Union over the past eight years.



GRADY L. ROARK

● Grady L. Roark has been appointed New York district manager for the **General Electric Co.** electronics department, headquarters at 570 Lexington Ave., N.Y.C. With General Electric since 1933 in sales, customer relations, and manufacturing activities, Mr. Roark has been sales manager for the firm's Musaphonic and deluxe radio lines during the past four years, in addition to serving as general superintendent for the division.



*From this tiny 2 1/2-inch tube*

**Norelco PROTELGRAM now offers**

**Life-Size**  
*MORE*  
**Life-Like**  
**Television**



*... in a choice of picture sizes!*

Many of America's important manufacturers of TV receivers will presently announce *to your customers* a wider variety of screen sizes in PROTELGRAM-equipped receivers.

These manufacturers have already introduced to the trade their sets featuring the popular 192-square-inch picture (16" x 12", 20" diagonal, square corners).

Look to them for early news about these two companion sizes—130 square inches with 16" diagonal and rounded corners, and 234 square inches with 20" diagonal and rounded corners.

And the latest version of PROTELGRAM for the projection of a giant 3' x 4' picture on a home-movie type screen is now available from several well-known makers, with others soon to be announced.

PROTELGRAM is the result of nearly *fifteen years* of development by the world's greatest electronic laboratories. It is an entirely new conception of quality television picture reproduction—a big *life-size*, more *life-like* image free from glare and easier on the eyes—at the lowest cost per square inch of viewing area.

PROTELGRAM has been adopted by leading TV manufacturers because it is the perfect answer to *your customers'* demand for bigger, better, more true-to-life television. It is *your best bet* for *bigger television profits* in 1949. Get the facts *today* on the profit-making opportunities in PROTELGRAM-equipped receivers. North American Philips Company, Inc., Dept. PG-8, 100 East 42nd Street, New York 17, N. Y.



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# RTJ

## New Products



Radios  
Television

Consoles  
Recorders

Phonographs  
TV Accessories

### Tele-tone's Portable TV

Manufactured by Tele-tone Radio Corp.,  
540 West 58th St., New York City



Housed in a simulated cowhide cabinet, this portable television receiver has a 7-inch screen and features a door which closes over the face of the set to protect the viewing tube and dials when set is not in operation. Model weighs less than 26 lbs. Set includes firm's "Roto-V" antenna, all-channel tuning and supersensitive tuning circuit.

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

### Federal TV Console

Manufactured by Federal Television Corp.,  
139 Duane St., N. Y.



Termed the "Pacemaker" this television receiver features a flat face 16-inch, direct-view, cathode-ray tube and a 12-inch concert PM speaker. Has three controls — for volume, channel selection and picture. Chassis has 27 tubes and incorporates seven high gain IF stages. Cabinet stands 39 inches high and comes in hand-rubbed mahogany.

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

### Stromberg-Carlson Combo

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

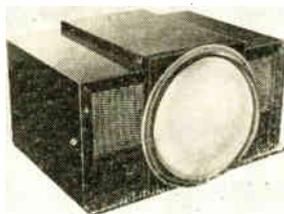


This model, the Chinese Classic, is in mahogany veneer with an Oriental motif, and combines AM-FM-television-phonograph. Has 92-square-inch picture screen. Standard broadcast and FM are built into television chassis. Has facilities for playing any type phonograph record, with two changers, one for standard or LP intermixed or for 7-inch LP in sequence. the other for 45-rpm records.

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

### New Deitz TV Lens

Manufactured by Deitz Miracle Lens,  
141 President St., Passaic, N. J.



By attaching this lens to a television picture tube and sealing it with oil picture enlargement is possible. Enlargement is claimed to be 3½ times that of original screen. Furnished in kit form for easy installation on dealer or customer premises.

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

### GE Consolette Ensemble

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

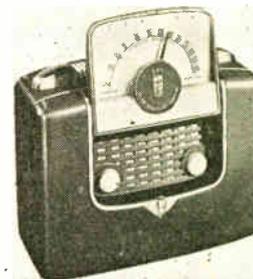


The first of this firm's line to use the 16-inch picture tube, this television consolette ensemble (receiver and matching table) has the convenience and flexibility of a separate instrument and table. Has dual dynapower loudspeakers. 12 TV channels with separate circuit for each, Gruen circuit for picture synchronization, and automatic gain control.

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

### Zenith's "Holiday"

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

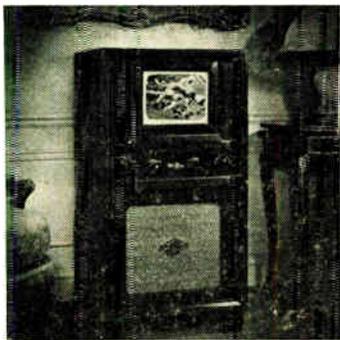


An AC-DC battery portable radio with a novel tip-up panel containing dial and Wavemagnet. Three-way super-heterodyne circuit; 4-inch Alnico V PM speaker; battery saver switch for automatic cutting out of circuit when plug is removed for use on power line. Self-contained battery operation or plugs to 115-volt outlet.

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

### Tele King's "Regent"

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

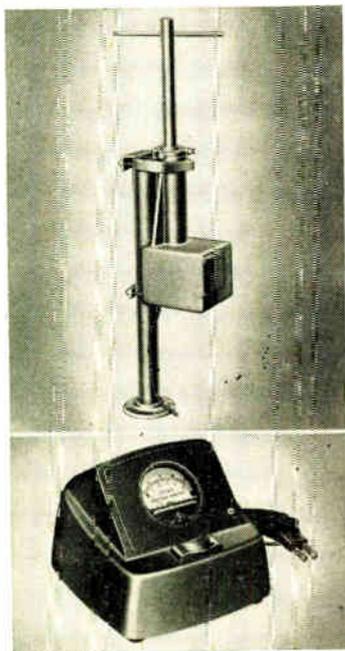


A period television console designed for smaller apartments. Its 10-inch picture tube provides a 52-square-inch picture. Has an 8-inch high fidelity speaker for optimum clarity of sound reproduction. Cabinet in walnut or mahogany stands 40½ inches high, is 21 inches wide and 19¾ inches deep.

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

### New Crown Products

Manufactured by Crown Controls Co., Inc.,  
New Bremen, Ohio

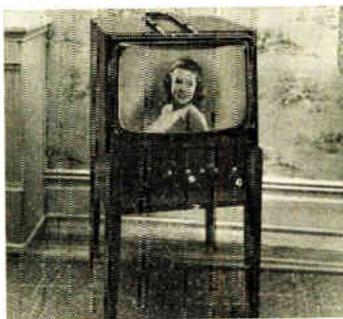


Designed to carry a load of 175 lbs., the antenna rotator, above, is ball bearing equipped, has aluminum castings, is light enough for antenna mast mounting, and is self lubricated. The dial indicator, below, is calibrated with compass points and numbers for indication of exact position of antenna. Input power is 30 watts AC. Rotation is 365 degrees, and one revolution is completed in approximately 50 seconds.

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

### Atlas Magnifier Bracket

Manufactured by Atlas Soud Corp.,  
1441 39th St., Brooklyn, N. Y.

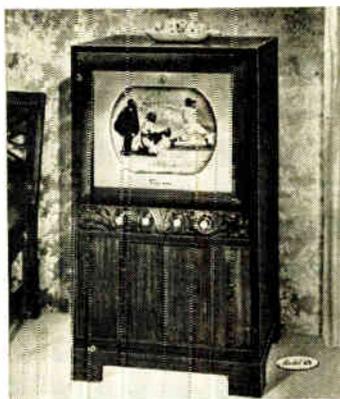


Made to fit all sizes and shapes of table and console models, this trombone slide bracket can be used in both overhead and underneath attachments of television magnifiers. Bracket can be attached with a single screw.

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

### Emerson TV Console

Manufactured by Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City



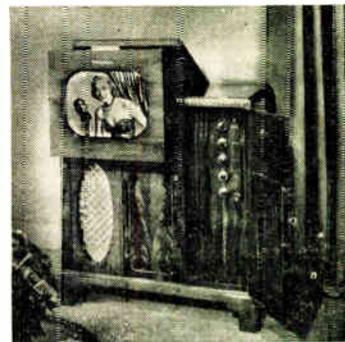
In hand-rubbed mahogany veneers and equipped with a 16-inch direct-view picture tube, this new TV receiver has a 12-inch Alnico V speaker and features "Miracle Picture Lock", automatic gain control circuit for uniform picture contrast and sound control on all stations, and minimum operating controls.

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

Other new product listings appear on pages 26, 32 and 34 in this issue.

### New Westinghouse TV

Manufactured by Home Division,  
Westinghouse Electric Corp., Sunbury, Pa.



With a novel picture mounting designed for a wide-angle view, this new TV receiver features a 16-inch tube which provides a 126-square-inch viewing screen at eye level. Contains 27 tubes, plus five rectifiers and picture tube. Has 10-inch PM speaker, continuously variable tone controls, automatic frequency control, frequency modulation circuit, and automatic gain control. Cabinet is in 18th century design and is made of crotch and swirl mahogany veneers.

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

### Admiral Radio-phonograph

Manufactured by Admiral Corp.,  
3800 Cortland St., Chicago 47, Ill.



In a plastic cabinet less than a foot square, this radio-phonograph combination has a two-speed motor, operating automatically at 33-1/3 and 45 rpms. Has single tone arm and two center posts, each holding up to 10 records. Radio is a 5-tube super-heterodyne circuit, with beam output, automatic volume control and built-in antenna.

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

SEE THIS AMAZING  
\$250,000.00 SERVICE  
AT OUR EXPENSE

SEE FOR YOURSELF  
Why Dealers and Distributors Everywhere  
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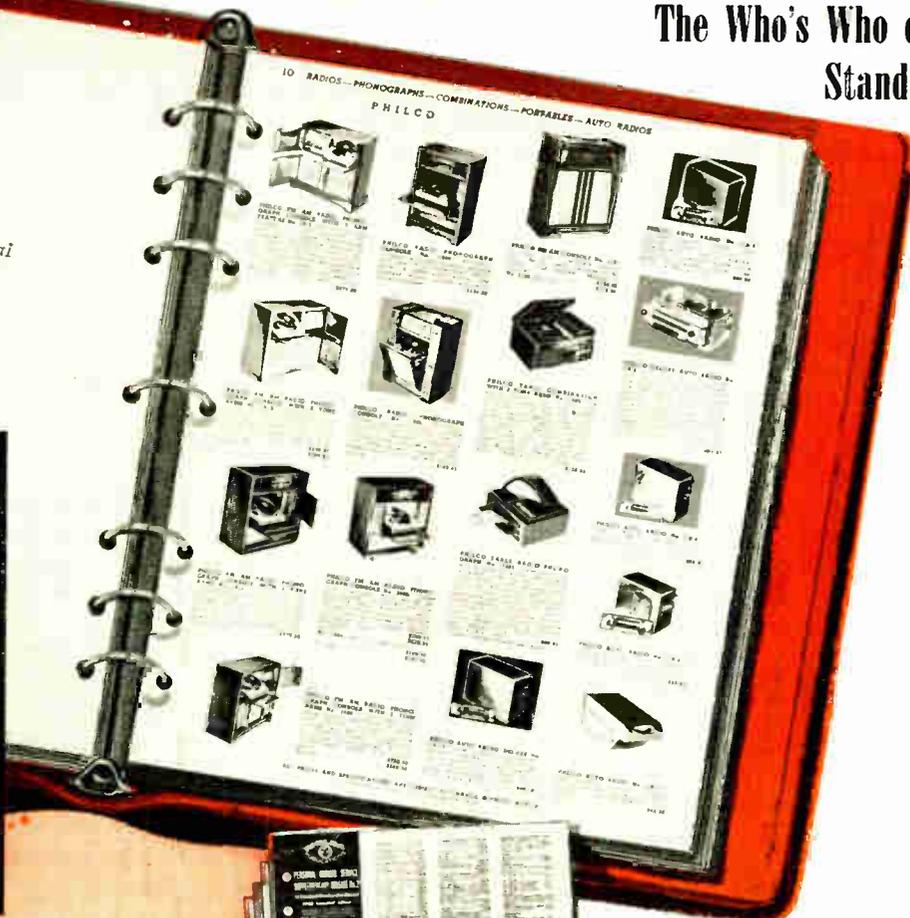
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- BLACKSTONE
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- COMMUNITY
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- CORY
- COUNSELOR
- CREAM KING
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- DEEFPREEZE
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- DETROIT-JEWEL
- DISHAMATIC
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- ESTATE
- EUREKA
- EVERHOT
- EVERSHARP
- FARBERWARE
- FARNSWORTH
- FILTER QUEEN
- FLEX-SEAL
- FLOOR-O-MATIC
- FRIGIDAIRE
- FREE-WESTINGHOUSE
- GAROD
- GENERAL ELECTRIC
- GENERAL MILLS
- GILBERT
- GLENWOOD
- GRAFLEX
- HAMILTON
- HAMILTON-BEACH
- HANDYHOT
- HANKSCRAFT
- HANOVIA
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- KEM
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- LIONEL
- MAGIC CHEF
- MANNING-BOWMAN
- MAYTAG
- MELL-O-CHIME
- MONITOR
- MOTOROLA
- MUSAPHONIC
- NAXON
- NESCO
- NEW HOME
- NORGE
- NU-TONE
- ODIN
- ONEIDA
- OSTER
- PARKER
- PETIPPOINT
- PHILCO
- PILOT
- PREMIER
- PRESS-TO-MAGIC
- PRESTO
- PROCTOR
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- STROMBERG-CARLSON
- SUNBEAM
- SUNKIST
- TAPPAN
- TELECHRON
- TIFOR
- TOASTMASTER
- TOAST-O-IATOR
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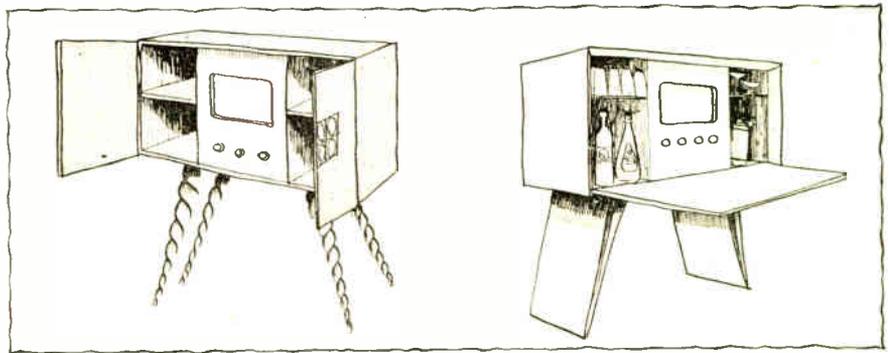


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**T**HERE is nothing more unfathomable in human instincts than appreciation for style and design—in dress, in architectural styles, in furniture, in automobiles, and, of course, in television sets. Specialists can work for years to perfect what they consider will take the country by storm, only to have their wildest dreams shattered because the public just does not take a fancy to what is finally offered. And so the quest for the exact design that will multiply sales goes on. In television cabinet design this is particularly true today.

It is unmistakably true that television has had a tremendous influence on interior decorating, and on furniture and interior design. Whole rooms have been remodeled to accommodate a television set and furniture purchases are now made with one eye on the pocketbook and one eye on the design of the television cabinet that is in, or will go into, the living room. Television is actually credited with stimulating markets that can yield millions of additional dollars worth of new and replacement furniture.

Despite the impact television has had on the design of companion furniture and interior environs, it still remains for manufacturers to come up with a cabinet so designed as to capture the imagination of the mass purchasers. With this in mind, the illustrations on this page are presented as symbolic of a new approach to the designing of television cabinets. The cabinets are the work of Vladimir Kagan. Kagan Designs, Inc., 130½ East 65th St., N. Y.



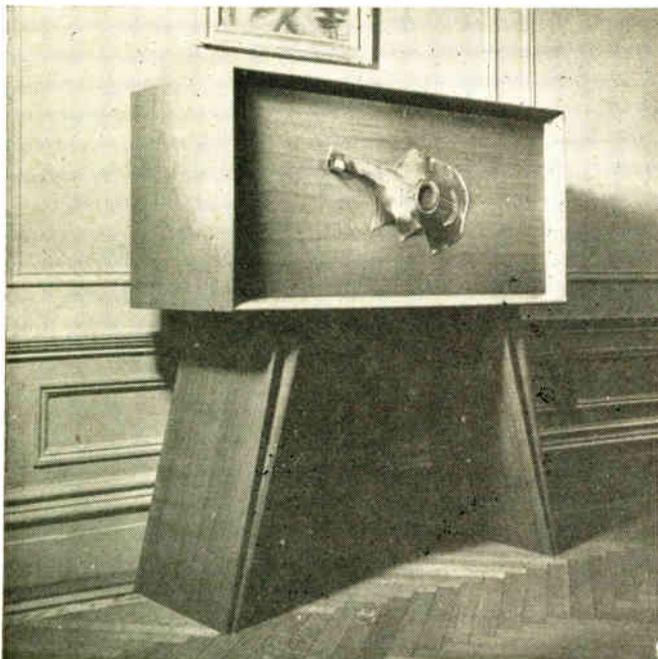
## The NEW APPROACH to TV CABINET DESIGN

These cabinets are custom-built ones, designed by Mr. Kagan and turned to perfection by his father, Yllya Kagan, master craftsman, in the latter's cabinetmaking shop, Kagan Woodcraft Corp.

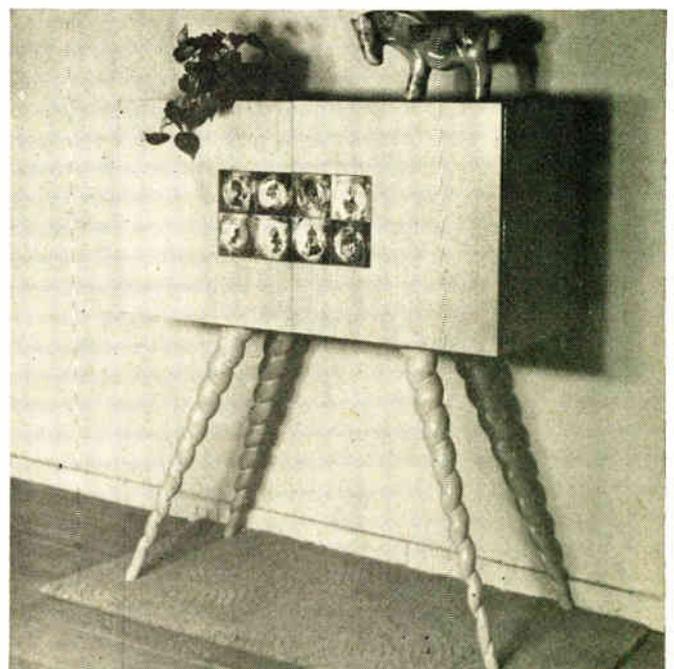
The boldness, originality, and initiative represented by such custom-built work may be what manufacturers eventually work out for their mass-produced cabinets. Even in a buyer's market the public can be captivated by excellence in design, and topnotch cab-

inetry may be just the thing to make consumers less price conscious and more product conscious.

At any rate, one thing is certain. Manufacturers will have to remain alert to the whims of the buying public. The continued originality of TV receiver designs will reflect that alertness. And dealers in the know, who can narrow down those sets which sell to the mass market and who will push them, stand to gain in the long run. That's why TV design is important.



● A novel mahogany cabinet designed for individual tastes. Notice, top, the room for bar on either side of screen.



● This finely-turned oak cabinet with hand-painted tiles also has space nooks beside the screen, top illustrations.

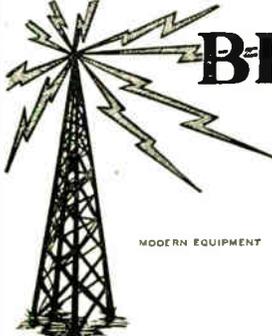
Another radio service dealer thanks Sylvania Campaigns for big rise in business



"THE FIRST DAY'S PROFIT FROM THE MAILING PAID FOR THE ENTIRE THREE MONTHS SERVICE!"

HERE'S YOUR OPPORTUNITY!

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# BENNY'S

## RADIO SHOP

CHIEF KEEPER-UPPER OF YOUR RADIO

411 ARCADIA AVE.  
ARCADIA, FLORIDA

MODERN EQUIPMENT      EFFICIENT AND RELIABLE

March 9, 1949

Hammond-Morgan, Inc.  
9 South Terry Street  
Orlando, Florida

Gentlemen:

Last month your representative showed me his display matter on the Sylvania Direct Mail Advertising campaign for February, March and April.

I placed an order for the series of direct mail cards and received them about two weeks later.

I mailed the first group of cards out on the morning of February 26th about 8 o'clock. Before 2 PM I had a call for service as the result of the mailing!!! Later the same afternoon I had a couple come in to look over new radios. They had received my card regarding repairs and decided that instead of having their set repaired, they would come in and see what I had in new radios. They are at this time about decided on buying a set retailing for \$99.95 plus an FM antenna installation.

I have read the statements of other servicemen over the country about their business increasing 30% and upward as the result of this Sylvania advertising, but I believe the results I have obtained are above anything I have yet heard about. The first day I had made enough profit from the mailing to pay for the entire three months service, and the prospects are that the other two months mailings will bring other business.

I thought perhaps you would be interested in the results I had with this series, and I can tell you now that I hope to increase my mailing list on the next series, and I think I will stick to this form of advertising as long as it is available at such a very low cost.

Yours very truly,

BENNY'S RADIO SHOP



B. McGehee



PUBLIC ADDRESS SYSTEMS

BEST REPAIR SERVICE ON ANY MAKE OR MODEL RADIO

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### Increase your Business with Sylvania's Fall Campaign— **READY NOW!**

Sylvania's September, October, November, and December campaigns are available now. Here's what you receive:

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- 8 Newspaper Ad Mats — two for each month.
- Radio Spot Announcements—several for each month.
- 8- and 12-inch decals for window, door and truck.

Tied up directly with Sylvania's national advertising, these campaigns will boost your business. You pay only the postage on the cards you mail. Sylvania gives you everything else *free*. Write for full details immediately, or see your Sylvania distributor.

# SYLVANIA ELECTRIC

RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS

Sylvania Electric Products Inc.  
Advertising Department R-2808  
Emporium, Pa.  
*Gentlemen:* Please send me full details on your September, October, November, and December Service Dealer Campaigns.

Name.....

Company.....

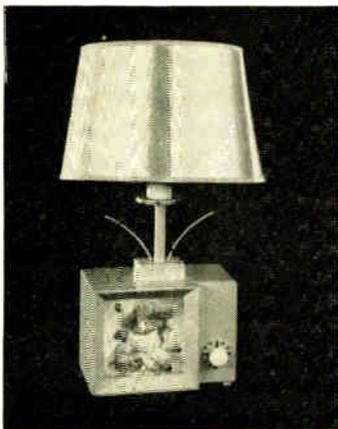
Address.....

City..... Zone.....

State.....

### Television Lamp

Distributed by Alfred Tennyson Co.,  
222 Fifth Ave., New York City

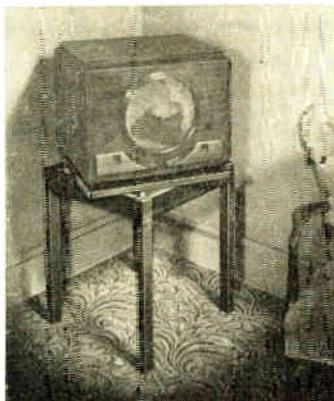


A living room combination lamp for use atop radio and television sets, this shadow box lamp can serve as a TV light or a night light. The single dial style is made with a three-way switch. Shades are pink or blue in satin over parchment.

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

### Porter TV Table

Manufactured by Porter Manufacturing Co.,  
1524 Frederick St., Racine, Wisc.



This table with a revolving top enables a television screen to be viewed from any room angle. It measures 22 inches by 28 inches and stands 28 inches high. Table is available in mahogany or blond. Same style is made without the revolving top.

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

### Bace TV Console

Manufactured by Bace Television Corp.,  
So. Hackensack, New Jersey



Providing 159 square inches of picture, this television consolette by Bace utilizes 26 tubes, four rectifiers, plus the 16-inch picture tube. Has FM sound system, R.C.A. circuits, and improved RF front end tuner. Gives coverage on all television channels.

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

**FILL THAT JOB WITH A  
C.T.I. TRAINED MAN!**



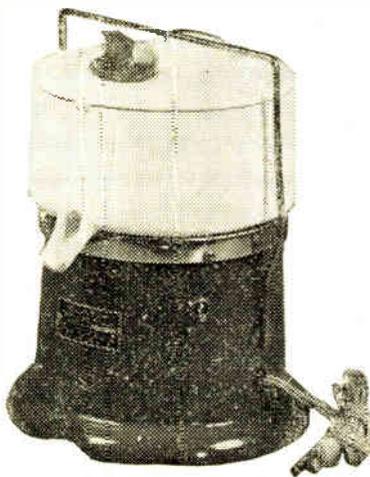
Solve your man-power shortage by employing well-trained, dependable young men who have been trained by Commercial Trades Institute. Our graduates have completed an intensive course in Radio or Television Servicing. Their training has been practical—in well-equipped shops under expert supervision. They've learned to do competent work. To enable you to evaluate the efficiency of C.T.I. training, we'll be glad to send you an outline of the course. You'll find the subject matter extensive, complete, thorough.

We probably have men who hail from your vicinity, but most of our graduates will travel anywhere for a good opportunity. We cordially invite employers to write us for detailed information on available men. (No employment fees). Address:

Placement Manager, Dept. P104-8  
**COMMERCIAL TRADES INSTITUTE**  
1400 W. Greenleaf Ave., Chicago 26, Ill.

### Health Way Juicer

Distributed by Doris Carlin Sales Co.,  
305 West 52nd Street, New York 19, N. Y.



A baked enamel juicer that extracts health juices from fresh vegetables. Has ball bearing motor, stainless steel cutter plate, chrome-plated spinner basket. Bowl is detachable for easy cleaning. Weighs approximately 17 lbs., stands 11½ inches high and is 8 inches in diameter. Enamel base is sea foam, top is white.

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

**Write For  
Your Free Copy  
NEW  
SOUTH RIVER  
CATALOG**

#### Featuring

- Original Chimney Mount Antenna Base
- Duo-Mount Antenna Base
- Duo-Wall Brackets
- Duo-18" Adjustable Wall Brackets
- Duo-Pipe Mounts
- Accessory Hardware
- Adjustable Stand-Offs
- Nail-Ins with Wing Tips
- Screw-Type Insulators

**SOUTH RIVER  
METAL PRODUCTS CO., INC.**

Dept. RJ 17 Obert Street  
South River, New Jersey

THE ONE AND ONLY TRADE-WIDE GUIDE

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

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

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

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



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

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

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

Standard Refrigerator and Freezer Trade-In Manual and Dealer Guide - 1949-1950 Edition - Case-bound, covered in washable green cloth, gold stamped. Pocket size, 4 3/4 x 6 1/2 inches. Lithographed, with more than 1200 photographic illustrations. 320 pages. Price - per copy - \$10.00 (U.S.A.). Foreign Price - \$12.50. Quantity price list available on request.



**PROTECT YOUR REFRIGERATOR AND FREEZER PROFITS!**

All appraisals have been revised to reflect current market factors.

**BE PREPARED FOR YOUR 1949 REPLACEMENT SALES**

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

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

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

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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



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## TV Buying Can Continue with Confidence

In an attempt to clarify the present and future situation with regard to television, the RMA has made public following information: FCC has stated that the 12 TV channels now used for black and white broadcasting will remain intact, and that sets already produced and sold will give purchasers satisfactory service. The industry concurs with the Commission on the need to expand TV to the UHF. When such channels are allocated, inexpensive converters will be able to bring in new channels. Research continues in color TV and when an acceptable system is approved it will have to be capable of being received on present sets with only minor modifications. On this also the industry is in accord with the FCC.

### Recoton Pick-up

Manufactured by Recoton Corp.,  
251 Fourth Ave., New York, N. Y.

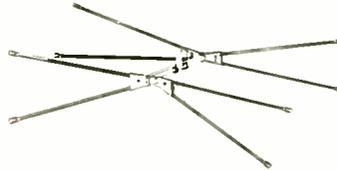


Three-way pick-up with a magnetic cartridge which features a weight adjustment in order to play back phonograph recordings at all three speeds. The magnetic cartridge is developed around an interchangeable stylus for playing the 78-, 33 1/3-, and 45-rpm recordings.

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

### Philson Conical Antenna

Manufactured by Philson Manufacturing Co.,  
156 Chambers St., New York City



This conical antenna features a new center clamp insulated with bakelite. A single wing nut holds all elements (dipoles and reflectors) secure. Made with metal or wooden crossbar, and pre-assembled for speedy installation. Makes orientation possible within 60 seconds.

## A Correction



Due to a printer's error, the Emerson and Trans-Vue product cuts appearing on page 30 of the July issue of RTJ were juxtaposed. This is the "Trans-Vue Cine TV."

With 31 tubes, this console model has a 15-inch expanded picture tube producing a 145-square-inch picture. Complete with AM and FM radio and phonograph plug-in receptacle for any automatic record changer. "Instan-tuner" dial for rapid, sensitive tuning and picture lock control. Cabinet in mahogany with blonde bisque finish.

**NOW!... A BETTER PICTURE OVER A LONGER DISTANCE... PROVED IN SERVICE!**

New Fringe-Area  
**WEPCO**  
TELEVISION ANTENNA

Greater Gain, Combined with Greater Directivity  
... plus Complete Adjustability!

A better product, priced for sales with profit, always means more money for distributors and dealers... and better deal for customers too! That's the new WEPCO Model LD Television Antennas! There's *nothing else like them*—read the features and see for yourself!

- Maximum Directivity—Permits most effective separation of stations on same channel in different directions.
- Highest Gain—You'll be amazed at the picture improvement with WEPCO. Steadier, maximum white-to-black ratio!
- Completely Telescopic—dipole length and boom spacing adjustable to all channels. Eliminates inventory since three WEPCO models take care of all 12 channels.
- Spring-Lock Fastener—makes adjustment easy, and assures good electrical and mechanical connection permanently.

- Adjustment is Simple—no tape measure required; all settings printed on carton.
- Fully Insulated Dipole—eliminates possibility of line unbalance, and reduces noise pick-up.
- Line Impedance Matches Boosters—terminating from 300 to 2700 ohms.
- Hard Aluminum Alloy Tubing—assures long life.
- Mailable Shipping Package—makes shipment to dealers or customers easy. Shipping weight only 7 pounds.

Write today for full information!

Technical Data:  
8.2 db. gain; 5.7 mc. bandwidth; Directivity Ratio, front to back: 32 db.



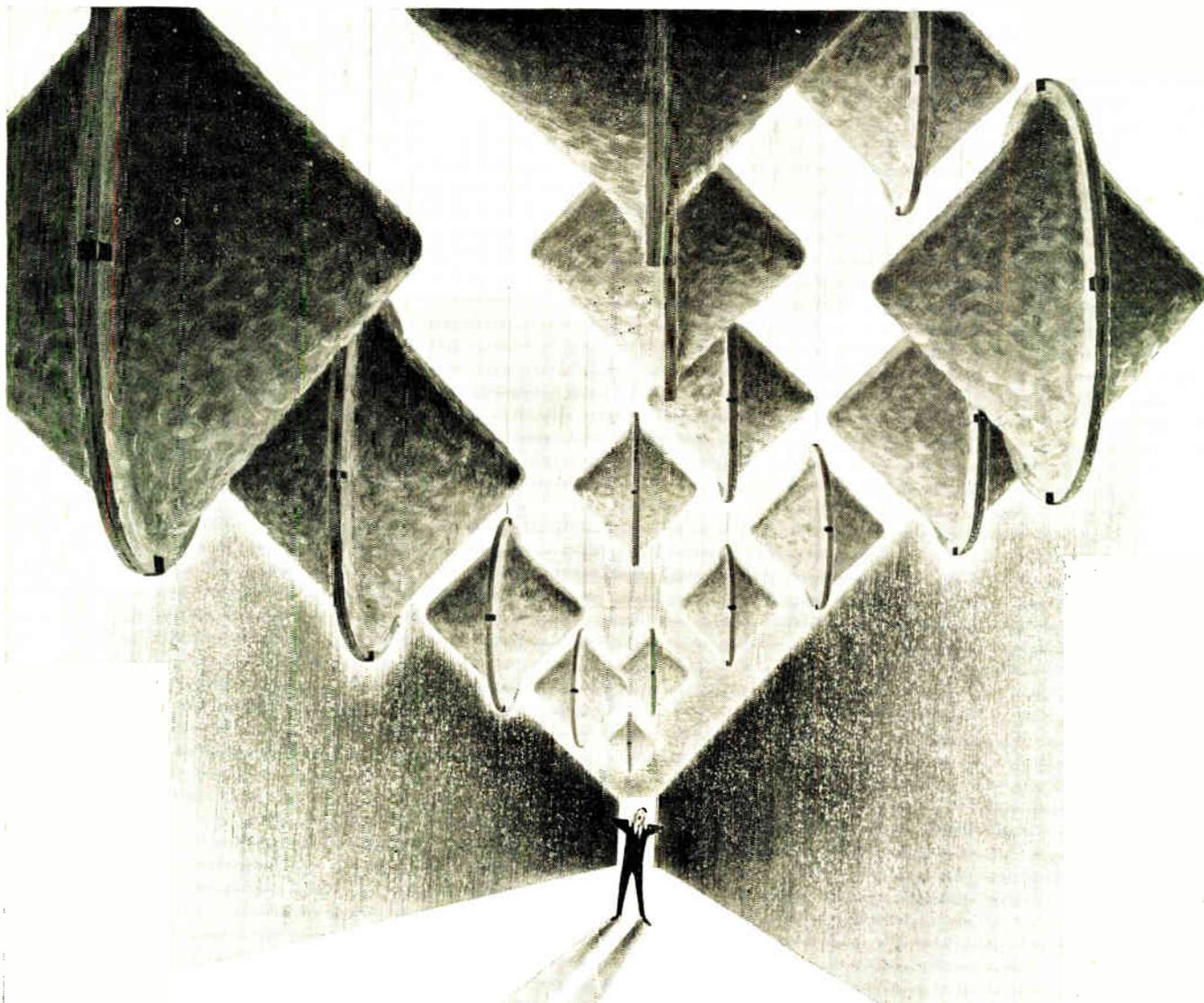
**WALTER E. PEEK, INC.**  
2842 W. 30th Street • Indianapolis 22, Indiana

The Most  
Progressive Name  
In Television



TELEVISION  
CORPORATION

137-9-41 Duane Street  
New York 13, New York



RCA scientists find way to combat noises in rooms where normal sound control methods are impractical.

## *These "Cones of Silence" smother sound!*

You think of RCA Laboratories—in part—as a place where scientists work with *sound*, for radio, television, phonographs. This is true, but they are also deeply concerned with *silence*.

One example is a recent RCA development, a way of killing clatter in places where conventional sound-conditioning—with walls or ceilings of absorbent materials—would get in your way. Overhead pipes, ducts or

other fixtures might prevent the installation of a sound-absorbent ceiling—and you wouldn't want to blanket a skylight.

RCA's invention solves the problem in this way: Cones of sound-absorbent substances are clamped together base-to-base . . . then hung in rows where not in the way. Light, inexpensive, easy to install, these "Cones of Silence" convert sound waves into heat energy, and will absorb from 60% to 75% of the clatter in a noisy room.

### **How you benefit:**

Development of this functional sound absorber indicates the type of progressive research conducted at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

*The newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.*



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*

# New Appointments

McDonough, Bagg and Holsinger round out Sylvania Electric's executive TV sales staff, C. W. Snider named Sparton advertising and sales promotion manager, Radzwiller to merchandising post at Krich-Radisco, Carmine elected Philco executive vice-president,

## To Head Sylvania's TV Sales Staff



JOHN K. McDONOUGH

C. K. BAGG

BEN O. HOLZINGER

● *Sylvania Electric Products, Inc.* has completed its executive sales staff for its television receiver line with the following appointments: John K. McDonough, formerly with the Ford Motor Co. and Commercial Investment Trust until he joined Sylvania in 1943, to the post of director of sales; C. K. Bagg, formerly account executive at Newell-Emmett, to the position of sales manager; and Bernard O. Holsinger, formerly in advertising and sales promotion positions with Rudolf Wurlitzer Co. and American Sales Book Co., to serve as advertising and sales promotion manager.

● Charles W. Snider has been named advertising and sales promotion manager at *Spartan Radio & Television*, Jackson, Mich. Mr. Snider was formerly assistant to Harry G. Sparks, president of Sparks-Withington Co., the parent organization.



C. W. SNIDER

● Sy Radzwiller has been appointed director of merchandising and sales promotion for *Krich-Radisco, Inc.*, Northern New Jersey distributor of radios, television and major appliances. An editor of *Retailing Daily* for the past five and a half years, Mr. Radzwiller will coordinate Krich-Radisco's merchandising, advertising, sales promotion, public relations and publicity programs.

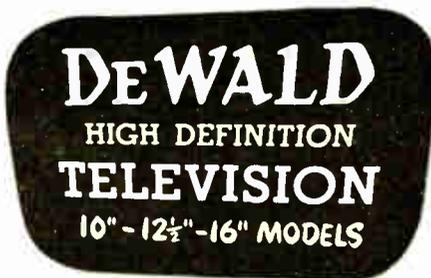


SY RADZWILLER

coordinate



Model CT-101  
16" Tube



QUALITY . . . PERFORMANCE . . .  
VALUE . . .

You'll find all the things that make satisfied customers, increase sales and profits, in the new DeWALD Line of Television and Radio.

Quality Proven for More  
Than a Quarter-Century

NOW AT NEW LOW PRICES

JOBBERS — REPRESENTATIVES

Some choice territories now available.  
Write for full information.

in RADIO and TELEVISION for SOMETHING BETTER, it's **DE WALD**

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

● James H. Carmine has been elected executive vice-president of *Philco Corp.*, Philadelphia, Pa. Mr. Carmine has been with Philco for over 25 years and for the past two years has been vice-president-distribution, responsible for the development of product lines, as well as sales, merchandising and advertising activities of the corporation.



JAMES H. CARMINE

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• The receiver division of the **General Electric Co.**, Electronics Park, N. Y., has announced the licensing of Edwin I. Guthman and Co., Chicago, Ill., as manufacturers of GE's new horizontal sweep and high-voltage transformer for television receivers.

• **American Television, Inc.**, Chicago, Ill., has begun manufacture of direct-view television receivers of various sizes and models. Under U. A. Sanabria, president, and Dr. Lee DeForest, director of research, the firm has had a hand in TV inventions and developments, and has also trained television technicians in three Chicago schools.

• Consolidated net income of **Sylvania Electric Products, Inc.**, for the second quarter of 1949 came to \$378,252 from net sales of \$22,556,653. This compared with a net income of \$948,565 for the second quarter of 1948, realized from net sales of \$23,662,547 for that period. For six months of 1949, ended June 30, sales of \$49,665,548 compared with those amounting to \$48,210,076 for the first six months of 1948.

• **Motorola, Inc.**, Chicago, Ill., reports sales for the first six months of 1949 which provided net earnings of \$1,908,255.95, or \$2.39 per share. This compares with earnings for the corresponding period last year of \$1,650,039.82, or \$2.06 per share. Sales for the six months totaled \$33,822,368, seven million more than for the same period in 1948. The Chicago firm recently expanded its manufacturing plant by 40 per cent to increase TV set production.

• Net sales of the **Magnavox Co.** totaled \$4,600,000 for the three months ended May 31, 1949, \$600,000 ahead of the same period for 1948. Sales for June continued ahead of the same month last year, \$1,600,000 as over against \$1,000,000.

• **Tele-Tone Radio Corp.**, N. Y., has appointed the following distributors to handle its complete line of radio and television sets: Sutcliffe Co., Louisville, Ky., for Kentucky and Southern Indiana, and Lew Bonn Co., Minneapolis, Minn., for Minnesota and sections of Western Wisconsin.

• **Philco Corp.**, Philadelphia, Pa., has named the James E. Miller Co., Inc., its new distributor for a complete line of Philco products for the Pittsburgh, Pa., area. The new distributing firm has become a fixture in the area's home appliance field in the last several years.

• **John F. Rider Publisher, Inc.**, N. Y., has appointed Massey Associates to represent that firm in the following eastern cities: Harrisburg, Philadelphia, Scranton, Williamsport, Bethlehem, Lancaster, Pottsville, Sunbury, York, Easton, Norristown, Reading, and Wilkes-Barre in Pennsylvania; Camden, New Jersey; and in the states of Delaware, Maryland, and Virginia, in addition to the District of Columbia.

• **Starrett Television Corp.**, N. Y., has appointed the following representatives from coast to coast: H. F. Bell Sales Co., 709 Beacon St., Boston, Mass., for Massachusetts, New Hampshire, Rhode Island and Vermont; Logan Sales Co., 530 Gough St., San Francisco, Calif., for Northern California; Symphonette Corp., 112 E. Walton Pl., Chicago, Ill., for Northern Illinois, Northern Indiana and Wisconsin; and Norman M. Sewell, Inc., Lansdale, Pa., for Eastern Pennsylvania and

### Things to Come in TV Sales

(Continued from page 13)

Bar installations went up 60 per cent, club installations 122 per cent. In numbers these sales are necessarily limited, but firehouses, hospitals, candy shops, restaurants and other public places still afford virgin territory for the aggressive dealer who goes after the commercial TV market with a vengeance.

Among Videotown dealers there appeared no guaranteed formula for success, except possibly a constant ability to keep pace with the expanding market and to adopt the very latest in aggressive selling techniques that market required. The number of TV-owning families increased from 208 to 1,241. Videotown dealers sold to 87.2 per cent of these families. In all, 38 different dealers were mentioned. The top four dealers did 50 per cent of the business, the top 12 did 90 per cent. One dealer showed a 3.2 per cent loss in his share of the business, another climbed by 4.5 per cent, while a newcomer sold 4.2 per cent of the sets. Evidence was that every dealer, whether in Videotown or elsewhere in the country, must keep his eye on the television market. No falling off in interest in television is as yet apparent. In the broadening market, dealers are therefore faced with the challenge to know their products, know their markets, and know their selling techniques. These are the merchandising factors which will bring smiles to dealers' faces because these factors keep cash drawers top-heavy.

# Recordis

GIVES YOU



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

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



WORLD-FAMOUS  
HOME RECORDING  
BLANKS

SEND FOR THE NEW  
COMPLETE RECORDISC CATALOG

"You Take No Risk With Recordis"

THE  
Recordis  
CORP.

395 Broadway, New York 13, N. Y.



**AUGUST • 1949 • VOL. 66 No. 8**

**From Class to Mass**

When television was originally offered as a new entertainment medium to the American public, and the sales curve of receivers began sweeping upward, TV sales were largely confined to a class market. The test towns and the surveyed communities indicated that upper income bracket people seemed to have the keenest desire to be set owners. They seemed least bashful about putting money on the line. Most manufacturers made a bid for this "carriage trade," by producing receivers in the higher price range. Some manufacturers even catered exclusively to the upper income market, confining their production schedules to quality and custom-built sets.

But the recent showings of television wares at the Hotel New Yorker during the NAMM convention was visible testimony that the notion of television being a class market got its final whack on the head. Even those manufacturers who long have concentrated on the class trade seem to have had a change of heart. They are facing up to the cold realities of television. The desire to be a set owner is not limited to any class. But getting that money on the line for the final purchase is definitely tied to the contents of the pocketbook. And the quality TV manufacturers are now making sets that have "pocketbook appeal," as the models shown at the New Yorker indicate.

The latest apparent acknowledgement by some manufacturers that television is a mass market product is not the first sign that the market potential has broadened tremendously in the past two years. Surveys are beginning to show that families earning less than \$5,000 a year far outnumber upper income families as set owners. Middle bracket families present a fertile field for television set sales. And the number of families in the lower income groups owning television sets is close to the total upper income bracket families owning TV sets.

In TV's distinct emergence as a mass rather than a class market, manufacturers, distributors and dealers alike can find cause for rejoicing. There are now millions of ordinary families which can be added to the lists of potential TV receiver buyers.

**Ring Bells. Ring Up Sales**

One of the most novel twists given the oldtime door-to-door canvassing was that dreamed up by a midwest television dealer. With a modern version of the iceman's card, appropriately tied to TV, he has been doing both sides of the street, hanging cards on doors where TV aeriels are not in evidence. If a prospect is interested in television, he merely indicates his desire by reversing the card, and this dealer promptly arranges for a home demonstration.

Dealers have many times let sales go begging, shying from canvassing. Two chief reasons have been responsible for this. In the first place, slick house-to-house operators have put such selling on a precarious basis and customers are wary of any and all who peddle at the front or back door. Such distasteful practices have strengthened a second stumbling block to canvassing sales—a feeling among dealers that door-to-door selling attaches a stigma to their businesses.

Television now affords dealers a means by which they can overcome their timidity about neighborhood canvassing. Now that alert dealers have discovered that mobile TV salons can sell to stay-at-homes, dealers everywhere have an excellent vehicle with which they can tie-in their house-to-house selling. The mobile salon can be used for street corner demonstrations. A dealer can send his salesmen out on feeler calls, and can arrange for individual demonstrations in the homes of prospects.

A dealer in a specific geographic location should look to canvassing as an appropriate source of neighborhood sales. He should, in fact, make a list of prospects. And when he sets out to sell from house-to-house, he should have no feeling that he is stepping out of line, or that he is degrading his business. Television has given him a new springboard for canvassing sales. And such appropriate action amounts to aggressive selling in a stiffening competitive market.

**August • 1949**

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**WELIN DIVISION, CONTINENTAL COPPER & STEEL INDUSTRIES**.....Fourth Cover  
*Agency: Homer Harding*

# Terrific Volume for you

## IN THE NEW *Trans-Vue* CINÉ TELEVISION LINE!

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

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

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

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

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

Investigate The Trans-Vue Inventory Insurance Policy!

Some Territories Still Available For Distributorship

**WRITE... WIRE... OR PHONE**



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



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



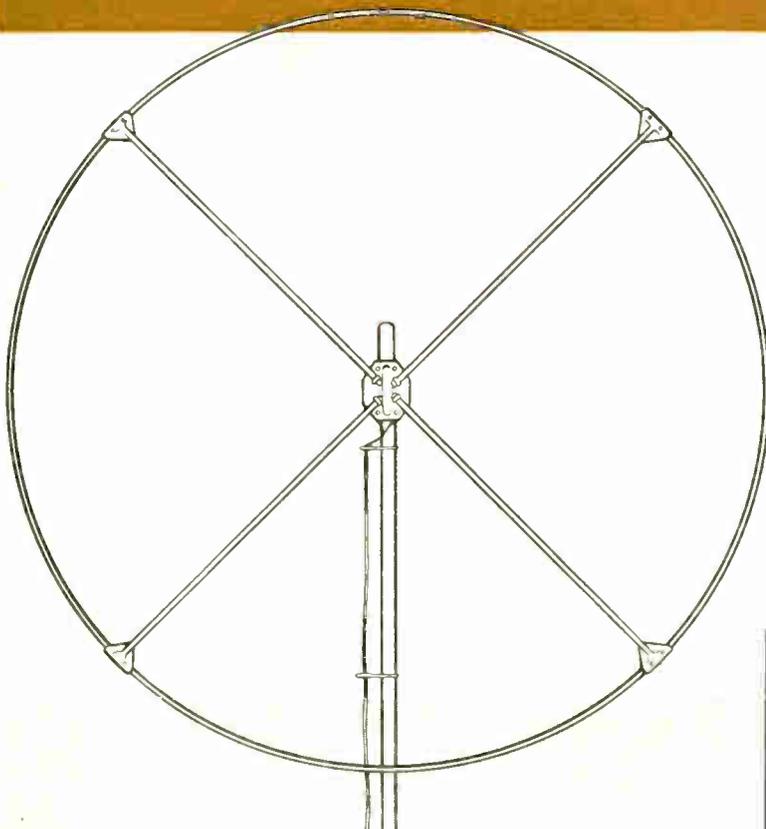
Ciné 90X—incorporates all of the features of the Ciné 90XFM but designed for televiewing exclusively.

# Trans-Vue

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

# Welin CIRCLE X

## AMERICA'S FOREMOST TV ANTENNA



- ALL CHANNEL RECEPTION
- ONE ANTENNA — ONE LEAD IN
- PROVIDES CLEARER, SHARPER PICTURE
- EXTREMELY HIGH SIGNAL STRENGTH
- ELIMINATES GHOSTS
- ELIMINATES REFLECTORS
- QUICKLY ASSEMBLED AND INSTALLED
- LESS VIBRATION
- LIGHT WEIGHT — 1½ LBS.

**AN ANTENNA  
OF PROVEN  
QUALITY**

The Welin Circle "X" television antenna has extremely high signal strength and it eliminates the necessity of having rotors, it is quickly assembled, easily installed, structurally sound, has less vibration, no reflectors to align, requires only one lead-in, and is perfectly matched to 72, 150 and 300 ohm receiver input circuits.

Dealers can reduce their service recalls by using the Welin Circle "X". It provides a satisfied customer on first installation.

The Welin Circle "X" has been field tested and has proven far superior to other antennas. In addition to outdoor service the Welin Circle "X" has given outstanding reception when installed in attics 30-40 miles from the transmitting station.

\$25<sup>00</sup>  
LIST

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