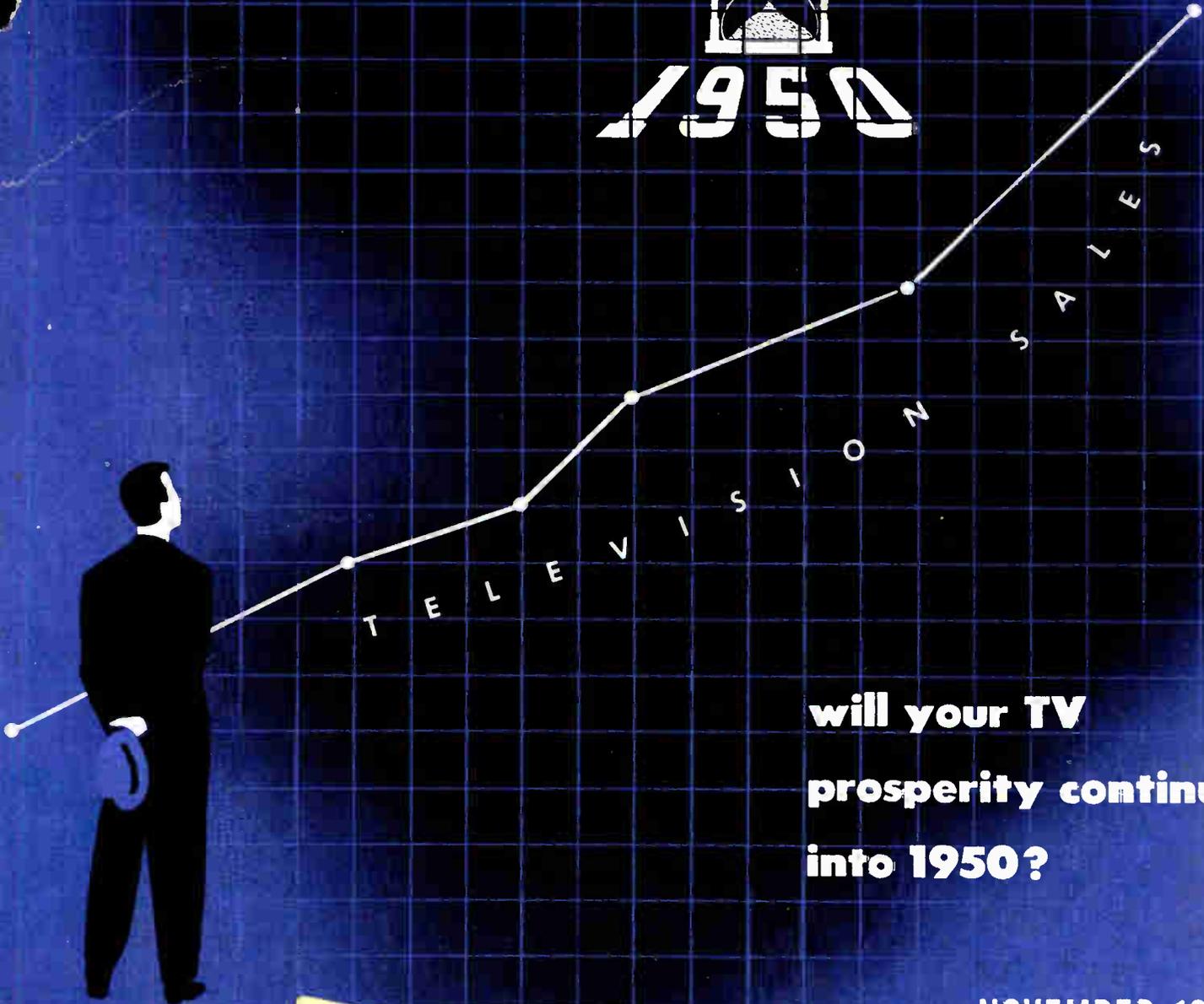


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Radio & TELEVISION JOURNAL



1950



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NOVEMBER 1949

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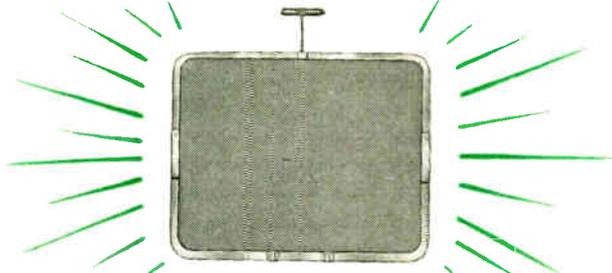
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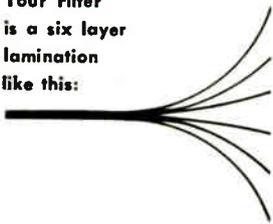


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*For receivers having round screens, use next larger size filter.

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NOVEMBER • 1949

VOL. 66

No. 11

Television • Radio • Appliances • Records-Component Parts



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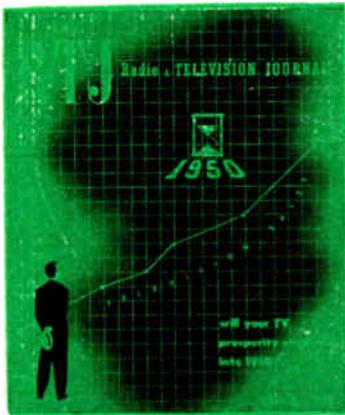
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Circulation Manager MARY LOUISE KAUFFMAN



The Cover What are the prospects for continued television prosperity next year? Quite good, says one industry leader. See page 21 in this issue. But to enjoy TV prosperity in 1950, a business must remain solvent. See "How to Keep from Going Broke," pages 22 and 23.

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Radio & Television JOURNAL • November, 1949

DU MONT LEADS THE INDUSTRY WITH

big screen

TELEVISION



Today, with the whole trend to bigger and bigger screen sizes, DuMont is out in front with the Life-size screen—an honest 203 square inches on the new short-neck 19-inch tube.

This is not only the largest tube in quantity production, it offers many other advantages. Its short neck gives a shorter beam throw and a sharper focus; it fits in a smaller, better proportioned cabinet.

From the very start, DuMont has been the industry's leading advocate of big-screen, direct-view television. DuMont has been making 20-inch tubes since 1939. Now everybody is climbing aboard the big-screen band-wagon—but don't forget, it's still DuMont in the driver's seat.

DU MONT *First with the finest in Television*

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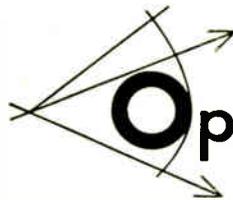


from **THE NATHAN HALE**
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with 12½" picture tube

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16" picture tube



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TELEVISION ROUNDUP

A Colorful Battle

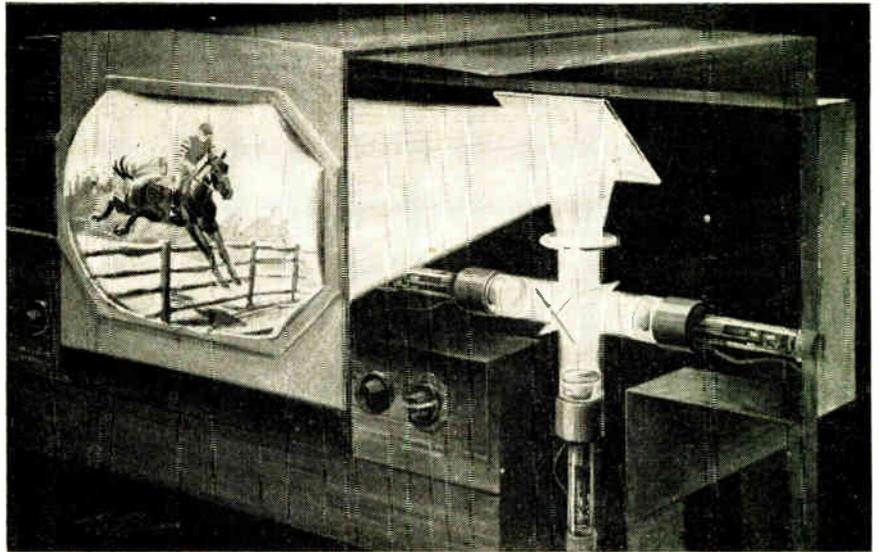
The October issue of RTJ cautioned readers, "Don't Go Color Blind on TV Selling Now." It also predicted that it would be quite some time before any acceptable color set was available to the buying public. This prediction seems to have been borne out by developments since then. First, the FCC asked that the three major proponents of color TV systems submit their color receivers to the commission's laboratory at Laurel, Md. for comprehensive tests. This action came after weeks of protracted hearings in Washington during which the Commission saw several demonstrations by CBS and RCA. Color Television, Inc. of San Francisco, could not demonstrate in Washington, explaining that this was due to a lack of portable equipment.

Important to note is that the FCC's order means a delay of many, many months while it is testing the competing systems. In the meantime, it is reasonable to expect that other color systems will be offered, requiring additional tests. It all adds up to the fact that color television, as everyone knows, is around the corner, but just how far away that corner is no one really can know. Best guess is that it's at least two years away.

What is important to the development of the industry, however, is not the battle royal between the several firms which now have workable color systems, but whether all the talk about color is having a detrimental effect on current TV sales. Happily, this is not the case, as present sales seem to testify, but now comes some direct proof from Paul Raibourn of Paramount Pictures, Inc., speaking before the first fall meeting of the American Television Society in New York. "Television expansion is not being slowed up by talk of color. For a time, the whole country was fooled by words. But now we know. Black and white television is not frozen!", says Mr. Raibourn, pointing out that television is the only instrument in a long time which has the potentialities of the mail-order catalogue in showing people what they want to buy along with some interesting entertainment and will do more to expand distribution than even the mail-order catalogue or the chain store ever did.

"Many people are trying by conscious thought to point out the way that television should go. Adams, Marx,

Color — That Is The Question



This cutaway view shows the RCA color television converter, using small projection kinescopes and refractive optics. One of some six color systems under consideration by the FCC, like the others it has been the source of many conflicting viewpoints.

Spengler, and the historian Toynbee all agree that conscious thought plays only a small part in molding the fate of men. So smart individuals will ride the wave of the future which is television to economic heights which were undreamed of 20 years ago. The only thing we most certainly can count on if the industry is left alone to develop naturally." Mr. Raibourn feels, "is a circulation of 40,000,000 television receivers in this country by 1956."

So no matter what the confusion about color, television continues to make its giant strides.

Ever Upward

New market research studies conducted by General Electric Co. indicate that 5,600,000 television sets will be in use by the end of next year, and this figure is expected to jump to 19,300,000 five years from now. But despite this great public demand for television, G. L. Roark, New York electronics sales manager for G. E. cautions dealers that they must return to the old fundamentals of selling in which service to the consumer plays a major role in the over-all transaction. Pointing out that the public is inclined to forget that TV sets, like automobiles, are being made with various features, Roark suggests to dealers that "the more the consumer gets in the way of TV features the more he can expect to pay

for them. The public already can choose from a price range of from \$99 to \$2,500."

Radio and TV Week

Radio and television dealers in more than 500 cities and towns of the United States observed National Radio and Television Week during the period Oct. 30-Nov. 5th, with window displays and advertising calling attention to new lines of receivers in both video and audio field. Many dealers offered radio and television receivers as local prizes as part of the contest sponsored by local chapters of the U. S. Junior Chamber of Commerce in promoting the "Voice of Democracy" contest for high school students. Last year this contest attracted 250,000 entries.

Take No Action

In line with the FCC's decision to test all competing color television systems, Michael L. Kaplan, president of the Television Manufacturers Association wired the FCC: "The TMA urges your commission to take no action in designating any specific color system now before you. At this early stage of the art of color, development and experimentation have not gone far enough to warrant the adoption of any one color system. In the public interest, we believe no such system has yet been presented and demonstrated to meet these requirements."

America's Smart Set

Admiral

FIRST in TELEVISION

*More than ONE out of every TWO television combinations
sold is an Admiral . . . more than 57% of the entire industry output!*

The first six months of 1949 have witnessed the rise of Admiral Corporation to leadership in America's fastest growing industry . . . television. Note these comparisons:

For the first six months of 1949 total sales of the television industry were 206% greater than for the first six months of 1948.*

Television sales of Admiral Corporation, however, were 450% greater . . . an increase more than double that of the television industry. And Admiral sales for the second six months are expected to be 167% greater than for the second six months last year.

Prominent in Admiral's growth is the dominant position it has achieved in television combinations. This type of set receives television, AM and FM radio, and includes, in Admiral's case, a phonograph that automatically plays all types of records.

*During the first six months of this year, Admiral built and sold more television combinations than all other makes combined . . . more than 57% of the entire industry output.**

When all types of television sets are considered, consoles and table models, as well as combinations, Admiral currently is producing approximately 25% of the entire industry output measured in dollar value.

From the beginning Admiral recognized that television is more than a plaything for high income groups . . . recognized television's potentialities for bringing a rich variety

*RCA Licensee Figures

of entertainment and education, day in and day out, to those needing the entertainment and education most . . . the lower income groups.

Immediately, therefore, Admiral began the application of mass production methods to the manufacture of television. The economies obtained were regularly passed on to buyers in the form of better television sets at lower prices. Other manufacturers necessarily followed Admiral's leadership. The result has been a constantly expanding market for television.

Within the last few weeks an amazing transformation has taken place in the nature of the demand for television. Until just recently many people still classed television as a novelty, a fascinating invention, but a purchase that could wait until other things had been bought.

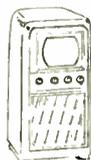
Today television has arrived. It is "first" on the shopping lists of millions of families. The demand exceeds anything anticipated, or even dreamed of. Its future growth now can be foreseen patterned after the radio industry, with not one, but two or more television sets in the typical American home.

For this next stage of television's growth Admiral now is planning, just as it did for the first . . . to give even greater values, and thus make available to the maximum market all the entertainment and education television has to offer.

Admiral Corporation CHICAGO 47, ILLINOIS



20X11—10"
Table TV, \$169.95



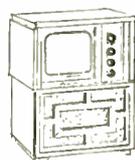
20X122—10"
Console TV, \$199.95



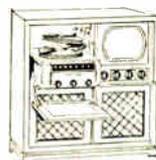
20X136—12½"
Table TV, \$249.95



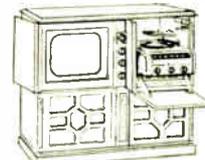
20X145—12½"
Console TV, \$279.95



25A15—16"
Console TV, \$399.95



30F15—12½"
TV Combination, \$399.95



4H126—16"
TV Combination, \$695.00

Some prices slightly higher south and west—subject to change without notice

★ SEE! HEAR! ON TELEVISION! SPONSORED BY ADMIRAL! "STOP THE MUSIC," ABC-TV NETWORK, THURSDAYS, 8 P.M., EST
ALSO "LIGHTS OUT," ALL NBC-TV STATIONS STARTING NOVEMBER 7

Radio & Television JOURNAL • November, 1949

11

Proper TV Viewing

Six to 10 feet is generally conceded to be a comfortable viewing distance for television receivers with 15- to 19-inch picture tubes, says Dr. Theodore H. Conklin, president of the N. Y. State Optometric Association. "It is fallacious to think that large screens require viewing from distances of no less than 20 feet as many people believe," says Dr. Conklin, adding, "moving back 10 feet forces the eye to look at an optically smaller image. It is a physical law that the larger the visual target, the easier the visual perception." He further noted that, according to scientific studies, the nearer television screens approach the size of standard home movie screens, the better for the viewer's eyes, and expressed gratitude that manufacturers were producing an increasing number of 15- to 19-inch tubes and that the public was accepting them.

As a warning to viewers, Dr. Conklin pointed out that line of sight should be perpendicular to the screen. This prevents distortion and makes it easier for the eyes to coordinate images received. He cautioned that parents not allow children to watch television at a distance closer than six feet. Otherwise harmful visual habits will develop, he warned. Use of a mild, indirect light in the viewing room reduces contrast between screen and surroundings, he said, adding a note on tuning. Tone setting, he advised, should be adjusted before the picture is turned up to desired brightness.

TV Dealer Association

The National Television Dealers Association, Inc., has been incorporated under the laws of Maryland, Edwin A. Dempsey, executive director. Purpose of the organization is to raise and help maintain higher standards of advertising, merchandising and servicing throughout the industry. Specifically, Article II of the association's by-laws states its purpose as "to promote the best interests of retail television dealers, to unite members of the television retailing industry in all lawful measures for its common good, and to those ends to engage in any or all proper trade association activities."

Members of the association are to be those individuals, partnerships, or corporations engaged in retailing television equipment at a regularly established place or places of business and who, after applying and paying dues, are elected to membership by the board of directors. Annual meetings to take up business of primary concern to the organization are provided for.

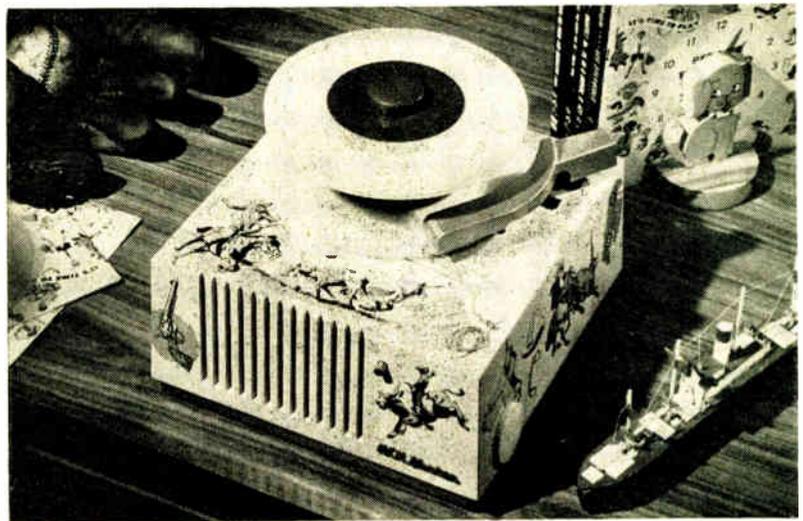
Color Television Is Around the Corner— But What a Corner!

Hopes for early introduction of color television broadcasting have been blasted by H. C. Bonfig, vice-president of Zenith Radio Corporation. Zenith manufactured for Columbia Broadcasting System the three-color receivers demonstrated last month before the Federal Communications Commission, as well as those used at various medical conventions for the portrayal of surgical operations in color. There is today no system of color television with which "both the public and the (radio) industry could live," declared Bonfig in a recent speech. Stating that after an acceptable system of color television was developed it would require field testing throughout the country, followed by "the long, tedious process of designing and manufacturing commercial color transmitters, and the equally complex job of developing and building color receivers at a price within the public purse," Bonfig asserted that "nobody, anywhere" knows what color receivers will cost in mass production.

Discussing the three different color systems proposed to FCC, Mr. Bonfig pointed out that the one for which Zenith had built receivers employs revolving mechanical discs. To produce a 16-inch direct-view picture, this system would require a 36-inch revolving disc. "Black and white television started more than 20 years ago with revolving discs, but got precisely nowhere until an all-electronic system was found which eliminated those revolving discs. I do not believe that, in color television, we are going to take a step backward to the revolving mechanical discs of yesteryear," emphasized Bonfig.

Designed for the Children's Phonograph Market

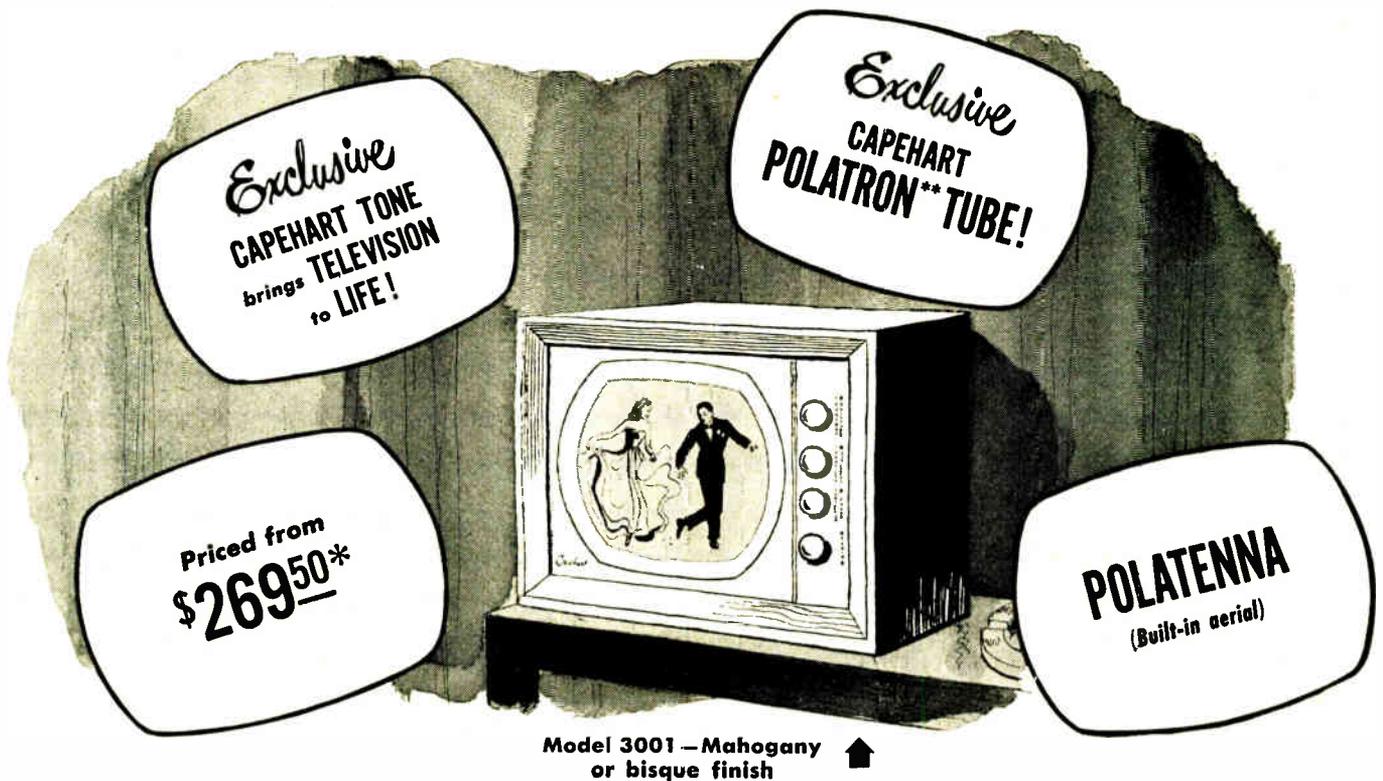
RCA Victor has adapted their famous 45-rpm players to the children's phonograph market and the Christmas gift-buying season into a neat sales package that will appeal to millions of children who love Roy Rogers and the Walt Disney characters.



The latest additions to the RCA phono line are phonographs, not toys, and are exact replicas of RCA Victor's popular automatic, self-contained 45-rpm phonograph (Model 9-EY-3). Each features its own built-in amplifier and loud-speaker, and plugs into any AC power outlet.

The new additions have been spruced up with novel cabinet finishes to appeal to young music lovers. The Walt Disney number is colorfully illustrated with such familiar and lovable characters as Snow White and the Seven Dwarfs, Bambi, Pinocchio and Pecos Bill. Packaged as a gift feature with this instrument is a "Little Nipper" album of yellow-colored, non-breakable 45-rpm records of "Peter and the Wolf." The Roy Rogers model has been designed for the more western-minded music lovers, featuring picturesque cowboy illustrations, together with a message from Roy Rogers and his famous horse, "Trigger."

EVERY *Capehart* **DEALER HAS**
THE OUTSTANDING TELEVISION
SALES STORY OF THE YEAR!



Model 3001 — Mahogany or bisque finish ↑

WHAT A WINNING COMBINATION Capehart dealers have for support today! . . . Capehart true-timbre tone . . . Polatron** tube . . . Polatenna, Capehart's built-in aerial . . . and a modestly priced line held to fighting-trim size!

Every Capehart dealer has a line of products that is now backed by the financial strength and the technical resources of the great International Telephone and Telegraph Corporation. Through the association of Capehart and I T & T, Capehart now adds I T & T research facilities to round out its own advanced laboratory techniques.

You can profitably sell television by Capehart! Because you have the prestige of a quality line with a record of customer satisfaction. Because you are backed by powerful national advertising. And because you have the further benefit of the Capehart discount policy which permits a *profit* on merchandise that is sensibly priced to *sell*.

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

**T. M. Reg. *Western prices slightly higher



CAPEHART-FARNSWORTH CORPORATION

Fort Wayne, Indiana

New TV Records

As the radio and television industry celebrated National Radio and Television Week, and the 29th birthday of radio, it had cause for further jubilation over record-smashing television production. The Radio Manufacturers Association reported member-companies had manufactured 224,532 television receivers during the four weeks in September, topping by far the 185,706 TV sets made in August. Total industry production for the month was estimated at 265,000 TV receivers, a rate still not able to cope with fall and winter market demands, according to trade reports.

September's record production made the 1949 total of TV receivers reported by RMA soar to 1,402,840. This represented more than three times the total for a corresponding three-quarter period in 1948. It also meant that the average weekly production of TV sets runs better than 56,133.

FM and FM-AM radio production rose from 64,179 in August to 70,936 in September. In addition, 43,436 TV receivers reported were equipped with FM reception facilities. As with television, radio production was also running behind public demand.

For a Simplified TV Set

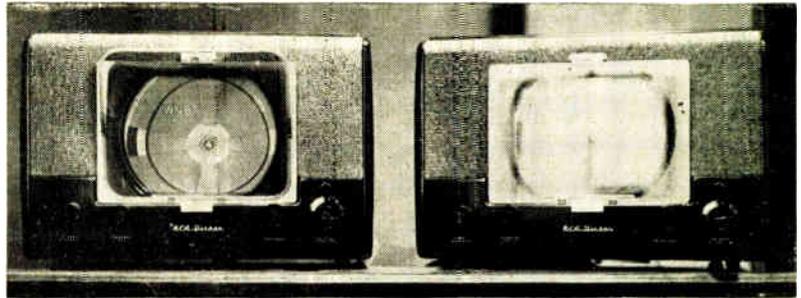
Prospects of a simplified TV receiver and improvement in television picture contrast were broached at a meeting of members of the engineering department of the Radio Manufacturers Association and the Institute of Radio Engineers, at the Hotel Syracuse, Syracuse, N. Y., recently.

According to W. B. Whalley, of the Physics Laboratories, Sylvania Electric Products, Bayside, N. Y., the study of television receiver simplification "commenced with an analysis of basic television requirements capable of yielding high quality performance. It revealed that simpler and therefore less expensive circuits will give high quality television reception. With fewer components there should be fewer failures and less need for servicing. One way in which simplification is possible is through the development of multi-purpose tubes in which three distinct functions are provided simultaneously in one tube in contrast to three tubes used in current design."

In a paper entitled, "An Evaluation of Television Viewing Tubes," A. E. Martin and Dr. R. M. Bowie, of Sylvania Labs, pointed out that "tint or color in filters is of questionable value." They admitted a real advantage in filters in their ability to alleviate the loss of contrast due to reflections and the like.

New TV Filter Utilizes First Application of Circular Polarization

An improved Polaroid television filter which boasts an exclusive "glare-lock" feature now makes it possible for television viewers to see amazingly clear, sharp, reflection-free pictures without eye strain—even in broad daylight with bright sunlight streaming in through windows. The new filter also greatly improves night-time viewing since it makes possible viewing in a brightly lighted room without any annoying reflections or eye strain.

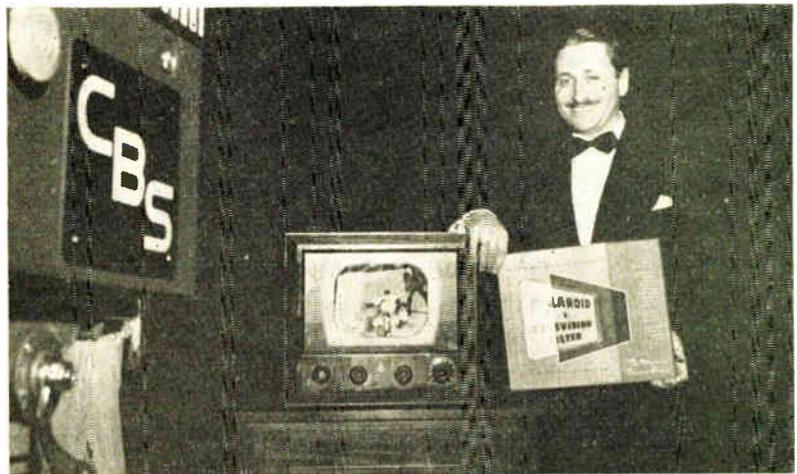


● How circular polarizer, left, improves the TV picture.

The filter utilizes the first commercial application of the principle of circular polarization, the result of years of research by Polaroid scientists. Optically, this is how the filter removes glare and therefore improves the television picture: the filter itself is made up of six layers, two layers of outside protective coating, one on each side to prevent scratching; two layers of acetate butyrate, one on each side, to provide body and rigidity; a linear polarizer to eliminate eye strain and give clearer, sharper pictures, and, the all-important new element, a circular polarizer to trap day and night reflections.

But, in addition to producing the most scientifically advanced TV filter, the Pioneer Scientific Corporation, which makes the filter, has also set the pace for marketing and merchandising its product.

The record Pioneer's filters have compiled for building sales is such that other TV accessory manufacturers have been known to follow the doings of Polaroid Filters, taking a leaf from Pioneer's merchandising book in the merchandising of their own accessories. As for Pioneer, it stays on the alert for new markets to conquer. It watches closely every new television area that opens up. When the number of television sets in any such area jumps



● TV series, as one with Andre Baruch, spurs dealer sales.

to 3,000, it finds the time ripe for putting its merchandising program in motion. Local dealer contacts are promptly made and TV spot films are scheduled on local stations. Profits from this kind of merchandising are immediately felt in point-of-sale retail operations.

The Greatest Selling Idea in Radio—

✓ **Emerson**
perfected the
small radio!

✓ **Emerson**
pioneered prices
down to everyone's
reach!

✓ **Emerson**
promoted radio-
for-every-room!

NOW!

EMERSON INTRODUCES

the *Personal* pride, the
Personal convenience,
the *Personal* pleasure
of a *Personal* Emerson
radio for every mem-
ber of the family.



Smartest home-happiness idea in years! That's what thousands are saying about the new EMERSONS—now priced so low everyone can enjoy his own *Personal* radio.

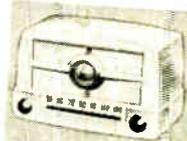
At long last, you can bring to all members of the family the programs they want, when they want them.

There's a *Personal* EMERSON for every purpose and every purpose. Your dealer will show you a beautiful variety of Table-models, Portables, Pocket-fitting Intimates. Each brings you the famous tone, power and performance that has made EMERSON the world's largest maker of home radios. And each is priced at less than any comparable receiver on the market.

Choose the *Personal* EMERSON Radios your family needs, today. You'll find them an amazingly inexpensive way to multiply radio fun and convenience in your home.

Emerson
Radio and Television
Emerson Radio and Phonograph Corporation, New York 11, N. Y.

For Better Style, Tone, Performance, Value—Emersonize Your Home



Designed for Pleasure... Unmatched tone, power, range and reliability! Improved superheterodyne circuit, Super-sensitive built-in antenna. Best plug-in and play AC set. In tones at \$19.95; Economy, \$14.95. Model 337



Famous "Fan-Trans"... Powerful 3 B A variable for A.C. and battery that waxes out like a fan. Just 6 1/2" high. Plays "everywhere". Low batteries, costs only... \$29.95. Model 613



"Widge" Marvel... smallest phone-radio ever! Only 7 1/2" high, 1 1/2" wide. Plus up to ten 15 rpm records on fastest changer ever built. Magnificent tone. Long range radio. Side-rule Dial. Only \$49.95. Model 635



Baby Grand... FM-AM masterpiece. The pure, deep velvet tone quality of the pure, full Frequency Modulation (FM) band, full Stereo (A.M.) radio. Only... \$49.95. Model 545

More and more Independent Television Service Men Say "Emerson Is Your Best Buy"

Four-Way Sensation... Imagine, in this single compact receiver you get:
1. Same size 10" television;
2. Full F.M. radio;
3. Full A.M. radio;
4. Plug-in and dial control for attachment of any-speed record player. Inspected and tested 225 times. Far and away the greatest buy in television... Model 621 \$269.50



Emerson **ULTRA WAVE** **Television**

FIRST ADVERTISEMENT TO APPEAR IN FULL-COLOR IN LIFE, NOVEMBER 14th

And Emerson has put its money on the line to put money in your till... NATIONAL MAGAZINE FULL COLOR, FULL PAGES AND SPREADS, full color window and interior displays, window streamers, folders and direct mail, PLUS big-space daily newspaper ads.

GET BEHIND "MY OWN PERSONAL EMERSON" FOR YOUR OWN PERSONAL PROFIT!
ONLY EMERSON HAS THIS STORY... ONLY EMERSON CAN TELL THIS STORY!



(Reg. T.M.)

Emerson Radio and **ULTRA WAVE** Television

Emerson Radio and Phonograph Corporation

New York 11, N. Y.

Tele King IS

PERFECTED

TELEVISION

ONE DAY *Tele King* SHIPMENTS...

*as high as the
Empire State Building*

We've doubled our production space . . . under one roof . . . we've more than doubled our rate of production, to supply ever-increasing demand from coast-to-coast for more and more *Tele King* perfected television receivers—soon we hope to catch up on back orders and there will be sets for you, too.

Wire or write.

The *Tele King* sets are so beautiful that no photo will do them justice. Dollar for dollar they are the lowest price "quality sets" in the world. One of the largest TV outlets reports that service calls on sets made by us are by far less than any other sets they carry.

KING SIZE SCREEN

PERFECTED TELEVISION

Tele King

CORP.

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

World Radio History

"I'm Not Laughing Anymore"

In the fall of 1946 I wrote for this magazine, RTJ, what I thought was a very indignant article entitled "I'm Killing Myself Laughing." Every word of it was documentary truth, not a single syllable of fiction, but people who read it thought it was funny. Maybe this one will be even funnier, because it's even more factual, and a lot less humorous.

That first piece, written back in 1946 when the world had commercial as well as military peace, was in defense of the salesman. He was the forgotten man during the war because he wasn't a technician. He didn't know nuts from bolts about war material. All he could do was sell people ideas, so there wasn't much they could do with him but make him an Army officer, and put him to work teaching people things they had to know to keep from getting killed, but quick. Of course he wasn't a chemical warfare expert, but all you had to do with this boy was give him a clue, and he was in there with the main idea, which was the "care and use of the gas mask." This was nothing new to him, he'd been selling the "care and use of the electric refrigerator," and any other appliance that looked to him like something that might be *necessary* to a lot of people if he could just get them to see it. And what the hell, that was his trade, getting people to see things his way.

Then came peace, and a new era. All the old truths went out the window. A new cult came into being. Nobody knew what it was. They just knew that this old business of finding out *what* an oil heater did, *why* you should have a radio in every room, was out of date. The new boys who walked up to an ex-ribbon clerk who was now a wholesale sales manager, told him without a quiver that they were salesmen. They'd read books about salesmen. Most of them even had pencils to prove they were accomplished public speakers. Sell a *guy*? Nuts! This was the new era—they could influence the *mass*! Had a pencil to prove it—engraved yet.

How do you put the attachments on this vacuum cleaner? Who cares? So you killed a steer and put the hot meat in the freezer and it spoiled? Why didn't you read the book? What do you think they print books for? For *me* to read? Are you crazy? *I'm* a salesman! Huh, huh, huh.—you bought it didn't you?

Angles and Beggars

As toll gate operations, exacting tribute on every piece of merchandise they were misrepresenting, these boys did very well for a while. But now—they've

About the Author



Tom Mason, sales promotion manager, Crosley Division, Avco Manufacturing Corp., has long looked with a jaundiced eye at what passes for selling methods. He finally decided to get it off his chest by writing this article for RTJ.

all got religion. They want the *new angle*. And that's the whole trouble. There *isn't* any angle.

Ralph Waldo Emerson said it all in his essays on "Compensation." With the big boom comes the big bust. With the swelled head comes the shrunk brain. There simply isn't any way to get something for nothing and keep it coming. There's no angle. What you have to do is *level*. That's the first step.

First you've got to decide you don't want to be "smart" any more. You've got to want sincerely to be of service. You've got to become ashamed to be a beggar. Because that's all a salesman who just goes around asking for orders is—a well-dressed beggar. Maybe that's why so many unaccomplished salesmen are ashamed of being salesmen. They have nothing to offer, and have just a shred of conscience left—enough to let them know they are actually and simply beggars.

Let's quit talking in generalities and get specific. Suppose you're a wholesale salesman. You take your line to a buyer.

You wine him, dine him, put on a good act, and sell him. What's more, you give up a couple of evenings and afternoons entertaining him after he's sold. And what happens? Two weeks later he tells you your stuff is no good. Not a sale. You don't quit. You walk out to the salesman on the floor (you, the big wholesale man) and ask them what the hell, everybody else is selling your stuff. What's the matter with them? Don't they know the score? So you make a lot of friends, and in *spite* of this the stuff still doesn't sell, so the buyer's right. The line's lousy. What's the matter with the factory, don't they know what's going on—prices too high, no promotion, not enough advertising, dead styling, no margin? How the hell can you sell it?

Out of the Past

It's not funny. The things this guy's family could be doing with the money he's not making! And some of them almost ready for college, if he can swing it.

All that's wrong is that he's living in the dear dead days of 1946-47. He's still trying to play the angles. He hasn't levelled. Now if he really wants to get religion, let him try this:

1. Sell the buyer and forget him. When he buys the first order that's all he can do.
2. Educate the retail salesman. How much talking do you encourage about the things you don't know? How many items are there in your catalog that you don't mention often because you don't know much about them? On the other hand, how still do you keep about the things you *do* know? Not very. And you're doing all right on those items, too, aren't you?
3. Cultivate the retail salesman. Did you ever hear the story about the guy who spent \$500 for deodorants and then found out people just didn't like him anyhow? How much money do you spend in stores that don't act happy about getting it from you? These retail salesmen don't *have* to sell your stuff. All they have to do is report to the buyer "It don't sell" and you're cooked.
4. Get some identity in the store. Most factories furnish window

(Continued on page 40)



● Wm. Kilne, Kane-Gerry Inc., sells a customer a second set—Tele-tone's portable, with built-in antenna.

Television's Ready for the "Second Set"

By

Morton M. Schwartz
General Sales Manager
Tele-tone Radio Corporation

When the infant television industry became a giant virtually overnight, the sales departments of the national name-brand manufacturers found that they had to shift into high just as quickly without grinding the gears.

It was because of this spectacular development of TV that many of us sales managers have started looking around for a set on which we can pivot a sound "second set" advertising and sales campaign in those areas where TV has mushroomed to great proportions—and also promote the same model as an inexpensive original investment in those places where television is just getting a foothold.

After giving considerable thought to the matter, we at Tele-tone have decided to stake this particular sales play on our popular new portable TV set. This receiver, which is lightweight (only 26 lbs.), and features our patented, built-in "Roto-V" antenna, was considered a natural for a second set promotion.

Why Portable

In conference with Tele-tone president, S. W. Gross, an executive who is respected throughout the industry for his perception and sound judgment in manufacturing and merchandising, we evaluated the portable's potentialities as follows:

The portable has immense eye-catching popular appeal. The American consumer loves a clever mechanical device which he can easily manipulate himself. The television portable gives him a thrill of ownership in this sense because it is something ingenious which will attract attention and admiration. We found that the set stirs the imagination of the purchaser as does any complicated mechanism that can be boiled down and offered in compact, portable form. In the case of a video receiver, this is no small engineering achievement.

But last, and many would add foremost, there is the value offered in the portable's amazing low price, which is under \$150. In other words, for less than what an early 7-inch table model would have cost, today's customer can have a clearer and larger picture, simplified controls, self-contained aerial—and portability to boot.

Sales Horizon

Therefore, for the family or home that already has one conventional table or console type television set, the portable offers a prime value as a second

set. When I think of the innumerable situations in which a second TV receiver, which can be set up almost anywhere, is useful. I begin to see rapidly rising sales curves at the same time. The portable can be taken to any room in the house to accomplish a multitude of jobs: to put the kids to bed with their favorite program; to provide overnight or weekend guests with their own video entertainment, usable either before or after normal television time in the parlor; to place in a sickroom if the patient is permitted this luxury of stimulation; to take to a friend's home while visiting, if that friend has no video equipment of his own; to take on vacation so that one never need miss the thrill of visual entertainment wherever there is programming and AC power—and so on "ad infinitum." In fact, the more you think about it, the more limitless appear the uses of this portable model as a second set for the television fan.

Now, in the case of the consumer who has been led to the television fount, but has not yet been persuaded to drink, the portable set offers an easy entrance into television ownership which, pricewise, is practically painless. In appealing to this huge market of the visually uninitiated, our sales promotion plans at Tele-tone call for

(Continued on page 50)

NOW a COMPLETE moderate price line!

Jewel RADIOS



MODEL 935
JEWEL
"WAKEMASTER"
WITH
LULLABY SWITCH
Clock radios from
\$19.95 to \$31.95

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



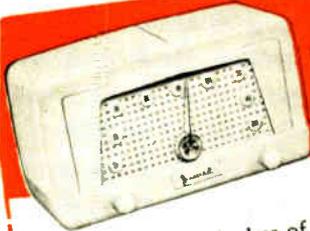
MODEL 956
JEWEL
TABLE RADIO
\$14.95
to
\$19.95

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



MODEL 955
JEWEL
"NUGGET"
\$9.95
to
\$12.95

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



MODEL 960
JEWEL
TABLE RADIO
\$19.95
to
\$24.95

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

**DISTRIBUTORS!
FACTORY REPS!**

Territories still available. Write today!



MODEL 814
JEWEL
"TEE-NEE"
\$17.95
less batteries
Ivory, Maroon
or Beige

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



MODEL 949
JEWEL
"GOLDEN"
\$19.95
less batteries
'Crocodile' or
2-tone covering

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

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



MODEL 901
JEWEL
"TRIXIE"
\$34.95
less batteries
Green, Red, Brown
python saddle-
stitched leatherette.

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

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

Jewel RADIO CORPORATION

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

Television Is

A Crazy Business

By R. D. PAYNE

General Sales Manager,
Air King Products, Inc.

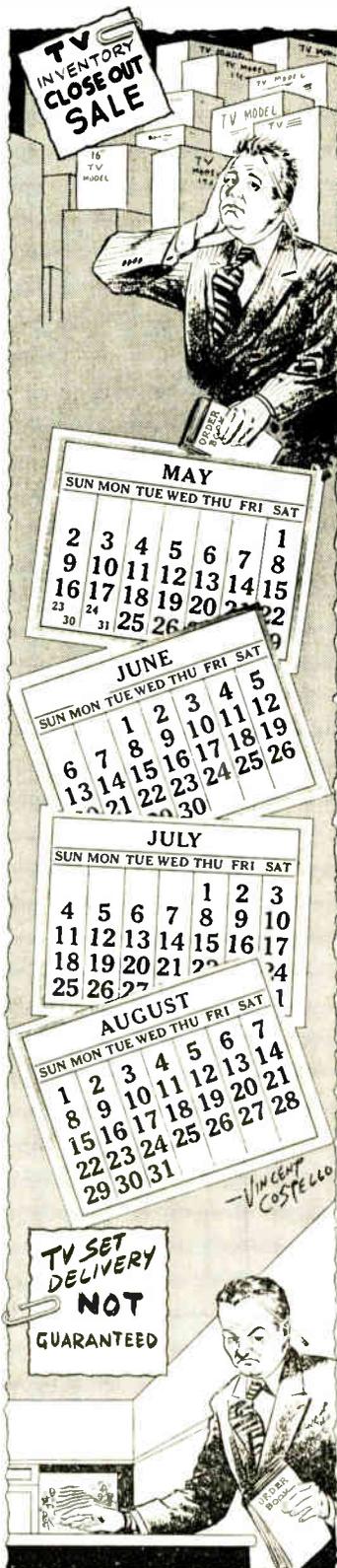


Television is a crazy business. During May, June, July and August dealers, distributors and manufacturers alike had inventories and few sales. Then came September and the deluge. Overnight, inventories were depleted. pipe lines became empty and the scramble was on. Yes, television is a crazy business.

The situation throughout the remainder of 1949 will be critical. Components, such as tuners, tubes, transformers and flybacks have been in scarce supply. Delivery of components that normally take three to four weeks, stretched into 10 to 16 weeks. The manufacturer, therefore, could not, to any great degree, step up his production lines to meet the new demand for television sets.

Shortages and Sales

As shortages of models grew at the dealer level, they also became pronounced at the distributor's level. At this writing manufacturers are scrambling to buy components a la War years. Expeditors are out scouring the country and manufacturers are accepting parts shipped by air, personal car and hand carried by messenger to try to keep production lines running. To make this shortage more acute, the coaxial cable lengthened out, taking in new markets. New stations went on the air and the rush to buy television went on unabated. This shortage, which at year's end should aggregate approximately one million sets, must certainly, therefore, be carried over into the first quarter of 1950. Some manufacturers,



sensing the seriousness of the shortage of television sets during the last quarter of 1949, have in the hands of their dealers gift certificates to be given the customer which calls for a certain model television set to be delivered sometime in January of 1950.

In summation, we have at hand all the major factors which create a shortage—namely, first, the inability of manufacturers to step up production enough to meet the current demand; second, empty pipe lines at both dealer and distributor levels; third, shortage of vital television components at manufacturing sources; fourth, opening of new television stations; fifth, lengthening of coaxial cable and sixth, disappearance of the public's apathy to buying television because of fluctuating prices.

First Quarter Picture

Now, unless long major labor troubles develop, the shortage of television will last at least through the first quarter of 1950. Sales at retail level will be somewhat under the present high, but with the current shortage of sets being carried over into 1950, the first quarter should show a tremendously marked increase in sales over the same period of 1949. Some manufacturers are already setting up allocations for their distributors covering the first quarter of 1950.

I have given you all the facts as to the why's and wherefore's of the current television shortage and further tried to show why business, in the first quarter of 1950, will be considerably over par, and what type sets will be sold.

The current trend to larger screens will continue. Twelve-inch, 12½-inch, 15-16-inch, 19-inch and 20-inch sets, in all style cabinets, including AM-FM phonograph-television combinations, will be the top sellers during the first part of next year. Ten-inch table models, in the promotional price category, and portable television sets also are good saleable merchandise. The sale of 10-inch consoles and consolettes should decline during this period.

Despite all the handicaps, trials, and tribulations of a new industrial field, it appears now that television has finally grown up.

**Field Tested!
Proven in Actual Use!**

Sentinel CLEAR-A-MATIC TUNING

**And Built-in
Antenna!**

Here is perfection and simplicity in tuning —ONE turn of ONE knob tunes in the channel of your choice. Steady and clear, with full rounded natural tone quality. Sentinel Clear-a-matic tuning, the system that has been tried and proven in thousands of sets in use today.

“Critical” areas won’t bother Sentinel users, either; Sentinel’s extra-powerful receivers get good performance even in difficult fringe areas. You’re headed for top profit with Sentinel!

Designed, Priced for Volume

The new Sentinels are ready to ship. They come in strikingly handsome cabinetry. And, as always, Sentinel’s pricing means quick, profitable turnover. Be first with the finest! Contact your Sentinel Distributor now!

413 TVM

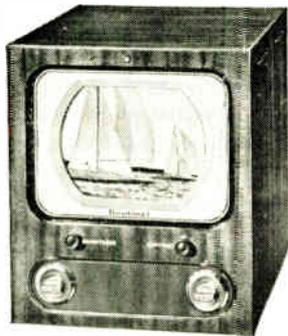
Thoughtfully conceived, expertly designed, carefully engineered and magnificently produced. Sells on sight! Undistorted 92 sq. in. picture area.



412 TVM

More for your TV dollar! Full 62 square inches of picture. In a beautiful hand rubbed mahogany cabinet.

Fits most anywhere. Performs beautifully.



415 CVM

The finest in television . . . gives clear-as-a-bell pictures of 92 square inches.

Beautiful mahogany console, to grace any home or office. A pride and joy to look at and to hear.

YOU TRAVEL THE
PROFIT ROAD WITH

Sentinel
Radio and Television
EVANSTON, ILLINOIS



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

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



316—3-way personal portable. Light-weight. 4" Personality Colors. Exciting in tan, red, white or green.



333-W—FM-AM at a price that sells! Built-in antenna. Loaded with sales appeal! Ideal for that extra radio, in any home.



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



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



How To Keep



Do you know the danger signs of insolvency?

Is the bell you hear the ring of the cash register, or is it the sheriff at the door?

Here are some aspects of a business even successful dealers must watch

RADIO and television dealer Miller is on the rocks. Creditors are pressing, the sheriff is moving in on him. Miller can't understand his predicament. He is doing a good business. It has grown steadily, but he can't pay his bills. On paper, his financial position seems sound. He has a current ratio of two to one, or \$2,000 in current assets for every \$1,000 in current liabilities, which business counselors have always considered safe. His receivables and inventory are in good shape and liquid. What's wrong?

What Miller doesn't seem to realize is that the lush years, when money was plentiful and goods scarce, are gone. Then a businessman could turn his receivables and inventories into cash quickly, with little worry about keeping his business liquid. Now a buyer's market has brought pressure to bear on this radio and television dealer from a source Miller worried little about. His balance sheet and profit and loss statement covering business done in 1948 bring a startling fact to light. For instance:

Sales	\$100,000
Accounts receivable \$	8,500
Inventory	16,500

Total investment in inventory and receivables	\$ 25,000
Ratio of investment in inventory and receivables to sales	25%

Miller has 25 per cent of his sales tied up in current assets. If anyone insists Miller's assets are liquid, unless his inventory cannot be sold or unless his accounts are bad, then he is being lured into the same false security that has gripped Miller. Brush away the smoke screen and it will be discovered that Miller's accounts are good, that his inventory can be sold. But tight money in the switch from a seller's to a buyer's market has brought a drop in prices and an increase in the cost of selling goods. That's where Miller's trouble lies.

Frozen Money

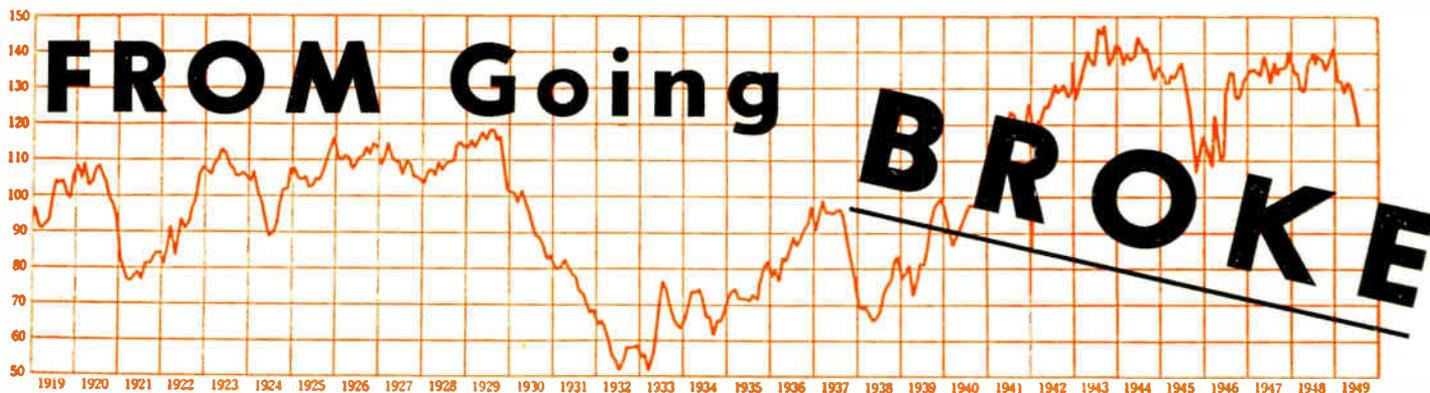
For the past three to five years Miller has allowed his business to reach the point where 25 per cent of his sales were frozen in accounts receivable and inventory. In 1945 he was doing a \$50,000 a year business. In 1948 his volume was \$100,000, or doubled in three years through hard work and aggressive promotion. He gave credit cautiously, sold to the best accounts. Yet he forgot to keep the ratio between receivables and inventory investment within a safety zone. With an average 25 per cent investment frozen, Miller has reached the stage where that part of his money is, for all practical purposes, frozen. Instead of these assets being current, liquid or quick, they are semi-fixed. Miller did not keep the ratio of his working capital in line

with the average investment in these semi-fixed, or frozen assets.

Like a locomotive's wheels which drive on the same shaft, accounts receivable and inventory must be completely synchronized. If business increases, more inventory is in order. Stock sold for cash brings no trouble. But when excessive sales are made on open account, the investment soon becomes frozen in excessive semi-fixed assets. That's what happened to Miller. It's like a cat chasing its tail. If he goes out of business to collect, or lets a receiver collect for him, there will be accounts which can be collected. But Miller himself now has a hard time catching up because as soon as he gets his hands on the money for a prior period he has to replace paid accounts with outstandings of similar value. Unfortunately Miller seems to have let his average receivables get too high, and the pressure he feels will tend to get worse as economic adjustments occur.

Danger—Weak Spot

To sidestep the pitfalls which tumbled Miller to his present plight, dealers must be on the alert against these excessive semi-fixed assets. Probably the best way for a dealer to judge his business safety is to watch the payment of bills. When volume increases and a dealer begins to pass discounts or due dates, he should take a look at his average investment in inventory and



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receivables as compared to sales volume. If it is increasing, it is time he took steps to curb it. He can decrease this percentage by curtailing credit sales, by increasing the ratio of cash-to-credit sales, or putting heavy pressure on collections. If a dealer prefers to remain inactive on this score, or lets easy credit become a major substitute for selling effort, semi-fixed assets are likely to increase to an alarming degree, driving any dealer to the wall.

How about a dealer's bank balance? Doesn't that give clear indication of a dealer's financial state? Not entirely. Some dealers forget that a bank balance is not entirely available for current bills. Some banks insist upon a minimum balance at all times. A good rule to follow is to have the bank balance about 30 per cent of current liabilities. But a dealer should also remember that he cannot consistently check out all the money in the bank. A respectable balance impresses a banker, girds a dealer's credit against the time he may need a loan.

The Way Out

Sometimes a dealer whose volume has increased substantially, has a good current ratio or working capital position, shows a satisfactory net profit and worth, and has a good moral character finds that a banker refuses him a loan. What undoubtedly has happened is that current assets, including accounts receivable, inventory and bank balance, on the one hand, are out of proportion with sales, on the other. This banker feels that the dealer's semi-fixed assets have made his business go haywire. And the hazard for radio and television dealers is ever present.

If the investment represented by receivables and inventory is high in relation to sales, the more a dealer increases sales the investment in semi-fixed assets increases proportionately. When the average of assets is too high in the first place, a dealer may never be able to bring it down to the right

There's a positive side to "How to Keep from Going Broke" It involves aggressive promotion, sales management and efficient buying. See articles in this issue on pages 16, 18, 21 and 24

proportion. Like excessive expansion or a bloated overhead due to bad cost control, it can lead a dealer to the sheriff's office, especially in a buyer's market. The semi-fixed bank balance is of little help in such cases. Only a workable ratio between the investment

represented by receivables—inventory and actual volume sales can keep a dealer in the soundest financial straits. Watching this latent weak spot of his operation, a dealer can guard against buyer's market pitfalls. He can, in short, keep from going broke.

How to Estimate the Financial Standing of Your Business

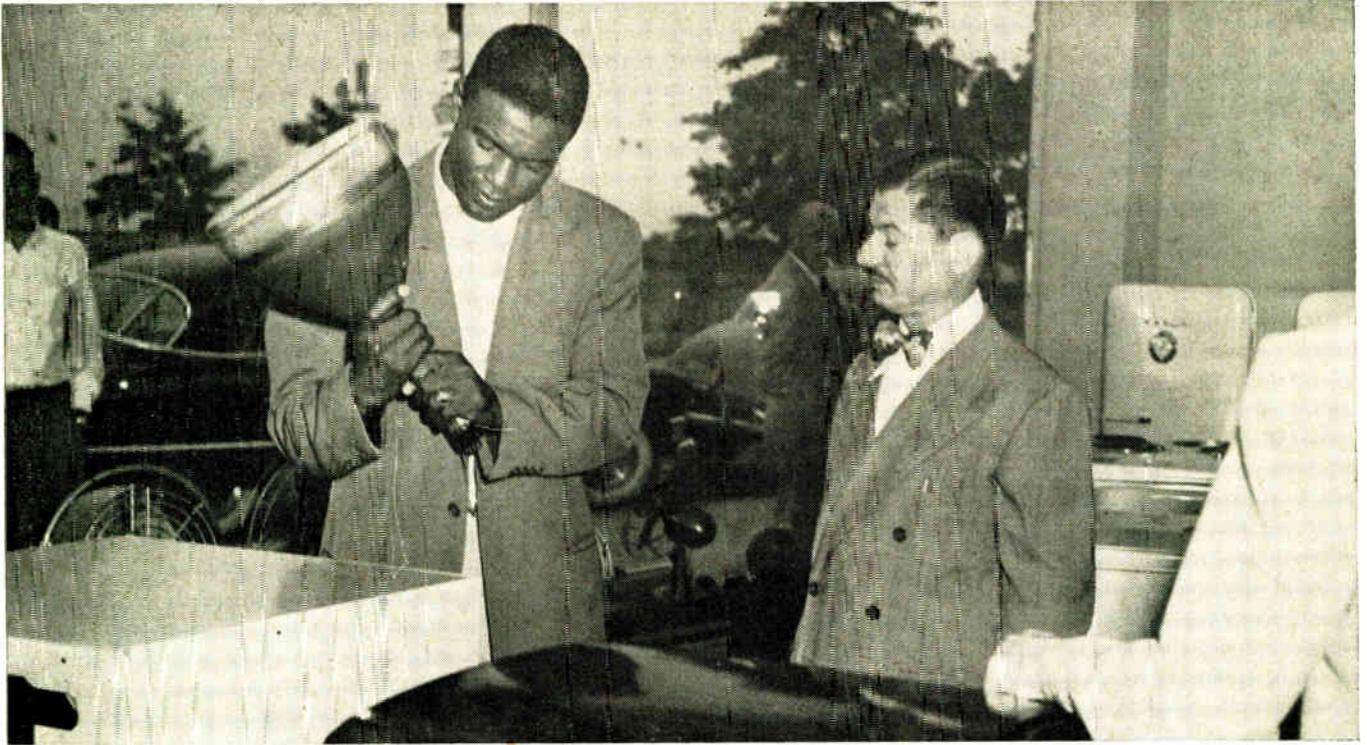
Current assets		Current liabilities	
Cash in bank	\$ 2,000	Accounts payable	\$3,000
Receivables	6,500	Short-term loans payable	5,500
Inventory	8,500		
Total	\$17,000	Total	\$8,500

Here the current assets are \$17,000, the current liabilities, \$8,500, or a current ratio of 2 to 1.

This ratio is the main yardstick used by bankers, creditmen and business counselors to appraise the financial standing of a business. A current ratio of 2 to 1 is considered sound. But if the receivables, inventory and some of the bank balance, for reasons explained in this article, total too high a percentage in ratio to sales, they may be a hazard to a dealer's position despite a seemingly sound financial condition otherwise.

This is because the current assets, unless watched carefully, tend to lose their liquidity in time and become semi-fixed.

Business property, equipment, trucks, etc., are fixed assets, cannot be converted into cash to provide working capital for payment of bills because they are essential to operation. See that your current assets do not approximate fixed assets by becoming semi-fixed.



● Jackie Robinson, Dodgers' diamond star, "doubles in glass" as star television salesman for Sunset Appliance.

Selling Never Stops at 'Sunset'

THE spectacular displays which grace Times Square may come and go, but a television retail store located at the "crossroads of the world" can go on forever. That's the way Joseph Rudnick, president of Sunset Appliance reasoned when he discovered that the site at 1481 Broadway, near the junction of the world-famous avenue and 42nd Street, was available for occupancy. Morris Sobol, secretary-treasurer of the firm, shared his thoughts, and last month television came to the world's busiest corner to stay. With all the fanfare of a Hollywood premiere, the grand opening of Sunset Appliance at Times Square was attended by figures from the sports world and by personalities from the television and recording industries. The turnout was a tribute to two imaginative merchandisers, Rudnick and Sobol. By sheer ingenuity of merchandising and sales promotion, these two merchants expanded from a prosperous neighborhood store in Rego Park and smacked themselves down at the world's crossroads. Their new television center will be seen by more people probably than will see any other television store on the globe.

From employing Jackie Robinson to sponsoring sports telecasts, Sunset Appliance uses every known (and some unknown) selling device to ring up TV sales

That Sunset Appliance should have expanded from Rego Park to Times Square at all is a merchandising story in itself. Sunset had followed a pattern of widespread advertising in newspapers, on the radio and on television, and its prospective customers reached into all parts of New York and into neighboring states. But the Rego Park store, though well advertised, was hard for some of them to reach. The Broadway at 42nd Street site was an easier to reach location and Sunset's executives settled for that as the ideal spot for their new television center.

Being the most modern TV center at Times Square is not the sole distinction the Sunset store can boast. It is also a store in which a bold new approach to merchandising has had a fresh sendoff. That is the merchandising of a single manufacturer's line of products. Reposing in the Sunset showroom are television receivers, radios, radio-phonographs and records by

RCA, since Rudnick and Sobol decided to handle RCA products exclusively in the Times Square center. "We gave long and serious thought to this idea of putting all our eggs in one basket before we adopted this policy," Mr. Rudnick explains. In the end, choice of RCA products hinged upon the fact that people from all over the country shop in Times Square, and the RCA Service Co. service contract, with its standardized service rates and procedures for all TV markets in the nation, facilitated servicing any purchases.

Postwar Spurt

Not so many years ago, immediately after the war in fact, Sunset Appliance was nothing more than a service and repair shop at a cramped location on Elliott Avenue, Queens, where Joseph Rudnick and Morris Sobol spent their days repairing radios and their odd moments laying plans for the future. That future was not long in taking shape, for shortages began to

disappear and radios, white goods and small items in the appliance field soon made it possible for them to operate a real store.

Though they sold the usual items stocked by dealers in the industry, Rudnick and Sobol had their eye on television, and by March, 1947, they had opened their now well-known store at 92-24 Queens Boulevard, as Sunset Appliance Stores, Inc. The growth of the organization since early 1947 has been constant and rapid. Now three salesmen handle the new salon at Times Square, 10 others handle the traffic coming into two showrooms at Rego Park and 12 outside salesmen cover the five boroughs, Westchester, parts of Connecticut and New Jersey. The Elliott Ave. store has been relegated to the task of handling all the service work for the Sunset organization, and 11 crews and four delivery trucks are kept busy with the intricate details of furnishing customer service. This service organization handles some 120 calls a day, and 24-hour satisfaction on calls has made service an integral part of merchandising and selling at Sunset.

Sales Momentum

Though service is a byword at Sunset and has been responsible for building widespread metropolitan acceptance of the firm as a leading retail operation in the radio and television field, aggressive, spirited and livewire advertising and promotion have been responsible for the momentum its sales gathered in its brief history, and for the pace a comparative newcomer to the retail field has set in selling. The firm's history is checkered with the usual advertising in newspapers and with spot announcements on the radio. But Sunset's officers went beyond just this type of advertising when they be-



● President Rudnick, left, and Secretary-Treasurer Sobol, of Sunset.

gan sponsoring hockey over WPIX in December, 1948. Guy Lebo has been carrying the Sunset message to the television audience ever since. Wrestling and boxing programs have been added to Sunset's sports coverage on behalf of TV audiences, and there is no seasonal interruption in the programs or in the flow of the firm's advertising message.

Adding to such alert advertising promotions are the twists which Rudnick and Sobol come up with to keep the flow of customers to Sunset stores constant, and to keep the firm's name in the public eye. When Jackie Robinson, star second-baseman of the Brooklyn Dodgers, was taken on by the firm to sell in both the Rego Park and Times Square stores, it set off what became a rash of comparable schemes in which dealers used sports personalities to boost merchandise sales. Robinson will be selling for Sunset from the mid-

dle of November through to Spring training, and customers will have an opportunity to be photographed with the diamond star.

Green TV Salesmen

Sunset's approach to showroom selling is about as unorthodox as other ideas which spark sales. As a policy, salesmen are inevitably persons who have had experience in selling but who have never before sold television receivers. The bedrock on which the firm's sales organization is grounded is the idea that a green salesman can be taught to sell television the Sunset way.

And this Sunset way of selling television, for instance, has very definite characteristics. Erwin Wortman, general sales manager of the organization, typifies the ideal Sunset salesman. He is always in control of the selling situa-

(Continued on page 40)

● The Times Square salon is a TV center keyed to Nationwide trade.



*Here's the Christmas gift item
to build your*

THE



RCA VICTOR 9JY brings music lovers the glorious tone of the amazing new 15 rpm System through their present set. It's a compact plug-in unit that tucks into a console storage compartment. And, it's a sure-fire sales catcher at \$12.95!

store traffic!

RCA VICTOR 9JY
is setting new
sales records at
ONLY \$12⁹⁵

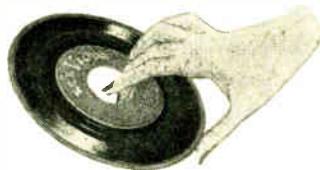
LOWEST PRICE IN HISTORY FOR AN AUTOMATIC RECORD CHANGER!

THIS IS IT! The Christmas gift for *any* age. Value that draws customers to your store like a magnet!

Give prominent display to the new RCA Victor 9JY at its new low price. Remember, hard-working national newspaper, magazine and radio promotion is setting the stage for *your* 9JY Christmas sales! It's within everyone's reach. RCA Victor's firm conviction that "45" is the *system of the future* is being borne out from coast to coast in big sales everywhere!

Plan now to feature the 9JY. Remember that each Christmas-time sale of a "45" means another ripe prospect for \$10 to \$15 worth of "45" records right then. And many of these customers can be sold the more expensive "45" instruments plus other gift merchandise you're featuring!

Here's why RCA VICTOR "45" is the "system of the future"!



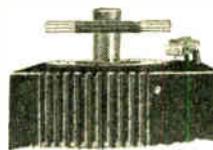
LOW COST, DISTORTION-FREE RECORDS!—New "45" records are low priced—have that "under a buck" selling appeal. They wear up to 10 times longer—center holes don't wear out, edges don't chip, playing surfaces are protected.



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



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



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



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

ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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



A reminder that television was always popular. Frank A. D. Andrea, left, president of Andrea Radio Corp., proudly shows off his first TV set, a 3-channel, 5-inch screen table model. Mayor Ralph A. Villani of Newark, right, and Al Borok share the pleasant memories, also an enthusiasm for the 1950 Andrea TV line, displayed at the same showing.



Friends of the Red Feather who planned the extensive radio and television programs for the federated fund campaigns of 1250 Community Chests in the U. S. and Canada. Seated, l. to r., F. Barton, Federal; Anne Bright, J. W. Thompson; P. Cohen, S. S. Colwell & Bayles. Standing, l. to r., H. Weber, Comm. Chest; H. McClinton, N. W. Ayer; Emma M. Roberts, Comm. Chest, and T. Slater, Ruthrauff & Ryan.



A lucky employee, Morris Lefkosky, left, receives congratulations from Leonard F. Cramer, vice-president, Allen B. DuMont Labs., Inc., after winning the first Westwood 19-inch TV receiver off the East Paterson, N. J., production lines. At ceremonies dedicating the event, open house for employees was held and all divisions participated in the lucky number drawing.



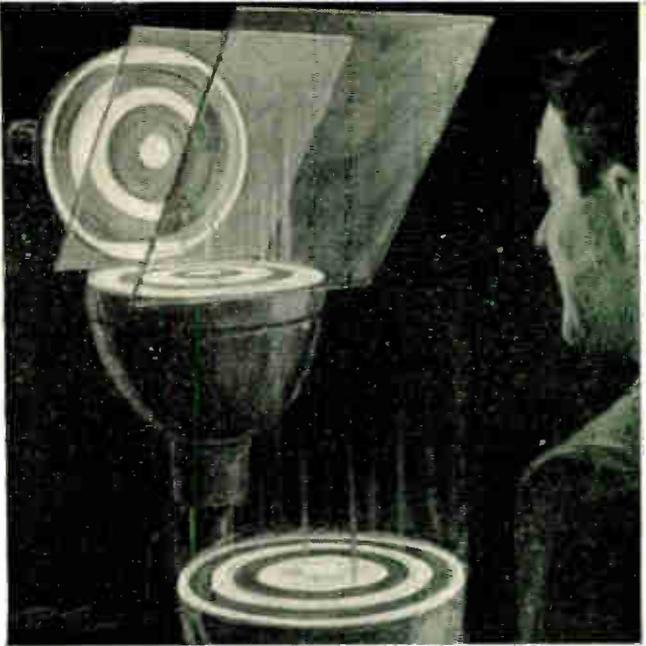
There's nothing like an instruction card to satisfy a customer's curiosity about his television set. The General Electric Co. has developed the type of card above to aid both dealers and consumers in the proper adjustment of sets. Such cards will be included on future receiver shipments from the factory.



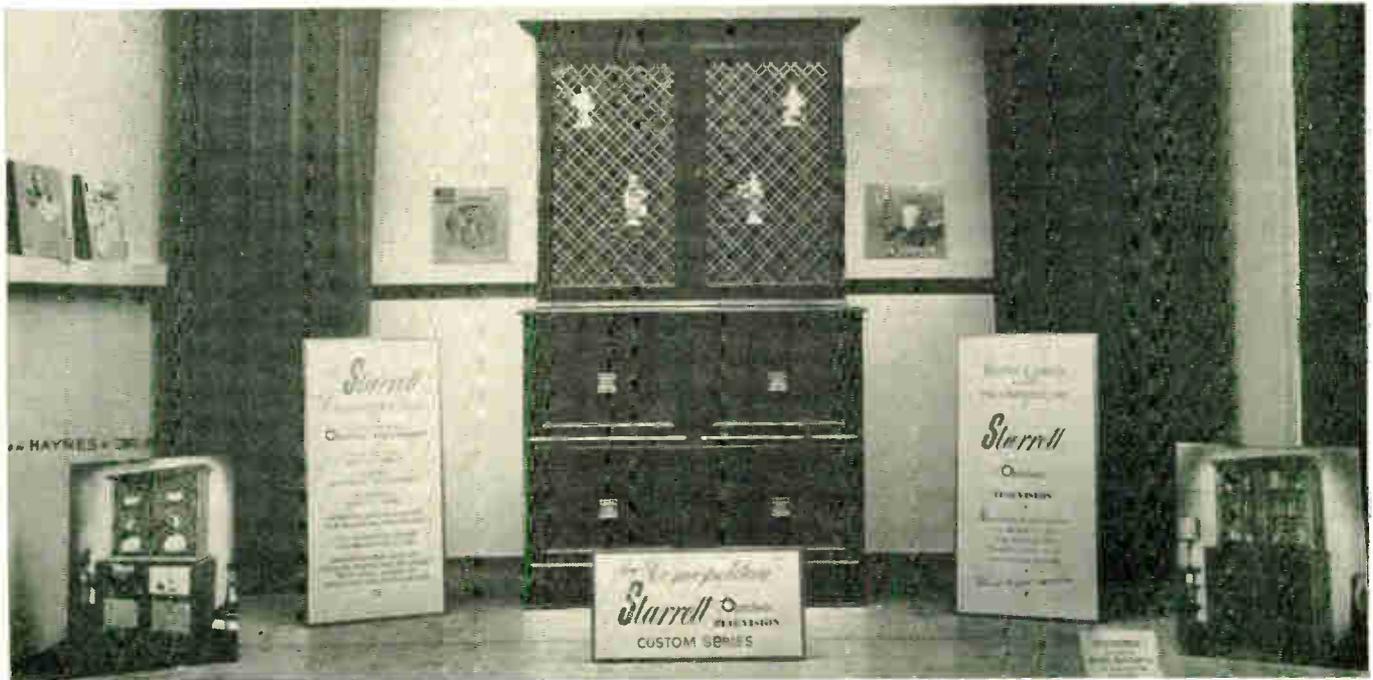
Brass hats of the 1950 Parts Show pitch in to help speed mailing of Show brochures and display space contracts to members of co-sponsoring associations. L. to r., W. O. Schoning, '49 president; K. Prince, Show manager, and Jerome J. Kahn, '50 president, lend staffers Emily Lazar and Margie Kirby a hand.



A wide array of Westinghouse products takes the center of the stage at the Barbizon-Plaza Hotel during the recent Westinghouse National Distributor convention in N. Y. Comparable district and local gatherings were scheduled to follow in various parts of the country.



Visual representation of the RCA color television direct-view picture-reproducing system, using three kinescopes and a pair of dichroic mirrors. The system features in the running battle before the FCC on the color TV question. (See TV Roundup, page 10.)



This striking Starrett window display greets shoppers passing Haynes-Griffin, 391 Madison Ave., N. Y. Within four weeks the display will be moved to a side window of the store and taking its place will be a new arrangement of Starrett TV.

Wm. J. Halligan, left, president of Halli-crafters Co., Chicago, takes a wistful look at the mammoth crying towel sent by Warren-Connolly, N. Y. distributors, lamenting unfilled back orders, while R. J. Sherwood, general soles manager, looks on. Right, R. E. Strand, who delivered the sad lament.



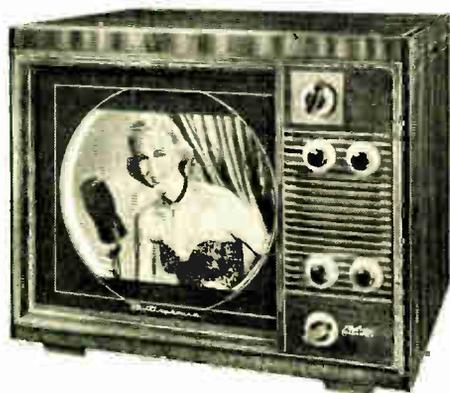
new models... new prices

new

THE 605T12—
12½-INCH TABLE MODEL WITH

Electronic **MAGNIFIER**

New picture clarity with a choice of the full-vision picture or the giant electronic close-up . . . new built-in antenna . . . adaptable to UHF . . . phono-jack provided for record player attachment.



new

THE 601K12—
12½-INCH CONSOLE

IDEAL WHERE SPACE IS LIMITED

Beautiful clean-lined cabinet in mahogany or blonde . . . built-in antenna . . . adaptable to UHF, phono-jack provided for external record player . . . syncro tuning of sight and sound—when the picture is sharply tuned, sound is perfect, too.



new

BUILT-IN ANTENNA

on all these new Westinghouse receivers



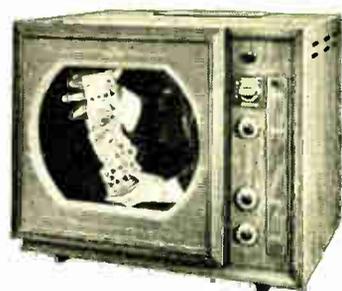
new THE 604T10—10-INCH TABLE MODEL AT A DOWN-TO-EARTH PRICE

A real sales leader . . . top performance at an amazing low price . . . improved sensitivity for bright, steady pictures in fringe areas and better pictures everywhere . . . all Westinghouse circuit features . . . built-in antenna . . . adaptable to UHF . . . cabinet of solid mahogany and mahogany veneers.



new THE 603C12—12½-INCH TELEVISION, AM-FM RADIO, THREE-SPEED RECORD PLAYER

Everything your customers want for home entertainment! Electronic Magnifier gives big-picture television, standard radio and exclusive Westinghouse Rainbow Tone FM. Automatic record player ends record confusion . . . plays all speeds and all sizes of records on market today. Built-in antenna . . . TV adaptable to UHF.



new THE 600T16—GIANT 160-SQUARE-INCH PICTURE FROM 16-INCH TUBE

Your prospects who want a big direct-view picture will want the 600T16 . . . biggest picture from any 16-inch set . . . built-in antenna . . . adaptable to UHF . . . phono-jack provided for record player attachment . . . new high sensitivity . . . cabinet of solid mahogany and mahogany veneers.

YOU CAN BE SURE... IF IT'S

... **new proof** THAT

Westinghouse

**MEANS BUSINESS
IN TELEVISION**

BIG PICTURE AT SMALL-PICTURE PRICE!



A flip of the
Electronic Magnifier
turns regular size pictures
to GIANT electronic close-up



NOW IS THE TIME TO GET
A WESTINGHOUSE TELEVISION
FRANCHISE

Send the coupon or call your
Westinghouse distributor.

Home Radio Division
Westinghouse Electric Corporation
Sunbury, Pa.

I am interested in a Westinghouse television franchise. Please have your representative call.

NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE.... STATE.....

Westinghouse

RTJ

New Products



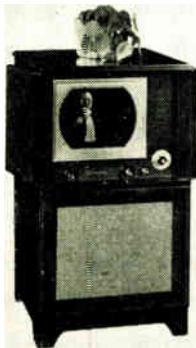
Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

New TV by Brunswick

Manufactured by Brunswick Television Division,
Radio & Television, Inc.,
244 Madison Ave., N. Y.



Featuring a 12½-inch cathode-ray tube which furnishes a 91-square-inch picture, this television console receiver has mahogany top and sides, with swirl mahogany doors. Cabinet stands 39¼ inches high, is 22¾ inches wide and 21½ inches deep.



Model 812 is a table model, made by the same firm, which also features a 12½-inch picture tube. Cabinet is 19 inches high, 21½ inches wide and 21 inches deep. Front is birds eye maple, finished mahogany. Top and sides are mahogany.

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

RCA Radio-Phonograph

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



Offering the 45-rpm reproduction system, this table model combination has a standard band radio and a 5-by 7-inch speaker. Cabinet is plastic, finished in deep maroon. One of smallest radio-phonographs developed, the instrument will play up to 10 non-breakable, 45-rpm records with the push of a single button.

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

Admiral Table TV

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



Equipped with built-in directional "Roto-Scope" antenna, this table model television receiver features a 12½-inch screen, and incorporates the firm's latest developments. Comes in a compact, hand-rubbed veneer cabinet requiring a minimum of table space.

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

Sylvania TV Combo

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



Screen on this television console combination is 63 square inches. Set uses a 10-inch picture tube, and features all-channel reception, built-in antenna and new discriminator circuit. AM-FM radio has 10-inch speaker. Record player handles all speeds and all sizes of records automatically.

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

Symphonic Record Player

Manufactured by Symphonic Radio & Electrical Corp., Cambridge, Mass.



The "Varsity Trio" plays all types of records, 33 1/3-, 45- and 78-rpm. A lightweight reproduction arm is adjustable, by a flick of the finger, to either regular or microgroove recordings. Incorporates a high-fidelity amplifier. Player comes encased in blue durable alligator leatherette with brass fittings.

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

Stewart-Warner Table TV

Manufactured by Stewart-Warner Corp.,
1826 Diversey Pkwy., Chicago 14, Ill.



Twenty-one tubes, including a 10-inch picture tube, are offered in this table model television receiver. Set also has three rectifiers. Uses exclusive "Channel-Eye Tuning," a new control which reduces the number of operating controls, plus "Turret Tuner." Quick adjustment of turret tuner provides reception of proposed UHF channels without use of converter. Cabinet in dark Honduras mahogany finish.

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

Fada 16-inch TV

Manufactured by Fada Radio & Electric Co.,
Inc., Belleville, New Jersey

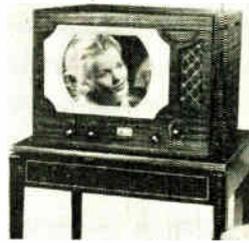


A television receiver with a 16-inch direct-view tube, which furnishes a viewing screen 145 square inches in size. Chassis contains 31 tubes. Full coverage on 12 channels. FM sound system, two stages of video amplification and noise saturation circuit. Uses 10-inch Alnico V PM speaker. Console cabinet is in mahogany veneer.

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

Starrett's "Nathan Hale"

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

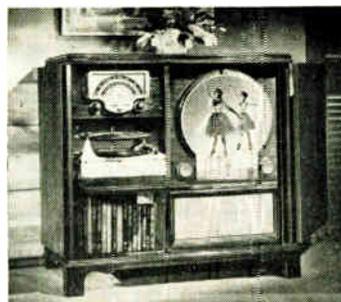


A table model television receiver which has 20 tubes, including two rectifiers and a 12½-inch cathode-ray tube. Set contains built-in antenna, automatic all-channel station selector, specially-designed FM sound circuits, and Alnico PM speaker. Set is 16½ inches high and 19½ inches deep, and comes in hand-rubbed finishes.

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

Zenith's "Sheraton"

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



AM-FM-tele-radio-phono console combination, which uses a "Giant C" tube to give a 165-square-inch picture area. Has Glare-Ban "Black" tube, duo picture control for circular or rectangular picture, built-in aerial plus connections for external antenna, if necessary. Radio has standard reception 540 through 1600 kcs, FM from 88 to 108 mcs. Record changer plays all three speeds automatically from single tone arm.

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

**MORE NEW PRODUCTS
ON FOLLOWING PAGES**

Motorola's "New Horizon"

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



High quality sound reproduction on FM, AM and television channels is provided by a heavy-duty amplifier and dual 5-inch and 10-inch speakers in this combination console. Uses a 12½-inch television tube. The record changer handles all three speeds and sizes of records with a single tone arm. Record album space is provided. Set comes in hand-rubbed mahogany or in limed oak.

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

Stromberg Table TV

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



The 12½-inch picture tube in this table model television receiver provides an 89-square-inch screen. Automatic frequency lock keeps image steady, and gain control eliminates station-to-station adjustments. Set has 8-inch speaker and is equipped with phono jack for any type record changer. Cabinet is mahogany veneer.

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



Your store is

SYLVA

"Bulls



Big, smashing, sales-making ads in your local newspapers!

Hard-hitting campaigns for *Movie-clear* TV aimed right at your customers!



Huge, generous cooperative ad program—

helps you sell your market with your own local newspaper ads! Free mats, of course!

"Minute Movie" cooperative ad program!

You pay only part of the cost of this sure-fire local advertising medium!



Solid training for your sales personnel!

Sound slide films give your salesmen a story that *sells!*



POWERFUL PUBLICITY CAMPAIGNS IN YOUR LOCAL AREA!

the center of the

NIA **MOVIE CLEAR*** TELEVISION

eye" Sales Campaign!



**Point-of-sale
displays
that SELL!**

Window banners! Counter cards! "Open chassis" displays! Flasher display! "Check-chart" display! Decals! *Everything* you need to make your store *Movie-clear* TV headquarters!



**A wealth of
sales aids!**

18-page line folder in color! 6-page envelope stuffer in color! Knob tags! Salesmen's "Sales story" pocket cards! "Pay-Back" service contract folder!



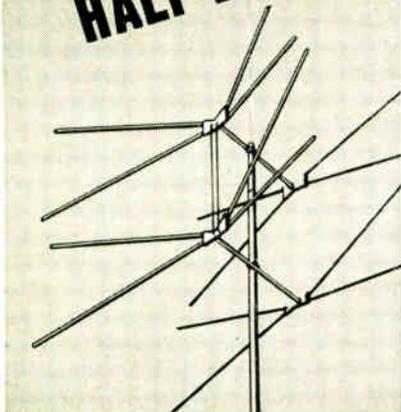
SYLVANIA TELEVISION

MANUFACTURED BY COLONIAL RADIO CORPORATION
1280 MAIN STREET, BUFFALO 9, N. Y.

A Wholly Owned Subsidiary of Sylvania Electric Products, Inc., Manufacturers of Cathode Ray Tubes; Radio Receiving Tubes; Electronic Devices; Fluorescent Lamps, Fixtures; Electric Light Bulbs; Photolamps; Radio and Television Receivers.

*Trademark

**CHEAPER BY THE
HALF DOZEN!**



...and a lot better!

The ITI MULTIVISION* ANTENNA KIT (one of the ITI Multivision products) serves up to six outlets with a single high-gain antenna. Now you can demonstrate six different television sets simultaneously in your show room with only one antenna, and solve the antenna problem in small multiple dwellings!

YOU GET THESE ADVANTAGES:

- Integrated design with complete flexibility of installation.
- Interference-free high signal strength at each outlet.
- Protection against obsolescence.
- Attractive trade discounts.

The Multivision Kit covers all the FCC's VHF channel assignments and includes: High-gain antenna; low-loss transmission line; special coupler for each receiver; lightning protection and mounting means.

In larger-scale use, the Multivision System uses the exclusive Multivision Amplifier to provide television service to apartment houses, hotels, and hospitals of any size. Each installation may be custom-engineered by I.T.I.—the leader in commercial television engineering.

Write today for details of the Multivision System and other outstanding I.T.I. products—Century Home Teleceivers*, Industrial Teleceivers* for commercial installations, and Guest Television* for hotels and hospitals.

Licensed under Amy, Aceves, and King patents and patents pending. * Reg. T.M.



INDUSTRIAL TELEVISION INC.
359 Lexington Avenue
Clifton New Jersey

Emerson Three-speed Player

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



A three-speed automatic record player designed for continuous playing and changing of 7-, 10- or 12-inch records of 33 1/3-, 45- and 78-rpms. Technical design includes tone audio circuit with beam-power extra output, Alnico V PM dynamic speaker, tone control and automatic rejection button. The cabinet is compact table model type of figured bakelite.

Say you saw it in Radio & Television Journal, November, 1949

The DuMont "Westwood"

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



To give its 203 square inches of picture space, this television console uses the new short-necked 19-inch cathode-ray tube. Instrument contains full-range FM radio and plug-in receptacle for record player. Has firm's local-distant switch and two-speed square selector dial. Set has 25 tubes and five rectifiers. Cabinet is made of mahogany veneers.

Say you saw it in Radio & Television Journal, November, 1949

Meck 10-inch TV

Manufactured by John Meck Industries, Inc.,
Plymouth, Indiana



This television receiver provides 65 square inches of picture with a 10-inch cathode-ray tube. Has 17 tubes and two rectifiers. The tubes used are dual and triple section ones, performing the functions previously done by two or three separate tubes. Cabinet is hand-rubbed mahogany, with rounded sides.

Say you saw it in Radio & Television Journal, November, 1949

**Willson Camera's
"Magnoscreen"**

Manufactured by Plastics Division, Willson
Camera Co., Philadelphia, Pa.



Made of acrylic plastic, this screen enlarger uses a thin sheet of Plexiglas in its magnifying element and a filter to eliminate glare. Screen is permanently sealed at edges and is mounted to frames in hand-rubbed mahogany or walnut. Screen sizes are from 8 x 10 inches for 7-inch tubes to 11 x 16 1/2 inches for 10- and 12-inch sets.

Say you saw it in Radio & Television Journal, November, 1949

New Arvin TV

Manufactured by Noblitt-Sparks Industries, Inc.,
Columbus, Indiana

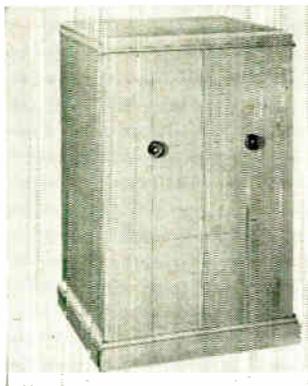


This mahogany console utilizes a 12½-inch cathode-ray tube and is one of four television receivers introduced as the latest Arvin line. Sets include two consoles and two table models. Table models have 10- and 12½-inch tubes, and the second console uses a 16-inch tube. Matching tables for the table models are available at extra cost.

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

Daleo TV Cabinet

Manufactured by Daleo Enterprises,
752 East 137th St., New York 54, N. Y.



Available for any TV chassis and any picture size, this specially-styled television console cabinet is designed to conform to tastes of most homemakers desiring utility and beauty in cabinets. Bleached mahogany, in satin bisque finish, with solid brass knobs, it has double doors that swing open flush to the sides.

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

Radio & Television JOURNAL • November, 1949

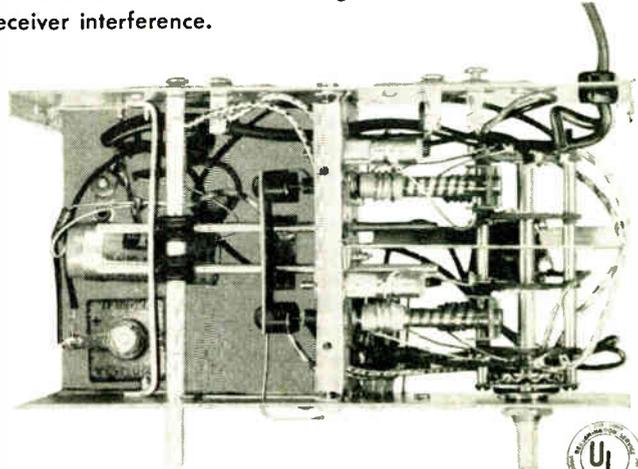


Gets
terrific results

ON ALL CHANNELS!

RMS PREAMPLIFIER SP-4

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

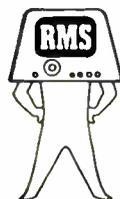


COMPARE THESE DISTINCTIVE ADDED FEATURES:

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

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

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



"I got
a **NEW DEAL**
thru **N.U.**



Says

MICHAEL S. COLAIANNI,
Globe Radio and Electronic Co.



"I got a New Deal when I modernized my service shop through the N.U. Dealer Equipment Plan . . . best of all AT NO COST TO ME. My new equipment helped increase radio and TV service earnings and brought in new business too. Now that I know about the N.U. Plan, I'll get all my equipment this easy way."

Sure! Mr. Colaianni is enthusiastic about the N.U. Dealer Equipment Plan . . . just as enthusiastic as thousands of other service technicians throughout the U.S.A. who were awarded equipment . . . at no cost.

Now! Any Serviceman Can Get New Equipment Thru the N.U. Dealer Equipment Plan

All YOU need do is tell your N.U. Distributor, "I want to go on the N.U. Dealer Equipment Plan." Select the equipment you want from your N.U. Distributor's stock . . . get on-the-spot delivery . . . and your day-by-day purchases of N.U. Tubes automatically make it yours.

N.U. has household, sports and travel gifts for you too . . . under the same plan.

National Union takes the money that ordinarily goes for extravagant consumer magazine advertising and gives it to you in the form of vital service equipment and valuable luxury gifts.

Use Premium Quality N.U. Tubes and Build a Bigger—Better Business

ONLY YOUR N.U. DISTRIBUTOR CAN OFFER YOU THE N.U. PLAN

See Him or write us today

NATIONAL UNION RADIO CORPORATION
ORANGE, NEW JERSEY

How to Increase Television Profits

By **JOHN MECK**

President, John Meck Industries

Sit down quietly some evening. Scan the maze of facts, figures, surveys and arguments about "discounts," "pricing," and "margins." Cut through the millions of words, printed in newspapers, magazines, and bulletins and spoken in conferences, arguments and cocktail lounge shop talk, and you'll find the entire hullabaloo rates around one question: "What can be done to assure the dealer more profit?"

We have examined this problem thoroughly at John Meck Industries. Some of our findings may be of value in seeking out the answers.

If the problem were left to a political faker, he'd quite possibly dispose of it with a windy blast about simply increasing the mark-up. There are even some people in the industry who ride roughshod over the basic economic facts of life and fall for this over-simplification. The fact is that mark-ups represent only one aspect of pricing and pricing is only one factor in profits.

One can increase margins simply by raising prices. That is okay if you'd rather sell one set for, say \$100 profit, than three sets for \$50 profit apiece.

A mature merchandiser knows that profits are recorded by the number of times the cash register rings.

One Profit Leak

Our surveys show that one of the biggest leaks in profits at the retail level arises from service costs. And it is here that the manufacturer can do something for the retailer and the retailer can do something for himself.

At the factory level, we have concentrated so much effort on cutting down the possibilities of failure that friends have sometimes subjected us to relentless kidding. But we find it pays off—by stopping up profit leaks for retailers and by building prestige in our product for the all-important future.

For instance, five per cent of all sets are subjected to a gruelling 24-hour test in the factory. On the basis of these tests, we have, on some occasions, recalled entire shipments to clean out any indicated bugs. In addition, every set is subjected to a two-hour test—60 starts and stops—equivalent to three months of average use in the home.

These are only two of the precautions. The entire program of providing fullest possible guarantees may sound like overdoing it a bit. But we may as well admit that the smaller, rising manufacturer, who has not yet spent millions over years to build up a big name, must overdo it. One failure to us is harder on the brand name than 100 equivalent failures would be on certain better known name sets. That represents one step in raising profits of dealers indirectly by stopping leaks represented by service costs. Now what about the dealer himself?

On the Spot Tests

There are several things he can do. We find an increasing number of alert dealers are making their own tests. Some put every set through a thorough test themselves before putting it on the floor—just to check against any possible trouble which might have developed in the course of the shipment. It takes only a little time and a few cents worth of electricity, and it may possibly be responsible for hundreds of dollars on the profit ledger. If not, there's nothing lost.

Of even greater importance is establishment by a dealer of his own service department. We encourage this constantly. We hold dealer meetings and provide all of the facts showing dealers how easily and inexpensively a service department can be installed and operated. The TV schools are turning out ample supplies of skilled craftsmen. Equipment costs are low. Installation is simple.

This seems an obvious step. Certainly no one could visualize a Buick or Ford dealer without his own service department. Yet, the younger TV business has not fully learned the lessons of this more experienced operation.

As our industry matures, we shall all learn new tricks to expand the profit dollar. Manufacturers will learn to make better sets at lower costs. We still have much to learn. And, if we recognize we are in a great, pioneering industry and look past the present booming sales into the future, we can make it a productive and profitable future in the coming years.

put the world's greatest
salesman to work for you
this Christmas

tie in with the big

Motorola HOLIDAY SALES PROMOTION!

NATIONAL ADS IN . . .

Life - New Yorker - Parade - This Week
Saturday Evening Post - Time
American Weekly - Better Homes & Gardens
House Beautiful - Collier's
Esquire - Fortune - Sunset

TOTAL
CIRCULATION **47,617,665**

**COMPLETE
PROMOTION
AND DISPLAY
PACKAGE
READY NOW**

WRITE, WIRE OR PHONE

YOUR MOTOROLA DISTRIBUTOR

SELLING NEVER STOPS AT 'SUNSET'

(Continued from page 25)

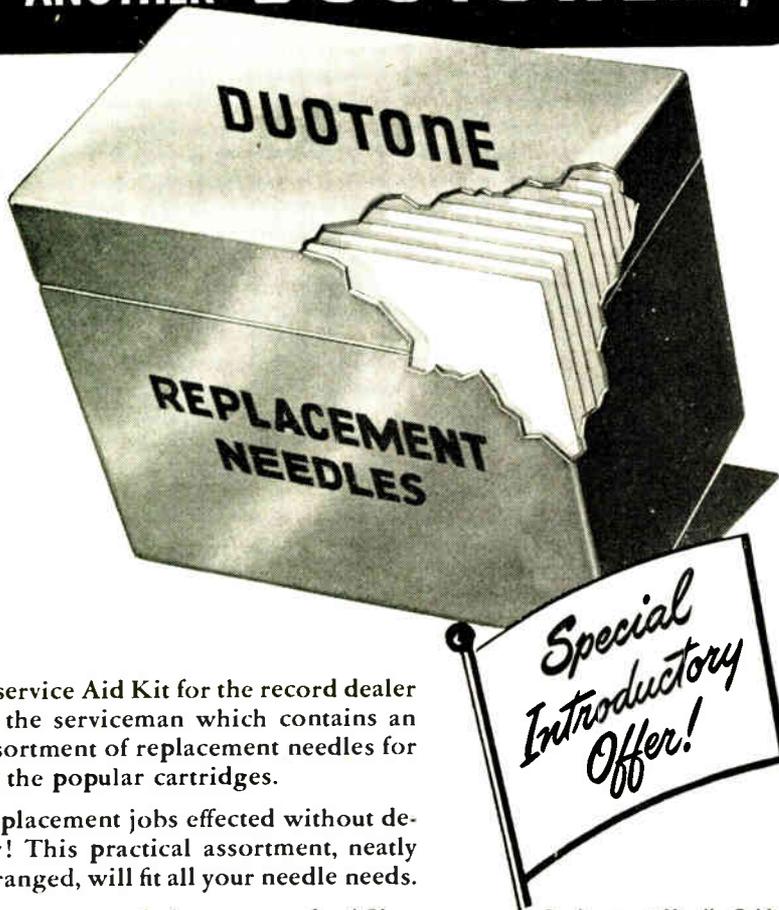
tion. He insists that, "Webster is a wonderful aid. Language has the magic power to control any given situation that arises between customer and salesman." One need only hear how Mr. Wortman "sells away from discount," by selling quality, service and satisfactory performance, to admit he's right. In breaking in green salesmen, he bears down on three important aspects

of Sunset selling policy: 1) sell away from discount; 2) sell Sunset service, and 3) sell what is available for delivery.

Some of the admonitions to the sales staff and the rest of the organization typify the underlying attitude the firm reflects. "All people smile in the same language," "Alibis are eggs, hatched by chicken-hearted salesmen." "You are known by what you do, not by what you can do," these are some tidbits for

salesmen. Then there is a final note, applicable to Sunset Appliance Stores, Inc. It runs, "The first law of business—grow or . . . get out." Since the organization has sprouted from a service shop six months after the war to prominent status in the metropolitan retail field there is no question as to the direction it is taking. Its television center at Times Square is the latest evidence of how rapidly Sunset Appliance is growing.

ANOTHER **DUOTONE** HIT!



A service Aid Kit for the record dealer or the serviceman which contains an assortment of replacement needles for all the popular cartridges.

Replacement jobs effected without delay! This practical assortment, neatly arranged, will fit all your needle needs.

It's an automatic inventory-taker! Simply replace the needles you sell by re-ordering immediately.

DUOTONE needles are famous the world over for their superior performance and workmanship. ORDER TODAY!

Replacement Needle Cabinet
No. 700 AND . . . an assortment
of 14 DUOTONE NEEDLES.

LIST PRICE	\$38.00
INTRODUCTORY DISCOUNT	50/10%
YOUR COST	\$17.10
YOUR PROFIT	\$20.90



I'm Not Laughing

(Continued from page 16)

displays to dealers no-charge. A *working* wholesale salesman will ask for the privilege of putting them in the dealer's expensive windows. The dealer's busy, and will appreciate your taking over the job. The retail salesmen will like it when somebody sees your stuff in the window and comes in and *asks* for it. That's *tops* in selling pleasure. What's more, they think wholesale salesmen, by-and-large, steal for a living, and you'll really go up in their books if they see you doing some actual work. At least they can't hate you—because you're trying to help them make a living.

To Laugh Again

Beats being a beggar, doesn't it? Nothing shameful about it, is there? No more shameful than being a good doctor. Doctors are judged *strictly* by their ability to be of service. But they had to study before they knew how to cure instead of kill. So do you. You've got to know more about the stuff you're selling than anybody else in your community. It's easy. If you represent a decent factory, they mail you the necessary material every day. All you have to do is read it, and understand it, and pass that understanding along.

In 1946 I was laughing because the boys were raking in the money in spite of more "don't know how" than had ever before existed. I'm not laughing anymore, because now it hurts. It's just not funny to see people not getting along, and to know that all that's stopping them is simply a matter of viewpoint. A friend of mine recently said that "everybody's so busy trying to sell something to everybody else that nobody has time to *buy* anything." There's the whole story. Get your territory set up so that it's *easy* for your merchandise to get bought. Then you're really selling.

Another Zenith TV "first"!

MIRACULOUS NEW *Easy-on-the-Eye* GLARE-BAN "BLACK" TUBE TELEVISION

Relieves eyestrain
by reducing glare, yet
increasing picture clarity
60% in lighted rooms!
Medical authorities
recommend this way
to view television!

Old Way—Conventional "White" Tube

All conventional television tube faces are practically white. Television "paints" its pictures on them with millions of tiny pin points of light. When viewed in a lighted room—the way medical authorities say television should be viewed—the resulting pictures look faded, washed out. They lack sharp contrast—like drawing on a white board with white chalk. Your eyes squint and strain to make up for this lack of clarity. This is a major cause of television eyestrain.

New Way—Zenith Glare-Ban "Black" Tube

Television's greatest picture improvement! Gives you pictures with depth and quality never seen before on any television set. Its special built-in Oxide lens intensifies the dark parts of the picture, reduces glare, and actually increases picture clarity 60% in lighted rooms. The result is a far clearer, sharper picture—with amazingly lifelike quality and depth. The difference in viewing pleasure and freedom from eyestrain is *unbelievable* until you experience it.

A "natural" for store demonstration! The lighter your showroom, the more startling the difference between this greatest of all picture improvements and conventional television receivers!

— **PLUS** —

Zenith Giant Circle Screen with New Picture Control Switch!



Zenith Television Receivers give you either of these two picture shapes at the flick of a switch.

Conventional Shape — much smaller picture.

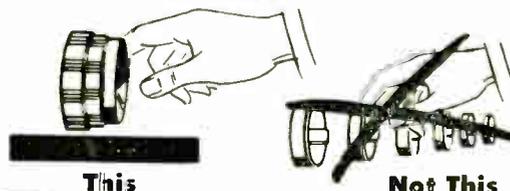
Zenith's Giant Circle "C" Screen gives you up to 165 sq. in. picture. And New Picture Control Switch gives you choice of the circular or rectangular type picture—lets you prove to yourself how much bigger, better, the Giant Circle picture really is!

Another sales-closing exclusive Zenith demonstration! Show your customers how Zenith gives either the Giant Circle picture or the Rectangular type—at the flick of a finger!

SEE YOUR ZENITH DISTRIBUTOR
ZENITH RADIO CORPORATION, CHICAGO 39, ILL.

Zenith One-Knob Simplified Automatic Tuning

One twist, there's your station, picture, sound!
Does automatically what on many other sets takes up to 5 or 6 manual tuning operations!
Ends repeated re-tuning nuisance!





● Add trained salesmen to this radio, TV and appliance store and it has profitable vitality.

A Simple Matter of

DOLLARS and CENTS

Every radio retailer of experience realizes that each time it appears necessary to "fire" a store helper, the business suffers a genuine loss in terms of dollars, as represented in the time used to train that helper, and the failure to realize upon that investment by his or her continued services.

Especially in these times does the radio dealer find it necessary to *retain* help once hired when competitive phases of postwar markets are beginning to force him to readopt aggressive store methods largely dropped during the war. So vitally important does one of the largest employers of retail help consider this phase of management today that he has had the Jam Handy Organization produce a sound slide, "Dollars and Sense" to remedy matters. This film was sponsored by and was produced for, the S. S. Kresge Company, whose chain of variety stores serves millions of people daily, handling thousands of items and lines of merchandise.

The Kresge people decided this particular "leak" in operations needed effectual plugging and that the target naturally is the Kresge store manager—represented in this instance by an actor as the central figure in an unusual and timely sound film story.

A review of this interesting film shows a real dramatic approach, one that allows the average store manager to look at himself as in a mirror handling new clerks, to hear himself failing to get out of each one all the ability they have and to utilize all the training they have been given.

Furthermore, this film especially stresses the absolute need for new help to get proper training in (a) store prac-

tice (b) stock for sale (c) customer contacts and so on.

Listen to some of these nuggets of wisdom from the recording:

TOM GREEN: (store manager) (He has just fired a new salesman—Mr. Baker) Well, that's ONE less problem to worry about.

OFF SCREEN VOICE: How do you figure *that*, Tom?

TOM: Why — he's fired — through —

The retail philosophy contained in this sound film has been summed up:

Training is vitally necessary for new store help.

This training saves the time spent to correct errors as made—due to lack of such training

Every salesman who walks out or is "fired" represents a dead loss to the store and a certain loss to the manager

Competent sales people make good trainers and are nearly always found cooperative if properly approached. Newcomers can SEE and HEAR the best ways to do it whether with respect to understocking or customer contacts

The competent store manager is the one who fires the smallest percentage of his personnel.

on the way.

VOICE: Yeah? But, that doesn't mean one less problem, does it? You've really got one more—in replacing him—haven't you?

TOM: Yes, I've got to hire another salesman. But, this time I'll get somebody who . . .

VOICE: Just a minute, Tom? Who hired Mr. Baker?

TOM: Why—I did—but . . .

It is shown that management and not the salesman is often at fault in failing to properly train new help in the first place. It is shown that Tom's failure to train him in the first place made it necessary for him to spend even *more time* correcting his mistakes as she made them. In other words **IF YOU SPEND MORE TIME TRAINING 'EM YOU WILL SPEND LESS TIME Correcting THEIR MISTAKES LATER.**

Says the Voice: Well, Tom, however folks leave, the fact remains that it's a pretty expensive deal for the store. Take Mr. Baker, for example. When he walks out, it's like **MONEY** walking right out the door, all the time you've spent hiring and training him is gone—

Right!

More and more, industry has found that every competent and trained workman whether in factory, mill or machine shop, is a walking asset to the extent that the company and the management has invested money and time in training him and, so it is with equal force in the retail end of our business. You cannot expect to collect on your training and hiring investment until **AFTER** the sales person has learned enough through training to work smoothly, effectively and efficiently. In fact, this principle is today one of the most important factors in the country's largest retail as well as commercial and industrial organizations.

Of course, the store manager is "busy"!

Kresge recognized this fact and that it might, on occasion, be used as a reason for failing to train help then having to correct their mistakes and eventually to fire them at a loss. It has been suggested in "DOLLARS AND SENSE" to Tom Green that he assign one of his most competent men to help him train new help. He has scoffed at this idea at first—then:

TOM: (approaching him) Mr. Benson. I've been thinking how important it is to our store to have men like you on the job. The way you handle your customers—

MR. BENSON: Well, thanks!

TOM: And I've been wondering if you would help me train the new men coming in. If they could just work



● A topnotch salesman can save you money by being a sales training model.

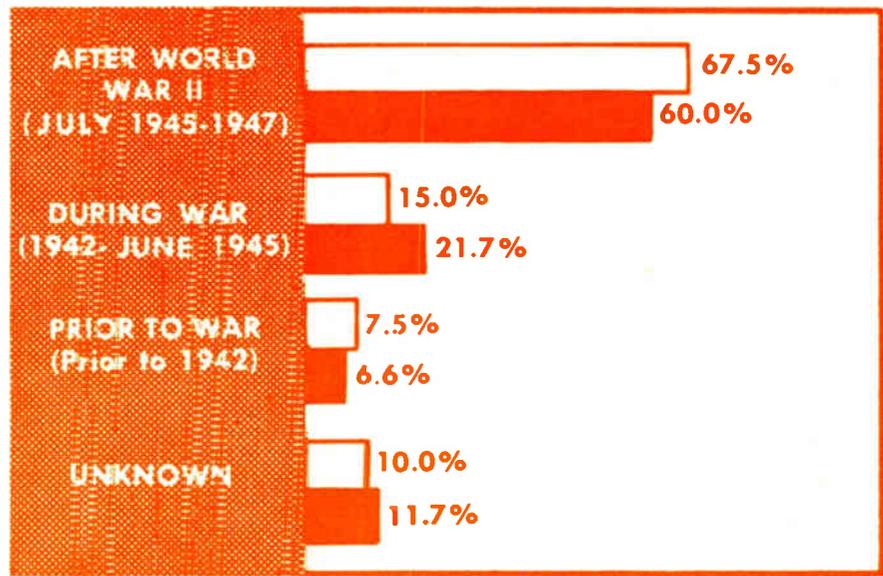
with you a few days—you know—have you showing them the right way to operate—explaining to them why we do our work in just certain ways—if they could just see how you do the job, catch a little of the spirit of the store, they'd

get off to a good start. It would certainly be a big help. What do you think of that?

MR. BENSON: Why, I'd do my best Mr. Green. I certainly would—if you think I can do it?

TOM: I'm sure of that!

RETAILING



RADIOS

ELECTRICAL APPLIANCES

● Slipshod methods of hiring and training sales personnel can be factors contributing to a dealer's slide into the "failure" column. Chart above, based on Dun & Bradstreet surveys, indicates the highest percentage of failures in the radio field, 67.5 per cent, were operations that started after World War II. Older, wiser dealers probably learned how to make their sales organizations pay off.

How to Pay Your Salesmen

A YOUNG man with all the attributes of a top salesman perches in a dealer's waiting room, ready to go to work. What is the dealer going to pay him? How is he going to work out a system of remuneration? A dealer may foolishly bury himself beneath a pile of papers, all scribbled with figures. He may doodle for hours, seeking to find a way out of a dilemma. But there need be no dilemma at all. Compensation in the radio, television and

appliance field may be an extremely controversial subject, and one which the dealer has to be careful about deciding. However, a dealer can figure till the cows come home, he can engage the ablest accountant in his community, but he'll still discover that no matter what his salesmen compensation plan is it can be classified under one of three fundamental types. And there are basic factors which any plan must take into consideration.



No single compensation plan can be dubbed right for every dealer. There are, however, three basic types—straight salary, straight commission, and a combination of these two. It remains for each dealer to sit down and work out the type of plan which will produce results and at the same time keep salesmen happy.

TELEVISION SELLS Alliance Tenna-Rotor *Right in the Home!*

"Son, there's the answer!
clearer pictures...
...more stations
ALLIANCE TENNA-ROTOR!"



4,500,000 Viewers
Around 40 TV Stations
See TENNA-ROTOR in Action—Each week!

Every TV set owner wants more distance—less interference—clearer pictures! Alliance Tenna-Rotor means faster antenna installations—fewer call-backs—happier customers! Guaranteed for one year!

ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio

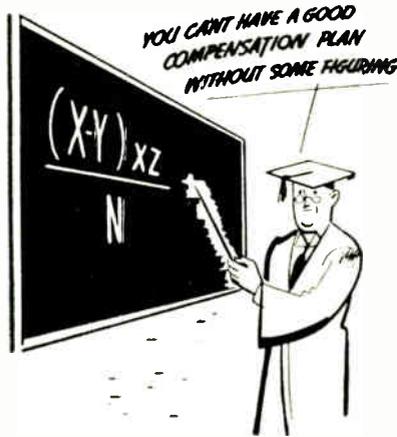
Export Department: 401 Broadway, New York, N. Y., U. S. A.

As for the types of compensation plans, a dealer may select straight salary, straight commission, and a combination of commission and fixed earning to choose from. Whichever of the three he chooses, there are some seven considerations to be weighed before making up his mind. The plan, for instance, must be fair, to the salesman and to the dealer. The plan must be simple, enabling a salesman to understand it and be able to check his earnings. It should permit a salesman to make an income comparable to what his effort and ability could net him in another field of endeavor. Although it should provide a salesman adequate earnings, it should not run a dealer's costs so high as to make his business unprofitable. The plan should provide for rewards for extra effort and productivity. Yearly vacations with pay, insurance participation, and hospitalization protection, on the basis of service, can be a factor in the plan which reduces personnel turnover. And, finally, if a dealer's business is seasonal, the plan might very well include a method of withholding a percentage of earnings to spread a salesman's income over lean months.

Straight Salary

The straight salary method of compensating a salesman has obvious advantages. It eliminates peaks and valleys from his earnings and gives him a healthy mental attitude toward his job. Without the need to worry over providing the necessities of life he can devote himself to his work. Because

such a system is simple, it makes record-keeping easy and avoids disputes over compensation. And, finally, it permits a dealer to have full control over the salesman.



Since salesman compensation must be calculated from gross sales volume, a definite formula which calls for about 8.5 per cent to pay salesmen can be used for safe computations.

But under such a plan, a dealer takes all the risk, because there is no guarantee that sales costs will remain within an allowable profit figure. Besides the system provides no incentive for special effort and increased productivity. It becomes the prop of the poor salesman, for good salesmen, who make excess sales, help pay the sales costs of the low volume salesman. Ultimately the best men on a dealer's sales force become disgruntled, completely dissatisfied over what to them is an unfair system. Such disadvantages of the straight salary system so far outweigh the advantages that it is not in widespread use.

Straight Commission

The straight commission method of compensating a salesman gives him a constant incentive for greater effort. It permits a top producer to know exactly what his earnings are in proportion to his sales volume. And it makes it possible for the dealer to know in advance what his exact sales costs are.

On the negative side, however, this type of compensation takes away from a salesman the feeling of security which comes from fixed income. At the same time, it gives the dealer less control over a salesman, since it allows a worker to feel his time is his own to do with as he sees fit. Furthermore, although such a plan protects a dealer as to sales costs, it throws the burden on the salesman by making him take all the risk.

Combination Plan

Variations of the combination method
(Continued on page 47)

PREVIEW FOR 1950



SENSATIONAL RECORD PLAYER VALUES

Performing miracles in quality . . . price . . . design
. . . performance . . . volume sales . . . plus profits . . .

Write today for brochure

SYMPHONIC RADIO & ELECTRONIC CORP.
292 MAIN STREET · CAMBRIDGE, MASS.



18 models in full price range. All speeds in manual and automatics.

DEWALD presents a new TV SET with a BUILT-IN ANTENNA



HIGH-DEFINITION MODEL DT-160
with 16 inch Picture Tube

This handsome table model is available in Walnut or Mahogany cabinet, 24 x 20 1/2 x 23 1/2" deep. It's "tops" in performance — clearer, brighter, steadier pictures plus dependable performance and extra power for reception even in fringe areas.

The complete DeWALD TELEVISION and RADIO line means more satisfied customers, more sales, more profits for you. Now available.

AT NEW LOW PRICES

JOBBERS — REPRESENTATIVES

Some choice territories now available
Write for full information

Proven Quality for Over a Quarter-Century

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

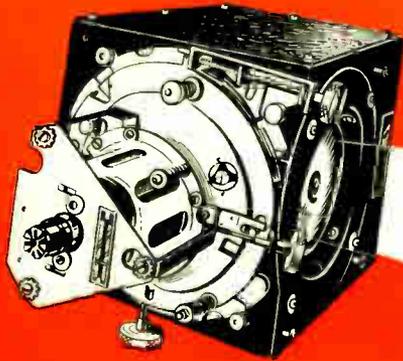
DEWALD

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

PROTELGRAM

**LOWEST PRICE
HIGH QUALITY
BIG PICTURE
TELEVISION**

★ **PROTELGRAM** is the choice of leading manufacturers for bigger, better television reproduction ...at the lowest cost per square inch of viewing area!



An Exclusive Development of
**NORTH AMERICAN PHILIPS
COMPANY, INC.**

100 EAST 42nd STREET

NEW YORK 17, NEW YORK
World Radio History



How to Pay Salesmen

(Continued from page 45)

of compensating a salesman are 1) a draw against a commission and 2) straight commission with a guarantee.

In the first method the good salesman has the assurance of full compensation in proportion to his sales, while the poorer salesman has the assurance of a minimum paycheck every pay period. The dealer finds protection under this system in that any earnings in excess of his draw are to be applied by the salesman against any deficit which accumulated when draw exceeded commissions. What usually happens, however, is that a salesman who gets in arrears that way will resign his position and start fresh with someone else rather than face the constant drain on earnings when a deficit has to be made up.



If a straight salary plan becomes a prop for poor salesmen and a drag on good salesmen, then it has serious defects. Since it provides no incentive for increased productivity, it has a further disadvantage. But it gives salesmen a steady income. Factors like these must be weighed in choosing a fair compensation system.

The straight commission with a guarantee has the advantage of offering a salesman a minimum earning. However, the dealer absorbs any sum paid to a poor salesman in excess of his commission earnings, placing most of the risk, as in the other method above, squarely on the dealer.

Despite this shouldering of risk on the part of the dealer in any plan which includes straight or minimum salaries, the combination of straight salary and commission plan of compensation offers the most satisfactory method of settling the ticklish remuneration problem for dealers. Since the salesman is

on salary, the dealer has full control over him. Attendance at sales meetings, submission of daily reports, and other forms of making him toe the line can be used to advantage by a dealer who wants to keep every man on his sales force a top producer. While the salary is much lower than what a salesman would get if working on straight salary, it nevertheless suffices to pay the pressing grocery and

rental bill, removing those worries from a salesman's mind.

Compensation Formula

For a plan of payment satisfactory to both dealer and salesman, a set formula can be used. First, determine the per cent of gross sales that can be profitable to produce sales, giving due consideration to participation in paid vacations, insurance and hospitalization benefits. Suppose, for instance, 10 per cent must be paid to produce sales, and 1.5 per cent would take

(Continued on page 48)

GENERAL INDUSTRIES *leads the Parade*

MODEL TS—45-78-33½ R. P. M. General Industries' newest rim-drive phonomotor, designed to accommodate *all* types of records now on the market.

... with this low cost THREE-SPEED PHONOMOTOR!

It's GI's Model TS . . . the *one* motor designed and engineered to meet *all* requirements for true record reproduction at 33½, 45 and 78 R.P.M. Already time-proved in actual service, this latest addition to the famous GI phonomotor line today is being used in a wide range of portables, table models and console radio-phonographs.

Outstanding features: standard narrow-flange turntable for easy, compact installation . . . simple, yet positive speed shift mechanism with external control lever . . . dependable, quiet *Smooth Power* motor for long, trouble-free service.

For full details—blueprints, performance specifications and quotations—write, wire or phone today.



The GENERAL INDUSTRIES Co.

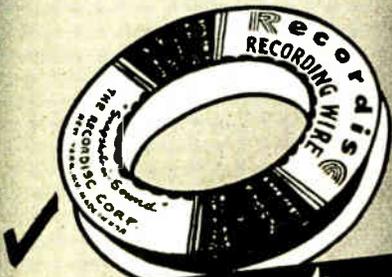
DEPARTMENT F • ELYRIA, OHIO

Recordis

GIVES YOU

2 QUALITY PRODUCTS

TO MULTIPLY SALES TO BOOST PROFITS



Super-Tone 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.

care of vacations and other expenses. That leaves 8.5 per cent to pay a salesman in salary and commission each pay period.



Any base salary-commission combination must make it possible for salesmen to have an annual income comparable to that of other salesmen in his locality.

Total dollar volume multiplied by this percentage figure will give the amount left for sales payment. If, for instance, the planned sales volume of a store is \$150,000, at 8.5 per cent there would be \$12,500 available to pay salesmen. Next, the average earnings of a salesman in a dealer's particular locality must be fixed upon, say \$3,000 a year, as an example. The total sum available for selling divided by the average earnings of a salesman for the locality will give the number of salesmen that a dealer's operation can support. The number of salesmen divided into gross anticipated volume will indicate how much each salesman must sell during the year. In the example, four salesmen would be supported by the \$12,750 available for selling and each of these four would have to produce an annual sales volume of \$37,500.

Verification of figures arrived at must be made. For instance, what is the history of sales in the area? Can the average salesman sell the amount of goods required under this formula? If the volume each salesman must sell is in line with what a history of the area shows can be sold, then the compensation plan balances out correctly. If, however, the figures do not balance out, then every step in this formula must be reviewed and the figures modified until the plan works out on a sound basis.

The material and illustrations presented on these pages are from the Nash-Kelvinator instruction book, "Selecting Salesmen—Key to a Good Sales Force." The book has been judged the best contribution to the field of sales literature during the year 1948 by the National Society of Sales Training Executives.

Porter

MANUFACTURER OF TELEVISION CABINETS

AND

TELEVISION TABLES

... according to your specifications. Available in all finishes—mahogany, blond, limed oak, walnut and others. Write for more complete details.

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NEED HELP?

TRAINED MEN AVAILABLE

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

COMMERCIAL TRADES INSTITUTE

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Dept. P104-10, Chicago 26



● Herbert Weymann tells the '45' story to an eager customer.

'Love That 45 RPM'

THE name Weymann has been a music tradition in the business hub of downtown Philadelphia for the past 85 years. Since 1864, the house, now located on the city's famous Chestnut Street, has dedicated itself to a successful policy of selling "everything musical."

Today, the Weymann Company offers its customers, many of whom have a family tradition of buying at Weymann's a complete line of orchestral instruments, pianos, radios, television receivers, phonographs, and records. You can even purchase mouth organs and toy plastic flutes in the large, well-stocked, four-story store.

Weymann's has been in the record business as long as there's been a record business. From its vantage point of time it has watched the complete parade of developments in phonographs and records from the days of Edison and Eldridge Johnson. Today, in keeping with the policy of selling "everything musical", the store stocks instruments and records of all three music reproduction systems—78, 45, and 33 rpm.

Because of its long history and its tremendous following of habitual customers, the store serves as an ideal example of what the 45 rpm system can mean to the long-established dealer with the know-how to capitalize on it.

Herbert Weymann, a principal of the firm, says that the introduction of the 45 rpm music reproduction system has increased his store's record business. It has done that by quickening among his customers an interest in recorded music in general, increasing the purchase rate per customer, and supplementing rather than supplanting his traditional 78 rpm business.

"Frankly, we are surprised at the rapidity with which 45 rpm has caught on," he says. "We've been selling 78 rpm records for more than 50 years. We've been selling the Long Play record for nearly a year and a half. We've been selling RCA Victor's 45 rpm for less than five months—but selling at such a volume that today the 45 rpm represents one-third of our total record sales. Our success with 45 rpm can be summed up in the statement that in

(Continued on page 52)

**MAKE PLUS PROFITS
WITH JFD PRODUCTS**

JFD makes the most complete line of TV accessories anywhere. More important, however, is the fact that they're quality products that do a job...and stay sold. And you know that your profits are greater when customers are satisfied.

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C 361
STACKED
"COMMANDAIR"
ALL-BAND
CONICAL**



Here's just one example of JFD leadership in the antenna field. High in performance!... Low in Price!

**\$20⁹⁵
LIST**

JFD No. TV10

The most effective booster money can buy.

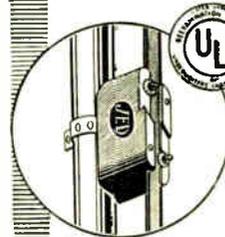
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TWIN LEAD
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Underwriters' Laboratories approved for indoor-outdoor use. Safeguards sensitive TV parts against lightning and static charges.

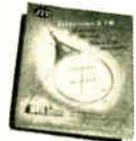
**\$2²⁵
LIST**



Write for FREE JFD Catalog of TV Accessories, No. TV100

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

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



JFD

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

FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

Color Far Away

Louis I. Pokrass, chairman of the board, Tele King Corp., N. Y., has joined the ranks of those in the television industry who are taking a dim view of early color TV advancements. Along with Franklin Lamb, former president of Rex Products, and recently appointed to the new position of vice-chairman of the board at Tele King, Pokrass is convinced there has been much premature publicity on color television, and feels that added transmitter power for television stations should be a first step in improving fringe area reception for the TV public.

"Color, except for laboratory and spot experiments, will not be available for more than a year, if then," Pokrass claims. He maintained it would be expensive when it did come, stating that his firm's existing sets would in all probability receive black and white pictures from stations telecasting either black and white or color.

It is also Pokrass' opinion that color will never replace black and white in television, and he recalls that the majority of moving pictures are still made in black and white. "Just as color movies were two or three times more expensive than black and white when first developed, so color TV will entail added expense, unless some inventive genius not now known to us performs a miracle."

Television Ready for 'Second Set'

(Continued from page 18)

emphasis on the extremely low price as an opening point, and then stressing the multiple advantages of the portable, some of which I have already mentioned above. Finally, as a clincher, we point to the fact that our model, with its built-in "Roto-V" antenna and highly sensitive tuning circuit, completely eliminates the need for costly installation and aerial riggings. This last has proven to be a potent selling point in the mass markets where a difference of fifty dollars saved frequently means the difference between a sale and a walkout.

For Better Merchandising

To support our promotion of the portable as a second set, we are focusing some of our publicity and exploitation efforts, as well as advertising, in that direction. Participation in many of the top-rated national network radio shows and in some of the popular television programs, we have found, is an excellent attention-getting method of exploitation at low cost. Tele-tone provides these shows with a portable model, which is used as a prize for the winning contestant in each case. In return, the program gives the set a highly effective "plug," and on the TV broad-

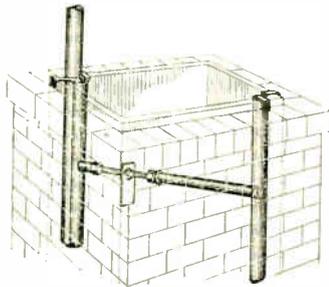
casts, the portable is highlighted in the visual action concerned with the awarding of the prize.

To sum up, we at Tele-tone feel the time has definitely arrived to plug the sales of a second television set in many territories throughout the country. The portable, in our estimation, is the set for the job at the present time. And, what's more, the portable can also double in brass on your sales charts as a prime mover for that original set for the low and middle income groups of the mass market.

A Yuletide Touch

As part of its Christmas promotion plans, the Allen B. DuMont Labs., Inc., N. Y., are inaugurating a dual-purpose Yuletide gift certificate for use by their dealers, Henry R. Geyelin, advertising and sales promotion manager, receiver sales division, reports. The certificate is a distinctive 9- by 12-inch parchment scroll. Rolled up and tied with an attractive ribbon, it can serve as a regular gift certificate in a dealer's special Christmas gift merchandising program. Also, it makes an appropriate presentation for those customers whose orders dealers cannot fill in time for the holidays.

The FELBER INVISIBLE MINUTE MOUNT for TV & FM ANTENNAE



FAST - SELLING ITEMS FOR DISTRIBUTORS, DEALERS AND INSTALLATION FIRMS

- Quick, low-cost erection.
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- No cutting or drilling.
- No tools necessary.
- Made of aircraft aluminum.
- Sturdy, rigid, rustproof.
- Locking device furnished.
- Antenna easily oriented.
- Used by foremost TV mfrs.

List Price . . . \$4.75

Special trial offer—One of each, \$1.98 each

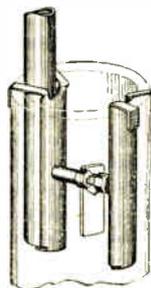
DISTRIBUTORS' TERRITORIES AVAILABLE

PROGRESS MANUFACTURING CO.

2165 Morris Avenue, Union, N. J.

Telephone Unionville 2-2756

For 8" x 8" and 8" x 12" chimney flue and 4" flue or vent.



Post-mortem Racket

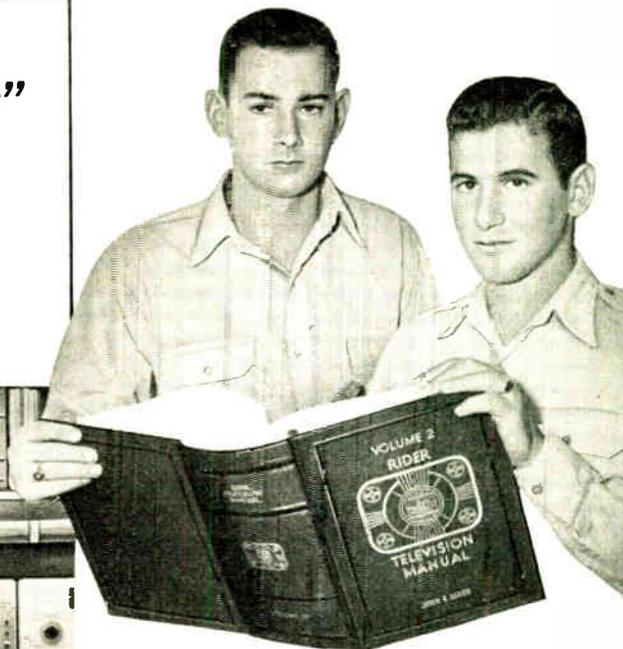
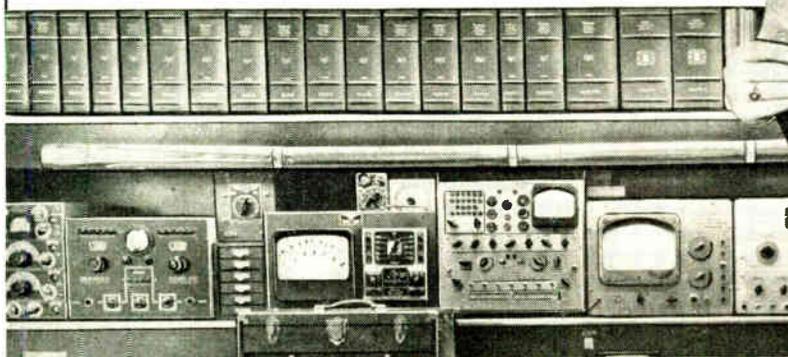
Well-informed executives of large corporations can be unwitting targets for practitioners of the time-worn "Hearse Chaser" racket, the Better Business Bureau of New York City reports, indicating that "weeping widows" are not the only victims of sharpsters schemes. According to complaints received by the Bureau, supplemented by their investigations and the investigations of P. O. Inspector Emmett Harding, one Robert L. Bradford, operating under the corporate title Business Research, Inc., was forwarding bills to various corporations immediately following the death of a prominent executive.

The bill in the amount of \$600 for services rendered the deceased for the preceding year, and described as research and advice on various political, economic and financial matters, could in no case be substantiated within the corporation. No copies of any contract could be located. In court actions where an attempt was made to collect the \$600, defense attorneys successfully defended the action by contending no contract existed. Even Bradford's attorney claimed he had not been shown an original, only what purported to be a copy. In substance various complaints revealed a pattern—an attempt to collect \$600 on claim of unproved services.

Better Business Bureau advises business firms to be on the alert for such practices and to forward any information concerning the same to the Bureau.

"Of Vital Importance to Every Progressive Servicing Establishment"

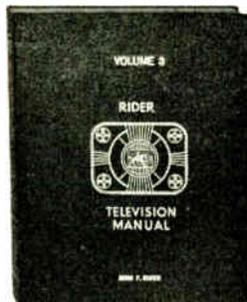
"Here in Mt. Vernon we have, what we sincerely believe to be, one of the finest servicing organizations of its kind. Our equipment and facilities are the most modern to be found anywhere. Rider Manuals are an integral part of our equipment. We have a complete library on hand, and we find them to be essential to tracing the trouble and correcting faulty receivers of all makes and models. In our opinion, Rider Manuals are of vital importance to every progressive servicing establishment."



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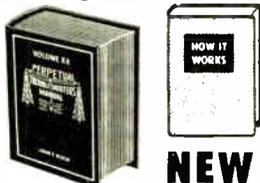
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A New Book... A Helpful, Profitable Book for You! BUSINESS HELPER

by Leslie C. Rucker
(Rucker Radio Wholesalers)

You can't afford to miss the valuable pointers offered in this person-to-person talk by a successful business man who started from scratch and worked his way up to a chain of 3 stores. Any one of his many worthwhile ideas can mean fifty times the cost of the book in your pocket. This authoritative guide will show you how to avoid losses and turn ideas into profits.

144 pages,
22 chapters. \$2.00

RADIO OPERATOR'S LICENSE Q AND A MANUAL

Lists all the questions and answers for the FCC exams. But the outstanding feature of this Manual is its thorough FOLLOW-THROUGH...a carefully simplified discussion of the answer to the technical question...so necessary for an absolute understanding of the answer.

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FREE! Eye-Stopper for Service Shop Windows

A new Display, 14x17 inches, captioned "Which One is the Phony". It shows two greatly enlarged photos of stamps, one genuine, one a known counterfeit, with identifying characteristics and means of recognizing the forgery. Over 10,000,000 people in the U.S.A. are stamp collectors. This display will be of interest to young and old, and will attract attention to your windows and, consequently, business to your shop. 2 displays will be issued each month, and you can get them FREE of CHARGE from your Jobber.

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RIDER MANUALS mean SUCCESSFUL SERVICING

NOTE: Are you receiving your copy of "Successful Servicing"? It's Rider's own publication of interest to every Serviceman. Write for it . . . it's FREE!

NOTE: The Mollary Radio Service Encyclopedia, 6th edition makes reference to only one source of radio receiver schematics — Rider Manuals.

ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, T543 edition No. 4, makes reference to only one source of receiver schematics — Rider Manuals.

Preamplifier by RMS

Manufactured by Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.



Providing an average gain of four to six times over the entire television range, this preamplifier features individually shielded input, output and power sections. Entire unit is shielded against outside and television receiver interference. Isolation-type transformer eliminates shock hazard from chassis. Pilot light indicates when preamplifier is on and gives different color for each band.

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

WARNING

South River Chimney Mounts are patent protected. Imitations and infringements are being prosecuted.

See U. S. Patent No. 2482575.

South River Metal Products Co., Inc.

17 Obert Street
South River, N. J.

'LOVE THAT 45 RPM'

(Continued from page 49)

less than 20 weeks it has caught up with and is selling on a par with the older systems."

Miss Helen Boyer, the store's record buyer, points out that "we have lost little or no 78 rpm business to 45 rpm. The latter is developing into a supplementary business with us. Being an old house, backed by years of tradition and service to customers, we have a relatively fixed customer group — people who have been shopping here for years —and, of course, the vast majority are 78 rpm customers. Today, these customers are still buying records for the 78 rpm instruments they have in their homes—but they are also buying 45 rpm instruments and records to supplement their 78's."

Mr. Weymann discloses that with the introduction of 45 rpm, the store sold more of the 45 rpm instruments than of any other types. Majority of the sales, of course, were of record player attachments and self-contained phonographs. With each instrument sale, the store has also sold an average of \$15 to \$20 worth of 45 rpm records.

How does the store account for its success with 45 rpm? Miss Boyer, who has been "Miss Records" at Weymann's for more than 15 years, puts it squarely in the hands of the customers.

"We are especially gratified, in view of all the previous talk about confusion, to find little or no confusion among our customers," she says. "It is surprising how many customers come in pre-decided. Their decisions are evidently based on dealer and factory advertisements and news stories they have read and the brochure material we make available to them. Then, too, customers are changing. Today, the customer is more than ever before informed on records and instruments. He knows the various systems, their advantages and their merits. This wasn't always so in the past. The advent of 45 rpm has awakened a new interest in phonographs and records, and we find, in our store, at least, that customers are qualified to discuss and debate intelligently and knowingly the merits of the various systems on the market."

While the majority of Weymann's customers are pre-decided, the store maintains a strong promotion policy. A 45 rpm instrument is displayed in a strategic position on the record counter, where it is convenient for demonstration purposes. A complete library of 45 rpm records and albums is stored alongside the conventional record stock, forming a permanent display which features the space-saving advantages of 45 rpm over

conventional 12-inch and 10-inch records. While the store carries many different products, it makes certain that 45 rpm gets its proper share of window display and newspaper advertising, and information relating to new 45 rpm record releases is available to all customers.

Another factor in the success of 45 rpm at Weymann's, according to Miss Boyer, is the policy of maintaining a complete stock of 45 rpm records.

"We have heavy competition in the immediate neighborhood—six record stores within two blocks—but our customers have already learned that any 45 rpm record they may want is always available at Weymann's," she says. "We doubt that any store in Philadelphia can match our service on that score. In the past few months, we have acquired many new customers seeking 45 rpm selections unavailable in their own neighborhood stores."

Weymann's has never believed in selling from catalogs or in taking orders for later delivery. Much of the space on the upper three floors is devoted to warehousing all sorts of merchandise, including 45 rpm records and instruments.

Mr. Weymann says that the multiplicity of products and brand names on the market today makes the operation of a music store much more of a problem than in the days when his grandfather and father operated the store. But he does not subscribe to the opinion that the problem constitutes confusion.

"Since 1864," he says, "our policy has been to sell everything musical. We provide our customers with a variety of products and allow them to make up their own minds. In keeping with that policy, we stock all three phonograph systems. We are convinced that the customer, given complete information and a factual sales presentation, has the ability to decide for himself the phonograph system he wants for his own home. The soundness of this conviction is implicit in the fact that so many of our customers have turned of their own accord to 45 rpm in the short time it has been available."

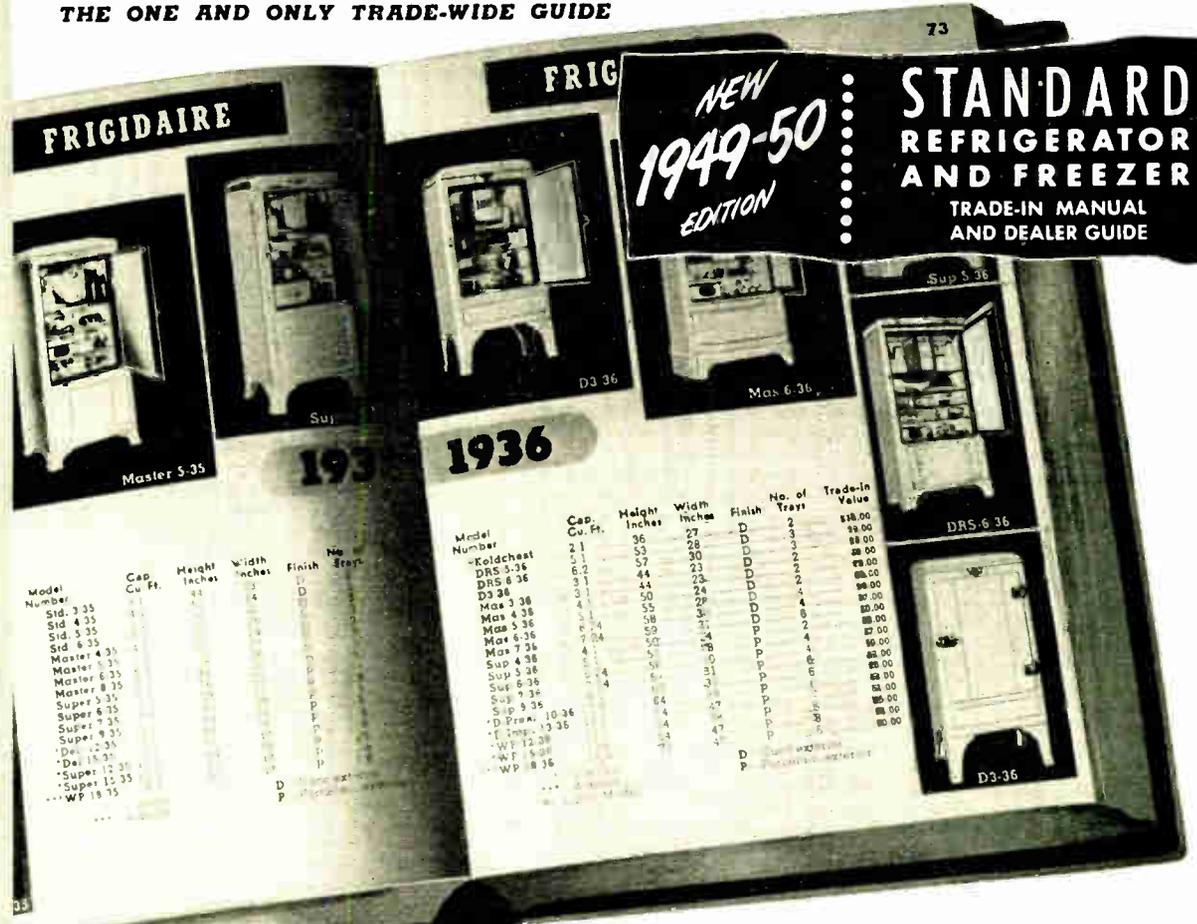
The past, present, and future meet profitably at the Weymann Company. The organization has proved that the long-established dealer, with a policy of merchandising and promoting his line and keeping his prospects completely informed, can make 45 rpm a plus-sales success. Surely that has happened at Weymann's where in less than five months it accounts for one-third of the total record sales.

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
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- WESTINGHOUSE
- WILLIAMS ICE-O-MATIC

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

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- 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
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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.

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PROTECT YOUR REFRIGERATOR AND FREEZER PROFITS!

All appraisals have been revised to reflect current market factors.

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JFD TV Booster

Manufactured by JFD Manufacturing Co., Inc.,
6101 16th Ave., Braaklyn, N. Y.



For fringe and remote areas where TV signals are weak, this booster is designed to tune in distant stations and tune out noise and ghosts. Six mc. bandwidth, individual circuits and tubes for upper and lower bands, and separate tuning for upper and lower band circuits. Matches all receivers and antennas. Cabinet in simulated leather available in walnut, mahogany or blonde finishes.

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

**Complete listing of
New Products on
pages 32, 33, etc.**



TWIN SCREW TYPE STAND-OFF INSULATOR

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

300-OHM TRANSMISSION LINE

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

**PHOENIX
ELECTRONICS, INC.**
Lawrence, Mass.

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

The Radio Electronics Century

This is an era of high-speed transportation and communication. It is a century of great speed and great power. The recent development of tremendous and potentially dangerous sources of power has also made precise control over these important technological advances that much more significant. That is why the century is likewise one of master controls, in which electronics plays a dominant role. Radio and television comprises but one area, that of modern communications, where electronics works magic, transmitting messages and music—and eventually television—around the globe.

These were some of the thoughts Brig. Gen. David Sarnoff, chairman of the board, Radio Corporation of America, left with this year's 163 graduates of RCA Institutes, claimed to be the oldest radio technical training center in the country, at commencement exercises held recently in a studio of the National Broadcasting Co., Radio City, N. Y. General Sarnoff pointed to the 1,300,000 homes in the country already equipped with television, and the vast market of 39 million homes with radio sets which constitute a market for television receivers, saying:

"As television spreads across the Nation, opportunities in manufacturing, installation, and servicing will expand. Industrial and theatre television are big fields that are beginning to open. These, broadly speaking, are the most obvious services of this great science with which you, through your education, have formed a professional alliance."

Then he went on to speak about the other opportunities the science of electronics provides for young Americans alert to clues that lead to discoveries and inventions. In the industrial field, he pointed out, mills which turn out a mile of cold-rolled steel in a minute have their rollers perfectly synchronized by electronics. Other plants owe their production capabilities to electronic regulators, heating devices, and other electronic apparatus. He recalled that electronic power computers made possible a seven-fold increase in aluminum production in World War II.

"Electronic devices have sharpened all five human senses," General Sarnoff also pointed out. "With one we can hear a fly walking. And there is a phototube so sensitive it distinguishes more shades of color than the eye. Another device feels variations of 1/10,000 of an inch in the thickness of a copper wire; still another will taste a drop of vinegar in a vat of water; and one electronic instrument can smell the smoke of a match inside a giant warehouse. We can watch an electronic circuit measure the

speed of bullets whizzing from a gun. Other instruments probe electronic fingers deep into the earth and unerringly locate hidden oil and ore deposits. Similarly, they can detect impurities in sealed packages and bottles."

General Sarnoff also told of the development of electronic computers having the ability to "out-speed the human brain," working out in a fraction of a second problems that would take mathematicians hours or even days to solve. He spoke of the Selectron, a tube which can remember 256 items of information, releasing any part of it to supply an answer to a problem in less than 1/1,000,000 of a second.

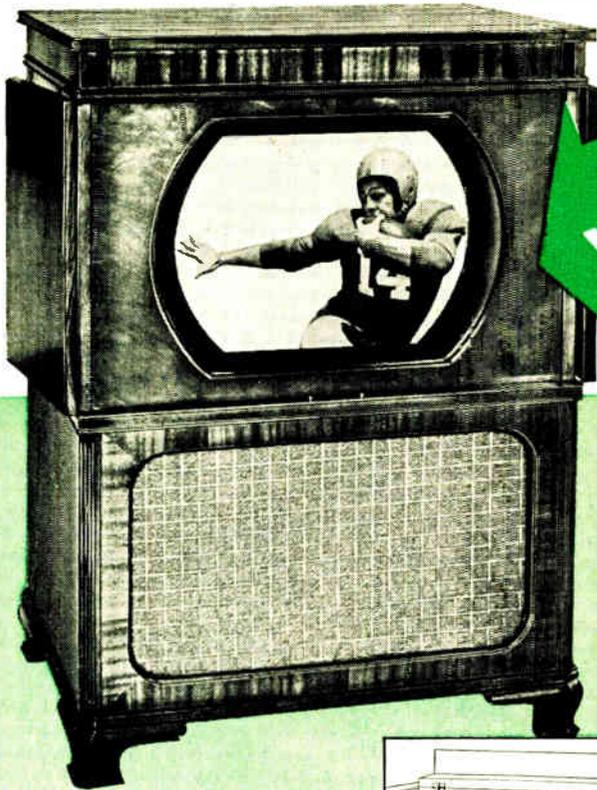
Looking at the attempts in the radio-electronics field to reduce the size of personal radios which are now as big as jewel boxes, he asked a pertinent question. "Why stop there?" he queried. "How about a radio the size of a wrist watch? About a year ago, a Swiss firm introduced a wrist watch containing a buzzer alarm. If the Swiss can devise an alarm clock to wear on the wrist, I believe that Americans can perfect a wrist watch radio, and eventually a miniature television set."

Undreamed of a few years ago, General Sarnoff pointed out to the graduates, was the RCA Ultrafax system, capable of transmitting a million words a minute; Teleran, a combination of television and radar important to air navigation and traffic control; radio-controlled planes and electronic maritime navigation aids; and the electron microscope, which can peer deep into sub-microscopic realms. These, he felt, were but an index to the opportunities that exist in radio-electronics. "Progress calls for not only research scientists and experimenters, development and design engineers, but also for operators and technical repairmen, mechanics and testers. Out of your efforts," he reminded the graduates, "may come inventions, new products, processes and services. There is everything good yet to be accomplished. What man has done, man can do better." He wished every graduate might be the man to bring the next great developments in the radio-electronics field.

EXTREME SHORTAGES of all types of radio receivers are likely to last for several months, spokesmen for both the Philco Corp. and RCA Victor claim. Planning underestimates of needs for the national market led to the present shortage of consoles, table models and portables.

NOW—STROMBERG-CARLSON 19-inch "Emperor"

\$645⁰⁰*



**TOP
VALUE
in TV**

YOU'RE ON TOP . . . when you show and sell these highly profitable new Stromberg-Carlson EMPERORS!

TOP PICTURE SIZE —for direct view—with a 19-inch tube giving an immense, brilliantly-detailed 203-sq.-in. picture! And the focus is sharper—because the tube is short-bodied, with shorter throw of the beam.

TOP TUNING —with panel at top front concealing the simplified controls! No crouching or bending!

TOP VALUE—highly competitive in the large-picture field! The EMPEROR, with its 19-inch tube, Top Tuning, powerful fringe reception, famous Stromberg-Carlson tonal fidelity, 45 rpm compartment and closed-door smartness—*offers you powerful sales clinchers to close highly profitable big console sales!*

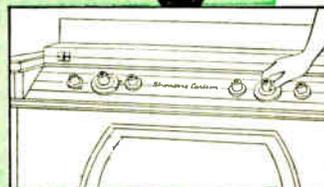
THE EMPEROR

Dramatic, and smartly styled, with full-opening doors. Short-bodied picture tube makes possible ideal cabinet proportions. In finest solid mahogany and mahogany veneers, #TC-19-LM \$645.00*

(Slightly higher in blond avodiré veneers, #TC-19-LA)

**19-INCH TUBE • TOP TUNING
COMPARTMENT FOR 45 RPM CHANGER
SUPERB FRINGE RECEPTION
HIGH FIDELITY SOUND**

*Slightly higher in South and West.
Plus installation and \$1.62 excise tax.



See it better  Hear it better

STROMBERG-CARLSON

THERE IS NOTHING FINER

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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Magnavox Co.**, Fort Wayne, Ind., reports for the four months ended June 30, 1949, an increase of 23.6 in sales over the same period in 1948. Sales for the four months amounted to \$6,312,000, compared with \$5,107,000 for the period last year. Net loss, after provision for carry-back income tax credit, came to \$893,057, compared with net earnings of some \$102,000 after taxes in the same four months of 1948.

• **Motorola, Inc.**, Chicago, Ill., reports record-breaking sales totaling \$51,795,564 for the first nine months of 1949, compared with \$39,848,775 for the same 1948 period. Net profit for the period this year came to \$2,672,613, or \$3.34 per share, as against net profits of \$2,215,914, or \$2.77 per share, last year. Paul V. Galvin, president, predicted his firm would top \$75,000,000 in sales for the entire year.

• **General Electric Co.** has added two 12-inch television picture tubes,

both of which incorporate a "filter-glass" face plate, to its Buffalo production lines. GE has also announced it will start making limited quantities of a new wide-angle 16-inch metal TV picture tube at Electronics Park, Syracuse, N. Y., in December. The new tube will permit the development of more compact receivers for the larger picture.

• Total gross income from all sources for **Radio Corp. of America**, Camden, N. J., and subsidiaries amounted to \$275,673,666 in the first nine months of 1949, compared with \$256,968,537 in the same period in 1948. Net income for the 1949 period decreased by \$1,033,597 from the \$15,128,783 total in the first nine months of 1948.

• Stanley J. McGiveran, president, **American Structural Products Co.**, subsidiary of **Owens-Illinois Glass Co.**, has announced the successful production of a revolutionary all-glass television bulb which is rectangular in shape and is designed to receive all of the transmitted picture. The new bulb will make possible the reduction in size of television set cabinets, without at the same time reducing the size of the picture.

• **Sylvania Electric Products, Inc.**, Emporium, Pa., reports consolidated net income for the third quarter of 1949 was \$356,530, or 18 cents per share on 1,456,550 shares of common stock outstanding, after deductions of \$1 per share dividends on preferred stock. This compares with consolidated net income of \$613,415, or 46 cents on 1,119,593 shares outstanding, for a comparable period of 1948.

• Sales of television receivers during the past six weeks by **John Meck Industries, Inc.**, Plymouth, Ind., have increased 80 per cent over the corresponding period last year. President John Meck reports. He also disclosed the company's radio sales have been 30 per cent higher than last year.

• Executive offices of the receiver sales division, **Allen B. DuMont Laboratories, Inc.**, have been moved to the firm's new East Paterson, N. J. plant. Affected, in addition to national receiver sales, are the advertising and order administration departments. DuMont offices will be maintained at 515

Madison Ave., N. Y., but official address of sales will be 35 Market St., Paterson.

• **Air King Products Co., Inc.**, Brooklyn, N. Y., reports television orders on hand in excess of \$12,000,000, the wide acceptance of the "Air King" and "Pathe" name raising current sales and production to the highest levels in the 29-year history of the firm.

• **Ansley Radio & Television, Inc.**, Trenton, N. J., has opened new executive offices and showrooms at 37 West 57th St., N. Y., where a complete line of radios and television receivers will be on display for all dealers. The manufacturing plant continues at 41 St. Joe's Ave., Trenton.

• **Starrett Television Corp.**, N. Y., has appointed Whitfield Pressinger & Associates, 1011 New Hampshire Ave., NW, Washington, D. C., as Starrett representative for Baltimore, Washington and Richmond, Va. Mr. Pressinger has headed his own sales agency since 1926.

• **Jewel Radio Corp.**, 10-40 45th Ave., Long Island City, N. Y., has appointed the following representatives throughout the country: Barstow & Doran, Los Angeles, and Charles N. Meyer, San Francisco, Calif.; Symphonette Corp., Chicago, Ill.; Ben Melson, Miami Beach, Florida; Robert D. Wiener, Hartford, Conn.; Midwest Sales Co., Cleveland, Ohio; Ron Merritt, Seattle, Wash.; J. A. McCaffry, Detroit, Mich.; Leslie M. Friedman, Philadelphia, Pa.; Fred A. Wiebe Co., St. Louis, Mo.; Alco Sales Co., Pittsburgh, Pa.; Ted Miller, Forest Hills, and Lou Goldman, Brooklyn, N. Y.

• **Sylvania Television** is expanding its distributorships to six major western cities. Los Angeles, San Francisco, Denver, Salt Lake City, Portland and Seattle will be added to the 15 eastern cities which already have Sylvania distributors, all handling TV receivers manufactured by the **Colonial Radio Corp.**, at Buffalo, N. Y.

• **Walter E. Peek, Inc.**, Indianapolis, Ind., has purchased the Lyte Parts plant at Dubuque, Ia., moving its inventories to Indianapolis. Walter Peek, president, announces a new V 88 antenna, developed from the new materials in process. The improvement over the conical-type antenna has caused one prominent jobber to discontinue other antennas and feature the WEPCO V 88 exclusively.

SNAP!

YOUR ANTENNA IS
ASSEMBLED

THE OAK RIDGE 6

FM and TV ANTENNAS



FEATURING THE AMAZING
SNAP-LOCK®

*Pat. Pending

- Revolutionary four-second assembly.
- Just snap it out and it's fully assembled.
- Extremely rugged—½ inch aluminum elements.
- Completely pre-assembled—No loose hardware.
- We manufacture a full line of quality FM and TV antennas, including Hi-Lo's, Conicals, In-lines, Vee's, Stacked Arrays.
- Ask your local jobber for a demonstration. Inquiries invited.

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

Write for Catalog T-1

New Appointments

Guildford and Oberndorfer to new posts at DuMont, E. G. Fossum named general manager of S-W Electric, Jurin to sales manager post at Tele-tone, Friedman representative for RMS, G. E. Simons in advertising position with Crosley, Foulke, Thompson and Skinner fill key Arvin spots, Baggs to sales manager of RCA Service.

● Rowland Guildford, New York regional sales manager, has been named to head **Allen B. DuMont Laboratories, Inc.** New York regional sales office, newly - formed



ROWLAND GUILDFORD

company-owned distributor for the New York area. Guildford has an extensive background in sales and merchandising activities in the radio and electronics field, has been with DuMont since 1947 and was formerly assistant national sales manager before appointment to his present post.



AL FRIEDMAN

● Al Friedman has been named chief engineer and national field service representative of Radio Merchandise Sales, N. Y., manufacturers of television antennas and accessories. Mr. Friedman was formerly with J.F.D. Manufacturing Co. and with Federal Telephone & Radio Co. He will direct an intense educational service for distributors and servicemen, conducting clinics in the field and publishing educational material.



WILLIAM E. SKINNER

● William E. Skinner takes over as manager of Arvin Distributors, 150 N. Wacker Drive, new Chicago branch sales operation of **Noblitt-Sparks Industries, Inc.**, Columbus, Ind. Mr. Skinner will supervise a 10-man sales force operating in metropolitan Chicago and cities in northern Illinois and northern Indiana.



ERLING G. FOSSUM

Mr. Fossum has been with the firm since 1926 and in his new position will be responsible for all phases of engineering, production and marketing of radio, television and other electronic products.

● Erling G. Fossum has been appointed general manager of Stewart-Warner Electric, the radio and television division of **Stewart-Warner Corp.**, Chicago, Ill.

● Frank A. Oberndorfer has been appointed assistant advertising and sales promotion manager, receiver sales division, **Allen B. DuMont Laboratories, Inc.**, N. Y. Mr. Oberndorfer has been closely allied with advertising and sales promotional work in the field for the past four years, and will assist Henry R. Geyelin, advertising manager, in DuMont's national and cooperative advertising campaigns and with dealer and distributor promotional activities.

● George E. Simons has been named to serve as national advertising manager, **Crosley Division, Avco Manufacturing Corp.**, Cincinnati, Ohio. Mr. Simons was formerly advertising manager of major appliances for General Electric Co., joining that firm in 1930 and filling advertising and sales promotion manager posts in the air-conditioning and X-ray divisions.

● Harlan Foulke, vice-president, **Noblitt-Sparks Industries, Inc.**, Columbus, Ind., has been named general manager of the Arvin radio and television division of the company. President Glenn W. Thompson has also announced the appointment of Ray Spellman as sales manager of the division, with nine district managers in as many territories throughout the country working with him on Arvin radio and television.



ROBERT N. BAGGS

● Robert N. Baggs has been named sales manager of consumer products service for the **RCA Service Co., Inc.** Mr. Baggs has been with RCA since 1930 and in his present post will supervise sales, sales promotion, and customer and trade relations on radio, phonograph, and television service, also directing sales of RCA consumer products service through its 68 television branch establishments and more than 3,000 technicians.

● Sydney Jurin has been appointed sales manager of Tele-tone National Corp., part of **Tele-tone Radio Corp.**, N. Y. Mr. Jurin will be in charge of direct sales and sales promotion to large individual dealers, chains and department stores throughout the U. S. He has been in the radio and television field for many years and was formerly sales and sales promotion manager of Tele-King Corp.



SYDNEY JURIN



The Sun Never Sets on Selling

This column is generally devoted to the exposition of some idea or point of view which we feel will be beneficial to the industry at large. This month, we are departing from our usual practice by talking about one specific radio and television dealer in the east who has literally taken the TV business by the scruff of the neck and is currently wringing out sales at a pace which astounds even his most aggressive competition.

The dealer is Sunset Appliance and his story appears in this issue on page 24. We urge that you read this article 'Selling Never Stops At Sunset' with particular attention because it points out how any dealer can capitalize on this vast, eager television market. Sunset believes so much in television that it has used it as a sports sponsor for almost 18 months with amazing results. Sunset opened a new retail store in the heart of the famous Times Square area when others would have trembled at the thought. Sunset employs a pert, blond receptionist to greet customers and make them feel at home until a salesman can wait on them. Sunset hired star ballplayer Jackie Robinson to start working as a salesman immediately following the World Series. When a customer inquires whether the prospect of color will obsolete present TV sets, Sunset advises the customer to go ahead and wait for color—with the result that the customer says he cannot wait any longer and buys at once. These are just a few of the devices and merchandising promotions utilized by this extraordinary dealer to chalk up an enviable sales record. Better read that story.

What Henry Ford did by taking people out of their homes and putting them on highways, television promises to undo by letting them stay in their living rooms and peer through a porthole at the world around them. . . . H. C. Bonfig, vice president, Zenith Radio Corp.

One can increase margins simply by raising prices. That is okay if you'd rather sell one set for, say \$100 profit, than three sets for \$50 profit apiece. A mature merchandiser knows that profits are recorded by the number of times the cash register rings. . . . John Meck, president, John Meck Industries, Inc.

Cultivate the retail salesman. Did you ever hear the story about the guy who spent \$500 for deodorants and then found out people just didn't like him anyhow? How much money do you spend in stores that don't act happy about getting it from you? These retail salesmen don't have to sell your stuff. All they have to do is report to the buyer "It doesn't sell," and you're cooked. . . . Tom Mason, Crosley Div., Avco Mfg. Corp.

Television is a crazy business. During May, June, July and August, dealers, distributors and manufacturers alike had inventories and few sales. Then came September and the deluge. Overnight, inventories were depleted; pipe lines became empty and the scramble was on. Yes, television is a crazy business. . . . R. D. Payne, Manager of Sales, Air King Products Co., Inc.

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



SELL A TV PICTURE
... for Customer Satisfaction !



**SINGLE BAY
 INLINE TV ANTENNA
 MODEL 114-005**

Operates over all channels and covers both high and low bands.

FOR CUSTOMERS.....

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

FOR SALES.....

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

FOR INFORMATION.....

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**TWO BAY
 INLINE TV ANTENNA
 MODEL 114-302**
 Designed for long-distance reception and for fringe-area residents.

For proved effectiveness, specify
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INLINE ANTENNAS

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"Sell a TV PICTURE" gives exact, scientific TV data in carefully chosen terms that are easily understood. Write today and ask for your free copy of "Sell a TV PICTURE": AMERICAN PHENOLIC CORPORATION, 1830 SO. 54TH AVENUE, CHICAGO 50, ILL.



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—INLINE—
ANTENNAS

AMERICAN PHENOLIC CORPORATION 1830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS

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12½" Console
\$ **239⁹⁵** WALNUT FINISH
(MAHOGANY FINISH \$249.95)

BIG MARK-UP

FAST TURNOVER FOR YOU

LIST PRICE GUARANTEED 60 DAYS

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