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Radio & TELEVISION JOURNAL



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mean 40,000,000

customers for dealers

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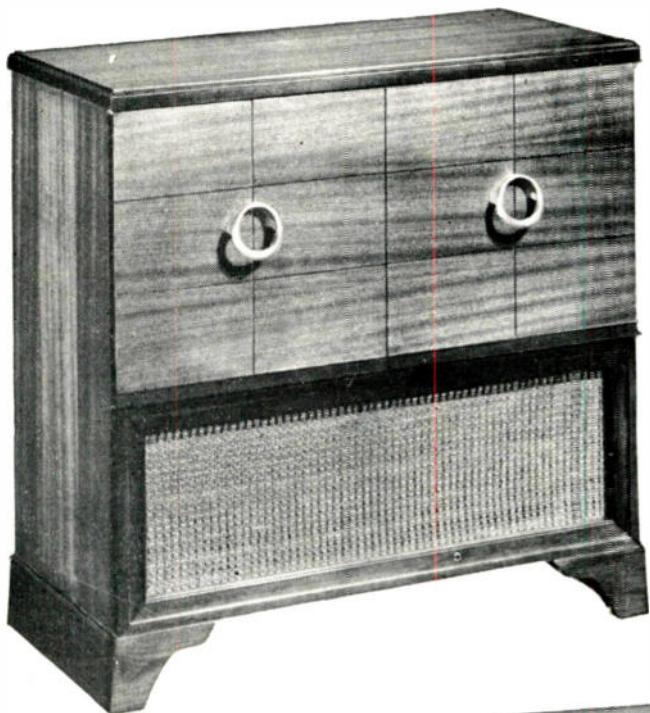


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Always popular period styling at its brilliant best plus long-range AM-FM radio and combined standard and LP automatic record changer. **\$189⁹⁵**



BENDIX RADIO DIVISION OF
BALTIMORE 4, MARYLAND



Write for
Details of the

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Direct-To-Dealer PLAN!

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RADIO & TELEVISION JOURNAL with which is combined RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL is the complete business magazine for retail dealers who buy and sell Radios, Television Receivers, Appliances, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio & Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5842. Alex H. Kolbe, President and Treasurer. Subscription \$3.00 per year in U. S. A. its possessions, South America, Canada and all other countries \$4.00 per year payable in American currency in advance. Price 25 cents per copy. Entire contents copyright January, 1949. No material in RADIO & TELEVISION JOURNAL may be reprinted without consent of publisher. Printed in U.S.A.



MODEL 712 list price \$12.95
For 3" and 7" tubes.



MODEL 1029 list price \$29.95
For 7" and 10" tubes.



MODEL 719 list price \$19.95
For 7" tubes.



MODEL 1059 list price \$59.95
For 10" and 12" sets.

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Manufactured and Distributed by E. L. COURMAND AND CO., 3835 Ninth Avenue, New York City, N. Y.

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Everybody is interested in dollars and cents. So here friends is some sense that will make dollars for you!

With our TELE-VUE-LENS, the finest enlarger made, you get an opportunity to increase your profits, without selling too much or too hard.

First, we give you our own TELE-VUE-LENS Merchandiser — a point-of-purchase display with extraordinary sales appeal. It displays and demonstrates two of our lenses. With this Merchandiser in your store, every television set owner gets an opportunity to see for himself how the TELE-VUE-LENS gives him giant-size pictures.

Your customers see how they get three to four times magnification on even the smallest set. They see how they get big, clear, and brilliant pictures with no optical distortion from any viewing angle.

You just wrap the lens up, and take the money in! No special installation or servicing ever needed.

With over 50,000 TELE-VUE-LENS sold in '48, you shouldn't overlook the profitable item that TELE-VUE-LENS means to your store. You double your television profits with the TELE-VUE-LENS!

We push the customer into your store with our television network shows. We furnish you with terrific consumer literature, with a "pull-in" window streamer, and a business producing sales-promotion program.

So friend, write me today — TELEVISION MIKE, E. L. Courmand & Company, 3835 Ninth Avenue, New York City, New York, and I'll send the information to you immediately. This is your year to make a fast dollar with the TELE-VUE-LENS!

Television Mike

TELEVISION ROUNDUP

TV Sets Not Dated

Danger of television receivers becoming obsolete in the immediate future was discounted by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., in an interview with Bill Leonard on WCBS' "This Is New York" program recently.

"There will be improvements as we go along in television," Mr. Abrams admitted, "but these will come slowly." He felt that there was little chance that television sets would come into the price range of radio sets in the near future, citing that TV components were four or five times the number found in radio receiving sets. Mr. Abrams felt that mass production would eventually bring down TV set prices. Looking at the problem of bans on roof antennae, Mr. Abrams felt that indoor antenna installations would one day solve this problem.

New Sales Goals

Even though Philco Corporation is not niggardly when it comes to setting sales potentials, their new sales for 1949 just announced by Vice-President James H. Carmine sets a new record, over \$300,000,000 for the year. Mr. Carmine predicts that the radio industry, which produced and sold about 16,000,000 radio receivers in 1948, will sell between 10 and 12 million sets in 1949. He further predicts that Philco, which has led the industry in production and sales of radio receivers for the past 19 years, will account for about 20 per cent of the nation's total volume in radio. Most significantly, Philco anticipates a continued strong demand for home portable and auto radios as well as radio-phonographs.

Back in the Fold

After a year's pioneering experience during which Stromberg-Carlson's television models were priced and advertised to include tax and installation, the company is now convinced that the aggressive dealer can do his own work and that the others can contract with reliable local service agencies for necessary installation and service. Consequently, in conformance with general industry practice, all Stromberg-Carlson television models will henceforth be priced and advertised at the retail figure, plus excise tax and cost of installation. This switch in pricing will enable the company to advertise more attractive prices on its TV consoles and combinations.

Television Price-Cutting

Price-cutting is like the weather: everybody talks about it but nobody *does* anything about it. Here's what one forthright distributor said last month to his dealers: "With TV sets in great demand, and with the greatest potential market of any other product of its kind, we see with amazement the phenomena of price-cutting among dealers. It would be less surprising if TV sets were sold at what we used to call long discounts. It would not seem so weird if dealers were not squawking so much about the short discounts they get on TV sets. What has everyone non-plussed is that in the face of shortages, a high market, short dealer margins, that price-cutting among dealers has gotten so bad. Why

not organize a vigilance committee? We think that something should be done about it! Anybody got any ideas?" The distributor who wrote that is Harry Alter, of the Harry Alter Company in Chicago. When it comes to lecturing on the evils of price cutting, maybe it would be smart to start a course in simple arithmetic for dealers?

Multi-Controlled TV

As many as 10 remote-controlled television viewing units—all centrally connected to one master tuner—can now be placed in one or more public rooms. Called the Trans-Vue system it was designed and engineered by Raytheon-Belmont of Chicago, it consists of one master tuner and up to



Gives Bigger Picture in Same Area

Engineers of General Electric's tube division, Schenectady, N. Y., have come up with good news for low price set buyers who feel 7-inch tubes cramp a television picture. The new GE tube is an 8½-inch one, gives a 39-square-inch picture as compared to the approximate 26-square-inch picture of the smaller tube, and will be used in a set that markets at about the same price as sets with 7-inch picture tubes. Engineer Bob McCreadie shows the results obtained by the new tube in the above photo taken at the engineering laboratories of the firm at Electronics Park, Syracuse, N. Y. Shown are two viewing screens while the test pattern was "on the air." In the top chassis is the new 8½-inch GE tube, in the lower chassis the smaller 7-inch tube.

10 remote-controlled television viewing units. There are two sizes of the remote-controlled viewing units. One size has a 77-square-inch picture and the other a 134-square-inch picture. Both employ direct-view cathode ray tubes. This is the first system, says the company, specifically designed for use in hospitals, restaurants, schools, churches and other public places. The viewing units are connected by coaxial cable to the master tuner. R. R. Greenbaum, formerly of Kansas City, is president of Trans-Vue Corp. of Chicago. Other officials are Fred A. Mann of Chicago and Ben D. Palastrant of Boston. Morris Alexander, Chicago attorney, is secretary.

Stratovision Ready

The major technical problems in the use of Stratovision as an airborne method of broadcasting television and FM programs have been solved and the system is now ready for commercial use. "Extensive flight tests over a three-year period show that Stratovision is a practical and useful method of expanding television service and provides a wide variety of functions in relaying television and other high-frequency communications," declares Walter Evans, Westinghouse vice-president. Westinghouse is now preparing a complete report on the engineering development of Stratovision, commercial applications, and other aspects. This report will be made available to interested groups in the radio, television and allied fields. Stratovision may yet speed the day when the entire United States will be covered by telecasting.

Industry Parley

Good labor-management relations' effect on industry production and profit was the theme of a two-day conference attended last month by industrial relations and personnel directors from RMA members, and sponsored by the Association's Industrial Relations Committee. Commissioner Ewan Clague, Bureau of Labor Statistics, U.S. Department of Labor, spoke on "Wages-Prices-Productivity and the Radio Industry," while S. N. Lev, manager, home instruments plant, RCA Victor division, discussed the topic, "Productivity—A measure of Effective Personnel Administration."

The Rev. Dennis J. Comey, S. J., director, Institute of Industrial Relations, St. Joseph's College, Philadelphia, Pa., also addressed the industrial relations managers, and the topics communications, effective collective bargaining, supervisory training, and women in the radio industry were discussed before the conference by leaders from a variety of industrial plants.



FRANK M. FOLSOM (left), who assumed the presidency of the Radio Corporation of America on Jan. 1, wishes good luck to J. G. WILSON, his successor as Executive Vice-President in Charge of the RCA Victor Division. Mr. Wilson was formerly Vice-President and General Manager of RCA Victor.

An Interview With Frank M. Folsom

By NAT BOOLHACK

He's a big man. In fact, the first impression one gets of Frank Folsom, new President of the Radio Corporation of America, and by all odds the most influential individual in the booming billion dollar television business, is that he is a much bigger man, physically, than is evident when he gets up to shake hands with you. But the air of expansiveness is immediately brought back by his way of looking at you with good-humored brown eyes.

That's one of the things you like about Frank Folsom right from the start. He talks to you and not *through* you. He's just as interested in listening to what his visitor has to say, and answering it, as in expounding his own particular point of view. Of course, that comes from many years of long, hard merchandising experience with Montgomery Ward where Frank Folsom established some selling records that others are still trying to shoot at. And today, notwithstanding the fact that Folsom occupies the pivotal position in television, you have but to talk to him for a few

minutes to recognize that the executive veneer constitutes only a thin shell over the real salesman which Folsom always has been and will continue to be.

We sought an interview with Frank Folsom because the year 1949 will see television really hitting its merchandising stride; it will witness the separation of the 'boys from the men' in the manufacture, distribution and retailing of TV to the general public; it will see fortunes both made and lost as the best selling brains in the country make a bold effort to establish a foothold in the surging industry. And being a merchandiser at heart, Frank Folsom's views and *actions* this year will constitute primary news to the television industry at large.

Mr. Folsom predicts that more than 2,000,000 television receivers will be manufactured and sold this year, despite the fact that kinescopes still continue to be the major production bottleneck. However, this shortage, he maintains, will be solved before the year is out.

(Continued on page 10)



RCA Victor's new record and record-player. Disc is just under seven inches in diameter, requires large center spindle, is of non-breakable vinyl plastic and plays 5 1/4 minutes. Record changes in average of two seconds.



Scott Radio was first to announce a record player adaptable to all three record-playing speeds. Two pick-up arms are needed, and a brass collar slipped over the normal spindle takes care of the new RCA record.

Round and Round and Round

Close on the heels of RCA Victor's demonstration of its 45-RPM phonograph and record came a wave of response. Some folks in the industry greeted the news with acclaim, some with dismay. "Trade war," buzzed the gossips in the corridors. "The natural result of keen competition," remarked wizened businessmen. Still others took the whole turn of events philosophically, content to wait and see what developed in the coming months. Caught in the middle were the record buyers and phonograph prospects, including the 16 million owners of players and records and 24 million other families comprising potential customers. Hackies in New York reflect the attitude of these customers. They are passing the joke around that soon a music lover will need an intricate, hydromatic, gearshift attachment in order to play his own popular and classical records.

Things have not come to that pass yet. But the developments in records have catapulted the industry into a new era, snapping it out of a lethargy into which it was settling.

Columbia Records, Inc. gave the industry its first jolt last June by introducing the revolutionary long-playing microgroove record. This shot in the arm was the first departure in some 50 years from the use of standard, 78-RPM, shellac records, whose longest playing time did not exceed four minutes and 20 seconds of reproduced music. In contrast to this, Columbia's record innovation revolved at a 33 1/3-RPM speed. This made it possible to produce entire symphonies, concertos, complete Broadway musical scores on a single disc, and 10-inch sizes of microgroove records had a playing time up to 27 minutes.

Add a Player

To play the slower revolving discs with the hairline grooves required a lighter tone-arm than those found on conventional phonographs. The special turntable attachment therefore came into fashion, with Philco, by arrangement with Columbia, bringing the first of these novel turntables on the market. Last month Columbia, on the occasion of announcing a new, 7-inch, non-breakable microgroove record, took

instruments to play microgroove records or have stated their intentions of so doing." He further indicated that Admiral, Crosley, Farnsworth, General Electric, Majestic, Magnavox, Philco, Stewart - Warner, Stromberg - Carlson, V-M, Webster-Chicago, Westinghouse, Wilcox-Gay and Zenith were among the major manufacturers producing and featuring microgroove equipment.

Enter RCA Victor

Then came the second sharp jolt to the industry in the space of six months. RCA Victor demonstrated its new vinylite disc. Titled a 7-inch platter, it is one-eighth of an inch less than that size in diameter, has a 1 1/2-inch center spindle and revolves on an adapted player at a turntable speed of 45-RPMs. This turntable has an ingenious mechanism for changing records, with no more than three seconds required for the change. The records themselves can record up to five minutes of material. Records and players are to hit the market in April.

"We are unable to fathom the purpose of the records revolving at 45-RPMs which we understand are to be released some time in the spring," stated Edward Wallerstein, chairman of the board of Columbia Records, about the new development.

RCA officials, however, maintained that the new development traced back some 10 years and represents years of research in perfecting a fool-proof changer. The final product was finished by the close of the war, but it was perfected further. Recent developments in the industry convinced RCA officials that the time was right for launching the new records and player.

Gearshift After All

Without heeding too much the claims and counterclaims of Columbia
(Continued on page 47)

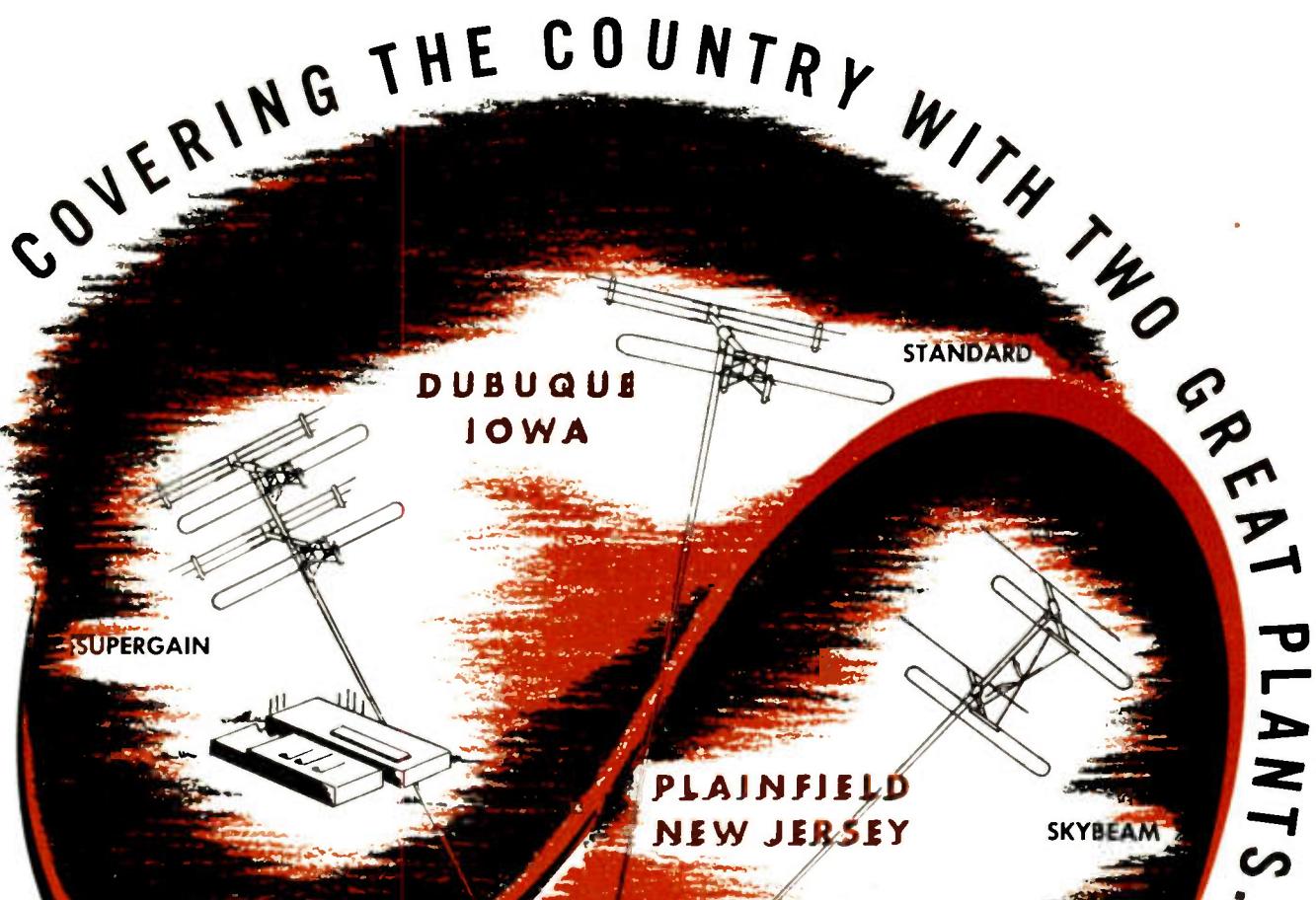


Frankie Carle, bandleader, and vocalist Marjorie Hughes, Carle's daughter, compare Columbia Records' 7-inch, LP record with conventional one.

the opportunity to report the progress of its microgroove system for the first six months of its existence.

"Already, several hundred thousand LP instruments are in the hands of the public," announced Edward Wallerstein, chairman of the board of Columbia Records, "and upwards of a million and a half LP records have been sold."

Frank White, president of the firm, also noted that "practically all leading manufacturers of radio phonograph equipment have either produced



BEST ANTENNAS MANUFACTURED

"Field tested for precision, rigidity and scientific construction."

STANDARD MODEL LTCR. The most widely and successfully used all round television antenna. Serving channels 2 to 13 and FM bands as proven by thousands of delighted users. LTCR boasts maximum signal strength and highest gain on all frequencies.

SKYBEAM MODEL LHF. The only high frequency, high fidelity antenna in the field. This amazing high frequency channel antenna includes all the proven Lyte features. "SKYBEAM" is guaranteed to produce outstanding results on all channels, 7 to 13.

SUPRGAIN MODEL LTD. The revolutionary Lyte Supergain antenna, especially designed to give maximum signal strength and amazing reception over longer distances. This field proven antenna covers channels 2 to 13.

Better antennas get better pictures. Lyte antennas get the **BEST** pictures.

DISTRIBUTORS: Increased production facilities permit us to merchandise quality antennas at attractive low prices. Sell Lyte for better quality and more profits.

LYTE PARTS

14 Washington Ave. Plainfield, New Jersey
199 Main Street Dubuque, Iowa



BEST BY TEST

The Cover



A total of 1,740 route miles of coaxial cable and 370 route miles of radio relay now carry telecast programs over the Midwest-East Coast television network to one-fourth the people of the nation. This represents 5,000 miles of television network channels, a figure which the Long Lines division of A. T. & T. expects to triple within the next two years.

Within that period, television will break the bounds of its frontiers to bring 21 more cities within the range of network programming. Already 13 major cities are covered, with 57 stations operating, 70 others with construction permits, and 311 applicants awaiting lifting by the FCC of its permits "freeze."

Network links will be pushed mainly in the area south of Toledo, according to present Long Lines schedules, the West Coast will get two channels, and consolidation along existing network routes will intensify the service in the East and Midwest.

Television Broadcasters Association reports some 14 stations to start testing within the next two months.

Ask yourself what you are doing to sell receivers to the millions of customers television creates in the wake of its expanding frontiers.

Frank M. Folsom Interview

(Continued from page 10)

What about the current sales situation on television. Are we in a buyers' market? Frank Folsom doesn't think so, and gave an emphatic "No" to this question, despite the price-cutting situation in metropolitan New York. Qualifying his remark, Mr. Folsom stated that New York City is not indicative of the country as a whole. It is really a world in itself; it has no diversity. Buyers come to New York from all over the country and they set the pattern for national buying. No, the buyers' market in television is still a long way off.

Which led us to a discussion about dealer discounts on television—a sore point with many retailers who claim that they cannot operate profitably at present discount margins. Mr. Folsom believes that it is wrong to think in terms of discount percentages. "A dealer pays his bills with dollars, not discounts, and he should think in terms of the number of dollars he will make on a given sale rather than in discounts," Mr. Folsom believes, which probably explains why some known price-cutters are able to come out on top at the end of the year. As far as RCA Victor television sets are concerned, there have not been any distress sales to date and none are contemplated.

What about factory TV service and installation? Frank Folsom became enthusiastic on this subject, pointing out that for the first time in the history of the industry, service has been separated from the industry itself. RCA had to get into the service industry, and Mr. Folsom is convinced that if they hadn't, there wouldn't be a television industry today. Of course, RCA Victor service is optional, but the company will remain in the service picture with both feet until "we can be convinced that a dealer can provide adequate service on his own."

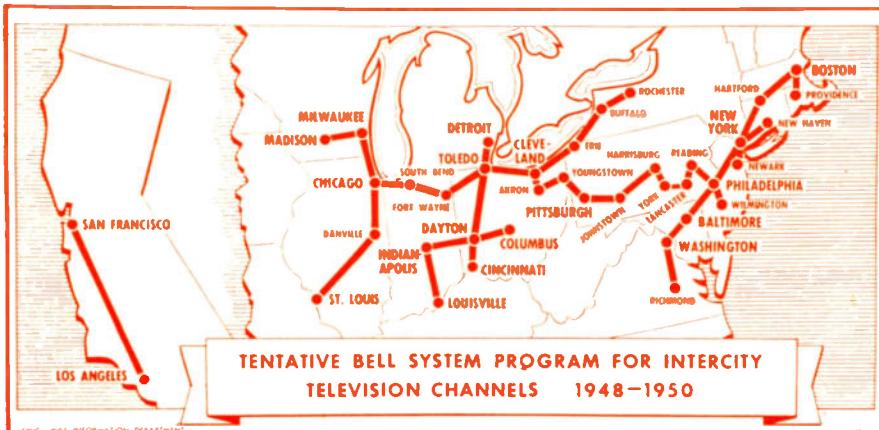
Of course, many outstanding dealers have built excellent service organizations of their own, but these are the exceptions, says Folsom, emphasizing that the average dealer can't possibly understand every single element of the business. Looking at the matter objectively, he believes that RCA Victor Service Corporation has been of inestimable value in raising the level of the entire television industry.

How about the size of picture tubes? "The 10-inch tube will become the Ford; the 16-inch tube the Buick, and projection the Cadillac of the television industry," he said, pointing out that the fewer the sizes of picture tubes, the better it will be for the customer.

This led us directly to the record situation and RCA Victor's role in coming out with the 45 RPM record player and record. Here was a seeming contradiction: on the one hand, Mr. Folsom would like to see fewer sizes in pictures tubes; on the other, his company was releasing a completely new system for reproducing music! Why seek standardization for television and inject a bombshell into the record-playing business?

When it comes to discussing the record business, Frank Folsom becomes even more dynamic than usual. With firm convictions about RCA's decision on the 45 RPM, but nevertheless retaining the calm objectivity which enabled him to become one of the nation's leading sales executives, Frank Folsom is utterly sincere in saying that no 'trade war' exists: that his company was not motivated by any desire to introduce a hair-pulling contest, that the new 45 RPM player and record provides the finest, simplest, least costly method of reproducing sound from discs that has been devised up to this time, and that the public's acceptance of the product will prove just who is right.

RCA Victor's new record player is designed for the great public; it is mechanically foolproof because the machine contains 75 per cent fewer parts. Dealers will be able to sell them in large quantities because they will not have to worry about servicing complicated mechanisms. Of course, the owners of 78 RPM machines will still be able to buy any and all records for their machines. So why all the fuss about confusing the industry? Americans are the kind of people who have always wanted something better for less money, and Frank Folsom earnestly believes that his new product meets that need. Being a salesman, he's willing to take the gamble on public acceptance.



Here is how the television network will cover the country by 1950. Dealers can guide their merchandising to suit TV's progress.

New! 2-Speed Fully Automatic RECORD PLAYER

in Stewart-Warner Radio-Phonographs!



**Plays ten 12" or twelve 10"
Long Playing records
automatically... intermixed**

**Fully Automatic—Single Tone Arm
for both standard and LP records**

**Wonder Window
TELEVISION**
by Stewart-Warner

- **New Instant Tuning!**
- **New Wider Pictures!**
- **New Home Styles!**

**Companion-Styled to
Stewart-Warner
Radio-Phonographs**

•
**Gives you a New Picture
of Television Sales**

Stewart-Warner

FM • Radios • AM • Radio-Phonographs • Television

Chicago 14  Illinois



In the heart of the business section of New Brunswick, population 40,000, aerial photo, J. Adam Frisch turned a home into a profitable television salon. Believe it or not, that's a porch converted into a show window, top. Wide glass panels, knotty pine wall, simple displays give that just-right home atmosphere.

12



Turns "Home" Into \$200,000 TV Salon

"**N**O store to lease."
"No space to let."

The refrain is so familiar that it is a revelation when someone can pick his way through the intricate maze of housing problems and can turn the entire situation to his own advantage. A dealer in New Brunswick did it. In fact J. Adam Frisch came up with what is fast becoming a must for dealers operating in the television era—the television salon. Not only has Mr. Frisch created an attractive studio in which to do business. He has added to that, alert merchandising methods. He knows the value of advertising, including the very medium which has become the strength of his operation—television. And he is imbued with a

philosophy which stresses service—considerate, efficient and unstinting service—above every other aspect of his business.

Not more than four years ago, J. Adam Frisch stood on the threshold of what might have been despair for someone else. He had been operating his business at 282 George Street, at the southern tip of New Brunswick's downtown business section, since 1934. Suddenly he discovered he had to move. What can a dealer do under such circumstances? J. Adam Frisch did the logical thing. He looked around the neighborhood for a place to locate. The business district in New Brunswick can expand in only one direction, southward along U. S. route 130.

It was natural, therefore, for Frisch to buy the dwelling at 280 George Street, a corner location several doors from his old radio and service stand.

The place was a three-story wooden structure with a sweeping porch and several entrances. Frisch blocked off the entrances to the hall and upper floors and set about converting four rooms facing the corner into something he had planned for a long time—a radio studio. He knocked out a side-rear porch and made it the foyer entrance. He changed what might have been the parlor, the dining room and an alcove into three separate display rooms. In time he had a further inspirational flash. The sweeping front porch served no purpose whatsoever. He had to do something to make it useful to him, a dealer.

First he knocked out the wall at the rear extremity of the porch. He left the roof standing and called in an architect to follow a design for a show window which he had worked out. In the end, what had once been a side porch was turned into a plate-glass show window. He criss-crossed the ceiling with a bright, brownish plasterboard and planted some eight flood-lights in strategic locations for good display. The back wall of the window he lined with knotty pine boards, giving an appropriate neutral background. The floor, of course, was hardwood. Now the entire effect is remarkable. The curving bay window makes an expansive showcase for television and radio displays which are visible to all sorts of traffic moving down past his street corner.



How will a television set work in the home? Customers need not ask at Frisch's. Snap a switch and they can watch the program of the moment in comfort.

It's the Atmosphere

Today, the J. Adam Frisch studio gives an air of home, simply because the layout is worked out of a home setting. Blue and red, striped curtains hang at three front windows of the studio. Venetian blinds add a decorative effect. Three thick, rose-tinted rugs spread over the hardwood floors. And soft armchairs are scattered in the three rooms which comprise the studio. The foyer and office space is inlaid with black linoleum and even the service shop downstairs, well-stocked and well-equipped, has inlaid floors.

The window displays are masterpieces of toned-down presentations. Not more than four television sets are placed in the window background near the knotty pine panels. Radios and recorders are sparsely distributed in the window's foreground. Frisch has even built compact sets of stairs on which are placed smaller portable radios. A second window near the back entrance is similarly underplayed. A simple shelf holds several radios. Inside the foyer, the shelf display continues on four levels, extends inward to the studio proper. On these shelves can be found almost any choice of make or model in radios, table and portable. The simple, uncluttered displays maintain the entire atmosphere which pervades the Frisch studio—the feeling of being in comfortable, homelike surroundings while actually shopping.

Inevitable Service

The whole studio is too effective, leaves too strong an impression for it to have come into being casually. Like an entertainer who seldom gives evidence of the years of training behind his show-stopping act, so the J. Adam Frisch studio is deceiving. Actually, the owner traces his association with the radio industry back to the spark coil days, the days of KDKA, Pittsburgh, the days when he was an amateur radio enthusiast. By 1924 he was working after school in a New Brunswick radio store and in 1929 he was running his own service business in the rear of his father's hardware store.

Not until 1934 did he progress to a radio service shop on George Street, (Continued on page 39)



Customers who look at television sets in this setting have all the comforts of their own living room. The dramatic show window runs off to the right.

How To Make Radio Sales While Waiting For Television

THE linking of the Midwest and East Coast television networks has given new and powerful impetus to the spread of television. This rapidly growing popularity and public acceptance, however, may pose a sales problem for those dealers currently outside the range of television whose customers are teetering between buying a radio or a phonograph today, or waiting for television tomorrow.

The industrial and business success of this country was not made by dealers who waited with their customers for new developments. It was made by dealers with the know-how to maintain demand for existing products and services until new ones materialized.

The radio-television transition is neither the first nor the most serious problem radio dealers have faced. Dealers in New York, Philadelphia, Chicago, St. Louis, in the path of advancing television, not only solved their problem, they also managed to sell last year, along with a record high of television receivers, a healthy percentage of the 13,000,000 radios that went into American homes.

They solved their problems with the ancient tools of the industry—advertising, promotion, aggressive selling—the same tools available to radio dealers in territories not yet reached by television.

Normal Business

There are many things that the radio dealer awaiting television can do to assure a smooth and profitable transition. First of all, he must free himself from the sales psychology fostered by the lush postwar days when customers clamored for merchandise and dealer effort was confined to writing orders. We are back to normal, competitive business, and selling radio in competition with a television service that may be six months or a year away in a given area should be no more difficult than selling radio in competition with other brands of merchandise that represent daily, active competition for the consumer dollar.

Dealers must educate their customers to the all-important, basic fact that there is no conflict between radio and television. Both are entertainment media, but each has its particular services and characteristics. A television receiver in the home no more affects the desirability of a radio or a radio-phonograph than the presence of these instruments precludes television.

Dealers must emphasize the fact that

in established markets many of the television receivers being sold are table models without radios or phonographs. The reasons are many: financial considerations, smaller instruments are more easily handled in small living rooms and apartments, many customers prefer a separation of their entertainment services. Certainly, the vast majority of these table model purchasers already have and still enjoy the services of radio and phonograph, and will be in the market for new models.

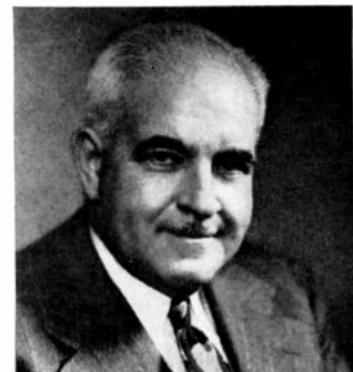
Stress Advantages

The dealer should stress the advantages of enjoying radio and phonograph services today, while awaiting the arrival of television in the area. When television does come, a table model television receiver will provide the householder with two advantages—ease in integrating the instrument with the interior setting of the room, and the continued separation of entertainment services. Dad can view the boxing matches while Mother listens to her favorite radio programs in the bedroom or kitchen, and the kids are dancing to recorded music in the playroom.

The dealer in an area awaiting television service must point up for his customers the pleasures and grace of a lovely radio-phonograph console in the home today and must point up the latest styles and engineering advancements of radios and phonographs which will continue to entertain and enhance the home for many years to come.

For the customers "pre-sold" on a combination television-radio-phonograph console, the dealer has a valid and impressive sales approach in stressing the need for and advantages of additional radios and phonographs in other rooms, which should be purchased today for home entertainment pending the availability of the television console. Dealers must also familiarize themselves with general home construction in the area, so that they can advise their customers intelligently and authoritatively on radio and phonograph merchandise for specific rooms and settings.

Above all, the dealer must impress his customers with the fact that television does not eliminate the service and enjoyment of the radio and the phonograph. It must be stressed that the younger members of the family will always want recorded music for dancing and for selected programs of popular and classical music. Various



H. G. Baker can speak with authority when it comes to merchandising radio and television. He was recently appointed general manager, RCA Victor home instrument department. His comments on the policies dealers should follow in non-television areas while awaiting TV's arrival are pointed and timely.

members of the family will always want radios to hear favorite programs, news broadcasts, sports events, and other specialized programs not covered by television.

Educate Customers

How does the dealer go about educating his customers? He does it with the same tools, the same initiative and the same alertness he has always employed to educate them to buy merchandise in a normal market. And a normal market is a buyer's market. It adds up to aggressive advertising, promotion, merchandising and selling.

When the customer seeks television information, the dealer should, of course, discuss television—lay the groundwork for the future sale of a television instrument when television arrives in his area. But the conversation should never end there.

By demonstration, display, and intelligent sales talk, the dealer should direct the customer's attention to the refreshing design and style and advanced performance of his new radio merchandise. Here again, he must sell the fact that every television customer needs a radio and a phonograph and he should build his sales campaign around the advantages of a radio in every room, to supplement the advantages of television when it comes.

The radio dealer, in or out of the television area, has a lucrative radio year ahead of him. He can assure himself of his share of the business by predicated his sales campaign on the partnership of radio and television as entertainment media, and promoting that campaign with all the know-how and vigor at his command.

For those television dealers who still have customers tell them that television is a 'toy' or a gadget, the following remarks by Louis deRochement, co-founder of the March of Time and producer of such screen hits as "The House on 92nd Street," are particularly timely. Mr. deRochement made these comments in an address given before the Fourth Annual Convention Banquet of the Screen Directors Guild in New York on January 15, 1949. Ed.

OF COURSE, one of the major causes of the spiritual and financial gloom that hangs over Hollywood is television. There are many people on the Coast who are still whistling in the dark—insisting over and over again—television can't touch us—television won't touch us—television is only a passing fancy. It is my opinion that television will destroy the motion picture industry as we know it today. However, no one fears this destruction except those who have risen to positions of power only by control of capital, facilities, and the commercial outlets for entertainment films—the theatre chains. In the place of the Hollywood we have known, it is my opinion that the motion picture industry will be rebuilt on a healthier and sounder basis.

While television will require films of every nature—comedy, drama, news, travel, adventure, music—almost everything—my associates and I are convinced that the greatest opportunity, even if not the most profitable, lies in the field of the educational film. Once the virus of educational films has infected a man, it remains permanently in his blood. The educational film, properly conceived and properly made, has power within it to foster positive attitudes of respect and understanding among all the peoples of the earth. Television will provide mass education as well as mass entertainment. I have been told and have no reason to doubt that in 1950 television will require in one month more film than Hollywood is able to produce in a year. Not since the day when Adolf Zuker, Sam Goldwyn, Louis Mayer, Lewis Selznick, and Carl Laemelle first headed for California and staked out their claims, has the industry as a whole held such promise.

If those who possess the know-how to make the kind of films needed for television do not take advantage of today's opportunities, they have only themselves to blame.

The vast new market that is being opened up for well-made, low-budget films will bring many good pictures to the public that heretofore have had only limited distribution. In California, the advice today is. "Go East, young man! Opportunity lies in New York."

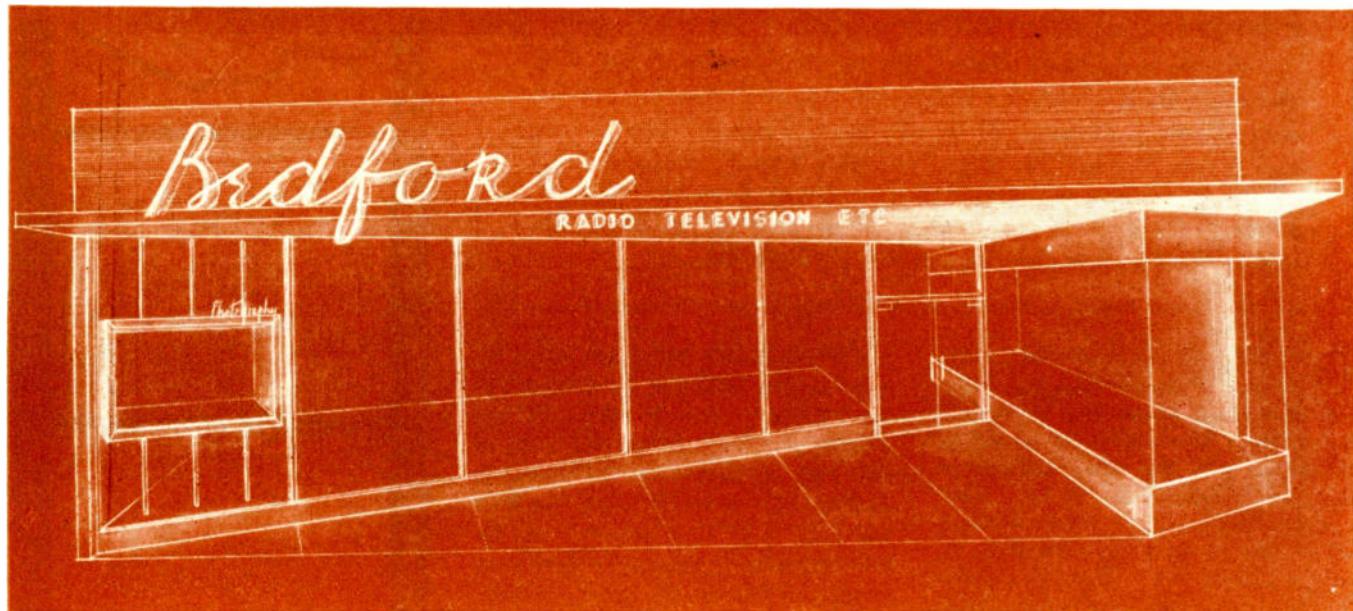
Contrasting Mr. DeRochement's statement on the future of the motion picture industry was a report in the January issue of *Advertising Age* on the role of Hollywood in television. Titled, "Hollywood Sees Top Dog Role for Self in TV," a report from the film center gave exhaustive details on recent moves by the movie makers, together with top level thinking.

Among other things, seven general observations regarding Hollywood's future in television were made. First, it is estimated by the film capital that 75 per cent of programming in TV will be on film. Second, experience, facilities and personnel give Hollywood the edge in making this film. Third, reasonable costs are quoted at from three to six times what agencies and advertisers visualize. Fourth, movie studios will sooner or later take a direct hand in television through ownership of stations or networks, and by making film for TV use. Fifth, a combination of films and television will probably comprise an entirely new entertainment industry. Sixth, TV is considered a threat to the present motion picture industry. Seventh, theaters will show telecasts of news, sports and special events on a regular basis.

To substantiate some of these general observations, the report from Hollywood pointed to outward signs of activity in the movie industry. Three different producers with contracts for television films quote \$6,000 to \$12,000 for "quality films with salable entertainment value," somewhat higher than agency and advertiser estimates of \$2,000. But Hal Roach, with 100 per cent facilities devoted to television, quotes in the \$12,000 figure.

Relative to movie studios moving in on television, it has been common knowledge that most of them are taking positive steps. When 20th Century-Fox was negotiating with ABC it was already paced by other studios. Paramount was already a stockholder in the Allen B. DuMont Laboratories. Now all the studios, including Warner Brothers, are maneuvering to see that they land on top in the television scramble.





Providing an eye-catching window beneath a bad-weather canopy, and eliminating the obstructive effect of a jutting fire house at the same time, required meticulous storefront design. Above is the designer's original drawing for Bedford's Queens store.

Design Magic Works for Bedford

How a prominent eastern dealer overcame the drawbacks of an obstructed, low-traffic location

OUT in the Forest Hills section of Queens there is a radio, television and appliance store which is the envy of every dealer for miles around. It is the Bedford Radio & Television shop on busy Queens Boulevard. Just a few months ago the spot was a vacant lot, desolate looking, save for the construction work in progress. Then there was little or no pedestrian traffic past the place, for there was not the slightest attraction. Cars speeding along Queens Boulevard stayed chiefly in the center lane, pulling off the road at this juncture only if they drew a flat or ran out of gas. Even when construction of the one-story taxpayer, which ran a full block, was nearing completion, pedestrian traffic had not picked up. A clicking pedestrian counter would have been a waste of the mechanical ingenuity of the modern age. The area was strictly still in the era of scratch pad and pencil—that's how slow the traffic was.

Now that is all different. Today, the scratch pad and pencil expert would

find himself earning his money and would quickly switch to a mechanical counter to ease the strain. Now, too, cars pull off the boulevard and clutter the area for blocks in either direction. The area that once offered parking space as generously as a ball park just turned over to auto storage is now overcrowded with streamlined gas buggies. Parking has become a bottleneck for the area that now boasts of status as a full-blown business center.

Crazy Corner

Bedford Radio & Television has had no small hand in making the taxpayer row the blooming center that it is. And design was the chief ingredient mixed well in the whole store before it was turned open to the public.

The store window is the first design feature which hits the onlooker right where it means something—in the eyes. And the first reaction of the same onlooker is to think to himself: "Uhuh. Modernistic," without, of course, knowing in his own mind what that means to him. Actually the storefront is the

result of the downright, cold, hard facts of the physical environs of the Bedford store itself.

Physical properties of a store have been a problem to dealers from time immemorial, it seems. Even with city blocks being laid out in pleasing symmetry, apartment villages going up in idyllic patterns, and even industrial plants taking on an air of attractive efficiency, dealers the country over seem to find themselves in outmoded buildings, crowded with obstructions, limited in space, and burdened with other inescapable store complexities.

Here, however, was a new store, with ground broken only half a year or so ago. Yet it was faced with that plague of all dealers—the problem of physical location. Queens Boulevard not only did not straighten out from its winding course at this location, but a fire house sat askew on the very corner next to the Bedford locale. Traffic moving out from the city, toward Jamaica, had the fire house screening a large portion of the new store. As it was, the whole

RADIO BEDFORD TELEVISION



Eyes are not prone to stray from these broad panels of glass, the compact show windows, the expansive showroom display. That's what the original drawing set out to accomplish—to create a storefront which would attract traffic from either direction, whether on foot or motoring by.

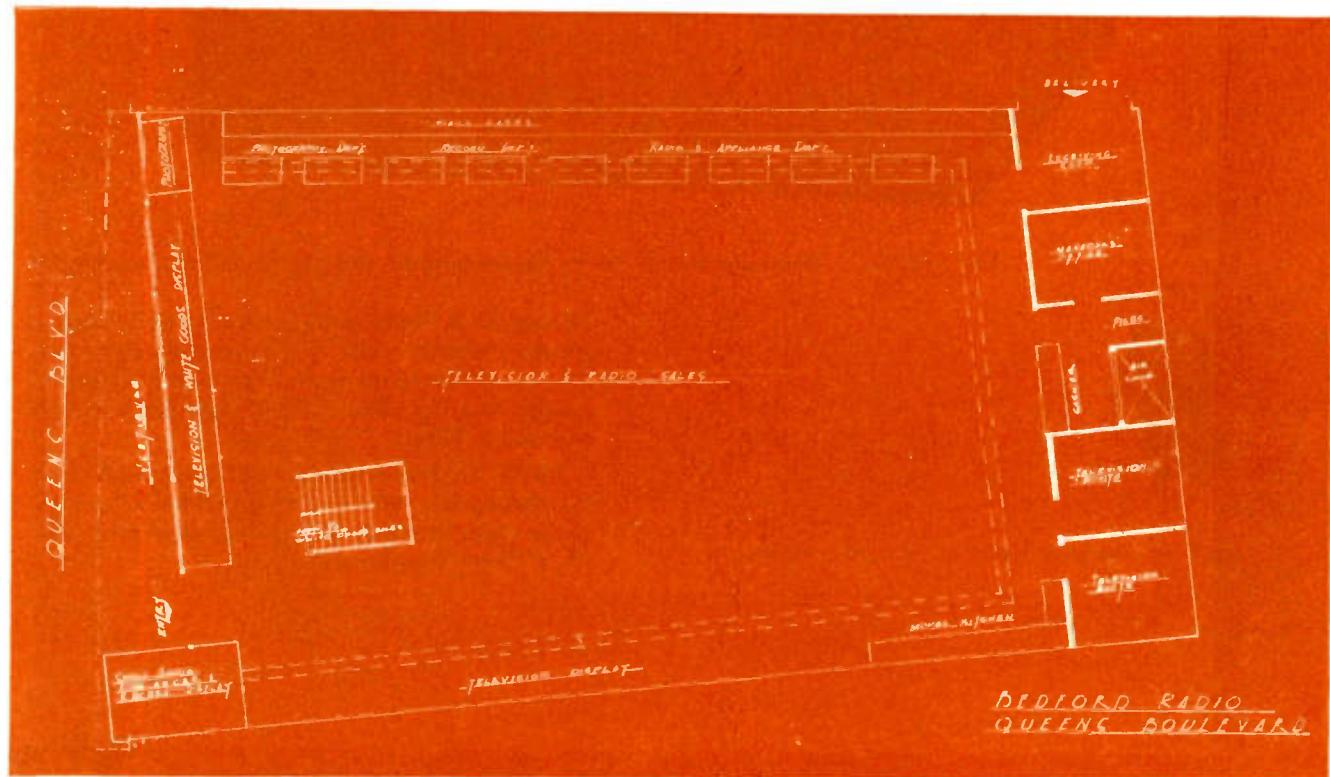
taxpayer row was set back three feet from the building line, so as to allow for an arcade overhang—a booster for bad-weather shopping. The corner was a crazy one, all right.

Magic of Design

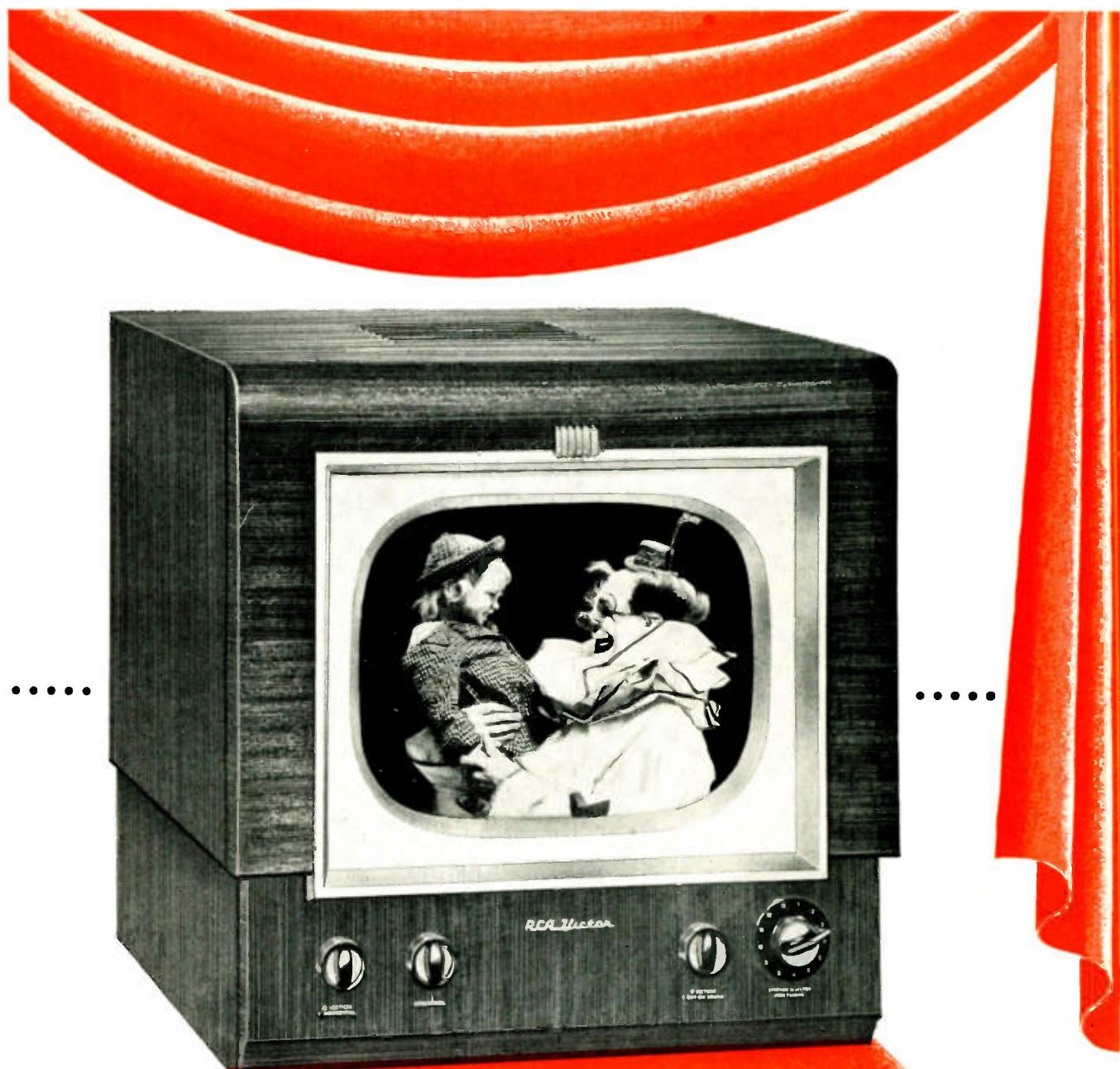
But not so crazy that a designer could not unravel its intricacies. In the first place, for instance, store designer Don Goldsmith came up with a brilliant answer to the screening problem of the fire house and that of the straying pedestrian and auto traffic. He had

the spacious show window set in such a way that it ran on a diagonal from the corner 3-foot-inside-of-building-line back to a convenient alcove depth. The main entrance was placed at the end of this alcove. Traffic coming out from behind the fire house had their eyes riveted on this expansive, slanting display window. Eyes traveled easily back to the entrance, taking in the showroom displays, which were mounted on a low platform. The big Bedford sign atop the one-story had its effect, too.

What about the traffic moving in the other direction, toward the city? The alcove made a perfect setting for a display window. Traffic, moving toward the fire house from the unscreened end, passed along the pleasant row of new taxpayers before coming to the wide sheets of glass forming the 6-foot Bedford storefront, which seemed to recede away from them. The small display window coming out at right angles on the other side of the alcove
(Continued on page 24)



Another of the designer's original Bedford drawings, showing how the problem of a wall or an angle was solved. Storefront, wall, special salon and main showroom display space has been carefully and expertly allocated so that layout performs a merchandising chore.



The 8T270 . . . More fun for the entire family because the picture is $2\frac{1}{2}$ times bigger!



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

Like all RCA Victor instruments, the 8T270 packs greater customer value . . . greater profit potential. For your customers want the highest possible quality at a fair price . . . and they get just that with RCA Victor!

The 8T270 is available in three beautiful finishes . . . mahogany, walnut or modern blond. Another in the great line of faster moving, more profitable RCA Victor instruments.

ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T. M. Reg. U. S. Pat. Off.

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



Here's why your profits
are greater with this

RCA VICTOR

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

.....
See these 3 saleable features!

BIG 16 INCH SCREEN!

Yes . . . 16-inch direct view pictures . . . 126 square inches big! They're *2½ times bigger* than average! Just what your customers want for greater enjoyment of their television set!

Greater listening enjoyment—

Your prospect will go for Personalized Tone Control that enables him to select tone at the most pleasing sound level for his ear. And he'll appreciate the bigger speaker . . . *largest ever* in an RCA Victor Eye Witness television table model.



Automatic adjustment to signal strength!



Whether the listener is tuned to a station 5 or 50 miles away, the program will come in with equal clarity. Powerful new circuits adjust automatically to television signals of varying strength to make this possible.



Still another example of RCA Victor quality—the

- UNDERWRITERS' SEAL OF APPROVAL
- The full line of RCA Victor radio and television instruments* carries this Underwriters' Laboratories testimonial to extra care in engineering for safety.
- Another reason why your customers prefer RCA Victor for their homes!

* Battery sets exempted—U. L. does not test radios exclusively operated by batteries.

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



THE caliber of a dealer's sales force is the measure of his business—taken from both the customer's viewpoint, and that of the cash register. For those retailers who have never taken the time to think through the traits they want to see in their salesmen. Kelvinator has crammed 100 years of retail experience into a key to building a good sales force. This key has been reduced to the simplicity and impersonality of a mathematical formula, through numerous company forums and through the measurement recommendations of the Psychological Corp., N. Y., experts in determining the characteristics in a person which make for his success as a salesman. Reduced to its simplest terms, the formula calls for: 1) the use of an application blank and a method of evaluating the information furnished in it; 2) a sales personnel test to determine an applicant's mental ability and sales interest; and 3) a complete personal interview and a method of evaluating the information which it yields.

Focus the Microscope

Personal interviews can become so casual or so intensely serious that the checklist which a dealer consciously or unconsciously uses to pick his salesmen becomes lost in the shuffle. Next time a dealer turns his evaluating microscope on a prospective salesman, however, he should bear in mind the factors he is weighing. There are seven of them: work experience, education and training, early home background, present social adjustment, manner and appearance, personality qualifications, and over-all suitability.

A dealer knows what a salesman must do, what he must know, and what he must be to become successful in the retail field, so he must probe such things as work experience. What previous selling experience has the prospect had? How will past civilian or military experience contribute to selling? How many previous jobs has he had? Previous sales experience or extensive contact with people can be extremely helpful in selling. Men who have supervised other men or have

worked extensively on their own can bring to the selling job considerable initiative, a definite asset. Selling is hard work. Anyone who has had rather easy jobs, with high pay, may find selling tedious and is likely to become dissatisfied easily. His suitability for selling is doubtful. Similarly, anyone who finds fault with all other jobs may soon find fault with selling, too. It is no discredit for a man to change jobs. But it is important to know the reason for changing, though. Likewise, the applicant's interest in selling must be clear. If he is interested in people rather than things, this is favorable. If, however, a man feels selling is a snap, it is obviously unfavorable.



Education, Too Little, Too Much

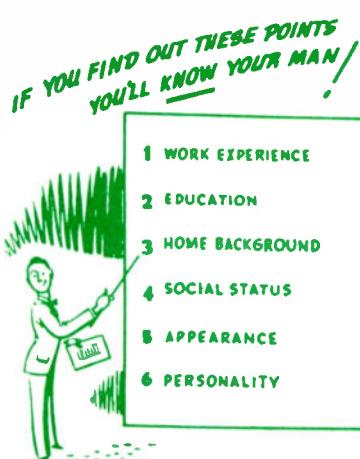
High school graduation or two years of college is the happy medium for a good salesman. Too little education can be an obstacle in selling. On the other hand, a college graduate is apt to become dissatisfied unless he is given ample opportunity for higher earnings and promotion. What subjects were the applicant's best ones? English, languages, psychology, logic and general business administration subjects fit a man best for selling. Other considerations a dealer should fall back on in judging an applicant's education and training are his reasons for leaving school and his inherent intelligence. Maybe lack of funds at home forced a man to leave school early. The same man may be extremely resourceful, may be well informed, and may have a forceful personality.

Background and Status

Social and economic background can

be extremely significant factors in picking salesmen. An applicant who comes from a home of high social and economic standing may find selling beneath his dignity. On the other hand, a person from average circumstances, or even below average, may have a tremendous urge to improve his welfare. Similarly, applicants with brothers and sisters are more often more adaptable than "only" children. It is also a favorable factor if an applicant became partially or wholly independent at an early age, particularly if he did not leave school to do it.

An applicant's present social status has considerable bearing on his suitability as a salesman. What is his age, marital status and how many dependents has he? Men between the ages of 26 to 35, who are married and have one to three dependents are the most desirable, it has been found. A salesman must be honest and financially responsible. That is what a dealer must find in an applicant. Since selling is highly competitive, a man who engages in selling must have a keen competitive spirit, possibly indicated by an interest in sports or such academic activities as debating or discussion groups. Sometimes overlooked is the attitude of the applicant's wife. If she thinks selling is beneath his dignity, she can be a drag on all his efforts. Still another factor is the applicant's familiarity with the territory. A local man is more apt to know the type of people who will be his customers. And not to be discounted is an applicant's health history. Can he stand up to the vigorous selling pace with stamina to match it?



Are Profit-Makers

Manner, Appearance, Personality

What is your first impression of the applicant? Is he neat, clean and pleasing in appearance? If he doesn't impress a dealer he won't impress a customer. Physical appearance, from a height and weight standpoint, are not necessarily disadvantages, unless it verges on the "freak." Has the applicant a fine speaking voice and a good vocabulary? Remember, the salesman's tools are his voice and vocabulary. He must be able to talk clearly, forcefully and enthusiastically. Annoying mannerisms in a salesman can be detrimental to a dealer's business. They tend to distract the customer's attention away from the sales story. Halitosis and B.O., of course, are strong liabilities.

From the standpoint of personality, a number of questions will measure the applicant for a position on a dealer's sales staff. Is the applicant the sales type? Is he aggressive? Is he self-confident? There is no place for a man with an inferiority complex or inherent timidity in an aggressive selling field. Does he show tact and courtesy? Does he show initiative? Does he show sincerity? Does he appear enthusiastic? Does he show a money-making urge?

Final Choice

This checklist against which a dealer measures a sales applicant will serve little purpose if the little bits of information are not forthcoming in the personal interview. It is, therefore, of supreme importance that the applicant be made to feel at ease, to feel he can talk freely. Small talk will pave the way for the more subtle tidbits which will be forthcoming from the appli-

cant. It will permit easy transition to extensive talking by the applicant himself, revealing how well he talks for himself, how organized his thinking is, his manner and appearance.

Important as the complete personal interview is, it does not always tell a dealer what he wants to know about the man who is going to help push his sales. The application blank furnishes information which can be readily evaluated. But mental ability and sales tests have a distinct and important place in any system of selecting salesmen.

Observing a man, talking to him, forming an impression of him, these do not always measure a man for the sales job as effectively as a series of



applicant may rate excellent in the tests and personal interview. But would you, a dealer, want him on your sales force? If your over-all judgment in such a case is "fair" or "poor" for some reason, he will not be a good man for your sales force. If, however, an applicant performs satisfactorily in the tests and interview and your over-all rating is either "good" or "excellent," he should become a top salesman. The qualified applicant is ready to go to work.

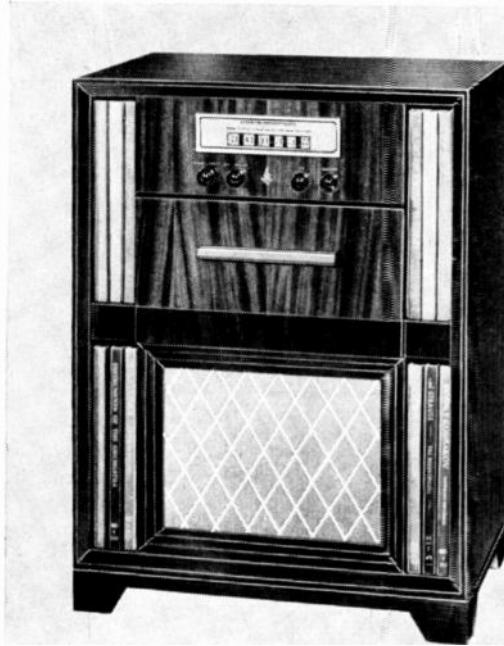


systematic tests. It may come as a surprise to some dealers to realize that applicants can have a mental ability too high for successful selling in his particular operation. It is so, nevertheless. A person with extremely high mental ability may be unhappy over salary and slow promotion. Also, a sales interest test is the most accurate measurement of an applicant's interests. For the length of a personal interview an applicant may be able to be convincing as to his interest in selling. If this is feigned, a sales interest test will very quickly fix upon the truth.

Just as the personal interview cannot give the final answer on the selection of salesmen, so tests cannot, either. Final judgment must rest on a fair, yet accurate appraisal of the applicant on the basis of his performance in the mental ability and sales interest tests combined with his rating on the personal interview checklist. On top of this, a final over-all rating of excellent, good, fair or poor must be given. One



Prepared and issued by Nash-Kelvinator Corp., the book was its contribution to the N.S.S.T.E., which studies all phases of sales force development. Membership in the society is held by an individual rather than a firm, and, receiving the editorial award on behalf of Nash-Kelvinator was H. L. Schmutz, director of sales education, Kelvinator division of the company, who was instrumental in planning and executing this prize-winning manual. A digest of another section of the book, dealing with compensation, will appear in next month's issue of RTJ.



LIMITED JUBILEE OFFER!

New 1949 Emerson Automatic Phonoradio Console . . . at amazing low price...to celebrate production of the 10,000,000th Emerson Radio! Limited time only — limited quantities — price goes up after this event! AC-Superhet — automatic changer — beautiful cabinet. Terrific promotion number for right now!

Model 604

\$89⁹⁵

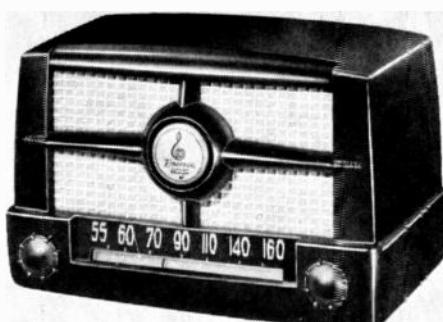


● SENSATIONAL NEW MODELS!

● NEW LOW PRICES!

● VALUE LEADERS — PROFIT LEADERS!

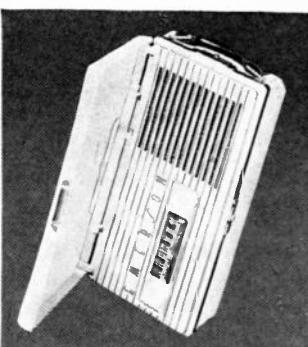
New 1949
Emerson
Radio



SENSATIONAL NEW PRICE LEADER!

Emerson AC-DC Compact. Even better than last year's price leader . . . at the same low price! Ebony plastic...golden Slide Rule Dial... 3-dimensional grille. A great traffic puller!

Model 538 **\$16⁹⁵**



SELF-POWERED
PERSONAL PORTABLE

\$24⁹⁵

Model 558. Automatic lid-operated shut-off. Smart plastic case...ivory, green and black. Gold-colored hardware. Tops in personals!



NEW LOW PRICE — SURE SENSATION!

Emerson 3-Way Portable. A top seller at \$29.95 — now a positive SMASH! AC-DC and battery operation. Finer tone, smart Alligator grain plastic cabinet.

Model 559 **\$24⁹⁵**



BEAUTIFUL! MERCHANDISEABLE!

Emerson AC-DC Compact. Tops in tone — super in style. Gorgeous maroon plastic cabinet with gold-colored bead grille. A great leader to feature!

Model 610 **\$19⁹⁵**

Cash In Now! See Your Emerson Distributor Today!

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

than Ever 1949

- RECORD-BREAKING ADVERTISING!
- BIGGER DISCOUNTS!
- TERRIFIC TRAFFIC PROMOTIONS!



BIGGEST TELEVISION VALUE!

Emerson "Image Perfection" Television Table Model.
So compact, smart, dependable!
Big 52-square inch screen — FM circuit — Miracle Picture Lock — Simpli-Matic Tuning! Sensational leader at this low price! *Model 611*

\$269⁵⁰



192 SQUARE INCH SCREEN!
PERFECTION IN PROJECTION!

\$599⁵⁰

Model 609

Emerson Television Console. 12" x 16" Foldaway Screen — 192 square inches! New "eye-ease" clarity — Miracle Picture Lock — FM Staticlear Circuit — Simpli-Matic Tuning! Solid mahogany and pin-striped mahogany veneer cabinet. A new high in projection performance — at a new low price!

NEW
GIANT
SCREENS!

GIANT 132 SQUARE INCH
DIRECT-VIEW SCREEN!

Emerson Television Console with 16" picture tube. Superbly engineered for outstanding clarity of picture and sound. All the famous Emerson television features — plus! A classic in cabinet design... BIG NEWS IN \$599⁵⁰
Model 608

New 1949
Emerson
Television



Cash In Now! See Your Emerson Distributor Today!

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

Radio & Television JOURNAL • February, 1949

Design Magic Works for Bedford

(Continued from page 17)

caught their eye. Before they knew it they gravitated into the cavity-storefront and were caught between the livewire displays—television sets, radios and major appliances in a showroom effect; and small radios and traffic appliances in the smaller show window display. To round out the storefront, designer Goldsmith provided for a picture frame window at one corner of the front to take care of small photography items.

And on the Inside

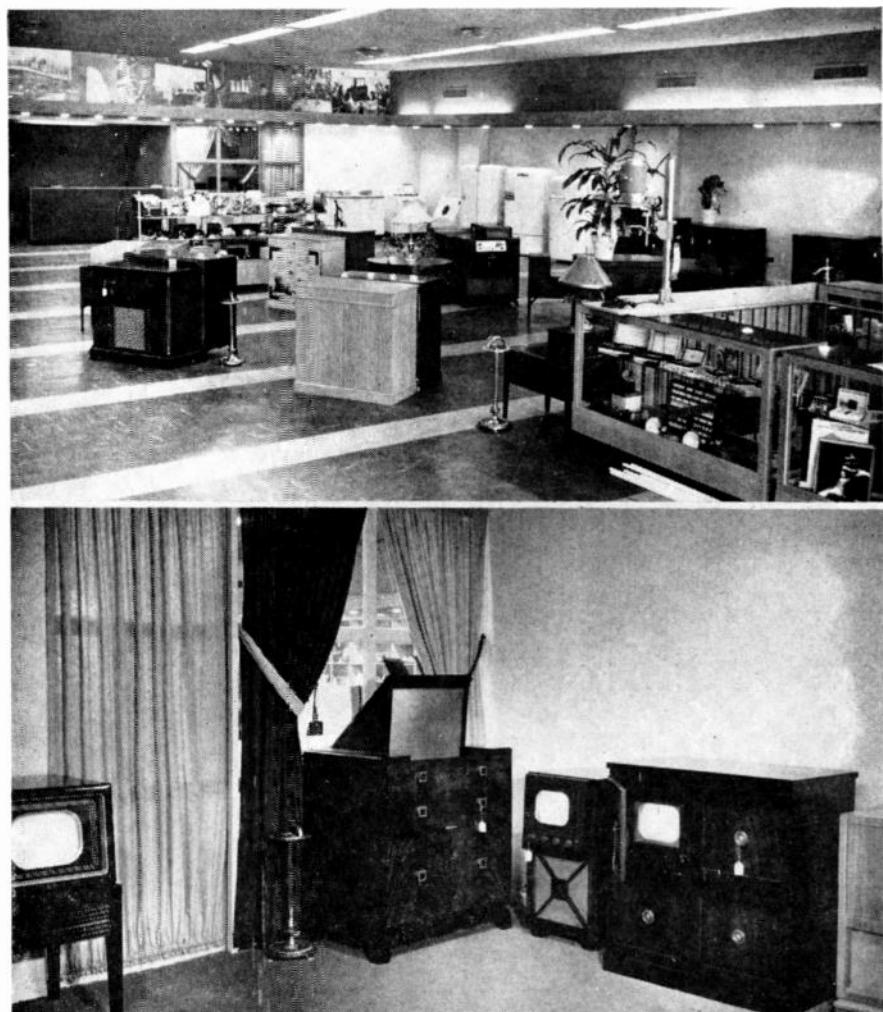
The same meticulous planning went into the arrangement of the inside of the store. Dealers who feel that new structures completely eliminate the confining influence of slanting walls will not find their argument bolstered by Bedford's interior. For the same fire house threw one whole store wall of the new building out of line. There was a narrow alleyway between the store and the fire house. Since the fire house was standing on the corner at an angle, the wall along the alley ran at an angle to the street. When the Bedford store was under construction, therefore, the alley had to be the same width all the way back. That meant that the store wall had to parallel the wall of the fire house, leaving the store's interior straight along one wall and on an angle along the other. Actually the storefront runs about 56 feet across, and the store tapers to about 40 feet in the rear.

A television display and model kitchen effectively took the distracting influences out of the slanting wall. Along the wall opposite, record and radio and appliance departments were set up. The rear of the store was devoted to a receiving room, the manager's office and cashier space, and two 8' x 10' television booths. The balance of the floor space in the 100-foot-depth store was given over to attractive radio and television displays.

Remember the Lighting

In planning the Bedford store and tailoring its construction to the peculiar needs of a radio, television and appliance dealer, designer Goldsmith took extra pains with the ceiling and the lighting system.

First of all, he took into account the fact that television, for one thing, requires bright lights for proper displaying but that bright lights are not particularly suited to comfortable viewing of a set in operation. For that reason, plans were drawn to have the ceiling dropped to within eight feet of the floor. The ceiling was terra cotta in color, giving a dark overhead background that was not too dark. It was made of a ribbed, spun glass material, which tends to absorb sound rather than making sound rebound as do flat surfaces. The effect was to improve the



From model kitchen to television salons, every Bedford display creates the atmosphere of a comfortable segment of a customer's home. Notice the pleasing effect of the cold cathode lighting over the main showroom area and in one television salon.

acoustics of the showrooms. All wall colors were chosen to bring out the wood quality of the sets on display.

For lighting, a cold cathode system was chosen, the system being recessed in the ceiling. Cold cathode got the call over fluorescent lighting because it provided a five-year light over a one-year light afforded by fluorescent—a maintenance advantage. Cold cathode also had a softer effect, providing the necessary brilliance and atmosphere for the radio, television and appliance store operation. By the use of recessed high-hat fixtures, spotted at intervals, the whole showroom was provided with a means of spotlighting any piece of merchandise. It was particularly suited to the display of television sets. As it now operates, lights can be turned on and off at will. When pointing out merchandising features, the cold cathode lighting and spotlights can assist in showing the products to the best advantage. If a television set is put in operation, the spotlights can be switched off and a program can be viewed in the comfortable lighting of the recessed cold cathode.

Not forgotten in the plans of the Bedford Forest Hills store was the place of the television salon in the radio, television and appliance dealer's operation. The two salons in the rear were arranged for those customers who prefer an actual demonstration that approximates home conditions of operation. The salons are provided with drapes, have home-like colors, comfortable seating arrangements and can accommodate several types of sets. Lighting in these salons is fluorescent, and, as in the rest of the store, air-conditioning is provided. The doors of each salon are squares of wood and glass, permitting vision into each without robbing either of any privacy.

Bedford's Forest Hills store is a model of design effectiveness. As if by magic, detrimental aspects of the physical location have been turned into assets. Auto traffic is the best testimony to that. What started as an attempt to get cars to stop, turned into a clever method of getting all sorts of traffic—transient auto and residential pedestrian—to patronize a new radio, television and appliance center.

The Eyes of America are on

PHILCO

for the

**Big Refrigerator
News of 1949**

A NEW LEADER IS BORN in the field of refrigeration! The appliance dealers of America know today that Philco has reached first place in consumer demand and acceptance . . . "America's most wanted refrigerator."

THEY KNOW TODAY, from experience, that a Philco is the fastest selling refrigerator on their floors . . . the "hottest" merchandise in the industry for features, for style, for sales appeal and for value.

THEY KNOW TODAY that Philco's refrigerator manufacturing facilities have reached a rate of production that justifies its thinking, planning and merchandising in terms of LEADERSHIP.



Now, here's the new Leadership Line
PHILCO Advanced Design for 1949

**Read the
News**

HERE FROM PHILCO

in Refrigerator

The first true "Down to the Floor" Refrigerator

Yes, it's new, brand new! A refrigerator with a full-length door that for the first time makes full use of the normally unoccupied space above the floor, real refrigeration for ALL foods—a huge genuine addition to refrigerator storage capacity.

Up to 11.4 cu. ft. capacity in an 8 Foot Cabinet



At last, a refrigerator that gives the absolute limit of capacity for the space it occupies in the kitchen. Yes, up to 42½% increase in capacity without increase in size... up to 11.4 cu. ft. in the dimensions of an 8 foot cabinet. The secret is no wasted space... every inch a refrigerator, right down to the floor.

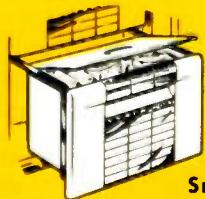
Advanced Features, New to Refrigeration

Not only more space but new ways to use the space... exclusive new features created by Philco engineering... producing the most fully usable refrigerator ever designed!



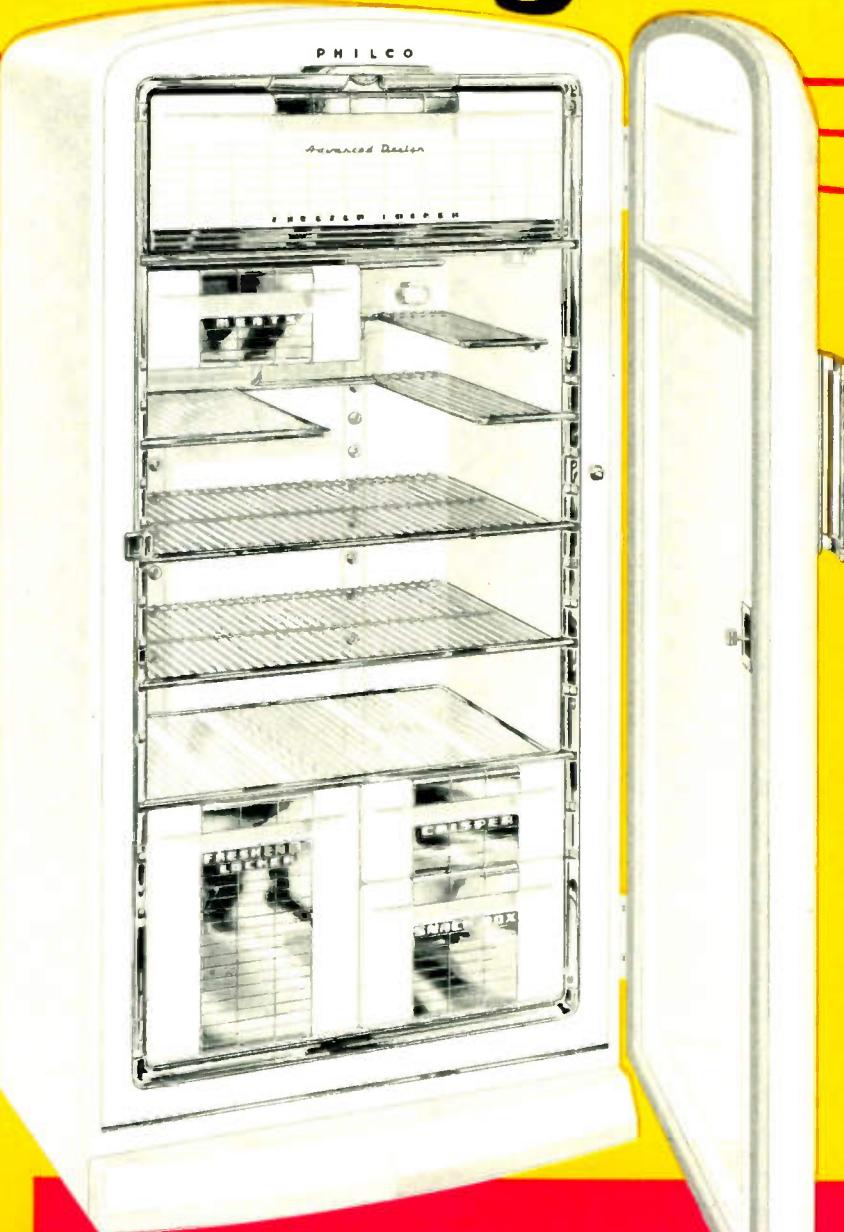
Freshener Locker

Huge, high humidity refrigerated locker holds almost a bushel. For all kinds of foods, in large quantities or bulky sizes and shapes.



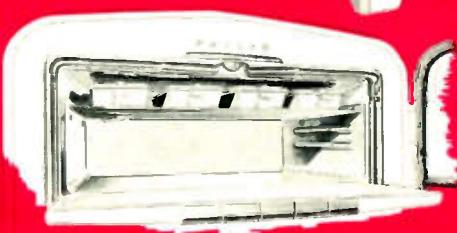
Snack Box

For cheese, spreads and snacks, or keeps full supply of butter ready to use. Prevents transfer of food odors to or from other foods.



Combination Refrigerator with Built-in Home Freezer

True zero zone freezer is unequalled in efficiency. Separate ice tray shelf leaves entire space for frozen foods; prevents frost accumulation on walls, packages.



Revolutionary Advances Design for 1949!

A Revolution in Refrigerator Value at The Lowest Price

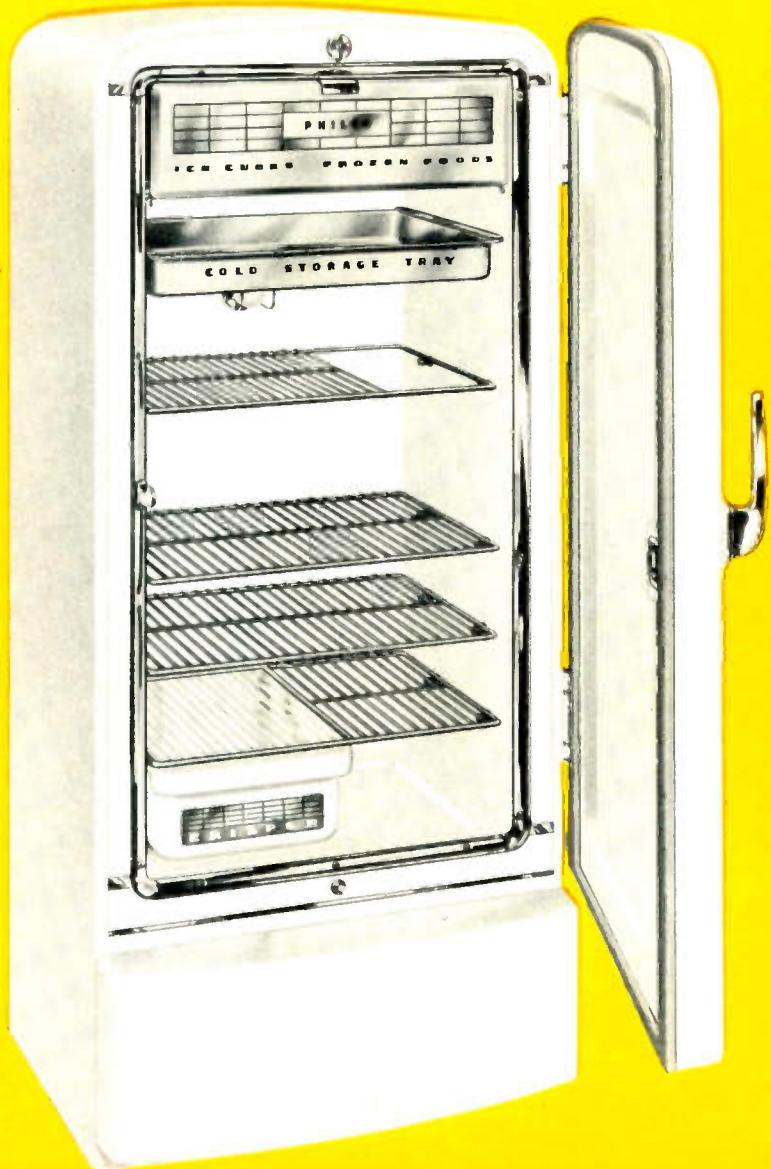
For the first time, real service, real storage capacity...yes, ADVANCED features at the lowest price! It's the low price sensation of the industry for 1949...the revolutionary Philco 793...unequalled in features, in value and in promotional power. The biggest, most usable food storage capacity ever offered in its size and at its price.

NEVER BEFORE AT THIS PRICE
A FULL WIDTH FROZEN FOOD COMPARTMENT

A generous, full-width fully enclosed space for genuine frozen food storage. It's the feature that Philco first introduced to the industry...now offered for the first time at the lowest price.

1 CU. FT. CAPACITY
IN THE FLOOR SPACE OF A "4"

Yes, a full 7.2 cu. ft. of space...14 sq. ft. of shelf capacity, 30% more than former models at the lowest price. All in a cabinet that occupies no more floor space than a four foot refrigerator of the past.



Completely Adjustable Shelves from top to bottom

The most flexible system of shelf arrangements ever invented. Shelves are easily moved exactly where wanted to store foods of any size or shape. Has wonderful soles appeal.



Balanced Humidity

with patented Summer-Winter Control
Developed and patented by Philco...it offers the first positive means of coping with excess humidity in a "moist cold" refrigerator. Yes, at last, a refrigerator that's suited to all seasons.



The PHILCO FREEZER

**ANOTHER SWEEPING
ADVANCE FOR 1949**

60% more storage capacity with no increase in size. That's the development the public and dealer alike have been waiting for to lift the home freezer business into the big volume class. It's here now for 1949, from the Philco laboratories... drastically revising the whole standard of freezer value.



**Now!
4 cu. ft. in
2½ ft. size**

PHILCO FREEZER DH-41.
4.1 cu. ft. capacity for up to 160 lbs. of frozen foods, in the dimensions of a 2½ ft. cabinet. Fits in any kitchen. Temperatures for sharp freezing and storage as low as 15° below zero. Deluxe features—sensational value.

**7½ Cu. Ft.
Upright Freezer**

PHILCO FREEZER AV-75.
The deluxe upright, with big 7½ cu. ft. capacity, that fits in the floor space of a regular refrigerator. Holds up to 300 lbs. of frozen foods in 3 reach-in compartments. Patented sloping shelves.



the most complete and powerful Merchandising Line in Refrigerator History

IT'S YOUR SALES AND PROFIT LINE FOR 1949

Be sure to get the full story from your **PHILCO DISTRIBUTOR**

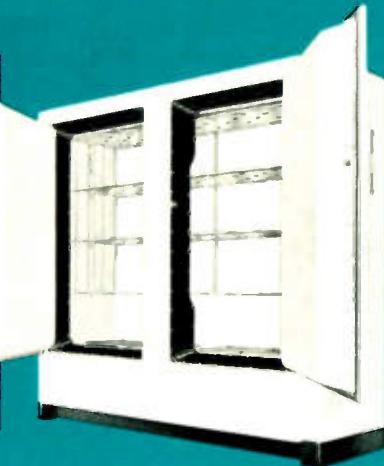
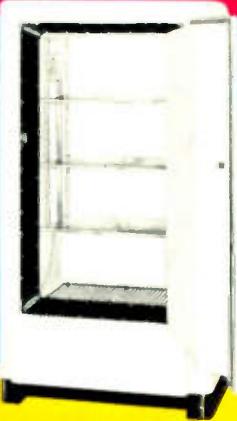
**Yes, it's the
Leadership
Line!**



**Now!
8 cu. ft. in
5 ft. size**

PHILCO FREEZER DH-81.
8.1 cu. ft. capacity for up to 320 lbs. of frozen foods, now in the cabinet size of a "5"! Sensationally popular features...patented 3 compartment design with separate sharp freezing compartment at temperatures as low as 15° below zero. Lid stay. Built-in thermometer and temperature control.

**NEW FOR '49
15 and 30 cu. ft.
FARM
FREEZERS**



Here's the final link in the chain of Philco leadership in the home freezer field. Two huge capacity models especially designed for the farm market. Wherever customers require volume storage—space for freezing and storing a big meat supply and the produce of their own farm or garden, Philco dealers can supply the demand with these two new 15 and 30 cu. ft. freezers—the Philco DH-151 and DH-301.

Important Announcement

Effective with this issue, Radio & Appliance Journal reverts to its original name RADIO & TELEVISION JOURNAL, under which it was published from 1939 to 1946. In the latter year, immediately following the end of the war, we became Radio & Appliance Journal in response to a strong demand by our readers that we devote considerable space to the electric appliance field.

Since January, 1948, television has at last come into its own. Last year there were more than 800,000 television receivers manufactured and sold. Conservative estimates for the current year are that at least 2,500,000 TV receivers are to be made and sold. THIS IS BIG BUSINESS!

Television is not only out of its swaddling clothes but is already sporting its first long trousers. It's a billion dollar business, and will become a multi-billion dollar business before very long. It's so big an industry that it requires a business magazine devoted entirely to the manufacturing, distributing and retailing aspects of television. RADIO & TELEVISION JOURNAL WILL NOW DO THAT JOB.

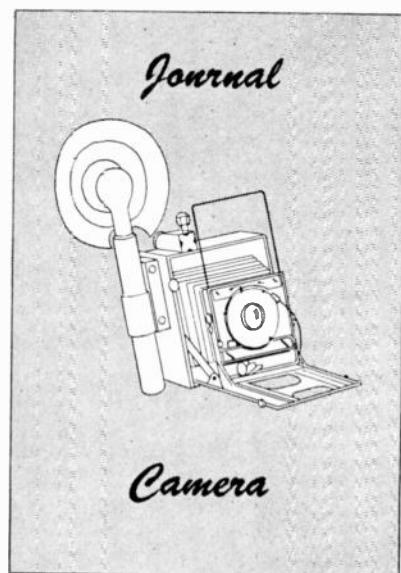
For the past year, over 95 per cent of our advertising and editorial content has been on television, so in going back to our former name we are putting into effect a trend that has been in the making for some time.

RADIO & TELEVISION JOURNAL, the oldest dealer magazine in the industry, with more than 30,000 CCA circulation, will continue to report, mirror and translate the tremendous developments of America's newest and most exciting industry.

Alex H. Kolbe
PUBLISHER



Ben Irwin, right, chief engineer at Noblitt-Sparks Industries, Inc., discusses TV tube mounting on experimental chassis with G. T. Ritter, R. P. Spellman, H. B. Foulke, and G. W. Thompson, left to right, of the firm. Arvin TV receivers are due on the market soon.



Thoughtfulness wins the day. Shirley Dinsdale, Station KTLA, Los Angeles, ventriloquist, with the help of her side-kick, Judy Splinters and radio showman Art Linkletter, cheer handicapped children at a kiddie's party. Joy will linger in form of this GE TV receiver, donated by the firm to get a TV Bedside Circuit rolling. Idea is to enable shut-in youngsters to enjoy television.



After a thief cracked his front window and made off with a Crosley radio, a St. Louis dealer turned the incident into an advertising stunt with this display.



The Spear Furniture Store in New York City took the occasion of Emerson's marketing its low-priced FM Model 602 to feature it in this eye-catching arrangement.



Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

This messenger delivers a million words a minute

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication . . . and reproduced in facsimile.

This was Ultrafax in action—a superfast television communications system developed at RCA Laboratories. Reproductions of *any* mail—personal, business, or military . . . including police descriptions, fingerprints, bank drafts, government records—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away the pictures appear on a picture tube and are photographed. Negatives are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds . . . a letter in the twinkling of an eye.

Science at work . . .

Ultrafax is but *one* of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, N.Y. 20.



RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television

A CLEAN-
PROFIT SWEEP
WITH...

AEROSWEEP

*a Motorized
Control UNIT that
fits any antenna -*

ONLY 7 INCHES IN DIAMETER
5 LBS. IN WEIGHT

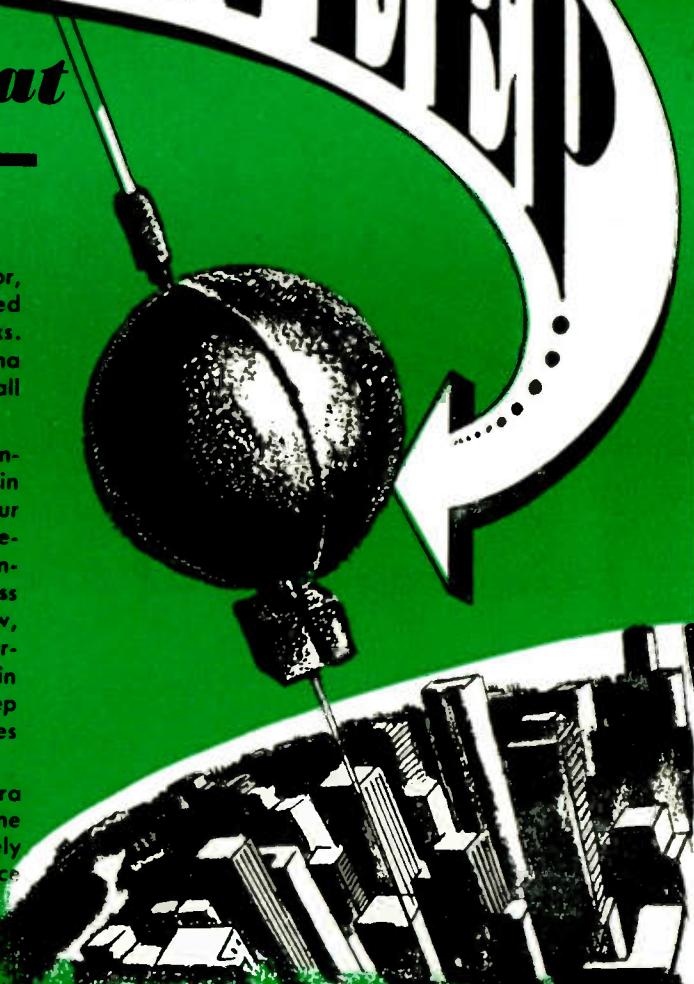
Sensationally new, Aerosweep is not an electric motor, it is magnetic in design, there are no sparks produced thereby eliminating the interference created by sparks. Aerosweep is easily installed in your present antenna system making your antenna the most up to date all directional Television antenna manufactured.

For the best in television reception from any one channel your antenna must be tuned into that channel, in order to gather in the strongest signal strength. Your stationary antenna only gives you an average signal reception which must be spread over the entire 13 channels. With Aerosweep you merely select the channel, press the remote control button, then watch the picture grow, when it reaches its brightest point you release the fingertip pressure and the antenna is automatically locked in absolute direction with the sending station. The Aerosweep rotator is completely reversible and rotates 370 degrees in either direction with no possible dead spot.

Aerosweep boasts the slowest rotating motor, for extra fine tuning, made of solid aluminum castings, only one moving part, will withstand weight of 160 lbs. completely immune to all the elements and guaranteed to produce most satisfactory results.

AEROSWEEP EXTRAS

- Not an electric motor, no picture distorting sparks.
- Picture grows as antenna turns, completely reversible.
- Fingertip remote control locks antenna in absolute direction.
- AEROSWEEP rotator turns 370 degrees, no dead spots.
- Freezing sleet or rain will not affect motor.



DISTRIBUTORS: The Lyte Aerosweep rotator will lift your 1949 television antenna program to new profitable heights. Profits, profits, profits.

LYTE AEROSWEEP CORP.

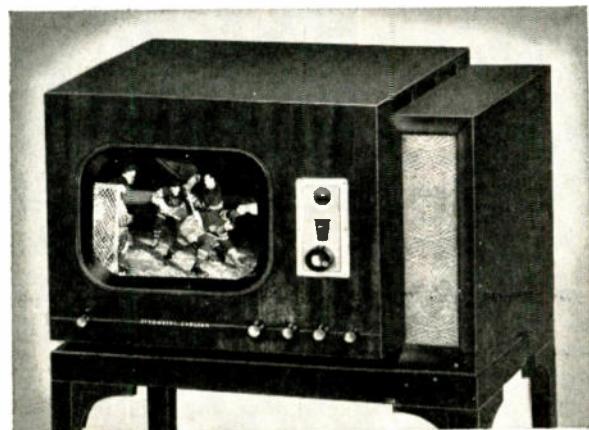
15 Washington Ave. . Plainfield, New Jersey

Plainfield 5-2100

WHAT YOUR PROSPECTS WANT MOST —and at popular prices!



BIG 12" TELEVISION WITH FM RADIO



**The ROCHESTER TV-12-H2M in selected mahogany veneers \$465*.
TV-12-H2A in beautiful blond avodiré veneers \$475*.**

Installation, excise tax and year's service extra.

"You SEE it Better . . . HEAR it Better!"

Here is superb television performance. Large 72 square inch direct-view picture - so clear and bright it is enjoyable even across a large, lighted room! Famous Stromberg-Carlson sound fidelity for all television and FM radio channels! Smart cabinetry that goes beautifully in any fine room. The ROCHESTER is the combination of finest quality features and value with *greatest appeal to your prospects now!*

STOP! LOOK! LISTEN!

THERE IS NOTHING FINER THAN A

- 卷之三



Ayodhia



Ayodhia

The WINDEMERE #1406-PLM Selected mahogany veneers \$249.95*.

The WINDEMERE #1406-PLA Smart blond avodiré veneers \$259.95*.



✓ NEW SINGLE-ARM LONG-PLAYING CHANGER

In Smart New Radio Consoles

Here are superlative radio-phonograph values in distinguished cabinet styles—with the top performance your customers expect of a Stromberg-Carlson instrument. The new single-arm duo-speed changer plays and changes both long-playing and standard records. Other outstanding features of the WINDEMERE are no-drift FM tuning, unique treble-bass tone control, "Sun Dial" FM-AM station selector, 12" PM speaker, and ample album space... features that will make the WINDEMERE a best seller!

**Slightly higher in South and West. Subject to Change Without Notice.*

STROMBERG-CARLSON

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

New Products



Radios Television

Consoles Recorders

Phonographs TV Accessories

New RCA TV Models

Manufactured by RCA Victor Division,
Camden, New Jersey



Introducing the 16-inch, metal-coned tube, this RCA television model produces a picture 126 square-inches in size. Minimizes outside electronic interference. Incorporates new tuning unit which may be operated from either coaxial cable or bright picture wire. Has "power-on" circuit to signal when set is tuned on. Finished in walnut or mahogany.



Also featuring the 16-inch, metal-coned picture tube, this table model television receiver by RCA is available in walnut or mahogany. Set presents 126 - square - inch picture. Mounted at cabinet top is electrodynamic speaker. Automatic gain control for uniform picture. Chassis shielded to minimize outside electronic interference. First continuously-variable tone control in firm's TV receivers.

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

International's Colony

Manufactured by International Television Corp., 238 William St., New York City



Traditionally designed in natural, antique mahogany, the Colony has a 12½-inch, flat-faced picture tube which produces a 72-square-inch television picture. Thirty-one tubes; 13-channel chassis, and two 4x6-inch oval speakers for high-fidelity reproduction. Cabinet is hardwood veneer over ¾-inch plywood, with table designed to match receiver.

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

Table TV by Regal

Manufactured by Regal Electronics
605 West 130th St., N. Y.



This table model television receiver has 30 tubes and gives full channel coverage. Ten-inch picture tube gives 52-square-inch, direct-view picture. Horizontal and vertical controls; synchronized, FM, audio circuit. Walnut veneer cabinet comes in hand-rubbed finish. Chassis, with or without tube, can be obtained by builders of custom cabinets and TV service organizations.

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

Bendix Radio-Phono

Manufactured by Bendix Radio Division,
Baltimore, Maryland



Receives both FM and AM broadcasts and has dual-speed changer, which plays either standard or LP, micro-groove records automatically. Radio has five tubes and rectifier, three gang FM condensers, tuned, RF amplification on FM. Ten-inch Alnico V speaker; three-point tone control; crystal tone reproducer; permanent point needle; built-in AM-FM antennae. Styled in blond finish mahogany veneers.

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

Boetsch Phonograph

Manufactured by Boetsch Brothers,
221 E. 144 St., New York City



With a 4-inch, heavy-duty speaker and two tubes, this portable phonograph is the latest of the Birch portable phonograph line. Comes in four fabric record finishes: mahogany jaguar, brown alligator, navy blue, and simulated calfskin.

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

**Stromberg-Carlson's
"Yarmouth"**

Manufactured by Stromberg-Carlson Co.,
Rochester, New York



Here is a television-FM-AM console in ribbon-striped, mahogany veneer. Sixteen-inch tube gives 120-square-inch picture. All reception facilities in one chassis, and station selector is only control needed once tuned on television or radio. Automatic gain for station shifting on television. Service adjustments, except three, can be made from front.

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

DeWald TV Console

Manufactured by DeWald Radio Mfg. Corp.,
35-15 37th Ave., Long Island City, N.Y.



A 16-inch, direct-view set, this DeWald television console has 27 tubes and three rectifiers. Has all-channel coverage, high-fidelity speaker, balanced 300-ohm input, new Hi-Q trap circuits, and tuned, RF stage on all channels. Lock-in circuit holds picture steady without flickering; six tuning controls; safety high-voltage supply, and full FM-audio circuit. Consoles in walnut or mahogany veneer.

(More new products on pages 42,
43, 44, 46.)

TRANSVISION

**PRESENTS
THE NEW**

MODEL 12CL TV-FM KIT

Brings the biggest and best in television within the reach of everyone.

**GIGANTIC VALUE!
OVER**

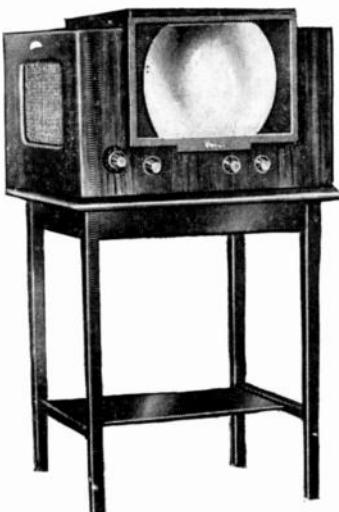
200

**SQ. IN. PICTURE
VISIBLE from ALL ANGLES**

with FM Radio

(De Luxe Continuous TV-FM Inputuner)

(Picture much bigger than a tabloid newspaper page.)
IMAGE IS EQUAL to that of a 20" tube—even sharper
and clearer—and it is visible from all angles.



MODEL 12CL TV-FM KIT

- Features 12½" tube with fitted **All-Angle Lens**, giving over 200 sq. inch picture which is visible from **anyplace** in a room.
- Gives ideal long-range reception with **CONTINUOUS TUNING** on **ALL CHANNELS**.
- Has De Luxe TV-FM Continuous Inputuner.
- **COMPLETE** with Cabinet, Lens, Roto-Table, Antenna, Lead-in Wire.
- **A BIG PROFIT-MAKER** for service dealers. This kit is TOPS—ideal for homes, clubs, taverns, and other commercial installations.

EASY TO ASSEMBLE . . .

NO TECHNICAL KNOWLEDGE REQUIRED

Transvision's simple step-by-step Instruction Sheet makes assembling a TV Kit a pleasure. Each kit comes complete with all-channel double-folded dipole antenna and 60 ft. of lead-in wire.

Nothing else to buy!

**TRANSVISION ALL-CHANNEL
TELEVISION BOOSTER**

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

Model B-1 **LIST \$44.95**

**TRANSVISION COMPLETE LINE OF
TELEVISION COMPONENTS**

Essential units for building a quality television set . . . Transvision makes available a complete line of high quality parts competitively priced. Included in this line are Filter Chokes, all types of Transformers, Focus Coils, Deflection Yokes, Coils—and, of course, major units such as Picture Tubes, Antennas, Lenses, etc., etc.

WRITE FOR COMPONENTS FOLDER P-1

**RADIOMEN . . . You Can GET INTO the
TELEVISION BUSINESS
IN A BIG WAY WITH THE
TRANSVISION DEALER PLAN**

Write for Dealer Folder D-1

\$399.00
NET

**Includes Kit, Cabinet, Lens, Table, Antenna
and 60 Ft. of Lead-In Wire**

EQUIVALENT OF \$1000.00 SETS!

Price of the new 12CL electromagnetic kit includes these outstanding features:

- 12½" picture tube with special fitted **All-Angle Lens** and color kit.
- Beautiful select-grain **cabinet** and **roto-table**.
- De Luxe Continuous TV-FM Inputuner.
- New **all-channel hi-gain antenna** and 60 feet of lead-in wire.

Nothing else to buy.

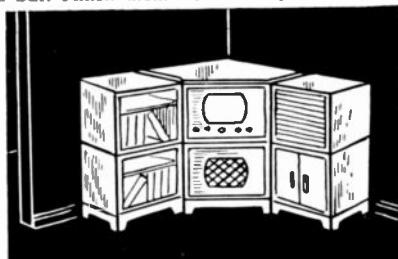
**TRANSVISION REMOTE CONTROL
UNIT KIT**

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Easy to assemble in about an hour.

Model TRCU, with 25 feet of cable **Net \$69.00**
Without cabinet **Net \$65.00**

ASSEMBLE Your Own CABINETS

Transvision's "MODULAR" Cabinets come in knock-down, unpainted units, offering an unlimited range of combinations, including even a bar. Finish them off to suit your taste.



Corner piece, shown above, has room for TV, Phono, Record Storage, and open Book Case. **COMPLETE** **Net \$84.00**

For other units and prices, write for "Modular" Catalog.

TRANSVISION, Inc. Dept. RJ New Rochelle, N. Y.

In Calif.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46
All prices 5% higher west of Mississippi; all prices fair traded. All Prices Subject to Change Without Notice

...YOU'LL DO A BETTER JOB EVERY DAY IN 1949...



with the

NELDA 1949 LOOSELEAF SUBSCRIPTION

Nelda's 1949 Looseleaf Subscription keeps you posted throughout the year with vital information on America's leading brands of Television, Radios, Major Appliances, Traffic Appliances, Clocks, Silverware, Photographic Equipment and related lines.

Photographs—Model numbers—Prices—Specifications . . . all at your fingertips. Our staff of experts is constantly appraising and classifying thousands of new models and these edited pictures and data come to you regularly.

Nelda Publications are designed to meet your daily needs for authentic visual reference guides to the competitive features of Standard Brands. They are produced without subsidy or fee from any manufacturer, association or distributor . . . this essential service is an impartial presentation.

Here, for the first time, is a perpetual, illustrated data service, conveniently arranged for quick accurate identifications and comparisons.

Endorsements we receive from subscribers at every level of the appliance industry indicate that they are making daily use of Nelda Publications in planning their selling, buying, promotion and training programs. We invite you to subscribe to Nelda's 1949 Looseleaf Service so that you too can assure yourself of year-round information to help you in your everyday and long-range merchandising problems.

Nelda Publications provides you with this unique service, which is so vital to the successful management of any appliance operation, **for less than \$1.00 a week.**

Radio and Television Journal, 1270 Sixth Ave., New York 20, N. Y. 2-49

Please enter immediately my subscription for Nelda's 1949 Looseleaf Service.
 Bill me as per attached purchase order no. _____ and I will either return the Subscription within one week or remit \$50.00 plus postage.
 Enclosed is remittance in full (\$50.00). Stamp the Binder as follows:

If I am not completely satisfied, I will return the Subscription within one week and you will refund my money.

Name _____

Company _____

Address _____

City _____ State _____

YOUR MARKET at YOUR FINGERTIPS throughout 1949!

This new, expanded service meets the growing demand for accurate, continuously revised Standard Brand information at all times!

Nelda's Looseleaf Service is now being used by Retailers, Department Stores, Wholesalers, Manufacturers, Sales, Merchandising and Advertising Executives, Service Operators, Associations, Power Companies, Exporters, Banks, Publishers, Economists, Government Agencies, Libraries and many others as a

SALES BUILDER... \$216,858.68 of America's finest merchandise—an attractive, comprehensive display for easier selling, both in your store and outside, in your customer's home or office. And, the New-Model Illustrated Supplements keep it constantly up-to-date, throughout 1949.

BUYING "BIBLE"... Check the market...verify prices, descriptions, model numbers . . . see who makes it . . . compare competitive models and prices—they're all here for quick, easy comparison.

REFERENCE MANUAL... The first and only authentic compilation of Standard Brands, complete with Pictures, Prices and Specifications. Arranged and indexed for quick, easy, visual reference.

FREE EXAMINATION! Send no money. Examine at our risk. If you're not completely satisfied, return it in one week and you pay nothing.

SPECIAL OFFER! If full remittance accompanies your order we will stamp your name in gold on the DeLuxe Binder and we will prepay the postage. If, within one week after you receive it, you are not completely satisfied, return the binder and your money will be refunded in full.

WRITE FOR PRICES ON MULTIPLE SUBSCRIPTIONS
AND SPECIAL SALES CREW OFFERS.

The Who's Who of America's Standard Brands:

For Your Convenience...
every page in the
Looseleaf Edition of the
Standard Merchandise Manual
is printed on one side only,
to allow space
for your own notes.

...with your
NELDA 1949
LOOSELEAF SUBSCRIPTION

**YOU GET
ALL THIS:**

The ADVANCE 1949 EDITION of the
STANDARD MERCHANDISE MANUAL
— containing 992 illustrations, 1793
price listings, thousands of specifications
and the Blue Book Register of
Manufacturers. Here are the current
models of America's foremost manufacturers in one compact compilation.

plus

WEEKLY PRICE-REVISION BULLETINS
— Every week you receive a bulletin
with price changes listed page-by-page,
to keep your Standard Merchandise Manual constantly up-to-date with latest prices.

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MONTHLY NEW-MODEL ILLUSTRATED SUPPLEMENTS— Specifications and
prices on new models released during
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DeLUXE LOOSELEAF BINDER— A specially constructed seven-ring metal binder, covered in blue leather-grain fabricoid. Stamped with your company name or your own name in gold (see special offer).



ABC	ADMIRAL
AMERICAN	AMERICAN BEAUTY
AMPRO	ANSCO
APEX	ARVIN
BELL AND HOWELL	BENDIX
BISSELL	BLACKSTONE
BROIL-KING	BROIL-O-MAT
CARLTONWARE	COMMUNITY
CONLON	CORY
CROSLY	COUNSELOR
CROWN GRAPHICS	CREAM KING
DEEPFREEZE	DISHAMATIC
DEJUR	DUMONT
DETECTO	EBERHARD FABER
DETROIT-JEWEL	EDWARDS
DISHAMATIC	EKCO
DUMONT	ELECTRESTEEM
EBERHARD FABER	EMERSON
EDWARDS	ESTATE
EKCO	EUREKA
ELECTRESTEEM	EVERHOT
EMERSON	EVERSHARP
ESTATE	FARBERWARE
EUREKA	FARNSWORTH
EVERHOT	FILTER QUEEN
EVERSHARP	FLEX-SEAL
FARBERWARE	FLOOR-O-MATIC
FARNSWORTH	FRIGIDAIRE
FILTER QUEEN	FREE-WESTINGHOUSE
FLEX-SEAL	GAROD
FLOOR-O-MATIC	GENERAL ELECTRIC
FRIGIDAIRE	GENERAL MILLS
FREE-WESTINGHOUSE	GILBERT
GAROD	GLENWOOD
GENERAL ELECTRIC	GRAFLEX
GENERAL MILLS	HAMILTON
GILBERT	HAMILTON-BEACH
GLENWOOD	HANDYHOT
GRAFLEX	HANKSCRAFT
HAMILTON	HANOVIA
HAMILTON-BEACH	HOBART
HANDYHOT	HOLLIWOOD
HANKSCRAFT	HOover
HANOVIA	HOTPOINT
HOBART	ICE-O-MAT
HOLLIWOOD	IRONRITE
HOover	JOHNSON
HOTPOINT	JUICE KING
ICE-O-MAT	JUICE-O-MAI
IRONRITE	KELVINATOR
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JUICE-O-MAI	KODAK
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KITCHENAID	LEWYT
KODAK	LIONEL
KNAPP-MONARCH	MAGIC CHEF
LAUNDERALL	MANNING-BOWMAN
LEWYT	MAYTAG
LIONEL	MELL-O-CHIME
MAGIC CHEF	MONITOR
MANNING-BOWMAN	MOTOROLA
MAYTAG	MUSAPHONIC
MELL-O-CHIME	NAXON
MONITOR	NESCO
MOTOROLA	NEW HOME
MUSAPHONIC	NORGÉ
NAXON	NUTONE
NESCO	ODIN
NEW HOME	ONEIDA
NORGÉ	OSTER
NUTONE	PARKER
ODIN	PETIPOINT
ONEIDA	PHILCO
OSTER	PILOT

Television Dealers Say Servicing is No Problem

Television set servicing, one of the original bugaboos of television merchandising, has not proved to be the problem which dealers thought it would be, according to Frank W. Mansfield, director of sales research for Sylvania Electric Products Inc. He said that dealers, for the most part, report that while they do make a few service calls, television servicing presents no appreciable problem.

The statement, according to Mr. Mansfield, is based on the findings of a recent survey in which several hundred television dealers, representing a good cross section by size, type

of establishment and geographic areas, were interviewed.

"The dealers' collective opinion regarding set performance," he continued, "is extremely high. 58 per cent said that sets were performing extremely well and 27 per cent admitted that they required only occasional service. Only 7 per cent reported continual trouble. The remaining 8 per cent said they lacked first-hand experience to qualify an intelligent opinion."

"These opinions were expressed by dealers who do their own servicing as well as those who farm out service, but are nevertheless, responsible for

set performance satisfactory to the user. 21 per cent of the dealers interviewed do all of their repair work in their own shops; 59 per cent farm all of it out; and 20 per cent divide service work between their own and other shops."

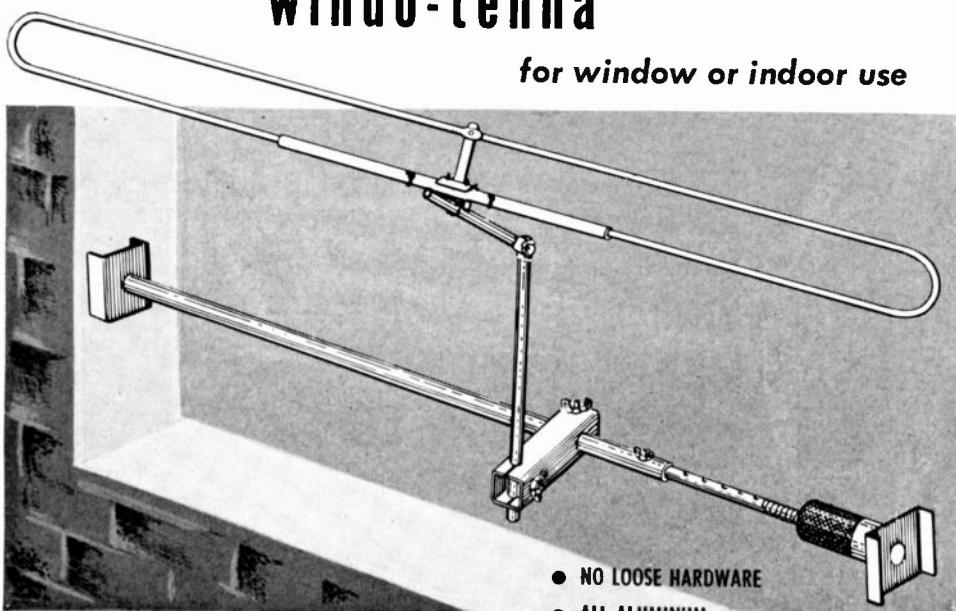
Referring to the changing demand for television receiver types, Mansfield stated, "Dealers generally are firm in their opinion that demand by screen size will change during 1949. During 1948, 84 per cent of all dealers interviewed reported that 10" screens were best sellers; approximately 6 per cent said 12"; 9 per cent said 7"; and 1 per cent said large direct view and projection types.

"Indication that this situation will probably change during 1949 is shown by dealers' answers when asked what type of television set will be the best seller in 1949. 42 per cent said 10"; 44 per cent said 12"; 2 per cent said 7"; and 12 per cent said larger screen sizes and projection.

"Continuing demand for television receivers is reflected by 91 per cent of the dealers interviewed who said that they either could not get enough sets or supply was just about even with demand. To a considerable degree dealers are still unable to get precisely the type of set wanted when it is wanted. 44 per cent of the larger outlets still say they can't get enough sets. Only 6 per cent feel that supply exceeds demand. Among the smaller outlets 19 per cent report that they can't get enough sets although 12 per cent say they feel supply exceeds demand.

"Sylvania feels that the results of this study indicate that the television set market will continue to be good but it will become highly competitive."

where roof installations are difficult use the **UNIVERSAL** **windo-tenna** for window or indoor use



- NO LOOSE HARDWARE
- ALL-ALUMINUM
- All-directional orientation, vertically, diagonally, horizontally
- Completely packaged with dipole element

look at this

LOW PRICE!

\$13.50 list price

DISTRIBUTORS INVITED Write for prices and descriptive literature.

VERI-BEST TELEVISION PRODUCTS, INC. • 8-10 FORREST STREET, BROOKLYN, N. Y.



PRESENTING..

The completely new line of Nielsen television receivers with the most advanced engineering and superb design. Write NOW! Limited number of dealer franchises still available. NIELSEN TELEVISION CORP., 11 E. 31st St., New York City.

Turns "Home" Into \$200,000 TV Salon

(Continued from page 13)

where for years he established a reputation as a set repairman. In those days, he did considerable public address system work, factory installations and work on church carillons. Only a bookkeeper helped him handle work that came in from all over New Jersey.

To the bookkeeper has been added a staff of four service men, two of whom do nothing but antenna work—television and FM—and one of whom concentrates on the 20 outside service calls a day. The fourth man takes care of the details of inside bench work, joining with Frisch in making all the pre-installation checks on sets slated for delivery. Operating within a radius of 20 miles of New Brunswick the service crews utilize two panel trucks equipped with the most modern servicing gear.

Like every other dealer in the television business, Frisch is in the middle of the service business for keeps. Not that it is new to him. He merely falls back on the years of service experience he has behind him and the knowledge that excellent service is the key to a successful operation. For that reason Frisch installations are made with extra care. Instead of installing an antenna pole of eight or nine feet, Frisch's standard requires the use of a 24-foot antenna pole, so that about 15 feet extend above any building. The practice has resulted in better reception and fewer service trips to customers' homes. Save for RF interference from a shortwave station in the northwest section of New Brunswick, Frisch has had a minimum of reception difficulties. Even when difficulties arise, particularly when a malfunctioning set is reported, the Frisch service crews haul the set back to the shop, where expert service puts the set in operation the same day.

Advertising, Too

In the New Brunswick community of some 40,000 inhabitants, Frisch taps this customer market for a volume business hovering around \$200,000 annually. Over the years, he has garnered repeat business and business that results from the goodwill of satisfied customers, who make recommendations

to friends. But to sell the DuMont, Stromberg-Carlson, Pilot, General Electric, Fada, Capehart and U. S. Television sets which find their way into his studio, Frisch falls back on aggressive merchandising, too.

Such merchandising takes form chiefly in media advertising. Every other day, year in and year out, J. Adam Frisch runs display ads in the New Brunswick Daily Home News. Space varies from one-quarter to one-half page, with no mention of price in any ad. Several times a year direct mailings to the New Brunswick area are made. Two nights a week a 15-minute quiz show sponsored by Frisch appears on WHDN, the local FM station, and a 5-day, 15-minute radio show over WCTC, the AM-FM station, also helps keep the dealer and his wares in the public eye. This latter radio show, featuring light classical music, is in its second year. In addition, Frisch recently scheduled a quarter-hour television show, part of the Stan Shaw program, over channel 5, WABD, from 11:15 to 11:30 a.m., which is seen once weekly.

Coupled with this type of live-wire merchandising are the time-tested principles of sound, sober operations at the dealer level. Frisch maintains his prices and is not disturbed by any price-cutting in his area. He stakes his business on service and high-quality merchandise and is renowned in the New Brunswick community for doing so. He has never had an extensive time-payment business and 90 per cent of his sales are on a cash basis, the balance payable within 15 months.

With practically every dealer who handles television doing his best today to make his television salons homey, here is a dealer who has taken a home and made a radio and television studio which has all the comforts, attractions and pleasant atmosphere of a customer's living room. And lack of space, which started out to be J. Adam Frisch's Achilles heel, really turned out to be a blessing in disguise. It jelled the studio idea in Frisch's head and brought forth the ideal answer to the dealer in a television era—the home-like television salon.



with the ONLY FULL LINE of ANTENNA MOUNTING EQUIPMENT

Made of heavy gauge steel—NOT CASTINGS; cadmium plated to resist corrosion; accommodating masts of $\frac{3}{4}$ " to $2\frac{1}{2}$ ".

CHIMNEY MOUNTS

Three different types with pre-assembled units permitting installation in a matter of minutes. Vise-type clamps and exclusive turnbuckle feature provides rapid and secure take-up. . . . Model CMA (illustrated above) \$4.75, others \$7.50 and \$8.50.

EAVE MOUNTS

Two different types: a simple bracket for a 6" stand-off or an adjustable mount that permits an 8", 10" or 12" stand-off or as much as 16" when used in conjunction with Metalace Mast Joiner \$3.50 and \$5.00

VENT PIPE MOUNTS

For use on 4" to 6" pipes and poles. . . . \$6.50

WALL MOUNTS

For a 4" stand-off. \$2.50

MAST JOINERS AND MAST EXTENDERS

For use on masts of equal or unequal diameters \$0.90 and \$1.45

GUYING CLAMPS

To hold guys at any point on a mast. \$0.55

* * *

$\frac{3}{4}$ " galvanized STEEL STRAPPING with $\frac{1}{4}$ " holes on $\frac{3}{4}$ " centers for securing masts to odd shaped forms. In 100' coils. \$5.00

IMMEDIATE DELIVERY

All prices are list. Write today for illustrated folder and discounts.

Metalace
CORPORATION

Dept. 108
2101 GRAND CONCOURSE
NEW YORK 53, N. Y.

I'M WAITING..

for the completely new line of Nielsen television receivers. They will incorporate the most advanced engineering and dignified design. Limited number of dealer franchises available. Write NOW!

NIELSEN TELEVISION CORP.,
11 E. 31st St., New York City.

ANNOUNCING..

the entirely new line of Nielsen television receivers incorporating sound engineering and imaginative design. They are Perfection in Television. Write immediately NIELSEN TELEVISION CORP., 11 E. 31st N.Y.C.
A few dealer franchises still available.



NEW *Admiral*

AMERICA'S SMART SET!

FIRST AGAIN

. . . with a table model radio-phonograph that plays 4 hours of recorded music automatically!

6V12—Think of it! A table combination that provides nearly four hours of continuous entertainment through automatic playing of L.P. records! Plays 7", 10" or 12" L.P. records as well as standard records automatically. Tone arm pressure cut three-fourths . . . increases record life four-fold. Outstanding radio performance. Even the price is sensational, only

\$ 69 95

(with FM slightly higher)



*THE Admiral LINE
FOR 49*



9E15—FM-AM Radio with 2-Speed Phonograph. Automatically plays standard or all L.P. records. 4 hours of uninterrupted music! **\$2995**



30B15—Magic Mirror Television in matching console. 10" direct view tube. Complete station coverage. **\$3295**
12 1/2" tube slightly higher.



8D15—America's greatest value. 2-speed phonograph automatically plays either standard or all L.P. records. Static-free FM. **\$1995**

triple thrill

MAGIC MIRROR TELEVISION

with the clearest picture of them all!

4 HOURS OF RECORDED MUSIC

played automatically on new 2-speed phonograph

FM-AM DYNAMAGIC RADIO

TRADE MARK

most compact FM-AM chassis ever designed

ALL COMBINED IN ONE COMPACT CONSOLE!



19A12—As portable as a table model radio . . . this compact Admiral Magic Mirror television receiver. Complete station coverage.

\$16995



4H117—Magic Mirror Television with 52 sq. in. screen. 2-Speed Phonograph automatically plays either standard or all L.P. records. FM-AM Dynamagic Radio . . . most compact ever built.

In walnut \$44995



4H126—Magic Mirror Television with big 16" screen. 2-Speed Phonograph automatically plays either standard or all L.P. records. FM-AM Dynamagic Radio.

\$69500



4H18—Chinese Modern. Magic Mirror Television with 72 sq. in. screen. 2-Speed Automatic Phonograph. FM-AM Dynamagic Radio.

\$59500

NOW GET
ALL 3

for the price of
many television
consoles!

4H15—Another great value from Admiral that brings complete home entertainment within the means of millions. *Magic Mirror Television* with big 52 sq. in. direct view picture screen. Guaranteed to outperform any set, anywhere, any time! 2-Speed Phonograph plays 7", 10", or 12" L.P. records as well as standard records automatically. *FM-AM Dynamagic Radio* . . . most compact ever designed . . . Push-pull audio . . . first time in a popular priced model! Smartly modern cabinet no larger than average radio-phonograph console!

\$399 95

NOTE—All prices quoted (except 19A12, 4H126 and 4H18) are for walnut consoles. Mahogany and blonde slightly higher. Fed. tax extra on all television sets. Prices subject to change without notice. Some prices slightly higher south and far west.

Emerson's Table TV

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

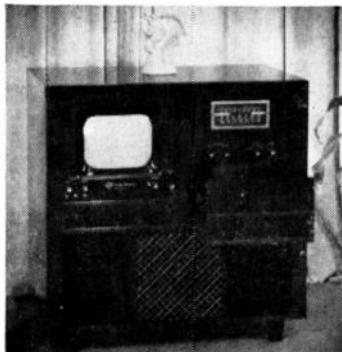


A table model television receiver with a 10-inch picture tube, this Emerson gives full coverage, channels 2 to 13. Picture-lock automatic frequency control. Six-inch, Alnico 5, permanent magnet dynamic speaker. Thirteen tubes, one ballast and four selenium rectifiers. Honduras mahogany cabinet, hand-rubbed to high-polish finish. Automatic gain control circuit amplifies weak signals, reduces distortion in strong ones.

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

New Industrial TV Set

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



Five-way combination console with a 72-square-inch, direct-view television screen, and a dual-speed record player. Features simplified tuning by means of knob for station selection and one for contrast control. Other controls for focus, brightness, horizontal and vertical hold are set at factory. Picture tube is 12-inch and radio is AM-FM.

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

TV with "Golden Beam"

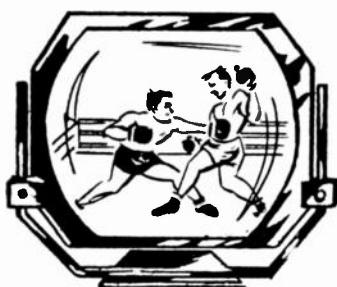
Manufactured by Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.



Styled in California, suntan leatherette, this portable receiver resembles a piece of luggage when closed and covered. Screen is 7-inch, cabinet in mahogany brown. Set weighs 33 pounds. Front is decorated with gold escutcheon covered by clear plastic. Detachable, dipole antenna, called the "Golden Beam," telescopes and stores in lid when not in use, plugs into a jack atop set when in use, making whole mobile.

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

The products listed on this and other products pages are presented to help you do a better buying and selling job every month. We suggest you study every product carefully and write to manufacturers for additional information.



**ALL ANGLE VIEW
• BETTER LENSES
• BETTER PICTURES
• LOWER PRICES**

BY

ALPHABEST

DOUBLES
IMAGE SIZE

TABLE MODEL or CONSOLE
With simple, foolproof, adjustable bracket or floor stand.

REASONABLE PRICES
AND . . . a good discount for you.

IMMEDIATE DELIVERY

7" List \$12.95 (table model)
10" " 17.95 (table model)
12" " 34.95 (floor model)
7" " 10.95 (cord console model)
10" " 13.95 (cord console model)

No additional charge for a blue tint.

Representatives
Some choice territories still open

DEALERS—Write for further details and price lists.

Brought to you by an old-established manufacturer with a reputation for engineered plastic products.

Now you can give your customers a top quality liquid-filled lens, optically correct, clearer, sharper pictures without distortion.

**ALPHABEST
PRODUCTS CORP.**

181 NAVY STREET
BROOKLYN 1, N.Y.
MAIN 4-1844



MODEL T-10
27" high—20"x26" top

**Presenting . . .
The SWIVEL TOP
TELEVISION TABLE**

Sateen Full Swivel action puts an end to juggling of table and set or shifting furniture for best view of screen. Wherever placed, Sateen Swivel Top faces viewers. Beautifully designed Queen Anne table finished with an exquisite Walnut or Mahogany grain that will add to the beauty of any home or any set. Ideal unit for set manufacturers to offer TV trade.

Distributors and Dealers — write for booklet on this and other model tables.

SATEEN PRODUCTS CO., INC.

264-6 47th Street, Brooklyn 20, N.Y.
Tel. CEDney 9-8402

New Philco TV Models

Manufactured by Philco Corp.,
Philadelphia, Pa.



This television-radio-phonograph combination comes in a Georgian, mahogany cabinet. Provides over 90 square-inches of TV picture with new wide screen. Has 30 tubes, two selenium rectifiers and a new, 12-channel tuner. Cabinet comes in mahogany. *Say you saw it in Radio & Television Journal, February, 1949*



this smaller Philco model can utilize an indoor antenna in most locations. Circuit has 18 tubes, two selenium rectifiers and a new, 12-channel tuner. Cabinet comes in mahogany.

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

Garod's "Tele-Zoom" TV

Manufactured by Garod Electronics Corp.,
70 Washington St., Brooklyn 1, N. Y.



By pressing a button at the end of a 15-foot cord the normal image on a Garod TV receiver can be enlarged one and one-half times. Known as the "Tele-Zoom," the electronic circuit development does not distort images, despite magnification. Receiver is made without conventional, rectangular mask to permit the use of the entire image area without interference. Incorporation of "Tele-Zoom" in Garod receivers will not alter set prices.

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



Check...Compare the V-M DUO-SPEED RECORD CHANGER!

33⅓
or 78
RPM



801 DUO

See why dealers acclaim the new V-M Duo-Speed Automatic Record Changer "best on the market":

- ✓ SINGLE TONE-ARM
- ✓ TWO-SPEED MOTOR
- ✓ DUAL NEEDLE
- ✓ REVERSIBLE CARTRIDGE
- ✓ SIMPLE ADJUSTMENT converts to either type record
- ✓ ATTRACTIVE PRICE

Write today for details!

V-M
Corporation

BENTON HARBOR, MICHIGAN

NEW!

PHILSON'S LOW PRICE TELEVISION ANTENNAS

- HIGHEST FORWARD GAIN ON HIGH AND LOW BANDS
- SUPER SENSITIVE FOR LONG DISTANCE RECEPTION
- INDEPENDENT ALL-DIRECTIONAL ORIENTATION
- NON-CONDUCTIVE, WEATHER-PROOFED WOOD CROSS-BAR

This high-quality and low-priced antenna is much more sensitive for perfect TV reception in poor signal locations and fringe areas. Supplied with U bolt and profile for easy rotation and speedy installation. Wooden cross-bar eliminates possible leakage from antenna to ground.



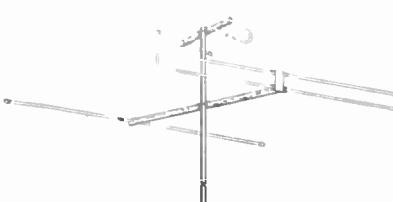
No. 33 Single dipole 72 ohms. High and low frequency antennas with reflectors. Semi-assembled with all bolts, washers, and nuts in place—no loose hardware. Packed 1 to a box.

THESE ANTENNAS ARE ALSO MADE IN FOLLOWING STYLES

- No. 18 Stacked single dipoles, low frequency, and reflectors.
- No. 19 Stacked folded dipoles, low frequency, and reflectors.
- No. 23 Single HIGH frequency dipole antenna with reflector.
- No. 24 Folded HIGH Frequency dipole antenna with reflector.
- No. 28 Stacked single, high frequency with reflectors.
- No. 29 Stacked folded, high frequency with reflectors.

DISTRIBUTORS WANTED for profitable territories still open.

WRITE FOR CATALOG 2 TJ showing complete line of TV-FM antennas



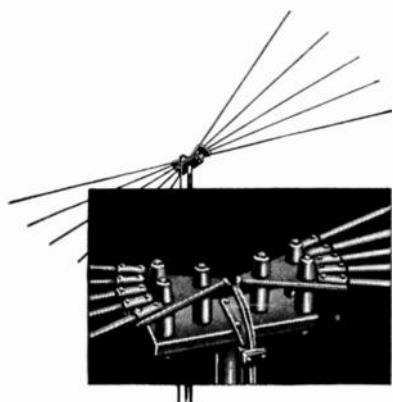
No. 34 FOLDED DIPOLE 300 ohms. High and low frequency antennas with reflectors. Semi-assembled with all bolts, washers, and nuts in place. No loose hardware.



156 Chambers Street, New York 7, N. Y.

Di-Fan Antenna

Manufactured by the Andrew Corp.,
421 Seventh Ave., N.Y.C.

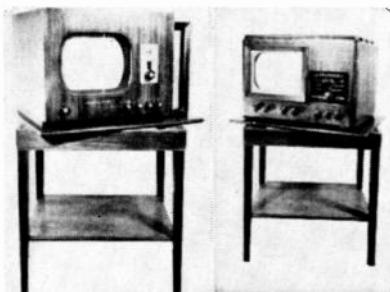


Broadband receiving antenna tuned to receive all television and FM channels. Reduces picture distortion, permitting sharp, faithful reproduction of television picture details. Kit includes 5-foot, steel, mounting mast and 60 feet of 300-ohm transmission line. Special kits for making chimney mounts and roof mounts.

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

Kaye Swivel-Top TV Table

Manufactured by Kaye Distributing Co.,
1508 Nostrand Ave., Brooklyn, N.Y.



This swivel-top table, Model GK5, has a top dimension of 21½ x 28" and stands 28" high. It is available in walnut or mahogany, will accommodate anything made in table model television and comes in knock-down form. They are simple to assemble and are very sturdy. Tables are constructed of genuine mahogany, walnut, and blonde mahogany and have a hand-rubbed finish.

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

Transvision Meter

Manufactured by Transvision, Inc.,
New Rochelle, N.Y.



Designed to facilitate and improve television installations, this field strength meter consists of a high-gain receiver, individually calibrated to indicate signal level. Self-contained power supply for operation from 120 volts 60 cycles. Measures field strength from 50 to 50,000 microvolts at the 300-ohm input terminals. Housed in metal carrying case.

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

... for

**INCREASED
SALES
and
PROFITS...**

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD



DEWALD C-800 FM-AM Receiver



DEWALD CT-102 High Definition TELEVISION

For more than a quarter-century DEWALD's proven quality and outstanding performance have been creating satisfied customers and building good-will.

Write today for full information

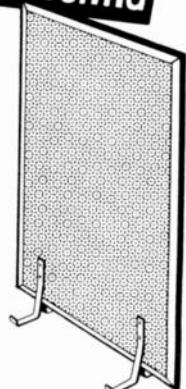
JOBBERS — REPRESENTATIVES

Some choice territories
still available.

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

Installation Problems Solved!

PANEL VISIBEAM *Indoor Television Antenna*



- Handsome portable panel
- Eliminates ghosts and reflections
- All high and low channels with any set
- No ugly pipes or wires
- Foolproof — nothing to break
- Recommended by installation engineers

PACKAGE SALES MADE EASY!

PANEL VISIBEAM uses 3 radar type loops in circuit giving twice or more gain than usual indoor type antennas. No installation problem, — just connect to set. Panel 29" high with dark grain finish can be decorated to taste, — fits into any room.

MODEL C-PANEL VISIBEAM \$17.50

List
Literature & Distributors' Prices On Request

BURNETT SERVICE CO.

178 W. 168 St., N.Y. 52, N.Y., JE 7-4592

NOW...

SYLVANIA RECEIVING TUBES

SPECIALLY PROCESSED

FOR FINER TELEVISION PERFORMANCE!

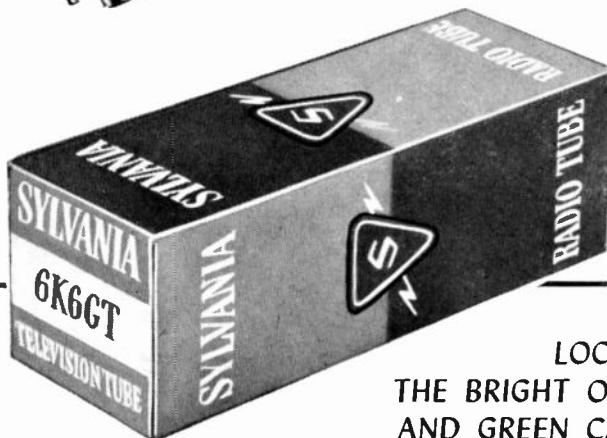


Each tube is identified by the special orange markings. This is your assurance of the higher quality demanded by television.

Now, when you replace worn-out receiving tubes in your customers' television sets, give them the finest in television reception with these new receiving tubes *specially processed* by Sylvania for the extra-tough requirements of television service.

These new Sylvania television tubes, in the new bright orange and green television cartons, actually undergo *three times more exacting tests* to insure they are unsurpassed! Their higher quality and superior performance more than justify their small additional cost.

They are not just good tubes, they are *superior* tubes . . . results of Sylvania's years of experience in the electronics field. Be sure you have a ready supply for increased television tube replacement business. See your Sylvania Distributor today! Sylvania Electric Products Inc., Radio Tube Division, Emporium, Pa.



LOOK FOR
THE BRIGHT ORANGE
AND GREEN CARTON

Replace worn tubes with these specially processed Sylvania tubes made to pass television's rigid requirements.

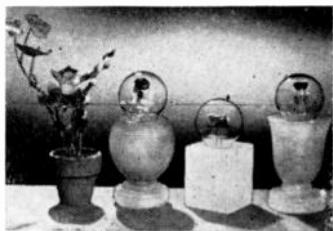
AVAILABLE NOW IN THE FOLLOWING TYPES

1B3GT	6J6	7F7
6AG5	6K6GT	7H7
6AL5	7B4	7N7
6BG6G	7B5	7Z4
	7C5	

SYLVANIA ELECTRIC

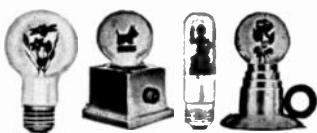


"For Christmas I gave the lovely flower-lites to shut-ins—you have no idea what a wonderful lift they give to weary hearts"*



AEROLUX flowerlites

*The World's Most
Loved Product!*



Write for Catalogue

AEROLUX
LIGHT CORPORATION

655 11th Ave.,
New York 19

* Unsolicited from a patron.

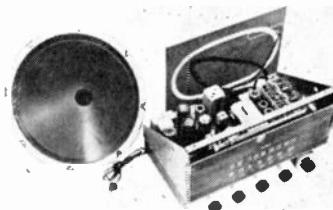
Reeves Connector
Manufactured by Reeves Soundcraft Corp.,
10 East 52 St., N.Y.C.



The multivideo connector is designed to permit the operation of a number of television sets from one antenna. Each receiver requires one connector. Suited to multiple dwellings where antennae present a problem. Available for large scale distribution through distributors. Retails for \$12.85.

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

Espey AM-FM Chassis
Manufactured by Espey Manufacturing Co., Inc., 528 E. 72 St., New York City



FM circuit in this replacement chassis includes tuned, RF amplifier stage, two stages high-gain, intermediate-frequency amplification, and ratio detector circuit which provides low noise level between stations, easy tuning, and freedom from AM interference. AM circuit has tuned, RF amplifier for selectivity and freedom from spurious responses. High-fidelity reproduction on both AM and FM.

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

Olympic Duplicator
Manufactured by Olympic Radio & Television, Inc., 34-01 38th Ave., Long Island City, N.Y.

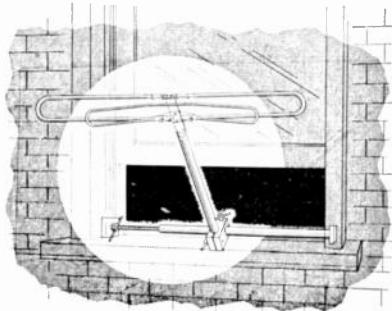


Similar to sets operating in some metropolitan hotels, this Olympic TV duplicator reproduces the image of the main set to which it is connected. Automatic, with no extra antenna, no controls, no tuning, and no adjustments. Can be connected in series to master set.

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

RMS Window Antenna

Manufactured by Radio Merchandise Sales Co., 550 Westchester Ave., New York



A folded dipole with lobes, this television antenna fits any type window. Can be mounted or taken down with ease. Requires no drilling or cutting, and adjustments up, down and sideways are possible. All television channels, with frequency range 41-216 mc.

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

Sure I'm Excited..

I just heard about the brilliant new line of Nielsen television receivers. Wisely engineered, beautifully designed. A few dealer franchises available, but WRITE NOW! NIELSEN TELEVISION CORPORATION, 11 E. 31st St., New York City.



RTJ

See page 29

A Good Year

Business will continue to boom in 1949 at a level topping the record year of 1948, according to Frank D. Newbury, consulting economist for Westinghouse Electric Corp., in a forthcoming article in Industrial Marketing, national business paper of industrial sales and advertising. Mr. Newbury predicts a gross national product of \$260 billion for 1949—\$35 billion more than last year.

Describing forecasting as "the art of drawing adequate conclusions from inadequate information," the economist warns against basing major decisions on "almost whimsical appraisals of the business outlook . . . on pure guesswork, the Dow-Jones averages, or the latest (and most pessimistic) Washington letter."

Mr. Newbury bases his own prediction on the relationship between total investment spending and total national production which, he maintains, is roughly in the ratio \$20 to \$100. He cites these figures to arrive at the ratio: 1929, investments—\$20 billion, national product—\$100 billion; 1932, investments—\$5 billion, product—\$58 billion; and 1947, investment \$50 billion, national product—\$231 billion. With inventory accumulation for 1949 at \$1 billion, investment in

construction expected to be \$15 billion, in producers' durable equipment estimated at \$21 billion, the total private investment is set by Mr. Newbury at a total of \$39 billion. Add to this \$20 billion for government investment and the national investment total for 1949 will be about \$59 billion. This would correspond with \$260 billion of gross national product, a figure which leads Mr. Newbury to the observation that there will be no major contraction in the economy, barring an unforeseen event which would create a major change.

Change W

Through its executive committee the National Electrical Wholesalers Association has gone on record with the board of governors, Federal Reserve System, as favoring changes in the provisions of Regulation W so far as radio, television and electrical appliances are concerned. In a telegram to Thomas B. McCabe, chairman of the board of governors, Charles G. Pyle, managing director of NEWA, urged the reduction of down payments and the extension of payment time.

"Present Regulation W provisions deter consumers from replacing worn and obsolete units to the detriment of their greater comfort, convenience and

financial benefit," Mr. Pyle's telegram read in part. It also pointed out that recommended changes in the regulation would remedy this, would maintain the industry's high level of employment, and would aid the public in availing itself of the enjoyment of the healthful, comfortable living modern electrical conveniences provide.

The Record Situation

(Continued from page 8)

and RCA about consultation on intentions, the offering of blueprints to one another, and any attempts at standardization, the record industry seemed to be taking immediate steps to eradicate what at first was described as chaos.

Scott Radio Laboratories, Inc., Chicago, Ill., for instance, announced a record player to handle all new speeds. Two tone-arms on the new set take care of the conventional and LP records. A brass collar slips over the normal spindle to accommodate the wider RCA center hole. A knob on the set allows an owner to make his own turntable speed adjustment.

It appeared that, even though the record industry was suffering violent growing pains late in life, the patient groaned loud but seemed little worse off from the wear of competition.

telrex INC.
CONICAL ANTENNAS
RUTHERFORD AVENUE ON ROUTE 35
ASBURY PARK, N. J. PHONE: ASBURY PARK 1-0119
BOX 879W, ASBURY PARK, N. J.

The 4X-TV

"America's Outstanding Television Beam"

- Hi-Gain Stacked Conical "V" Beam
- Channels 2 to 13 Plus FM
- Low Inception Angle
- Extremely High Signal to Noise Ratio
- 150 Ohm Non-varying Impedance
- Use 72, 150 or 300 Ohm Transmission Lines
- Universal Mounting Clamps

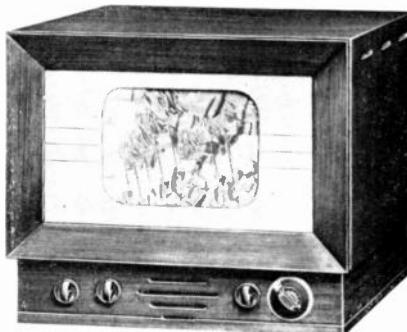
SEE YOUR DISTRIBUTOR

dealers prefer



COMPLETE 12½ and 16-inch home television line FEATURING THESE VIDEOLA ADVANTAGES:

- EXCLUSIVE PLAKRON COMPENSATOR in advanced circuit design for life-like reproduction.
- EYE LIGHT PANEL . . . lessens eye-fatigue.
- AUTOMATIC LOCK-IN SYNCHRONIZER for pictures that snap into place.
- AUTOMATIC GAIN CONTROL . . . picture always at right level.
- INTERMODULATION SYSTEM synchronizes sound—eliminates drift.
- FUSED CIRCUITS for greater safety.
- Manufactured under RCA License.



No getting away from it . . . dealers like to carry the Videola line. Bigger dealer discounts — and how! Tie-in deals—absolutely none! And sales—well, Videola features help the dealer sell. Their low prices, advanced engineering, superior performance and beautiful cabinets are real customer "stoppers"!

Write to Dept. D for the new brochure of our complete line.

DISTRIBUTORS: Some territories still open. Wire or write today.

VIDEO CORPORATION OF AMERICA

229 WEST 28th STREET • NEW YORK 1, NEW YORK

NOW...
ANOTHER
GREAT

Recordisc
PRODUCT...

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

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

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

NEW, 1949
RECORDISC
CATALOG
IS READY
SEND FOR YOUR COPY TODAY



"You Take No Risk With Recordisc"

THE
Recordisc
CORP.

395 Broadway, New York 13, N. Y.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

- **Philco Corp.** announced a record volume of sales of around \$270,000,000 for 1948. Previous high level was in 1947, just \$44,000,000 short of the new mark. The 1948 record sales total is more than three times the firm's best prewar year. Net worth of Philco is set at near \$51,000,000, an increase from \$15,800,000 in 1940.

- Demands for television bulbs made by **Kimble Glass** of the Owens-Illinois Glass Co., Toledo, Ohio, have made it necessary for Kimble to expand its bulb manufacturing operations and other glass operations into the Owens-Illinois plant in Columbus, Ohio. Idle since June, 1948, this plant started experimental operations early this month and will be in full operation by May 1.

- **Cornell-Dubilier Electric Corp.**, So. Plainfield, N. J., has purchased from Maguire Industries, Inc., all the stock of Radiart Corp., Cleveland, Ohio. Radiart manufactures automobile radio vibrators and television and auto antennae.

- **Garod Electronics Corp.**, N. Y., has formed a new company, Garod Electronics, Ltd. of Canada. A plant at Long Beach, Ontario, suburb of Toronto, will be used for the manufacture and distribution in Canada of the line of radios and television now made by Garod in New York.

- Trophies, wrist watches and shares of stock were among the donations received by members of the distributing and sales organizations participating in the recent **Philco Corp.** awards. Twelve hundred members watched some 20 of their number receive top awards from the firm.

- **Industrial Television, Inc.**, has announced its entry into the antenna phase of television. The systems by Industrial are designed to meet the need for low-cost antennae for multiple dwellings, dealer display rooms and new homes where numerous antenna outlets are required.

- Ralston Purina Co., cereal manufacturer, is distributing some 500,000 plastic replicas of a table model TV receiver in the **RCA Victor** line. The promotion was launched over 515 Mutual stations carrying the Tom Mix program, and is tied in with newspaper and point-of-sale promotions.

- **Tele-tone**, N. Y., has named the Mountain Electronic Co., 708 Bigley Ave., Charleston, W. Va., distributors for the firm's radio and television products.

- **Rene M. Jacobs Co., Inc.**, distributors of radios, television and electrical appliances, has moved into new quarters in the Starrett-Lehigh Bldg., 601 W. 26th St., N. Y.

- Larry Davis, formerly district manager of the **RCA Victor** division of **Krich-Radisco, Inc.**, N. J., wholesale distributors, has been promoted to assistant sales manager of the same division.

- Additional space for the manufacture of television picture tubes, projectors and other electronic equipment will be afforded the Rauland Corp., subsidiary of **Zenith Radio Corp.**, Chicago, Ill., when the sound division, recently purchased by the Rauland-Borg Corp., moves into new quarters in the near future.

- Brig. Gen. David Sarnoff, chairman of the board, **RCA**, Camden, N. J., has accepted an invitation of British interests to appear before the British Arbitration Tribunal to testify as an independent, impartial expert on international telecommunications. Hearings were held in London under terms of the Nationalization Bill.



V. C. HAVENS

- V. C. Havens has been named assistant general sales manager of the Crosley division, **AVCO Manufacturing Corp.**, Cincinnati, Ohio, to take charge of advertising, sales promotion and public relations. Mr. Havens was formerly with Consolidated Vultee and with Cadillac, Buick-Olds-Pontiac, and Oldsmobile divisions of General Motors for more than 18 years performing similar functions.

WATCH FOR..

the brilliant new Nielsen line of television receivers incorporating the most advanced television engineering and design. Limited number of dealer franchises available.

Write immediately
NIELSEN TELEVISION CORP.
11 E. 31st Street, New York City.



New Appointments



TERRY CUNNINGHAM

• **Sylvania Electric Products, Inc.**, N. Y., has appointed Terry P. Cunningham director of advertising and sales promotion to direct advertising and sales for the lighting fixture, lamp, radio tube and electronics divisions and the Wabash Corp. Mr. Cunningham has been associated with Sylvania Electric and subsidiaries since 1942.



W. C. JOHNSON

• W. C. Johnson has been named to fill the newly-created post of vice-president in charge of sales of the **Admiral Corp.**, Chicago, Ill. In the radio field since 1928, Mr. Johnson has been with Admiral since 1941, filling the positions of midwest regional sales manager, manager of field activities, and, for the past two and one-half years, general sales manager.

Sylvania names Cunningham advertising director, Johnson appointed by Admiral, Ed Taylor becomes general sales manager of Stewart-Warner, RCA Victor elects Walter Buck, Parsons and Boyne promoted by Zenith.



W. B. SWANK V. W. BURWELL

• Wallace B. Swank, Syracuse, N. Y., and Henry W. Burwell, Atlanta, Ga., have introduced a new line of television transformers for **Chicago Transformer** division, Essex Wire Corp. Mr. Swank represents radio parts manufacturers in upper New York State, and Mr. Burwell, ex-Signal Corp Lt. Col., is a manufacturer's representative in Mississippi, Alabama, Florida, Georgia, the Carolinas, Tennessee, and Virginia.



E. L. TAYLOR

• Edward L. Taylor has been named general sales manager of **Stewart-Warner** radio and television products. Mr. Taylor recently held the post of vice-president for sales, Camfield Mfg. Co., Grand Haven, Mich., and before that was a sales manager, Schick, Inc., and advertising manager with a division of McGraw Electric Co.



C. F. PARSONS W. W. BOYNE

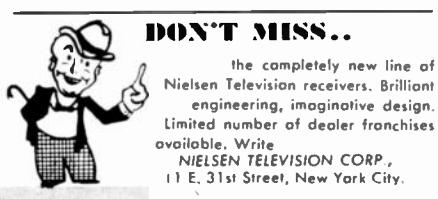
• C. F. Parsons has been appointed general manager of **Zenith Radio Distributing Corp.**, Chicago, Ill. Mr. Parsons, sales manager of this subsidiary of Zenith Radio Corp. since 1945, succeeds to the post formerly held by William W. Boyne. Mr. Boyne has been named general manager of Zenith Radio Corp. of New York, another subsidiary of the Chicago firm which distributes Zenith products in New York City, nine counties in New York State, and 12 counties in New Jersey.



W. A. BUCK

• Walter A. Buck, former president of Radiomarine Corp. of America, a service of RCA, has been elected operating vice-president of the **RCA Victor** division, RCA, Camden, N. J. A retired Rear Admiral, U. S. Navy, Mr. Buck ended a 30-year naval career last March.

DON'T MISS..



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Why the Fussin' and Feudin'?

ONE day last month the RCA Victor Division introduced its new 45 rpm system of sound reproduction. Ordinarily, the advent of a new product in the radio, television and appliance field is taken in stride, but this particular event let loose a barrage of speculation, condemnation, charges and counter-charges in the press and trade circles which served more to confuse than clarify. Now that some of the smoke has cleared, some observations on RCA's new record player and its portent for the industry are in order.

The most serious charges levelled at RCA are for bringing out a new method of record playing take in several aspects: (1) it makes obsolete over 16 million standard 78 rpm players now in existence (2) it was unnecessary (3) it will confuse both dealers and the buying public (4) it is 'trade war' (5) it will kill the record business (6) it runs counter to accepted principles of standardization and (7) it was released at the wrong time.

Now these are serious charges, if they can be substantiated, and it is therefore well to examine them in detail and let the chips fall where they may.

Does the 45 rpm system make obsolete all the players that have been made and sold over the past fifty years? To a degree, yes, but it must be remembered that RCA Victor will still continue to make all recordings on 78 rpm, so the owners of these machines will not have to give them to the Smithsonian. And furthermore, if a newer, better-conceived and better-designed product makes an older one obsolete, is that a fault? Hasn't our entire American system of mass production been built on the principle of technical advances which obsolete older models?

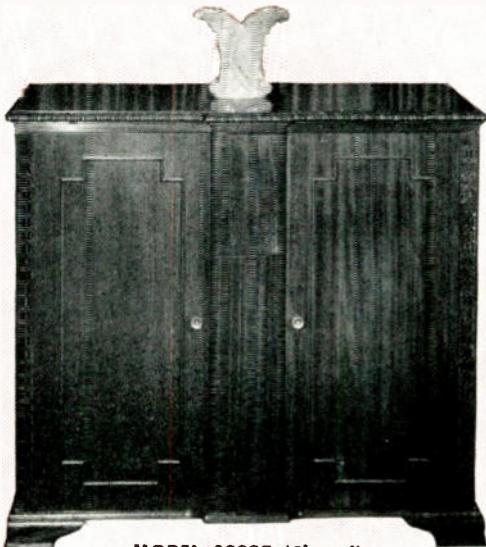
Was the 45 rpm system necessary? This is a difficult question, but it is evident that no spectacular advances in the record business had been made in decades, except for Columbia's 33 1/3 rpm player introduced last Summer. One could argue the merits of the two systems endlessly: they both sound excellent to us, but that is not the point. The important thing is that both Columbia's and RCA's methods represent advances, and in a free economy, both companies had a right to make what they thought best. In the last analysis, the public will decide, just as they did the recent Presidential election to the consternation of many so-called experts.

How about the charge that it confused both dealers and public? This was undoubtedly true, but nowhere to the degree that the press intimated. Most of the criticism on this score came from professional record reviewers who write for a comparatively very small public of music lovers. This is the group that wails about the Metropolitan Opera but cannot support it: they want a record company to produce the classics but they don't buy enough to support that either. There are over 140 million people in this country. The great majority have annual incomes of less than \$3,000 a year, and they want and need a record player that can give them the very best in sound reproduction *at the lowest possible cost*.

How about the argument regarding standardization? This has merit. The importance of standardization was brought out during the recent war, but standardization at the expense of progress is no advancement. The record industry is going through a revolution: in due time it will be standardized. As to the last point, that it was released at the wrong time —this is open to debate. The months of November and December are the best in the year for record sales, and RCA didn't want to hurt this business by releasing their new product at an inopportune time.

All in all, we feel kind of good about the whole situation. If this is a 'trade war', then it's the kind of war that has given this nation the highest standard of living in the world.

SCOTT INTRODUCES Three-Way Combination



MODEL 800BT (Closed)

INCORPORATING
Seven Mediums
of Entertainment
TELEVISION . . . AM . . .
FM . . . SHORTWAVE
BROADCASTS
• A Three-Way Changer
That Will Take Care of
Any and All Types of
Records . . . 78, 33-1/3,
& 45 RPM.



MODEL 800BT (Open)

Wide ribbon mahogany veneers, beautiful beyond words, also bleached for those who desire the modern type furniture. A radio-phonograph that has received world wide acclaim with the Scott television screen, a triumph in human ingenuity, a true photographic picture of 192 square inches or 16 x 12.

Everyone in a large group can see the picture, for there is no distortion on the silver screen of a SCOTT TELEVISION.

Tubes aplenty—34 including rectifier tubes to maintain top performance in television. With Scott Television you never need to seek an advantage point for the simple reason that you can see clearly from the end of the room or as close as five or six feet. The pictures are large—192 square inches—clear, sharp, yet soft as a prize-winning salon photograph . . . exciting, beautiful! It is the naturalness and beauty, characteristic of Scott Television that is attracting the discriminating purchaser to this instrument. You know the beauty of Scott FM, the "reach" of Scott short wave—now see Scott Television . . . make comparisons, experience all the pleasure and entertainment Scott Television offers and at surprisingly low cost.

Radio engineering—that keeps a technical eye to building just as fine an instrument as we know how.

Tubes aplenty—24 including rectifier tubes to maintain top performance in radio—but, more important still, it's the way they're used that helps make a Scott . . . a Scott!

Fidelity range—virtually equal to the hearing range of the human ear (20 to 15,000 cycles). This is very unusual and can be tested in the following way: Play one of your own favorite records on an ordinary phonograph. Then play it on a Scott!

Power output—the ability to "handle" all the tone the Scott is built to reproduce. This allows the loud passages to swell naturally to full gorgeous volume, without "boom."

Sensitivity—the built-in reach that puts the whole world of radio at the Scott owner's dialing finger tips!

Selectivity—the ability to separate adjacent programs, to bring into sharp focus the particular program you want. The greater the sensitivity of a receiver, the more it receives, and the more vital sharp selectivity becomes. This is a penalty of "greatness" you see. So no radio needs selectivity more than the Scott. None gives more.

Precisely engineered record changers that will play all 3 types of records, the 78 rpm, the Columbia 33-1/3 rpm, and the 45 rpm recently announced by RCA. Specially designed pickup matches the full fidelity range of the Scott.

Great reproducer—a 15-inch coaxial speaker that is really two great speakers in one, one for the treble, another for the bass—big in capacity to handle all the tone the Scott is engineered to reproduce.

FM reception that is "out of this world" as the experts tell us.

FOR INFORMATION ON OUR COMPLETE LINE OF SCOTT UNITS, PLEASE WRITE TO

SCOTT RADIO LABORATORIES, INC.

4543 North Ravenswood Avenue

Chicago 40, Illinois

It's Sensational!

INDOOR, ALL-CHANNEL TELEVISION ANTENNA



INSTALLED IN AN INSTANT!

ICA's WASP—the table-top antenna that the television industry has long awaited—is here. A small, compactly designed unit that is easily adjusted for all-channel television reception and suitable for all television receivers.

It's all done with a practical, carefully engineered swivel base, combined with exclusive adjustable dipoles. Once adjusted, special gripping action assures firm fixing of dipoles and perfect electrical contact.

The gleaming dipoles are constructed throughout of heavily chrome-plated brass. And the beautiful swivel base is antique bronzed to harmonize

with living room decor. A non-scratch felt base protects furniture finish. It may be installed on any flat surface by anyone . . . in a few minutes. It comes complete with 8 feet of 300 Ohm connecting lead.

Catalog No. 6460

Dimensions: 19" high closed; base 3 $\frac{1}{8}$ " diam.
Packing: Individually boxed; 25 to the carton.

The ICA WASP will top all television accessory sales. Newspaper ads will sell the ICA WASP to thousands of potential users. Cash in on this fast-moving item. Immediate delivery from stock . . . order now!

Catalog of full line of television antennas and accessories mailed on request



insuline CORPORATION OF AMERICA

INSULINE BUILDING • 36-02 35th AVENUE • LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse: 1335 South Flower Street, Los Angeles, Calif.

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1921