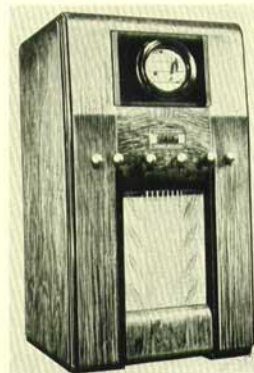


## What Manufacturers



### GENERAL ELECTRIC

**F**OLLOWING intensive investigation and, within the last 4 weeks, personal contacts at many of the important plants; after discussing with many executives proposed designs, merchandising plans, installation and service problems and after seeing television equipment actually on production lines, tested and sent to the shipping room, the Editors of *RADIO and Television RETAILING* present the following picture of what manufacturers are doing with and about the subject as this issue closes:

**5 MODELS . . . GENERAL ELECTRIC**—In offering the largest number of television receiver models so far actually announced this company's officials demonstrate faith in immediate sales prospects.

Price of the smallest GE receiver, using a 5-inch cathode-ray tube, will be about \$250, considered by Bridgeport to be in the popular price bracket for initial fully assembled video units complete with sound converters. The costliest set in the line, including a 12-inch cathode-ray tube, allwave radio and many refinements, will classify as a super de-luxe model, listing near \$1,000. In between the two models described are three more, varying in chassis design and cabinet style and price.

A line of antennas and other necessary accessories will also be offered.

Sales and service policies, when finally announced, will reflect the results of exhaustive studies made by company officials in England. Qualified dealers in television service areas are currently being asked to fill out questionnaires covering some of the important sales and service angles. Instruction courses are in progress. Sets are now on the production line.

**4 MODELS . . . RCA VICTOR**—Offered under this firm's trademark will be four models destined and priced to meet varying requirements and pocketbooks.

Smallest set planned so far is a table type, uses a 5-inch cathode-ray tube with a white screen picture surface of approximately 3½ by 4½ inches. 16 other operating tubes, is designed to be used in conjunction with radio sets capable of receiving the ultra high frequency television soundtrack. Two intermediate models have almost identical specifications, use 24 tubes in addition to the cathode-ray, include complete allwave radios equipped with 12-inch speakers. One model provides for direct viewing of the end of the 5-inch cathode-ray while the other is arranged for indirect (mirror) viewing of a 9-inch tube. Highest price model so far has

36 tubes exclusive of the cathode-ray, 8 of which are part of the allwave sound chassis equipped with a 12-inch high-fidelity speaker, phonograph jack. This latter model uses a 12-inch cathode-ray tube with a white screen, giving a picture 7½ by 9½ inches indirectly viewed by means of a mirror.

Marketing plans are primarily designed to build initial customer satisfaction and long-term goodwill. Dealers are to be very carefully selected and trained. Special courses will be provided through RCA Institute. Sets already on the production line and in sufficient quantity to meet expected demand.

**2 to 4 MODELS . . . PHILCO**—Market surveys still in progress will determine the number of sets ultimately to be offered coincidentally with the beginning of regular programs.

Having had its own licensed television transmitting station for several years, technical details of receiver design and construction are complete and production has been scheduled to meet early demand.

Dealers, installation and servicemen will receive special training from the firm's own television engineers.

**4 MODELS . . . WESTINGHOUSE**—Full details of a television receiver line made by this firm are to be an-

## are Doing

nounced shortly. It is at present known only that one table model will be offered, equipped for video reception and designed to be used in conjunction with the buyer's own radio (if the radio will tune in ultra high frequency television soundtracks) for sound. Understood to be contemplated are three console models, using cathode-ray tubes up to 12-inches in size.

Prices have not been fixed but will, according to company officials, be competitive. All Westinghouse receivers will be listed by the Underwriters' Laboratories.

**2 to 4 MODELS . . . STROMBERG-CARLSON**—Two outstanding models are already in production and will be ready for the market when broadcasting in the New York area starts on regular schedule.

One of these, for the popular-priced market, will have a table-type cabinet, using a 5-inch tube, containing a soundtrack receiver complete with speaker but omitting the regular broadcast radio band. The larger of the two will

be of the console type, using a 12-inch tube, complete allwave receiver and a Carpinchoe speaker with acoustic Labyrinth.

**2 MODELS . . . ANDREA**—Making a completely assembled and wired table model giving direct vision from the business end of a 5-inch tube. Has a 61 inch special type loudspeaker, lists at \$189.50. Soundtrack tuner and speaker included.

The same set offered in "kit" form, lists for \$79.95 less tubes.

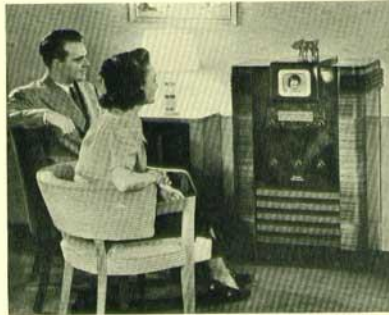
A console model for both sight and sound, using a 12-inch tube is also in the works, and may be expected on the market shortly. Still another model nearing production includes a phonograph pickup, motor and automatic record-changer.

**2 MODELS . . . DuMONT**—Despite the fact that this pioneering company has developed a system of television transmission which in some details differs from the so-called RMA Standard, two receiver models now being offered



STEWART WARNER

R. C. A. VICTOR





## AMERICAN TELEVISION CORPORATION

are built to receive transmissions following that Standard, as initially planned by stations now built or under construction.

A table model provides an image approximately 8 by 10 inches overall, direct. A console, more elaborate and imposing in appearance, is of similar electrical design.

**2 to 4 MODELS . . . CROSLLEY**—While details cannot at this time be obtained company management says it will offer a full line of television receivers.

**2 MODELS . . . PILOT**—Two models of the same general electrical design use a 9-inch tube and 20 additional receiving tubes in a high-definition circuit. One of these sets lists at \$250, the other at \$295.

A larger model on the drawing-boards will use 24-tubes, employing a 12-inch cathode-ray type, showing image in mirror. Will list at about \$425.

**2 MODELS . . . STEWART-WARNER**—Details concerning one model available at this time indicate that it is a console, using a 12-inch tube, containing a complete, high-fidelity broadcast receiver as well as television soundtrack.

Image will appear in a mirror.

**MAJESTIC**—This firm has just taken out Number 1 license under DuMont patents to make television receivers. To announce models, specifications and prices sometime in May.

**1 MODEL . . . MEISSNER**—This company offers at \$125 net to amateurs and experimenters a complete television kit ready for assembly and wiring. Includes panel, chassis, speaker, 16 small tubes and one 5-inch cathode-ray, all necessary parts.

Wooden cabinet to be offered extra. Special discounts and engineering service will be available to established, qualified distributors.

**ZENITH**—Operating a television transmitter licensed by FCC. Has built and is experimenting with various types of receiving sets. An announcement of the company's policy with respect to television is momentarily expected from the management.

**AMERICAN TELEVISION CORPORATION**—Making three consoles. One includes video and audio equipment but does not tune in sound other than television soundtracks. Another duplicates the above performance but, in addition, has a bandswitch permitting regular radio reception on the broadcast and one shortwave band as well as television ultra high frequency soundtracks. Still another uses a remotely operated cathode-ray tube complete in

a separate and semi-portable housing, called "Kinet" and similar in principle to radio's remotely operated speakers.

A table model is also to be offered but changes in cabinet design are being made at this writing.

The following concerns have also advised that they expect to have television receivers in the near future but cannot supply details by presstime: **FARNSWORTH, HALLICRAFTERS.**

### Parts Makers

Many standard radio parts are and will always be used in television receivers so a list of manufacturers interested in the new field would virtually constitute a "who's who" of component makers.

Certain special parts are, however, needed. Following is a list of companies reporting plans to produce these up to the time this issue closed:

**ALDEN PRODUCTS**—Already producing a diversified line of connectors for cathode-ray tubes, sockets and plugs of all kinds specially insulated to handle the high voltages associated with television. Paying special attention to "interlock" types guarding against accidental shock. Making coaxial cables plus connector plugs for same. New items to be developed as requirements arise.

Already shipping parts to manufacturers and volume users at special net prices. Will sell radio parts jobbers at discounts comparable with those offered on radio items.

**AMERICAN PHENOLIC**—Making coaxial cables of several types for telecamera, television receiver lead-ins. Also high-frequency sockets, insulators, specially insulated for television use. Within next 30 days will have sockets

## ANDREA



for cathode-ray tubes and special television connectors. Has been aiding manufacturers seeking transmission line advice for past 8 months.

Discounts off list to regular Amphenol distributors will be the same as on radio parts.

**CROWE NAME PLATE**—Modifying certain radio items to meet specifications of television equipment makers. No stock items contemplated immediately.

**HALLDORSEN**—Advises that it is already making a 1500 volt, 10 ma. transformer with 2.1 and 1.75 amp., 2.5 volt filament windings, also an 800 volt, 150 ma. type with a 3 amp., 5 volt and a 5.4 amp., 6.3 volt filament windings. Design for televisior using 5-inch cathode-ray tube.

Sells to radio manufacturers, replacement parts jobbers, at usual discounts.

**INTERNATIONAL RESISTANCE**

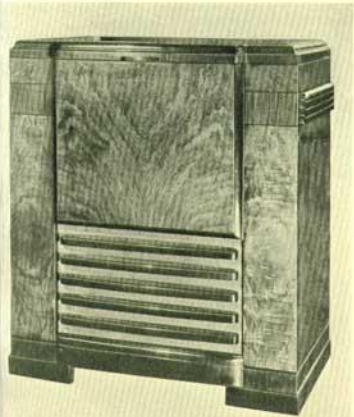
Making IRC resistors in special high-frequency types, high-voltage bleeders required in television equipment, high-frequency power resistor units of unique design for television transmitters, metallized and wire-wound controls with high-voltage and low-current characteristics.

Selling direct to manufacturers through sales agents and factory contact and through radio jobbers and leaders along conventional and established lines.

**KENYON**—Aside from regular transformer line, making two yokes, one a focussing type and the other for deflection, for cathode-ray tubes. Stock already built up.

Prices based on list and discount

**WESTINGHOUSE**



**DUMONT**

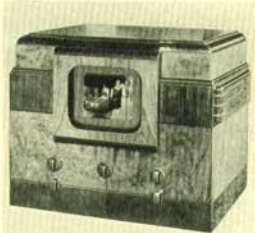
system comparable to that used on radio components. Selling through representatives, jobbers, dealers.

**LENZ**—Ready with a line of special wires and cables for construction, maintenance and installation of television receivers.

**MALLORY-YAXLEY** — Supplying parts to television receiver manufacturers' specifications. Wholesale division will have replacement types when demand is created.

**MICAMOLD**—Making special fixed condensers for manufacturers. Says condenser line for television experimenters will be released when requirements of market are better-known.

Expects to follow present radio distribution plan and discount system when the time arrives.



**SOLAR**—Tells the Editors that a special line of paper, electrolytic and mica capacitors made to television standards are ready.

Selling direct to television receiver manufacturers at present but will shortly release line to trade through regular radio parts jobbers. Discounts expected to be the same as on radio parts.



**SPRAGUE**—Ready with oil-impregnated and oil-filled high-voltage condensers for television, inductive and non-inductive wire-wound power resistors for same purpose. Already selling manufacturers and can ship parts jobbers on usual discount schedule. Has catalogs and engineering information for distribution on limited basis to responsible members of the trade.

**Antennas, Testers, Tubes**

Here again it is necessary to point out that many items originally made for use in the radio field may be used in television so that most manufacturers will have a "finger in the pie." Specific television items mentioned in response to our mail request, received in time for inclusion, follow:

**BRACH**—Already promoting \$9.50 list "Tel-A" antenna system. Working on designs for combined allwave, noise-reducing and television (ultra high frequency) type. Says will have coaxial cables within 4 months if demand warrants.

Special net prices to manufacturers. Regular discounts to jobbers. Engineering and technical information planned but not quite ready for distribution in booklet form.

**CONSOLIDATED WIRE**—Designing "various products for the television field which should be ready within the next 30 to 45 days."

**RADIART**—Will definitely make a television receiving antenna but is uncertain about date of release to trade.

**TACO**—Making two television receiving antennas, one a directional "beam"

(Continued on page 47)

**WHAT MANUFACTURERS ARE DOING** (Continued from page 38)

using two elements. Cataloged at \$7.50 for the simplest, \$5.25 extra for the added reflector. Comes with 60 feet of transmission line, mounting mast of impregnated wood.

Standard discounts through radio jobbers.

**WARD PRODUCTS**—Planning to make a television receiving antenna shortly for sale to manufacturers and distributors.

**TRIPLETT** — Studying television needs and will have equipment required as soon as demand warrants.

**RADIO CITY PRODUCTS**—Makes flexible Model 411 Super tester designed with television as well as radio in mind. Working on special test oscillator, vacuum-tube voltmeter, vacuum-tube ohmmeter instruments useful in television testing and expects these ready about June 1.

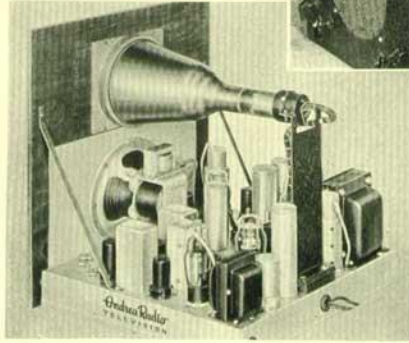
Will sell through radio parts distributors and radio servicemen.

**CLOUGH-BREngle**—Says special television testing devices will be ready in the fall of 1939. Regular radio distribution methods and discounts probable.

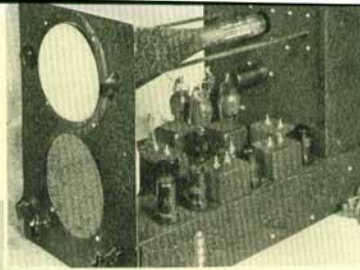
**TRIUMPH**—Working on new instru-

ments to be ready, if possible, by June in time for Parts Show exhibit.

Instruments for television will go to trade through usual jobbing channels at normal radio test equipment discounts.



**WESTON**—Making and ready to ship model 787 ultra high frequency signal generator with unique tuning unit design particularly useful for television



Above  
**MEISSNER**  
"Kit"

Left  
**ANDREA**  
"Kit"

Below  
**GAROD**  
"Kit"

work. Also recommends 669 vacuum tube voltmeter and 772 super sensitive analyzer with "Televerter" for extending voltage range to 5,000.

**ARCTURUS**—Can furnish, immediate delivery, television tube types 2Y2, 5X3, 6AD5G and 6R6G, all at \$2.25.

**HYGRADE-SYLVANIA**—Supplying 3-inch and 5-inch cathode-ray tubes through regular radio trade channels, quoting net prices. Full data available through factory.

**RAYTHEON PRODUCTION**—Now in production on cathode-ray tubes, special rectifier and amplifier types. Will supply trade through established distribution channels.

