FOLLOWING 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, here 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 around $25, considered by bridgeport to be in the popular price bracket for initial radio-assembly sales units complete with sound converters. The circuit set in the line, including a 12-inch cathode-ray tube, allows radio and many refinements, will classify as a super-de-luxe model, listing near $100. 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 20 by 16 inches. 16 other operating tubes, is designed to be used in conjunction with radio sets capable of receiving the ultra high frequency television sound track. Two intermediate models have almost identical specifications, use 24 tubes in addition to the cathode-ray, include complete all-wave radio equipped with 12-inch speakers. One model provides for direct viewing of the end of the 8-inch cathode-ray while the other is arranged for indirect (mirror) viewing of a 6-inch tube. Highest price model so far has 36 tubes exclusive of the cathode-ray; 6 of which are part of the all-wave tuned 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 23 by 19 inches in color 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 demands.

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

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

momentarily. 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 (the radio will tune in ultra high frequency television stations) for sound. Unannounced 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 & 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 3-inch tube, containing a sound-track 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 Carphone speaker with separate Laborator.

2 MODELS... ANDREKA—Making a completely assembled and wired table model giving direct vision from the business end of a family room. Has a 61-inch special type loudspeaker, rests at 6-ft. 6-in. sound-track tuner and speaker included. The same set offered in "kit" form, lists for $285.00 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 receiving production includes a phonograph pickup, motor and automatic record-changer.

2 MODELS... DaMONT—Despite the fact that this pioneering company has developed a system of television transmission which in some details differs from the so-called HMA Standard, two receiver models now being offered...
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 F.C.C. 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**—Holding three contracts, one includes video and audio equipment but does not have in sound either than television soundtracks. Another duplicates the above performance but, in addition, has a broadcast 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 separate and semi-portable housing, called "Kinet" and similar to principle to radio's recently 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 make television receivers, in the near future but cannot supply details; the names: FARNsworth, HALLCRAFTERS.

**Parts Makers**

Many standard radio parts are and will always be used in television receivers as 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 components 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 "intrinsic" types guarding against accidental shorts. Making coaxial cables plus connector plugs for same. New items to be developed as requirements arise.

Already shipping parts to manufacturers and volume more 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 televisions, television receiver leads-ins, also high-frequency sockets, insulators, specially insulated for television use. Within next 60 days will have sockets...
for cathode-ray tubes and special television connectors. Has been aiding manufacturers seeking transmission line advice for past 8 months.

Components off lot to regular Aphonet 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.

HALLDORESEN—Advise that it is already making a 1500 volt, 10 ma. transformer with 24 and 172 amp. 2.3 volt filament windings, also an 800 volt, 150 ma. type with a 3 amp. 3 volt and a 3.4 amp. 6.3 volt filament windings. Design for television using 2-inch cathode-ray tube.

Sells no radio manufacturers, replacement parts jobbers, at usual discounts.

INTERNATIONAL RESISTANCE

Making HM, resistors in special high-frequency types, high-voltage blenders required in television equipment. High-frequency power resistor units of unique design for television transistors, insulated and wire-wound controls with high-voltage and low-current characteristics.

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

KENYON—Aside from regular transformer line, making two types, one a line voltage type and another for deflection, for cathode-ray tubes. Stock all radio parts.

Prices based on list and discount

WESTINGHOUSE

DUNONT

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

LRNZ—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.

MUCAROLD—Making special food containers for manufacturers. Says container line for television experience will be released when requirements of market are better-known.

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

SPRAGUE—Makes with oil-immersion and air-diffused high-voltage condensers for television, industrial and non-inductive wire-wound power resistors for various purposes. Already selling manufacturers and can ship parts jobbers on usual discount schedules. Has catalog and engineering information for distribution on limited basis to responsible members of its 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 "larger in the pair." Specific television items mentioned in response to our mail request, received in time for inclusion, follow:

BRACH—Already producing $9.50 list "Lil-A" antenna system. Working on designs for combined antenna, microphone and subwoofer (very high frequency) type. Says will have complete units within 4 months. If demand warrants.

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

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

RADIANT—Will definitely make a television reception set, but certain about date of release to trade.

TACO—Making two television receiver sets, one a directional "brain."

(Continued on page 97)

RADIO and Television DEALING, APRIL, 1927
WHAT MANUFACTURERS ARE DOING

(Continued from page 38)

Ward Products—Planning to make a television receiving antenna shortly for sale to manufacturers and distributors.

Triplet—Studying television needs and will have equipment ready as soon as demand warrants.

Radio City Products—Makes flexible Model 611 Super QCX designed with television as well as radio in mind. Working on special test oscillator, vacuum-tube voltmeter, vacuum-tube ammeter instruments useful in television testing and expects these ready about June 1. Will sell through radio parts distributors and radio services.

Clough-Brengle—Swiss special television testing devices will be ready in the fall of '39. Regular radio distribution methods and discounts probable.

Triumph—Working on new instruments to be ready, if possible, by June in time for Paris 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 287 ultra-high-frequency signal generator with unique tuning unit design particularly useful for television work. Also recommends 699 vacuum tube voltmeter and 712 super sensitive analyzer with "Teletest" for extending voltage range to 5,000.

Arcturus—Can furnish, immediate delivery, television tube types 2N2, 3N2, 6AI8G and 6G6C, 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.