

## Get Ready to Sell Television - 1944 Book

This 1944 book was written to describe how television could be sold to the American public after World War Two. All of the sets shown are prewar, but some, such as the RCA TRK-12 developed during the war with the large screen, were prototypes.



*Farsighted dealers not only visualize scenes like this in the future—with the family around the living room "projection" teleset, but they see sales for "personal" receivers in other rooms in the home as well.*



*Television in the store name, and "television yesterday, today and tomorrow," are evident in this recent picture of a progressive, old-established Philadelphia dealer's new store. Nothing like identifying yourself with television now to insure future sales.*



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*Children learn by seeing and hearing through television's two-way performance. Profits and prestige will come to the dealer who makes himself known as the outstanding video specialist in his community.*



*A glimpse into a modern television studio during the televising of a playlet. Amid a realistic stage setting, note the two television cameras, the microphone hung on its long overhead arm, and the powerful lights.*



*In your store if you have a television receiver you can attract customers for postwar receivers by giving free shows even now. One Chicago dealer does this, even in wartime. Television "sells" the audience through the magic of its sight.*



*The grandstand, the gridiron, the baseball diamond, and the racetrack are just a few events brought home to the teleset owner. News, as it is being made, whets the appetite for ownership of television receivers.*



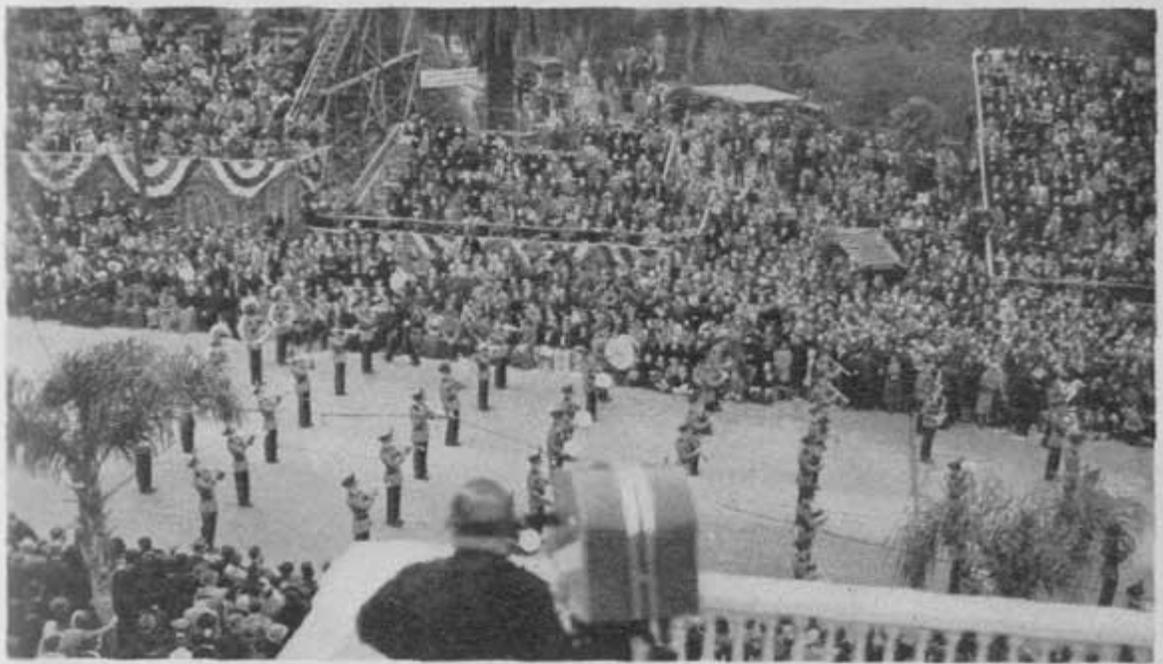
*The postwar television set will be a "must" in millions of American homes. Remember what happened when motion pictures added sound? Think what video promises—radio with vision for tomorrow's sales!*



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*In Madison Square Garden the bike riders are going around in the sixth hour of the race. Who's your favorite? See him win!*



*Everyone loves a parade and particularly one that you can see and hear without traveling miles to get there,—Pasadena Tournament of Roses.*



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*Television! The more you use the word in connection with your business, the more people will associate your name with the television business—and will think of you when sets are again for sale.*



*Television—it's wonderful! At public gatherings people can be interested in television and will begin talking it up. Sales are being ready-made for you now, and you'll get them if you're willing to do your part.*



*This is a current picture. It shows how a live-wire dealer in Greater New York is advertising now for television customers in the postwar period. Your show windows boost your business.*



*Our heroic wounded are finding television a wonderful boon to recovery. The new electronic marvel can serve rehabilitation in a big way, and help make life brighter and better.*



*A hit parade of pictures that live and speak! That's television. A rational and curtailed public will take television to its heart when normal living is here again.*



*Give free demonstrations in your store at any time that television programs are being broadcast. This means keeping open "after supper." Let television become as familiar as radio.*



*You need vision to sell television properly. Attract people to your store and you will attract their business when they are able to buy what they want so much right now—Television.*



*And for the home gardener who is one of your prospects, tell her that programs are being broadcast to show her how to make the most of the garden.*



*At the church bazaar or other local affair, install a television receiver for a demonstration, and show the community what beautiful religious services are being televised.*



*Give many demonstrations and sponsor contests. Take photographs of the winners and advertise the pictures. Mount them and put them in your window.*



*In your community undoubtedly there are first-aid courses, and for the housewife who can't leave the baby, she can learn at home.*



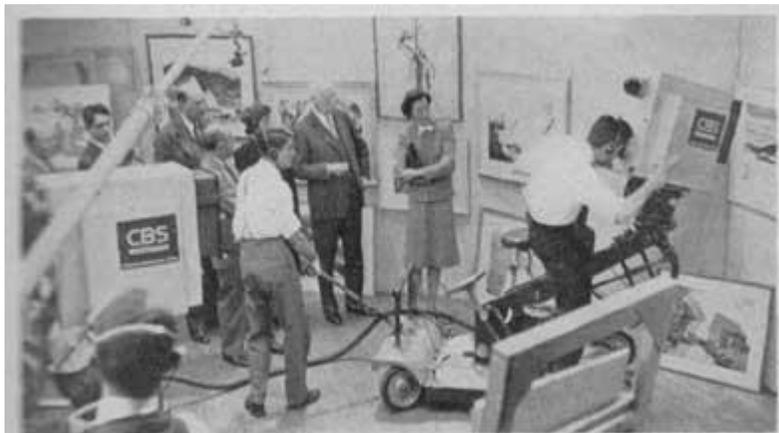
*Tell your customers of the many classes of instruction in various activities that are held by television. Cite for example the training of tens of thousands of air raid wardens by television.*



*For your radio theater, or group demonstration, plan to invite as many people from as many groups in your community as you can comfortably take care of.*



*Talk television to your women customers. Show them the comfort and ease of sitting in an arm chair and watching the many things of interest which will be telecast.*



*You have on your sales list, some art lovers, unquestionably. Show them how close-ups of new paintings have already been successfully televised.*



*And the cooking school which teaches "in a salad for men, always let a guy see what he's eating." Teaches really how to get your man through his stomach.*



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