



INCORPORATED

MANUFACTURERS OF TELEVISION AND F. M. KITS, SETS, AND COMPONENTS

NEW ROCHELLE, N. Y.

NEW ROCHELLE 6-6000

February 16, 1950

Mr. William Thornton
Faison, N. C.

Dear Sir:

Thank you very much for your interest in Transvision products. I am enclosing a letter and descriptive material on Transvision products which I think will be of interest to you.

Please read carefully the information about our plan of selling to one dealer only in each community.

If you are interested in this plan, fill out the enclosed application blank.

In purchasing at these prices, you must buy no less than \$20.00 worth of merchandise at a time. You must also send 20% deposit with each order. The balance will be due C.O.D. After suitable experience and business references, we will ship on open account.

Very truly yours,

TRANSVISION INC.

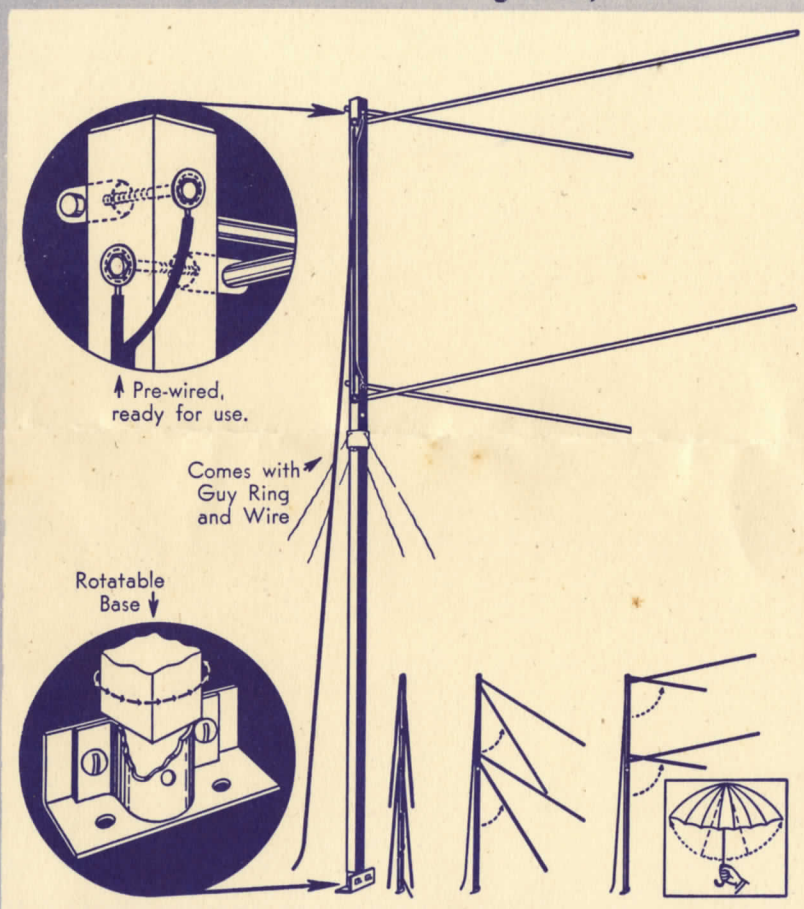
H. Suesholtz
General Manager

HS:MC
Enc.

NOW...A Revolutionary Pre-Assembled, Pre-Wired TV ANTENNA
that Gives Superior Performance on ALL CHANNELS - -
- - yet **COSTS YOU ONLY 1/2** the price of equivalent antennas!

TRANSVISION *Flip-Up*

... the new TV Antenna that gives you more value for your money, because - -



SAVES TIME, LABOR! Note how EASY it is to install the "Flip-Up." It comes to you compact, folded like an umbrella. You open it—like an umbrella, and install.

ADDITIONAL Superior Features of the "Flip-Up" Antenna!

- Upper and lower bands completely wired. Eliminates need for two separate antenna installations for the high and low TV bands; therefore, no coupling losses.
- **RUGGED CONSTRUCTION:** Mast of the antenna has been designed of non-conducting material which prevents possible grounding and reduction of signal strength. It has unusually high mechanical strength and is extremely rigid when installed.
- Guy ring and guy wires provided for added rigidity.
- Additional 7 ft. extension masts can be furnished to increase height to total of 19 ft.

—and REMEMBER, "Flip-Up" COSTS ABOUT 1/2 the price of equivalent antennas

All Transvision Prices are fair traded; subject to change without notice. Prices 5% higher west of the Mississippi.

This is only one of the products in the extensive Transvision line of TV Kits, Cabinets, Lenses, Antennas, Instruments, and Accessories.

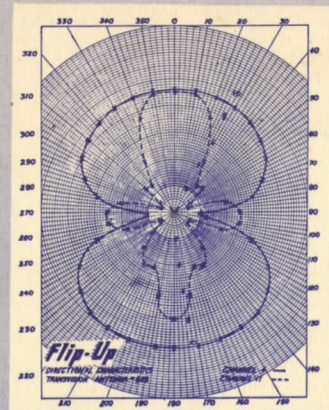
Manufactured by: TRANSVISION, Inc., New Rochelle, N. Y.

DISTRIBUTED BY

- **IT'S PRE-ASSEMBLED**, ready for use. Just "Flip-up" (like an umbrella) and install.
- **PRE-WIRED**—just connect your lead-in to the two terminals.
- **RECEIVES ALL CHANNELS**
- **ALL-DIRECTIONAL**; can be oriented for the weakest station in an area with assurance that all other channels will be brought in equally well.
- **EXTREMELY SENSITIVE.** Unusual high gain on upper channels. Ideal for fringe areas.
- **LIST PRICE: \$9.95**

Completely assembled with rotatable base, 7 ft. mast, guy ring and guy wire.

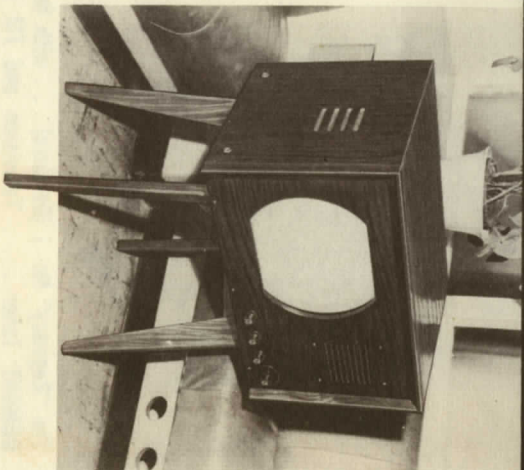
Additional 7 ft. masts, to build antenna up to 19 ft., at small extra cost.



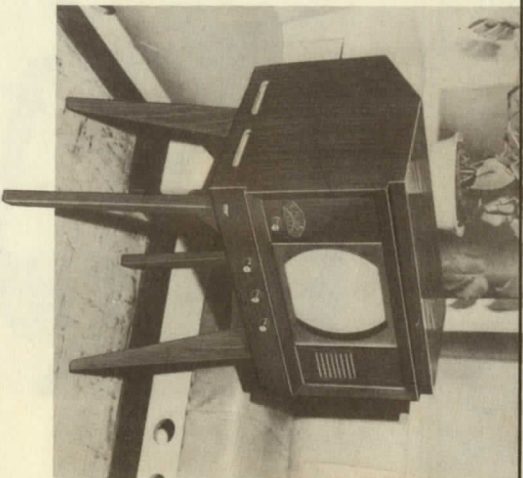
Superior Performance of the Transvision "Flip-Up" TV Antenna

This chart shows the directional characteristics of the "Flip-Up"—or the relative strength of signals received at different incident angles. The two channels used, 4 and 11, represent the centers of the low and high frequency bands respectively. **The SIGNIFICANT FEATURES are:** Wide Angle Reception at Low Frequencies; High Sensitivity of High and Low Frequencies; All-Directional.

CONSOLETTES



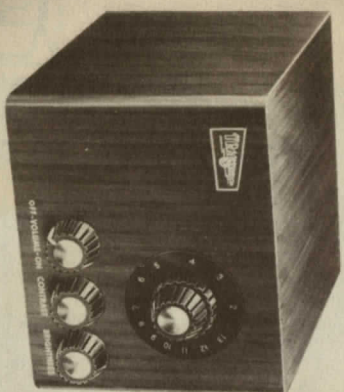
The "Headliner" . . . An outstanding television consolette. Precision tuner; channels snap into position at turn of tuner dial. For 12½", or 16" picture tubes. Choice of hand-rubbed Mahogany or Walnut; Oak at slight additional cost.



The "Streamliner" . . . with famous DUMONT Tuner . . . Has both Television and FM Radio. Combines TRANSVISION super-drive circuit with DUMONT Tuner for continuous tuning on all channels. For 12½", or 16" picture tubes. Choice of Mahogany or Walnut; Oak at slight additional cost.

"For Television - it's TRANSVISION"

Now, the last word in TV enjoyment—
"CHAIRSIDE CONTROL"
the ideal way to view television!



Yes, you can operate your TV Set from your easy chair. No more jumping up and down to change channels or make adjustments. While you relax in your chair you **TURN YOUR SET ON**, tune in stations, control contrast and brightness, and **TURN SET OFF**.

Also—AIR CONDITIONERS—for cool comfort in HOMES, OFFICES, BUSINESS PLACES

Finest quality equipment, low in price.

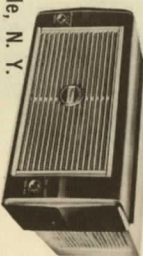
MODEL T1/2, one-half h.p.
MODEL T3/4, three-quarter h.p.

Main Office: Transvision, Inc., New Rochelle, N. Y.

Copyright 1950

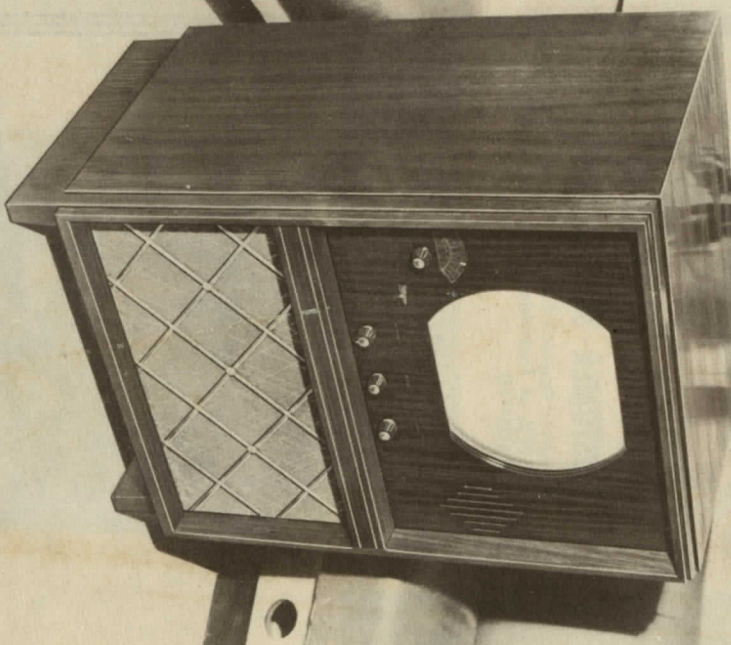
D I S T R I B U T E D B Y

Printed in U.S.A.



Presenting the New

TRANSVISION TELEVISION SETS



**CONSOLES
CONSOLETTES
TABLE MODELS**

HIGHEST QUALITY TELEVISION... Plus FINE FURNITURE

CUSTOM-QUALITY plus ECONOMY

At Transvision Television Centers you obtain the highest quality television at savings from 20% to 35%, as compared to other brands of equivalent picture sizes. The reason — because Transvision cuts the high cost of distribution by selling through their own exclusive outlets.

• • •

CHOICE of PICTURE SIZES and CABINETS

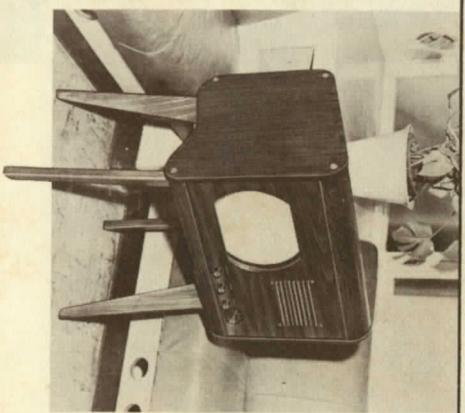
At Transvision you may choose any size of picture tube and combine it with a style of cabinet that will best suit your taste, and fit your budget.

• • •

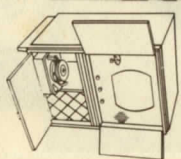
TRANSVISION LEADS IN CUSTOMER - SATISFACTION:

An independent Research Survey (copy on request) shows that 97% of Transvision set owners are COMPLETELY SATISFIED.

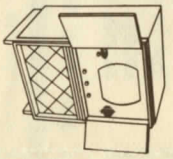
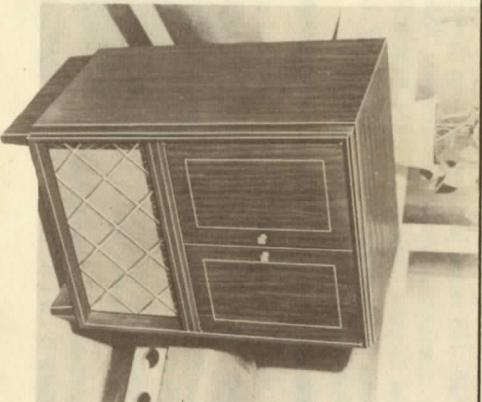
Giant Screen TV



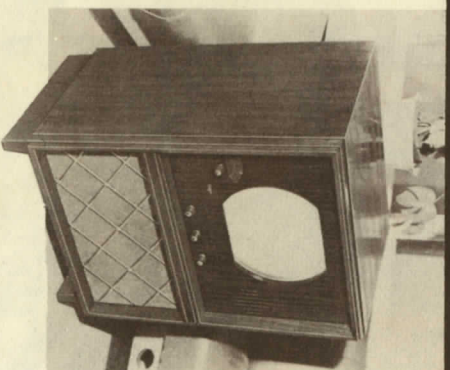
The "Skyliner" . . . For highest quality television performance. This stylized Consolette is available for 12½" and 16" picture tubes. Precision tuner; channels snap into position at turn of tuner dial. Choice of hand-rubbed Mahogany or Blonde finish



The "Regency" Combination (No. 4) . . . with famous DUMONT Tuner . . . The ideal "three-in-one" Combination: Television, FM Radio, and 3-speed Phonograph that plays all sizes of records. Has famous DUMONT Tuner for continuous tuning of all channels, combined with super-drive TRANSVISION circuit. For 12½", 16", or 19" picture tubes. Finished in hand-rubbed Mahogany or Walnut; Oak at slight additional cost.

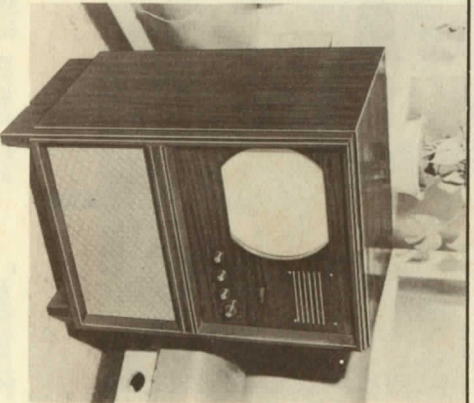


The "Regency" Console (No. 3) . . . with famous DUMONT Tuner . . . The same beautiful console shown above, except that it has no built-in phonograph.



The "Regency" No. 1 (De Luxe) . . . with famous DUMONT Tuner . . . Television and FM Radio . . . A gorgeous console combining the TRANSVISION super-drive circuit and the DUMONT Tuner (for continuous tuning of all channels). For 12½", 16", and 19" picture tubes. Choice of hand-rubbed Mahogany or Walnut finish; Oak at slight additional cost.

Top Performance



The "Regency" No. 1 (MRS) . . . Television only . . . This console is similar to the "Regency" Deluxe shown above, except that it has only television (no FM Radio). Precision tuner; channels snap into position at turn of tuner dial.

FOR EVERY HOME DECOR... TRANSVISION Quality TV... FOR EVERY BUDGET