

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

Formerly "The Talking Machine World" (Est. 1905) : : Including "The Music Trade Review" (Est. 1879)

Now hear thrilling Police calls!

ONE MORE BIG SELLING POINT

for **RCA Victor Sets**

Models R-28 Series, R-37, R-38 and RE-40, in addition to their stellar performance, have new frequency range extension . . . up to 2800 kilocycles, which include all "Police Bands." No addition in cost.

THESE popular models . . . already fast, popular sellers . . . now have another big advantage! They are equipped with an extended frequency range—allowing you to hear police calls as well as regular broadcast programs.



RCA Victor Keeps Stepping Ahead

R-28. "Cathedral." One of the Carryette Models. Walnut-veneered, hard-finished and waxed. Fits on any shelf, dressing table or book. Plus "Police Band." Suggested List Price **\$19.95**

R-37. Table Model. Superb electro-dynamic speaker, automatic volume control, visual volume control setting. Six tubes—new type Radiotrons. Plus "Police Band." Suggested List Price **\$29.95**

R-38. One of the newest cabinets ever made in the low-price class. Same features as R-37, including "Police Band." Suggested List Price **\$49.95**

RE-40. The new "Radio-Fonografo." Regular super-hut radio, five tubes, synchronous type motor, two speed turntable—2 & 1, music. Plus "Police Band." Suggested List Price **\$49.95**

Prices slightly higher in Canada and west of Rockies

Write or phone or see your RCA Victor distributor immediately.

RCA Victor Company, Inc., Camden, New Jersey

RCA Victor Radio Sets

RADIOS • PHONOGRAPH COMBINATIONS • VICTOR RECORDS

MAY, 1933



OF THE MASTERS OF MUSIC

PHYSICALLY a radio tube may be just so much glass and metal. But put it in a set . . . set it to work reproducing the music of some famous orchestra . . . and it becomes a fine musical instrument.

Because they know this, the makers of Sylvania Tubes are determined that their product shall be worthy of the masters of music. Sylvania engineers put the same care into the designing, manufacturing, and inspecting of radio tubes that the old craftsmen put into the finishing of a fine violin. Sylvania sells no "seconds". Every tube must be a "first" . . . as good as can be built!



There is a reason why this is so. The Hygrade Sylvania Corporation is and always has been management owned. The men who control its destinies have only one loyalty . . . to the success of their business and of its customers.

When you buy Sylvania Tubes you have the whole-hearted support of the financial, engineering and sales departments of the company. You benefit by continued national advertising, by well-developed circuit design laboratories, by fair price protection policies. Write us. A letter will bring further details. The Hygrade Sylvania Corporation, Sylvania Division, Emporium, Penna.

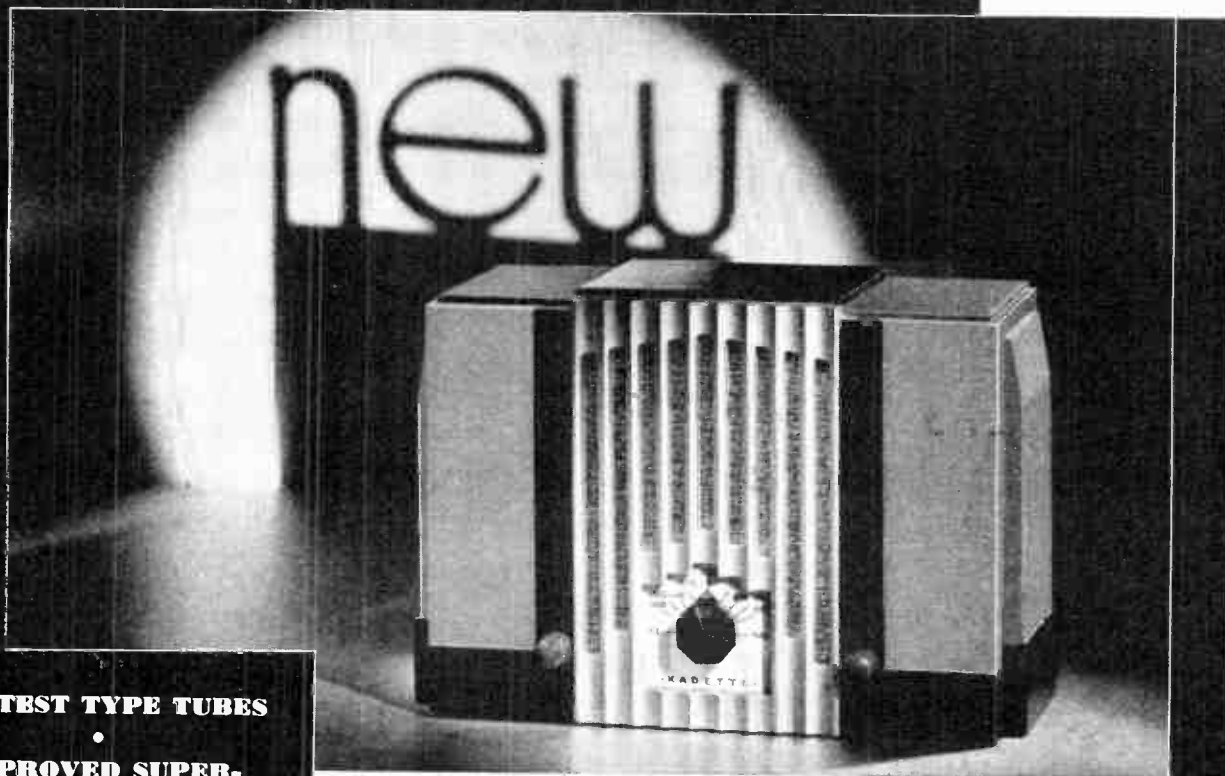
Sylvania

(Reg. U. S. Pat. Off.)

THE SET-TESTED RADIO TUBE

TR. H.S.C.

THE INTERNATIONAL KADETTE



5 LATEST TYPE TUBES

•
**IMPROVED SUPER-
HETERODYNE CIRCUIT**

•
DYNAMIC SPEAKER

•
TONE CONTROL

•
**AUTOMATIC
VOLUME CONTROL**

•
**WORLD'S
SMALLEST CHASSIS**

•
**INCREASED POWER
AND SELECTIVITY**

•
**CALIBRATED IN
KILOCYCLES**

•
**ILLUMINATED
GRILLE AND DIAL**

•
**WEIGHT
LESS THAN 6 POUNDS**

•
**UNIQUE FACTORY
SERVICE POLICY**

TAKES ANOTHER BIG STEP FORWARD

The original Kadette was one of the biggest "hits" the radio industry has known. It galvanized sales. It piled up profits for thousands of dealers. Now, International—always a step ahead—announces its latest achievement. A new model—modern as the next minute—in design, features and performance.

In newness and sheer beauty of design, the new Kadette steps far ahead of traditional ideas. Contrasting planes of color—a fluted grille, finished in satin aluminum—unique illumination for dial and grille (on De Luxe model only)—all express a modern symmetry that establishes a new concept of fine appearance.

Although the Kadette is the world's smallest 5-tube super-heterodyne chassis, sensitivity, selectivity and tone quality have been immeasurably heightened. Operating only on 110 volts A.C. or D.C.—any cycle—the benefits of a.v.c.—tone control and superior quality is achieved.

Dealers—wire for details! Here's another radio sensation—a quality built product for quality minded people.

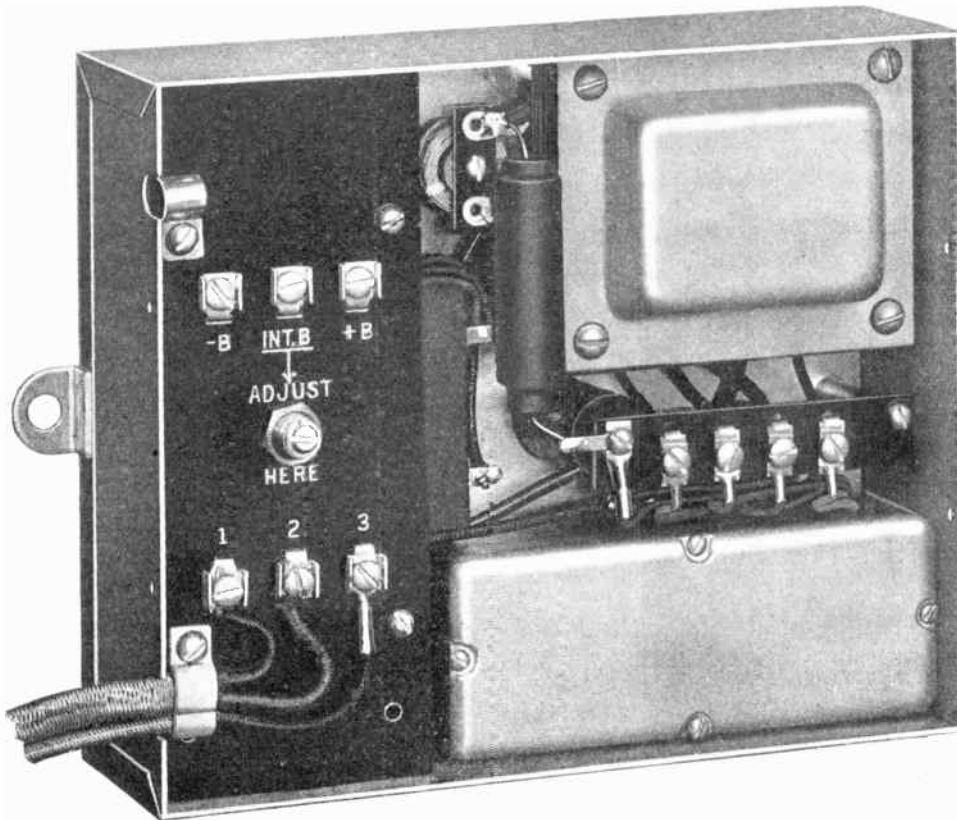
Originated and Manufactured by
INTERNATIONAL RADIO CORPORATION
ANN ARBOR, MICHIGAN



\$25⁰⁰

**COMPLETE WITH TUBES
DE LUXE MODEL \$2.50 EXTRA**

THE **UTAH** TUBELESS FULL WAVE Auto "B" ELIMINATOR



Dimensions:
6¼" high, 7¼" long,
2⅜" deep.

Weight: 7¼ lbs.

Packed one to a carton.

Utah Tubeless "B" Eliminator is available for 6 volts.

LIST PRICE

\$17.50

Complete with built-in Relay, and all necessary cables.

CASH IN ON THIS NEW AMAZING DEVELOPMENT

Engineered on an entirely new principle. The new UTAH Tubeless Auto "B" Eliminator is built around a highly developed self-rectifying full wave vibrating unit which is over 60% efficient. This unit has no adjustments and is hermetically sealed and supported in a sound absorbing rubber inner case. It will give silent and satisfactory service without frequent attention. Here is an opportunity for alert dealers to cash in on this revolutionary development.

In ordering, specify voltage required and "B" current drain, in milliamperes, of the set with which it is to be used.



UTAH FULL WAVE "B" ELIMINATOR WITH TYPE 84 RECTIFIER

Unlike any other Eliminator on the market, it is not necessary to observe polarity in connecting the storage battery to the input terminals of this type Utah "B" Eliminator. No harm can result to the Unit because of reversal of polarity.



SPARK PLUG TYPE LIST - .55

THE UTAH INDUCTIVE TYPE SPARK SUPPRESSORS

Resistance Only 120 Ohms—Not a Carbon Resistor.

Utah Suppressors effectively eliminate spark interference and will not affect pick-up, decrease speed, change in resistance, affect ignition efficiency, increase gas consumption, cause cold weather starting troubles or in any other way change the performance of the car.



DISTRIBUTOR TYPE LIST - .55

UTAH RADIO PRODUCTS CO., 812-820 ORLEANS ST., CHICAGO, ILL.

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Vol. XXIX. No. V

New York, May, 1933

Price Twenty-five Cents

A Radio Survey

THE outlook for the Summer is unusually encouraging, and the future is being viewed with more cheerfulness than was in evidence at the beginning of the year," according to a survey of the radio industry which has just been completed by Dun & Bradstreet, Inc. The report of the survey also states that the radio industry thus far this year has met with conditions far more favorable than those obtaining during the comparative period of 1932, with less sales resistance.

IN commenting on the present market the report points out that the replacement demand is becoming marked, and a considerable portion of present business is being derived from this source. The survey revealed that merchants "have become particularly aggressive in calling on the owners of sets of the vintage of 1928 and 1929, and have uncovered a profitable field."

OTHER significant facts reported by the survey include notice of the growing popularity of the auto radio receiver, which it estimates will outsell home receivers during the months of May and June; recognition of the fact that, although a great majority of present sales are for sets in the lower-priced brackets, buyers realize that such sets will not be the ultimate radio in the home, and the prediction that enhanced commodity prices will lead to revisions in an upward direction.

Mr. Bowers Comments

P. R. BOWERS, manager of the radio department of the Aeolian Co., New York City, writes regarding an article by G. A. Scoville which recently appeared: "I am not a 'yes man' and would prefer to shake up one man's conclusions on business policies affecting radio, but I must agree with Mr. Scoville in his remarks on 'selling prices' and 'profit possibilities.'"

"First off I felt that he used a rubber ruler on two of his blocks, but after careful study find he is right 100 per cent.

"It is too bad that this radio business has but one Scoville."

LEE ROBINSON.

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Make money with
MOHAWK'S
 NEW *common-sense* REFRIGERATORS

Equipped with the DUOZONE UNIT!

THE public is tired of trying to decide whether to buy a refrigerator for its merits or for its gadgets and frills. And that is where MOHAWK comes in with real scientific refrigeration that clinches the sale.

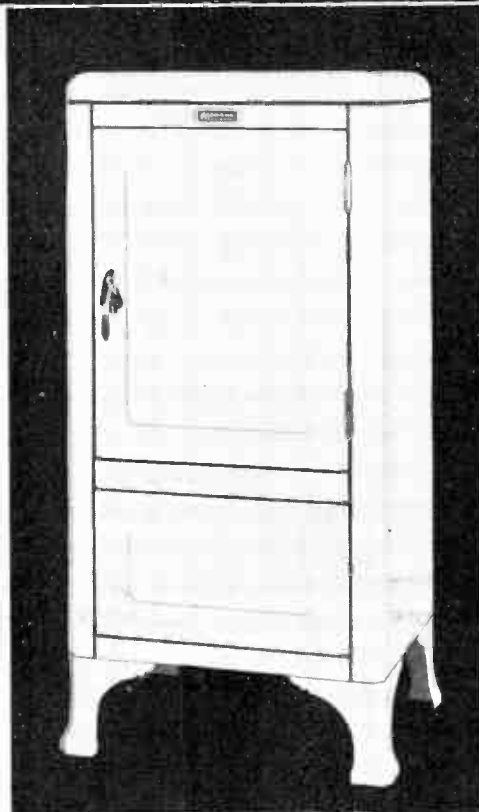
The MOHAWK Refrigerator embodies every modern feature essential to the efficient, economical preservation and protection of food—but eliminates the non-essentials—with their extra costs. Its cabinet is modern and beautiful without going to freakish extremes.

Mechanically, the MOHAWK provides equipment of proved worth throughout. *There is not a single untried part used in its entire construction . . .* an important fact from the standpoint of sustained, low cost operation and user satisfaction.

Moreover, only the MOHAWK is equipped with the super-efficient Duozone Unit, which provides two separate coils—one for freezing and one for cooling. The cooling coil does not collect frost—therefore, cooling efficiency is constantly maintained. The freezing coil concentrates intense cold directly on the trays, freezing ice and desserts with super-speed without danger of freezing foods. A few of MOHAWK'S many other features are listed on this page.

New MOHAWK is a refrigerator you can make money on—because it is honestly built and honestly priced. And, it carries an honest profit for dealers and distributors.

A complete range of sizes from 4 to 10 net cubic feet capacity.



MOHAWK
REFRIGERATOR
with the
DUOZONE UNIT

New Mohawk Features

BIG—ROOMY—BEAUTIFUL.

FLUSH DOORS — Semi-concealed hinges.

IMPROVED DUOZONE UNIT—2 separate coils—one for cooling—one for freezing.

NON-FROSTING FIN TYPE COIL—Reduces food moisture losses—eliminates need for hydrating pans.

NEW TYPE BALLOON DOOR GASKET—On cabinet—not on door—provides leak-proof seal.

SILENT COMPRESSOR—Tripod spring mounting for unit reduces vibration to the last degree.

DOUBLE CAPACITY BOTTLE STORAGE SPACE, and abundant shelf space.

BROOM HIGH LEGS.

ACID-RESISTING PORCELAIN.

UNCOMPROMISING QUALITY AT NEW LOW PRICES!

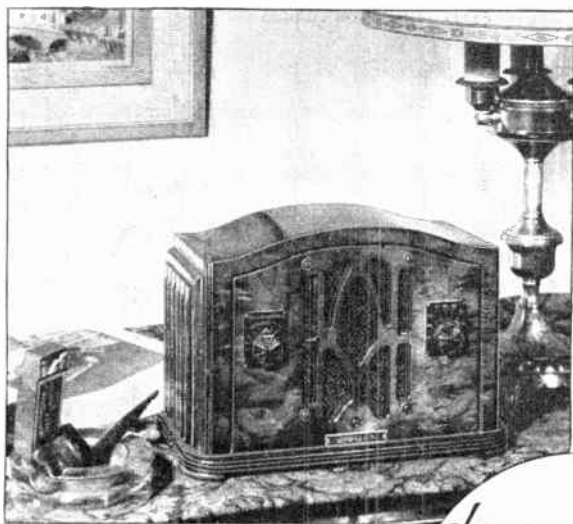
Approved by Good Housekeeping.

Write, wire or phone now for Mohawk's liberal proposition.

**The Rudolph Wurlitzer
 Mfg. Co.**

North Tonawanda, N. Y.

Again ~~CROSLEY~~ sets the pace . . . 2 BRAND NEW **A. C. - D. C. Transportable Receivers**



\$19⁹⁵
Complete with Tubes
Tax Paid

Companion

Details of the COMPANION

CABINET . . . Walnut, hand-rubbed finish . . . in design and finish the most beautiful cabinet of this type on the market. Pilot light gleams like a jade-green jewel when set is in use.

CHASSIS . . . Five-tube superheterodyne. New heater type tubes. Operates from 110 volts, either D. C. or any cycle A. C. Equipped with 25-foot antenna. No ground required. Combined volume control and on-off switch. Dial calibrated in myriacycles. Full floating moving coil dynamic speaker.

TUBE COMPLEMENT (all new heater type) . . . 1 type 78 Oscillator Modulator, 1 type 78 Intermediate Frequency Amplifier, 1 type 77 Detector, 1 type 3B Output, 1 type 12-Z-3 Rectifier.

DIMENSIONS . . . Height 7³/₄ inches; Width, 11¹/₄ inches; Depth, 4⁷/₈ inches. Weight, only 8 pounds.

A MARVELOUS little set, weighing only 8 pounds, housed in a beautifully designed walnut cabinet. It operates on 110 volts, D. C. or any cycle A. C. Hand-rubbed finish comparable with that of fine, high-priced home sets.

As a second set in the home; as a proud ornament to the office desk; in home, camp, lodge, hotel—wherever there is 110-volt D. C. or A. C. current of any cycle . . . here is a set that does more than any other set of this type.

Think of it: Full five-tube superheterodyne performance, no matter whether

used with direct or alternating current; real full-floating moving coil dynamic speaker; five of the newest heater type tubes!

See it. Hear its tone. COMPARE. Then consider the price! Here's what your trade has been wanting for so long—a set that can be carried in one hand anywhere; one that can be taken along to parties if desired . . . an ideal set for bedroom, nursery, kitchen or even bath room. A splendid set for every office. At the low price that represents today's most amazing radio value, these sets will establish new sales peaks for you.

Travette

Details of the TRAVETTE

CABINET . . . All metal. Unbreakable. Beautifully designed. In choice of three smart finishes: Black with chromium trimmings, Walnut with brown trimmings, Green with antique silver trimmings. Handsome carrying case of Kemi-Suede included in price.

CHASSIS . . . Five-tube superheterodyne. New heater type tubes. Operates from 110 volts, either D. C. or any cycle A. C. Equipped with 25-foot antenna. No ground required. Pilot light of pleasing green shade. Combined volume control and on-off switch. Dial calibrated in myriacycles. Full floating moving coil dynamic speaker.

TUBE COMPLEMENT (all new heater type) . . . 1 type 78 Oscillator Modulator, 1 type 78 Intermediate Frequency Amplifier, 1 type 77 Detector, 1 type 3B Output, 1 type 12-Z-3 Rectifier.

DIMENSIONS . . . Height, 6³/₄ inches; Width, 10 inches; Depth, 4³/₄ inches. Weight, only 8³/₄ pounds.

S M A R T and small metal cabinet in a choice of three colors—walnut, black and green. The low price, includes, also, a handsome carrying case of Kemi-Suede.

The Travette is the most compact, the most powerful, selective, beautiful-toned set of the A. C.-D. C. type ever produced. It may be used wherever there is 110-volt direct or alternating current. It fits the traveling bag, yet its volume is great enough for dancing when local or nearby high-powered stations are tuned in.

When not traveling, the Travette may be used in home or office. With

the choice of colors it will harmonize with any surroundings.

Think what a comfort the Travette is for tourists. They can enjoy it in tourist camp or hotel room. It will while away the hours for them virtually wherever they go.

Full five-tube superheterodyne performance with full-floating moving coil dynamic speaker and heater type tubes. Examine the Travette, note how easily it may be carried about with you. Imagine the convenience of having this fine radio with you wherever you go.

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

CINCINNATI

Home of "the Nation's Station"—WLW



With the Jobbers and Dealers

Sanford Larsen With Proudfit

The R. A. Proudfit Co., Majestic distributor in Lincoln and Omaha, Neb., reports that a great number of new accounts on the Majestic refrigerator line have been opened. Sanford Larsen of Great Falls, Mont., has joined the sales staff, covering Northwest Nebraska. C. W. Armstrong, who was connected with the Proudfit organization for nine years, died the latter part of March.

Sponsors Norge Thrift Week

Trilling & Montague, Norge distributor of Philadelphia, Pa., in cooperation with their dealers, sponsored Norge Thrift Week the early part of this month. Special window display material, cards and streamers were prepared, emphasizing the savings features of the Norge refrigerator.

Appointed Tung-Sol Agent

G. A. Bodem, sales department, Tung-Sol Radio Tubes, Inc., Newark, N. J., recently returned from a trip to Detroit, where he appointed Electrical Specialties Co., 433 East Larned St., as a Tung-Sol wholesale agent for that territory. Mr. Bodem returned from his trip optimistic over business conditions, not only as regards Tung-Sol but for industry in general.

Emerson Feature of Exhibit

Davega City Radio was the sponsor of an attractive exhibit at the Vacation Exposition recently held at Grand Central Palace, New York City. The slogan, "Take an Emerson Radio With You Wherever You Go," was the keynote of the display and poster drawings in color showed the Emerson in use at the farm, camp, auto, boat, shore and travel.

Schneiderhahn in New Home

The A. A. Schneiderhahn Co., Atwater Kent radio, Leonard refrigerator and ABC washing machine distributor, of Des Moines, Ia., recently celebrated the formal opening of its new headquarters at 11th and Walnut Sts., with a dealer meeting attended by more than 300 Iowa dealers. The meeting was held at the Hotel Savery and following the sessions the gathering paraded to the new quarters.

Awards Leonard Franchises

The E S & E Co., Leonard refrigerator distributor of Albany, N. Y., has signed up a great many new dealers on

behalf of the line. The company is now concentrating its efforts in assisting dealers to move merchandise. The Leonard action window display is being used by a great number of merchants with a large measure of success.

Harper-Meggee Staff Changes

Harper-Meggee, Inc., Seattle, Wash., and Portland, Ore., announces the following staff changes: Frank Barstow, transferred from Portland branch and made sales manager; M. M. Curtis, sales representative for the past eight years, appointed merchandise manager, and C. M. Anderson, appointed Portland branch manager. This firm distributes RCA Victor radio line and Apex washers. Mr. Curtis reports that April will show approximately a 35 per cent increase over March in total volume.

Named Victor Record Jobber

The Polk Musical Supply Co., Atlanta, Ga., has been appointed a distributor for Victor and Bluebird records and is distributing these products throughout the area previously served by the Dixie Radio Distributing Co.

Jenkins Distributes Majestic

John F. Ditzell, assistant vice-president and general sales manager of the Grigsby - Grunow Co., recently announced the appointment of the Jenkins Music Co., Kansas City, as distributor of Majestic products for the Kansas territory. The Jenkins organization was founded in 1878 and has grown to be one of the largest institutions of its kind in the country. Full-page advertisements carry the announcement of the Jenkins appointment.

Kimball-Upson Anniversary

The Kimball-Upson Co., Majestic distributor of Sacramento, Cal., recently celebrated their 42nd anniversary. Mr. Upson stated that during the past few years the company had marketed more than \$3,000,000 worth of Majestic products in the Sacramento valley.

Roskin Adds to Territory

Roskin Distributors, Inc., Albany, N. Y., Philco distributors, have had their territory expanded to include the entire Boston area. Joe Abramson has been transferred from Worcester to go to Boston in company with Sam Roskin. An executive conference of the officials of the Albany, N. Y., Middletown, N. Y., Worcester, Mass., and Boston, Mass., branches was held at the Hotel Kenmore, Boston, on April 16.

Majestic Dealers Meet

Kelley-How-Thomson, Majestic distributors for Minnesota and North Dakota, held dealer meetings at Duluth and Minneapolis the early part of this month. Officials of the distributing firm and of the Grigsby-Grunow Co. spoke at both meetings, pointing out the outstanding features of the Majestic refrigerator and radio lines.

Harrisburg Refrigeration Show

Wholesale distributors of the leading refrigerator lines, including Majestic, General Electric, Frigidaire, Kelvinator, Westinghouse and Norge, held a Refrigeration Show at Harrisburg, Pa., during the week of April 24.

Crosley Refrigerator Sales Up

The Aitken Radio Corp., Detroit, Mich., reports that the sales of the Crosley Shelvador are many times as great as those during the comparative period of 1932. Many new dealers have been opened on the line.

Stern & Co. News

Stern & Co., Inc., Hartford, Conn., announces that Bob Dower has joined the staff as supervisor of retail refrigerator sales in Hartford. The firm recently displayed the new Thor washer models to dealers. Francis E. Stern reports that the new Majestic 900 refrigerator is a knockout. He further states that the Majestic auto radio sales are far exceeding those of standard receivers.

Denver Majestic Dealers Meet

Harry Moll, Majestic distributor of Denver, Colo., sponsored a dealer meeting at the Cosmopolitan Hotel, that city, on April 25. Approximately 200 dealers attended and heard Jacques Tyrol, Pacific coast district sales manager of the Grigsby-Grunow Co., explain in detail the sales features that Majestic offers.

Peirce-Phelps Holds Meeting

Peirce-Phelps, Inc., Majestic distributor in Eastern and Central Pennsylvania, sponsored a dealer meeting at Harrisburg, Pa., on April 26, at which new merchandising plans on the Majestic refrigerator were explained. Among the speakers were J. T. Peirce, W. G. Peirce, Jr., Joseph Doyle, field representative, and Charles R. Klopp, field sales manager of the Grigsby-Grunow Co.

ATWATER KENT RADIO



*fires opening gun
of new season!*

TWO SETS—planned for 1934—ready for you **NOW** because they're straight down the alley of **TODAY'S** demand.

FIRST: a small radio that beats every radio of its type on the market. It is Model 165. Mark it well, for it introduces a new standard of 5-tube performance. The **FULL-SIZED**, 8½" Atwater Kent Speaker, with 3 watts of undistorted output, delivers a tone and volume never before heard from a small radio.

SECOND: a combination **BROADCAST** and **SHORT WAVE** radio in a full-sized, full-performance console. Reaches everything between 540 and 20,000 kilocycles. Introduced **NOW**, it will be a godsend to listeners who are asking for better summer reception.

ALL-WAVE Model 808

←
\$69⁹⁰

Setting a new high for **ALL-WAVE** performance at a *sensationally low price!* 8-tube super-heterodyne circuit giving power and sensitivity at every wave length from 540 to 20,000 kilocycles. Full-sized Atwater Kent Speaker and every known feature that contributes to ease of operation and satisfactory long-distance reception.

Also in **SMALL CABINET**. The complete Model 808 chassis and full-size speaker have been placed in convenient table-size cabinet at lower price. Now **ALL-WAVE** reception for those who prefer small radios. **\$59⁹⁰** It is Model 708—

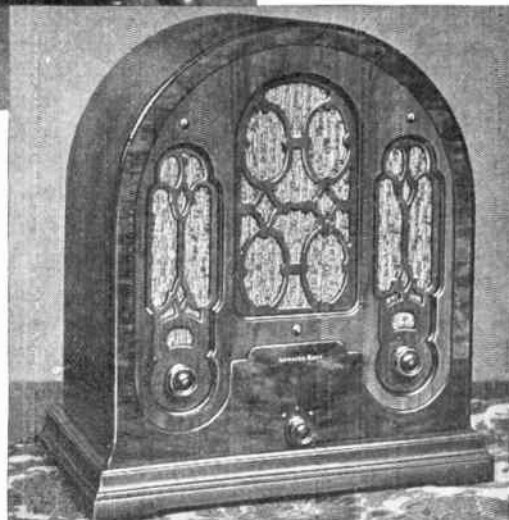
These low prices are based on today's commodity costs and are not guaranteed against advance.

Prices slightly higher in Rocky Mountain region and West

FULL SPEAKER Model 165

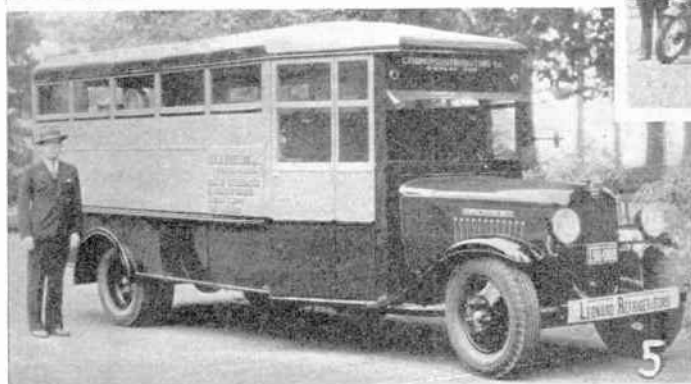
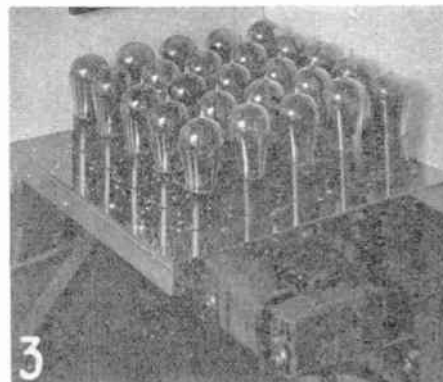
A 5-tube super-heterodyne with power to use to full advantage, the 8½" Atwater Kent Speaker. 5 tuned circuits—3 gang condensers—vernier station selector—automatic volume control—tone control—two-range switch covering all broadcasting and all local police channels.

→
\$29⁹⁰



ATWATER KENT MANUFACTURING COMPANY A. Atwater Kent, President 4700 Wissahickon Avenue, Philadelphia, Pa.

TRADE NEWS IN PICTURES

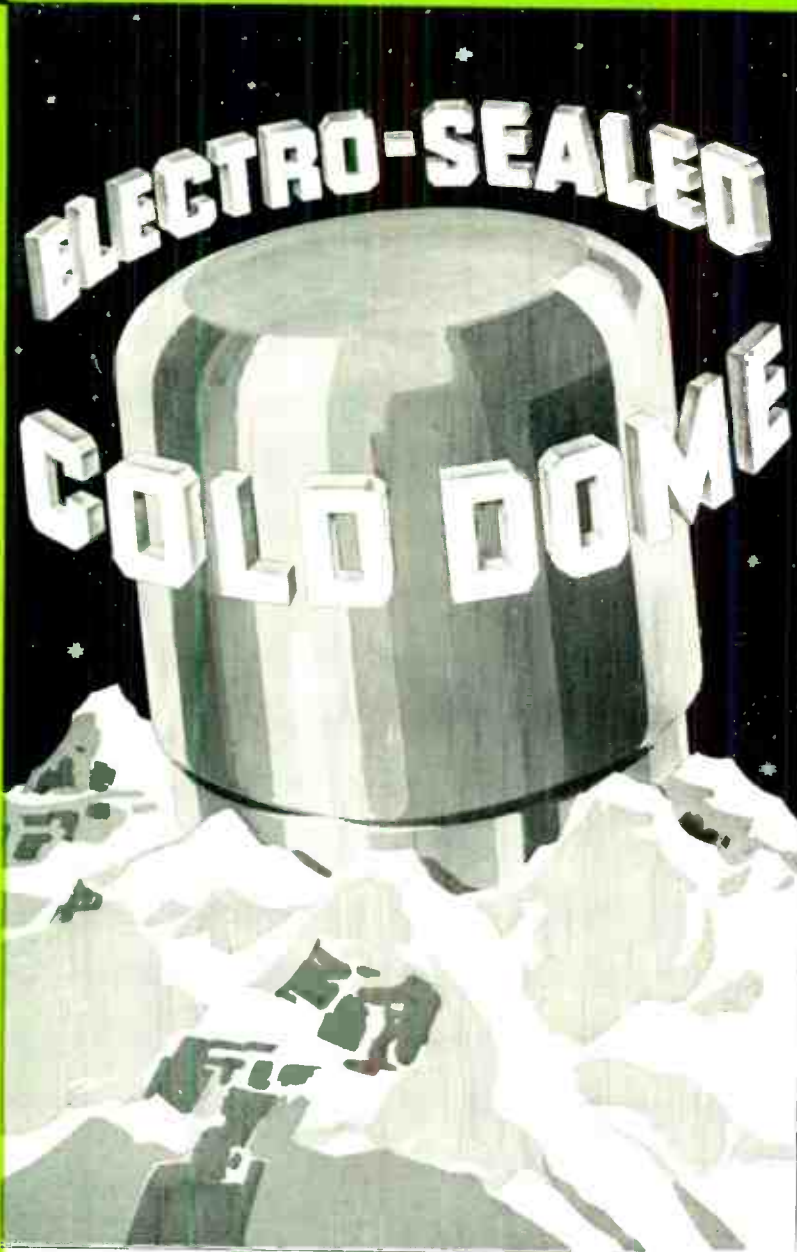


1. Advertising tower of the Winegarden Furniture Co., Flint, Mich., which is being used to display the new Grunow refrigerator. 2. Solid trainload of 24 cars of Norge refrigerators being received by Trilling & Montague, Philadelphia, jobbers and group of dealers. 3. Group of 25 Arcturus tubes which burned continuously for 43,000 hours. 4. The Milwaukee County Police Radio Squad, one of the many who receive

police calls through use of Sylvania radio tubes. 5. Display car used by Cronin Distributing, Inc., Leonard jobber, to take merchandise to the dealers for demonstration and display. 6. New headquarters of the A. A. Schneiderrahn Co., Atwater Kent radio, Leonard refrigerator and ABC washer distributor of Des Moines, Ia. 7. Jacqueline Frost, director of the Home Economics section of the Gibson Electric Refrigerator

Corp., giving an exhibition and lecture on preparation of frozen foods at Greenville, Mich. 8. Majestic display at Electric Refrigeration Exposition held at the Commonwealth - Edison Co. display rooms, Chicago. 9. The Emerson Radio & Phonograph Corp.'s new special delivery motorcycle which makes rush deliveries of Emerson radios to stores in all sections of New York City that go out-of-stock.

Majestic makes a national PROCLAMATION



See the
Majestic
"Spread"
Saturday Evening Post
May 27-out May 22

The COLD DOME! That's the big new idea that Majestic is flinging across two pages in the Saturday Evening Post, May 27, and blazoning in newspapers in 52 cities.

The Majestic Cold Dome, Electro-Sealed, is the powerful symbol of Majestic Refrigeration—trouble-free, dependable, backed by an *unconditional* 3-year guaranty. The biggest *basic* refrigeration feature in the industry.

Watch Majestic. Watch Majestic advertising. Majestic's New Policy means *action*—and profit—for Majestic dealers.

If *you* want action, there's a place for you on the Majestic side!

GRIGSBY-GRUNOW COMPANY, CHICAGO

Majestic

A N N O U N C E S :

A SUPER AUTO RADIO

OUT-PACING THE FIELD IN QUALITY

MAJESTIC TWIN SIX

Greatest advance yet registered in auto-radio engineering . . . 6 tubes, 8 tube performance . . . 6-inch dynamic speaker . . . all-electric . . . all-in-one . . . super-heterodyne . . . automatic volume control . . . tone control . . . airplane dial . . . jack for extension speaker . . . on-and-off light indicator . . . remote control . . . Majestic Spray Shield tubes . . . extreme sensitivity and selectivity . . . utmost compactness—7 x 7 x 12 inches . . . bigger dealer discounts . . . \$54.50, complete with tubes and suppressors, Federal tax paid.



**MODEL 66
"TWIN SIX"**



WITH THE
NEW AIRPLANE
DIAL



A TEAM-MATE FOR "TWIN SIX"

MAJESTIC 116A

America's leading
auto radio
selling under \$50

\$ 49.50

Complete with tubes
and suppressors:
Federal tax paid

B U S I N E S S I S G O O D F O R M A J E S T I C D E A L E R S

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Is the Era of the Price Cutter Drawing to a Close?

THE ninth annual convention of the Radio Manufacturers' Association will be held in Chicago on June 6. Already plans have been made by the directors to make the meeting one of great importance, with business as the keynote. The stabilization of the radio industry and the formulation of plans to stimulate sales are the paramount subjects which are scheduled for discussion.

However, the meeting may prove to be of far greater importance than was originally planned if legislation now in the making at Washington is passed, and there is every indication that it will. The so-called "National Industry Recovery" bill, which at the moment of writing is in a formative stage, will lend great strength and power to trade organizations. The legislation calls for Federal supervision over industrial production, prices, wages and hours of work. Industry, however, may enter the partnership under its own terms and with its own code of procedure. Should an industry fail to provide such a code, it would be forced to work under one drafted by the Federal control board.

The purpose of the bill, according to an authoritative explanation, is to lend encouragement and promotion to the establishment of trade agreements within private industry, looking to the control of prices and production. Industries would be allowed, and even encouraged, to work out their own agreements, limit the production schedules, etc., subject to the approval of Federal authorities. Once the Federal control board approves the agreements in an industry, they would become fixed and binding and any individual or group refusing to join or abide by said agreements would be liable to a penalty if it were found that they were working to the detriment of the industry in interstate commerce.

IN order that the trade agreements might be made effective the proposed legislation directs a relaxation of the anti-trust laws. This clause is one that will most certainly be hailed by representative manufacturers as being of prime importance. For

years industry has chafed under the restraint of the rigid enforcement of the Sherman law which, in a large measure, restricted resale price maintenance and permitted price-cutters to play havoc with the list prices of the products of reputable manufacturers who sought to protect their other dealers.

The Radio Manufacturers' Association is admirably fitted to work out trade accords. The membership includes the great majority of outstanding manufacturers in practically all branches of the industry. Since its reorganization almost a year ago the officers and members of the RMA have been putting every effort into plans to stabilize the industry and restore it once more to its place as a dominant business. All members are united in their aims: To produce merchandise that gives value for the customers' dollars, but in doing so to price the merchandise so that it will return a reasonable profit to capital invested, and assure an equitable return to all those who are engaged in the industry, whether manufacturers, distributors or dealers.

FEW of those engaged in the radio trade will express satisfaction with the returns they have received during the past few years from the investment of their money and the toil and effort they have expended. They have gone along hoping for the turn of the tide, trusting that the return to more normal conditions would not be too long delayed. They have seen prices lowered to almost unbelievable depths, and with each reduction they have noted a corresponding diminution of profits. But that's all water over the dam now. There's hope for a brighter and better future.

SO it is that the outcome of the pending legislation and the meeting of the RMA will be watched with the closest of attention by every one connected with the industry. Already the country has started to move forward. Employment is on the upswing, higher prices are being announced, and, miracle of miracles, wage increases are being given. Perhaps at last we've found the corner behind which prosperity was hiding!

Barry and Cortley Sell Auto Radio *Exclusively*

By V. E. Moynahan

THE market for automobile radio sets is growing by leaps and bounds. Few will dispute this statement if they are in touch with current conditions in the trade, but Sid Barry and J. P. Cortley sensed the trend almost a year ago and after a decade spent in the retail radio field, with several years in the employ of a large chain store organization, they decided that auto radio offered almost unlimited profit potentialities, and during July, 1932, they organized the firm of Barry & Cortley, opened a store at 2098 Grand Concourse, New York City, and devoted all their efforts to the sale and servicing of auto radios exclusively.

They made this move confident that the auto radio field offered a market that had barely been scratched; one that brought a higher unit of sale, and a business in which competition would be far less than that which existed in the standard radio set market. Since early in March of this year Barry & Cortley have averaged sales volume of twenty sets a week at an average price of approximately \$60. During the winter months sales of sets ranged from eight to twelve a week, but during that period service work done on sets sold and installed by other retail stores throughout the city brought in enough profit to pay the rent on the store.

The store occupied by this firm faces on one of the popular auto thoroughfares in New York City, traversed

not only by city residents but also by suburbanites who drive to and from their places of business. It extends through to the next street, being about 35 by 100 feet. In

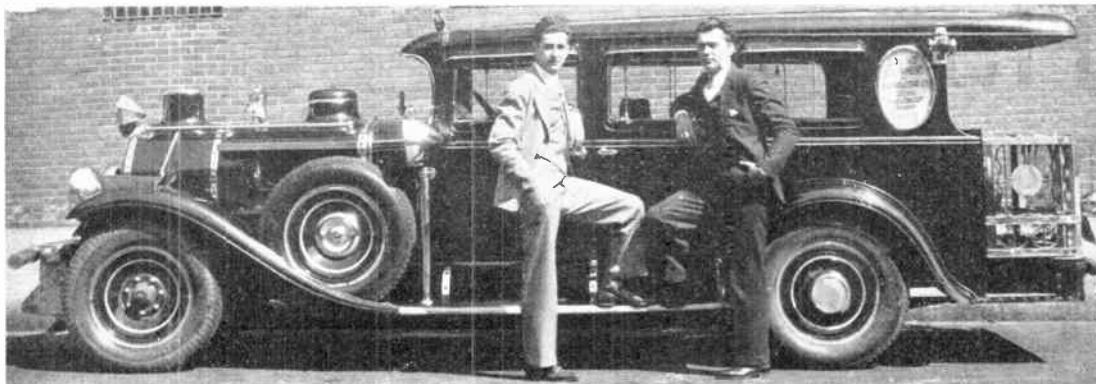


Exterior of the Barry & Cortley showrooms

Twenty auto radio receiver sales a week is the average of this New York firm which has been specializing in this type set for almost a year. Ninety per cent of the sales are made for cash

the rear of the store space is provided for five cars and plans are now in the making to extend this space to accommodate ten cars. Inasmuch as many of the auto radio dealers in New York have not these facilities but must depend on street installations, this feature of the Barry & Cortley service appeals to owners of fine cars. A glance at the illustrations on these pages shows the attractive exterior of the store and the section of the sales floor pictured gives an idea of the comfortable surroundings in

Sid Barry (left) and J. P. Cortley with the sound truck which is proving so effective in attracting prospects to the firm's showroom



A corner of the attractive sales-room at the Barry & Cortley headquarters. Here customers can inspect and try several makes of sets

which the sets carried—Majestic, Philco and others—are demonstrated. A number of demonstration boards are placed at intervals along the wall and prospects can tune in and determine what set best fits their needs.

IF a more realistic demonstration is wanted the members of the firm will take the prospect for a ride in one of their cars and show exactly how the motor set operates under actual driving conditions.

Barry & Cortley depend chiefly on contacts with automobile dealers for sales. They have already done business with twenty-one dealers and are in touch with a score of others. The majority of these dealers are sold the set, installed, in cases when the purchaser of a new car desires an auto radio receiver and this type of sale and method of merchandising has proved most satisfactory. One of its virtues is that about 90 per cent of the business done by the firm is on a cash basis and thus worries regarding credits and collections are eliminated.

Having gained so many customers who required service work because of sloppy installations made at the time of the purchase of the auto receiver from other dealers, Barry & Cortley take extreme care to see that every job is up to specifications before it is driven out by the owner. One or the other of the partners examines and inspects each installation that has been made by the service men employed. This policy of painstaking care has borne fruit as is evidenced by the fact that 30 per cent of all sales are the result of word-of-mouth recommendations of satisfied customers. The following letter, unsolicited, which was received from Hazen J. Titus, manager of the Westchester

Country Club, a drop-in customer, is typical of the good will which has been built up. It reads, in part:

"Being so greatly pleased with the radio which you installed in my car a week or so ago I would feel most ungrateful were I to fail to express my thanks and appreciation for the splendid results I have received.

"You may be sure that I will continue to recommend Barry & Cortley for installations."

THE sound truck pictured on this page has proven an extremely effective method of attracting drop-in business to the store. Of attractive appearance, with the latest public address equipment installed, and with a platform at the rear upon which an announcer can stand and deliver selling talks when the car is stopped in traffic the sound truck is playing a big part in drawing trade. Messrs. Barry and Cortley find that Sundays when most car owners are out enjoying the Spring sunshine and air are the best days to send the truck about the neighborhood. Invariably Monday morning brings its quota of inquiries, a percentage of which usually result in sales. Aside from this the sound truck is a revenue producer in its own right. It is rented for days at a stretch to automobile dealers and other merchants and it has been so potent a sales stimulator that the demand for it is growing constantly.

Auto radio is fulfilling all the expectations of Barry & Cortley and they feel that they are but on the threshold. They anticipate bigger and better business from now on and they will be surprised if for a time, at least, the sale of these receivers does not far surpass the sales of home instruments.

How McGinnis Yanks the Refrigerator Sales Curve Upward

By Dale J. McGinnis *

WE'VE sold Norge electric refrigerators successfully in a tough spot and during tough times. Even with banks busting right in our face and competitors slashing prices until it seemed that refrigerators were going to be offered as premiums with every purchase of a package of gum, we've continued to yank our sales curve upward. Chicago may not have enough money to pay its school teachers, but it sure can buy refrigerators. Don't think by this that there's a line waiting out in front of my store every morning with their check books out—we find 'em and sell 'em if it takes till midnight. Positive action and no negative alibis! We're geared for success. Good times might spoil us. We'd sell too many and become satisfied.

I've been asked, "What's the secret?" Funny, isn't it, everyone seems to think that when a pitcher makes a strike-out record, he must have some new twist on the ball. Well, we haven't. Same old curves—just a little better control all the while and a little more steam on the ball. I learned long ago that we couldn't get ahead

** Dale J. McGinnis, refrigerator dealer of Chicago, Ill., has a notable record of merchandising. Even during the past few months of bad business, intensified in Chicago, he has averaged nearly 150 refrigerators per month. What makes his record the more interesting is that of the first seventy-seven refrigerators sold subsequent to the national bank moratorium, only twenty-five were sold on time, and the remainder, or over 67 per cent, were sold for cash.*

Asked to set down the basic reasons for his success, Mr. McGinnis complied. The article which appears on these pages is the result.—EDITOR'S NOTE.



Dale J. McGinnis

as fast experimenting on new sales stunts as we could putting the old ways to work just a little better.

Once I read somewhere that when sunlight scatters itself over a forty-acre field, it has hardly enough energy to grow a crop. But if you could concentrate it on a pin point, it has the power to vaporize diamonds. Ever since I've been trying to avoid "scatteration" and come closer to concentrating on the pin point. I've got a long ways to go yet, but the system is certainly working.

During my past experience in the piano, phonograph and radio fields, I learned that when our efforts were divided we could not do a job. So we adopted the policy of concentrating on one product at a time that would give the consumer greatest value and ourselves, in consequence, greatest profit. There are many products that render a consumer service far beyond their cost—the automobile, washing machine, vacuum cleaner, radio, for example. But almost everyone owns one. At present, there is no other product which the greater percentage of families do not yet own and which contributes such profound benefits as the electric refrigerator. Obviously, that is the one to concentrate on for the time being.

And I mean concentrate to the exclusion of everything else. A lot of dealers are making a mistake, now that tough times have slowed up refrigeration sales, by dissipating their efforts through adding other lines which the public already owns to such an extent that a customer is a rarity or which are so new that the public feels no need for them as yet. How any dealer can think it easier to sell these is beyond me.

The electric refrigerator still remains the most salable appliance of the period—it just takes more concentrated effort to sell it, that's all. Sure, it's all right to take on other products for floor display which a satisfied customer, coming into the store to make a monthly payment, might see and want because her old one is worn out. But a good way to get tangled up with the sheriff, it seems to me, is to dissipate resale power upon them.

CONCENTRATE on that make which can stand on its own feet and meet the world in fair and honest competition, is my motto. There is always some one product in every class with more distinctive features than its competitors and which enable it to render a greater consumer service than the rest—in terms of performance, pride of ownership and lifetime dependability. Let the prospect know of these advantages and she will be dissatisfied with anything else.

When you're handling a product that is genuinely superior, you take on a big obligation. If you don't concentrate upon it, if you waste time getting to prospects within your reach, and if you don't make its distinctiveness clear to them, they may buy something else of less value and thus be cheated out of the added pleasure and satisfaction you could give them. No dealer can make any money cheating the public he serves.

My boys all feel this obligation. They keep constantly concerned over the possibility that someone might buy something less good because they shirked effort or didn't tell their stories effectively. So we all pitch in and try to see the greatest number of people and tell them in the most believable way, every day. Then if anyone makes a mistake in the purchase, it is their fault and not ours.

Another thing: When you believe in a product this way, you have such genuine enthusiasm that you can't develop any inferiority complex about approaching the prospect. You know you are doing her a favor which she will thank you for all the rest of her life. *See 'em, tell 'em and sell 'em lifetime satisfaction—they'll always be your friends.*

DID you know that appliance dealers save the American housewife about 1,500,000 years of hard, punishing labor each year, on two products alone? Think of it. No wonder the American woman is so youthful and charming.

Figure it out for yourself and feel proud. The washing machine saves the housewife 400 hours of work each year, there are 8,500,000 washing machines, so that means 3,400,000,000 hours rescued from drudgery each year. The vacuum sweeper saves a woman 500 hours each year, there are 9,500,000 vacuum cleaners, so that means another 4,900,000,000 hours rescued. Appliance dealers sold at least 60 per cent of these products. Thus, each year through services rendered in selling just these two things, appliance dealers have given the American housewife an ability to escape five billion hours of charm-destroying labor. *This, on the basis of an eight-hour day, six-day week, means a million and a half years saved each year.*

Figure the contribution of other appliances out on the same basis and see whether a dealer or a salesman ought to hang his head when he approaches a housewife. Women know the contribution the dealer has made to their happiness and they are eternally thankful. They welcome his approach. They don't want him to shirk his selling job or permit them to be cheated.

American families still need 10,000,000 refrigerators. Capitalize that need in terms of the three dividends a

refrigerator pays each day at breakfast, luncheon and dinner; or on the hours it saves or on the health it conserves or on the shopping economies it provides, and you have a string of figures that a typesetter wouldn't have enough figures to set up. *And the public will continue to go without benefits until we dealers have sold them.*

Every day, looking at it that way, I say, "McGinnis, what part of this obligation is ours and how well are we getting at it?" The result is more sales made, more service rendered, more benefits created and more satisfaction won every day—good times or bad. That concentration and motive keeps our cash register tinkling merrily.

There are dealers who concentrate on the result rather than the cause of profit. They think of getting the profit rather than of giving the service. Salesmen, too, are more conscious of gaining the commission than of helping the housewife. They rush through a sale or they attempt to sell on price or they kick or they grumble or they let a woman go with less than she might have gained for her money. That is not the way to serve and that is not the way to profit.

— HOW WE SELL THE NORGE — —A Plan that Never Fails to Work—

KNOW YOUR STUFF:	(Norge Rollator System)	Simple and easy to understand. Many exclusive features. (Practice makes perfect so tell the story often)	(Norge background and history)
SEE THE PEOPLE:	(Your own friends won't tell you)	Don't ring the door bell—go around the back and knock on the door.	(You can't smile over the phone)
ENTHUSE THEM:	(Loyalty is a virtue)	There is romance in Norge and the lifetime benefits it gives.	(You can't have two sweethearts)
SELL THEM:	(65% can pay cash)	Sell them with your own enthusiasm.	(Less than 5% buy themselves)
USE THEM:	(Most people are boosters)	Use them to enthuse others.	(We all like to show how smart we are)
PAY THEM:	(It pays you)	Pay them for what they do for you.	(There are many ways)

Appreciate them and don't let them forget about you.

DO THIS AND YOU WON'T HAVE TIME TO BOTHER WITH OTHER THINGS

These rules apply to salesmen also.

Sales Plan That Has Proven Its Worth

Here's our simple system for sales success with Norge—nothing new, no hocus-pocus, just hard work well concentrated with a constant realization of the obligation we have to the American housewife, God bless her.

The reasons set forth by Mr. McGinnis, briefly summed up, would seem to be plenty of hard work and faith in your product. Of special importance is the point brought out so forcibly that electrical appliances do much to lessen drudgery, save time, increase health standards—contributions which are welcomed by every housewife. Sales resistance will crumble before such presentations and salesmen should, as Mr. McGinnis states, "tell 'em and sell 'em."



Smartest
APPEARANCE
Finer
PERFORMANCE

U. S. Radio Model 3092 for AC-DC Operation

IN THIS NEW AC-DC receiver—so small and light you can easily hold it in the palm of your hand—U. S. Radio has carried to further heights its reputation for advanced engineering and exceptional values.

Five tubes are used—all absolutely new. Genuine dynamic speaker provides splendid tone. Volume control and switch combined. Dial calibrated in kilocycles. In-built aerial—no ground required. Resistor type cord dissipates heat. Tuning range covers police channels and all regular stations.

Beautiful little cabinet of matched Stump Walnut, hand rubbed, with genuine inlaid design—smartest of all personal type receivers! Price, complete with tubes . **\$19⁹⁵**

The complete U. S. Radio line, from \$17.95 to \$150.00, includes table and console types to meet every requirement. In the Battery Ensemble, U. S. Radio pioneers a new idea—a self-contained table type battery receiver. Ask your Distributor—or write direct for full information.

All U. S. Radios are equipped with National Union Tubes.

U. S. RADIO AND TELEVISION CORPORATION
 MARION • INDIANA



Merchandis

• Three Point Plan Sells Radios and Refrigerators

THE Knight-Campbell Music Co., Denver, Col., is enjoying unusual success in selling radios, refrigerators and other electrical appliances due in a large measure to its active Three-Point Merchandising Plan that embodies several successful customer-getting methods.

Most resultful of these ideas is the system of securing live prospects from the society columns of the newspapers, which produce a daily list of names of the more well-to-do people in the city, and far outshine the Blue Book, Social Register and other "Who's Who" books of the city in both up-to-dateness and authenticity.

Not unlike other cities of size and importance, Denver, since the depression, has witnessed a wholesale transition of its blue-blooded citizens. Established names of wealthy people have vanished; new names are appearing daily in club and society notes. Many of the once impregnable money families have lost even their homes. The people at the moment who have money, are entertaining and spending, are mostly newcomers.

Each day the society pages are clipped from the papers. After being carefully read, the names of all those women entertaining in their homes are jotted down on a prospect list. At the end of each week the list is studied for prospects. Then, careful not to write a too similar letter to women belonging to each other's clique, Mrs. Bertha Campbell, advertising director, writes a personal letter to each woman.

In this letter, Mrs. Campbell explains that she has followed the woman's social career and has observed that she is one of the most popular hostesses in the city. She suggests that she increase the ease of party preparation by adding to her kitchen the new appliances in electricity, as well as considering a trade-in on the newest radios.

Every letter is written in the most casual manner, yet each is a direct, personal appeal for business. Results have been steady. A new batch of letters is sent out every week, after a new name has appeared several times.

Special attention is also given to the younger folks, who, instead of entertaining, are being entertained. An eye and record is kept on the escorts of all girls attending the parties and other affairs. When, after a period of several months, a debutante seems to be keeping steady company, an effort is made to acquaint her with the store and the electrical merchandise. While it would be deemed a faux pas to subject her to questioning about future plans until her engagement is formally announced, the store indirectly brings her into contact early.

SECOND in importance to this plan, but an influential salesman of appliances, is Knight-Campbell's Newspaper Cooking Page advertising. This is placed, by monthly contract, on a Cooking Page appearing weekly in

ing Ideas

a large daily newspaper, for three months every year. The page is composed of advertisements of leading foods, utensils and appliances. Knight-Campbell's has exclusive advertising on electrical appliances. Together with the advertising of this special page is editorial matter devoted to recipes submitted by readers.

At the end of the three-month period a Cook Book is printed by the newspaper to include all the prize-winning recipes as well as all the advertising of the sponsoring firms. This advertising comes gratis, and the book is mailed to several thousand interested housewives every year, who place it in their kitchens and find it indispensable for short notice preparations the year around.

The third point in the merchandising plan is "cashing in on other firm's advertising."

In selling appliances, Knight-Campbell's has found that people shop to a great extent. Drawn to the downtown district by a newspaper advertisement of some firm, they visit that firm first and then "snoop" the other stores to compare price and value. Always when one store carries a large advertisement in the newspapers, the following day traffic increases considerably at Knight-Campbell's.

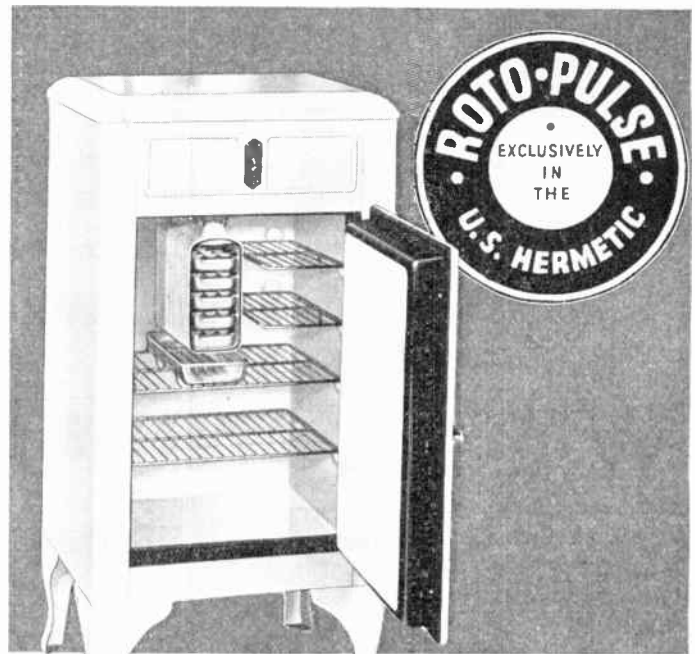
This store is prepared for the arrival of the shoppers, and makes every effort to sell to these patrons who have not been satisfied at the other store. A special display is set up inside the store of an appliance within the same price range as the one advertised.

No effort, of course, is made to attract these people from first going to the store that advertises. However, once the prospective buyers drift out of that store and come to Knight-Campbell's, the stage is set to sell them. By following this rule throughout the week, watching the newspaper advertising closely and preparing for the inevitable shoppers, the store has been able to pick up additional sales in refrigerators and radios to a great extent.



The Colonial Furniture Co., Indianapolis, Ind., used this modernistic furniture display together with the Majestic De Luxe Super-Six. Note how well the set harmonizes

Radio Merchant, May, 1933



Priced
FOR TODAY
Built
FOR THE YEARS

BECAUSE they offer an instantly recognized *extra quality*... more value per dollar; in the accepted range of investment... U. S. Hermetic refrigerators embody the most powerful sales appeal in today's price-conscious market.

And you, Mr. Dealer, whose aim is profit, consider the meaning of that extra value: *Easier sales*, because the quality is quickly demonstrated... *Profitable sales*, because hermetic sealing and the exclusive Roto-Pulse—the "mechanical heart" of the U. S. refrigerating system (only three moving parts)—bar all possibility of service "grief"!

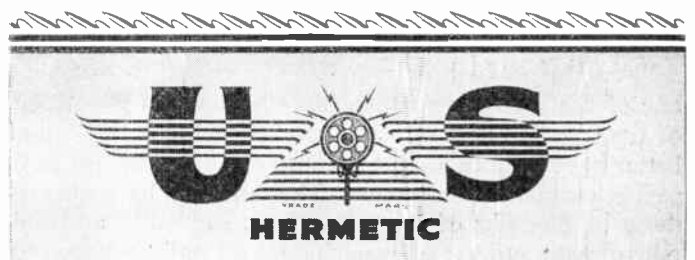
Check the U. S. Hermetic from every angle—the more searching your study, the broader your comparisons, the more thoroughly you'll be convinced of the extra value it embodies. Write now for complete information, without obligation.

SIX MODELS

\$99.50 up

f. o. b. Marion, Indiana

U. S. RADIO AND TELEVISION
CORPORATION
MARION • INDIANA



Radio Servicing

Conducted by **PAUL J. McGEE**

President,

Institute of Radio Service Men, Inc.

What Does the Future Hold for the Service Man?

WE might say that the future of the radio service man is as bright as that of any other professional man today because the radio public of today does not know where to turn for reliable radio service work. How often have you heard this assertion?

Yet there exists in the industry a disassociated group of highly trained and competent radio service engineers. It is possible that were we able to designate these individuals and place them at strategic geographic locations there might be a sufficient number of such men to serve the needs of practically every set owner in our country. I say this, of course, with certain reservations which will be set forth in a later paragraph. Nevertheless, the members of this group, speaking generally, have every qualification necessary for their success in the service field—excepting one. That one qualification is salesmanship. The ability to build up and develop a profitable clientele.

Here and there we occasionally find an outstanding member of this group who combines sales ability with technical skill and who is reaping profits. Not setting the world afire as we think of in more inflated times, but who is enabled to live comfortably and indulge in at least a few of the luxuries.

On the other hand, the remainder of this group and by far the majority are striving hand in hand with old man poverty, unless fortunate enough to be employed full or part time in some sustaining line of work.

THERE exist in the radio service industry, if we may term it so, many ills, which have contributed much toward existing conditions and the popular conception that service men are doomed. Of first consideration is the fact that many competent service men find themselves unable to earn an existence. This condition has been brought about by collective agencies amongst which I shall forget depression influences and mention one more tangible.

“Free Inspection” or even “Free Service” is notable as one of the inventions which literally sounded the “doom” of the conscientious service man. “Free Inspection” might better have been called the “House of Ill-Fame” for in the past it has housed many a sin. The latch has been open for those in all walks of life, many have walked in and come out to cast a curse and suspicion on all radio service men.

Suffice it to say that such methods have made it well nigh impossible for the heretofore conscientious serviceman to sell his services without resorting to subterfuge.

It was mentioned in the initial paragraph that the public does not

yet know where to turn for reliable radio service. This may, therefore, be attributed chiefly to disorganization of the well-trained group.

THE time has come when members of this group must band themselves together in local organizations to combat existing evils and acquaint the public with their existence as well as their activities. It is evident that this can be accomplished only on a cooperative basis.

The Institute of Radio Service Men, Inc., an international organization, has provided for such group action on the part of its members. Although it is not necessary that one be a member of the I. R. S. M. to promote such action, a great many barriers are at once overcome if the members of a local group are also members of and subscribe to the code of ethics of the I. R. S. M.

By the group method both newspaper and radio advertising, as well as direct-mail advertising is made available to the individual operator who previously could not indulge in such business-getting activities because of lack of credit or prohibitive costs.

The group plan is further enhanced by means of the additional working facilities provided participants. Group members will cooperate with one another in the solution of technical difficulties and problems whereas the individual through lack of experience or equipment might render inefficient service on certain models. Improved service jobs will increase the number of satisfied radio owners, thus rendering a valuable service to the industry as a whole.

Only by such concerted effort can the independent service man hope to develop his profession, because so long as there is an absence of cooperative thought and action there can be no hope of better conditions for the independent operator coming into existence or “just happening.”

In one of the eastern cities a cooperative group as referred to above is in process and it is hoped that we will be able at an early date to feature the structure and operating methods of this unit in these columns.

Questions and Answers

Diagram of Atlantic Set

Q.—Kindly furnish me with wiring diagram of the Atlantic 7-tube Midget Receiver.—*P.*, Hardware & Battery Co., Maplewood, N. J.

A.—Schematic wiring diagram of the

ZE-9 appears in Figure 2. Values appearing in this diagram may not conform to factory specifications, inasmuch as they were obtained from a unit which has been in service for a number of years.

To reduce the hum level suggest the re-

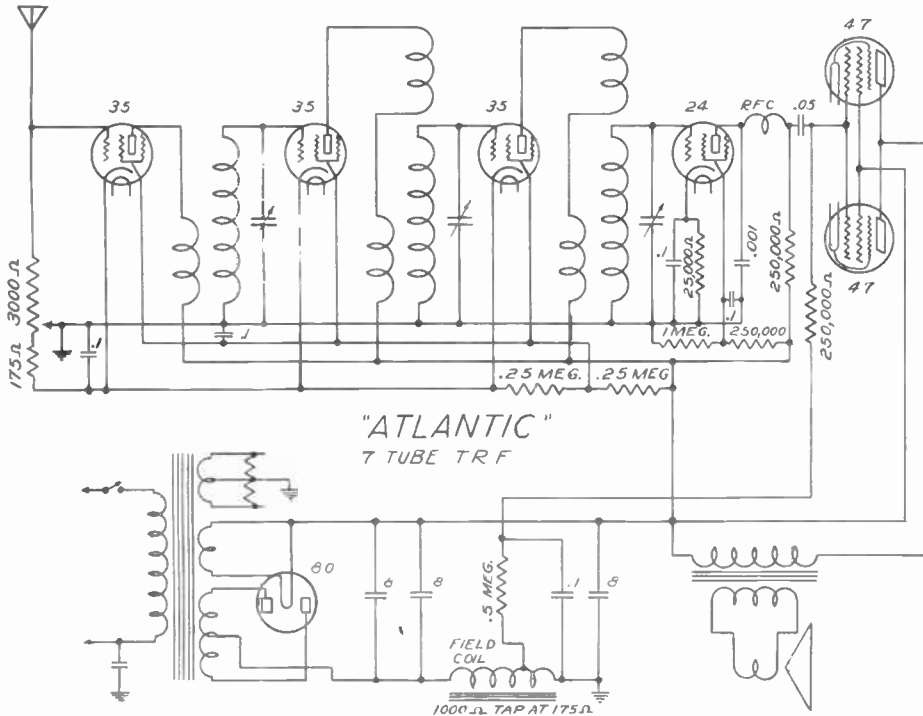


Figure 1

Atlantic 7-tube tuned radio frequency receiver is shown in Figure 1.

placement of the three filter sections, designated as 2, 2 and 7, with an 8 Mid. dry electrolytic condenser respectively.

Reducing Hum

Q.—Kindly furnish us with schematic wiring diagram of Zenith power supply Model ZE-9. How can we reduce the hum

The 25-Z5 Tube

Q.—Kindly furnish information on the new 25-Z5 tube and its uses.—*S.*, Radio

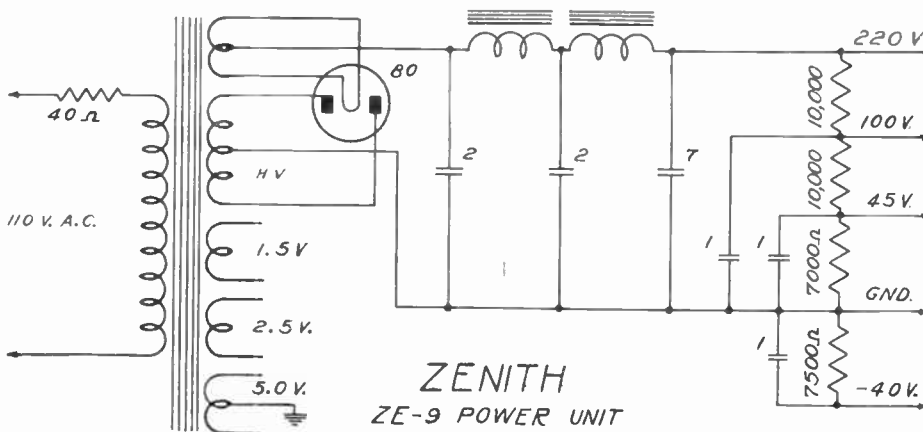


Figure 2

in this unit?—*D.*, Radio Shop, Elizabeth, N. J.

A.—Schematic wiring diagram for the

Shop, Riverside, Cal.

A.—The 25-Z5 tube has a 25-volt, 3-ampere heater, two separate plates and two

separate cathodes with a standard six prong base. Maximum voltage R.M.S. per plate 125, maximum current load (D.C.) 100 Ma.

The 25-Z5 may be used as a half wave

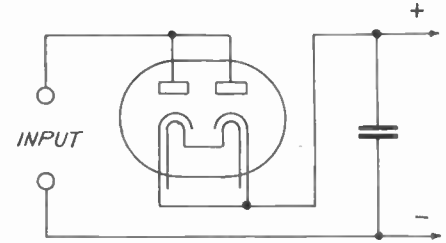


Figure 3

rectifier with plates tied together and cathodes tied together and no line transformer is necessary. In the action of the voltage doubler the tube acts as two half wave rectifiers which charge condensers. One condenser discharges while the other condenser is charging. The voltage of the

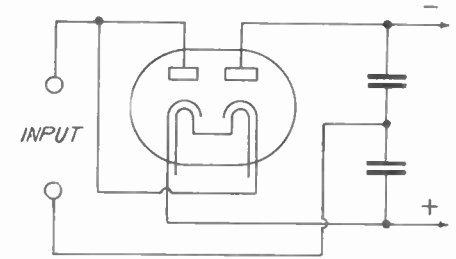


Figure 4

charged condenser adds to the voltage of the rectifier which is charging the other condenser, thereby giving practically twice the voltage. The capacity of these condensers should be approximately 6 microfarads if an appreciable load current is desired.

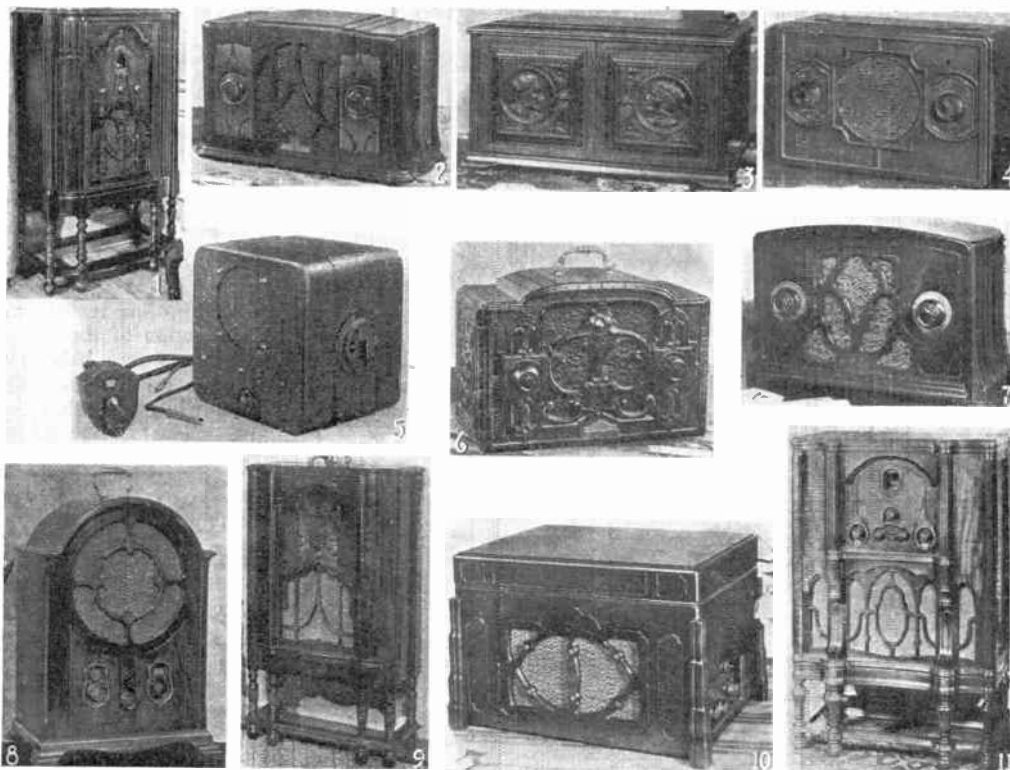
Figure 4 shows connection of the 25-Z5 when functioning as a half wave rectifier. Figure 4 shows connection of the 25-Z5 when functioning as voltage doubler.

Lynch in New Quarters

The Lynch Mfg. Co., New York City, has shown a constant improvement in sales of its products since the first of the year according to a recent statement of Arthur H. Lynch, president of the company. Because of this it became necessary to secure larger quarters and the company is now located at 51 Vesey street, New York City. Mr. Lynch said that the increase in sales for the first three weeks in April was approximately 33 1/3 per cent over the first three weeks in March.

Blueprints of any circuit drawings appearing in this section are available, letter size, 8 1/2 by 11 inches, at cost price. Also other circuit drawings which have not yet been published.

New Products



General Electric Models: 1. J-87A; 2. L-51; 3. K-51; 4. K-41; 5. B-40 Auto radio; 6. L-50; 7. K-40A; 8. K-60; 9. K-65; 10. K-54; 11. K-106

GENERAL ELECTRIC CO., Bridgeport, Conn. The line comprises twelve models, with Color-Radio, a 10-tube superheterodyne with color control, heading the list at \$129.50. A new single-unit, quickly installed auto set with four tubes giving the performance of seven lists at \$34.95.

The K-50 is a 5-tube superheterodyne table model at \$19.95. The K-60 is a mantel clock model featuring illuminated volume control, a very attractive cabinet and automatic volume control. Priced at \$29.95. K-65 is an apartment size console at \$49.95, with same features as K-60.

All the new G-E 5-tube and 6-tube models have an auxiliary switch which makes possible reception of all police calls, and some aircraft and amateur transmissions in addition to the regular broadcasts.

The new sets are small, attractive in appearance. They are model L-50 at \$24.75, an AC/DC radio with hand-carved effect cabinet, jewel case design. This model has a 5-tube superheterodyne circuit and dynamic speaker. The L-51 is the same set enclosed in a two-tone walnut cabinet.

K-51 is a table chest model with hand-carved effect cabinet and sliding doors. The receiver is a 5-tube superheterodyne with dynamic speaker and has latest type tubes. The same set is included in radio-phonograph combination model, Model K-54, which plays all types of records and is listed at \$49.95. This is a table model, humidifier type cabinet which may be used anywhere.

K-41 is a 4-tube AC/DC radio with TRF circuit at \$12.95. This set has a metal cabinet with two-tone bronze finish. The tuning range includes police calls

from many cities.

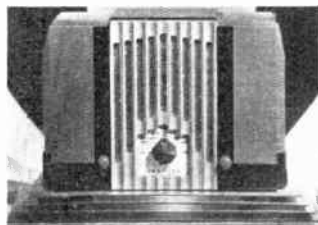
Model K-40A is an AC/DC radio at \$17.95, with a 4-tube TRF circuit, voltage doubling and dynamic speaker. This set also receives police calls from many cities.

The automobile set is a single, compact unit, one-stud

mounting. It is a superheterodyne with dynamic speaker, automatic volume control and two-point tone control. It is easily and quickly installed. It uses a new doubly shielded vibrator eliminator. Its four tubes give the performance of seven.

RADIO MERCHANT, May, 1933.

INTERNATIONAL RADIO CORP., Ann Arbor, Mich. New Kadette model is 5-tube superheterodyne with dynamic speaker, tone control, automatic volume control, kilocycle calibration, illuminated grille and dial. Is modern in design with aluminum finish fluted grille contrasting with black, gray



New Kadette

and wine color panels. In the De Luxe model the entire conception is handled in black and silver. De Luxe model is restricted to use on 110 volts, AC or DC, any cycle. It is designed primarily for home and office use.

New Kadette chassis is also available in a bakelite model for travel purposes. List price, \$25, complete with tubes. De Luxe model, \$27.50. RADIO MERCHANT, May, 1933.

Further information on the Kadette line appears in advertisement on page 1.

CROSLY RADIO CORP., Cincinnati, O. Fiver D is a 5-tube dual range superheterodyne, neutralized and non-regenerative, illuminated dial, full floating moving coil dynamic speaker. The dual range feature increases range to approximately 3,500 kilocycles. Uses

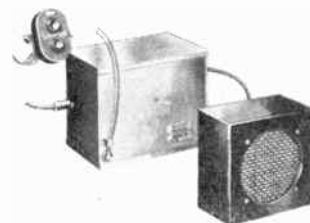


Crosley Fiver D

two 58s, one 57, one 42 and one 80 type tubes. Cabinet is finished in Adam brown and decorated with a genuine walnut veneer overlay on front panel. Dimensions: 14 inches high, 11½ inches wide, 8 inches deep. List price, complete with tubes, \$18.99. RADIO MERCHANT, May, 1933.

Further information on the Crosley line appears in advertisement on page 5.

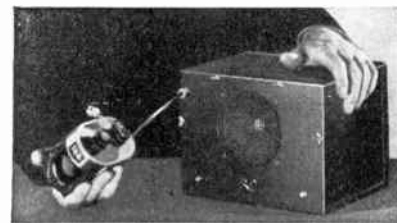
SPARKS-WITHINGTON CO., Jackson, Mich. Sparton Model 33 auto radio receiver is a 6-tube superheterodyne, fully electric, requiring no batteries or



Sparton Auto Radio

separate "B" eliminator. It has convenient dial control, automatic volume control, electro dynamic speaker, latest type tubes and is easily installed. Contained in compact unit, 9% by 7% by 5% inches. Speaker is contained in a wood cabinet to eliminate any metallic vibration. List price, \$59.50, tax included. RADIO MERCHANT, May, 1933.

STEWART RADIO CORP., Chicago, Ill. Stewart single-unit all-electric auto radio, Model 50. Receiver, speaker and B-power unit are contained in one case. Size: 6% inches deep, 6% inches high, 8% inches wide. Case has deep brewster green enamel finish. Unit mounts by



Stewart Model 50

means of a single bolt; only two electrical connections. Chromium finished steering post control mounts without drilling or damaging car. Positive action flexible tuning control shaft; non-glare illuminated tuning scale calibrated in kilocycles. Is 5-tube superheterodyne with full electro dynamic speaker, tone control, automatic volume control and new type double shielded vibrator B-power supply. RADIO MERCHANT, May, 1933.

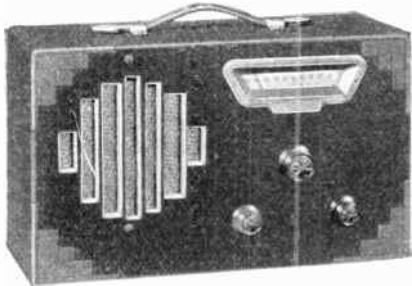
KEN-RAD CORP., Owensboro, Ky. Ken-Rad 19 tube is a complete class "B" amplifier consisting of two sets of class "B" elements enclosed in the same bulb. It has a six-pin base. There is a common filament connection but separate external connections for each of the two grids and plates. It is a direct emitter type with a 2.0-volt filament intended for operation from a DC voltage source. RADIO MERCHANT, May, 1933.

AUTONATOR LABORATORIES, Inc., Chicago, Ill. Autonator furnishes 110 volts, 60 cycle, alternating current for automobiles, trucks and busses for the operation of AC radio sets, portable sound systems, Neon signs, etc. Takes no drain from the auto battery and has no brushes, collector rings, commutator or wirewound armature to require service. Is easily installed to operate from the fan belt and provision is made for regulation of voltage at all

New Products

speeds. Is available in six sizes: 50 watts, listing at \$32.50; 100 watts, listing at \$37.50; 150 watts, listing at \$40.50; 250 watts, listing at \$65; 350 watts, listing at \$80, and 500 watts, listing at \$98.50. RADIO MERCHANT, May, 1933.

AUTOMATIC RADIO MFG. CO., Minneapolis, Minn. Auto-Lectric portable automobile radio operates on 6-volt storage battery or 110-volt AC or DC. Requires no "B" or "C" batteries for operation in automobile or home. Exclusive patented circuit with plug in arrange-



Auto-Lectric Radio

ment automatically makes the changes necessary from 6-volt to 210-volt operation. Is a 5-tube superheterodyne using two 39s, one 38, one 36 and one KR1 type tubes. Receives short wave calls. Housed in a cast aluminum cabinet 13½ by 8 by 4½. Finished in antique bronze with carrying strap. List price, \$39.50, complete with tubes. RADIO MERCHANT, May, 1933.

INTERNATIONAL RADIO PARTS CORP., Chicago, Ill. Combination tube tester and rejuvenator. Simple in operation and can be used by most inex-



Tube Tester and Rejuvenator

perienced set owner. Unit is 8 inches wide, 10 inches high and 4 inches deep. List price \$15. RADIO MERCHANT, May, 1933.

KATO ENGINEERING CO., Mankato, Minn. Kato alternating current electric plant to produce 110-volt, 60-cycle AC for light, public address and sound equipment. Also for lighting homes, cottages and operating AC radio sets. Requires only a small space for operation and is portable. Equipped with Kato filtering system which eliminates interference from generator and ignition system. Engine is ½ H.P., single cylinder, 4-cycle, air-cooled. Speed, 1800 R.P.M. Has high tension magneto built in flywheel. The oil supply is sufficient for 50 hours of constant service. List price, \$139. RADIO MERCHANT, May, 1933.

Radio Merchant, May, 1933

RCA RADIOTRON CO., Inc., and E. T. CUNNINGHAM, Inc., Harrison, N. J. Type 53 tube, a class B twin amplifier tube combining in one bulb two triodes designed for class B operation. Intended primarily for use in the output stage of AC operated receivers where it is capable of providing power output of 10 watts. May also be used as the driver tube for class B output stage.

Type 75 is a duplex-diode higher-mu triode intended for performing the simultaneous functions of automatic volume control, detection, and amplification in radio equipment, especially that of the mobile type employing a 6-volt heater supply.

The type 2A6 tube is similar to the 75 but is designed for operation with a 2.5-volt heater supply.

The 6A4 tube is a power amplifier pentode for use in the power output stage of automobile radio receivers and in other receivers employing a 6-volt storage battery filament supply. RADIO MERCHANT, May, 1933.

AEROVOX CORP., Brooklyn, N. Y. New series of Aerovox Hi-Parad electrolytic condensers designed to meet requirements for compact units. Single section units in 1-inch diameter cans include types EM, GM, MM and SM; the two latter being especially suited for bypass condensers. Type EM condensers have a flat moulded bakelite cover and are provided with a mounting ring for universal mounting. Type GM condensers are equipped with a standard ¼-inch screw mounting bushing for inverted



GM-5-8 GG-5-8

(grounded) mounting, or with a special insulator piece and can lug for insulated mounting. Type SM is equipped with a threaded aluminum stud on the bottom of the can, enabling the unit to be mounted securely in single-hole mounting fashion. Type MM is equipped with a narrow mounting strip so that it can be riveted or screwed to the bottom of the chassis. Types GG and KE condensers are made with two or three terminals in the cover, permitting various combinations of capacitances and voltage ratings in this size can. Type KE condensers are made for universal mounting with a mounting ring, and type GG condensers for inverted (grounded) mounting. RADIO MERCHANT, May, 1933.

FISCHER & SMITH, West Englewood, N. J. Compact, dash-board auto radio using two 39s, one 36 and one 89, with dynamic speaker and all installation equipment. Available in green, black or walnut baked "crinkle" enamel finish. List price, \$35.

All-electric model uses two 39s, one 36 and three 89s; has

built-in full-wave B eliminator, steering column remote control, 8-inch dynamic speaker and automatic volume control. List price, complete, \$79.50.

All-electric short wave set for police cars uses two 39s, one 36 and one 89. This set is "locked" in position at the given frequency of the central station. Equipment includes installation equipment, remote control volume, and switch assembly speaker, built-in B eliminator and automatic volume control. List price, complete, \$59.50. RADIO MERCHANT, May, 1933.

PHILCO RADIO & TELEVISION CORP., Philadelphia, Pa. New Philco electric remote control radio receiver. Has inclined sounding board. Controls are in a small portable cabinet which can be moved to any



New Philco Model

point in the room. Remote unit has station selector, tone and volume controls. Model also brings in police and airplane calls. Both sound and control cabinets are finished in walnut. List price, \$65. RADIO MERCHANT, May, 1933.

ROOTS AUTO RADIO MFG. CORP., Chicago, Ill. Model R-34 has chassis, eliminator and speaker mounted in compact unit. Is 4-tube superheterodyne using latest type tubes. Remote tuning control is mounted on steering wheel; "B" eliminator is of vibrator type. Only two electrical connections are necessary, one to ammeter, other to antenna. Output is approximately 2 to 2.5 watts, current consumer: 4 amperes. List price, complete with suppressors, etc., \$34.75.

Model 55 is an all-electric 7-tube superheterodyne using one 6A7, two 78s, one 75, one 79, one 41 and one 84. Includes "B" eliminator of vibrator type built with the speaker in one unit. Has automatic volume control and super-dynamic speaker. List price, \$54.50. RADIO MERCHANT, May, 1933.

Further information on the Root products appears in advertisement on page 27.

TRIAD MFG. CO., Pawtucket, R. I. Triad type 30 special tube designed for experimenters, designers and amateurs for short and ultra-short wave equipment. Through wider spacing of wires in the glass stem, together with bringing the plate lead out of the top of the bulb, the inter-electrode capacity of the T-30 special has been considerably reduced. Tests have shown that the T-30 special is very efficient at short wave lengths. RADIO MERCHANT, May, 1933.

WILCOX-GAY CORP., Charlotte, Mich. The "Easy Ace" model is a 7-tube superheterodyne with remote control cabinet. Has automatic volume control, variable tone control, new type tubes, 3-gang condenser and illuminated vernier dial.

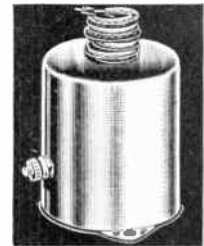


"Room Mate" Model

Control case is 5¼ by 7 by 10½ inches, and speaker console is 11 by 21 by 26½ inches. List price, complete, \$49.90.

"Room Mate" model is a 5-tube superheterodyne operating on either AC or DC. Has 3-gang condenser, self-contained aerial, dynamic speaker and is housed in a hand-rubbed burl walnut cabinet. List price, complete, \$25.50. RADIO MERCHANT, May, 1933.

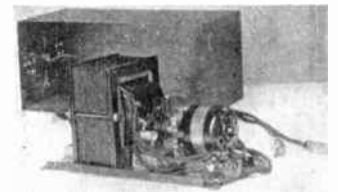
ELJER MFG. CO., Chicago, Ill. No-Tenna, a convenient and inexpensive unit that substitutes for outdoor and indoor a-erials, utilizing a ground connection alone for radio reception. Works



No-Tenna Unit

on broadcast and short waves and may be connected to any set within thirty seconds without rewiring or removal of the chassis from the cabinet. Unit is entirely shielded. RADIO MERCHANT, May, 1933.

UNIVERSAL MICROPHONE CO., Inglewood, Cal. New battery converter available in two models, listing at \$28 and \$60. Three-channel mixer for three



Battery Converter

microphones, or two microphones and a low impedance pick-up such as the Universal combination pick-up or incoming control lines and recording head. RADIO MERCHANT, May, 1933.

FOX ELECTRIC & MFG. CO., Toledo, O. Fox electro-dynamic unit. List price \$44.50. No. 10—4-foot aluminum horn. List price \$54. No. 11—6-foot aluminum horn, \$67.50. RADIO MERCHANT, May, 1933.

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

U. S. Radio & Television Corp. Enters Refrigeration Field

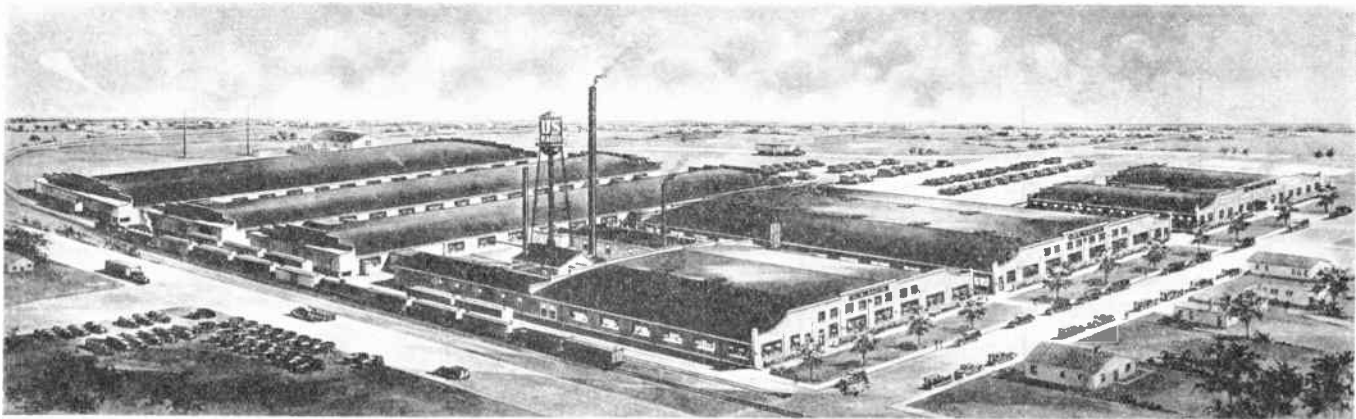
Makes First General Announcement of U. S. Hermetic Refrigerator Line—On Market for More Than a Year

Featuring in-built quality and extra value, in a price range suited to present market conditions, the United States Radio & Television Corp., Marion, Ind., has just released its first announcement on the 1933 line of U. S. Hermetic refrigerators. The line, which is illustrated and described in detail in the "New

Although the U. S. Hermetic refrigerators have been on the market for over a year, this is the first general announcement to the trade. Executives of the U. S. Radio & Television Corp. state that the same policy which has been applied in marketing the company's radio line will be applied to refrigeration. It

year after refrigerators were first placed on the market is an indication of the care which has been taken in the development of the line. The corporation declined to be stampeded into quantity production and a policy of watchful testing has been followed. The success of the refrigerator with its exclusive Roto-Pulse has been unqualifiedly demonstrated during the past year. During this time refinements and improvements were incorporated as experience proved their worth.

Without an aggressive merchandising campaign approximately sixty major distributing points for the U. S. Hermetic refrigerator line have been established and others are being added daily. The line is merchandised through wholesale



Modern Plant of U. S. Radio & Television Corp.

Products in the Allied Field" section of this issue of RADIO MERCHANT, consists of six models and executives of the company point out that there is no "price leader" in the line because although the price range starts below \$100 every model is built to the same quality standard.

was because of the demand of the company's dealers for a refrigerator line which would have public acceptance similar to that of the radio receivers made by the company, which practically forced the organization into the refrigeration field. The fact that general announcement is just being made one

distributors on a restricted territory basis.

The plant in which the refrigerators are made is newly built and is entirely modern in construction and equipment. Production facilities are adequate to meet demands of distributors and dealers, hence the general announcement.

Peck and Kiley in Grunow Sales Posts

P. W. Peck to Cover Southeast and George H. Kiley Will Operate in New York and Philadelphia Areas

H. C. Bonfig, general sales manager of the Grunow Corp., Chicago, Ill., has announced two important additions to his staff of field representatives. P. W. Peck will have charge of sales activities for the Southeast and George H. Kiley will be actively concerned with merchandising of Grunows to distributors in the New York and Philadelphia metropolitan area.

Mr. Peck attracted a great deal of attention during his direction of sales ac-

tivities for Columbia Phonograph Co. in the old days, when phonographs were as popular as radios were in 1929 and his work in the South was nothing short of spectacular. For a period of several years Mr. Peck was Southern sales manager for the Grigsby-Grunow Company, where he acquitted himself creditably, having one of the strongest jobber line-ups at one time that has ever been established for a specialty line in the Southeast. Of late, Mr. Peck has been connected with the Gibson Refrigerator, also in charge of Southeastern operations.

Mr. Bonfig considers himself fortunate in being able to secure Mr. Peck's services for the Grunow Corp. and states that he has already made considerable progress in the short time he has been with the company.

Mr. Kiley is almost too well known for comment. Being a sales official of

RCA for several years, he enjoys the confidence and friendship of hundreds of dealers and distributors and knows merchandising and distribution.

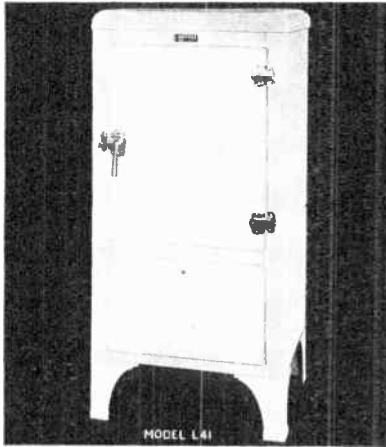
For some time past, since leaving RCA, Mr. Kiley was a partner in the Schaffhauser-Kiley Corp., Philadelphia, but recently resigned to become associated in the distribution of Grunow refrigerators. Mr. Bonfig plans to make use of Mr. Kiley's intimate contact with Eastern points.

Store Changes Name

The name of the Adler Music Store, Baker, Ore., has been changed to Adler's Music & Electric Co., following the addition of Westinghouse appliances, electrical refrigerators and other similar merchandise.

New Products in the Allied Field

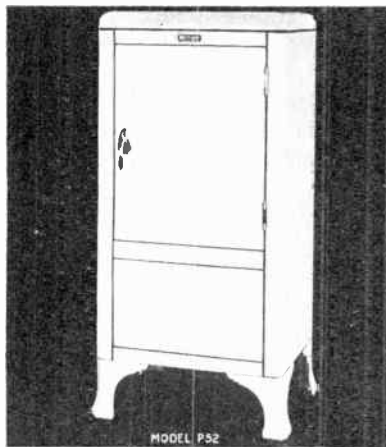
RUDOLPH WURLITZER MFG. CO., North Tonawanda, N. Y. Three new models of Mohawk refrigerators Nos. 41, 52 and 65. Among the features contained in all models are improved Duozone unit, non-frosting fin type coil, adjustable Mohawk Chill-Factor temperature control, coils directly under trays for faster freezing, non-corrosive ice and dessert trays, porcelain ice compartment door with spring hinges, glass chill tray and drip



Mohawk Model L-41

pan, Bakelite shelf supports, heavy ribbon type shelves, with removable section in lower shelf in order to provide additional bottle space, molded door strips, acid-resisting porcelain, rounded corners, flat unobstructed top, modernistic design cabinets, neat fitting double sealing rubber door gaskets, Temlok insulation methyl-chloride refrigerant, V-flat type fan belt drive, 8-inch broom-high legs and new type capacitor motors.

The DeLuxe models Nos. L-52, P-52, L-65 and P-65 have the following additional features; flush doors on food compartment and machine compartment to reduce door leakage and enhance beauty of line; balloon type gas-



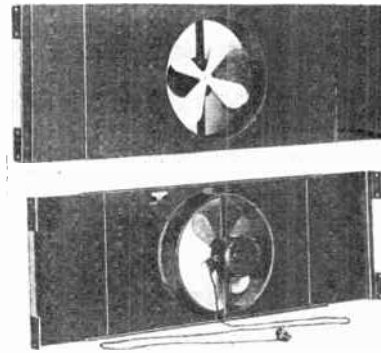
Mohawk Model P-52

kets on door jamb of cabinet rather than on door; semi-concealed hardware of exclusive design; exceptionally large bottle space; built-in electric lights and improved design of unit providing larger net cubical capacity.

Model 41 is available in lacquer exterior finish. It has 4.1 cubic feet capacity, shelf area of 9 square feet and makes 56 ice cubes. Model 52 is available in either lacquer or porcelain exterior. Has a 5.2 cubic foot capacity, shelf area of 10.5 square feet and three ice trays which make 84 ice cubes. Model 65 is available in either lacquer or porcelain exterior finish, has a 6.5 cubic foot capacity, 11.8 square feet of shelf area and makes 84 cubes. RADIO MERCHANT, May, 1933.

Further information on Mohawk refrigerators appears in advertisement on page 1.

STANDARD TRANSFORMER CORP., Chicago, Ill. Fan-O-Lator: Suction window-fan-ventilator which may be installed at top or bottom of window by lowering or raising



Stancor Fan-O-Lator

the sash. Is adjustable to any width window from 24 inches to 42 inches. It may be permanently installed. The Fan-O-Lator is equipped with a sturdily constructed electric fan, 8 inches, mounted in a crackle green metal frame. Fan opening is covered with fly screening to prevent flies and other insects from entering the room and to protect drapes from being drawn into suction created by fan. Is equipped with cord and plug, ready to be attached to any outlet of 110-volt, 60-cycle current. List price, \$3.95. RADIO MERCHANT, May, 1933.

GRIGSBY-GRUNOW CO., Chicago, Ill. Model 950 Electro-Sealed Majestic refrigerator; is a companion to model 900 but differs in appearance and external finish. The double doors are completely edged in black and the lid and the bottom of the skirt are also bordered in black. This gives the cabinet a



Majestic No. 950

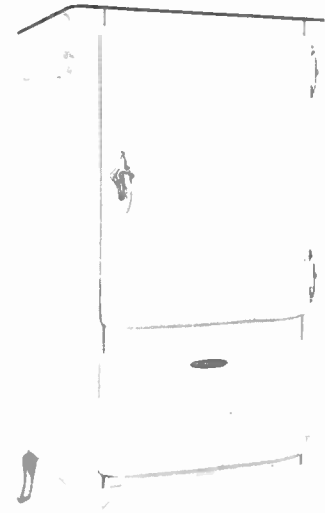
striking modernistic appearance. Is of all-porcelain and has all the features of the 900 model, including Electro-Sealed cold dome, isolator wall, double doors, Stay-Brite shelves, Stay-Kold defroster, Auto-Reset protector, etc. Gross capacity is 9.6 cubic feet and the shelf area 16.1 square feet. RADIO MERCHANT, May, 1933.

Further information on Majestic products appears in advertisement on pages 9 and 10.

STEWART-WARNER CORP., Chicago, Ill. De Luxe line of refrigerators. Outstanding feature is force-feed, chilled oil lubricating system which protects in-built precision of moving parts. Compressor unit, opposed twin-cylinder reciprocating pump type, is mounted upon a steel base supported on four, resilient rubber cushions insuring quiet, vibrationless operation. Cabinets are streamlined and all corners are rounded. Refrigerators have flat, recessed tray tops, 8-inch high legs and concealed door latches with handles adjustable to four positions. Features include all-steel cabinet construction, with seamless, acid-resisting porcelain interior; exterior finish of porcelain or lacquer. (Four-foot model in lacquer only.)

Automatic dome light, adjustable shelves, evaporator of special design, 12-point freezing control and unique defrosting control which banishes loss of time, loss of ice cubes and cessation of refrigeration while defrosting are among the other features of the line. Ice cube capacity is ample. Standard equip-

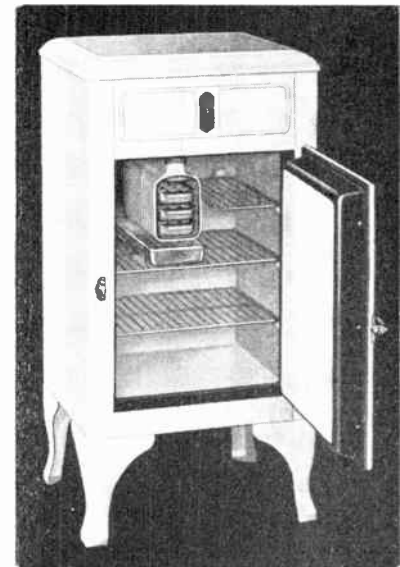
ment of the three De Luxe models include one rubber ice cube tray, besides the regulation trays, a dessert tray of double depth for frozen salads and desserts and a glass chilling tray.



Stewart-Warner No. 65

Leader model No. 45 has a 4 1/2-cubic-foot capacity and a shelf area of 9 square feet; De Luxe model No. 55 has a 5 1/2-cubic-foot capacity and a shelf area of 17 square feet, De Luxe model No. 65 has a 6 1/2-cubic-foot capacity and a shelf area of 17 square feet, and De Luxe model No. 77 has an 8-cubic-foot capacity and a shelf area of 18 1/2 square feet. RADIO MERCHANT, May, 1933.

U. S. RADIO TELEVISION CORP., Marion, Ind. U. S. Hermetic HL-4 is a 4 cubic foot net capacity refrigerator with 7.9 square feet of shelf space; porcelain cooling unit with 3 trays, 63 cubes; 10-point cold control; Safe-D-Froster; Roto-Pulse unit, hermetically sealed; one-piece porcelain interior with moulded shelf supports and flat-bar shelving;



U. S. Hermetic HL-4

marine table top; exterior Pyroxylin lacquer. Cabinet, 49 inches high, 24 inches wide, 23 inches deep. List price, \$89.50.

U. S. Hermetic HP-4 is an all porcelain model, other features identical with model HL-4. List price, \$114.50.

U. S. Hermetic HL-5 has a net capacity of 5 cubic feet with automatic dome light, porcelain table top. (Continued on page 24)

New Products in the Allied Field

celain interior with molded shelf supports, porcelain cooling unit with 5 trays, 105 cubic. Shelf area, 10.1 square feet, hermetically sealed Roto-Pulse unit; 10-point cold control; Saf-D-Froster; adjustable Dor-Handle, concealed latch and new type hinges. Pyroxylin lacquer exterior. Cabinet is 54 inches high, 26 inches wide and 24 inches deep. List price, \$129.50.

U. S. Hermetic HP-5 is all porcelain. Other features identical with model HL-5. List price, \$149.50.

U. S. Hermetic HL-6 has 6 cubic feet net capacity. Shelf area is 11.5 square feet. Six trays in the porcelain cooling unit freeze 126 ice cubes. Interior of porcelain with molded supports for the flat-bar shelving. Automatic dome light, 4-position adjustable Dor-Handle, concealed latch and new type hinges are among features. Has 10-point cold control and Safe-D-Froster and hermetically sealed Roto-Pulse unit. Cabinet is 56 inches high, 28 inches wide and 24½ inches deep. List price, \$149.50.

U. S. Hermetic HP-6 is an all-porcelain model. Other features identical with model HL-6. List price, \$174.50. All prices F.O.B. Marion. RADIO MERCHANT, May, 1933.

Further information on U. S. Radio & Television Corp.'s products appears in advertisement on pages 16 and 17.

EASY WASHING MACHINE CORP.
Syracuse, N. Y. New line of Easy washers and ironers. Model 6F washer has no-slip



Easy Model 2U, 2D

safety wringer, new large tub, large agitator, quiet, rustproof rubber casters, floated and insulated power plant. List price, \$69.50.

Model 7F has no-slip safety wringer, electric pump, safety switch to protect motor and fuses, larger tub and larger agitator, floated and insulated power plant, separate filler hose. List price, \$89.50.

Model 3W has Easy vacuum cup washing action, electric pump, safety switch, no-slip safety wringer, gear-driven rolls, vacuum cup gear case, separate filler hose. List price, \$99.50.

Model 3D has Easy electric pump, large tub, large agitator, separate filler hose and plates free. List price, \$119.50.

Models 2U, 2D have damp-dryer safety lock with upper bearing in cover, Easy electric pump, bigger capacity; 2U models have Easy vacuum cups; 2D models have Easy agitator. List price, \$165.

Model 30 ironer has adjustable knee control, scratch-proof, rustproof shoe, over-fed



Model 31

roll with visible ironing surface, practically double open end, instant roll stop for extra drying, instant action of controls, quick shoe-release, wing nut casters, full floating shoe, extension shelf for completed garments, capable of ironing 2,500 square inches a minute, 6-inch shoe face with extra heat at open end. List price, \$69.50.

Model 31 ironer has all features of model 30 plus the following: new folding table top which, at a touch of the finger, recedes to a position behind the ironer where it is completely out of the way while ironing is done and does not reflect heat from the shoe into the operator's face; top serves as handy shelf for completed garments; rubber wing nut casters. List price, \$84.50. RADIO MERCHANT, May, 1933.

ALTORFER BROS., Peoria, Ill. Model 44 washing machine has tub of exclusive ABC design, with corrugated sides acting as old-fashioned washboard. Panels are horizontal and inasmuch as agitator gives an under and over "cushioned washing action" clothes are rubbed up and down against corrugated sides. The agitator is an improved French type, perforated with a double set of fins. It is extra large and so constructed that clothes are agitated at top as well as at the bottom of the tub. The double set of fins



ABC Model 44

prevent clothes from twisting and tangling. The wringer frame is one-piece, all-metal. Swings easily into eight positions, and locks firmly and securely. Drainboard is made of rust-proofed selected auto-body steel and is adjustable to permit water draining either way. Balloon roll wringer and dryer with extra large 2½-inch soft rolls swings at touch of a finger; 4-spring roll pressure. Legs of washer are adjustable to convenient height. Automatic drain pump eliminates necessity of carrying pails of water when emptying washer. RADIO MERCHANT, May, 1933.

E. B. Cheetham in Gibson Sales Post

Appointed Director of Commercial Sales—Is Pioneer in Refrigeration Field—Has Had Varied Career

E. B. Cheetham, formerly of the commercial division of Kelvinator, has just been appointed director of commercial sales for the Gibson Electric Refrigerator Corp. Mr. Cheetham is a pioneer in the field of commercial refrigeration, having been one of the organizers of the Kelvinator Division in 1925, and is well known to everyone of prominence in the industry. Outside of his experience in refrigeration, he has had a varied career, having been an army officer during the World War, and, after that, having lived in the Antipodes and in the Orient. He was married in Honolulu. Mr. Cheetham will be in complete charge of the sales efforts for Gibson in the commercial



E. B. Cheetham

division, and his many friends will be pleased to learn of his new connection.

Carbonic Equipment Co. Formed to Sell Carba Units

W. B. Sechrest, general manager of Fleetwood Sales, Inc., has announced that owing to the growth of various types of equipment in the dry ice field a separate sales organization, the Carbonic Equipment Co., has been formed with headquarters at 4519 Walnut street, Philadelphia, Pa. The new company will handle the sale of display cases, household refrigerators, ice cream cabinets, beverage units, etc., all of which are refrigerated with dry ice.

Awards Grunow Franchises

The Specialty Distributing Co., Detroit, Mich., Grunow refrigerator wholesaler, announced the franchising of the four following "high spots" of the Detroit area: Crowley Milner Co., J. I. Hudson, People's Outfitting Co. and the Ernest Kern department store.

Radio Merchant, May, 1933

Grigsby-Grunow Inaugurates Campaign on Majestic Refrigerators

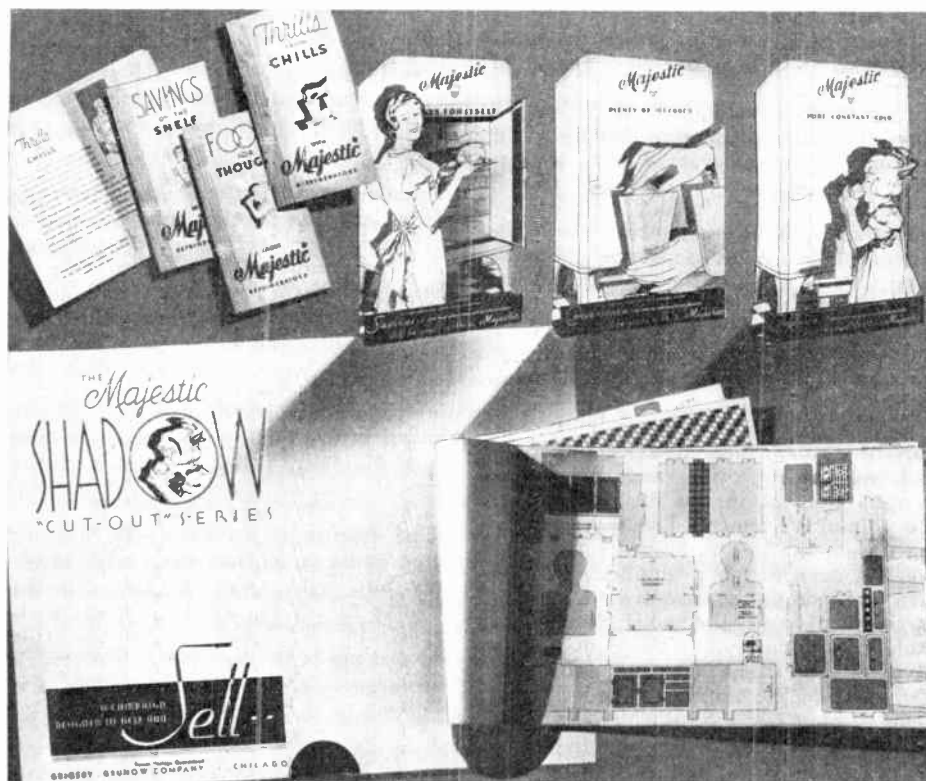
Novel Mailing Pieces and "Mrs. Tom Thumb's Kitchen" Cut-outs Expected to Cause Unusual Demand—Low Cost to Dealers

The advertising and sales promotion departments of the Grigsby-Grunow Co., manufacturer of Majestic refrigerators and radios, have prepared and issued one of the most novel and attractive mail campaigns ever offered a refrigeration dealer.

The complete "Shadow Cut-Out Series" consists of three pieces, each

ent must call for it at the Majestic dealer as it is not mailed as a part of the campaign. The demand for this book is bringing many a good prospect into the dealers' stores and has proved instrumental in excellent prospect lists and sales.

Beautifully printed in four colors, the campaign is of such a character that it



Majestic Refrigerator Mailing Pieces

10x7 inches. Each piece has a special folder tucked invitingly in the refrigerator door. The three folders carry the titles "Food for Thought," "Thrills From Chills," and "Savings on the Shelf."

The first cut-out shows a child standing in front of a Majestic refrigerator. The second a housewife dropping a Majestic ice cube in a glass, and the third shows the capacious, well-arranged interior about to receive and preserve some "leftovers." Each cut-out folds at the bottom to form a base, and a tongue and slot holds the front cut-out rigid, giving the appearance of casting a shadow on the refrigerator.

On the reverse side of each piece, in addition to an illustration and short sales message on various models, is a special free offer for "Mrs. Tom Thumb's Kitchen." This is a book of cut-outs from which a child can build a completely furnished kitchen in miniature. The recipi-

will remain around the home for some time—a constant reminder of Majestic refrigeration. The uniqueness of the complete campaign has great appeal for both the trade and the public, and has been enthusiastically received by Majestic dealers everywhere. The complete set of three pieces, including imprinting, inserting, envelopes and Kitchen Cut-out Books, is offered by the Grigsby-Grunow Co. at a surprisingly low cost.

G. W. Duryee with Bullock's

G. W. Duryee has been appointed manager of the radio department of Bullock's, Los Angeles, Cal. Mr. Duryee has been active in the radio business for the past fourteen years. Two years ago he was with R. H. Macy, New York City, and L. Bamberger & Sons, Newark, N. J. More recently he was connected with an RCA Victor distributor.

Gross Sales, Inc., Now in New Quarters

Stromberg-Carlson Representative for New York and New England Territory Invites Visits of Trade

Gross Sales, Inc., Stromberg-Carlson representative in metropolitan New York and New England territory, is now occupying its new home on the ninth floor of the building at 300 Madison avenue, New York City. Benjamin Gross, president of the company, has extended a cordial invitation to dealers everywhere to visit the company's new headquarters and during the past few weeks radio merchants from all parts of the country have dropped in to say "Hello" to Mr. Gross and Lloyd Spencer, sales manager of the organization.

In its new home, Gross Sales, Inc., has ample facilities to give maximum cooperation to Stromberg-Carlson dealers in metropolitan territory. The offices and showrooms are ideally laid out and it is gratifying to note that since the first day it occupied its new home the sales volume of Gross Sales, Inc., has steadily increased. Ben Gross and Lloyd Spencer are two of the most popular members of the radio industry and the official announcement of their removal to 300 Madison avenue brought in telegrams and letters of congratulations and good will from members of the trade throughout the country.

Sales Representatives Added to Wurlitzer Staff

L. H. Sullivan, sales manager of the Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y., who makes his headquarters in Philadelphia, Pa., announced recently that several experienced and competent sales representatives had been added to the company's staff, including J. W. Donewald, Indianapolis, Ind.; E. M. Gallagher, Cleveland, O.; Pat Haggerty, Detroit, Mich.; Ed Kearton, Maryland; Wells F. Lane, Harrisburg, Pa., territory, and M. F. Stranahan in Buffalo, N. Y., territory.

Mr. Sullivan, who returned recently from a trip through the Middle West, states that he found conditions steadily improving. The demand for Lyric radio sets, Mohawk refrigerators and Mohawk washers is showing a steady increase throughout the country.

Announces Trade Show

It was announced this week by the management of the Hotel Victoria, 51st street and 7th avenue, New York City, that it is sponsoring a refrigeration, radio and electrical appliances exposition to be held the week of July 24, 1933, which will be a trade show for the industries mentioned, with the public barred from admittance.

Owen D. Young Resigns as a Director of the Radio Corp.

Annual Meeting of Stockholders Held—David Sarnoff Comments on Manner in Which Radio Has Proved Its Usefulness

David Sarnoff, president of the Radio Corp. of America, recently made public the statement of income and surplus of the Radio Corp. and subsidiaries for the first quarter of 1933. The report showed gross income of \$13,222,053.67 and a net income (before interest, depreciation and amortization of patents) of \$556,-



David Sarnoff

746.89, showing a net loss for the period of \$478,163.85.

The annual meeting of the stockholders of the Radio Corp. of America was held early this month and the following directors whose terms of office had expired were re-elected for the term of three years: Cornelius N. Bliss, Bertram Cutler, James G. Harbord and Owen D. Young. Two days following, however, Mr. Young resigned as both chairman of the executive committee and as a director of the corporation. This was in accordance with the consent decree entered in the Federal Court which necessitated Mr. Young's resignation from either the General Electric Co. or the Radio Corp. of America. In a statement which accompanied his resignation Mr. Young expressed deep regret at the severance of his association with the Radio Corp. of America. He further stated that the welfare of the organization will always be of deep interest to him and that its continued success, of which he feels so certain, will continue to be one of the greatest satisfactions of his life.

In his statement to stockholders, David Sarnoff, president of the Radio Corp., commented on the increase in the number of shareholders from 105,000 to 293,000, stating that such an increase was

unique in the history of industry. He told of the new services that have been established, commented on the strong patent position and financial condition of the company and said that the radio industry was continuing to move forward. His remarks, in part, were:

"Although the industry in which your company operates has felt severely the strain of the depression years, radio has demonstrated its need and its usefulness in times of the world's worst business recession, as well as during a period of great prosperity.

"No other development threatens to supplant radio in our national life. No product of the laboratory bids to displace it, whether in communications, broadcasting entertainment or the new industrial applications to which it is being adapted. What is promised by intensive research is not a substitution for radio, but rather an extension and elaboration of radio services. We are engaged in an industry that is moving forward rapidly along many different lines.

"Radio has been an exceedingly important factor in the nation's commercial and industrial growth, and no unimportant element in the maintenance of the volume of general business prevailing during the last three years. During the last decade it has supplied from its own work shops the incentives for much employment and the advancement of trade and industry. New inventions have an important bearing upon the prosperity of the country. We will continue to play our part through research and the laboratory in developing them; and we thus will render further service in a field of such growing value to our people."

Guy C. Core Will Direct All Sparton Advertising

Consolidating all advertising and promotional activity into one department, the Sparks-Withington Co., Jackson, Mich., has announced the appointment of Guy C. Core as advertising director.

In his new capacity, Mr. Core, who has handled the advertising of the electrical refrigeration division since its inception, will also have charge of advertising of the company's line of radios and electrical horns.

The Martin Music Co., Springfield, Mo., has been appointed a distributor of Majestic radios and refrigerators in southwest Missouri and northern Arkansas.

New Kadette Models Placed on Market

International Radio Corp. Announces DeLuxe Kadette—W. Keene Jackson Comments on Line

The International Radio Corp., Ann Arbor, Mich., recently introduced new models of the Kadette radio line. Complete description and illustration appear in the "New Products Section" of this issue of RADIO MERCHANT. In commenting on the new line, W. Keene Jackson, general sales manager of the International organization, said in part: "In approaching the development of these successors to the original Kadette, we set before us three basic requirements: First, that a huge part of the success of the original Kadette was attributable to its extremely small size; second, performance; and third, appearance. Thus the first requirement was to maintain compactness. This was done in spite of the fact that another tube was added.

In achieving perfection of performance, International engineers selected the superheterodyne circuit and added numerous refinements which show up distinctly in operation. The use of a dynamic speaker combined with the utilization of recently developed tubes plus tone control and automatic volume control insure quality of reception. The same originality which brought forth the original Kadette is evidenced in the appearance of the new models.

The feature is an aluminum finished fluted grille which contrasts with black, gray and wine color panels. In the DeLuxe model the entire conception is handled in black and silver and the grille and dial are both aluminum. For traveling purposes the new Kadette chassis is available in a Bakelite model.

Fred W. Green Appointed Stancor Superintendent

Coincident with the enlarging of the plant of the Standard Transformer Corp., Fred W. Green, associated with the radio industry since the earliest days of its commercial phase, becomes superintendent of operations.

Mr. Green is known throughout the industry through his association with the Zenith organization of which he was production manager from the time they put their first hundred sets on the line; through his term with Columbia radio as general superintendent and in other connections of similar character and responsibility.

Mr. Green brings to Stancor a thorough and most practical knowledge of production methods gathered not only in the radio industry but in many other lines, assuring maintenance of the high standards set by Stancor, as the corporation develops and broadens its activities.

THE *Biggest Value* IN AUTO RADIO

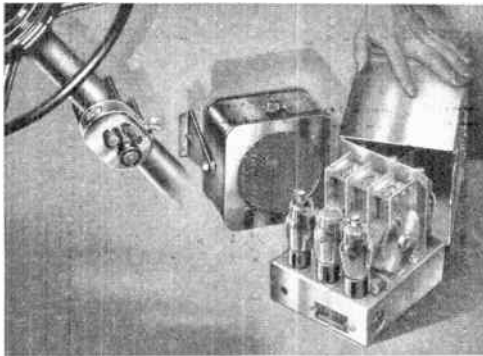
**PRICED
TO SELL**

ROOTS
Auto Radio

**BUILT TO
OUT PERFORM**

Model 55—All Electric—

illustrated—superheterodyne—7 tubes—2-78; 1-6A7; 1-75; 1-41; 1-79; 1-84. Compact chassis measuring 5 3/4 x 6 3/4 x 6 3/4—self contained—*automatic volume control*—remote, illuminated steering column control—dynamic speaker. The newest and finest in auto radio. *Performance equal to a ten-tube set.*



R-34 All Electric—

All-In-One Unit—with four tubes—Pentagrid converter (6A7) and duodiode pentode tubes—giving performance equal to a seven tube set. Remote tuning control mounted on steering wheel. *Automatic volume control.* Installation is simple. Only two electrical connections are necessary. \$34.75 complete, ready to install.

ROOTS AUTO RADIO MANUFACTURING CORP.
OFFICE AND FACTORY 2800 SOUTH PARKWAY, CHICAGO, ILLINOIS

The simplicity

of the Roots Auto Radio has done away with all installation griefs. Four years of engineering work and actual contact with dealers and servicemen back these two models. Their outstanding advantages make them sell easily. . . . And here are your quick profits plus additional profits through customer expansion of good will and satisfaction.

Jobbers and dealers:

Exceptionally good territories open with most attractive discounts. Clip, fill in and mail the attached coupon immediately. Speed up in this auto radio business and make some money.

ROOTS AUTO RADIO MFG. CORP.,
2800 South Parkway, Chicago, Ill.
Please send full information covering your auto radio sales proposition.

Name

Address

City State

Distributor Dealer



Joseph Bernhardt, exposition manager of the Madison Square Garden, is making phenomenal progress in signing exhibitors for the National Electrical Exposition to be held at the Garden September 20-September 30. This Exposition, which will be devoted to radio, refrigeration and allied industries, promises to be one of the outstanding events of the year and commitments for space have already been received from many prominent manufacturers.

Fada Sales Show Remarkable Increase

Business for April was 60 Per Cent Ahead of Last Year—April Sales Exceeded Those of March

The phenomenal success of the new Super Fadalette is emphasized in the remarkable sales totals attained by the Fada Radio & Electric Corp., Long Island City, N. Y., in the month of April. R. M. Klein, general manager of the company, states that the official records for the month show that the company's radio business in April, 1933, was 60 per cent ahead of April, 1932. Moreover, April sales were 43 per cent ahead of March and this is the first time in Fada history that the month of April showed an increase over the month of March. It is, therefore, easy to understand why Frank Andrea, Lou Chatten and Dick Klein are certain that Fada is going to enjoy this year the greatest sales volume in its history.

Pennsylvania Jobbers Take on Grunow Refrigerators

H. C. Bonfig, sales manager of the Grunow Corp., Chicago, Ill., announced recently the appointment of the Bieal

Auto Parts Co., Pottsville, Pa., and the Motor Parts Co., Philadelphia, Pa., as distributors of Grunow Super-Safe refrigerators. These jobbers who are well known in their respective territories have already started an intensive sales campaign in behalf of the Grunow line.

W. Keene Jackson Decries Misleading Advertising

W. Keene Jackson, salesmanager of the International Radio Corp., Ann Arbor, Mich., points out that the accompanying advertisement which appeared

GREAT SALE OF THE FAMOUS INTERNATIONAL RADIO

Latest circuit: AC or DC; 25 or 60-cycle; beautiful tone; compact—7x11x5 inches; weight 7 lbs.; all new tubes, including new Hexode "75" Voltage Doubler.

\$11.95

Regular \$25 Value—5. Tube Superheterodyne

For Home—For Office—For School

Super walnut finish cabinet; FULL DY. WAMIC SPEAKER; new tubes; new circuit; new standard of performance; no ground or aerial needed.

Excellent for Summer Cottages
PLUG-IN AUTO CABLE; \$2.95 EXTRA

in certain Middle West newspapers represents the peak of unethical, misleading advertising, for the word "International" in this advertisement has no connection whatsoever with the well-known products of the International Radio Corp., of Ann Arbor, and plays upon the prestige and success of the Ann Arbor organization.

RCA Victor Launches Auto Radio Campaign

National Advertising and Promotional Aids Being Utilized in Aggressive Merchandising Drive

An aggressive merchandising campaign utilizing powerful national advertising and a variety of colorful and effective promotional aids on the new low-cost automobile radio recently introduced, has been launched by the advertising and sales promotional department of the RCA Victor Co.

The new RCA Victor program begins with a heavy barrage of advertising in the leading national magazines, totaling



millions of circulation per issue, and including the Saturday Evening Post, Collier's, Liberty, Time, Popular Science and Popular Mechanics. This advertising will ensure that practically every car owner in the country will see and read the story of the new RCA Victor M-34 which has already met with widespread approval in the trade and in the field. An arresting series of "ready-made" newspaper advertisements, in mat and electro form, tailored to fit various individual needs, has also been prepared for organizations desiring to capitalize on the national program and focus local interest on the new automobile radio to their own establishment.

A sales promotional drive has also been scheduled, which includes a novel direct-mail campaign of three individual units, each imprinted with the dealer's name and featuring special merchandising offers available in the dealer's store. For point-of-sale promotion, RCA Victor has prepared two spectacular displays, splashed with eye appeal and color, each allowing for the actual receiver to be fitted in. One is a sturdy cardboard counter display, brilliantly colored, designed to arrest and hold the attention and tell the new automobile radio story at a glance, which can be followed up by an actual demonstration of the instrument from the display itself. This unit occupies a minimum amount of space. The other display consists of a large wooden stand executed

in bright orange and black colors for mounting the M-34 in operating condition. The control box is placed in position on the "steering post" and the compact chassis-loudspeaker unit fits smartly into the frame. At the back of the stand is a shelf to hold the storage battery, and there are gliders on the feet to permit the dealer to slide the entire display conveniently, anywhere in the store, in the window or just outside the doorway.

In addition, there is a brilliantly colored cloth banner measuring 3 feet by 6 feet, with brass-ringed eyelets for fastening on the sides of trucks or on the shop or showroom walls. There are several kinds of weatherproof tire covers providing ample space for dealer's imprint; a metallic plate similar in size and design to regulation automobile tags, with a message about RCA Victor automobile radio; consumer folders and dodgers giving the full story with explanatory pictures; window decalcomanias for cars in which M-34 installations have been made; and advertising cards for hanging on the handles of car doors.

Majestic Jobbers' Salesmen in Contest

Grigsby-Grunow Announces the "Majestic Regatta"—More Than \$3,000 in Prizes to Be Awarded

The Grigsby-Grunow Co., manufacturer of Majestic refrigerators and radios, has just announced a distributor salesman's contest in which more than \$3,000 in cash will be awarded the winners on August 15, the date when the contest ends.

The unusual success enjoyed by Majestic in past contests has prompted them to launch a "Majestic Regatta," the title of the new contest. Points are credited on refrigerators, radios, auto radios, tubes and various promotional material sold to dealers by all men participating. Bonus points are awarded for promptness in sending in reports, outstanding promotion of the contest by individual distributors, etc. Distributors are divided into ten groups and prizes are awarded to the winners of each group.

Each distributor is named after some outstanding college or university and has a "Crew" entered in the "Regatta." Each "Crew" has a "Captain" who is responsible for the promotion of the contest in his organization, and who is also eligible for one of the three national prizes to be awarded to the three leading crew captains.

The "Crew" is composed of the distributor's salesmen who are known as "Oarsmen." The contest is under the direction of A. R. Johnson, sales promotion manager of the Grigsby-Grunow Co., who carries the title of "Admiral" and whose office is known as the "Flagship." All correspondence and promotional material on the contest are in keeping with the official forms as used by the Navy, and are interspersed with familiar nautical terms and words.

P. A. Ware Named Fada Divisional Manager

Well-known Radio-Music Trade Veteran Is Eastern Divisional Sales Manager for Fada Radio

P. A. Ware, well and favorably known in Eastern radio circles, has joined the staff of the Fada Radio & Electric Corp., Long Island City, N. Y., maker of Fada radio, in the capacity of Eastern divisional sales manager. Mr. Ware succeeds the late T. Norman Mason, who for several years held that post with the Fada radio organization.



P. A. Ware

Mr. Ware has an exceptional background in the radio and musical instrument field. He was with Victor and Brunswick, where he gained valuable experience in promoting the sales of the merchandise of these old line companies. Later he went with one of the large Eastern radio manufacturers in the position of sales promotion manager.

Upon taking up his duties with Fada, Mr. Ware made a preliminary trip into upper New York State and, returning to the Fada plant on Long Island, "said it with orders." He reported brisk trade on the super-Fadalette and other models of his new connection in the Syracuse, Buffalo and Rochester trading sectors.

Announcement of the Ware appointment was made by Louis J. Chatten, general sales manager for Fada Radio & Electric Corp.

Coast Jobber to Move

The Wholesale Radio & Electric Supply Co., 269 Seventh street, San Francisco, Cal., Clarion distributor, will move on or about May 20 to new quarters at 271 Ninth street, same city. The firm recently arranged to distribute the Gillfillan refrigerators for the northern section of California.

Stewart-Warner Revamps Its Sales and Production Policies

Move Designed to Decrease Expenses and Build Up Wider Distribution—J. E. Otis, Jr., and F. A. Hiter in Important Posts

Confirmation of the new spirit that is animating industry is concretely evidenced by the new organization plans of Stewart-Warner, now made public. These changes are, in effect, a practical reorganization of production and sales designed to decrease expenses and build



C. B. Smith

up wider and more intensive distribution—according to C. B. Smith, president of the corporation. W. J. Zucker, former director, vice-president, secretary and general sales manager of Stewart-Warner, resigned May 2.

J. E. Otis, Jr., a director of the Stewart-Warner Corp. and general manager of the Alemite Corp., one of Stewart-Warner's well-known subsidiaries, has been appointed general manager of Stewart-Warner and all its subsidiaries. "The record of the Alemite Corp., even during the trying times of the last few years," says Mr. Smith, "shows Mr. Otis' outstanding qualifications for this greater scope of activity."

Frank A. Hiter, sales manager of the Alemite Corp., has been appointed general sales manager of Stewart-Warner and all its subsidiaries.

"This makes a team of able executives," states C. B. Smith, "that can be counted upon for aggressive leadership in practical merchandising. This step, of course, means that other important changes in the personnel of the corporation and its subsidiaries will follow as soon as the reorganization plans are perfected."

Great economies, both in production, management and sales, are planned through combining lines and plant facilities. One of these amalgamations

already completed was pointed out by Mr. Smith. This is the combining of the Alemite plant with the Stewart-Warner plant, which provides for the manufacture and shipment of these popular lines from the one great Chicago plant of the Stewart-Warner Corp. "This concentration of manufacturing facilities and management in one plant immediately effects important savings both in manufacture and overhead," averred Mr. Smith, "and as soon as real estate conditions improve sufficiently to justify it, the former Alemite plant may be sold."

This amalgamation was made possible because of the additional factory space recently acquired by Stewart-Warner through the purchase at a nominal figure of the large property of the American Bridge Co., located just south of the present Stewart-Warner plant on Diversey Boulevard, Chicago.

As a commentary on business conditions, Mr. Smith says that the sales of the corporation and its subsidiaries have shown a decided increase in the last thirty days. "And this," he continued, "has found immediate reflection in an employment increase of 70 per cent—an interesting indication of an upturn which we hope will be more than maintained."

Speaking of its manufacturing and sales plans for the coming years, C. B. Smith says, "Stewart-Warner has a reputation for flexibility of manufacture that enables it to enter new fields and to take advantage of new opportunities. An example of this is the new Stewart-Warner Automatic 'Full Power' Brake System. This brake, perfected after several years of experimentation, research and test, is now standard equipment on Pierce-Arrow cars—and is being tested by a number of other manufacturers who realize that the high speeds of today require a power unit, instead of leg muscle, to stop cars safely."

Mr. Smith reports the closing of a very interesting contract for a new type of free-wheeling unit—and the fact that the company is also completing development work on an automatic clutch.

"On June 1," says Mr. Smith, "Stewart-Warner will have ready for the market the most complete and comprehensive line of radios it ever manufactured. This will include, besides the well-known World-Wide Magic Dial radios, a new line encased in new, attractive furniture designs. In addition, a new type of miniature midgets will be offered."

"Stewart-Warner entered the refrigeration field last year with an electric refrigerator in which the units were

purchased elsewhere and assembled in the Stewart-Warner plant," continued Mr. Smith. "This was done so exploration of the market and profit possibilities could be determined at the least possible expense. The result of this operation was so successful that Stewart-Warner now has a refrigerator of its own manufacture, delivery of which will start in June. The reception of advance models by those of the trade who have seen them has been most enthusiastic."

"Also, in the Home Movie Equipment Field," according to Mr. Smith, "Stewart-Warner's experience has justified augmenting its 16-mm. camera line with a new 8-mm. camera and projector that will be sold at such a low price that market possibilities should be quadrupled."

In order to intensively cultivate the market, opened up by these varied lines, the corporation's territorial and distributing organization throughout the United States has been completely reorganized. Only the well-financed and aggressive distributors have been retained. To these have been added many new big distributors to create an organization that will provide successful nation-wide distribution not only through regular channels—but also through new types of dealers who will prove ideal outlets for these lines.

W. L. Eckhardt Appointed Receiver for Pilot

On Saturday, April 15, Judge Lowell, of the U. S. District Court for the district of Massachusetts, sitting in equity, appointed Walter L. Eckhardt temporary receiver for the Pilot Radio & Tube Corp., Lawrence, Mass. Mr. Eckhardt for some time past has been vice-president in charge of merchandising for this organization and on May 1 his appointment as temporary receiver was extended for another two weeks. It is interesting to note that during the past fortnight orders for Pilot products have been received from all parts of the world, ranging from Shanghai to South Africa and Mr. Eckhardt has received expressions of cooperation and good will from Pilot representatives throughout the world.

Louis G. Pacent Heads Newly Organized Firm

Louis G. Pacent, well-known radio pioneer, has purchased the assets of the Pacent Electric Co., Inc., and its subsidiary, the Pacent Reproducer Corp., and now heads the Pacent Engineering Corp., with headquarters at 79 Madison Ave., New York City. The new organization will not only manufacture and market the complete line of the former companies, but, in addition, will introduce novel devices and accessories for many purposes from time to time. R. L. Lewis and H. L. Likel are associated with Mr. Pacent.

Association of Music Merchants Announces Convention Program

Plans are now complete for the Thirty-second Annual Convention of the National Association of Music Merchants, to be held at the Hotel Stevens, Chicago, on June 5, 6 and 7. As already announced, the first day will be given over to a Federal Trade Practice Conference to be conducted by Commissioner Darland S. Ferguson, Jr., of the Federal Trade Commission, assisted by George McCorkle. The conference will be devoted to a discussion of conditions in the musical merchandise field in an effort to eliminate various distribution evils and it is expected will be attended by representatives of the trade throughout the country.

The sessions of the association convention proper will be in the nature of round-table conferences beginning Tuesday morning, June 1. These discussions will be on a number of subjects, which will probably be led by the following:

Jay Grinnell, Detroit, and F. P. Jenkins, Kansas City, "The Part Home Appliances are Playing in the Modern Music Store"; C. H. DeAcres, San Francisco, "What the Statistical Comparisons of Volume in Various Departments Forecast for the Future"; W. W. Bradford, Denver, "The Ultimate Value of Piano Playing Contests"; Charles H. Yahrling, Youngstown, Ohio, "Value of Contests Among Retail Salesmen"; Reinhard G. Knuepfer, Lawrence, Mass., "How We Develop Piano Prospects from Customers in Other De-

partments"; Robert J. Shackleton, Louisville, Ky., "Unusual Methods of Tying Up With Local Musical Activities"; Edward J. Walt, Lincoln, Neb., "Your Sheet Music Department"; William Howard Beasley, Dallas, Texas, "Development of Local Orchestras by the Music Store"; Otto B. Heaton, Columbus, Ohio, "How to Get Real Free Publicity in Your Local Daily Papers"; W. W. Smith, Toledo, Ohio, "How to Make Real Money Out of Your Radio Service Department"; Edmund Gram, Milwaukee, "Will the Return of the Product that Made Milwaukee Famous Improve the Piano Business?"; E. E. Forbes, Birmingham, Ala., "How Will Proposed Legislation in Relation to Cotton Affect the Music Business?"; Ben F. Duvall, Chicago, "Thoughts on Unusual Tie-Ups with the Music Teachers"; Carl Wittich, Reading, Pa., "Beneficial Results From the Musical Merchandise Trade Practice Conference"; S. Ernest Philpitt, Miami, Fla., "Mail Order and Chain Store Competition"; A. A. Klammer, Evansville, Ind., "Tying In with National Music Week and Similar Activities"; Arthur E. Winter, Altoona, Pa., "Is Membership in Service Clubs of Value to a Music Merchant?"; Hugh A. Stewart, Chicago, "Future of the Piano From the Manufacturers' Standpoint"; H. Van Severingen, Peoria, Ill., "Would a New Type of Player-Piano Increase Sales?"; and Wm. Howard Beasley, Dallas, Texas, "Reduction of Overhead."

On Wednesday morning the Music Merchants will hold a joint session with the Sheet Music Dealers for the discussion of mutual problems. There will be no evening sessions and no official banquet or set program of entertainment, in short, it will be a distinct business convention.

On Tuesday at noon, President Edwin R. Weeks of the Merchants' Association and a prominent Merchant will address a luncheon meeting of the Rotary Club of Chicago on "Harmonies in the Home," and the convention delegates are invited to the luncheon. On Wednesday at noon, President Weeks will address another Rotary group at a luncheon at the Sherman Hotel.

In connection with the convention there will be a number of exhibits of musical instruments, radios and electrical home appliances on the fifth floor of the Hotel Stevens.

Sheet Music Dealers to Meet Week of June 5

The Twentieth Annual Convention of the National Association of Sheet Music Dealers will be held at the Hotel Stevens, Chicago, during the week of June 5, and at least one of the sessions will be held in conjunction with a meeting of the National Association of Music Merchants.

RECORDING EQUIPMENT

Wanted—recording equipment (if possible second hand) for 33-1/3 and 78 R.P.M. in perfect working condition. Offers with full details to P. O. Box 353, Mexico City, Mexico, D. F.

RMA Convention Program

With the annual RMA trade show omitted this year and with the RMA membership meeting and convention being confined strictly to business at a one-day session on June 6, merchandise exhibits for the one-day RMA meeting are not being encouraged. Following is the tentative RMA program at the Stevens Hotel, Chicago:

Monday, June 5

Meeting, RMA Board of Directors—Stevens Hotel, P.D.R. No. 5, 10:00 A. M.

Meeting, Luncheon RMA Directors—Stevens Hotel, P.D.R. No. 4, 12:30 P. M.

Tuesday, June 6

Meeting, RMA Parts and Accessory Division, Chairman Leslie F. Muter—Stevens Hotel, P.D.R. No. 1, 10:00 A. M.

Meeting, RMA Amplifier and Sound Equipment Division, Chairman Richard A. O'Connor—Stevens Hotel, P.D.R. No. 3, 10:30 A. M.

Meeting, RMA Tube Division, Chairman S. W. Muldowny—Stevens Hotel, P.D.R. No. 4, 11:00 A. M.

Meeting, RMA Set Division, Chairman Arthur T. Murray—Stevens Hotel, P.D. R. No. 5, 11:00 A. M.

Meeting, General RMA Membership, President Fred D. Williams, presiding—Stevens Hotel, North Ball Room, 2:00 P. M.

Meeting, New RMA Board of Directors—Stevens Hotel, P.D.R. No. 4, 4:00 P. M.

Informal Dinner, RMA Members and Guests, Chairman of Arrangements Committee, Paul B. Klugh, 7:00 P. M.

Equity Receiver for Platt Music Co.

A receiver in equity was appointed last month for the Platt Music Co., Los Angeles, Cal. The appointment of the receiver to conserve the assets of the company was filed by the American Piano Corp. of New York. It is stated that the liabilities of the company are approximately \$1,000,000, and it is said that the assets exceed that amount. It is hoped that means will be found for reorganizing the concern.

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The Music Trade Review

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MUSICAL
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B. BRITAIN WILSON, Editor

• Convention Programs Promise to Be Interesting

THE various divisions of the music industry, including those engaged in the retailing of pianos, musical merchandise and sheet music, together with the manufacturers of radio, will hold their annual conventions in Chicago next month, on June 5, 6 and 7, to be exact, and despite conditions it is believed that there will be a very substantial attendance, drawn in part by the Century of Progress Exposition. The official headquarters of the various conventions will be the Hotel Stevens, located conveniently to both the business district of the city and the Exposition.

For those who can attend the sessions should be interesting. For instance, this will be the first general convention of the National Association of Music Merchants held since 1931 and a lot of water has gone over the business dam since that 1931 meeting. The character of the discussions mapped out for that body indicates that the opportunity offered by the convention for threshing out both new and old merchandising problems will not be neglected. Any hints that will serve to double piano sales, for instance, will be worth traveling to hear.

The outstanding feature for the band and orchestra instrument interests will be the Federal Trade Commission hearing scheduled for June 5, at which an effort will be made to clear up various evils alleged to be associated with the methods now in vogue for distributing those instruments. These include the practice of allowing special discounts to schools and school officials, the direct selling by manufacturers and wholesalers in the dealer's territory and other acts that cut into the sales and profits of the legitimate retailer. It is to be hoped that something concrete and helpful will come out of the meeting.

The sheet music dealers have also planned a program that ranges from discussions of current business problems to the consideration of a plan for the raising of a fund to assist members of the organization in temporary financial difficulties.

For the first time in a number of years there will be no trade show held in connection with the convention of the Radio Manufacturers' Association and, as a consequence, jobbers and dealers in radio have not been officially invited to attend the gathering of the manufacturers. There will, nevertheless, be a number of exhibits on the fifth floor of the Hotel Stevens during the time of the conventions, the displays including pianos, band and orchestra instruments, musical merchandise, radios and certain types of electrical appliances for the home.

With railroad rates to Chicago at a new low and with the Exposition as an added attraction, the courage of Association officials in planning for national conventions is deserving of the full support of the membership through a worth-while attendance. With general business conditions definitely on the upturn something distinctly helpful may be expected from the meetings.

• Musical Education Continues

IT is significant that despite the threatened and actual curtailment of public educational facilities by various states and municipalities, the support of music in the schools has, apparently, continued unabated, or at least has not suffered out of proportion to other subjects in the various curricula often considered more basic. As a matter of fact reports have been received at this office of the organization of numerous new school bands and orchestras, and even in New York, where the school finances are not over-prosperous, a trial class in piano playing has been opened in one of the high schools with the idea in mind of broadening this activity if the venture proves a success. The schools of the country are developing a host of musical instrument buyers for the immediate future. It represents a field of almost unlimited possibilities for the retailer who goes after the business not only actively, but intelligently.



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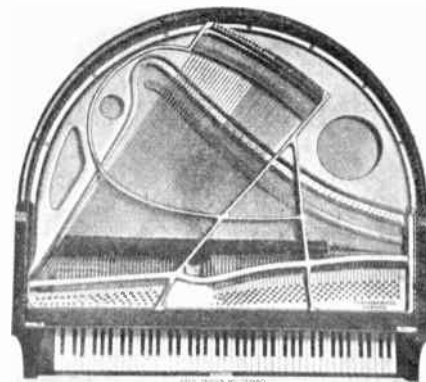
Pianomakers Try Originality in Piano Case Architecture

Although there have been several changes in the outward appearance of pianos since the time the first piano was made by Christofori, over two hundred years ago, those changes have in no sense been radical enough to stir the interest of the public unduly. The spinet type gave way to the square. Then in turn came the upright and the grand piano as they are known today.

There are those who for some years past have advocated some drastic changes in piano case architecture, with

a view to giving the public an instrument that will produce piano music but still be possessed of artistic lines that would lend themselves to various decorative treatments. These suggestions have met with very little real encouragement, particularly from the dyed-in-the-wool piano man of the type who believes that the piano is purchased primarily as a musical instrument, and that its outward appearance, although somewhat important, is really secondary.

The compromise has been largely con-



English Innovation

finned to the production of more or less authentic period styles. In other words, although Louis XV or William and Mary were not privileged to have grand pianos in their palaces, it is still possible to decorate a modern instrument with motifs of the period so that it might fit into the surroundings of Fontainebleau or Windsor.

The claim that lack of room in small homes and apartments prohibited the placement of a full-sized piano was met through the production of tiny grands, some only four feet six inches long, and even smaller uprights of sixty-five note range or less, and finished in a variety of snappy colors. None of these moves, however, represented a radical departure from precedent in the design of the piano case. The grand remained a triangular



French Offering

affair, with curved lines, of course, and the upright a square box-like contraption. That some changes are quite possible, whether commercially feasible or not, remains to be seen, has been proven in several recent instances. In the United States, for instance, there was put on the market last year a small square piano no longer than an office desk, and termed a "Spinet." Despite its small size it was able to produce a surprisingly good tone quality, and the demand since it is in production has taxed the facilities of the factory department in which it is made. The answer is, undoubtedly, that the originality of the case design was accompanied by acceptable musical quality. In contrast, another piano of limited range installed in a Winthrop secretary failed in public appeal, as have some other attempts to disguise the piano cases.

(Continued on page 34)

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Although there are close to a million piano students in the United States each year, a surprisingly large proportion of them come from the 16,000,000 or more homes in which there are no pianos, or where the pianos are in desperate need of replacement.

Here is a market that is being badly neglected in many sections of the country—perhaps in your own territory. Let us remedy the situation. Many of these piano prospects are already your customers for other items. Your sales energy, plus our unusual line of pianos, do the rest. There are real profits to be had.

Through exceptional manufacturing facilities Winter & Co. can offer grand and upright pianos of high quality—guaranteed—at today's prices which makes them the outstanding values among the 1933 pianos. The proof is that our dealers have been selling them steadily.

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Please send us details regarding your interesting proposition with catalogs, selling hints, etc. This puts us under no obligation whatever.

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Company

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All Dealers Attending The Music Merchants and Radio Conventions June 5-6-7 Are Invited to **Kimball Hall**

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The House of Kimball believes that opportunities for success in the retail piano business are constantly increasing and is actively soliciting the business of desirable dealers in those localities where the Kimball is not represented.

Kimball is primarily interested in the success of its dealers as a necessary precedent to its own success.

Kimball therefore furnishes not only attractive pianos of the highest quality, invulnerable in competition, but gives its dealers access to the cumulative Kimball experience of over seventy-five years of successful business operations.

This experience includes that of its own methods, constantly improved to meet changing conditions, in retail selling, in collecting, of handling salesmen, of soliciting and financing, and its observations in co-operating closely with dealers in industrial centers, in mining districts, in agricultural communities, in the cotton belt, in small towns and large cities.

The House of Kimball believes that any music dealer can operate more profitably with the Kimball line than with any other and supports this belief with an array of facts which are convincing. You will be most heartily welcome and the Kimball officials will give you every helpful assistance in making this your most profitable Convention trip of all.

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A REPRESENTATIVE showing of the Harmony line of stringed instruments will be on display in Suite 512A in the Stevens Hotel, and in the Jobbers' displays.

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HARMONY instruments are made for the dealer's satisfaction; sold through the jobber you like to buy from.

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Steinway & Sons Will Exhibit at Lyon & Healy

Steinway & Sons, New York, have arranged for an unusually attractive exhibit of their famous instruments in the warerooms of Lyon & Healy, Chicago, during the time of the convention and remaining through the duration of the Century of Progress Exposition in that city. A number of specially designed instruments, including several period models, will be presented in the display and give both the convention visitors and those who attend the exposition an opportunity to study some unusual examples of fine piano case work.

Winter & Co. to Exhibit at the Hotel Stevens

Winter & Co., well-known piano manufacturers of New York, will have an interesting exhibit of the various instruments in their lines in Room 508-A at the Hotel Stevens during the period of the Music Trade Conventions at that hotel, June 5-7. The exhibit includes a number of grands and uprights, including the Winter & Co. Style 60 grand, a five-foot one-inch instrument of unusual tonal qualities and very attractively priced. William G. Heller, president of the company, will be in personal attendance at the convention and exhibit.

Gretsch Issues Booklet on Accordion Service Hints

A booklet of distinct value to the dealer in piano accordions has just been issued by the Fred Gretsch Mfg. Co., of Brooklyn, N. Y. It is entitled, "Service Hints for the La Tosca Accordion Dealer," and explains in simple terms the principles of accordion construction and the manner in which numerous adjustments can be made to instruments without entailing the cost and delay experienced when they are shipped to the factory or distributor for repair work. The booklet, 16 pages, is edited by Don Swengel and William Gretsch, and is illustrated with numerous drawings of accordion parts.

Death of D. F. Cordingly

David F. Cordingly, who, at the time of his retirement in 1930, was dean of the traveling representatives of the Aeolian Co., died at his home in Tuckahoe, N. Y., on April 30, in his seventy-ninth year.

Mr. Cordingly was born in Yorkshire, England, and came to the United States when a youth. He joined the Aeolian Co. in 1891, being associated with the old Vocalion Organ Co., and was one of the first of the company's representatives to travel about the country appointing dealers to handle the line.

Originality in Piano Case Architecture

(Continued from page 32)

The United States is not alone in creating new housings for the piano action, plate and strings. In England a manufacturer, convinced that the hollow in the right rear of the case of a grand piano was tiresome to the public, produced a case perfectly semi-oval in shape with no indentation, claiming that it not



American "Spinet"

only looked better, but provided means for improved tone through increased string lengths. In France, too, the matter has been given some attention, but the most radical step thus far has been the leveling of the front of the grand to give it the appearance of a flush panel from top to bottom, with no apparent indentation for the key bed.

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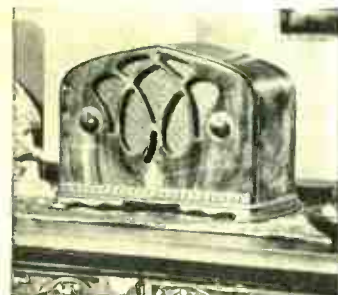
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