

# Radio Retailing

*The Business Magazine of the Radio Industry*

A McGraw-Hill Publication

MAY, 1930

## A SOUND IMPROVEMENT NATIONALLY ADVERTISED, BACKED BY A LEADER IN THE INDUSTRY . . . EVEREADY RAYTHEON 4-PILLAR TUBES

Eveready Raytheon 4-Pillar Tubes are the first real tube improvement in modern radio. Let your customers hear the difference in their own radios . . . an entirely new kind of reception, breath-taking in its realism!

Eveready Raytheons are a quality product, built by a great company, long established. Enormous laboratory resources are behind each Eveready Raytheon, present and future.

You can *hear* the difference and *see* the reason.

The Eveready Raytheon 4-Pillar construction is a SOUND improvement! Look at the illustration. See how the elements are anchored with four sturdy pillars . . . twice the number, giving twice the rigidity of ordinary tube construction.

This 4-Pillar construction is patented . . . no other tube is permitted to use it.

No danger of frozen stock . . . all Eveready Raytheons are licensed tubes. They come in all types and fit the sockets of every A. C. and battery-operated receiver now in use. Your customers are awake to their advantages, because they are *advertised*, nationally and constantly! Tell every customer to put a new Eveready Raytheon in each socket of his present receiver.

NATIONAL CARBON CO., INC.  
General Offices: New York, N. Y.  
Branches: Chicago Kansas City New York  
San Francisco

Unit of Union Carbide and Carbon Corporation



**EVEREADY  
RAYTHEON**

Trade-marks

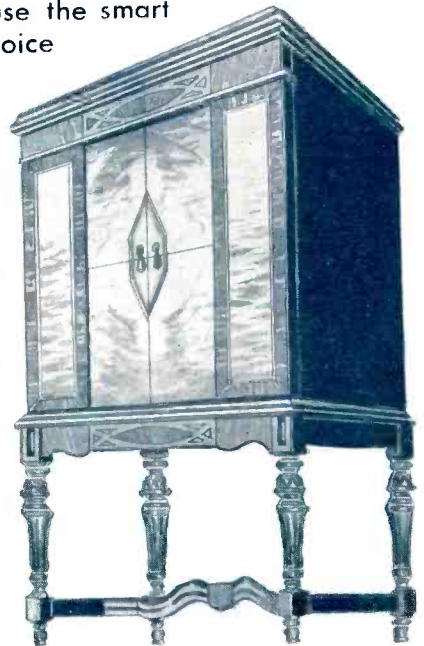
# Spring-Time... Home-Beautifying Time... and Buying-Time

## for Brunswick RADIO SETS

Some dealers think of Spring as a slump period for radio sales. But not Brunswick dealers. This is one time when the beauty of Brunswick gives it a distinct edge on other radio sets. For when Father, Mother and the Children hold council as to what shall be bought to replace old furniture, Brunswick gets the overwhelming vote.

Every month in the year Brunswick radio sets are bought because of the rare entertainment they provide—the perfect fidelity with which they bring in any desired program.

During **home-beautifying** time, Brunswick sets are bought not merely on this account but because the smart design of Brunswick cabinets, their choice woods, their perfect craftsmanship, lend added charm to even the finest homes.

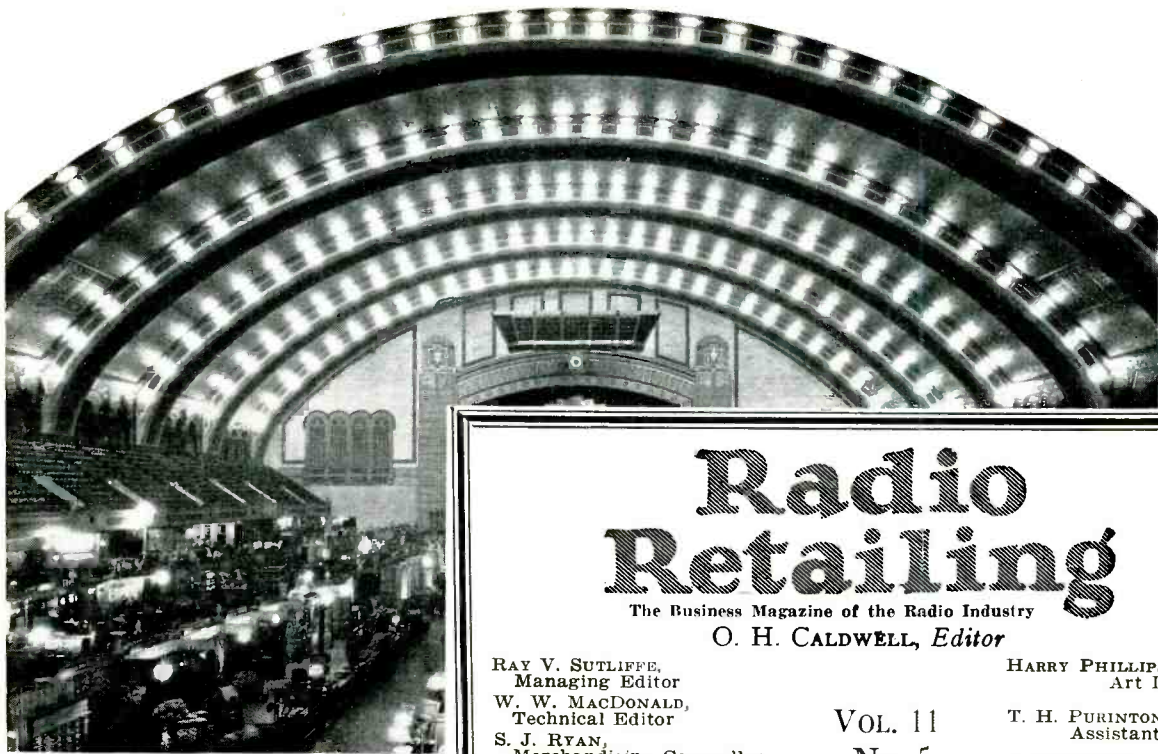


Model S-31, Combination Radio  
with Panatrope

# Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., New York, Chicago, Toronto—Branches in All Principal Cities



The  
**TRADE SHOW**  
 on Paper

**T**HIS YEAR'S Trade Show will have a far greater significance than any of its predecessors. The unusual conditions now prevailing call for the closest study by all within the industry. Those who are able to attend will be fortunate. And for the many thousands of dealers and wholesalers who needs must base their thinking on what they read, the June and July issues of "Radio Retailing" will be of inestimable value as a source of information.

The June issue will cover, in word and picture, the new lines of receivers, the latest in furniture design and the last word in tube and accessory developments.

But the editors will go further than this. The July issue will contain not only a complete report of the engineering advances and trends seen at Atlantic City but an analysis, as well, of the spirit of the convention—the attitude of the manufacturers and the outlook for saner merchandising.

These issues, therefore, will constitute a supplemental trade show. As the radio merchant may view this "paper show" at his leisure, undisturbed by the tumult of the crowd, and as this picture will be painted by unbiased, experienced observers, we urge that the next two issues of "Radio Retailing" be followed closely.

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

RAY V. SUTLIFFE,  
 Managing Editor  
 W. W. MACDONALD,  
 Technical Editor  
 S. J. RYAN,  
 Merchandising Counsellor  
 M. E. HERRING,  
 Publishing Director

VOL. 11

No. 5

HARRY PHILLIPS,  
 Art Director  
 T. H. PURINTON,  
 Assistant Editor  
 C. GRUNSKY,  
 San Francisco  
 P. WOOTON, Washington

## Contents for May, 1930

Copyright, 1930, by McGraw-Hill Publishing Company, Inc.

Fact, Not Fancy . . . . .	An Editorial by Ray V. Sutcliffe	21
Aggressiveness Our Best Defense . . . . .	By H. U. Mann	22
Duluth Controls Demonstrations . . . . .	By Herman Johnson	25
Refrigeration Possibilities . . . . .		26
Servicers Sell Electric Clocks . . . . .		29
Lessons From a Prospect . . . . .	By R. Bigelow Lockwood	30
The Trade Show . . . . .		32
The Patent Picture . . . . .		34
The Radio Census . . . . .		35
A Voice From Panama . . . . .		36
Trade Travel Talks . . . . .		38
Ten Sales Ideas . . . . .		40
Novel Window Trims . . . . .		42
Set Analyzers, Listed and Described . . . . .		44
How to Use Advertising Material . . . . .		46
Systematized Service . . . . .	By W. W. MacDonald	49
Editorials . . . . .		52
Recent Products From the Assembly Line . . . . .		54
The Pith of the News, Extracted by "Detector" . . . . .		58

McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

Cable Address: "Machinist, N. Y."

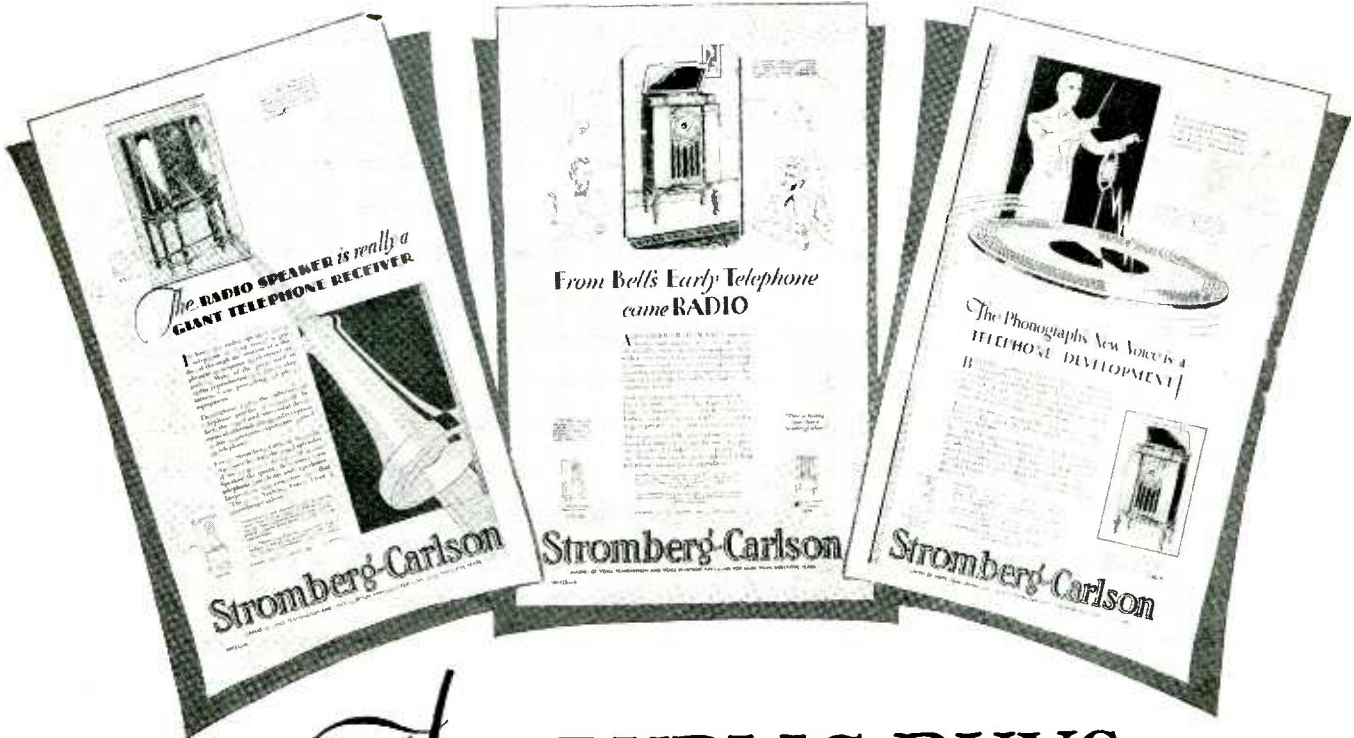
JAMES H. MCGRAW, Chairman of the Board  
 MALCOLM MUIR, President  
 JAMES H. MCGRAW, JR., Vice-Pres. and Treas.  
 EDWARD J. MEBREN, Vice-President

MASON BRITTON, Vice-President  
 EDGAR KOBAK, Vice-President  
 HAROLD W. MCGRAW, Vice-President  
 H. C. PARMELEE, Editorial Director  
 C. H. THOMPSON, Secretary

NEW YORK District Office, 285 Madison Ave.  
 WASHINGTON, National Press Building  
 CHICAGO, 520 North Michigan Ave.  
 PHILADELPHIA, 1600 Arch Street  
 CLEVELAND, Guardian Building  
 DALLAS, 303 Thomas Building  
 LONDON, 6 Bouverie St., London, E. C. 4

ST. LOUIS, Bell Telephone Building  
 SAN FRANCISCO, 883 Mission Street  
 BOSTON, 1427 Stater Bldg.  
 GREENVILLE, S. C., 1301 Woodside Bldg.  
 DETROIT, 2-257 General Motors Bldg.  
 LOS ANGELES, 632 Chamber of Com. Bldg.  
 LOS ANGELES, 632 Chamber of Com. Bldg.  
 LOS ANGELES, 632 Chamber of Com. Bldg.

Member A.B.P. Member A.B.C. Printed in U.S.A.



# The PUBLIC BUYS the Receiver with the Telephone Background

**S**tromberg-Carlson advertising long has stressed the importance of telephone knowledge and experience in the production of fine radio receivers. That the public is becoming more and more conscious of this fact is evidenced by the 50 per cent increase in Stromberg-Carlson sales for the first quarter of 1930 over the same period in 1929.

Quality of performance insured by the telephone background—persistence of advertising—integrity of direct-to-dealer merchandising—strict maintenance of the factory price—prestige of association with radio's proudest group of merchants—these are the elements that make a Stromberg-Carlson franchise desirable.



No. 846 Art Console. Ten tubes. Triple Screen Grid. Automatic Volume Control. Visual Tuning Meter. "Silent" Push Button. Price, less tubes, East of Rockies \$347.50

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra over the N. B. C. Blue Network and Associated Stations.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.



No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Compact walnut finished cabinet. Triple Screen Grid. Price, less tubes, East of Rockies . . . \$369



# Stromberg-Carlson



MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

1894
1930



# LEADERS AGAIN

*We Announce*

# UTAH

# ELECTRIC PICK-UP

New, advanced in principle and Supreme in tone quality, Utah Electric Pick-up is starting in its reproduction qualities. Try IT!

... Utah Electric Pick-up offers a new profit possibility to those who have learned to depend on the quality of Utah products.

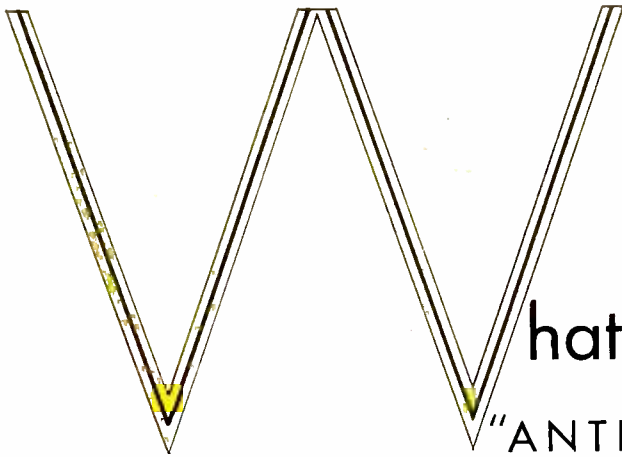
Information on request.

**UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago**

SALT LAKE CITY

NEW YORK

TORONTO, CANADA



# What do you mean—an "ANTI-DEPRECIATION TUBE"?

The more you know about radio tubes, the more you realize that some of them change their tone quality with use.

What has happened? They still light up; the set still works—but the tube isn't delivering the service it was bought to give.

When a tube changes its tone with use, it has dropped too rapidly in emission characteristics. A good tube stands up in service; it doesn't get tired.

The main proof of the high quality of Gold Seal Radio Tubes is the fact that in thousand-hour tests they drop very slightly. They sound as good when the set is paid for as when you first made the sale.

Protect your reputation and your sales with the quality of Gold Seal Tubes. Find out about territories and terms right now.

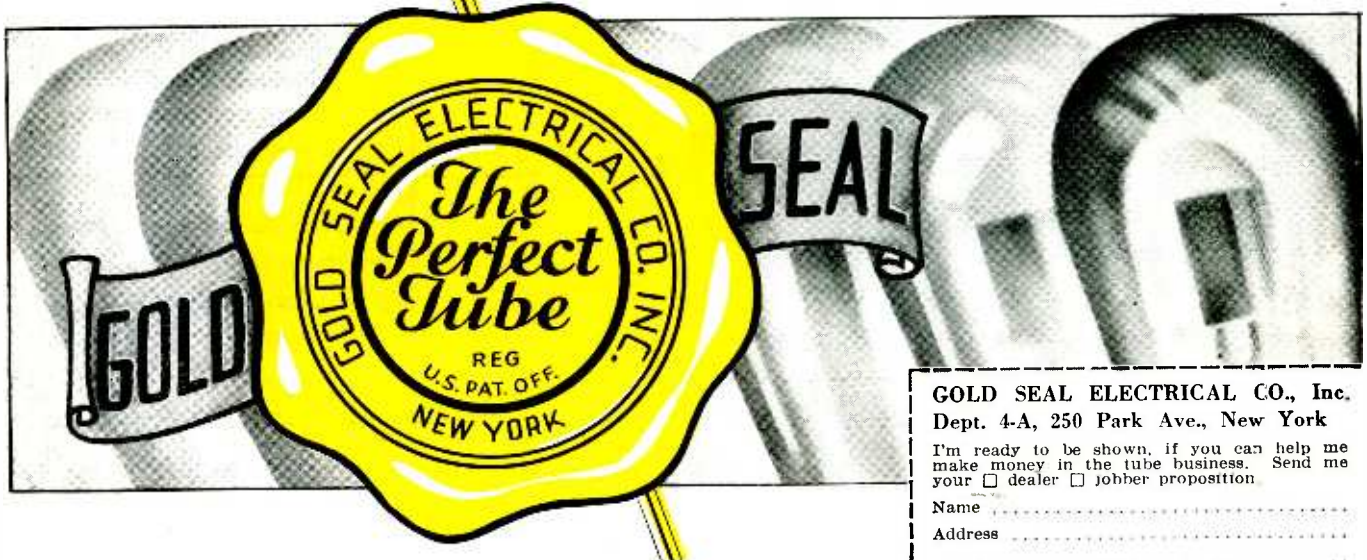
## G O L D S E A L

ANTI-DEPRECIATION TUBES

GOLD SEAL ELECTRICAL CO., INC. 250 PARK AVENUE, NEW YORK

*A Tube for Every Set and Every Socket*

Some Exclusive Territories  
Still Open. Send the Coupon.



GOLD SEAL ELECTRICAL CO., Inc.  
Dept. 4-A, 250 Park Ave., New York

I'm ready to be shown, if you can help me  
make money in the tube business. Send me  
your  dealer  jobber proposition

Name .....

Address .....

.....



# They shop no farther

**S**HOPPERS . . . you sense the fact as soon as you see them. Something slightly hesitant in their approach—a trace of embarrassment—a general air of “if, maybe, perhaps”—nothing specific, but you know. Experience tells you that they have been going from store to store, listening to different sets, comparing. Now let them hear the new Grebe, and they will shop no farther.

They have learned that screen grid means power; show them how this power is controlled, without sacrifice of volume or clarity, in the set that is *newer than screen grid*. They have learned that good, modern radio sets a high musical standard; show them how Grebe *Tri-toned* radio adds to their enjoyment of every variety of broadcast entertainment. Tune in any popular program. You won't have to tell them who is on the air; they will instantly identify their favorites by the lifelike quality of this receiver.



Among the low frequencies, among the high frequencies, at any calibration on the dial, filter out the wanted broadcast. No overlapping, no distortion—no apologies. Get distance for them, *regardless of the hour*. What if powerful local stations are on! The Grebe reaches out beyond at any time and brings in far-off stations intact, with local vividness.

Pin these shoppers down. Tell them about the *exclusive* equalized band pass filter, single audio stage, original large diameter speaker, automatic phonograph circuit—features that place the new Grebe at least a *year ahead of the field*.

They probably did not intend to buy when they walked in, but the intention is theirs now and it's concentrated on this set. So, write “finis” to their shopping tour—write it on your order pad.

## Grebe radio

SUPER-SYNCHROPHASE



ALFRED H. GREBE—“Further evidence of the manner in which the profits earned on the Super-synchrophase are safeguarded is shown by the limited number of service calls. It is practically infinitesimal—a small fraction of one per cent. There is no continual drain on your earnings on this set after you have sold it. Its uniformly precise construction is a tribute to the craftsmen who build it—a source of comfort to our franchise holders.”

A. H. GREBE & COMPANY, Inc., Richmond Hill, New York  
Western Branch, 443 So. San Pedro Street, Los Angeles, California



# Is Service Eating up your Profits?

WHEN a customer demands service, it's because the product you sold him has not performed perfectly. This may be due to any one of many reasons but it is up to you to straighten out the trouble and that means lost time and extra expense.

Too often, the trouble is caused by a nut getting loose, resulting in poor connections, lost parts and even more serious complications. And loose nuts are due to only one thing—*faulty lock washers.*

Shakeproof lock washers have proved time and time again that they positively prevent nuts from working loose. Their twisted steel teeth bite into the nut and the greater the vibration, the tighter they lock. Test them in your own shop—put Shakeproof lock washers on your next service job and let actual results convince you. Free samples will be sent on request—write for them today!

*Insist on Shakeproof equipped products—they require less service and that means increased profits for you*



## SHAKEPROOF Lock Washer Company

(Division of Illinois Tool Works)  
2531 N. KEELER AVENUE • CHICAGO, ILLINOIS

*"It's the Twisted Teeth that lock"*

U. S. Patents 1,419,564  
1,604,122—1,697,954  
Other patents pending.  
Foreign patents.



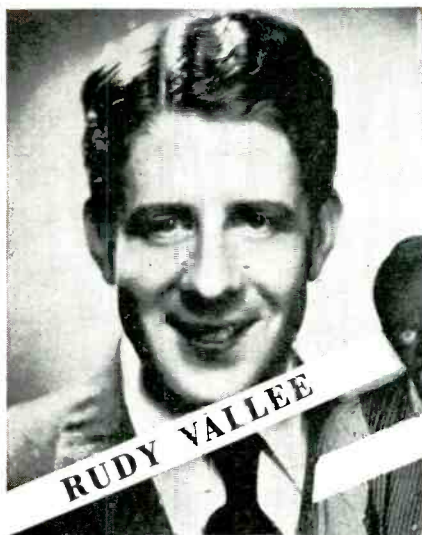
Type 12. Internal For S. A. E. and Standard Machine Screws

Type 11. External For Standard Bolts and Nuts

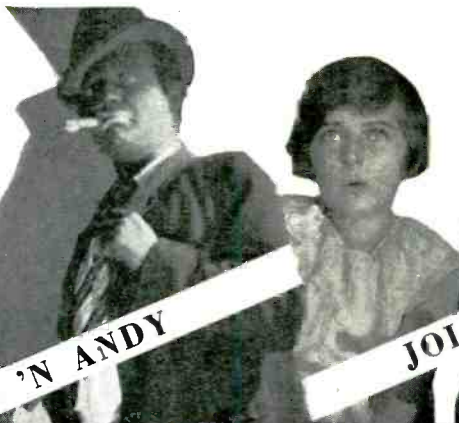
Type 13. Countersunk For all Countersunk Screws

Type 20 Locking Terminals—For Radio and Electrical Work





RUDY VALLEE



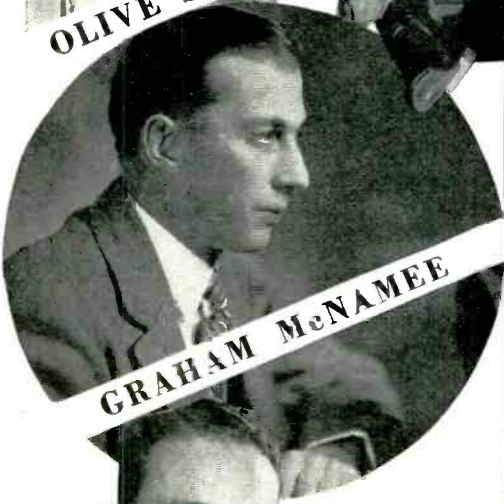
AMOS 'N ANDY



JOLLY BILL & JANE



OLIVE SHEA



GRAHAM McNAMEE

# LET THESE FAMOUS STARS BOOST YOUR RADIO SALES

## HERE'S THE MOST SENSATIONAL IDEA IN THE HISTORY OF RADIO SELLING!

... How would you like to have *Rudy Vallee*, the *Vagabond Lover*, pulling the women buyers into your store?

And just imagine *Olive Shea* inviting the men prospects to come in and talk over that new set with you!

Listen, men! How would you like *Amos 'n Andy* plugging for you? And *Graham McNamee* ... the *Smith Brothers* ... *Vincent Lopez* ... beloved by

millions of radio fans—drawing 'em into your place!

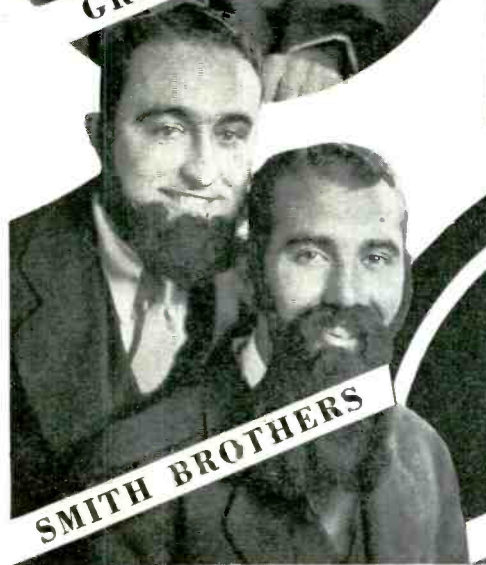
Men, this will happen in hundreds of radio stores throughout the United States this summer! ... Demand the facts at the National Union booth and at the 10th floor rendezvous at the Ritz Carlton Hotel—Radio Show Week in Atlantic City.

And don't miss this year's Special National Union Radio Tube entertainment! Pst-t!

**NATIONAL UNION RADIO CORPORATION**  
400 MADISON AVENUE, NEW YORK CITY, NEW YORK

# MEMO!

Yes! At the Show, I *must* remember to ask National Union about that "Radio Star" Idea!



SMITH BROTHERS



CLAIRE CARTER



MACY & SMALLE

# *Not everyone will want it...*

**WE** don't mean that the Story & Clark Radio is beyond the means of the many—it isn't. Or that it is necessary to take an intelligence test before purchasing one. But we don't for a minute believe that it will appeal to everybody. It is so good looking that not everyone will realize how good looking it is, so accurate in tone that not everyone will be able to perceive the full difference. And so, not every dealer will be invited to sell it—only those dealers whose local standing makes it appropriate for them to sell a radio built like a fine musical instrument. The confidence of such dealers will be enlisted by the financial security of the House of Story & Clark, and by its freedom from indiscretions in the past.

## **THE STORY & CLARK RADIO**

*(Built complete in the Story & Clark factories)*

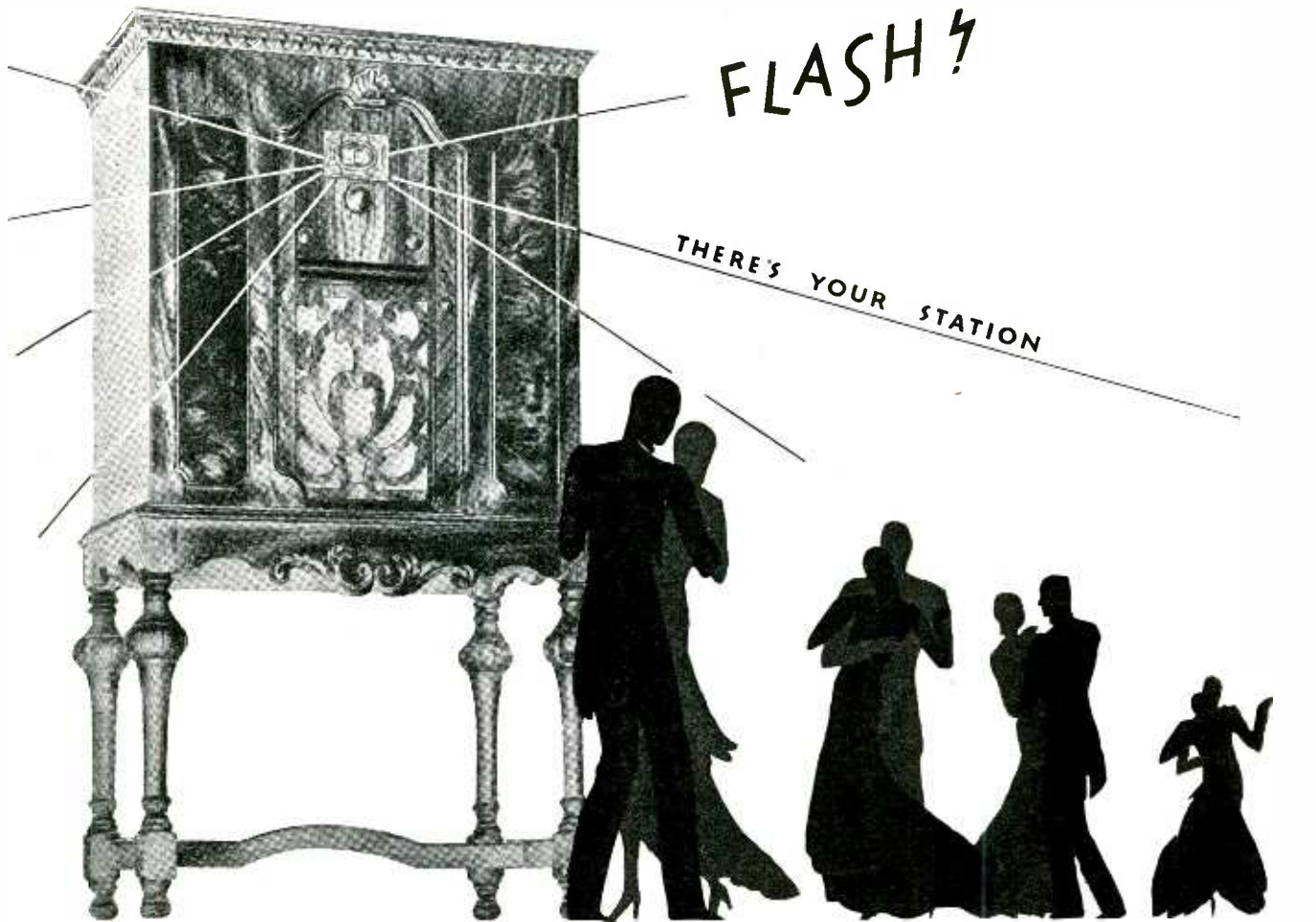
**THE STORY & CLARK RADIO CORPORATION**  
173 North Michigan Avenue • Chicago

*Division of the House of  
Story & Clark, makers of fine musical  
instruments since 1857*

**BOOTHS B27-28, R.M.A. SHOW, ATLANTIC CITY**  
Suite 18 to 22—Eleventh Floor, The Ritz-Carlton—Atlantic City

*A complete line will be presented, at prices in accord with the unusual quality of the instruments.  
Discounts are adapted to the needs of quality retail merchandising.*

*Licensed under R. C. A. and Affiliated Companies. Charter Member R. M. A.*



# EDISON **LIGHT-O-MATIC** RADIO

**Prestige Pays Profits!** Price wars have worried retailers since business began. And they have always been unprofitable!

Dealers grown weary of the "cheap! cheap!" cry . . . dealers who realize the havoc wrought by unstable prices . . . are more and more turning to the Edison line.

For two reasons: First, because Edison is the radio

which has the public confidence today . . . confidence reflected in continued sales gains. Second, because Edison prestige actually makes price a secondary consideration. Here's a radio you can make real profit on—one that will build volume business for you.

Write now for information about the Edison franchise. And be sure to visit the Edison Booth at the June Trade Show.

DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A. Edison*, ORANGE, N. J.

### EDISON DISTRIBUTORS:

EDISON DISTRIBUTING CORP. AT THE FOLLOWING ADDRESSES: ATLANTA, 199 Forsyth St. S. W. . . . BOSTON, Statler Bldg. Main St. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, 500-502 Elm St. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 2107 Grand Ave. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn. Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

\* \* \*

ATLANTA, Southern Electric Supply Co., 81 Marietta St. . . . BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 6545 Carnegie Ave. . . . DES MOINES, Stoner Piano Co. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . GRAND RAPIDS, Morley Brothers . . . INDIANAPOLIS, Peerless Electric Supply Co., 122 So. Meridian St. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . MEMPHIS, Russell-Heckle Co. . . . MINNEAPOLIS, The Belmont Corp., 316 So. 3rd St. . . . NEW ORLEANS, Southern Radio Distributors, 128 Chartres St. . . . NEW YORK, Blackman Distg. Co., 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Brothers . . . ST. LOUIS, The Clentone Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.



YOU'LL BE  
**WELCOME**



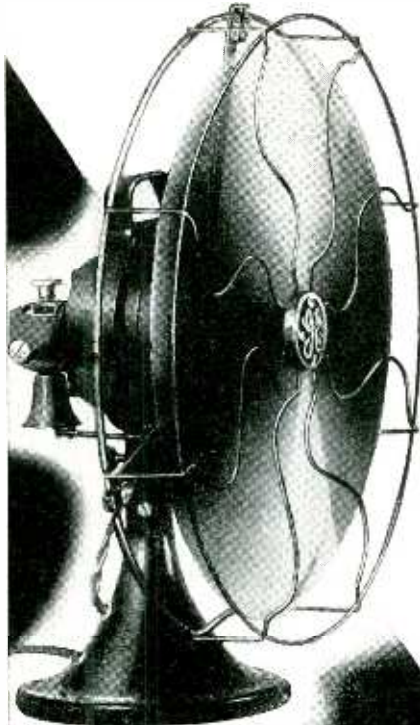
**KEN-RAD**  
HEADQUARTERS

AMBASSADOR HOTEL • ATLANTIC CITY, N. J.  
R. M. A. SHOW SPACE 48 AND 49

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY  
*A Division of KEN-RAD TUBE AND LAMP CORPORATION*

# CASH IN on the prestige of the GENERAL ELECTRIC NAME

## It assures you Greater Fan and Cleaner Profits . . .



It grows steadily greater, that prestige of the General Electric name —the public good-will that makes selling easier for you. Every day an increasing number of people in your own community accepts the G-E Monogram on electrical merchandise as a mark of quality and deperdability.

Then, too, more than a billion G-E advertisements help sell G-E merchandise every year. General Electric Fan and Cleaner advertising appears regularly throughout the selling season. It stimulates purchases in your own territory.

Not far from your store are prospects by the dozen. You can sell them the Fans and Cleaners they know best—General Electric.

We suggest that you get in touch with the General Electric Merchandise Distributor in your territory at once. He is ready to help you achieve a bigger Fan and Cleaner volume for 1930. Or just mail the coupon to us.



**DE LUXE  
MODEL  
\$42<sup>50</sup>**

**Oscillating Fans**

10, 12, 16-inch Models

10-inch Utility Fan



This dealer's sign appears in all General Electric Fan ads this year



**52-inch Ceiling Fan**

Merchandise Department, Section V-605,  
General Electric Company,  
Bridgeport, Conn.

Please send me free details of your new sales plan and sales helps for 1930.

Fans \_\_\_\_\_ Cleaners \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

BRIDGEPORT, CONNECTICUT

# GENERAL ELECTRIC

## MERCHANDISE PRODUCTS



# How can you do it

**8 TUBES**—3 screen-grid—*power detector, push-pull power amplification, electro-dynamic speaker, fully shielded cadmium plated chassis, local and long-distance switch, phonograph jack, swirl walnut and satinwood cabinet—absolutely humless, sensitive, selective and tone-true, with theatre volume.*

**H**OW can we do it? Every dealer and distributor asks the question: "How can you produce Clarion Radio for \$109.00 when others selling for twice the price do not offer equal performance or eye value.

Answer: TCA fabricates from the raw material and assembles *everything* that goes into Clarion Radio at one profit and one overhead. TCA has one of the most modern and complete radio manufacturing plants in the world—equipped with the finest and most efficient machinery.

TCA is one of the two or three radio manufacturers who fabricate all of the intricate parts. For example, TCA produces from the raw material:

*Filter and by-pass condensers*  
*4-Gang variable condensers*  
*Electro-dynamic speaker—complete*  
*Chokes and audios—power transformers—*  
*super power pack—voltage regulators, etc.*

TCA makes *every* stamping in its own plant. TCA has installed at a cost of \$40,000 the finest automatic cadmium plating system in existence today.

These operations alone account for enormous savings in production costs—they account in large part for the low price at which this quality radio is offered.

TCA is an organization of radio experts—headed by one of America's ablest production geniuses—backed by years of experience in making essential parts for many of the leading radio set manufacturers.

TCA has no tainted past to worry about—**no old sets to sell—no obsolete inventory to work off—no poor performance of last season to explain away—and no financial deficits to make up.** Instead TCA starts fresh—with a great value in radio that was designed last May and tested, developed and perfected throughout an entire season.

TCA offers in Clarion Radio, according to many of the leading distributors, the greatest value on the market—in appearance, workmanship and performance—and at a price that assures rapid turnover and substantial profits to dealers.

The liberal TCA advertising plan will meet with the approval of every radio merchant.

The TCA Commercial Credit Trust finance plan assures dealers of the immediate and satisfactory handling of customers' paper at minimum cost.

Distributors in unoccupied territory and dealers are invited to write for details or inspect Clarion Radio now on display at our factory.

TRANSFORMER CORPORATION OF AMERICA, 2309 SO. KEELER AVENUE, CHICAGO

*At the R. M. A. Show, Atlantic City, visit the Clarion Theatre, (Sound-proof Booth No. 32A) and Display Booth Sec. B-48-49*

*Headquarters and demonstrating rooms, Ritz-Carlton Hotel*

*Licensed under R. C. A. and Associated Company Patents. Member R. M. A.*

# Clarion

# for \$109.00?

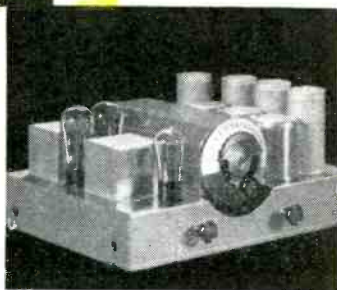
Model AC-55 Clarion Radio-Phonograph Combination (not illustrated) will be available within thirty days. Standard Clarion chassis complete with electric pick-up and electric driven turntable, housed in an unusually beautiful cabinet of matched woods. List price, without tubes, *under* \$200.00.



Model AC-51—an unusually attractive cabinet of swirl walnut and satinwood, 40 inches high, 26½ inches wide, and 14½ inches deep. A full sized cabinet, yet not too large for the smaller rooms. Standard chassis, electro-dynamic speaker. List price without tubes—\$109.00.



Model AC-53—De Luxe cabinet of swirl walnut, burl elm and satinwood, 44 inches high, 28 inches wide, 14¾ inches deep. One of the handsomest cabinets that will be shown this season—standard chassis, electro-dynamic speaker. List price without tubes—\$129.00.



*Chassis.* Tuned Radio frequency—three screen-grid tubes as radio frequency amplifiers—one '227 tube as power detector—one '227 tube as first stage audio frequency feeding two '245 power tubes operating electro-dynamic speaker—power supplied by a '280 rectifier tube. Line fluctuation automatically controlled by voltage regulator. Power pack entirely separate and easily accessible. Chassis, speaker, and power pack weigh 65 lbs.

**Put this in your pocket**

Clarion Radio RMA Show, Atlantic City. Booth 48-49, Section B.

Don't miss the Clarion Show at Clarion Theatre, Room 32A, Exhibition Bldg.

**Put this in the mail box**

Transformer Corporation of America, 2309 So. Keeler Ave., Chicago.

Send me full information regarding Clarion Dealer  Distributor  Proposition.

Name \_\_\_\_\_

Address \_\_\_\_\_

## the Golden Voice of Radio

# WATCH SPARTON

*New developments at the*  
**ATLANTIC CITY  
 SHOW**

**F**URTHER achievements to be introduced by Sparton at Atlantic City will keep Sparton Dealers in the position they have always enjoyed . . . a year ahead of the industry as a whole. To you who know Sparton's past history this should mean much. Look into it without fail.

*Sparton's Atlantic City Headquarters*  
**HOTEL TRAYMORE**

**THE SPARKS-WITHINGTON COMPANY**  
*(Established 1900)*

**JACKSON, MICHIGAN, U. S. A.**

*Pioneers of Electric Radio without batteries of any kind*

(453)



*This is Sparton's 30<sup>th</sup> Anniversary Year*



“We found over a period of two years that CeCo Tubes were the most profitable to handle in more than one way”

ALBERT A. LIST, List Brothers, Distributors, Fall River, Mass.

“Many radio dealers make a profit carrying six or more brands of tubes... I can prove there’s more to be made cutting stock, increasing turnover and building goodwill ... Today, it’s a case of concentrating on one or two first-line tubes offering attractive profits... If it’s quality with liberal discounts—CeCo has both.”

**DO YOU KNOW?**

1. The CeCo million dollar factory of 3½ acres is the largest and most modern plant in the world devoted exclusively to the manufacture of radio tubes.

2. CeCo has pioneered in such tube achievements as the B-409, B-406, “G,” “H,” “K,” Hi-Mu, the A. C. Screen Grid 224 tube and the A. C. Pentode.

*Ernest Bauer*  
PRESIDENT,  
CECO MANUFACTURING CO., INC.  
PROVIDENCE, R. I.



**CeCo**

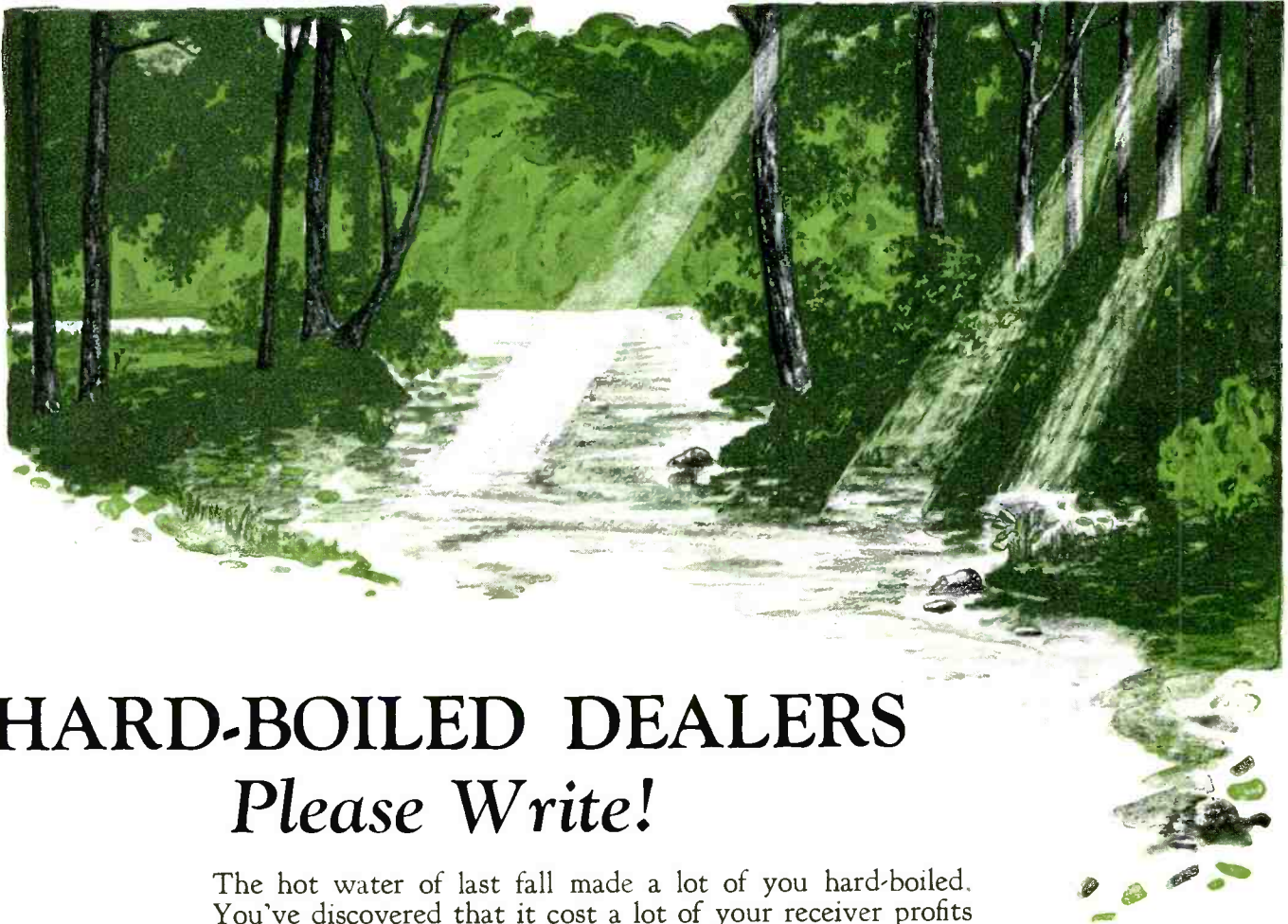
1930

*Radio Tubes*

● The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern Standard Time over the Columbia Chain from 22 stations. Be sure to listen in next Monday.

● CeCo Tubes are licensed under patents and applications of Radio Corp. of America, General Electric Co., Westinghouse Electric and Mfg. Co., and Associated Companies.

MEET US AT THE R.M.A. TRADE SHOW, ATLANTIC CITY



# HARD-BOILED DEALERS

## Please Write!

The hot water of last fall made a lot of you hard-boiled. You've discovered that it cost a lot of your receiver profits when misbehaving tubes had to be replaced—not to mention the cost of time for service men to make these replacements.

Take nobody's word on tubes—not ours, either. Make a simple experiment. Buy just a few Sylvania Tubes for a couple of your new receivers. Compare their service record with the average of other tubes.

Sylvania believes a guarantee is something built in by engineers and not just printed on paper.

Clip The Coupon In the Corner  
Make the Test — And Know!

**SYLVANIA PRODUCTS COMPANY**  
Emporium Pennsylvania

[ The home of the Sylvania Foresters who are heard each week over  
WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WREN, KFAB,  
WGY, WLW. ]

# Sylvania

## RADIO TUBES

Licensed Under RCA Patents



 A large green leaf graphic with a white stylized 'S' logo inside it. The leaf has detailed vein patterns and is positioned to the right of the main text.
 

Sylvania  
Products Co.  
Emporium, Penna.

I'm open-minded on this thing and I'll invest  
the dealer's price of a couple of sets of tubes for a  
..... receiver, model.....  
Name..... Address.....  
City..... State.....

MAY, 1930

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,  
*Editor*

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

## FACTS —

## Not FANCY

**T**HIS is a time when the cold facts must be faced. Due to fundamental circumstances, radio sales experience a marked let-down from March to September each year. Even a casual review of those constantly recurring phenomena of late winter dumping, and of dealers living off their fat during the summer months, will reveal the need for a different merchandising viewpoint if the radio dealer is to prosper from January to January.

This year the situation has been particularly acute. Following the September and October financial flutter a more than usual number of radio manufacturers found it expedient to offer for sale their perfectly good radio receivers at drastic price reductions—and to clear them through the path of least resistance.

Because of the unusual values offered, this merchandise was readily absorbed by the public. It is now apparent that many of the prospective buyers of radio equipment, who normally would contact the regular radio outlets during the spring and summer months, have already been satisfied.

A "secondary" reaction, therefore, has hit the radio industry. In general, retail sales are reported as approximately 20 to 40 per cent below

The radio dealer is entitled to a living profit every month in the year. If he must add lines other than radio to obtain this objective then the radio manufacturer should not stand in the way of such a necessary step but rather should encourage it.

those of April last year. Can the radio dealer be blamed, therefore, if he turns to other commodities as a source of relief from a situation which has been made doubly unbearable by a combination of natural causes aided and abetted by the unwise policies of certain manufacturers?

*Radio Retailing* bespeaks the sympathetic co-operation of the radio manufacturer at this time. Both the manufacturer and the radio dealer must realize that the latter, by training and because of his physical facilities, is equipped to do a vigorous summertime selling job providing he has the products suited to a summer demand.

Primarily and above all he must first go out and push radio sales. Radio should always be given preferred consideration—but, we contend, the intelligent, ambitious radio dealer will find pleasure and profit in broadening his lines and his consumer contacts. Providing, of course, that the circumstances require it, that his working capital will permit it and that his personal attributes measure up to these additional responsibilities.

And the best part of such a policy of additional merchandising activity is that it is bound to increase the sale of radio products as well.

# *Selling in the Home*



# Multiplies

# DESIRE

By H. U. Mann

Manager, Dealers Sales Service Department,  
May Distributing Corporation, Operating in  
New Jersey, New York and Massachusetts

"I don't like your policy against home demonstrations," Mr. Mann telephoned us the other day.

"We're not against them if they can be profitably conducted," the managing editor of "Radio Retailing" replied, and followed this remark with an invitation to Mr. Mann to give our readers the benefit of his extensive experience in home selling.

Because this former manager of the sales promotion department of the Eureka Vacuum Cleaner Company, has had 15 years' practical experience managing outside salesmen with such nationally known firms as the Premier Vacuum Cleaner Co., the Federal Electric Co. and Eureka, and because he now is with one of the largest and most successful radio wholesalers in the country the following article is unusually significant.

▼  
"HOUSE to house canvassing!" "Free trial offers!" Phrases before which even the stoutest radio dealer has been known to quake. But come now, let's be honest with each other, should these things be squelched?

Putting the matter this way: is it sound business sense to cultivate your territory and to grant limited home demonstrations? The answer to this latter question, is an emphatic, "Yes!" By which you will deduce that there is a right and a wrong way to do things.

It is my purpose in this article, therefore, to defend—nay to urge—intelligent in-the-home selling and demonstrating of radio equipment. Based on an extensive experience with home appliances and entertainment devices, using both store and outside selling methods, I am convinced that today's radio sales problems can only be solved by intensive, in the field, operations. Let us, therefore, from now on, wage an aggressive campaign—not a defensive one.

THE home demonstration is the life of direct home solicitation. Large immobile specialties such as pianos and electric refrigerators are mostly sold through home solicitation for a store demonstration. Yet both of these specialties have been successfully sold by the home demonstration method. The home demonstration of a specialty is not primarily employed to prove performance; its chief worth is as a lever to accelerate the normal process of the realization of the need for that particular specialty—to stimulate desire.

Direct solicitation does not wait for the full blown rose but seeks the bud and, in the hothouse of the home demonstration, cultivates a plant that otherwise might never bloom—at least not for the particular gardener involved.

That direct selling by way of home demonstrations is

profitable in every home specialty field is proved by the many successful companies now operating and the many outstanding successes in the radio industry. We have ample proof, on the other hand, that inefficiency, inability and insufficient capital are as certain to cause failure in the direct sale of radio as in any other line. Direct selling calls for skill, capital and control. Radio retailers inexperienced in direct selling should seek competent counsel before undertaking direct selling on a large scale. It is great stuff when done correctly and it takes the valleys out of the sales curve.

When you slip a worm over a hook and drop it into the water, you are not set on feeding fish, you are out to catch them. In fishing you try to pull in every "customer" who swallows your bait. You then throw away the undesirable ones and carry on. Unskilled anglers frequently lose partially landed fish and some are even "taken for their tackle."

Which all means that when a customer walks into a dealer's store "free home trial" can be changed into a "short approval period" with a distinct understanding that if the set performs as promised the sale is made.

THERE is a vast difference in selling a prospect who comes into a dealer's store and solicits a free trial and the procedure of outside selling where the dealer's salesman solicits "cold turkey" for a home demonstration. The store visitor presents himself as a prospect for a radio set while the solicited prospect belittles the possibilities of a sale.

In the first instance, you are confronted with an expressed or implied desire to immediately possess a radio. You need only close the sale. In the second case, you have to create the desire and then sell the radio. Therefore it is obvious that the granting of indiscriminate free trials to store prospects is a sign of a weak sales policy.

The function of the salesman is to sell. When a prospect walks into a dealer's store and counters the salesman's efforts to make a sale with a request for a free home trial the salesman is challenged to pit his sales ability against the indecision of the prospect.

"Joyriders," like dead beats, seldom are aware of their classification. The first believes he really intends to buy. The latter hopes to pay. The skilled salesman will proceed to attempt to close the sale in the store. He will secure agreement on every possible point, eventually bringing the negotiations to a stage where the only possible excuse for further postponement of purchase appears to be based on one or more of the three following conditions: 1. Performance of the set at home. 2. Satisfaction of one or more members of the family who are

(Please turn to next page)

unable to visit the store. 3. Appearance in the home.

Frequently only one of the above conditions may exist but if more exist endeavor to eliminate all but one objection. This one concession to the stand that a home demonstration is needed must be partially admitted—to permit the prospect a temporary victory.

The astute floor salesman then proceeds to qualify his prospect's contentions to the point that, if the set fulfills the conditions of the one remaining requirement, the sale is made.

He then concentrates on the one point and again urges that the customer close.

The salesman must remember that indecision is as much a common trait of the average prospect as the power of persuasion is the mark of the effective salesman. More frequently than otherwise potential joyriders can be sold in the store by this procedure.

**I**F, however, having exhausted all means at his command, the salesman is unable to close he is now in a position to qualify the home demonstrations on a single point and if he is selling good merchandise he need have no fear of sending a set on approval for the specified time, preferably twenty-four hours.

Where there is a charge for installation the salesman collects the installation charge in advance and the aerial becomes the property of the prospect. The prospect, having manifested a sincere desire to purchase a radio, must have an aerial, whatever set is purchased. If the prospect already owns a radio a new aerial can often be sold. This procedure can be followed where no charge is made for installation of a purchased set, the installation charge to apply on the purchase price.

If this deposit is secured the salesman proceeds to write up the order on a regular lease form—explaining to the prospect that it is an approval order. He leaves the down payment space blank and, if possible, gets a signature. The prospect may shy at signing and the salesman then fills in the words "to be delivered on approval" and secures the signature.

Once more he presses for a down payment. His prospect is wary now and the salesman tries once more—pleasantly persistent—and frequently having previously yielded to the prospect he finds the victor is now willing to capitulate.

Presuming, on the other hand, that the prospect remains firm, the set is shipped. But, is it sent on free trial? No indeed! The earnestness of the salesman has dispelled that idea. A confirmed joyrider would have quit long ago. No sir! the set is now sent to the home as a sale, provided it pleases in the home.

**T**HE demonstration must be followed up the evening of the day of the delivery and closed that same evening, if possible, by the salesman who made the placement. No set should be out over three days. Agreement should be made that the down payment or check in

full will be ready if the demonstration is satisfactory.

A temporary hookup is often as great an aid as a hindrance. Many modern sets perform beautifully on a short indoor aerial and the salesman can enthuse about the improvement in reception when the regular hookup is made, thus quickening the desire to buy so as to accelerate the permanent installation.

Loose talk about installation costs is a sign of poor management or misinformation. Temporary installations can be made by salesmen or delivery men in short order if sets and tubes are tested before being sent out.

Many homes have good antenna and grounds connected to present sets and installations in such cases are satisfactorily accomplished even by inexperienced salesmen.

There is no excuse for marring sets thus placed beyond occasional surface scratches which are quickly and cheaply effaced. Care in delivery and pickup will cut refinishing costs to a fraction of the alleged expense which some retailers claim are inevitable. Tubes need not be lost or stolen. Defective tubes are replaceable. Tube breakage can be held to a low figure. Expense claimed for tube loss on home demonstrations is a direct confession of inex-

usable laxity in stock and personnel control. If tubes were \$2 bills no dealer would ever lose one. Consider them from this angle at all times.

**I**F a sale falls through the dealer's truck can frequently pick up the radio and deliver it for the next demonstration without bringing it into the store. The driver secures a receipt from the new prospect. In this manner the delivery expense, which is an important item, may be cut considerably. This method should be used only where placements are a considerable distance from headquarters and occur frequently enough to warrant the practice. Specialization for direct selling on one or two popular lines will expedite this plan.

There should be no depreciation of set or tubes if standard top notch merchandise is placed. Reconditioning more often than not consists of five minutes or less of polishing.

The most important elements of the success of the demonstration are: 1. Qualify the approval. 2. Test set and tubes before sending. 3. Make prompt call and use sales pressure while prospects are enthused. Above all, the set must perform perfectly in the home.

Thus the radio merchant, having borrowed the bait of the typical specialty merchant, wears out or lands the nibblers in his store, or having determined that he has a real prospect on his line, qualifies him to the point of definite agreement of a promise to buy if the merchandise is as represented. He gives him a little slack, then tightens up and nets the sale or forgets about it. But—here's where the dealer has the edge on the fisherman—the ones he loses, if he has played square, often jump in his creel at a later day without a struggle.

### *Fishing, Mechanics, and Horticulture*

**When you slip a worm over the hook and drop it in the water you are not set on feeding fish, you are out to catch them. In fishing you try to pull in every "customer" who swallows your bait. You then throw out the undesirable ones and carry on.**

**The home demonstration of specialties should not primarily be employed to prove performance. Its first worth is as a lever to accelerate the normal process of the realization of the need for that particular specialty—to stimulate desire.**

**Direct solicitation does not wait for the fullblown rose but seeks the bud and, in the hothouse of the home demonstration, cultivates a plant that otherwise might never bloom.**

# Duluth *Unhorses the* JOY RIDER

By Herman Johnson

*Standard Hardware Store  
Duluth, Minn.*

THE radio joyrider is a gyp. There may be a thousand and one reasons why he does not buy your set after it has been on trial but if the sale does not materialize, the irrevocable fact is that he has gyped you of your time, money and good disposition. The problem of the radio joyrider, therefore, is the big wrench in the average dealer's selling machine.

With the 1929-30 fall and winter selling campaign in full heat, we dealers of Duluth found ourselves in the unhappy dilemma of all demonstration and mighty few sales. Competition had never been keener; we were hungry for a bigger radio business; high-powered, sleek-selling men were on the firing line literally forcing their machines into the homes of doubtful purchasers. The condition became so bad that it was not unusual to find anywhere from three to ten machines in the home of a single prospect who was overwhelmed by the avalanche of radio sets. It seemed as if any person, whether his credit was good or bad, could reach for a telephone and have from three to five machines in his home.

There is no need, I'm sure, to mention the abuses that arose in the way of free home demonstrations and the fearful expenses encountered.

"Came the dawn," so to speak. On Dec. 5 of last year, 51 dealers assembled to cuss and discuss this problem. We were a weary, careworn lot.

What to do? Was this ignoble, unprofitable situation to continue or were we, with an investment of thousands of dollars being burned up by pleasure seekers, going to muzzle for once and for all the recalcitrant joyrider and doddling procrastinatory?

—And the answer was "we were!" And we did!

A three dollar delivery charge was inaugurated. It was suggested that this amount be paid in cash upon delivery of the set, irrespective of credit rating, the \$3 to apply towards the purchase price, naturally. Two large advertisements were inserted in the dailies calling attention to the new rule and placards were placed in each of the dealer's stores.

Has this arbitrary charge brought understanding from chaos? Has the charge retarded sales?

Speaking authoritatively for my firm and for all of the dealers, the plan is sound, practical and absolutely satisfactory. There has been no appreciable retardation of sales and the dealers whole-heartedly agree that never will they return to the old plan of free demonstrations.

There are, no doubt, loopholes in our plan of suggesting that dealers charge a fee. No plan is perfect, but when the manifold advantages are carefully considered, there can be nothing but praise for it. I might mention that since the inception of the plan, several other cities have adopted it with consequent satisfaction.

## Announcement

### A Radio Demonstration Service Fee

has been inaugurated by the Retail Radio Dealers of Duluth, of whom there are more than 50, as hereinafter described:

*"Effective December 9th, a minimum demonstration fee of three dollars (\$3.00) will be charged for each radio set demonstrated.*

*"This fee must be paid in cash by each prospective purchaser, regardless of credit rating, before radio is installed, and will not be refunded, except that it will be applied on the purchase price of the radio if set is retained by purchaser."*

Radio Dealers of Duluth

### The ADVANTAGES of this PLAN

FIRST, *the elimination of the joy rider.*

SECOND, *the sharp reduction in expense incidental to the demonstration.*

THIRD, *the smaller sales force needed.*

FOURTH, *the solace of reduced stock and less wear and tear on equipment.*

But, the crowning achievement would be embodied in the lessened wear and tear on the mind and disposition of the dealer himself, for with the three dollar charge, the sale is practically made.

If you, as a radio dealer, are confronted with the devilish problem of home demonstrations—and I'm sure you are—have the courage to meet with your competitors, and spike for once and for all this mean and trying situation. Educate them to charge the prospect three dollars, by gad, for the privilege of being entertained by their radio for a week or so. Actually it costs you more than that in dollars and cents to check and deliver the radio.

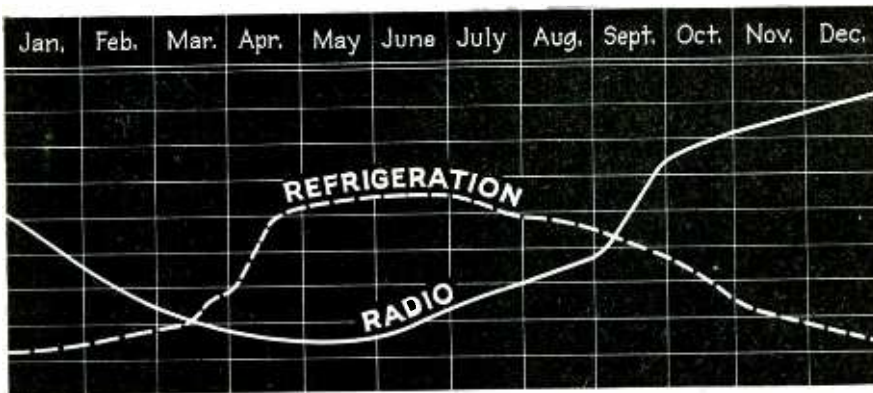
Stick to your program; invoke the charge gently and diplomatically; but insist on the three dollars.

And when you have accomplished this, you will again have an opportunity to spend an evening at home once in a while. You will find a new zest and interest in your radio affairs, and, believe me, you will make more money and be far happier. If you don't believe it, there are 51 live dealers in Duluth, Minn., who do.

# To Make a Profit

# Every

*Should radio dealers tarry lines? The possibilities as a supplemental principal makes and*



**A**N ANALYSIS of a special survey just concluded by *Radio Retailing*, covering the monthly sales of 145 typical radio wholesalers, disclose that only 27.4 per cent of their annual business was done between March 1 and August 31, 1929—a six month period. Assuming that retail sales of similar proportions occur a month later we find that but 4.6 per cent of the total annual gross of the average dealer is possible, per month, from April to September inclusive. If the sales curve was uniform the year around this monthly percentage would have to be doubled.

It is apparent, therefore, that dealers who do not want to see the summer let-down eat up winter's profits must resort to special measures to bolster that May to October sag.

Facing the actual facts we find then that the recent financial upset, coupled with the jettisoning of perfectly good radio sets at sacrifice prices—which offerings have been well absorbed by buyers who ordinarily would be summer prospects—has created a situation which is bound to be reflected in a more than ordinarily lethargic market for receivers during the next four months.

The retailer can do three things:

1. Pare overhead to the bone and live on prior profits.
2. Increase selling pressure on radio lines.
3. Take on other lines.

*Radio Retailing* advises against course one as uneconomical. Dealers who take a mental and physical vacation during the summer months lose momentum and are faced with the necessity of reorganizing in the fall.

*Radio Retailing* advocates course two, within safe bounds. A concentration of intensive selling on radio receivers will act as a summer tonic to the entire organization—provided it is conducted within the limits of the

dealer's gross margin plus a reasonable profit.

And to those dealers who sell specialties, whose business ability and whose capital will permit it, *Radio Retailing* points to the possibilities of starting now the foundation of a year 'round sustaining volume by adding one or more complementary lines. Note the expressions "year 'round" and "complementary lines."

The radio dealer is by the nature of things a specialty dealer. Specialty selling cannot be entered into lightly or lightly thrown overboard. It takes time to train salesmen and to develop an additional clientele for some related household utility or entertainment device. But—to those who are fitted—we suggest its consideration.

**L**AST month we presented, in pictorial manner, such seasonal side lines as portable phonographs, outboard motors, home motion picture cameras and radio for motor boats. Articles in this issue are devoted to the subject of refrigerators and electric clocks.

Why will these two household devices fit into the set-up of the average radio specialty dealer and the music merchant? These commodities will "click" for the following reasons:

- a. Because they are purchased by the same type of prospect as those interested in radio.
- b. Because they are sold in much the same manner and by the same type of sales persons.
- c. Because, with a little extra training, the radio service man will have no difficulty in servicing these allied lines.
- d. Because the maximum demand for refrigerators occurs during the period of minimum demand for radio.
- e. Because electric clocks are closely associated with the use of a radio receiver.

## Five Basic Questions About Refrigerators Answered

**I**F IT were practicable for those radio dealers who are considering giving electric refrigeration a whirl to step across Main Street and talk to another radio dealer who is making a go of this idea, they probably would ask these five questions:

1. How much extra capital did it take?
2. How did you select your line?
3. Has it been necessary to radically alter your radio sales set-up?
4. How much does service cost you?
5. How keen is competition?

A Connecticut dealer who sold \$125,000 worth of domestic refrigerators and \$152,000 worth of radio apparatus in 1929, but who wishes to remain anonymous, answers these questions for us. He was selected for interview not only because of his sales record but because we have known him for several years as a level-headed merchandiser and because the excellence of his business reputation is generally recognized. In effect, our interview was a "step across Main Street," for information. We asked questions which dealers ask us. Here are his answers.

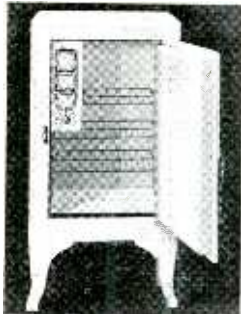


# Month

handle complementarities of refrigerator-volume builder—with specifications

## Majestic

Complete information on the new line of electric refrigerators to be made by the Grigsby-Grunow Co., Chicago, will not be available until a later issue, when specifications and photos will be run in the New Merchandise section. It is understood that a line of household utilities, including vacuum cleaners and washing cleaners will also be manufactured ultimately.



## Crosley

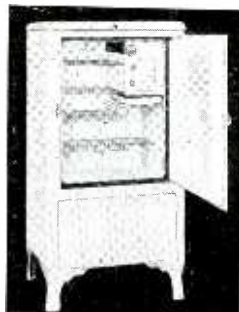
While photographs of the electric refrigerators of the Crosley Radio Corp., Cincinnati, are ready, detailed specifications have not been announced because certain minor changes may have to be made to meet mass production requirements. The line will be covered in detail in the New Merchandise section of a later issue.



## Norge

Three models are being offered by Norge Corporation, a division of Borg-Warner, 670 Woodbridge St., Detroit, Mich., for the 1930 season.

Each has a cold accelerator permitting five freezing speeds. The feature of this line is the "Rollator." A roller turns smoothly within a cylinder and performs the function necessary to refrigeration, eliminating the necessity of the piston, connecting rod and many other moving parts. Cabinets are furnished in sizes of 4, 5 and 7 cu.ft. of food storage space.



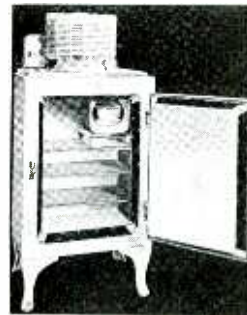
## Copeland

The 1930 model refrigerators made by Copeland Products, Inc., Detroit, Mich., feature a water-chiller. This is a two-gallon metal tank where ice cold drinking water is always ready. The "Coldial" provides seven freezing speeds. An automatic shut-off prevents the box temperature from dropping as low as 32 degrees.

A feature that dealers will welcome is the assembly of units and box complete at the factory. The refrigerators are now shipped with cable and plugs, ready to run.



## General Electric



The cabinet of the G-E refrigerators built by the General Electric Company, Schenectady, N. Y., is of all-steel construction, with exterior finish of "Sanak," a coating of snow-white brilliance that does not dull, flake or chip. The temperature control is accessibly located on top of the cabinet.

There is a choice of eleven household models, varying in size from Model G-40 with 6½ sq.ft. of food shelf area to Model G-175 with 27½ sq.ft. of storage space. The illustration shows one of the most popular cabinets. This model is 66½ in. high (including legs).



## Kelvinator

The line of the Kelvinator Corp., Detroit, Mich., consists of twelve models in sizes and capacities to meet the needs of most every home. There are five de luxe, four standard and three utility models. All are equipped with the new "Ice-O-Thermic" tube, an exclusive Kelvinator feature. This tube is a simple device which automatically causes the entire mechanism to concentrate on the job of freezing a newly inserted tray of water without affecting the temperature of the other compartments. Another feature is the silent operation, through the use of scientifically designed moving parts.



The cabinets are of new design with modernistic style hinges, etc. An electric light illuminates the interior.

Prices have not been established by the factory as they vary slightly according to location.

(Please turn to next page)

## By A Radio Dealer Who Sells Them Successfully

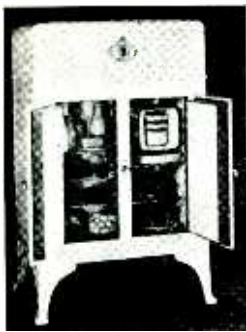
### How Much Money Did You Invest to Start?

Only \$180. I "hedged" to obtain experience cheaply by securing a sub-dealer appointment from the authorized refrigeration dealer in a neighboring city who had my town as part of his territory but found it embarrassing to work at a distance. He sold me one trial box at 15 per cent off list and retained all responsibility for possible service.

I sold boxes on this basis for five months and emerged from the experience just covering expenses but with a good working knowledge of the line and confident that I

could make it go if it was possible to deal directly with a wholesaler. The wholesaler for this territory, upon examining my sales record, granted me the desired franchise after considerable pow-wow with the central dealer and I have since stocked the line on a 30 per cent average discount basis.

Refrigeration now requires approximately the same investment of capital and financing arrangement for the handling of time-payment paper as does my radio department. If anything, this new line places a slightly greater financial strain upon me as it is not possible for me to



## Westinghouse

Although distributors have not been appointed in all large cities, further distributing areas will be established during the coming year for the electric refrigerators recently developed by the Westinghouse Electric & Mfg. Co., Mansfield, Ohio.

There are five models in the line, each with a standard height of 60 in. and a standard depth of 27 in. Only the width is varied in the size of the cabinet. The motor and compressor operate in a hermetically sealed case.

A chromium finish temperature selector is located on the front of the buffet top.



## Cavalier

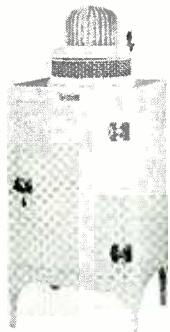
Six models ranging in size from 26 in. wide by 55½ in. high, to 36½ in. wide by 62 in. make up the line of Cavalier electric refrigerators of the Tennessee Furniture Corp., Chattanooga, Tenn. There are only five moving parts in the rotary compressor, each running continually in specially treated oil to reduce friction and wear to a minimum.

These refrigerators may be had either in white with two-tone gray front or in apple green. The prices range from \$210 to \$415.

## Ice-O-Matic

The latest "Ice-O-Matic" refrigerator placed on the market by the Williams Oil-O-Matic Heating Corp., Bloomington, Ill., is the "Capitol." This model is 57 in. high by 26½ in. wide. It lists at \$195 with all porcelain cabinet.

The Williams Company offers seven other models in a wide range of sizes and prices. For use where remote, built-in and multiple installations are available, an extremely compact cabinet, 27½ in. x 39 in. x 20¾ in. is offered. This model is especially adaptable for kitchenettes.



## Frigidaire

A new Frigidaire "multi-cold" refrigerator with storage capacity of 9 cubic feet, was placed on the market, May 1, by the Frigidaire Corporation, Dayton, Ohio. This model affords an accurate and scientific range of controlled refrigeration for all types of perishable foods and vegetables. It will list at \$475.

The "Hydrator," a moist-air vegetable storage compartment is standard on all models, of which there are nine, ranging in price from \$195 to \$850.



## Welsbach

By the isolation of the ice trays from their customary location within the chilling unit and the substitution of a shallow finned cooling unit for the usual brine tank or frost coil, defrosting of the Welsbach refrigerator is eliminated. These new "Hydrelectric" models employ the Welsbach low-pressure, slow speed condensing unit and expansion valve.

The latest model, C-2060, is illustrated. Several other cabinets in various sizes are available. The Welsbach Co. is located in Gloucester, N. J.



## Servel

A choice of five models is offered by the Servel Sales, Inc., Evansville, Ind.

The smallest refrigerator is 24¼ in. wide by 58 in. high, with an ice supply of 30 large cubes. The largest model is 42¾ in. wide by 70¼ in. high with an ice supply of 168 cubes. The interiors are one-piece porcelain; the hardware chromium plated. Servels come in white cabinets, but colors may be obtained on special order. No list prices are given, as they vary according to locality.

obtain so broad a credit line on boxes as is possible with my radio suppliers.

### How Did You Select Your Line?

By making inquiries with respect to service requirements of the various boxes among my friends at the local Exchange Club and among radio customers owning such boxes, with whom we are on friendly terms. By selecting a box which has a good, strong local reputation in this locality.

While I am naturally biased in favor of my own selection it must be said in all fairness that probably there is little difference between several popular lines if design sales advantages alone are considered. Had I an eye only for salable features I might well have chosen any one of a dozen lines other than my actual choice. (See accompanying listings.)

With respect to service I was slightly narrow-minded, if I may put it this way, and preferred to make a careful personal investigation before plunging. The proven ability of my line to stand up with a minimum of servicing carried more weight than optical sales features.

If I may be permitted to make an irrelevant prediction it is that the market for refrigeration among radio dealers will be considerably amplified when radio manufacturers get into this game. Many competitive dealers will also take on independent lines.

### Has It Been Necessary to Radically Alter Your Sales Set-Up?

No. I have always employed two outside radio salesmen who follow store leads on a 15 per cent commission and drawing account and merely turned refrigeration over to them on a 10 per cent commission basis. It has never been my policy to sell by cold canvassing though I gather that many radio organizations employ this method with success. Irrespective of the sales methods to which a radio dealer may be accustomed I do not doubt but what refrigeration can be introduced without radically altering his present set-up.

Remember, however, that refrigerators should not be classified as a sideline but must be considered, rather, a major auxiliary appliance which will rapidly demand something approaching parity with radio in all respects. I devote as much display space to refrigerators as to radio and my two outside salesmen sell either one or the other without discrimination throughout the entire year, following the line of least resistance in each home.

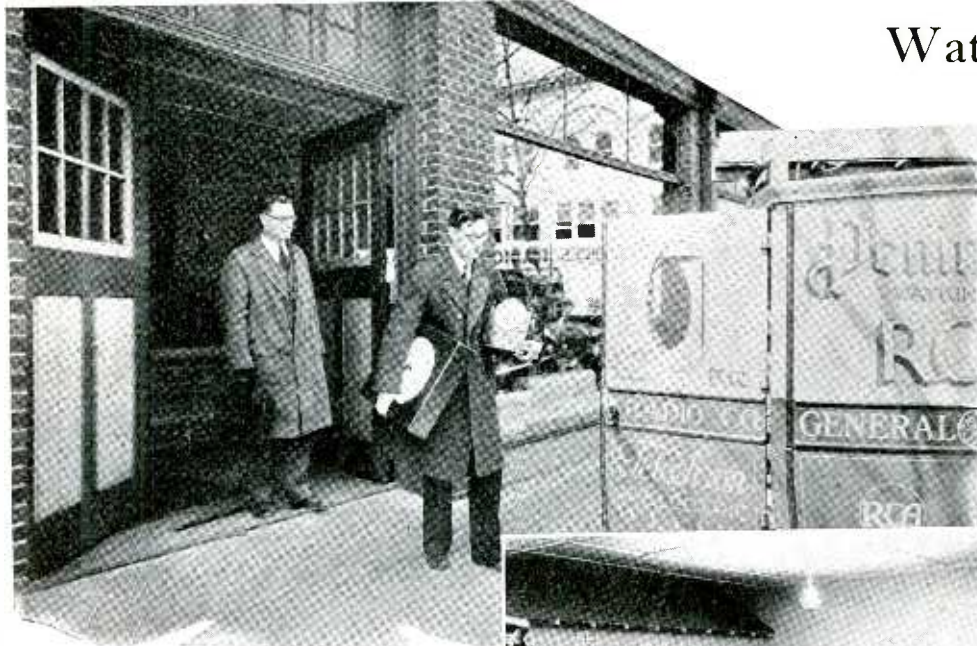
### How Much Does Service Cost You?

Less than on radio, though I am convinced that this is largely due to my selection. It is for this reason that I took particular pains to stress this point in answer to your second question.

(Continued on page 62)

# “I’VE Found a Good SIDELINE”

Says  
Watkin W. Sharp



Joe Seimeider and Paul Smith sold \$4,500 worth of electric clocks in 1929 by carrying samples on all radio service calls.

PRIOR to the fall of 1928 my business was exclusively radio. I had been pioneering one line of sets for three years and so had little time to consider sidelines. But in September sales began to slump (a condition prevalent in the trade at that time) and while considering ways and means of keeping volume up to the budget figure it occurred to me that a good sideline might be the solution.

What sideline to choose?

Analyzing my requirements, I considered these factors in order of importance:

1. My sideline must not require a heavy initial investment.
2. It must be some household article of wide appeal, preferably a new appliance.
3. Sales resistance must be naturally low enough to preclude the possibility of its becoming a hindrance rather than a help.
4. Service requirements must be negligible.

After some study of available articles it was decided that electric clocks filled this picture. I invested \$150 in a trial stock of several (Warren Telechron) models retailing for \$14, increased my inventory and variety as these started to sell (my present stock is



This picture, taken from the entrance looking toward the back of the store, shows the clock display at the extreme right. Mr. Sharp himself may be seen at the left demonstrating a set.

Starting with a \$150 stock investment the Peninsula Radio Company of Far Rockaway, N. Y., sold \$6,400 worth of electric clocks in 1929

valued at \$1,500) and as a result recorded in 1929 the sale of \$6,400 worth of this auxiliary merchandise. The models sold ranged in price from the original inexpensive type to a \$550 (Revere Telechron) grandfather chime clock. Sales were almost exclusively to customers who had either bought one of our radios or applied for service. We did not advertise heavily and did not push this sideline except where it was necessary to contact a radio customer or prospect. And in the entire period it was only necessary to return two clocks to the factory for replacement. No servicing of any kind was done in the field.

### How We Sell

In order to explain the method by which we move clocks without interfering with radio sales and service it

(Please turn to page 65)

# Selling BEGINS

*How this sound theory was kicked in the face by eight out of nine salesmen, according to the actual experience of a real prospect*

# where Advertising

By R. Bigelow Lockwood

**S**ELLING begins where advertising leaves off. But does it? After some recent and personal experiences I am rather inclined to doubt it.

The national advertising done by a certain radio manufacturer influenced me greatly and I started out to buy a new set. The advertising had done its work. I was a live prospect, ready to trade in my present set and invest upwards of \$200 in a new one.

And here is what I can't understand: With the exception of one dealer, no one wanted my money sufficiently to make an effort to get it. Are radio salesmen, as a class, asleep at the switch?

Perhaps the best way to present my experiences would be to list them by cases. During my tour I visited three classes of radio dealers: furniture stores handling radio, music stores and radio shops. Here's what happened:

**CASE I: A LARGE NEW YORK FURNITURE DEALER.** As I entered the radio department a listless salesman reluctantly left the chassis he was tinkering with and started in my direction. When requested to show me the set I had in mind he said they did not carry it. No attempt was made to discover my requirements; no suggestion offered that I listen to any of the sets on display. When I asked to hear a particular model that attracted me, he turned it on. The tubes warmed up, the set played—and the salesman said nothing. I then walked from set to set while the salesman calmly and indifferently watched me, answering my various questions by a single word, or if absolutely necessary, two words. Finally he left me and resumed work on the chassis while I wandered about alone. This salesman had calmly turned his back on me. I had gone in a prospect



and come out determined never to enter that store again.

**MORAL: Indifference will kill the livest prospect.**

**CASE II: A MUSIC STORE IN A SUBURBAN CITY.** The salesman had the set I was after. He switched it on, but it didn't work. He looked at the tubes, jiggled one of the screen grids and informed me that something was loose. By keeping his hand on the tube and holding the grid tap in a certain position, he finally got the set working, after a fashion. This defective set was the only one of its make on the floor. The owner entered so I told him that I liked the set but wanted to hear it under proper operating conditions. I was informed that, "later on others might come in." Leaving my name (which was not asked for) I walked out. This took place in the city in which I live, but no attempt has been made to follow up.

**MORAL: Do your experimenting in the back room.**

## We Didn't Want to Run This Article

"It is too negative," we said to Mr. Lockwood. But after a second reading we changed our mind.

The experiences narrated in this article, by an actual prospect, are authentic and uncolored. If the sales caliber of nine out of ten radio dealers is anything like Mr. Lockwood claims, then something certainly should be done about it.

In this case, therefore, dealers can profit by reading how NOT to conduct the selling process.

# Leaves Off

CASE III: A RADIO STORE IN A SUBURBAN CITY, elaborately furnished, with various sets on demonstration. On this visit my wife and I drove up in our car. Not that this matters much, except that the store owner saw us step out and might, under the circumstances, have classed us as good prospects. The set I wanted was not carried in stock. Although chairs were available, none was offered my wife. We wandered about, followed by the owner who made no movement to feature any set until asked. No information on the merits of the sets we listened to were advanced. We finally walked out.

**MORAL: He who fails to size up his customers is lost.**

CASE IV: A MUSIC STORE. This talented salesman was a glib talker and depended solely on stock expressions. The set I asked for was not carried, but, at least, I was invited to hear others. One model impressed me and I endeavored to secure some technical details as to the circuit. To tell me the number of tubes used the salesman had to get around back of the cabinet and count them. I learned that the set was "a wonder" and had "knife-like selectivity" and "rare brilliance," but I could find out nothing as to why screen grid tubes were not employed. Although the salesman sensed I preferred a screen grid set he lacked technical knowledge to offer any explanation as to why this manufacturer did not use them. The set was there. It played. What more did I want?

**MORAL: Sometimes it pays to know your technical onions.**

CASE V: ANOTHER MUSIC STORE. The salesman was a "dial-punisher." By this I mean that he manhandled every set he touched. He would turn on full volume and then switch the dial with lightning speed. First one station would blast out and then another. I came to hear tone and quality, not to be impressed with the ability of a set to stand rough treatment. This type of salesman-



ship irritated me. I sought the first excuse and left.

**MORAL: A bull in a china shop cannot sell crockery.**

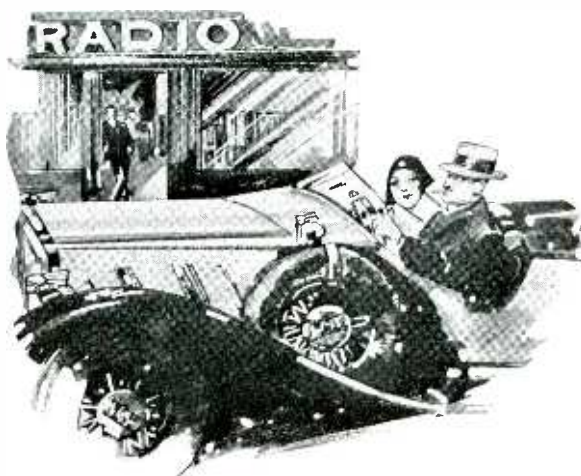
CASE VI. A FURNITURE STORE. The model I was looking for was on display. The salesman evidently wished to impress me for he took the bare end of a short length of wire running from the antenna post and informed me that he would act as the aerial. It might have been interesting but for the fact that he constantly kept moving the wire between his fingers. Naturally, this caused the reception to come through in spurts and as a result it was utterly impossible to judge the tone. Why did this salesman insist on demonstrating the model under the worst possible conditions?

**MORAL: There is no harm in putting your best foot forward.**

CASE VII: A RADIO CHAIN STORE. A loud speaker was blasting over the doorway and another set was giving forth a different program inside. The set I asked for was not in stock. Putting his hand on a model half the price, the salesman said, "What's the matter with this one?" I replied that I did not know.

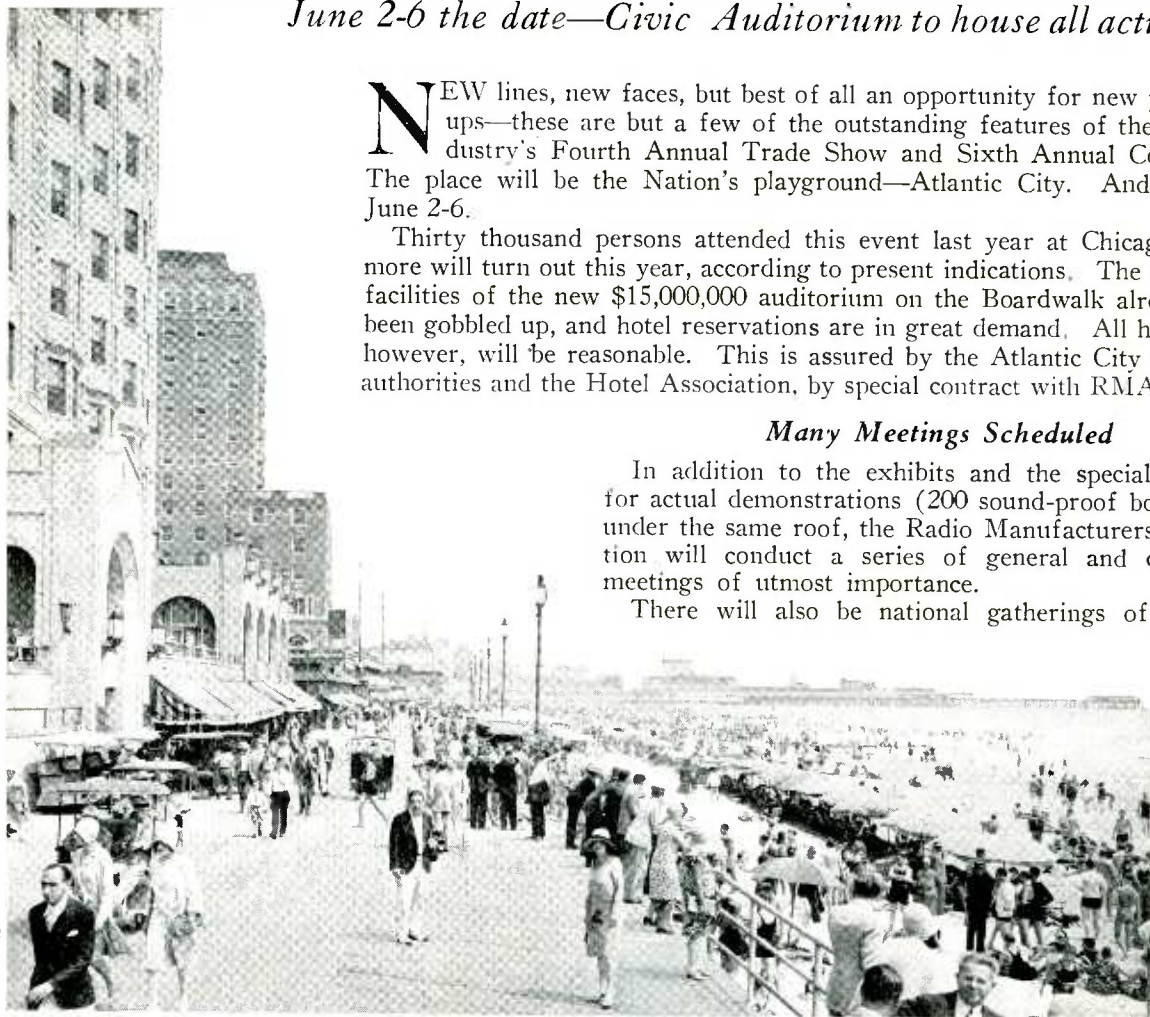
Rather curious and a bit desperate by this time I turned it on. Three sets were then going at the same time and the discord was baffling. A customer stepped up and asked for a part costing 30 cents. Without a word the salesman left me, although there were others idle behind the parts counter. I fiddled with the dial for ten minutes and looked at the chassis.

(Please turn to page 64)



# The Stage is Set for the Trade Show At

June 2-6 the date—Civic Auditorium to house all activities



**N**EW lines, new faces, but best of all an opportunity for new policy setups—these are but a few of the outstanding features of the radio industry's Fourth Annual Trade Show and Sixth Annual Convention. The place will be the Nation's playground—Atlantic City. And the time June 2-6.

Thirty thousand persons attended this event last year at Chicago. Even more will turn out this year, according to present indications. The mammoth facilities of the new \$15,000,000 auditorium on the Boardwalk already have been gobbled up, and hotel reservations are in great demand. All hotel rates, however, will be reasonable. This is assured by the Atlantic City municipal authorities and the Hotel Association, by special contract with RMA.

### Many Meetings Scheduled

In addition to the exhibits and the special facilities for actual demonstrations (200 sound-proof booths), all under the same roof, the Radio Manufacturers Association will conduct a series of general and committee meetings of utmost importance.

There will also be national gatherings of affiliated

## Schedule of Activities

### RADIO MANUFACTURERS ASSOCIATION

*Monday*, 10:00 a.m., Board of Directors Meeting; 2:00 p.m., Committee Meetings.

*Wednesday*, 10:00 a.m., Closed Membership Meeting; 7:00 p.m., Annual RMA Banquet.

*Thursday*, 10:00 a.m., Closed Membership Meeting.

*Friday*, 10:00 a.m., Board of Directors Meeting; 12:30 p.m., Joint Luncheon Meeting for Directors of ALL Associations.

### NATIONAL FEDERATION OF RADIO ASSOCIATIONS

*Monday*, 11:00 a.m., Open Meeting; 2:00 p.m., Committee Meetings.

### RADIO WHOLESALERS ASSOCIATION

*Monday*, 2:00 p.m., Committee Meetings.

*Tuesday*, 10:00 a.m., Open Meeting.

### INSTITUTE OF RADIO ENGINEERS

*Tuesday*, 10:00 a.m., Open Meeting, Room 12, Auditorium, Dr. Lee De Forest presiding; 2:00 p.m. Meeting continued.

### NATIONAL ASSOCIATION OF BROADCASTERS

*Wednesday*, 10:30 a.m., Meeting, Board of Directors.

### RADIO PRESS ASSOCIATION

*Wednesday*, 2:00 p.m., Open Meeting.

*Thursday*, 2:00 p.m., Open Meeting.

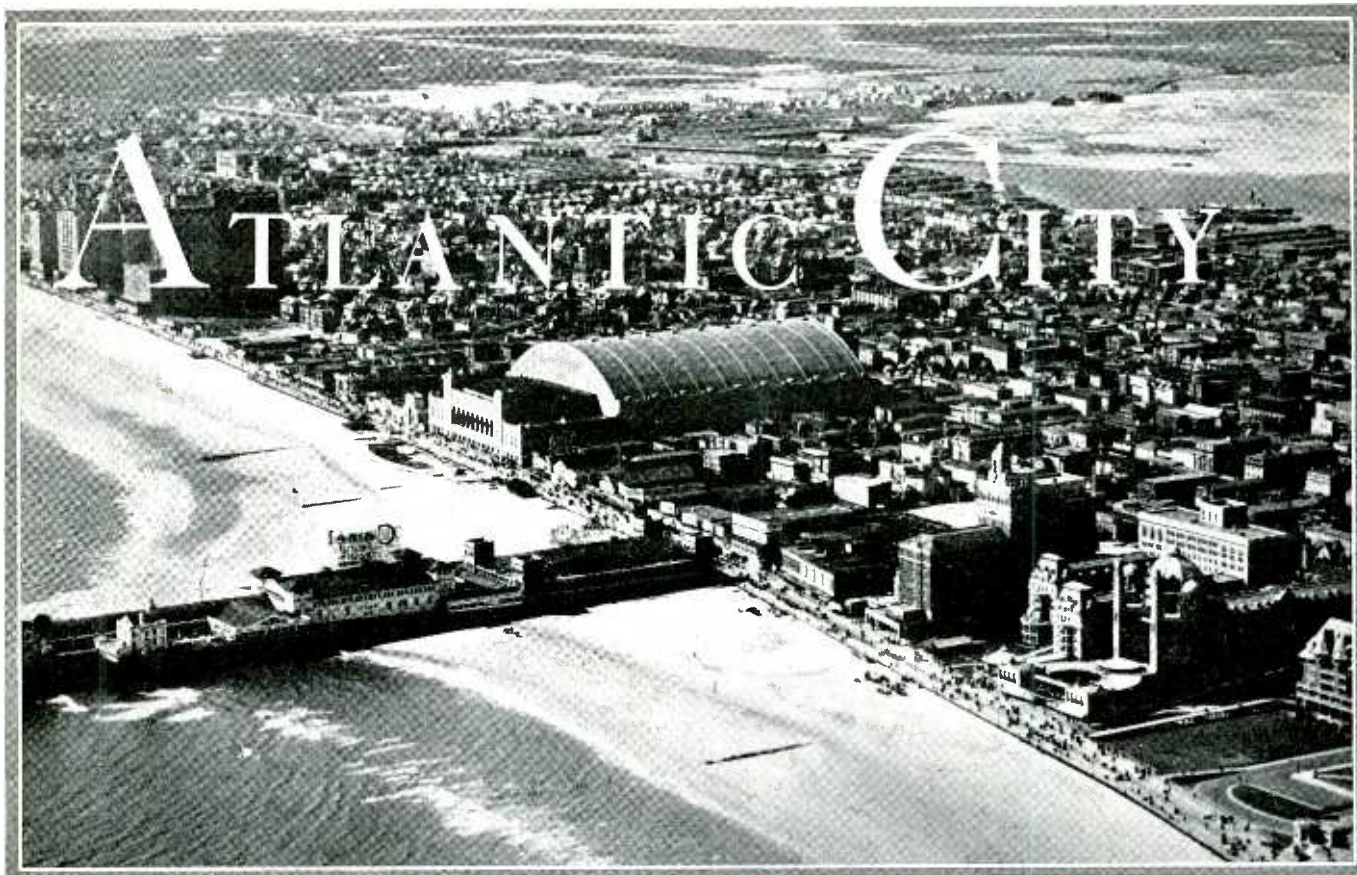
### TRADE SHOW HOURS

*Monday and Tuesday*, 1:00 p.m. to 10:00 p.m.

*Wednesday*, 1:00 p.m. to 5:00 p.m.

*Thursday*, 1:00 p.m. to 10:00 p.m.

*Friday*, 1:00 p.m. to 6:00 p.m.



industry organizations. The National Federation of Radio Associations, the Radio Wholesalers Association, the Institute of Radio Engineers, the National Association of Broadcasters — all have prepared practical programs.

The setting for the trade show and convention is unique. The \$15,000,000 auditorium, 350 ft. wide and 650 ft. deep, is the last word in modern convention hall construction. In addition to the great exhibit floor, which is large enough to hold a football or baseball game, the auditorium houses a mammoth stage, 110 ft. by 85 ft., and also has the largest pipe organ in the world.

#### ***An Unusual Opportunity***

About 300 manufacturers of radio products will exhibit their lines for the education of the dealer and wholesaler. Many having entered the field since last June, will meet the industry collectively, face to face, for the first time.

Here then, at a time when it behooves the radio tradesman to keep absolutely abreast of his industry, comes this splendid opportunity to clarify his thinking—to study developments, trends and manufacturers' intentions, at close range, and to see, as well, exhibits of kindred electrical products eminently suited as additional volume boosters.

What about the pentode? The new low-drain battery tube? Those new electric refrigerators? Furniture designs? These questions and hundreds of others will be answered next month at Atlantic City.

#### ***Entertainment Features***

Of course there will be entertainment aplenty. The banquet will be held on Wednesday evening, June 4, in the great ball room of the Atlantic City Auditorium.

This cavern seats 5,000 persons, assuring the largest RMA banquet ever held and probably the largest of any kind ever held in the United States.

This radio conclave will come just after the opening, on Decoration Day, of Atlantic City as the "playground of the world!" All of the attractions on the shore, piers, golf courses, etc., will be in full swing, and afford opportunity for complete enjoyment by the radio host of the pleasure facilities at Atlantic City. The trade show this year will give all radio men, their wives and families, an unusual opportunity to combine a vacation with business. And special entertainment features are being planned for the ladies.

#### ***General Information***

The doors to the main auditorium, which will house the Trade Show, will not be opened until 1:00 p.m. This rule, which worked out so successfully in Chicago, will again be enforced in order that each visitor may attend the meetings closest to his heart.

The large registration tables, manned by half a hundred capable clerks, will be located in the left lobby of the auditorium. It will be necessary to register in order to obtain the proper credentials of admittance to the Trade Show and to the many other affairs of this, the high-spot week of the radio man's year.

All demonstration rooms, regardless of their location, will be closed by order of the RMA board of directors on Wednesday, June 4, at 5:00 p.m. sharp. This in order that there will be no distraction to interfere with the success of the master banquet.

Plans for the trade show are in charge of Jess B. Hawley, chairman of the RMA Show Committee, and the show will again be managed by Herrmann & Irwin, with G. Clayton Irwin, Jr., as director.

# The Patent Licensing Picture

Showing—for the first time—the scope of the principal licensing groups, and the number of mfrs. operating under one or more patent licenses

Manufacturer	LICENSOR						Manufacturer	LICENSOR						
	R. C. A.	Hazeltine	Jones Techni-dyne	Lektophone	Magnavox	R. F. Lab.		Dubilier	R. C. A.	Hazeltine	Jones Techni-dyne	Lektophone	Magnavox	R. F. Lab.
A.C. Dayton Co.			◆					◆	◆					
Ajax Electrographic Co.			◆											
All American Mohawk Corp.	◆	◆						◆	◆					
American Bosch Magneto Corp.	◆			◆		◆					◆			
American Telephone & Telegraph Co.	◆	◆						◆					◆	◆
American Transformer Co.	A													
Amplion Corp. of America				◆										
Amrad Corp.	◆	◆						◆			◆			
F. A. D. Andrea, Inc.	◆	◆												
Apex Electric Mfg. Co.	◆													
Atwater Kent Mfg. Co.	◆			◆				◆						
Balkeit Prod. Co.	◆	◆												
Bremer Tully Mfg. Co.	◆	◆												
Brunswick-Balke-Collender Co.	◆	◆		◆										
Buckingham Radio Corp.	◆													
Bush & Lane Piano Co.	◆													
Case Electric Co.	◆													
Colonial Radio Corp.	◆													
Columbia Phonograph Co.	◆													
Columbia Radio Corp.	◆													
Continental Radio Corp.	◆		◆											
Crosley Radio Corp.	◆	◆												
Earl Radio Corp.	◆			◆										
H. H. Eby Mfg. Co.	A													
Thomas A. Edison, Inc.	◆	◆												
Electrical Research Lab.	◆				◆									
Electro-Motive Engineering Co.			◆											
Electrad, Inc.	A		◆											
Farrand Mfg. Co., Inc.	A			◆										
Ferranti, Inc.	A													
First National Radio Corp.	◆	◆												
Gilfillan Bros. Inc.	◆	◆												
General Electric Co.	◆													
General Motors Radio Corp.	◆													
General Radio Co.	A													
Graybar Electric Co.	◆													
Grigsby-Grunow Co.	◆			◆		◆							◆	◆
A. H. Grebe Co.	◆	◆												
Gulbransen Co.								◆						
Marcus P. Hopkins								◆	◆					
Howard Radio Co.								◆	◆					
Jensen Radio Mfg. Co.												◆		
Kellogg Switchboard & Supply Co.								◆						◆
Colin B. Kennedy Corp.								◆	◆					
King Mfg. Corp.								◆	◆					
Kolster Radio Corp.								◆				◆		
Micamold Radio Corp.										◆				
Nathaniel Baldwin, Inc.								◆						
National Co.								A						
Oxford Radio Corp.												◆		
O'Neil Radio Corp.												◆		
Pathe Phonograph & Radio Corp.												◆		
Philadelphia Storage Battery Co.								◆	◆			◆		◆
Radio Corp. of America								◆				◆		
Radio Foundation, Inc.												◆		
Rola Co.												◆		
Silver-Marshall, Inc.								◆						
Sonora Phonograph Co.								◆						
Sparks-Withington Co.										◆				
Steinite Radio Co.								◆						◆
Steatit-Magnesia A. G.										◆				
Sterling Mfg. Co.								◆						
Stewart-Warner Corp.								◆						
Story and Clark Radio Corp.								◆						
Stromberg-Carlson Tel. Mfg. Co.								◆	◆		◆		◆	
Temple Corp.								◆						
Transformer Corp. of America								◆						
United Reproducers Corp.								◆	◆			◆		
United Radio Corp.								◆				◆		
U. S. Radio & Television Corp.								◆	◆					
Utah Radio Products Co.												◆		
Valley Appliances, Inc.												◆		
Wells Gardner Co.								◆						
Western Electric Co.									◆					
Westinghouse Elec. & Mfg. Co.								◆						
Zenith Radio Corp.								◆						

◆ Licensed under receiving set and power amplifying patents. A Licensed under power amplifying patents only.

## Tube Licensees\*

Allan Mfg. & Elec. Corp. (Pilot)  
Harrison, N. J.

Cable Radio Tube Corp.,  
Brooklyn, N. Y.

CeCo Manufacturing Co., Inc.,  
Providence, R. I.

Champion Radio Works, Inc.,  
Danvers, Mass.

Hygrade Lamp Co.,  
Salem, Mass.

Ken-Rad Corp.,  
Owensboro, Ky.

Matchless Electric Co. (Majestic)  
Chicago, Ill.

National Union Radio Corp.,  
New York, N. Y.

Nilco Lamp Works (Sylvania),  
Emporium, Pa.

Perryman Electric Co.,  
North Bergen, N. J.

Raytheon Mfg. Co. (Eveready)  
Cambridge, Mass.

Triad Mfg. Co.,  
Pawtucket, R. I.

Tung-Sol Radio Tubes, Inc.,  
Newark, N. J.

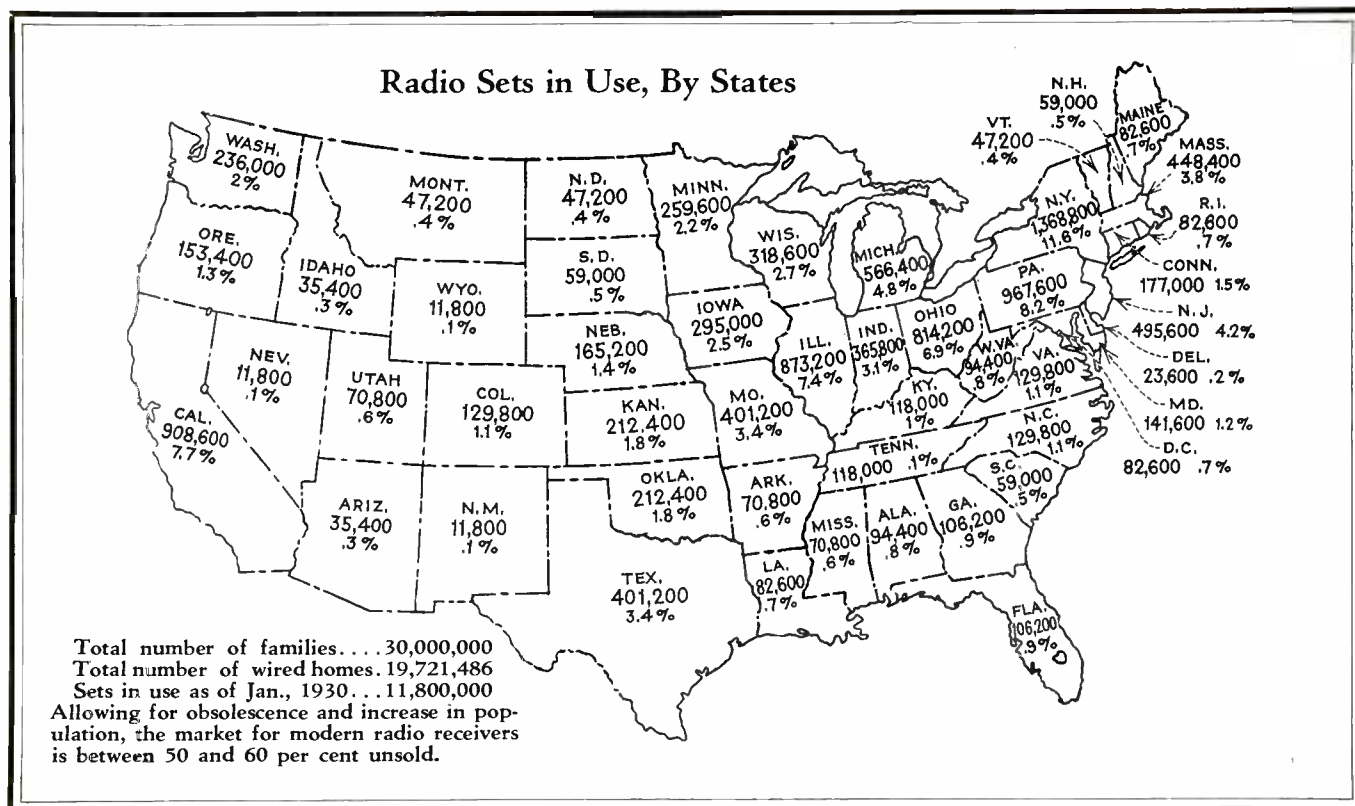
United Radio and Electric Corp.,  
Irvington, N. J.

\*The above 14 tube concerns are all licensed under patents held by the Radio Corporation of America.

The information on this page was obtained from each individual manufacturer as well as from the records of the licensors. Inasmuch as the set and audio license records of one of the licensors are undergoing revision, due to the changing status of certain manufacturers, this column represents the best information obtainable to date.

In a few instances the manufacturer is not a direct licensee but is operating under a sub-license or as a subsidiary of a licensed company.





# Radio Retailing's *Statistical Studies* and the *Government's Census*

*Why we were asked by the enumerator, "Have you a radio set?"—The radio industry's market versus the Washington report*

OF ALL the thousands of products manufactured in the United States, radio alone has received a place of official recognition in Uncle Sam's 1930 population census.

Why has the radio set been so signally honored?

For one reason, the rapidity with which this industry has grown has rendered any other method of measuring its size problematical. The chief reason, however, is that "public interest, convenience and necessity" and the inherent nature of radio transmission and reception bring the broadcasting structure within the jurisdiction of national rather than state control. An exact knowledge of the distribution of radio listeners will be of inestimable aid, therefore, to Congress and to the Federal Radio Commissioners in determining the allocation of wave bands, of stations and of station powers. Thus the public will also benefit. The census is *not* for the purpose of levying a special radio tax. No such tax is contemplated.

At this time we call the attention of our readers to the fact that *Radio Retailing* since it was established in 1925,

has collected saturation figures annually dating back to 1922, and that this magazine has been the recognized medium of the industry for its statistical information.

When the government announces the number of sets in the homes of its citizens this figure, undoubtedly, will be in excess of the 11,800,000 sets reported as of January 1, 1930, by this magazine. This is by reason of the fact that *Radio Retailing* considered only those sets in fair operative condition. The market for modern sets will be far greater than the government figures will imply.

The map which heads this page presents *Radio Retailing's* estimate, by states, of the allocation of sets in use as of Jan. 1, 1930. This figure is obtained by a composite weighing of the following key "buying power" factors: the distribution of wired homes as of Jan. 1, 1930; passenger automobile registrations, by states, for 1929, and the proportionate ratios of radio sets sold last year throughout the United States. The latter figure comes from the records of the Department of Commerce, Washington, D. C.



# V.A. Voice *from*

IT APPEARS that the report of David Martin's tragic death, published in the March issue of *Radio Retailing*, was grossly exaggerated. A letter from Dave himself, mailed us on April 2 from Las Cascades, I.C.Z., reveals that he is not only alive and well but busily engaged in sending his acting store manager choice nuggets of radio retailing wisdom. This from the clarifying perspective of a seat under a palm tree in Panama.

Dave explains the mystery of his disappearance by saying that, when he got that price cut on the Model 13 Hallelujah, he took a vow to get away from it all. He cannot account for that box of letters being picked up by the "Ile de France" off Newfoundland because he threw them in the Panama Canal, but he suggests that the answer may lie in the Einsteinian Theory of Curved Space.

Be that as it may, let's forget the past and proceed to profit from the following practical ideas which Martin has been sending his manager:

To Richard Knight, Acting Manager,  
Dave's Radio Store,  
Geronimo City, Ariz.  
Dear Mr. Knight:

March 3, 1930.

Thanks for yours of the 21st. Glad Mrs. Martin has her nose out of the store and is leaving it all to you. If you handle it the way you did Sanderson's complaint, I'll be satisfied.

I walked down to edge of the Canal this morning and scooped up a handful of water. Amazed to find no taste of salt, although oceans are at each end. Had it explained by an engineer who says salt water goes only as far as the locks; the water in middle of Canal comes from the fresh Chagres River.

Now, if a radio merchant's head could be like that, wouldn't it be fine? Nice fresh stream of ideas in his head, locks to keep out the briny acid.

*It's possible, too. Hold yourself apart from detail work occasionally. The distance acts like a lock and the first thing you know your head is full of sweet ideas from an independent river of thought. I'm finding it that way.*

*Try it out. Sincerely,*

*David Martin.*

Colon, Panama.

# PANAMA

*David Martin's mysterious disappearance explained by documents to his store manager—These letters also contain many practical ideas that other dealers can use*

Dear Knight:

March 14, 1930.

Was over to Pedro Miguel locks today and noted that battery of "electric mules" for hauling ships into locks. See these and you can't doubt that Uncle Sam's big idea is *service to the customer*. No one but a fool questions the capacity and ability of these locks.

*Put that idea to work. Show prospects and customers our shop and instruments and introduce them to your new force of graduates from accredited service training schools. Customers who see only the store see but half of what we sell. Sanderson was a pain in the eye because he wasn't more than 50 per cent sold; he would never have raised such ruction if he had first seen with his own eyes, our capacity for service. Sell service coincidentally with the set.*

Sincerely,

David.

Dear Dick:

March 21, 1930.

If the Government ran this Canal the way radio makers handle their dealers, ships would prefer to go around the Horn. Yesterday I watched vessels being run through the Gatun locks and was amazed by consideration shown in giving each decent headway before sending another after it. If makers would route their new models and price changes with as much consideration, a dealer's investment would be worth something.

*I mean that I would turn down the Jubilee people. They have a good set, but are notoriously price-flighty and inconsiderate. Of course, if they'll guarantee you at least sixty days' notice of price and model changes, you might place a small order for a quick turn. Tell them a rebate is not satisfactory—it's not the money half so much as the loss of good will. When you get protection, plug hard on that maker's line.*

Cordially yours,

David.

My dear Dick:

March 28, 1930.

Took a trip to Government offices at Culebra this afternoon and picked up good idea. They were paying a line of "spigotty" laborers, not one of whom could sign his name on receipt. So as the paymaster handed out each envelope he fountain-penned a large green check beside dotted line and said "mark." And each "spig" made his mark without ado!

*Tell the outside men to stop saying "sign on the dotted line." Have them print customer's name and address themselves and then make a check mark beside it, saying, "Just okeh and initial that, Mr. Bayes."*

*It's simple, it's perfectly legal and you'll find it causes less resistance. Folks feel sort of flattered when you ask them to "okeh" a thing.*

Cordially,

Dave.

**NEXT YEAR'S RADIO NOW!**

*Face-to-Face Realism*

Once more Sparton has taken a long stride ahead, and presents new developments which bring to the world "Face to Face Realism." Radio's richest music becomes really alive with all the warm and wholeness of a human presence. Don't forget distance. Please step right into the life of the music... to feel almost as you listen. Hear these new instruments.

**EASY TERMS**  
Call ATwater 1004 for Free Home Demonstration

**THE UPSTAIRS FURNITURE STORE**  
167 Fourth St.  
Between Morrison and Yamhill St.

**SPARTON RADIO**  
"The Pathfinder of the Air"

Type of advertisement mentioned in Martin's last letter to Knight.

Dear Dick:

April 2, 1930.

Your letter about the training talks that you give the sales force sounds great. This little old Canal needs somebody just like you to shoot some ginger into the operating force. *Keep on holding those "experience meetings."*

Cordially,

D. M.

My dear Dick:

April 10, 1930.

There was a small slide up at Bas Obispo this morning and I walked the three miles from Las Cascades to see it. When I arrived the dredges were already working like mad at it and that's my idea of answering a service call.

"They're easier to clear if you get to them before they have a chance to settle down tight," an engineer explained, "so we keep dredges ready at strategic points throughout the Canal."

*A prospect is like a slide. He slips into your business stream and, if you get to work on him aggressively before he "settles down," it's easier to handle him. Keep men strategically located, both inside and outside, to get right to work on prospect "slides."*

Cordially,

D.

My dear Dick:

April 24, 1930.

Had a hot thought this morning returning from Balboa Mountain, near Gatun Lake; the only place in the world, you know, where both the Atlantic and Pacific Oceans can be seen at once. The scene is the greatest advertisement in the world, for the Canal and for the men who built it. There, between the broad margins of the oceans and Limon Bay, lie fifty-one miles of compressed and substantial reasons why the Canal is the world's premier engineering achievement—all at a glance. You never think of the cost and, if it were to be mentioned, you'd just admit it was cheap—at any price.

*Now look at the enclosed advertisement. See how closely it approximates a mountain-top view of the proposition. "Oceans" of margin to isolate the copy and make it stand out. Everything in orderly array—just like this canal that flows from sea to sea. A full story, completely and accurately told. Price subdued to the point of negligibility.*

*Try it in our advertising, Dick. Chuck our usual price displays overboard. Let's try to sell radio on its merits. The effort will give us individuality, anyway—Lord knows we won't have competition. If the others want to be stampeded into the cheap rut of "price advertising," we'll keep out of it.*

Cordially,

David Martin.

P. S. That last profit showing for March was a wow! I'm leaving for home next week.

# TRADE

## *Travel*

# TALKS



*Domestic retailers as well as exporters will be interested in these chatty pictures of radio business across the Pacific. One was written by a globe-trotting member of our own staff, the other two by resident dealers*

## PHILIPPINES

*By E. T. Wilson*

## CHINA

*By C. Grunsky*

## HAWAII

*By C. F. Brown*



**Manila:** In the Philippines we have a population made up of many races. Predominating is the large native population of low buying powers.

The overwhelming majority of the people are passionately fond of music. Phonographs and records, therefore, have a large sale. Pianos sell poorly due partly to their high cost and to the fact that a tropical climate is devastating in its effect on the average piano. Because of the damp weather we make the large proportion of our cabinets locally for set chassis obtained from the United States. Most of the people are inadequate. Broadcasting consequently finds a receptive public.

With only one high quality broadcasting station and its own relay transmitter, located three hundred miles away, to furnish worthwhile programs, the sales end is vitally dependent upon programs of popular and wide appeal. Since this broadcasting station and our own



**Hong Kong:** The radio industry in China has been having a hard time of it. Radio was first introduced some ten years ago in the form of military outfits for use by armies in the field. About seven years ago a contract was entered into with a Japanese company for the erection of two stations to establish communication between Peking and Tientsin, but neither of these worked satisfactorily. It was this contract (which bound the government to do nothing that would interfere with the interests of the company in question) which stood in the way of the erection of further stations, but its vague wording has since been interpreted in terms which permitted the erection of the Trans-Pacific commercial station and of several others in various parts of China. This agreement expires in 1930.

When, in 1927, the Mukden forces took over the Peking area, they rehabilitated the old station which was found in disrepair and started to use it as a broadcasting station. Programs of music from the Peking theaters,



**Honolulu:** Few islands are so completely isolated as is Hawaii. It has no neighbors nearer than the Pacific Coast and is dependent upon San Francisco, Los Angeles or Seattle for its national hook-up programs; upon Japan or the Philippine Islands for its variation of interest and appeal to the Oriental element in the population.

Until recently, local broadcasting has been intermittent and confined to records in Hawaii, but a larger station has just been put in, furnishing a continuous program. A second is ready to open when a permit can be secured. In spite of local programs, however, Island interest is focussed on the "mainland" and few care to buy a radio



sales organization are both part of the same concern. Radio Corporation of the Philippines, a close degree of co-operation can be had as to hours and programs.

The listening public is largely native with Spanish tastes in music. This type of music forms a prominent part of the daily programs although American compositions predominate. English is the official language used.

In order to support radio supervision and broadcasting a government fee is exacted yearly, 10 pesos (\$5) for vacuum tube sets and 2 pesos for crystal sets, of which there are scarcely any.

Set building is not as popular as in the United States. They do not enjoy making things and consequently very few parts are sold.

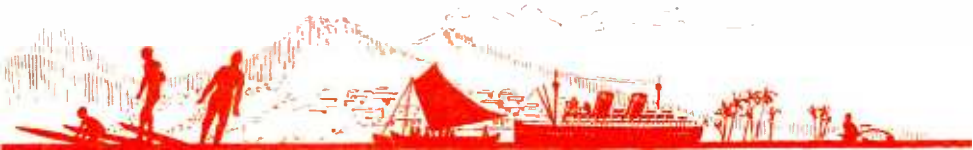
Line voltage in Manila is 220 a.c. In the provinces it may be 110 or 220 d.c. or 110 a.c. We stock models, therefore, for all currents, also several battery models.



interspersed with lectures and military propaganda, were given. This innovation was accepted with enthusiasm.

There followed a change of military control and the abandonment of interest in radio on the part of the authorities. Since that time broadcasting in this section has deteriorated until it is probable that not more than half the sets then sold are now in use. A private Chinese firm representing an American radio manufacturer has erected two broadcasting stations at its own expense in Peking and Tientsin, but cannot obtain a permit from the central government for their operation. At the present time, there are broadcasting stations of a sort furnishing native programs in seven cities of China.

Hong Kong is an exception to all rules. It is not really a part of China but a British community, hence there is no ban upon radio exports or restrictions upon broadcasting. Here interest in radio started a year ago with the inauguration of a small local broadcasting station which furnishes both English and native programs.



unless they can count on listening to athletic contests and historic events in the United States on the one hand, or can hear their mother tongue through some Oriental station on the other.

This brings the radio retailer face to face with numerous problems. Daylight demonstrations are almost non-existent, which means that the salesman must spend his daylight hours obtaining prospects while he spends his nights in selling. The store has become a negligible factor in making the sale—to the point where certain radio merchants have expressed the thought that sales could be more effectively handled from a warehouse and office headquarters.

Cash sales are few, the easy payment system being immensely popular in the Islands; consequently we maintain an efficient legal and credit department to handle collections. Our percentages of bad debts is quite an item notwithstanding careful supervision of credit.

An extended advertising campaign is adhered to, with five per cent of the gross sales being used for that purpose. Seven newspapers, four in English, two in Spanish and one in Tagalog (the dialect in the Manila district) are used. Provincial advertising is taken care of by our provincial dealers. They handle our goods just as would any dealer working from a distributor. However, satisfactory volume is seldom secured through dealers and we are making plans to open several branches.

There is real interest in short-wave reception and a definite proportion of advertising and of sales effort are devoted to that field.

A special permit is required for the import of each radio shipment. Application, accompanied by invoice and packing list, must pass through five or six hands. It sometimes takes several months to obtain permission for entry.

American-made sets and equipment are popular and have in large measure replaced German and French makes. Cheap Japanese sets appeal to those with little money to spend. Crystal sets are still in the majority. One dealer states that any set costing more than \$150 Mex (about \$60 gold) is beyond the means of most of his clients. As customs tax, transport, cost of permit, etc., adds 30 per cent to the cost of selling, with the overhead still to be added, it is obvious that the original price to the dealer to meet these conditions must not be higher than \$30 gold.

Of the 450,000,000 population in China, it has been estimated that there are perhaps 1,000,000 who could afford a foreign type set.

Secondly, good night reception is problematic, which means that it is necessary to leave the set for several nights in the home of the prospect to permit a fair test of reception. This privilege encourages the "shopping" frame of mind among customers and makes sales increasingly difficult to close.

In dealing with D.X., static and local interference are real problems. Not only is a poor night a drawback to making sales, but paradoxically enough, a good night is almost as bad. For the prospect, having heard his home town clearly on the first trial, can never afterward be convinced that his trouble in reception is not due to a

*(Please turn to page 62)*

# The Month's "BEST SELLERS"

## Editor's Note:

Here are two pages crammed full of short, practical sales ideas made possible through the co-operation of dealers who wish to pass a good thing along.

Conditions vary, so no one dealer can use all these suggestions. But we feel certain that every reader will find at least one which can be bodily extracted from these pages, perhaps improved upon, and used to snap up the sale of merchandise.

## A Packing Box Mystery

E. A. PORTAL of San Francisco recently stopped traffic in front of his store by using a "mystery" stunt which employed a number of empty packing cases. These were placed on the sidewalk before the store, a loudspeaker was concealed in each one and the leads from a set operated in the store basement were carried to the speakers via the coal chute grille which was in turn concealed by the stacking of the cases.

Passersby were startled to hear voices coming from these apparently discarded packing cases and still more intrigued to hear music. The stunt created quite a lot of interest in San Francisco.

## Celebrity Autographs Sets

WHEN Maurice Chevalier, world famous entertainer and movie star, visited San Francisco recently, Hale Brothers, radio dealers, induced him to autograph ten receivers and advertised that these receivers were on display at the store, and for sale at the usual price.

## How Many Factories in Your Town?

THE Boyd-Welsh Shoe Company of St. Louis has installed a radio receiver in its factory. The company's original idea was to provide entertainment for the girl piece-workers during the noon hour but after a short trial during working periods it has been found that stirring marches and popular songs stop gossiping between girls, snap up production and keep the entire force working at higher speed with less fatigue.

How many factories are there in your town? Every one is a prospect though considerable sales resistance will naturally be encountered with this new efficiency idea. Show this picture. Keep at it. In this particular case the girls were so pleased with

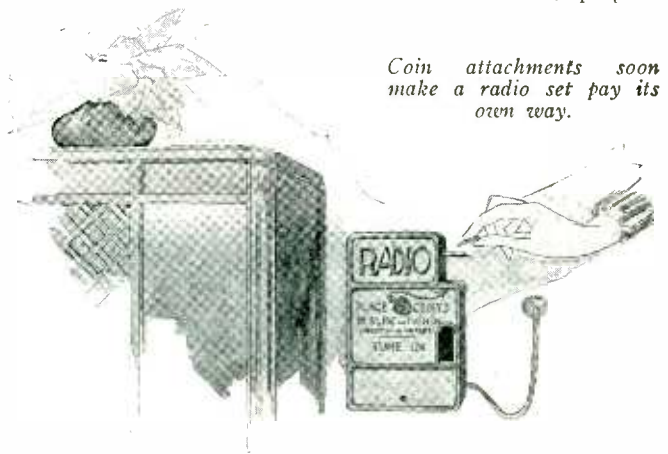


This radio (at the right, over the wash basin) was originally installed in the Boyd-Welsh Shoe Factory to supply entertainment for the girls during the noon hour. However, it has proven to be so popular and has been so beneficial to production that it now runs during the working periods.

the set that they offered to pay for it themselves after the trial period was up.

## Permits Return on Investment

THOUSANDS of commercial prospects would be interested in radio provided they could be shown how to make a receiving outfit in their place of business pay its own way. Coin attachment devices are now on the market for this purpose.



Coin attachments soon make a radio set pay its own way.

Dropping a nickel in the slot will operate any radio set for a limited time period.

H. H. Donnelly, The Heat and Power Engineering Co., Toledo, Ohio, reports that a device of this nature returns, in nickels, from \$8 to \$28 per month per installation.

"It is a definite revenue bearer and at the same time a means of converting a cold sales prospect into a hot one—and remember that on the other end of every coin-radio attachment there must be a radio set," Mr. Donnelly points out.

## Using the Stars to Sell

VIM Radio, Brooklyn, N. Y., employs a particularly effective window display idea which is old to the retailers of women's shoes on New York's Great White Way but new to the radio trade. Vim's manager has sold radios at reduced prices to eight popular theatrical stars, receiving in turn from these stars a picture showing the set in use.

These pictures of the stars using their sets are arranged in the company's show window, between receivers, with the sign. "Vim: Pleases These Stars—Vim Can Please You!" thus adding interest to an otherwise stereotype window and at the same time building customer confidence.

This idea can be applied, somewhat less effectively but with proportionately less trouble, by securing from set manufacturers photographs of screen stars and similar notables who use the receivers. Almost any manufacturer can supply one or two such photos and a dealer handling several lines can thus secure enough to add interest to his displays. If the store happens to be near a motion picture theater this latter method is a sure-fire method of drawing a crowd.

Photos of stage or screen favorites always attract the general public.

## Idea Sells New Tubes

Sales Idea Editor,  
Radio Retailing,  
New York, N. Y.

Dear Sir:

I would like to submit my pet sales idea to your column of "Tested Sales Ideas." This one was used by the Peoples Gas & Electric Company, Oswego, N. Y., where I am employed as a floor salesman.

Recently we planned a drive to build up our tube business, so we inclosed in the electric light bills for that month a little broad-side which got into every electrical customer's home on our lines. There was no extra postage, of course, and it surely did the job for us. The card read as follows: "Cut down your electric bills by replacing those old worn out tubes in your radio set." Then at the bottom of this we had our tube advertising cuts and prices. This idea increased our tube business 46 per cent the first week and is still going strong, three months later.

Yours truly,

THOMPSON CASE,  
People's Gas & Electric Co.,  
Oswego, N. Y.

P.S. I believe this idea could be readily adapted by radio dealers and a similar card inclosed with their time payment notices and monthly statements for service.

## Profits by School Contest

THE senior class of the Marysville High School, Marysville, Ohio, has earned a screen-grid radio and 10 speakers for its school through its efforts in submitting radio prospect names to the Electric Shop of Marysville, donors of the set to the high school. Of the prospect names submitted to this dealer during the contest 25 resulted in sales.

During the period of prospect-hunting all the seniors wore attractive badges, encribed with the words, "We Are Working for a Radio for Our High School."

## Two Store Front Ideas

A 2 ft. x 3 ft. blackboard, nailed alongside the entrance to Lang's Radio Shop, Hillside Ave., Richmond Hill, N. Y., performs yeoman advertising service. Lang lists on this blackboard the best features to be broadcast each day by several local stations and many local fans have made a habit of stopping at the store to select their best "Hits and Bits" for the night's entertainment. In addition, Lang uses the list himself to keep the demonstrator tuned in throughout the day on the best program.

The street demonstration set itself bears a sign to the effect that its price will be reduced \$1 per day, starting at a specified date, until it is sold. As an advertising stunt this method of booming neighborhood interest and unearthing prospects for other sets has been used before with good results. Inasmuch as people quickly recognize a bargain the price rarely drops so low as to make the scheme costly. The set is usually snapped up before its price hits cost as people are afraid to wait too long for the bargain which is displayed to the view of other bargain seekers. And during the process Lang locates prospects for other merchandise.

## It'll Help Sell Auto-Radio

RADIO equipped automobiles are coming fast—and with them a new and interesting market for the radio dealer.

The following sales idea comes to us from Ralph H. Langley, chief engineer of the Crosley Radio Corporation: "Drive your prospect for an automobile radio to within audible distance of a band concert that is being

## How to Secure Local Publicity from the Trade Show

WHEN Mr. Brown, the silk goods buyer for the Mammoth Department Store, goes to New York to inspect the latest patterns, an item to that effect appears in the local press. Just business sagacity, that's all.

Similarly when R. A. Isaacs, owner of the Radio Service Store, Bloomington, Ill., left for Chicago to attend the Radio Trade Show last year he told his customers, and prospective customers, about it through the medium of a self-written notice in the *Bloomington Pantagraph*. This notice explained why the show was being held and concluded with the remark that Mr. Isaacs would return fully posted as to the latest developments in radio receivers and would be glad to pass along to anyone interested the results of his observations.

Isaacs saw that another item appeared a week later telling of his return to Bloomington. He also wrote a condensed story for the radio page, in which he reported the year's outstanding developments in the radio art as exemplified at the Hotel Stevens.

The last thing he did was to run a series of small advertisements informing the public that the Radio Service Store was now displaying samples of the very latest, 1929, radio sets and accessories.

Does this kind of publicity pay? Well Isaacs took orders for eight sets during the last two weeks of June and lined up 34 definite prospects for August and September demonstrations.

Don't overlook this splendid opportunity for making the show finance your trip to Atlantic City.

broadcast, tune in on the concert and you will hear the music from your loudspeaker a split second sooner than it comes to you directly across the intervening space through the air due to the rapidity with which radio waves travel and the comparative slowness of sound. Your prospect thus enjoys the novel experience of hearing the same thing twice—which advances another excellent use for automobile radios and helps close sales."

This same utility value of radio in the car applies to other special events, such as public speeches, fair broadcasts, etc. The man with the radio in his car is assured of hearing every word and note of the program.

## Tell 'Em Why Its Good

THE Sunset Electric Company, a Portland, Ore., jobber, is running a series of window demonstrations in the windows of its dealers' stores, which are attracting considerable attention. A man has been stationed, on consecutive days, in the display windows of the Powers Furniture Co., Sherman-Clay, Cohn Bros., and in Seattle, in the stores of Standard Furniture Co., Grunbaum's, Piper & Taft, Hopper-Kelly and Mitchell's Liberty Music to point out, using illustrated charts and an actual receiver chassis, the advantages of modern all-metal set construction.

While these chart-talk demonstrations are in progress the sidewalk is invariably crowded. A. L. Shellworth sales director for Sunset, suggests that this method of introducing life into a window and boosting the excellence of new sets can be employed by the dealer himself, without, as in this instance, the stunt being engineered by a distributor.

Many dealers are pointing out the excellent features embodied in a certain chassis by displaying this chassis in their windows and running lengths of colored ribbon from each featured point to explanatory signs pasted on the inside of the glass.



This dealer uses two store-front ideas. The blackboard shown in this photograph gives daily "Hits and Bits" of the air and a chalktalk selection of the best programs, and the "dollar a day reduction in price" sign on the set at the right booms neighborhood interest.

# ♦ STOP THEM



*If your window fails to its selling effectiveness is — something different — quisite of your treatment.*

## ATMOSPHERE

*Color, vividness, charm: these are the striking values of this Landay Bros. window, New York City. Many of these "props" may be used again.*



## NEWS TIMELINESS

*Tie in with current happenings. This window offers an excellent suggestion as to how this may be accomplished.*

*Because most of the important news events are now broadcast, this idea is unusually effective.*

*Whenihan Bros., Buffalo, N. Y., conceived this display—with the co-operation of a local newspaper.*



## BROADCASTING

*Certainly there is no more logical subject for a radio dealer's window than the reproduction of a popular broadcasting feature. The cost of this Amos an' Andy trim is well within the value of such an idea—which comes to us from Spear and Co., New York.*

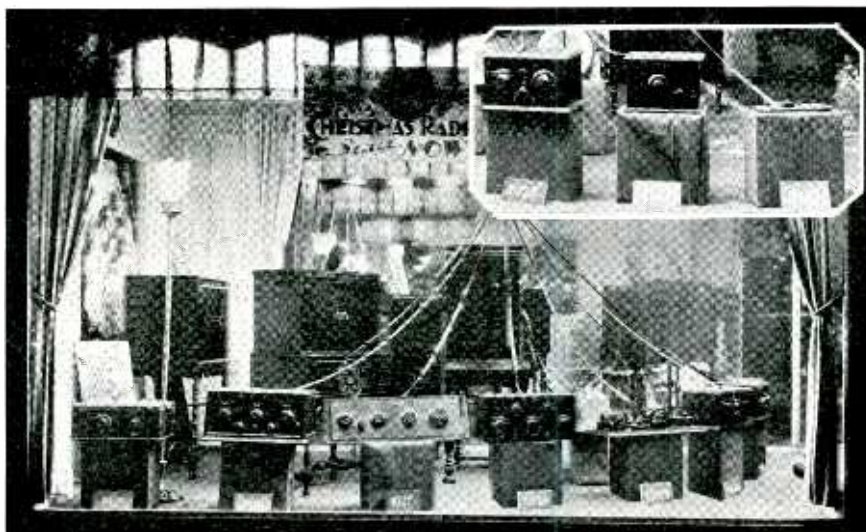


# With **W**INDOWS Novel

attract attention, half of wasted. A novel treatment is, therefore, the first re- Here are a few ideas:

## HISTORICAL

An excellent idea for a corner window. Present in chronological order a "Pageant of Radio's Astonishing Progress," leading up, of course, to the "latest and best."

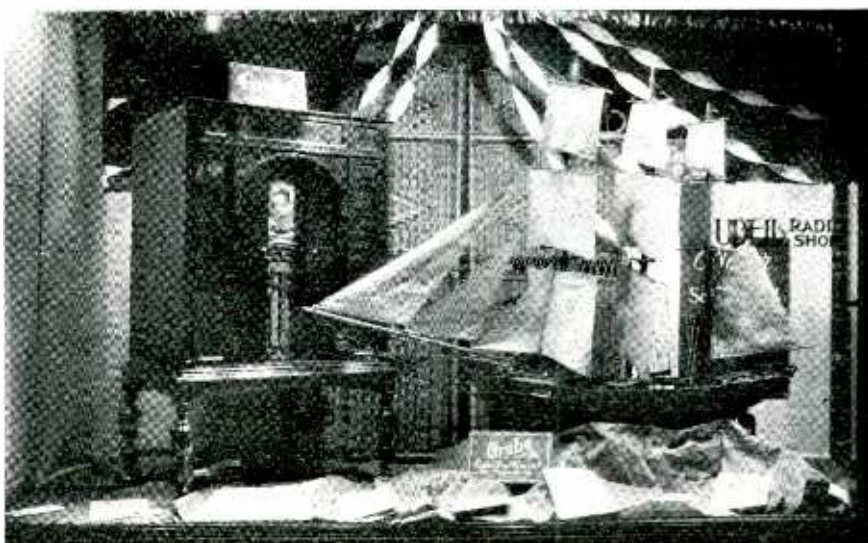


## ADVENTURE

"Oh for a life on the bounding deep!"

Appeal to the emotions—particularly to that deep-rooted love for romantic adventure—and watch the crowds gather.

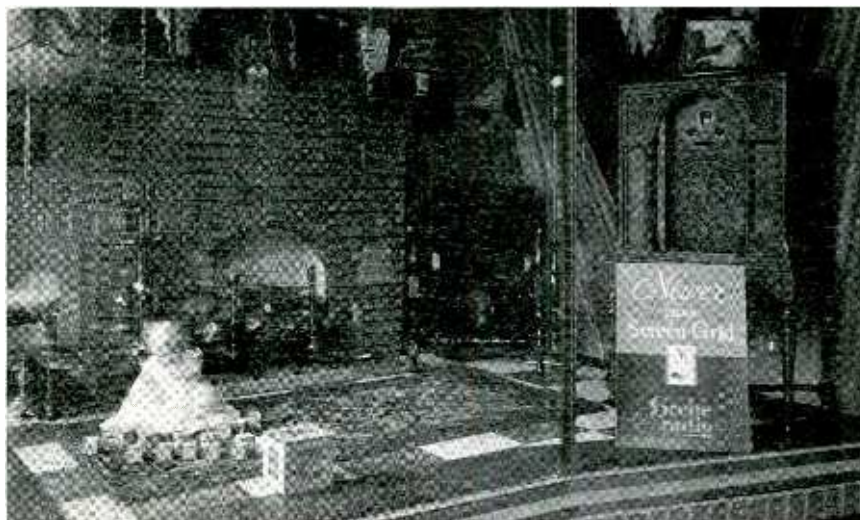
This window, by the Udell Radio Shop, White Plains, N. Y., won second prize in Grebe's window dressing contest.



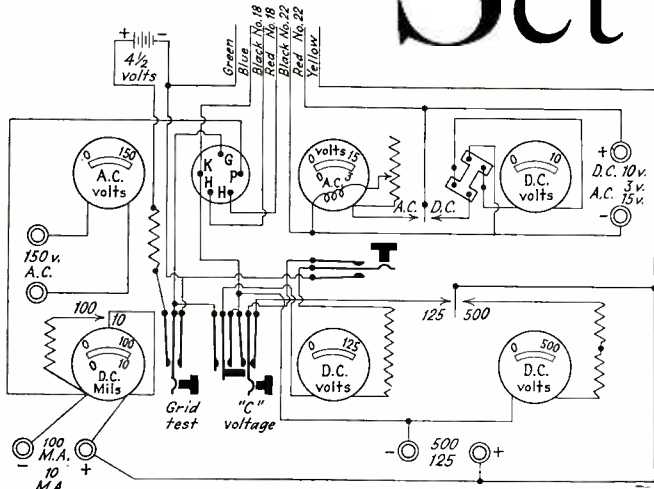
## CHILD LIFE

Nothing grips the heartstrings quite so strongly as interest in children. Here's action and atmosphere.

An "honorable mention" trim submitted by L. A. Costello and Company, Paterson, N. J., in the Grebe contest.



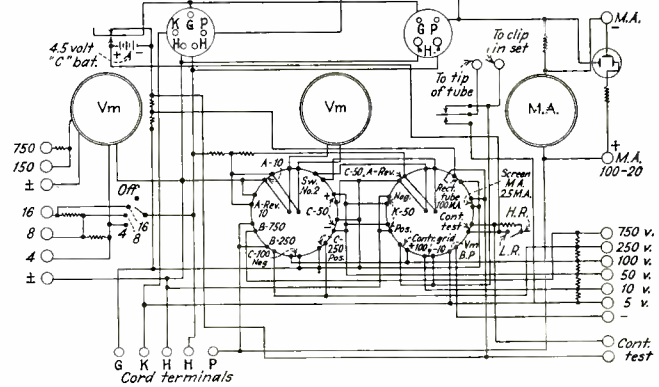
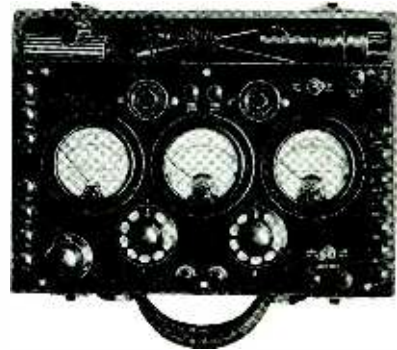
# (Portable) Set Analyzers



**Sterling R-522**



**Weston 547**



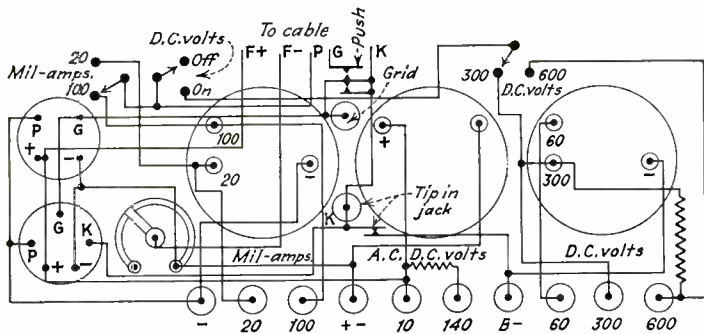
Instruments which function as tube testers only do not appear in this listing

Manufacturer	Jewell Elec. Inst. Co., 1640-50 Walnut St., Chicago, Ill.		Radio Products Co., Dayton, Ohio	Readrite Meter Works, Bluffton, Ohio		
	JEWELL	JEWELL		DAYRAD	READRITE	READRITE
Trade Name	JEWELL	JEWELL	DAYRAD	READRITE	READRITE	READRITE
Model	199*	409*	HR	245	15	9
List — East Price† — West	\$97.50 97.50	\$122.50 122.50	\$58.50 64.35	\$20.00 .....	33.00 .....	35.00 .....
Case—Material —Finish	Lam wood Black leath	Lam wood Black leath	Bakelite Dull black	Pressed steel Baked enamel	Pressed steel Baked enamel	Wood Leatherette
Overall Dim., in.—H—W—D	4½x12x10	4½x12x13	.....	3x4x8½	7½x7x14	10½x3½x8
Weight, lbs.	6½	8½	7½	2½	8	5
Meters, Scale‡	(2) 0-6-12-60-300 M.A., d.c. 0-6-30-60-120-300-600 V., d.c. (1000 ohms per volt) (Pol. reverse switch) 0-4-8-16-160-800 V., a.c.  (Zero adjust. types)	(4) 0-120-300-600 V., d.c. 0-12-60-300 M.A., d.c. (1000 ohms per volt) (Pol. reverse switch) 0-5 M.A., 0-10-100 V., d.c. 0-4-8-16-160-800 V., a.c.  (Zero adjust. types)	(2) 0-20-100-200-600 V., d.c. 0-20-100 M.A., d.c. (1000 ohms per volt) (Pol. reverse switch) 0-4-8-160-800 V., a.c.  (Zero adjust. types— WESTON)	(3) 0-60-300 V., d.c. 0-20-100 M.A., d.c. (Approx. 100 ohms per volt) 0-10-140 V., a.c.	(3) 0-60-300-600 V., d.c. 0-20-100 M.A., d.c. (Approx. 100 ohms per volt) 0-10-140 V., a.c.	(9) 0-8-50-500 V., d.c. 0-10-100-300 M.A., d.c. (Approx. 100 ohms per volt) 0-6-15-150 V., a.c.  Meters themselves have tip pins and are inter- changeable on panel
Ext. Taps	Bind. posts	Bind. posts	Tip jacks	Tip jacks	Tip jacks	
Tube Tests and Circuit Tests from Socket	All fil. types	All fil. types	All fil. types and Raytheon	All fil. types	All fil. types	All fil. types
(Others possible)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., screen-grid V. and cur., half-wave fil. rect. cur., Mu check by cont. grid shift 4½ V. pos.)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., screen grid V. and cur., full-wave fil. rect. cur. Mu check by cont. grid shift 4½ V. pos.)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., screen grid V., full-wave fil. rect. V. and cur., plate cur. change by grid-plate short button)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., half-wave fil. rect. cur., screen grid V., plate cur. change by grid-plate short button)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., half-wave fil. rect. cur., screen grid V., plate cur. change by grid-plate short button)	(D.C. or a.c. fil. V., cath. V., plate V. and cur., full-wave fil. rect. cur., screen grid V., plate cur. change by grid-plate short button)
Test Battery Required§	4½ V. "C" (furnished)	4½ V. "C" (furnished)	(2) 1½ V. bats. (furnished)	4½ V. "C" can be used externally for cont. test and pos. grid shift Mu check	4½ V. "C" can be used externally for cont. test and pos. grid shift Mu check	4½ V. "C" can be used externally for cont. test and pos. grid shift Mu check
Remarks	*Type 198 same as 199 elec. but with comp. for tubes, tools, \$110.00	Simultaneous read. princ. tube and circuit charact.  *Type 408 same as 409 elec. but with comp. for tubes, tools, \$137.50	A.C. line volt leads not furnished but ext. meter connections provided	Multipliers for extending meter ranges obtainable extra with plug tips for ter. tip jacks	Multipliers for extending meter ranges obtainable extra with plug tips for ter. tip jacks  Has several comp. for tools, tubes, batteries, small drawers for misc. small parts	Rheo. on panel controls fil. volt. of tube under test if d.c.  Simultaneous read. princ. tube and circuit charact.

†Equipped with necessary tube adapters, probes, line volt. leads, plug, etc. except where noted under "Remarks."  
‡Figure in parenthesis indicates number of meters. Scale data may indicate

multi-scale meters using multipliers or instruments for single or double duty. (See photos and circuit diagrams.)  
§Continuity tests made with series volt. and d.c. meters. Capacity checks

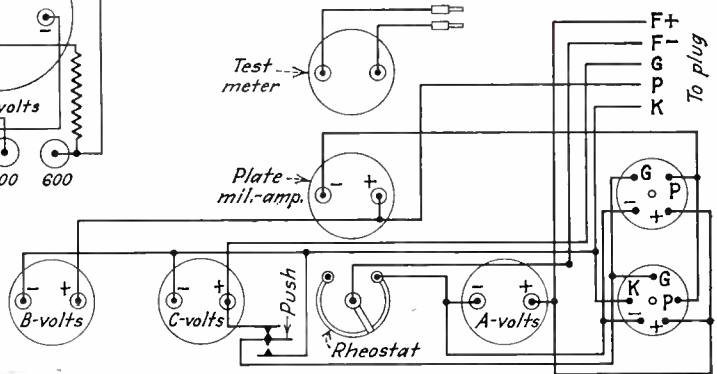
# -a listing for Servicemen



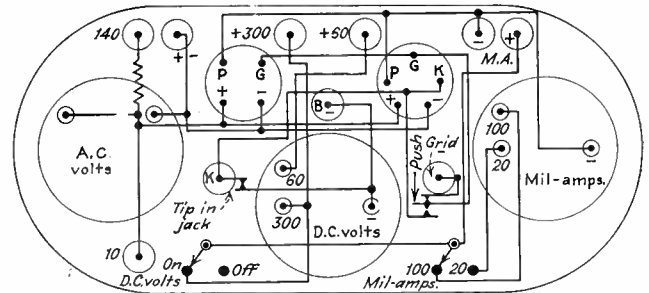
(Above)  
**Readrite**  
245



(Below)  
**Readrite**  
9



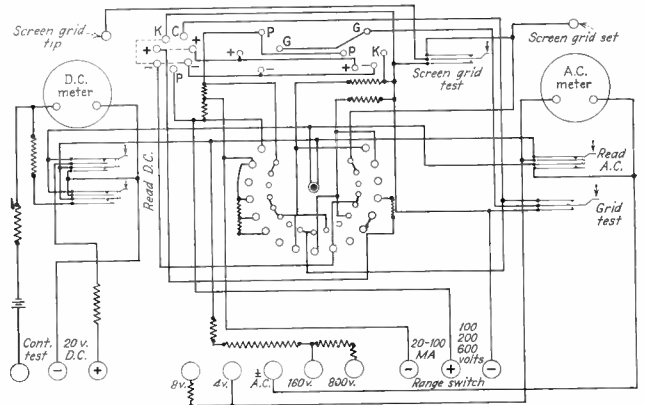
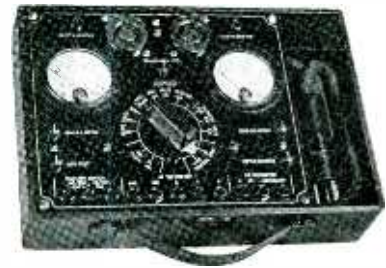
(Above)  
**Readrite**  
15



Sterling Mfg. Co., 2831-2853 Prospect Ave., Cleveland, Ohio	Supreme Instruments Corp., Greenwood, Miss.	Weston Elec. Inst. Corp., Newark, N. J.
STERLING	SUPREME	WESTON
R-522	400-B	547
\$67.50 Slightly higher	\$139.50 139.50	\$125.00 125.00
Wood Leatherette	Fabrikoid Black	Bakelite Black
10 1/2 x 9 1/2 x 4 1/2	12 1/8 x 18 1/8 x 7 1/2	3 1/2 x 12 3/4 x 9
7 1/2	.....	10
(6) 0-10-500 V., d.c. 0-10-100 M. A., d.c. 0-3-15-150 V., a.c. (Zero adjust. types) (Pol. reverse switch)	(3) 0-10-100-250-750 V., d.c. 0-25-125 M. A., d.c. (1000 ohms per volt) (Pol. reverse switch) 0-2 1/2 amps. 0-4-16-150-750 V., a.c. (Zero adjust. types) WESTON or JEWELL	(3) 0-5-10-50-100-250-750 V., d.c. 0-2-5-20-100 M. A., d.c. (1000 ohms per volt) (Pol. reverse switch) 0-4-8-16-150-750 V., a.c.
Bind posts	Tip jacks	Bind posts
All fil. types	All fil. types	All fil. types
D.C. or a.c. fil. V., cath. V., plate V. and cur., screen grid V., half-wave fil. rect. cur. Mu check by cont. grid shift 4 1/2 V. pos.)	D.C. or a.c. fil. V., cath. V., plate V. and cur., screen grid V. and cur., full-wave fil. rect. cur. Mu check by cont. grid shift to pos. Osc. test possible.	D.C. or a.c. fil. V., cath. V., plate V. and cur., screen grid V. and cur., full-wave fil. rect. cur. Mu check by cont. grid shift to 4 1/2 V. pos.)
4 1/2 V. "C" bat.	110 V., a.c. No bats. necessary	4 1/2 V. "C" bat. (furnished)
Simultaneous read. princ. tube and circuit charact.	Built-in modulated oscillator, built-in aux. audio trans. and fixed condensers. Compartment for tubes, tools	High-low res. cont. test switch

possible by series a.c. calc. Resistance values obtainable, using standard formulae for series d.c. potential drop. (Accuracy depends largely on sensitivity and ohms per volt of instruments. See "Meters")

**Dayrad**  
HR



(Please turn to page 48)

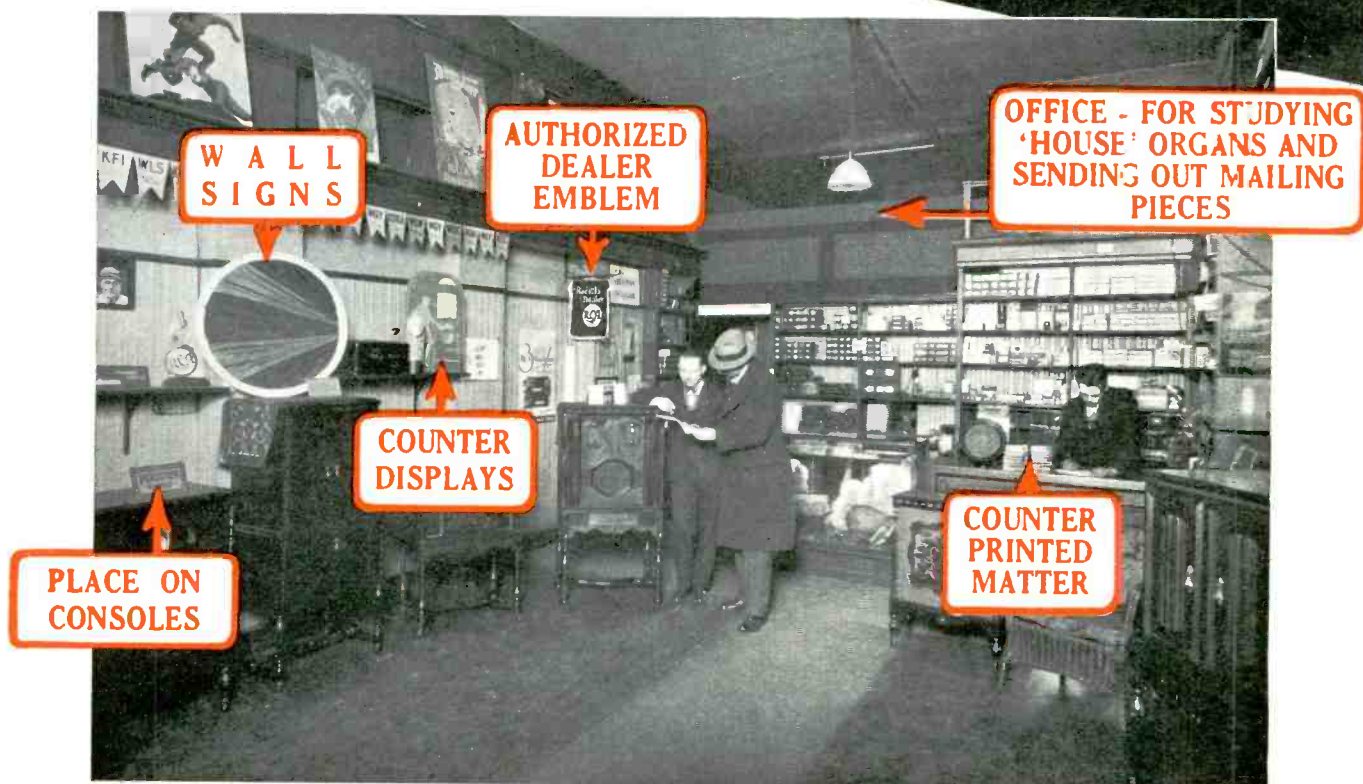
# For the More Effective Use of Sales

*Let's display and distribute them  
in a manner commensurate with  
their worth*

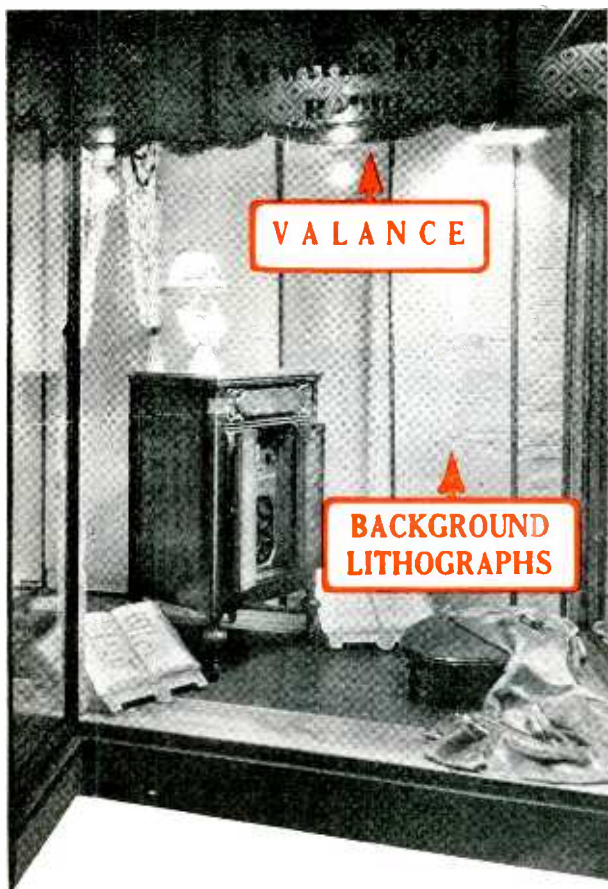
**T**HIS year radio set, tube and accessory manufacturers are spending not less than a total of \$9,000,000 for dealers' display and sales help material. Never before have plans to help the dealer been as extensive or as carefully conceived. Many splendid pieces of display lithography, counter material and direct-by-mail pieces already are available for dealer use—most of them for the asking.

Considering so vast an expenditure and effort these questions naturally arise in the dealer's mind: Will the manufacturer's promotional material be suited to my needs? How can I display and distribute it to secure the greatest good?

The answer to the first question lies largely in the dealer's hands. The man on the firing line should voluntarily advise his jobber and his manufacturer with respect to the character of display and printed matter which he can best use. Furthermore he should not complacently receive vast quantities of unsolicited "helps" only to immediately consign them to the waste paper basket. Dealers owe it to their manufacturers and to the



# “Helps”



considerably decreased selling expenses all along the line to immediately notify manufacturers if they cannot use advertising material, stating the reason why. Better still the manufacturer should send samples of selling helps which are available together with a requisition blank so that the dealer may specify the quantity and type exactly suited to his local requirements.

To answer question number two we are running the accompanying illustrations and explanatory captions.

In addition to these fundamental principles most manufacturers are now issuing elaborate manuals, some of which almost take on the dignity of text books, which instruct the dealer in detail not only as regards the fuller and more efficient use of their display and promotional pieces but also as regards the fine points of making the sales canvass, the sales presentation, and the building of a live mailing list. *Radio Retailing* has published, and will continue to present, many articles on these subjects.

Some of these manufacturers' portfolios represent the highest art of the printer and cost not less than \$1 apiece.

Now is the time to study the printed material designed for your own education and to prepare your plans for using, in the store, in the hands of your salesmen, and through the mails, this literature for prospects.

## To Carry Out These Pictorial Suggestions

*Because it is not practical to list or illustrate the many products, for the dealer, of the advertising departments of the tube and set manufacturers, it is suggested that those interested write their local jobber, or communicate direct with the manufacturer.*

*These aids to selling fall under four general classifications:*

### *Sales Manuals*

*Educational booklets for dealer and salesman to study. Contain specific instructions for locating prospects and for demonstrating, selling and servicing sets.*

### *“House” Magazines and Newspapers*

*Weekly and monthly information covering “within the family” news and containing examples of displays and merchandising ideas.*

### *Display Material*

*Counter cards, lithographs, window trim posters and signs.*

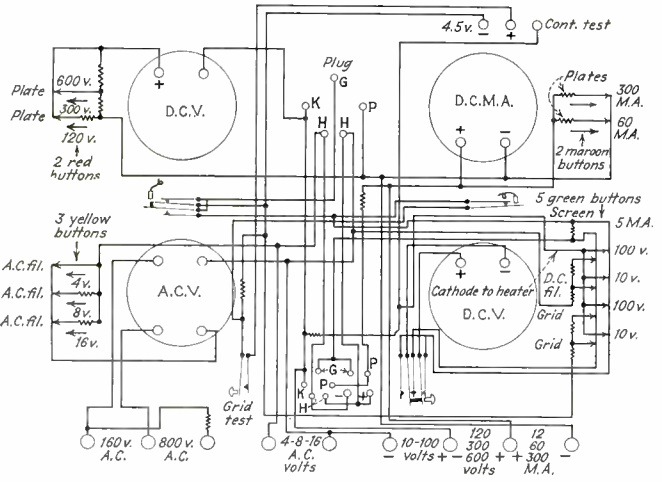
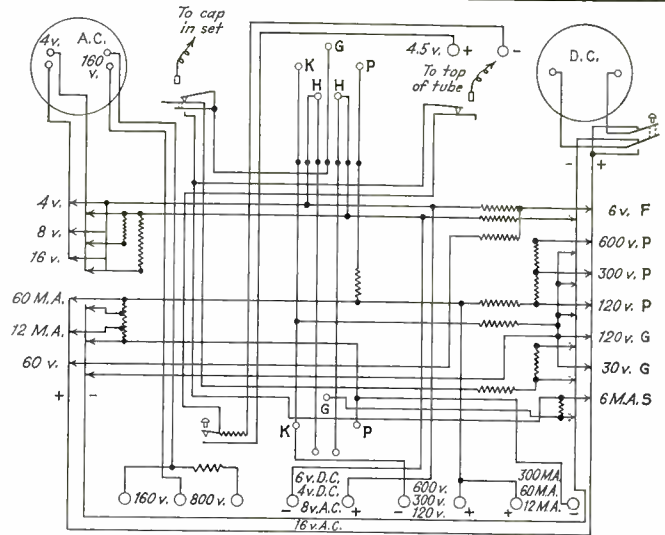
### *Counter and Mailing Pieces*

*Circulars and booklets to be placed in the hands of prospects, to be distributed in the store, in person, or through the mails.*

*As a rule suggestions for the most effective use of each piece accompanies the shipment.*

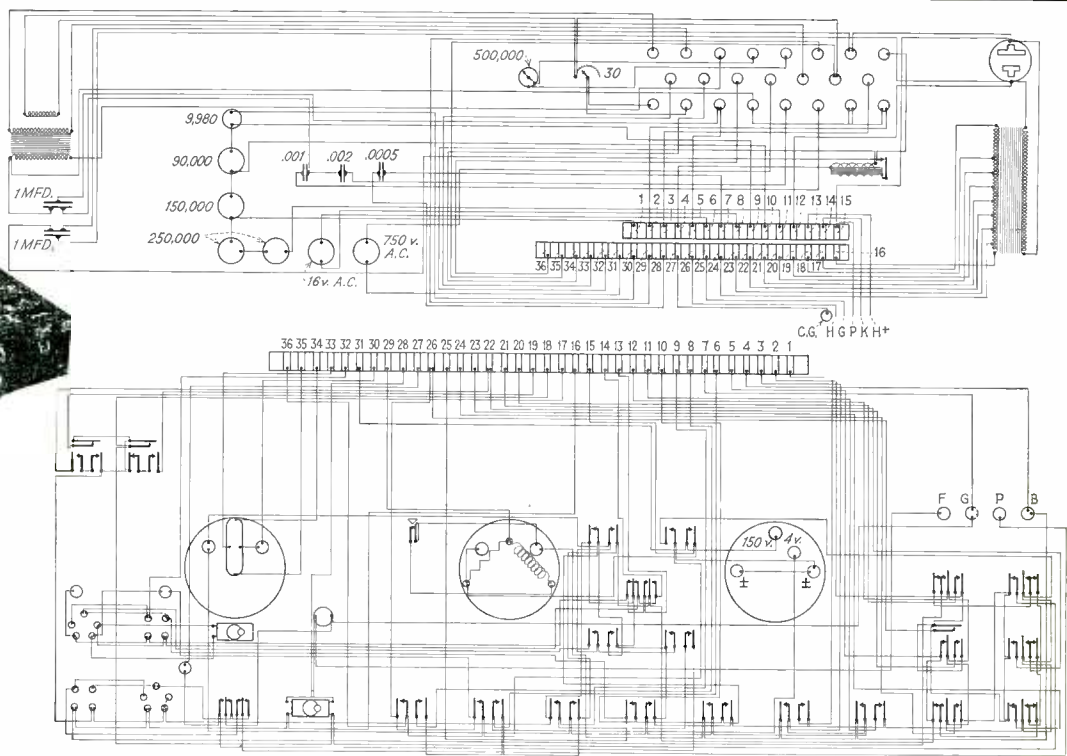
# Set Analyzers (Continued from page 45)

## Jewell 198



## Jewell 408

## Supreme 400-B



# How Byington Gives Systematic Service

*Intelligent routing of trucks, and efficient repair record system reduce delivery and service costs for this San Francisco dealer*

THE RADIO STORE THAT GIVES SERVICE  
From 8 A. M. to 10 P. M.

Eveready  
Kellogg  
Federal  
Blonstein

THE SIGN  
"BY"  
OF SERVICE

Lyric  
Radiola  
Kolateral  
Crosley

**BYINGTON ELECTRIC CORP.**  
Wiring, Fixtures, Repairs and Appliances

PHONES WEAT 0082  
809 Fillmore Street N.E. Sutter  
Store No. 1—337 Irving Street Bet. 7th and 8th Aves.  
Store No. 2—5410 Geary Street Bet. 18th and 19th Aves.  
Store No. 3—74 Byington Street N.E. Fillmore  
Service Dept. 74 Byington Street N.E. Fillmore

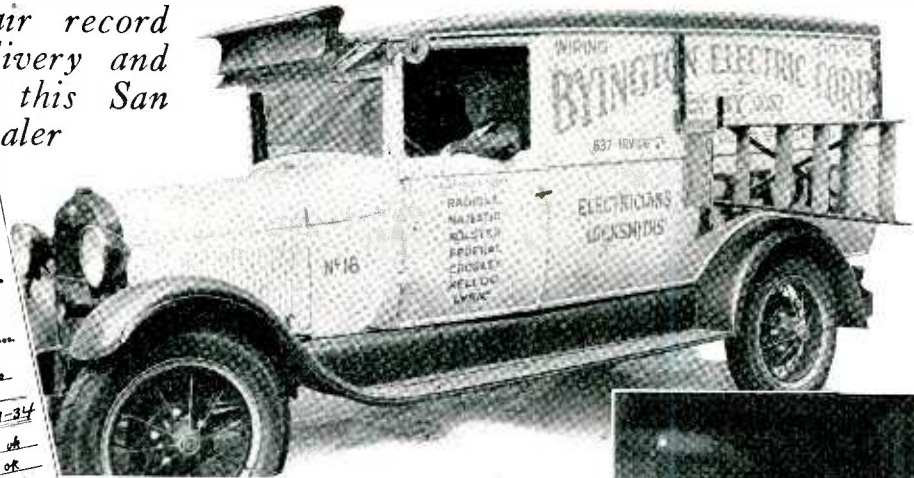
Served by *J.C.F.* San Francisco *April 4, 1932*

Name *Benj. P. Rasmussen* Ticket No. *67-34*

Address	<i>1614</i>	Set	<i>OK</i>	Wiring	<i>OK</i>
A. Supply	<i>OK</i>	Tubes	<i>245</i>	Aerial	<i>OK</i>
B. Supply	<i>OK</i>	Trans	<i>OK</i>	Grid	<i>OK</i>
C. Supply	<i>OK</i>	Cond	<i>OK</i>		
Parts Sams.	<i>20kites</i>	Rheostat	<i>OK</i>		
Charger	<i>OK</i>	Socket	<i>OK</i>		
Spk.	<i>OK</i>				
Sold Retail	<i>245</i>	Ret.	<i>1.60</i>		<i>1.00</i>

235-1

If there is anything about this transaction that is not entirely satisfactory, please notify us at once.



*A pair of angle irons provide support for the stepladder. One truck has a special high body which permits console models to be carried upright. Straps which project out from the sides grip each radio firmly and the large hinged box is for accessory equipment.*

*(Left) Service men are required to make a rapid general check of the installation after completing specific repairs, noting the condition of the various units on this form, thus obviating much future trouble.*

**S**ERVICE and delivery troubles increase proportionately with volume. So the particularly efficient methods employed by the Byington Electric Corporation of San Francisco, with special reference to its systematic operation of a fleet of light delivery trucks, will be of interest to both large and small dealers.

Without further preliminaries we describe as fully as space permits the entire Byington service-delivery set up.

The company does electric wiring, sells a general line of electrical appliances and operates a radio department which probably moves more sets annually than the average specialty outlet. There are five stores in the system, the main store and four branches, and all service, installations and deliveries are handled from a central office by a fleet of 24 light delivery cars, of which 19 are used by the radio department. It is on the radio department and these 19 cars that we concentrate our attention.

### Truck Stock Record

Each truck is completely outfitted for immediate service in the field. Seven have bodies especially designed for radio service; high enough to accommodate a console model, with straps for holding sets in position without injury. All material likely to be needed for field service is provided in locked boxes

to which the individual service man alone possesses the key. (See photograph.) This stock is uniform for each truck and varies from time to time only as the demands of servicing change. At one time, for instance, several storage batteries were carried, whereas now one is sufficient. Other details to be added or removed from the list are determined from the warehouse records of materials called for. This stock is maintained on the basis of a perpetual inventory, the entire list being charged against the service man in charge of the truck. At the end of the day the items he has used and which appear on the records of his sales tags are placed on a corresponding requisition blank and the stock replenished for the following day. Inventories are checked at irregular intervals without previous warning.

The trucks are stored at the warehouse overnight, where they are overhauled and provided with gasoline and oil so they are ready for the service men in the morning. Thus the daytime service staff has its cars and is ready to report to the service manager at the main store by eight o'clock. Here each man is handed his list of service calls which has been made up by the service manager from the calls received the previous day, carefully districted. These the individual service men list in

### TABS by TELEPHONE

*At 8 a.m. the service men receive their lists of calls. Each man makes up his own route order and leaves a duplicate with the service manager.*

*The men are instructed to 'phone the repair desk each time they leave one home to go to another for possible additional calls.*

*(Please turn to page 63)*

# PRODUCTION geared to

## New Plan assures stabilized business to Radiola Dealers

**N**OW . . . the Radiola Franchise assumes a greater value than ever in the industry through the creation of a new plan for *Controlled Production*, which will knit together — closer than ever before — the three factors of Retailer, Manufacturer and Public.

With the cooperation of the dealers and distributors we can more accurately gauge public demand and meet it speedily and economically through straight line production under one roof. This plan will make possible for the Radiola dealer a higher degree of stability than has ever been known in the industry.

As ever, only the highest quality of merchandise will be manufactured and sold under the Radiola Trade Mark. The great resources of the new RCA Victor Company back up this new plan of controlled production with manufacturing facilities of assured capacity.

### OUR SUCCESS HINGES ON YOUR SUCCESS

Powerful, consistent advertising in magazines, newspapers, broadcasts and window displays will make the Public continue to use the name Radiola as a synonym for the best in Radio. The strength of this name with the Public is our greatest asset. No effort will be spared to make the Radiola Franchise of *permanent value* . . . which will grow greater and greater in 1930 and in the years to come.





# Public Demand-

## *The Super-Heterodyne Principle*

Because of its supreme sensitivity, selectivity and tone fidelity, the Super-Heterodyne Principle is used in Marine Direction Finders, in the World's Radio Communication Circuits, in the Radio Compass and in the leading broadcasting stations where reception must take place directly under the powerful transmitting antenna. It is the supreme achievement of Radio, developed after years of research by the world's greatest Radio Engineers. The Super-Heterodyne Principle is embodied in the finest sets this year, and in the years to come.

# RCA RADIOLA

RADIOLA DIVISION, RCA VICTOR COMPANY, INC.

*Display the famous RCA trade-mark*



## A Course to Steer By

It's a good ship, this radio industry of ours, but it needs keen pilots and a well charted course. Given these essentials it will bring its crew and cargo into snug harbor within the year.

Our port is called "Profitable Stabilization." To reach it certain basic policies must be observed. *Radio Retailing* has consistently advocated these policies. It will continue to do so, even more vigorously than in the past.

At this time, when next season's plans are in the making, we again define, therefore, the editorial objectives of this magazine. They are these:

### **Match Production with Demand**

Through a knowledge of merchandise movements and a control of assembly lines.

### **Factual Control of Assets, Costs and Liabilities**

Manufacturers and dealers must install adequate accounting systems.

### **Aggressive Selling**

Within the limits of working capital and sound business policies.

### **Establish a Standard of Values**

The manufacturer can help the wholesaler and dealer tremendously in this respect. Lines must have permanent market worth.

### **A Radio in Every Home—Unwired as Well as Wired**

Improved tubes, speakers and batteries will make the former objective practical.

### **A Profit Every Month in the Year**

Sell other kinds of home entertainment and convenience devices if necessary.

### **A Charge for Credit, Installation and Maintenance Service**

Formulate policies and stick to them.

### **Capture the Automobile Market**

The public is becoming enthusiastic on auto-radio—and the radio dealer is the logical man to take care of this demand.

### **Local and National Co-operative Effort**

Within the proper limits of organizational work.

# Editorial

## *Shifts in the RCA Set-Up*

**A**DDITIONAL stock in the Radio Corporation just issued to the General Electric and Westinghouse companies, gives those two concerns, together, control of RCA and in turn control of its many subsidiaries operating in the radio, motion-picture and allied fields.

The new set-up follows logically from efforts to correct the awkward manufacturing situation in which the Radio Corporation has found itself ever since its original formation as a patent pool in 1919. Under its contracts, 60 per cent of its apparatus requirements have heretofore been manufactured by the General Electric, 40 per cent by Westinghouse. The plan was always cumbersome in that engineering conferences between the three groups necessarily preceded all changes in merchandise lines, while the RCA itself was a sort of super-jobber, owning a trade-mark but no factories.

Under the new plan, the Radio Corporation will do its own manufacturing, and the two electrical companies are taking stock certificates in lieu of their former manufacturing profit of "20 per cent on cost." The new arrangement has distinct production and engineering advantages; these were probably the primary considerations in the shift, rather than the incidental stock-control aspects.

Many admirers of RCA's achievements will regret, however, that its ownership could not have been continued as a "democratized" organization without the massing of stock for control. Certainly the public confidence that attends the great American Telephone and Telegraph Company, which has no stockholder owning as much as even one per cent, would be a valuable asset to the RCA in its plans for future expansion.

## *The Dealers Get a Break*

**I**LLUSTRATING the recent trend in the direction of making it possible for ethical dealers to profit from the surplus merchandise epidemic is the action of two New York distributors of a "late lamented" set manufacturer. These firms, through co-operative action, purchased from this manufacturer its stock of distress radio sets. These sets were then offered to radio dealers at a price comparable with that which well-known outlets for overproduction have been paying for receivers headed for the "dumping" market.

This action places the independent dealer in a position where he can fight fire with fire; where he can advertise a "leader" and hold his trade on the basis of matching value with value.

This policy is in line with suggestions made at the Cleveland convention of the National Federation of Radio Associations and with a suggestion by S. J. Ryan in the April issue of *Radio Retailing*.

If we must have chronic overproduction then the least the radio manufacturer can do for his industry is to see that his surplus merchandise is distributed so as to work the least amount of hardship on the retailer.

# Views on Live Issues

## *Tell the Owners of Radio-Equipped Autos All the Facts*

ALTHOUGH the designers of modern automobile radio sets have incorporated every possible efficiency of pick-up and have made these new dashboard sets marvels of radio sensitiveness, still the purchasers of such radio-equipped automobiles must not expect to obtain radio reception on distant roads and in vacation places far from cities, which will be comparable with the reception they get from their city home receivers.

The average car owner will perhaps make his first test of his new automobile radio on a summer noonday picnic 75 or 100 miles from home. His automobile set may have worked very well in the city within a few miles of a local broadcast station that same morning. But when he gets away off into vacation land and pulls up in a mossy dell to enjoy lunch to the accompaniment of radio music, he is likely to find "nothing in the air." Instead of radio music, he will hear only the crash and roar of static—for the radio signals from the distant stations cannot override these atmospheric bombardments.

### *Higher Station Powers Needed*

THERE are vast areas of New England, New York State, the Adirondacks and other vacation regions where during summer daylight hours no radio programs whatever can be picked up,—even though, after sunset, one or two high-power stations can be faintly heard filtering through summer-night static.

The only solution for the situation confronting the automobile-radio user is higher power for broadcasting stations. Everything possible has been done by the receiving-set engineers to make the new auto sets efficient. They will pick up anything that is in the air, but they cannot operate on radio waves that are non-existent in the far places, or are drowned beneath a sea of static.

Any further engineering attack on the problem of the automobile receiver must be to increase the powers of broadcast stations themselves. In this way only can adequate signal strengths be laid down in the woods, mountains and lake regions. Only by higher station powers can our great outlying vacation areas be covered at all and the thousands of automobile owners who start out on radio-equipped tours this summer, be saved from inevitable disappointment.

### *Are You Selling Electric Clocks?*

WE HAVE had electric clocks on the market for some time past. A great many radio merchants are handling this latest improvement to modern life,—it is perfectly proper that they should. Electric clocks make a very excellent addition to the merchandise line of any radio store. But why leave these clocks parked around the store waiting for some customer to come in and buy one? The radio dealer of all merchants has the best opportunity to sell these clocks and very few, if any, are taking advantage of it. Why isn't it a good idea to

take one out on every home demonstration and while the set is on demonstration, leave the clock running on top of the set. Chances are that the clock will sell with the set, once the customer has seen its advantages. He will come to look at the electric clock on the radio, as standard time by which to set his other clocks. He will take delight in checking its accuracy against the so-called standard time given over the air. And, even if the radio set is not sold on the demonstration the chances are good that the customer will buy the electric clock. It's a worthwhile opportunity—take advantage of it now.

### *A Reader Editorializes on Salesmanship*

THE radio man in the past has been selling distance. Volume, price, tone and appearance. This year the wise radio merchandiser will feature only one thing—entertainment. He will explain that for \$150 one can obtain \$1,000 worth of entertainment within a 30-day period. Not one prospect in 40 sees the matter in this light unless it is pointed out to him.

There is always at least one feature program on the air every evening. Dealers should play it up. Most of these programs cost their producers over \$1,000.

Another angle that can be stressed: for two people to see a prize fight costs approximately \$50; to hear an opera, \$25; to attend a ball game, \$10. Divide any of these amounts into the price of a radio set and see how few evenings it will take to pay for it. Use these arguments on your store prospects and turn, "Well, I was just looking around," into "When can you deliver it?"

*Robert Lee Miller,  
Dayton, Ohio.*

### **Concerning Listener Interest**

Just so long as public interest in programs is high a healthy radio market is assured because listener interest means "consumer demand."

If the user is the heart of the radio industry, the dealer is its pulse. No one else has so close a connection with the all-important consumer; no one knows better what goes on in the buyer's mind.

To learn the status of listener interest, then, *Radio Retailing* turns to its readers. Is it high or low? Growing or waning? And what are the reasons for these changes, if any?

What is your answer to these questions? Five dollars is offered for the most comprehensive reply.

ADDRESS: BROADCAST EDITOR,  
*Radio Retailing,*  
36th St. and 10th Ave.,  
New York City



# New Products for

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.



Model 70

## Audiola Consoles

TWO new four tuned circuit, triple screen-grid consoles with full sized electro-dynamic speakers, have been brought out by the Audiola Radio Company, 430 S. Green St., Chicago, Ill. This company has been making chassis for many years and has just entered the console field.

Model 70 comes in a modernized Gothic open face cabinet of the semi-low-boy type with Cathedral grille. The front is stump walnut with figured maple overlays. The height is 40½ in. Intended retail price, \$107.

Model 80, with the same chassis and speaker is housed in an open faced highboy console of Gothic design. It has stump walnut front in two-tone effect. Price \$119.—*Radio Retailing*, May, 1930.



Model 80

## Automatic Line Voltage Regulator

AN AUTOMATIC voltage regulator in the form of a compact plug and receptacle for ready inclusion in the power line to the radio set has been added to the line of the Clarostat Manufacturing Co., Inc., 285 N. 6th St., Brooklyn, N. Y. It is an automatic ballast or self-compensating type of resistor, which offers high resistance to high line voltages, and very little resistance when the line voltage is at normal or even below normal. This device also acts as an r.f. choke in the line, reducing line noises. The intended retail price is \$1.75.—*Radio Retailing*, May, 1930.

## Sky Filter, Photometer and Tripod

WHILE experience sometimes develops a certain ability to guess the correct diaphragm setting, most amateurs are in despair when it comes to determining exposure by this "hit and miss" method. A new, compact, pocket exposure meter which makes possible instantaneous readings is being distributed by the Bell & Howell Company, 1801 Larchmont Avenue, Chicago, Ill.

The "Photometer" is so sensitive that a person's face, for

The Photometer



example, can be exposed for the particular effect desired. Dark areas and shadows can be exposed specifically. Exposure readings are combined in the one instrument for either the Filmo 70 or 75 cameras, and will later be made available for use with all types of movie or still cameras.

The instrument weighs 5½ oz. and is 4½ in. long x 1½ in. in diameter.

A graduated filter glass to fit the duplex filter holder is also available. It is a segment of glass graduated from clear to 4x density, which permits, for example, the photographing of clouds and sea in combination with foreground without underexposing the foreground. The duplex holder complete with the 2x and 4x filter glass and the variable sky filter glass, may now be had in combination.

A new all metal tripod has adjustable extension legs with simple means of locking into position. Its swivel-head provides for every desired angle and camera movement. An automatic tilting counterbalance prevents the camera from pulling forward and tipping the tripod over.—*Radio Retailing*, May, 1930.

## Lightning Arrester

THE 1930 model of the Corwico "Vulcan" lightning arrester made by the Cornish Wire Co., 30 Church St., New York, N. Y., is now ready. Several improvements have been incorporated and an unqualified guarantee goes with each arrester.—*Radio Retailing*, May, 1930.



Model 70

## Browning Drake 60 and 70 Series

MODEL 69 console just announced by the Browning Drake Corp., Waltham, Mass., is a triple screen grid receiver with five turned r.f. circuits, power detection, resistance coupled first audio and push pull second stage audio using two 245 tubes. Price \$129.50.

Incorporated in the 70 series is "automatic call letter tuning." Stations are listed according to call letters and kilocycles and are greatly enlarged on a ground glass opening. These sets employ 4-224's.

Model 70 is an open faced lowboy only 36 in. high. It lists at \$159.50.

Model 71 is a walnut highboy, 43 in. high with French doors. Price \$192.50.

Models 70 and 71 may be equipped with remote control and are then known as Model 70-R at \$229.50 and Model 71-R at \$262.50. The remote control may be set at nine pre-selected stations.—*Radio Retailing*, May, 1930.

makes more practical the use of the very fast lens, particularly the F:O.99 Dallmeyer and any of the other lenses of exceptionally large opening. Also it makes possible the accurate focusing of very close-up objects, even to within a few inches of the camera. Model 5 is a three-lens turret instrument.

Every essential operating speed is provided—8, 16, 24, 32 and 72 frames per second. The operating button gives these additional speeds at a slight turn and a lock-down operating position is provided for 8, 16 and 24 frames per second. A non-operating lock position is also provided.

The intended retail price, depending upon lenses used, varies from \$220 to \$370.

The new Model 3 Ciné projector is identical to the present model 3-B except that it is finished entirely in crystal black enamel with all steel and brass parts chrome plated. It will retail for \$175, including 2-in. Graf lens, 200-watt, 110-volt lamp and carrying case.

A new and more powerful lamp, 250-watts, 28 volts, will soon be ready for delivery with a lamp rheostat very similar in appearance, shape and size to the present No. 10 lamp rheostat. This new lamp and rheostat can be used with models 3, 3-B and 3-C.—*Radio Retailing*, May, 1930.



## Utah Electric Pick-Ups

THE weight of the tone arm is calculated so as to insure the right amount of inertia for best reproduction and pick-up in the new electro-magnetic phonograph pick-up brought out by the Utah Radio Products Co., Michigan Ave. at 18th St., Chicago, Ill. The tone arm is designed to give the correct support to the pick-up unit.

Model C 201, illustrated with volume control unit and 201 adapter (for use with d.c. radio sets), is \$18.50. Model C 227 with volume control unit and model 227 adapter (for a.c. radio sets) is \$18.50.

Model A, pick-up only, manufacturer's type, furnished with tapped mounting holes in frame and two or three foot cord, is \$10. Model A 1, pick-up only, same as Model A except with bracket fitting phonograph tone arms, is \$10.45.

Model B 227, consisting of Model A with special volume control unit and 227 adapter (for a.c. sets) is \$15.05; model B 201 with model A and special volume control unit and 201 adapter (for d.c. sets) is \$14.95.—*Radio Retailing*, May, 1930.



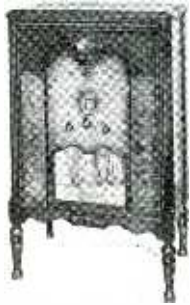
Model 5

## Victor Camera With Focusing Finder

DIRECT visual focusing through a focusing finder is a feature of the Model 5 Ciné amateur movie camera of the Victor Animatograph Company, Davenport, Iowa. Each scene may be individually focused without using the focusing ring except to produce the sharpest possible focus. This feature

# Dealers to SELL

All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



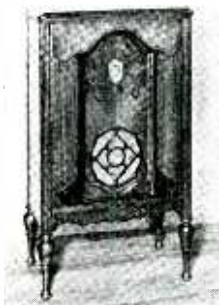
Model 39

## New Lyric Line

FOUR sets and a radio-phonograph combination have been brought out by the All American Mohawk Corp., 4201 Belmont Ave., Chicago, Ill.

The circuit, which is common to each, uses three 224's, two 245's, one 227, and one 280.

Model A-1, illustrated, is a lowboy of walnut, 39 in. high by 23 in. wide by 13½ in. deep with an attractive speaker grille. Price, \$116.



Model A1

Model 11, also a lowboy, with open face is \$99.50.

Model 19 built along the same lines but more ornately carved is \$119.

Model 29 has swinging doors to cover the panel and speaker, \$139.

Model 39, the combination, is of the open face type with the phonograph in the top. \$199.50.—Radio Retailing, May, 1930.



Model 11

Radio Retailing, May, 1930

## Magnetic Auto Speaker

THE unit of the magnetic automobile speaker of the Utah Radio Products Co., 1737 S. Michigan Ave., Chicago, Ill., is entirely enclosed and built onto an oxidized brass frame, mounted in an octagon shaped wood box. Ordinarily adjustment is not required but provision is made for adjustment when necessary. This speaker may also be used on hotel and school installations and can be furnished without baffle box for wall mounting.—Radio Retailing, May, 1930.



## Philco D.C. Model 40

SUPPLEMENTING its line of a.c. sets, the Philadelphia Storage Battery Co., Philadelphia, Pa., has brought out a d.c. set, known as model 40.

The new model is a screen grid radio for use on direct current of from 95 to 135 volts. The circuit uses the same tubes as the a.c. models, namely: three 224's (one for the biased detector), one 227 and two 171-A's. The double tuned input circuit and a four-gang condenser together with the advanced radio frequency coil design make for greater selectivity, according to Philco.

To prevent distorted reception due to overloading of the tubes, the circuit is designed so that the detector tube chokes and reduces or cuts off the signal if the volume control is turned up too far on a nearby powerful station. The speaker is an electro-dynamic.

Model 40 will be available in the following cabinet models: highboy, \$129.50; highboy de luxe, \$169.50, and tudor, \$139.50.—Radio Retailing, May, 1930.

## Oxford Electro-dynamic Speakers

OXFORD RADIO CORP., 3200 Carroll Ave., Chicago, Ill., is now making deliveries on a new line of electro-dynamic speakers. They come in a wide range of sizes in the a.c., d.c., auditorium and theater types. Features of these speakers are permanentized controlled diaphragm, inertia counteracted construction, three point suspension, balanced spring, and moisture-proof coil mountings.—Radio Retailing, May, 1930.

## Operadio "Sound Truck"



At maximum control, the sound coverage with this apparatus is greater than ½ sq. mile.

THE Operadio Manufacturing Co., St. Charles, Ill., has just completed the first of a run of "sound trucks," with the control of all the apparatus so flexible that these trucks can be used for any sort of public address work.

The loud speaker equipment consists of one speaker at the fore end of the truck, two reflecting type speakers, (one on either side of the truck), and the Operadio "Bowl" on a fifth wheel which comes out on the tail gate.

The power plant is of the d.c. automatic type. The output from the generator goes through a rotary converter, and the al-

ternating current from the converter is the power supply for the entire truck.

An automatic phonograph, a radio set, and a microphone are also contained and any one of these inputs is at the operator's control. The amplifier is of the vertical panel type.

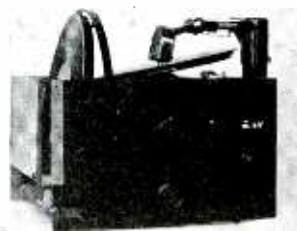
Directly behind the driving cab is the amplifier room which contains the automatic phonograph mechanism, amplifiers, radio set, and control panels.

These trucks are of great value in sales demonstration work as well as for carnivals and outdoor exhibition work of all sorts.—Radio Retailing, May, 1930.

## Bowl Speaker

OPERADIO MANUFACTURING COMPANY, St. Charles, Ill., is now in production on its uni-directional bowl speaker. This speaker is built in both indoor and outdoor models. It is particularly well adapted for theater use in that its depth is slight, and the fact that all sound radiates to the front, and there can be no echo from the rear.

The special unit functions as an ordinary electro-dynamic to the front, but the sound energy produced on the back of the diaphragm is developed exponentially, and at the same time reflected to the front through the full area of the speaker, which is 5 ft. in diameter. It is especially well adapted for narrow theaters.—Radio Retailing, May, 1930.



## Automatic Record Changer

A COMPACT automatic record changer chassis has been developed for use in the home by Technidyne Corporation, 644 Broadway, New York, N. Y.

The model shown plays up to twenty 10-in. records of any make on one side only. Records cannot be broken or chipped. They are loaded into the front left-hand slot and the machine started by the upper control knob. Reject and repeat features are included as well as automatic power cut-off after the last record has been played. The chassis may be installed in a closed top cabinet and with installation space of only 14-in. width and height and 11-in. depth. The device operates with standard phonograph motors.

A definite price has not been established but it will list at approximately \$150.—Radio Retailing, May, 1930.



# Electric Clocks — A Side Line Possibility



## Hammond

AN ELECTRIC clock for practically every need is included in the line offered by the Hammond Clock Co., 4115 Ravenswood Ave., Chicago, Ill.

The "Ravenswood" in a bakelite case is \$9.75.

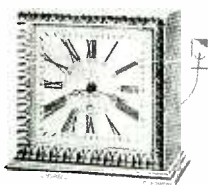
The "Colonial" model comes in a square solid walnut case. Price \$14.50.

The "Junior" wall model is round and comes in a choice of five colors. Price, \$14.50.

The "Cambridge" is in the popular tambour style. Price, \$32.50.

The Gothic model, illustrated, is 12 in. high. Price \$29.50.

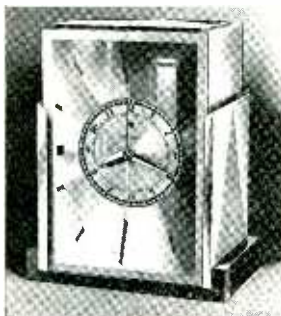
Two other wall clocks are available, a round 10-in. model and a square 18 in. x 18 in. model. The prices, respectively, are \$22.50 and \$30.—*Radio Retailing*, May, 1930.



## Electric Clock Co.

ILLUSTRATED is the "Olympian" square type clock made by the Electric Clock Corp. of America, 536 Lake Shore Drive, Chicago, Ill. It is finished in gold polychrome and walnut. Price \$7.95.

Two Gothic shaped mantel clocks, \$7.95 and \$14; an ornamental mantel clock in an unique design, \$27.50; a grandmother clock, \$125, and two kitchen wall clocks in ivory, black or green, \$10 and \$12, complete the line of household clocks. Wall models varying in price from \$12 to \$24, according to size, are also made.—*Radio Retailing*, May, 1930.



## Telechron

NINETEEN electric clocks in a wide range of sizes and shapes are offered by the War-

ren Telechron Co., Ashland, Mass. Some have the illuminated dial. An alarm clock is also available.

A popular priced model is the "Cathedral" in a bakelite case, 7 3/8 in. high by 5 1/2 in. deep. It is finished in mottled walnut with a 3 in. silvered dial.

The price range on Telechrons is from \$9.95 for the above model to \$55 for the illustrated modernistic type in gold finish.—*Radio Retailing*, May, 1930.



## Landis-Gyr

A TAMBOUR style mantel clock of solid mahogany at \$75; two Gothic upright models at \$70 and \$80, respectively, and the "Zurich" square wall clock are offered by Landis & Gyr, 104 Fifth Ave., New York City, N. Y.

These are jeweled clocks of Swiss manufacture, made by Landis & Gyr of Zug, Switzerland.

The illustrated model is the "Lucerne." It is 11 1/2 in. high by 3 1/2 in. deep. \$70.—*Radio Retailing*, May, 1930.



## Electrotime

THE "Utility" model clock of the Electrotime Mfg. Co., 1889 W. Madison St., Chicago, Ill., is 6 1/2 in. high and 5 1/2 in. wide. The finish is mahogany with silver finish brushed aluminum 4-in. dial. The movement is permanently lubricated. It retails at \$9.75.

The "Normandy" comes in a walnut or mahogany case with marquetry inlay. It is 7 1/2 in. wide by 7 1/2 in. high. List price, \$14.50.—*Radio Retailing*, May, 1930.

## New Haven

THE "Elm City" synchronous motor electric clocks manufactured by the New Haven Clock Co., New Haven, Conn., may be had in a choice of 14 styles.

All types are included in the line from the tambour and the Gothic upright mantel clocks to the banjo and wall clocks. The tambours are priced at from \$16.50 to \$32; the two uprights at \$9.75 and \$54, respectively; a square model at \$7.95; three banjos at \$16.50, \$25 and

\$44.50, respectively; and four wall models at from \$9.75 to \$44.50, depending upon the ornateness and size.—*Radio Retailing*, May, 1930.



## Poole-Morse

POOLE Clock Division of the Morse Products, Inc., Ithaca, N. Y., offers six models, four for use in the home, one (glass encased) for the executive's desk, and one for the office wall.

The "Romanesque," illustrated, is 10 in. high and priced at \$35. The others are: the Melrose, \$25; the Patrician, \$35 and the Windsor, \$35. The glass enclosed model is \$20, while the office type is \$35.—*Radio Retailing*, May, 1930.



## Seth Thomas

A CLOCK to meet every requirement may be obtained from the Seth Thomas Clock Co., Thomaston, Conn. In addition to the household models, there are models for office use.

The illustrated clock, Model 11, is 9 1/2 in. high with electric pendulum stroke movement and bell metal gong. Price, \$30.

Other Seth Thomas clocks range in price from \$32.50 to \$45.—*Radio Retailing*, May, 1930.



## New Kenmore Clocks

THERE are three new models in the new 1930 line of "Kenmore" Synchronous-type electric clocks of the Kodak Electric and Mfg. Co., Cincinnati, Ohio.

The Kenalarm comes in a case of bakelite in dark walnut finish. \$14.50.

The "Margaret," a desk or table model in bakelite case is priced at \$8.75.

The "Betsy" is a wall model 8 in. in diameter. Price, \$10.75.—*Radio Retailing*, May, 1930.



## Hamilton-Sangamo

HAMILTON-Sangamo Corp., formed when the Sangamo Electric Co. and the Hamilton Watch Co., recently merged, makes a clock for every room. There is the regulation mantel type priced at from \$25 to \$150, the banjo type at \$60 and \$115; wall clocks from \$25 to \$68; grandfather and grandmother clocks at \$400 and \$350, respectively, as well as a number of unusual and unique clocks in a variety of designs and shapes.

The illustrated model is \$32.50.—*Radio Retailing*, May, 1930.

## Revere Telechron

TIME and chime are supplied by the "Revere Telechron" clocks offered by the Revere Clock Company, Cincinnati, Ohio. Many different models are offered, for floor, mantel or table.

The clock employs the Telechron motor and mechanism. "Revere Telechron" chime clocks can be had in three types of movements—striking the hour and half-hour only; with Westminster chimes or a combination Westminster and Canterbury.—*Radio Retailing*, May, 1930.



## Manning Bowman

MANNING, Bowman & Co., Meriden, Conn., has just brought out a line of 24 electric clocks of the synchronous type. There are four boudoir models (the illustrated model is \$20); nine general household models; four kitchen and seven ararium plated metal clocks. The prices range from \$9.95 to \$70.—*Radio Retailing*, May, 1930.





### Golf Clubs

FOLLOWING the acquisition of the Ampco Golf Club Company by the Allen-Hough Carryola Co., Milwaukee, Wis., comes the announcement that a complete line of golf clubs may now be obtained from Allen-Hough Carryola. This is particularly interesting just at a time when radio dealers are looking for side lines for which there is a popular demand during the summer season.

An outstanding feature of the Ampco clubs is that they are rust-proof, acid-proof, chip-proof and non-corrosive. The club heads are a golden color, adding to their attractiveness. In matched sets the intended retail prices are as follows: any 8 irons, wood shafted, \$55; steel shafted, \$65; any five irons, wood shafted, \$33.50; steel shafted, \$40.

The "Triplette," consisting of

driver, brassie and spoon, fills the demand for a matched set of other essential clubs. Women's clubs are also available.—*Radio Retailing*, May, 1930.

### Speakers and Condensers

A FEATURE of the two new dynamic speakers now being made by the Transformer Corporation of America, 230 S. Keeler Ave., Chicago, Ill., is an impregnated composition diaphragm, which, according to the announcement, is an original development of this company, and gives greatly improved quality of tone. One is a 12 in. and the other is a 9-in. speaker and both are now ready in all field resistances to manufacturers' specifications.

A complete line of fixed condensers is now underway including both by-pass and filter condensers of various types and capacities for a.c. and d.c. circuits.—*Radio Retailing*, May, 1930.



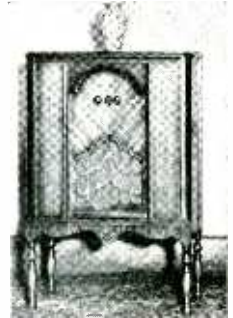
### "Stiktape" Aerial

SAMPSON Industries, Inc., 9 Rutger St., St. Louis, Mo., offers what is known as the "Stiktape" aerial, which can be hidden from view. It is made of a new non-corrosive alloy, coated on the back with adhesive rubber which will stick to wood, glass, painted surfaces, etc. The rolls, packed in a counter carton, retail at \$1 each.—*Radio Retailing*, May, 1930.

### Apex Model 10

TWO 224's, two 227's, two 245's and a 280 rectifier are employed in the Model 10 Apex receiver brought out by the United States Radio and Television Corp., Marion, Ind.

A matched American walnut console with satin lacquer finish houses this set. It is 40 in. high by 26½ in. wide by 13½ in. deep. For 110 volt, 60 cycle, the price is \$101. For 25 cycle, \$105.—*Radio Retailing*, May, 1930.



## Of Special Interest to the Serviceman



### Jewell Voltohmmeter

A new voltohmmeter for service men is announced by the Jewell Electrical Instrument Co., 1650 Walnut Street, Chicago, Ill.

A 4½-volt battery is mounted back of the panel for use in resistance and continuity checking.

The meter of the Pattern 574, as this service instrument is called, has two scales, one reading 0-100,000 ohms, the other reading 0-300 volts. By pressing a button marked "low resistance" the resistance range can be decreased to ½ its value. Likewise, the voltage scale can be decreased to 0-30 volts or increased to 0-600 volts by operating various buttons. The push buttons are of the locking type.—*Radio Retailing*, May, 1930.

### Adjustable Resistance Banks

ELECTRAD, INC., 175 Varick Street, New York City, N. Y., has designed two "Truvolt" air-cooled resistance banks. One bank consists of three units mounted on an insulated bracket and is designed specifically as a voltage divider for any '50 or '10 amplifier or plate supply device. A number of adjustable taps provide all voltages required. There are eight resistance sections, with a total resistance of 21,000 ohms. The second bank, utilizes two units. This bank is meant for use with any receiver or amplifier using '45 type tubes. It is provided with adjustable taps and has seven resistance sections, with a total of 14,700 ohms.—*Radio Retailing*, May, 1930.

### Aerovox Electrolytic Condensers

FILTER action per microfarad of the new dry electrolytic filter condensers made by the Aerovox Wireless Corp., 70 Washington St., Brooklyn, N. Y., is equivalent to that of paper condensers. A marked increase in the rating to 500 volts d.c., maximum peak, permits their use without resorting to series connections in circuits where ordinary electrolytic condensers cannot be employed. Puncture of the dielectric due to surges, does not injure the condenser, the dielectric film healing itself automatically when the temporary surge dies out. The condenser sections are sealed to protect them from atmospheric conditions.—*Radio Retailing*, May, 1930.



### Heavy-Duty Rheostats and Potentiometers

TO meet the exacting requirements of the talking movies and other photo sound reproducing systems, and to provide an added degree of perfection in the power control of many other circuits and systems to which the wire wound variable resistor is adapted, the DeJur-Amsco Corp., Broome and Lafayette Sts., New York City, has introduced a new line of heavy duty rheostats and potentiometers. They have made several types to provide for the various requirements in this new field.—*Radio Retailing*, May, 1930.



### Day-Rad Analyzer

RADIO Products Co., Dayton, Ohio offers a new "Day-Rad" set and tube analyzer which is portable for use by shop repairmen and servicemen. One selector switch makes practically all test changeovers, the d.c. meter may be reversed in polarity by means of a convenient push-button and the instrument is equipped to test both plates of an '80 type tube simultaneously. Rectified current may be tested in circuits using Raytheons. A self-contained continuity test is provided. The carrying case of this instrument, which sells to the dealer for \$58.50, is of Bakelite.—*Radio Retailing*, May, 1930.

### Hammarlund Gang Condensers

UTILIZING the many advancements incorporated in the "Battleship" multiple condenser as well as numerous other im-



provements, three new models of this type of condenser have been brought out by the Hammarlund Manufacturing Co., Inc., 424 W. 33rd St., New York, N. Y. They

are lightweight, yet rugged and compact, owing to the use of a specially developed aluminum frame and aluminum rotor and stator plates. A reinforced ribbed die cast frame and rigid rotor and stator setting makes for a stronger condenser. To further this a ½-in. shaft is used.

These condensers are also adaptable to shielding either in individual stages or as a complete unit.

They are made in the two, three and four gang style, and have a maximum capacity of 370 mmfd., and a minimum of 18 mmfd., this less the capacity of the equalizers which have a minimum of 2 mmfd., and a maximum of 25 mmfd.—*Radio Retailing*, May, 1930.



### Tube Checker

THE new tube checker, developed by E. T. Flewelling for the Van Horne Tube Company, Franklin, Ohio, tests any type of tube without the use of adapters. It checks both plates of 280 tubes, the pentode, and the 866 mercury rectifier. Each socket, as well as the table of normal tube ratings, lists all tubes in numerical order. Tubes that are short-circuited in any way are indicated without injury to the tube checker. Each instrument is equipped with a screen-grid lead, heater leads for Kellogg tubes, on and off switch, and comes completely equipped for fastening to the counter or wall. All contacts are cadmium plated. Panels are of bakelite equipped with either Jewell or Weston meters. It may be used on 60-cycle, 110-115-volt a.c. circuits.—*Radio Retailing*, May, 1930.

# Control of RCA Now

## The Pith of the

MAY, 1930

### General Electric and Westinghouse Transfer Patent Rights, Engineering and Manufacturing Facilities to Radio Corp. in Exchange for Stock Domination—What This Deal Portends—Warner Bros.-Brunswick Alignment—Story & Clark Newcomers



"The time has come," the walrus  
said,  
"To talk of many things;  
Of shoes and ships and sealing-  
wax,  
Of cabbages and kings."  
—Alice in Wonderland

By Detector

COULD little Alice and her walrus bring themselves up to date and view the month's news with Detector, they would still find themselves in familiar surroundings. "Ships and sealing-wax," "cabbages and kings," all have contributed to the wonders of "Radioland" these past 30 days.

Philco charts the good ship *Arcadian* to take its dealers and distributors to Bermuda, many new affiliations, "signed, sealed and delivered," plenty of "cab-

bages" on the market, and the kings of the industry more active than ever.

Starting with the last subject, the Radio Corporation of America will this month enter upon a new era in its brief but meteoric career. Another

re-organization now makes the next-to-final step in this concern's development from that of an enterprise specializing in international and maritime communications to one practically devoted to the manufacture and distribution of home and entertainment equipment. This change-over would be complete should the sale of RCA's communication business to the International Telephone and Telegraph Corporation (now before the Senate committee on interstate commerce) be effected.

The present proposed reorganization is in the nature of an internal adjustment of control to comply with the company's amazing growth along lines not foreseen when the original plan was conceived.

The Radio Corporation of America was caused to be formed by the General Electric Company "to send and receive communications," and equipped with other broad powers.

Under the new line-up control of Radio Corp. and subsidiaries will pass to the General Electric Company and to the West-

inghouse Electric and Manufacturing Company—on a basis of approximately 40 per cent stock control in the hands of the former and 13 per cent with the latter concern, Detector learns from a reliable source. This plan provides also for doubling the size of RCA as to assets and capitalization through the acquisition by this corporation of all radio manufacturing facilities and patents held by General Electric and Westinghouse in exchange for 6,580,375 new Radio shares to be issued.

G. E. and Westinghouse will control, therefore, through the Radio Corporation of America, the Radio Keith-Orpheum, the RCA Victor Company, Inc., and many other subsidiaries of the Radio Corporation—total assets estimated as more than \$300,000,000. Owen D. Young, chairman of the executive committee of the Radio Corporation of America, is chairman of the General Electric Company.

Indicative of the tremendous scope of the possible activities of this, the world's largest affiliation of electric and radio interests, is the possible tie-up abroad between the Radio Corporation of America and Warner Bros. through the extensive holdings of both these stocks by John J. Raskob. Only recently, as reported else-

where by Detector in this issue, Warner Bros. and the Brunswick-Balke-Collender Company, of Chicago, joined hands in the interests of efficiency.

Of immediate and local interest is the indication, as Detector views the situation, of a distinct trend toward the control and distribution of radio equipment for the home by the dominant electrical interests of this country.

#### NFRA Favors Kelly-Capper Bill

At its executive committee meeting held in New York City the forepart of April, the National Federation of Radio Associations voted unanimously to support the Kelly-Capper bill. Each local association is requested to write its Congressman immediately urging his prompt support of this measure. The NFRA and RWA are making every effort to secure passage of this measure which is so vitally necessary at this time in the protection of resale prices.

#### Where RCA Will Formulate Its Policies

This fifty-story structure will shortly be erected on Lexington Ave. and 51st St., New York City.

The executive offices of the Radio Corporation of America and its subsidiaries will occupy more than half of the available office space.



Radio Retailing, May, 1930



# with Electric Cos.

## Month's Happenings

NEW YORK, N. Y.

### Warner Bros. and Brunswick-Balke Join Forces

Former Acquires Radio-Panatrope Division of Chicago Concern—Offices to Move to New York

All of the assets of the musical division of the Brunswick-Balke-Collender Company were acquired by Warner Bros. Pictures, Inc., the forepart of April. This alliance of a leading concern in the field of public amusement with that of one equally well known in the sphere of home entertainment presages interesting possibilities. It makes available, for example, the combined facilities of two different types of laboratories and of two different types of executive viewpoints.

Brunswick dealers will be informed that the Brunswick personnel, in general, will remain intact under the new administration. R. W. Jackson will continue as general manager; A. A. Trostler as radio-panatrope sales manager and E. F. Stevens, Jr., as record sales manager.

At present the executive offices are located in Chicago but it is planned to move them to New York City.

All assets held by the Brunswick company and its subsidiaries, the Bremer-Tully Manufacturing Company and the Farrand Manufacturing Company, are included in the purchase.

Obviously, one of the most important phases of this deal involves the matter of records. Warner Bros. use many records in the manufacture of Vitaphone talking pictures. Through this affiliation they will now be enabled to press their own records.

This purchase will add to the resources of each party involved. It will make available for Brunswick many musical and dramatic stars now appearing under the banner of Warner Bros. and its affiliated companies. Brunswick will obtain access to many musical laboratories heretofore not available.

The name of the new corporation has not yet been determined. The word Brunswick, however, will be featured.

### Dr. Minton Joins O'Neil

Dr. John Minton, a noted consulting radio and acoustic engineer, has joined the O'Neil Manufacturing Corporation, of West New York, N. J., as vice-president and director of engineering.

After graduating from the Massachusetts Institute of Technology, Dr. Minton did post graduate work in physics and mathematics at the University of Chicago, where he was a National Research Fellow in physics. For four years he was chief acoustic engineer for the Radio Corporation of America and has also been associated with the United Radio Corporation and the United Reproducers Corporation.



Two Farnys—  
From the Assembly Line

It is a quaint old Spanish custom, this having a panorama taken of "the gentlemen of the convention." So All-American Mohawk lined us up in front of the camera the other day at North Tonawanda.

Here are the two namesakes—Eugene R. Farny, (right) president of the All-American Mohawk Corporation (Lyric receivers) and Eugene Wurlitzer, president of the Rudolph Wurlitzer Manufacturing Company, lifted bodily from the assembly line.

### National Music Week

As we go to press National Music Week, May 4-10, is being observed by every live music and radio dealer in the United States. This sales stimulating event is under the direction of the National Bureau for the Advancement of Music. The main director in charge is H. C. Tremaine. It is not too late to put in a special window trim and to feature this week in your advertisements.

### Lyric Convention Points to Constructive Future

All-American Mohawk Corp. Now Safely Housed in Modern Wurlitzer Plant, North Tonawanda, N. Y.

Things have been moving rapidly with the Lyric line these days. On Tuesday, April 8, distributors from all over the country gathered in the bright and splendidly equipped factory of the Rudolph Wurlitzer Manufacturing Company, at North Tonawanda, N. Y., to attend the convention of the All-American Mohawk Corp.

Eugene Farny, president of the latter concern, explained the new policies of both companies. Wurlitzer, it appears, has spent almost \$1,000,000 preparing a large section of its plant for the efficient production of Lyric receivers. While the financial control of both manufacturing and selling now rests with the Wurlitzers, the All-American Mohawk Corp. will be responsible for promoting the line. The sales headquarters will be located in Chicago.

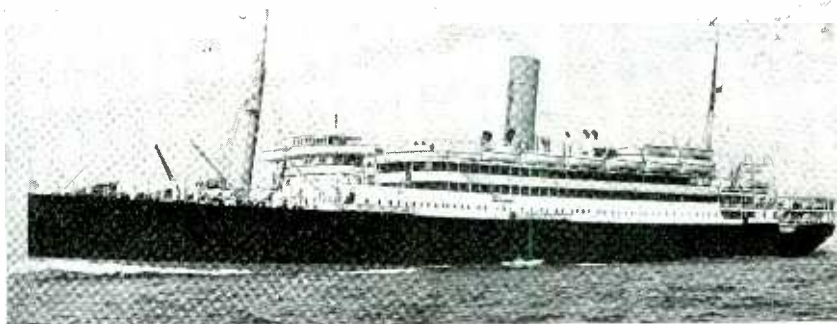
Detector was present and viewed the new lines which consist of four models covering a wide price range.

It is interesting that the Wurlitzer family has a background of over 200 years in the production of musical instruments and owns one of the best collections of rare violins in the country.

### Magnavox Organizes New Company

The organization of a new company under the laws of Delaware, to be known as the Magnavox Co., Ltd., is announced by Richard A. O'Connor, president of the Magnavox Company. The stock of the new company will presently be offered to stockholders of the original concern on an

### Bermuda Bound



This year Philco distributors, executives and salesmen will again brave the dangers of the deep and conventioneer on shipboard. The S.S. *Arcadian*, 19,000 ton Royal Mail liner, has been chartered and will leave New York Tuesday, May 27. After several days at Bermuda, the 500 Philco delegates (line forms at the right) will return in time to attend the Trade Show at Atlantic City.

## Five Basic Questions About Refrigerators

(Continued from page 28)

I employ three servicemen in all, two of whom are familiar with radio only and the third handling either radio or refrigeration as required. The man who does double-duty was originally in the radio business, worked for a local manufacturer of electric refrigerators for about a year, securing valuable factory training, and then joined my organization again as a radio serviceman.

Few radio dealers will have such an excellent break. Fortunately all refrigerator manufacturers are particularly generous in their offer to train retail service men.

### How Keen Is Competition?

Very keen, just as it is in the radio business, but considerably cleaner if the industry is considered as a whole. Prices are comparatively uniform and dumping is practically unknown. Otherwise I would say that refrigeration is approximately the same as the radio business with respect to sales, like effort producing like volume if seasonal effects are discounted. The combination of both lines, however, because of their neutralizing peak seasons, permits my business to be spread more evenly over the entire twelve months and produces increased profit despite the fact that refrigeration must be sold on a considerably narrower discount margin.

Yet while I am convinced that the combination of radio and refrigeration is an ideal method of building up an excellent year 'round business, eliminating summer slump for the radio dealer, I most emphatically do not recommend the entry of any radio dealer into the refrigeration business on any basis other than as a sub-dealer unless he is well prepared financially to handle this addi-

tional inventory burden. It is a curious anomaly that the summer, when boxes sell the best, is probably the least desirable time of the year for the average radio dealer to invest much capital in refrigeration.

Refrigeration is something to be taken on, by dealers financially able, after careful consideration, rather than a summer sideline, hastily picked up to fill in at the first faint warning of spring.

## Trade Travel Talks

(Continued from page 39)

fault in his set. The radio salesman has learned by experience, therefore, to discourage the over enthusiastic prospect quite as much as to pep up the man of lukewarm interest.

Little has been done with short-wavelength reception on the Islands. Undoubtedly program continuity could be considerably improved by promoting distant short-wave reception whenever conditions were favorable. The rebroadcasting of distant short-wave programs by a long-wave local also could be used. The experience of the Philippine Islands would indicate that a much larger sale of individual short-wavelength reception sets is possible in Hawaii. Very little is being done along that line by the retailers of Honolulu.

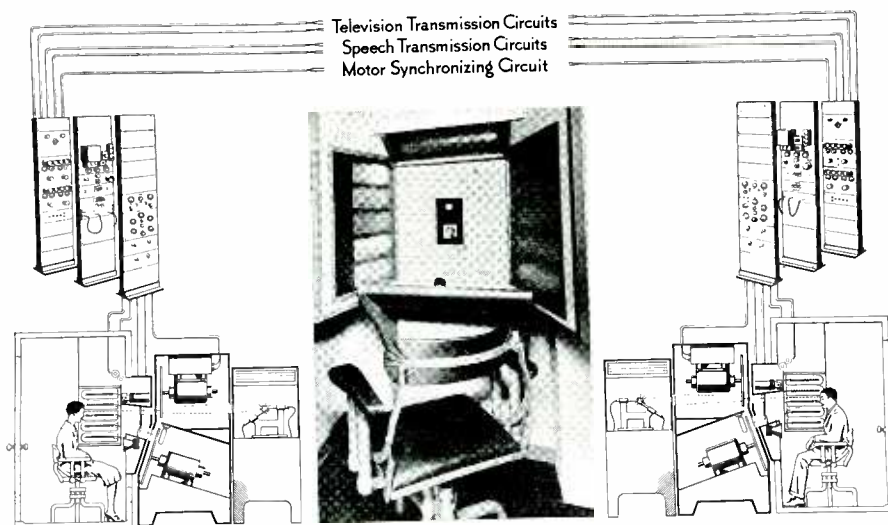
Another element of the sales picture which results from the isolation of the mid-Pacific location, is the Hawaiian custom of generous credits. Knowing that the Island population is of necessity permanent, credit terms in general have been loose. At least 95 per cent of the sales are made on a time payment basis, with collections allowed to run somewhat indefinitely. This condition, however, is being rectified.

In general there is a high level of prosperity on the Islands and many Orientals, as well as most of the white population, are legitimate prospects for radio. As a matter of fact, the Oriental, once interested, is usually a less expensive prospect to sell. He asks very few questions, makes very little demand for service and is generally good pay. What he wants is to hear the speech of his homeland. Power once demonstrated, he accepts static and other defects as part of the game.

In one sense, the radio industry of the Islands is but a few months old. Previous to that time radio had been sold, but in such minor quantity and with such unsatisfactory results that it really played no part in the Hawaiian sales picture. Then last fall the greater number of high powered stations broadcasting, particularly on the Pacific Coast, and the improvement in receiving sets, suddenly made possible distance reception for the Islands, with a consequent flaring up of interest.

The first radio show of the Islands was held last fall in the display rooms of an automobile concern and was a great success. A good program was given for three nights and attendance averaged 1,200 a night.

## Now We Have Two-Way Television



This month *Detector* witnessed a very interesting demonstration of two-way television between the Bell Telephone Laboratories in New York and the American Telephone and Telegraph Company offices over a mile away. He entered a glorified 'phone booth, sat self-consciously in a swivel chair placed therein and talked with an utter stranger as realistically as if he had been just across a desk. Both the transmitting microphone and receiving loudspeaker were concealed to heighten this illusion.

Bell has increased the number of holes in the receiving disc, thus adding brilliancy to the picture. It was quite possible for the gentleman with whom we conversed to tell time by our watch. And the scanning beam, projected through the small round aperture, has been changed to a pale blue, which is the least irritating of all colors to the eye though the most efficient color of the spectrum so far as photo-electric cell sensitivity is concerned.

"Hello Gladys, you're looking great today," won't sound so funny over the telephone a couple of years from now.

## Systematic Service (Continued from page 49)

order according to their location, leaving at the office a duplicate list of the order in which they will be made. This makes it possible for the office to get in touch with them in the field from time to time if they are needed for an emergency call. This system is facilitated by instructing the service men to telephone when they have completed a given job and are advancing to another.

### Triplicate Office Form

On receipt of a request for service, the office prepares a triplicate order (see illustration), of which one form goes to the service man to be returned with an attached record of his work, one is an office copy used for later billing and one a reserve copy for the sales manager from which any discrepancies in other records may be checked. As the forms are removed from this file when the transaction is complete, it serves also as an indication of work under way.

On the job the service man fills out another form which indicates exactly the work he has done and is also required to check the set completely and to indicate on the form provided the condition in which he finds each unit. Should the customer not wish to incur the expense of carrying out the specific repairs indicated as necessary, a service charge of \$1.50 is made for the inspection of the set. One copy of the report is left in the set and one returned to the office attached to the original order. If at some later time the customer desires to have this work done, the charge of \$1.50 is credited on the bill. The complete record of the condition of the set which is left in the set itself indicates at once whether the repair made later is the same one or another difficulty which may have arisen subsequently.

The vast majority of Byington's service jobs can be handled in the field, but of course there are some which require too much time and must be brought into the shop. For such cases space is provided on the back of the original order slip for covering the entire transaction, covering a detailed description of the set as received, including the number, make and condition of tubes. Accurate records of this kind eliminate any later misunderstanding. At the bottom of the tag is a coupon on which the service department enters the name of any owner whose set is found to require such extensive repairs that it would be cheaper to buy new or who for any reason is thought to be a legitimate prospect for a modern set. This record automatically spurs the sales department into action.

### Outside Repair Check

Careful check is made of each service call before it is given to the service man to determine the credit record of the applicant. Unless credit is known to be good, the service man is required to collect cash at the time of the call. Any deviation from this rule is his own responsibility. This method has minimized collection difficulties in the service department. On receipt of the money from the customer, the service man signs the original order. This is countersigned by the service manager or other official to whom the money may be turned over, relieving the field man of further responsibility. When the money is placed in the cash register, the check is attached to the order until its number is later entered on the face of this form, thus providing a complete record in case it should later be necessary to trace the transaction.

(Left) When a call for service comes in over the phone the repair clerk lists all he can find out about the set and owner on this form. A duplicate goes to the service man to whom the call is assigned. If work is actually done in the home the service man fills in his smaller special form (shown on the first page of this article).

(Right) This is the reverse side of the above repair order form and is filled out by the Shop if a set is brought in for repair. Note the spaces on the bottom of the form which provides for the name, address and remarks if the service man feels that the owner of the repaired set is a good prospect for a new one.

The records of the service department provide an excellent mailing list for other departments.

All service is handled from the central office. Originally, as branches were added to the store, it was planned to have at least one service man attached to the staff of each branch. It was soon found that this was not an economical method of handling the work. The central department has spent some years in building up a unified system and it seemed advisable to make use of this established system rather than to attempt to train a new department for each store. As it is arranged now, the customer calls the main office or the branch store, as she desires. Her call is received at a central switchboard and, if the call is one pertaining to service, she is switched to that department at headquarters.

### Day and Night Shifts

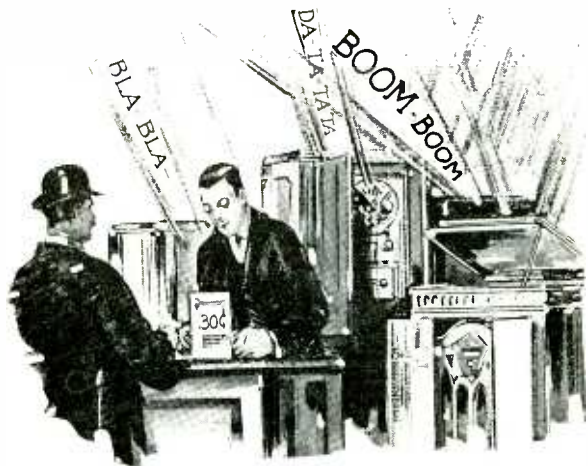
Two service shifts are maintained, so that trucks are in the field and calls may be answered from 8 in the morning to 10 at night. On Sundays and holidays shorter service hours, from 10 a.m. to 6 p.m., are maintained and service is limited to sets which were purchased at the store and on which service has been guaranteed.

With the idea of emphasizing the company rather than the individual, service men are not assigned to any particular route which is permanently theirs. Customers thus come to look to the company, rather than to a particular employee, for dependable and reliable service. If

(Please turn to next page)

## Selling Begins Where Advertising Leaves Off

(Continued from page 31)



By this time he was selling another customer a tube. What I did goes without saying.

**MORAL: Distraction is the worst enemy of the cash register.**

**CASE VIII: ANOTHER RADIO STORE.** This time I merely expressed my desire to hear a "good radio." Walking past the various consoles, the salesman turned on a table model hooked up to an inefficient speaker. "Now there's a bargain," he announced. "Only \$49.50."

I flatter myself that I look fairly respectable but now I began to wonder what was wrong.

"I'm not interested in that class of merchandise," I informed my guide. "I want to spend around \$200."

His answer was the worst slip in salesmanship I had ever listened to.

"Oh," he said, "I thought you wanted a cheap set."

"See you later!" I replied.

**MORAL: Oh! flattery, where is thy sting?**

**CASE IX: (I RECEIVE INTELLIGENT ATTENTION).** A radio store in the suburban city in which I live. The salesman informed me politely that they did not carry the set I had mentioned. Thanking him, I turned to go, but was held by the question, "Are you interested in tone quality, sir?" I told him I was and he suggested, "If

you have a few minutes I would like to have you listen to a certain set we selected because of that one point." Passing before a console model he drew up a chair. "Sit down," he said, "and turn it on. I'd rather you played it yourself. Everyone has his own preference for volume, you know."

Really, this sort of reception was amazing. The salesman remained in the background but sufficiently close by to answer any questions I asked. He did not hurry me, nor did he make any attempt to turn the dial himself. He then compared it with a cheaper set.

It is not necessary to report in detail what that salesman told me, but step by step he explained the circuit, expanded on its merits and illustrated the points as he went along by tuning in. While he was talking he turned the cabinet around and exposed the open back. I noticed that he treated the set much as a trainer grooms a race horse. When he talked of the dynamic speaker he positively caressed it.

Finally, he switched over to the service angle and sold me on the policy of the store to render service at any and all times. We then talked trade-in-value on my present equipment.

All in all, it was not only an ideal demonstration of a quality radio but a fine example of good salesmanship cut to fit the requirements of the individual prospect.



*This dealer got my order*

## Systematic Service

(Continued from preceding page)

a special request is made for an individual, every reasonable effort is made to comply with the customer's request, but if the assigned routes for the day make it inconvenient, the customer is so informed.

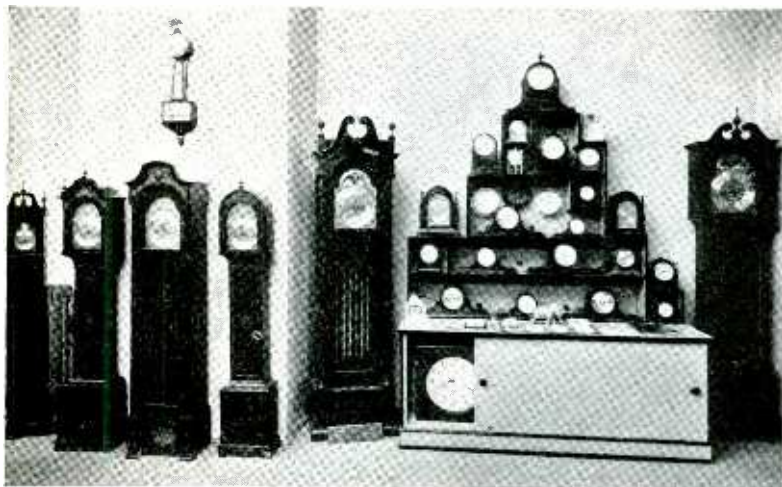
No particular effort is made to make salesmen of the service men. Commissions are given for the names of prospects who are later sold and full commissions are paid on any sales made by service men on their own time after hours. In general, however, it is felt that it is better to pay well for service work, and so to encourage good men to stay in this very important branch of the business. Byington says, talking of this particular problem, "The complication of modern service demands make it necessary for the man who wishes to keep abreast of the times to do some outside studying, and remuneration and the opportunity for advancement should be such that

it will pay him to attempt to progress in his own field, rather than forcing him to look for the satisfaction of his ambitions in some other line or division."

Service is the byword of the company and is featured in all advertising. Newspaper space is used generously as is space in theater programs. Two broadcasting stations are used regularly. The trucks themselves are moving billboards. In every case the name of the store is emphasized. The first two letters have been framed as a trademark and so appear whenever the name is used. In some instances the "BY" alone is used, with the phrase, "The By Sign of Service," which has come to be the recognized slogan of the company.

Paid service calls have been sufficiently profitable to offset the cost of free service and at all times the department has succeeded in paying its own way.

## I've Found a Good Sideline (Continued from page 29)



A local carpenter built this modernistic pigeonhole display for \$125. The clocks shown represent an inventory of about \$1,500.

is necessary to outline briefly our general system of selling. Clocks are sold under the same plan.

Joe Schneider and Paul Smith have been with me as servicemen since I started in business. Probably one man could handle this work if I cared to push him to capacity but *I have preferred to employ two in order that these men may have an opportunity to produce sales through service.* This plan has been the backbone of my business. Schneider and Smith, in addition to their servicing, represent my outside sales force, if it may be called that, and produce leads and direct sales which account for at least two-thirds of my entire business. The remaining sales are those made directly by the store. Both men receive salaries considerably in excess of the usual wage paid to servicemen. I employ no other salesmen.

Since Peninsula Radio has been in business I have deliberately encouraged people to apply to us for service in order to permit these men to develop leads. And it is these people who apply for service and those to whom we have sold sets who have bought our electric clocks. In order to keep interest in the sideline continuously alive for my two men I offer them each 10 per cent commission (over and above straight salary) with the provision that sales each month must exceed \$250 per man in order to participate in these commissions.

Schneider and Smith take two or three clocks with them on all radio service calls, and show these wherever opportunity permits.

### Best Selling Models

Contrary to my original belief, clocks selling for about \$50, the cheaper chime models, have been the best sellers. I have in many instances practically wrapped up a \$14 clock only to discover that the customer could be interested in a more expensive one. Apparently, most of the people who have bought clocks from us prefer the more elaborate types in an appliance which they consider a permanent investment and have the money to pay for what they want.

We have found it advisable to have a sufficient variety of clocks on hand, both in the trucks and in the store, to permit the prospect to make a selection. It does not appear to be practical to sell from a catalogue. Store sales are aided, for this reason, by a wall display which a local carpenter constructed for \$125. This modernistic

arrangement of shelves, as shown in the photo, permits the entire range of clocks, with the exception of the larger floor models, to be effectively concentrated in one small corner of the store. Two-faced clocks for use in stores and other commercial establishments are carried and have a fair sale to garages, restaurants, etc. In many instances these commercial models are replacing chain-time rental systems.

We have also had a number of customers who wanted their old grandfather clocks electrified. This is usually a comparatively simple matter of substituting the synchronous motor taken from a cheap standard model for the old spring or weight-operated works, utilizing the original face and hands. Such jobs are particularly profitable, at the same time permitting the customer to effect a considerable saving by retaining his old clock. The cabinet work alone in some old

clocks may be worth hundreds of dollars.

It might be interesting to those dealers who have not handled this sideline to note that the advantage of not having to wind an electric clock is taken for granted by the customer. Two facts which may be used effectively to close sales remain. First, operation of the clocks on the a.c. cycle change principle, the frequency being carefully checked at the power house each noon, assures the buyer that his clock will keep practically perfect time unless there is a current failure. And Far Rockaway had only three of these in all of last year. Second, the very principle of the clock eliminates practically all moving parts except those directly associated with the hands themselves. Thus the purchase of an electric clock assures trouble-free time—which is as interesting to us as it is to the buyer.

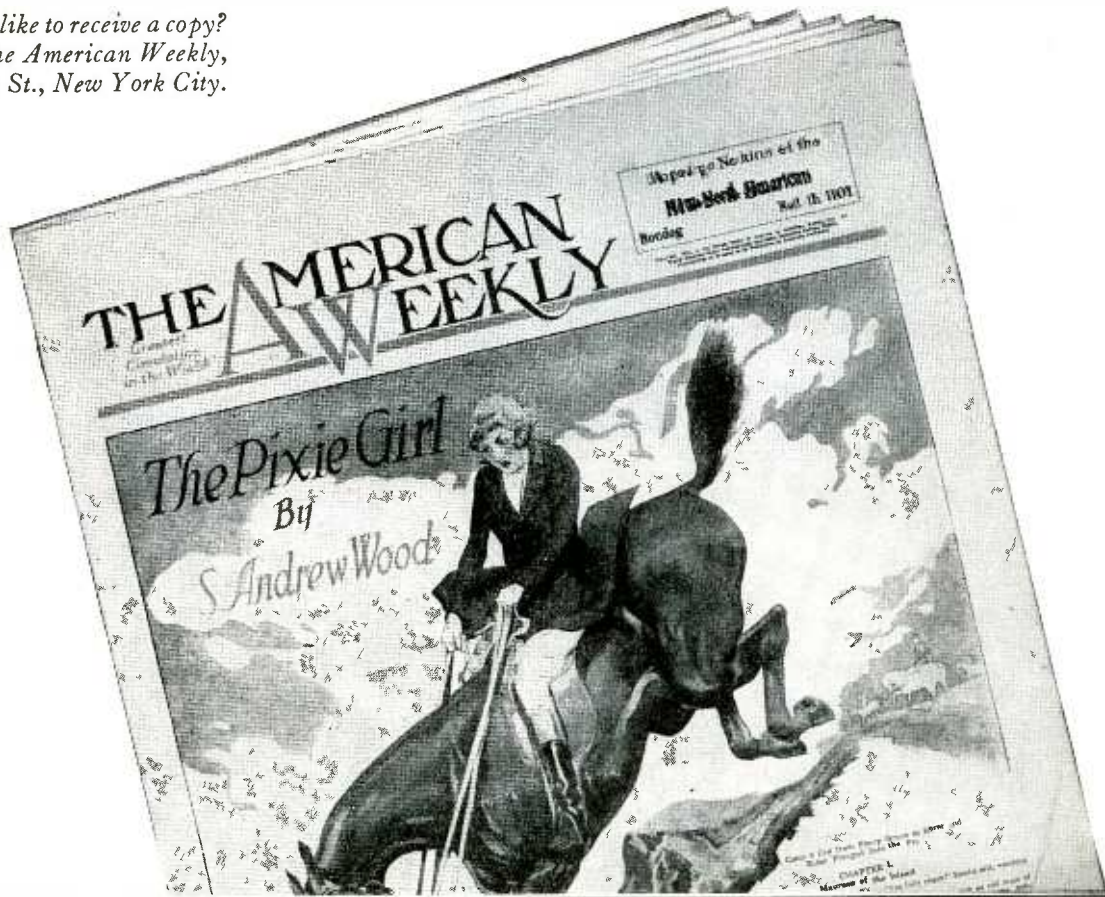
### Sales for Cash

All in all, I feel satisfied that in taking on this sideline I have strengthened my business. To date (due to low saturation) all of our sales have been for spot cash. Year 'round volume is now more uniform with no greater overhead.

And in defense of the sideline idea itself (if a record of \$6,400 worth of extra business needs any defense) I repeat what any salesmanager already knows—that the development of new business is the most expensive function of a sales organization. Repeat business is, on the other hand, outstandingly profitable. To my mind building goodwill by selling a radio set that gives satisfaction and then not following up the same home with a second and more profitable sale is a deplorable waste of perfectly good sales effort of the most expensive kind. If this second sale can be some radio accessory—*excellent*. If it is any kind of merchandise up to and including a ton of Anthracite if necessary—*still good*. It is only when there is no repeat sale at all that good merchandising judgment affixes the label—*very, very bad*.

In conclusion, I wish to point out to those who may consider taking on this sideline that, while it is my opinion that electric clocks produce as much profit in proportion to applied sales effort as any similar sideline, some sales effort is required, as with all specialties, if the average store with light traffic is to produce more than mediocre results. Mere display, however, effective, cannot do the job alone.

Would you like to receive a copy?  
Write to The American Weekly,  
9 East 40th St., New York City.



# 100% *Mark-Up*

**S**ELLECT the biggest publication you can think of! Then mark up its circulation figures 100%, and you'll get an idea how many people read The American Weekly, the magazine with twice as much circulation as any other

publication on earth—100% more!

*Note this:* With 100% more circulation, it brings 100% more advertising help to the retailer. It pays doubly to display the merchandise you see advertised in The American Weekly!

## *What is The American Weekly?*

The American Weekly is the magazine distributed through seventeen great Sunday newspapers from seventeen principal American cities. It concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

IN EACH OF 185 CITIES IT REACHES ONE OUT OF EVERY TWO FAMILIES

IN 132 MORE CITIES, IT REACHES 40 TO 50%

IN AN ADDITIONAL 102 CITIES, IT REACHES 30 TO 40%

IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of 6,000,000 families who read The American Weekly.

# Learn! TO EARN MORE



THIS FREE SALES TRAINING HAS HELPED HUNDREDS » IT CAN DOUBLE YOUR EARNINGS TOO » » » » » » » »

You can sell more, earn more, without paying a cent for the training necessary. Without interference with your present job, the Majestic Sales School gives you complete training in salesmanship *absolutely free*. It adds to your earnings immediately. It trains you for bigger pay, a better future. It gives you the training you need

to succeed in business for yourself. Only one week is required. Your Majestic distributor has a plan that gives you transportation and tuition absolutely free. Write him for details today. For further information, and particulars of registration, write F. A. Delano, Majestic Sales School, Lake Shore Athletic Club, Chicago.

*The Lake Shore Athletic Club, Chicago, home of the Majestic Sales School. Club privileges are yours during your training.*



*You will meet such celebrities as these at the Majestic Sales School:*

**QUIN RYAN**  
*Chief Announcer, WGN*

**IRENE PAVLOSKA**  
*Prima Donna*

**HAZEL EDEN**  
*Chicago Civic Opera*

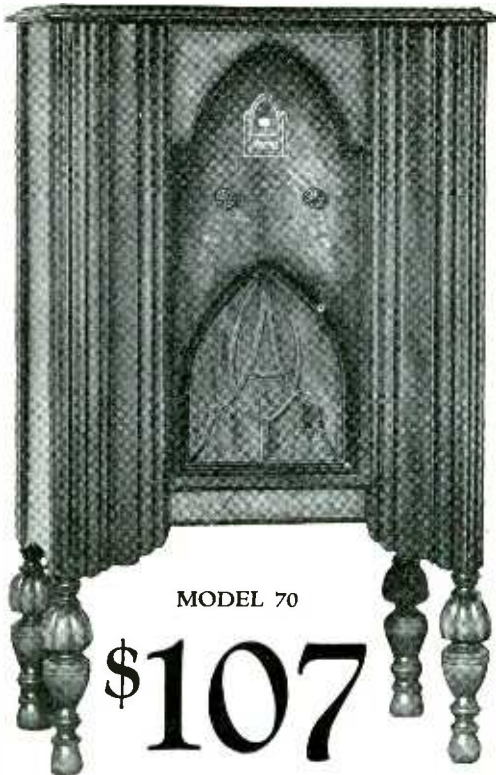
**MINNA KROKOWSKY**  
*Famous Violinist*



# Majestic

RADIO

# It's worth while waiting to



MODEL 70

\$107

At the JUNE SHOW!

At the R.M.A. Trade Show in Atlantic City, June 2nd to 7th, Audiola will greet you in Booth B7, and in special demonstrating rooms at the Ritz-Carlton. Among the interesting developments which will await you there, will be perfected Remote Control, optional at slight additional cost—and a genuine surprise you can't afford to miss!

## SEE THIS LINE before you sign!

WITH the grim memories of 1929 still fresh, thoughtful dealers and jobbers are applying a rigid double-check to every prospective 1930 line. Here is what they will find in Audiola:

Each Audiola model represents outstanding value in its field. The Audiola chassis is a marvel of strength and accuracy—the perfected product of 8 years of successful manufacturing experience. The cabinets embody features of design usually found only in custom cabinet-making.

Once you've seen and heard Audiola, and studied its clean, sensible proposition, you'll know why Audiola in 1930 will sell, and why it will bring you profits protected against service losses. A well-informed territorial representative will bring you full details upon request—or you can get the complete story at the June Show.

AUDIOLA RADIO COMPANY  
430 S. Green Street, Chicago



MODEL 80

\$119

What is the surprise which Audiola will bring to the June Show?

### CHECK THESE FEATURES!

1. NEW four tuned circuit—triple screen grid.
2. Full size electro-dynamic speaker, carefully baffled.
3. Highly selective, very sensitive and absolutely no hum.
4. Deep rich tone, clear speech.
5. New modernized Gothic design cabinets.
6. Sold to established jobbers only.

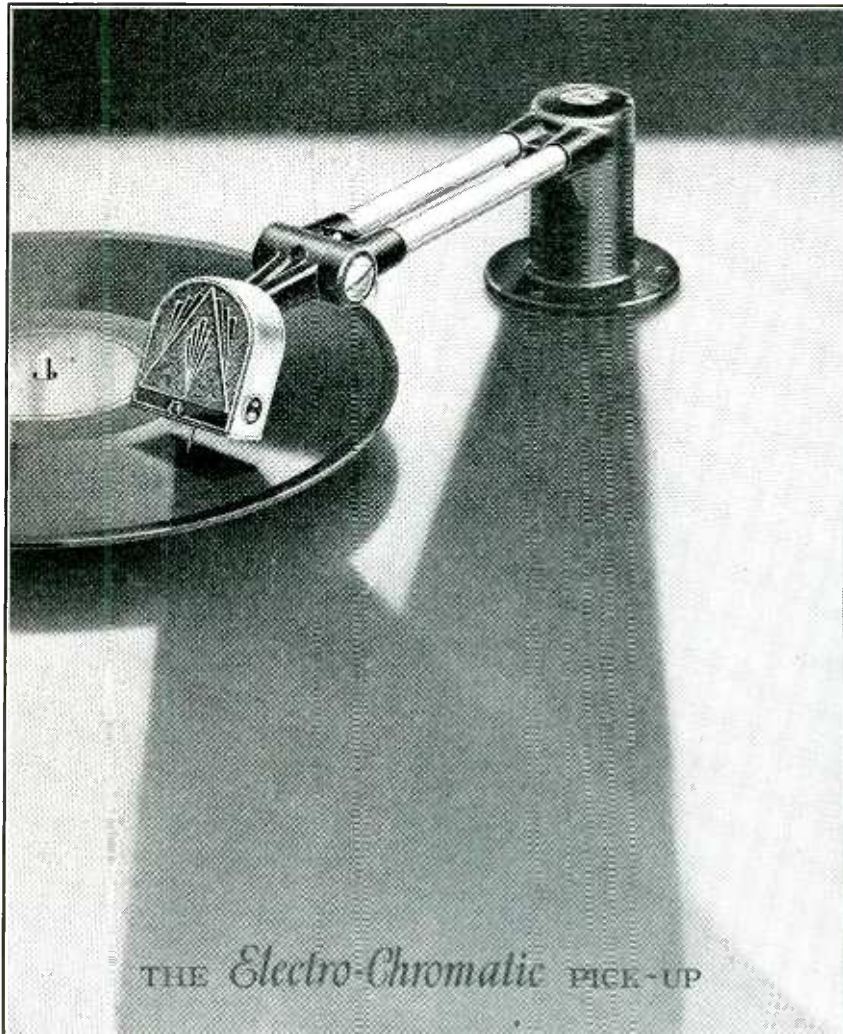
“Known for Its Tone”

# AUDIOLA

8 Successful years Building Fine Radios



# The TUNED PICK-UP



**a boon to  
merchants . . .  
wholesalers . . .  
manufacturers**

**P**RECISION . . . rare faithfulness to the highest musical demands . . . has always made AUDAK instruments stand apart from the rest. When the ELECTRO-CHROMATIC Pick-up was presented, the trade, knowing AUDAK'S reputation, looked for the absolutely dependable pick-up at last . . . and no one was disappointed. The ELECTRO-CHROMATIC Pick-up created a new standard . . . gave people better music, made them like music better, produced more pick-up sales, created live prospects for combination sales later on . . . proved a *constructive* force all along the line.

**O**NE thing, however, was still needed, and AUDAK supplied it. A correcting or TUNING principle! No single pick-up development has proven more valuable to the radio-music world than this brilliant conception which makes the pick-up 100% independent of climatic and other external circumstances. Think of it . . . to be able to correct, to TUNE a pick-up . . . just as you would a watch, a violin, any sensitive instrument! The direct effect of this epochal achievement has been BETTER BUSINESS. Now the pick-up is out of the experimental class. It is a standard instrument that you can sell with full confidence of accurate, uniform performance at all times!

**watch . . .** for another important announcement from this company; news of the sort that every radio-music executive will be keen to read. A typical AUDAK scoop . . . coming soon!

## The AUDAK COMPANY

565 Fifth Avenue, New York

*Creators of High Grade Electrical and Acoustical Apparatus Since 1915*

# NEW!

## THE MASTER

### PHONOVOX

Pacent Talking Picture Research, plus years of pick-up experience, brings this NEW Master Model Pick-up



Model 107  
**\$15.00** Complete

(Prices slightly higher West of Rockies and in Canada.)



Pioneers in Radio Electric & Reproduction for Over 20 Years.

# PACENT ELECTRIC CO., Inc.

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England

# 12 PACENT MASTER IMPROVEMENTS

Twelve months of research in Pacent Radio and Talking Picture laboratories bring to Pacent dealers the marvelous new 107 Master Phonovox. Every feature that means better performance and greater sales is combined in the new Model 107. Modern in every respect—Pacent once again puts Pick-Up Design a full twelve months ahead!



**SEE THE IMPROVEMENTS**—then hear the Master Model Phonovox! Improved frequency characteristics through scientific placement of weight. Greater range of reproduction—more bass—more highs!

Low center of gravity—better record tracking. Lateral play of armature exceeds lateral cut of record grooves. Built-in volume control—no external volume control used. Built-in radio-record change-over switch—go from one to the other in an instant.



Full swing back head for easy needle changing—36% Cobalt English Magnets—Pole pieces specially heat treated, milled and precision ground. All parts in the Master Phonovox are precision adjusted to insure a new degree of pick-up performance.



Correct needle pressure applied through scientific design of head. Ball-bearing swivel tone-arm. Beautiful, modernistic, golden bronze finish, delicately embossed. The 107 Sets New Pick-Up Standards!



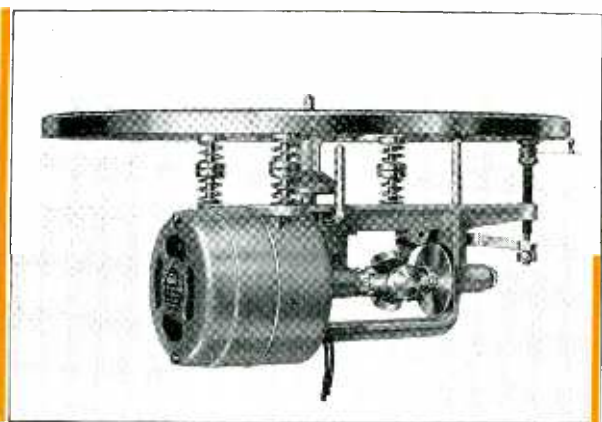
The Pacent 107 Phonovox will shatter all pick-up sales records in the next year! It has everything; performance, entirely new appearance, eye value, and simplicity of operation.



## PACENT ELECTRIC PHONOGRAPH MOTOR

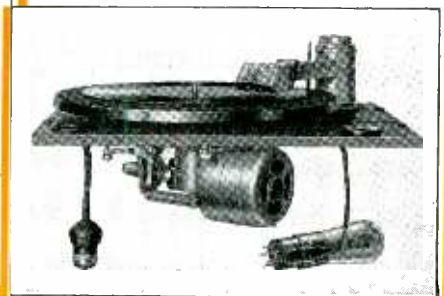
Squirrel cage, silent induction type for 110 volt, 50 or 60 cycle A. C. operation. In a class by itself. Rugged, sturdy, extremely economical in operation. Meets every requirement of radio-phonograph use.

List Price \$25.00



## PACENT RADIO-PHONOGRAPH CHASSIS

Equipped with the marvelous new 107 Phonovox! Complete with a Pacent motor, connection cords, needle cups, etc. Prices and specifications on request.



Send today for new literature on Pacent Products, the biggest sellers in the phono-radio accessory field.

# 91 SEVENTH AVE. New York, N.Y.

Licensee for Canada: White Radio Limited, Hamilton, Ontario

# GET THE NEW DEAL ON THIS GREAT NEW MEADOWS LINE



**H**ERE'S a new day and a new deal for the washing machine dealer. Get this extra-profit proposition without delay. Write or wire the factory for details.

There is no strata of competition that can't be knocked over with the Meadows line. Different cities and different rural markets present different competitive set-ups. The Meadows line is the answer to everyone. Is your competition mail-order? Then

see how they like selling against the Model Y Briggs-Stratton Gas Engine Meadows for \$129.50. Or is your chief competition a higher-priced washer? Then see how the Meadows Select-A-Speed outperforms and outdemonstrates the whole world regardless of price.

Get the facts on this great new deal on a great new line. No obligation whatever. Write or wire.

THE MEADOWS MANUFACTURING CO., BLOOMINGTON, ILLINOIS

## MEADOWS THE LINE THAT ALWAYS WINS

# Another Powerful Sales Appeal for DE FOREST RADIO TUBES

## REDUCED PRICES !



## They save your customers approximately 25%

**I**N an average 7 tube A. C. set, the saving in the cost of a set of tubes at the new De Forest prices is around \$6.00. Your customers would be glad to have De Forest tubes even at the price of other standard makes but with this substantial saving in price, you have a sales appeal of unusual force.

They also save you service calls and complaints.

When you install a set with De Forest Radio tubes you can be assured the set will render the best performance of which it is capable. The higher vacuum of De Forest

radio tubes gives longer life. Many other details of construction render hum-free, noiseless reception with A. C. sets during the life of the tubes. It has been stated that more than 3 service calls out of 5 are caused by faulty tubes. With this servicing cut to a minimum, it means full profits without service cost deductions.

Write to our nearest branch for full details of our 1930 dealer proposition.

DE FOREST RADIO COMPANY, PASSAIC, N. J.  
Boston New York Philadelphia Atlanta Pittsburgh Chicago Minneapolis  
St. Louis Kansas City Denver Los Angeles Seattle Detroit Dallas Cleveland

*de Forest*  
AUDIONS

**RADIO TUBES**

**I**F YOUR  
CUSTOMERS  
WILL . . .



**STOP**

*for 7 seconds and hold a watch on a set equipped with Arcturus Tubes, you can show them that Arcturus is the FASTEST long-life tube on the market today . . . And if they*



**LOOK**

*at your meter you can show them that Arcturus Tubes withstand exceptional overloads; proof of the stamina that means LONG LIFE . . . Then, when they*



**LISTEN**

*to Arcturus Tubes in action there will be no question about Arcturus' clear, humless TONE . . . insuring the best reception of any program.*



**ARCTURUS**

*Quick Acting*  
**RADIO TUBES**

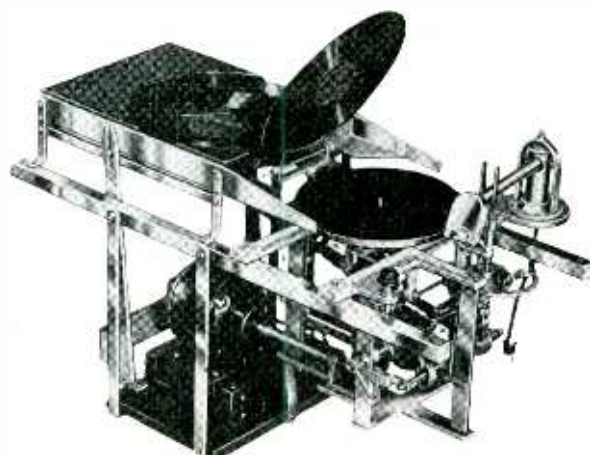
These three performance points—Quick Action, Long Life, Clear Tone—are all you or your customers need to know about any tube. When you sell Arcturus Tubes you can *demonstrate* these features . . . no sales talk is needed. This kind of self-evident quality means increased sales and extra profits for you. Get the facts about Arcturus Blue Tubes from your jobber.

ARCTURUS RADIO TUBE CO., NEWARK, N. J.

# Hit hard with big profits in that huge selling field



THE AUTOMATIC  
PHONOGRAPH  
is the thing for 1930



## The New WESTERN Mechanic-Dynamic Automatic Phonograph

*will do the job*

**\$850.00**

List Price, East of Rockies,  
(less tubes)

Height 49 in., width 35 in., depth 23 in.  
Weight only 240 pounds.

Made and designed by an organization experienced in producing quality automatic musical instruments and now has perfected every operating detail in this New Western. Reach out for the many prospective users in your city. You can get them to install a New Western.

Let us tell you about it.

*Available with or without coin device.*

Here is business for you. The day has come for coin-operated, continuous playing phonographs. The new Western "Mechanic-Dynamic" Automatic phonograph cashes in wherever it is used. WHY? Because the New Western excels in its attractive appearance, sturdy construction and dependable mechanism. True and positive in operation with sound qualities unsurpassed. Although simplicity features its construction it plays 15 records continuously on both sides—30 selections in all. The price is low for such a great instrument. Now is the time for you to act. Write today for details.

**WESTERN ELECTRIC PIANO CO.**  
850 BLACKHAWK ST., CHICAGO, ILL.

# The Cream

## AN ADVANCE



**The Consolettes**

The Consolettes are of the lowboy type, yet different. The seven tube models represent the finest in engineering. Triple screen grid circuits, of course. Push-pull amplification is coupled with a special 12½ in. dynamic speaker. Cabinets are of walnut embellished with overlays that bespeak perfection in the cabinet maker's art.

Consolette Model 70, complete with tubes \$129.50.

Consolette Model 71, equipped with remote control, in other respects identical to Model 70, complete with tubes, \$159.50.

**T**HE new Nathaniel Baldwin sets are ready—receivers worthy of the Nathaniel Baldwin name, a name that always has inspired confidence in every corner of the world. After sixteen years, complete receivers as outstanding as Nathaniel Baldwin products always have been, are ready for distribution. And, these sets will not be in the "just another radio" class but represent new ideas in design and construction that are a year and more ahead of the field.

Of utmost importance is that Nathaniel Baldwin radio will be equipped with remote control undoubtedly the biggest single factor in radio sales for 1930. This outstanding tuning convenience will bring in every station on the dial just as if the set is tuned by hand. The control unit can be placed on the library table or on the arm of an easy chair or, for that matter, it may be located in any room in the house. Full control is available including dial, volume

### Seven Features Plus

Consider the following facts, then compare them with what is offered by any other manufacturer.

1. **A Name Everybody Knows.** Nathaniel Baldwin sets already have consumer acceptance—everybody knows this famous name.
2. **Far Ahead of the Field.** Nathaniel Baldwin radio receivers are new in design and construction, presenting 1931 refinements.
3. **A Proper Financing Plan.** Nathaniel Baldwin finance plan will solve the progressive dealer's problem—and the finance charge is low.
4. **Merchandise that is right.** Nathaniel Baldwin sets are better and finer in every characteristic.
5. **Remote Control.** To be had on practically all models. Undoubtedly the biggest sales factor in radio for 1930.
6. **All Sets Complete with Tubes.** All list prices include a set of Nathaniel Baldwin tubes—tubes guaranteed to come up to the highest standards in every respect.
7. **Priced and Merchandised Right.** Nathaniel Baldwin prices are very low, quality considered. Dealer discounts are such that profits are assured. Advertised and merchandised properly.

A Nathaniel Baldwin franchise is bound to be a money maker.

**Nathaniel Baldwin  
Incorporated**

REMOTE CONTROL

*Nathaniel*  
**BALDWIN  
RADIO**

EVERY STATION  
ON THE DIAL



# of the Crop- ANNOUNCEMENT

and "on and off." Remote control units may be used in any number so that tuning can be done from anywhere in the house.

Nathaniel Baldwin sets stand out as leaders anywhere—there is a model to satisfy the demands of every customer. Baldwinette models may be had either with or without remote control. They are of the mantel type—the biggest "little" radio sets the industry has ever seen, yet with all the tone quality and power of the larger models. Two Consolettes, unusual and distinctive in eye-appeal, may be had either with or without remote control. The Hydaway is just what its name implies. It is a set that can be put away in a bookcase or under the davenport, tuned, of course, entirely with remote control. And, of unusual importance is the Universal Portable which plugs into any 110-volt line and operates without any changes irrespective of the type of current or the cycle pulsation.

## Models and Prices

Universal Portable Model 40—Can be plugged into any 110-volt line irrespective of type of current or cycle pulsation—8 tubes.	\$79.50
Baldwinette Model 50—Mantel type only 18 1/2" high.	99.50
Baldwinette Model 51—Same as above except with remote control.	129.50
Consolette Model 70—New in design and construction.	129.50
Consolette Model 71—Same as above except with remote control.	159.50
Hydaway Model 75—Same chassis as the Consolettes, tuned entirely with remote control.	119.50
Remote Control Kit Model 35—Adaptable to any standard single dial receiver, complete.	35.00
Additional Remote Control Tuning Units—Model 15.	15.00
Dynamic Pickup Model 30—Just as far ahead as the dynamic speakers over its predecessors.	35.00
Baldwin Dynamic Speaker Model 26—Special for Hydaway Model in beautiful walnut console.	35.00
Dual Magnetic Speaker Model 25—Console Model.	25.00

All prices include Nathaniel Baldwin Tubes.

1601 S. Michigan Ave.,  
Chicago, Ill.



## The Baldwinettes

The biggest "little" radio sets the industry has ever seen, yet in performance and tone comparing favorably with the larger models. They are of the mantel type—are semi-portable, particularly being ideal for the small apartment. Triple screen grid circuits and dynamic speakers are employed.

Baldwinette Model 50, complete with tubes, \$99.50.

Baldwinette Model 51, same as Model 50, except that it is equipped with remote control, complete with tubes, \$129.50.

TUNE IT ANYWHERE

*Nathaniel*  
**BALDWIN**  
**RADIO**

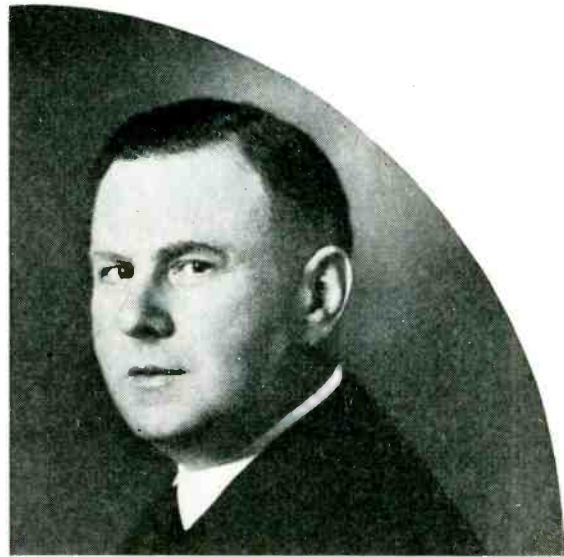
**NATHANIEL BALDWIN INCORPORATED**  
1601 S. Michigan Ave.  
Chicago, Ill.

I am interested in the 1930 Nathaniel Baldwin line and would appreciate your sending us full particulars at the earliest possible moment.

Name .....  
Address .....  
City .....  
State .....

## Michael Ert

Director and Ex-President of the National Federation of Radio Associations, leader in the stabilizing of the radio trade, promoter of the Federation's study of service control and a keen judge of value to the jobber and dealer of any radio product.



## MICHAEL ERT Sells Perryman Tubes Exclusively

When Michael Ert first entered the radio business he decided that the secret of substantial profits would be an outstanding service organization. To build such an organization, it was vitally important he carry a good tube line.

### Why Michael Ert Chose Perryman

He needed a tube manufacturer whose policy was in active sympathy with his problems and whose product would give his service men the least trouble. He chose Perryman.

### How Good Service Built Volume

As a result, Michael Ert's estimated purchases of Perryman tubes for 1930 exceed 1929 by over 100%. His purchases of Perryman tubes during the first three



HEADQUARTERS OF MICHAEL ERT, INC.,  
MILWAUKEE, WISC.

months of 1930 exceed his total year's purchases of Perryman tubes for 1928. In 1929 Michael Ert purchased over three times as many Perryman tubes as in 1928.

Today Michael Ert sells the Perryman line to the exclusion of all other brands.

Michael Ert's success with Perryman tubes is not an average figure nor is it exceptional; but it is reflected by many other jobbers throughout the country.

### You, Too, Can Do It

This same proposition that has assisted Michael Ert and many other Perryman jobbers to build a very substantial tube business, Perryman offers you.

*Write today for complete details!*

**PERRYMAN ELECTRIC CO., INC.**  
4901 Hudson Boulevard, North Bergen, N. J.

# PERRYMAN RADIO TUBES

*Perryman Radio Tubes are manufactured under patents owned or controlled by the Radio Corporation of America and patent claims of Perryman Electric Co., Inc.*

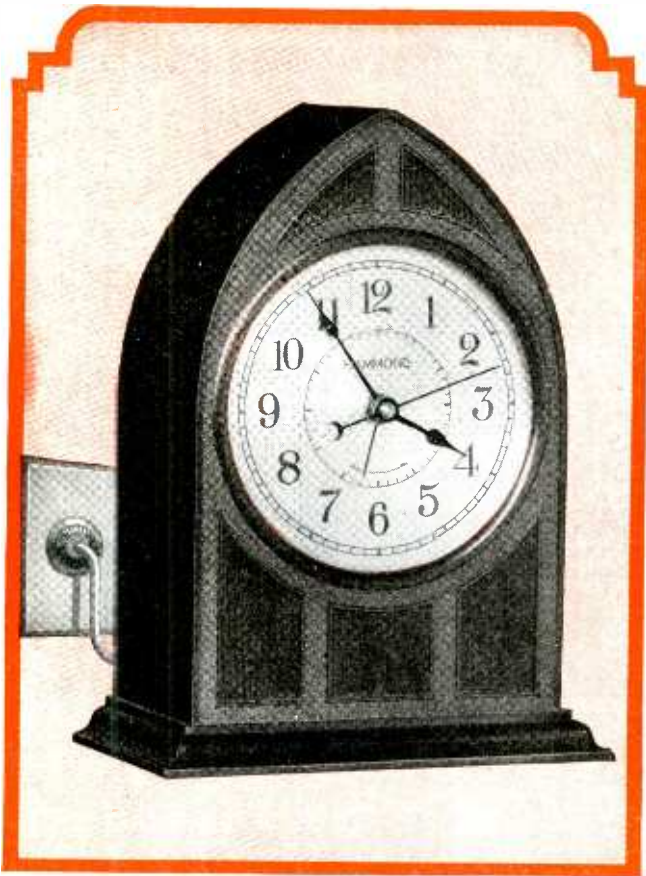
...and Now-

# The Ravenswood Model with

## ELECTRIC

## ALARM

at \$ **12.50**



THE MODERN BOUDOIR CLOCK

**A** NEW all-electric alarm clock that requires no winding, no regulating, no oiling or any other attention. Like all other Hammond Models, there is no regular clock works in this alarm clock—it does not tick . . . an ideal bedroom timepiece.

The case is seven inches high of bakelite in rich brown, dial is 3½ inches in diameter of spun silver finish with clear black numerals. Retail price is \$12.50 . . .

The alarm is set at the desired time once and a flip of the switch at bedtime is the only requirement. The buzzer signal continues to sound for about forty minutes unless shut off.

**T**HREE out of four families in your neighborhood will be introduced to the advantages of this new modern Hammond way of telling time from the light socket. That is the kind of advertising job that Hammond will do in the Saturday Evening Post, Collier's, National Geographic, American Magazine, Time and newspapers. New and novel display material is available to the progressive dealer. Eleven models, priced from \$9.75 to \$32.50.

It is a perfect set-up for the radio dealer. Of all merchants he is in the best position and is best suited to serve this public demand for this new electric clock.

We have an interesting story to tell which is yours for the asking. Use the coupon.

The Hammond Clock Company, RR-5  
4115 Ravenswood Avenue, Chicago, Ill.

Gentlemen: Send me complete information.

Name.....

Address.....

.....

# HAMMOND

— ELECTRIC CLOCKS —

# How do your prospects judge Radio?

## Dollar for Dollar Tone for Tone



**\$99.50**

*Model 8—\$99.50 less tubes. An unusually sensitive, selective 8-tube screen grid chassis with four screen grid tubes, one 227, and two 245 tubes in push-pull. Beautiful cabinet of two-tone walnut. Full Dynamic speaker. Clear, rich tone.*

**T**HIS year people are demanding *full dollar value* in all they buy. In radio they are demanding outstanding performance at sensible prices — And they are finding in Sentinel exactly the qualities they desire! Dollar for dollar — tone for tone — Sentinel is the greatest value on the radio market today!

Because of this — alert Dealers are changing to Sentinel! It's eight-tube screen grid chassis — with *four* screen grid tubes — has power, sensitivity, selectivity, to please their most critical customers. Its tone has *beauty*, clear and life-like, over the whole musical range. Its two-toned walnut cabinet decorates any room. And it is *priced for volume sales* in the most competitive markets!

### National Newspaper Advertising

Saturday Evening Post advertising has built prestige for Sentinel. Now a strong national campaign of newspaper advertising will tell Sentinel's story in each Dealer's city, directly to his customers, to assure him of large sales.

If price and performance are the important selling points to *your* prospects — Sentinel will increase your sales. Send now for a sample order via your nearest jobber. We know it will make you a steady customer.

**UNITED AIR CLEANER CORPORATION**  
9705 Cottage Grove Avenue Chicago, Illinois

**\$149.50**

*Model 9—\$149.50 less tubes — An excellent combination, containing Sentinel's eight-tube screen grid chassis with four screen grid tubes, and a famous phonograph motor and pick-up — standard on many leading reproducing instruments. Full Dynamic speaker. Life-like tone. And an attractive two-tone walnut cabinet with record compartment.*



See Sentinel's display  
at the Trade Show  
Atlantic City—Booth A-1

# SENTINEL

**SPEED**

**"QUALIFIED"**

**RADIO**

**TUBES**

**RCA LICENSED**

**for  
1930**

**YOUR  
OPPORTUNITY**

SEE US AT BOOTHS C11 AND C12; DEMONSTRATION ROOM CC33

ATLANTIC CITY AUDITORIUM, JUNE 2 TO 6

**CABLE RADIO TUBE  
CORPORATION**

84-90 North 9th Street

Brooklyn, N. Y.



NOW

RIBBON

On

Turns Your

Give

Licensed under patents of RCA and associated companies



This RIBBON LABEL FOR DATING now appears on every Champion Tube! The merchant marks the date of purchase without removing the Tube from the box. The length of guarantee to the SET USER is entirely at the merchant's discretion.

MILLIONS of people listen to the Champion Weatherman every 24 hours over Stations KDKA, KYW, WBZ, and WBZA. The merchant will find that SET USERS already know about Champion Tubes—have been sold on Champion Tubes—and will eagerly listen when store clerks tell them how DATED Champion Tubes give strong insurance of full tube life. Let the store clerks start talking about DATED Champion Tubes with RIBBON LABELS FOR DATING.

Visit our display of Champion Radio Tubes, Booth C55, at the Radio Manufacturers Association Trade Show, to be held in the Auditorium at Atlantic City, N. J., June 2 to June 8, inclusive.

**CLIP AND MAIL NOW**  
 Champion Radio Works, Inc., 738 Pine St., Dan Vers, Mass.  
 Please send us a free supply of RIBBON LABELS FOR DATING  
 for use on any brand of tube. We can use  
 TUBES FOR DATING. We are  
 Wholesalers..... Retail Dealers.....  
 Signed.....  
 Company.....  
 Address.....

*Champion*

## LABELS FOR DATING

### Every Champion Tube

### Replacement Losses Into Sale Profits

### the SET USER Value, too

**C**HAMPION still further increases the profits that every merchant makes on Champion Radio Tubes. First we developed a special carton so that the merchant could test the Champion Tube without removal from the box. Now we have made it possible for the merchant to mark the date of purchase on the tube, without removing it from the container.

When a SET USER requests a tube replacement, the date of purchase has been previously marked right on the RIBBON LABEL on the Champion Tube. Both the merchant and the SET USER see at once the value received from the tube by the date marked on the RIBBON LABEL—there can be no dispute on adjustment. Thus the merchant saves an enormous amount of money yearly by turning replacement losses into profit on sales.

Another feature—the SET USER would

rather have DATED Champion Tubes, because dated Champions show the honesty of both the merchant and SET USER. The latter is assured a fair and just replacement.

And still another profit advantage for the merchant:—SET USERS can tell by the dates on their tubes that it is time for replacement, that the tubes have been in service too long for perfect reception. This, too, will bring the merchant a big amount of Champion DATED Tube business.

Tell the SET USERS about DATED Champions—instruct the store clerks to point out the protection that the dating feature gives the SET USER—the merchant will find that DATED Champions outsell every other tube by a large margin.

Mail the coupon at the left today.

## Champion Radio Works, Inc.

DANVERS, MASS.

# OPEN HOUSE — you're all invited



**W**E'RE PLANNING a new kind of reception for Hygrade Tubes . . . a reception for all our radio friends at the Atlantic City Convention (June 2nd to 6th inclusive).

We've reserved the whole tenth floor and roof garden of the Hotel Madison and we're expecting lots of company. The Madison is Atlantic City's latest fireproof hotel — on Illinois Avenue right off the Boardwalk. We all want to say hello to you, tell and show you what we're doing, find out what you're doing.

At the show itself you'll find us at Booths 48 and 49. At the Madison — the whole tenth floor and roof garden. Come up and see us.

HYGRADE LAMP CO., Salem, Mass.

Makers of Hygrade Radio Tubes and Hygrade Electric Lamp Bulbs

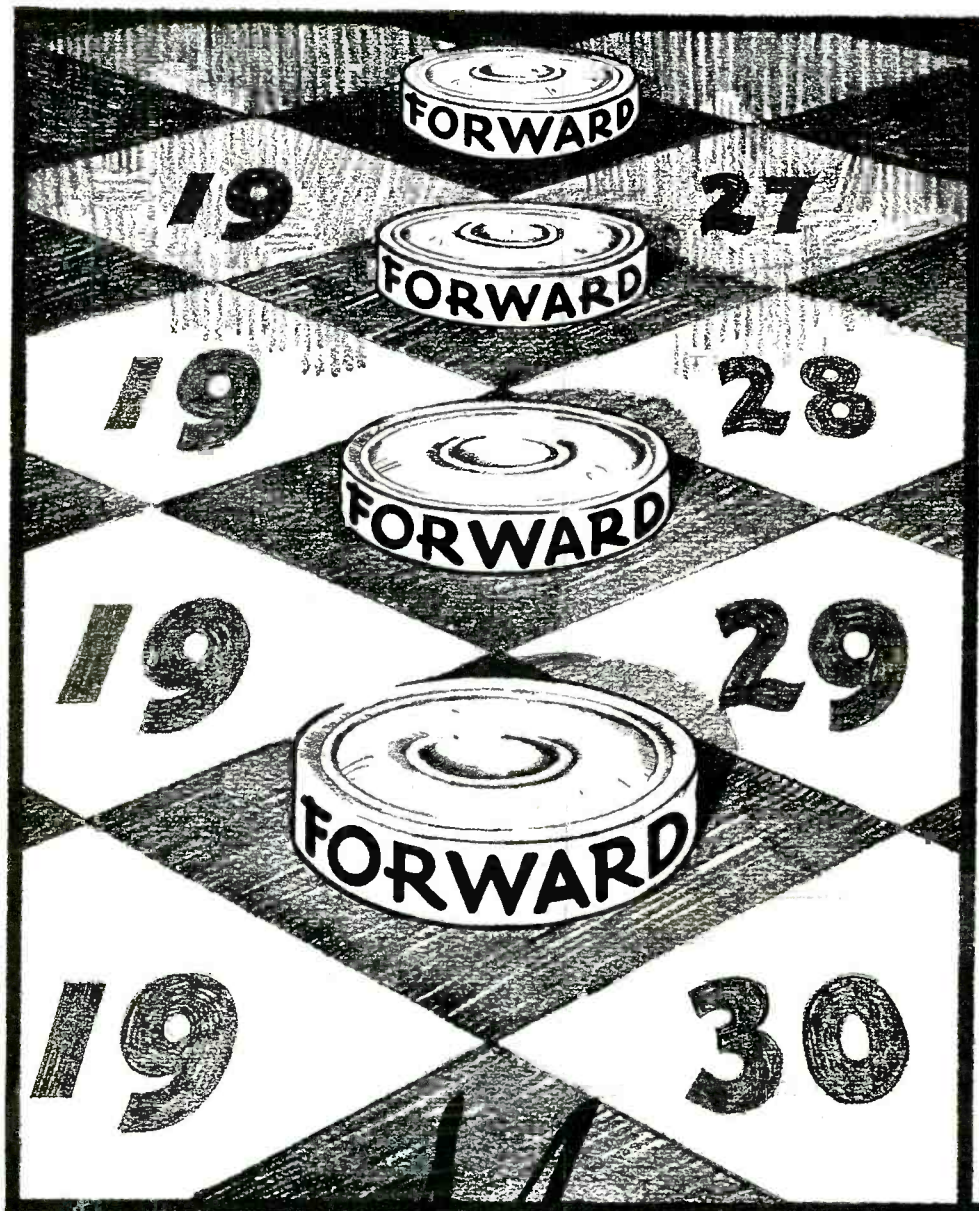
# HYGRADE Radio Tubes

TUBES YOU CAN TRUST

Hygrade Radio Tubes are licensed under Radio Tube Patents of the Radio Corp. of America the General Electric Company and the Westinghouse Electric and Manufacturing Company.







# Moving on!

CONTINUED leadership is assured for Jensen Speakers. All of Peter L. Jensen's twenty years of research and nearly as many years of manufacturing experience will be built into the new model Jensen Speakers to be announced shortly.

At the June trade show more manufacturers than ever before will show their sets Jensen Speaker equipped. These sets will have an assured advantage in tone *color*, *quality* and *sensitivity*.

Watch for these new Jensen Speakers which will be the industry's standard for 1930 and 1931.

JENSEN RADIO MANUFACTURING COMPANY  
6601 South Laramie Ave., Chicago, Illinois



**Jensen**  
ELECTRO-DYNAMIC SPEAKERS

# They'll STOP and they'll BUY from these self-service displays of

## BRIGHT STAR



## FLASHLIGHTS

Bright Star Flashlights are profitable because they sell fast . . . they come to you in colorful, attractive, self-service display cartons that bid for the customer's attention and persuade him to buy.

YOU MAKE  
ON YOUR COST!

**80%**

And this new 1930 Dealer-Combination is the fastest-selling, most profitable deal ever offered. See what it means to you:

Bright Star  
Products  
include:  
Flashlights  
Flashlight Cells  
Radio Batteries  
No. 6 Dry Cells  
Radio Tubes  
  
Ask for Complete  
Dealer Catalog

One complete A-1 Flashlight Assortment of 10 flashlights and 30 cells; in colors . . . . .	\$8.15
Two complete Dentalite Units; 12 Dentalites complete with batteries . . . . .	7.20
Your regular cost would be	15.35
<b>SPECIAL INTRODUCTORY PRICE</b> . . . . .	<b>13.25</b>
Your selling prices are:	
10 Flashlights, complete . . . . .	\$12.40
12 Dentalites, complete . . . . .	11.40
Total	<u>23.80</u>
Your special cost	<u>13.25</u>
<b>YOUR PROFIT IS</b>	<b>\$10.55</b>

This special Bright Star deal will make money for you. To *show* these two attractive combinations is to *sell* them . . . they speed turnover . . . cut overhead . . . increase profits all along the line! All you have to do is to display them prominently, where your customers can SEE . . . and BUY! Order them through your jobber . . . or ask us for further details.

BRIGHT STAR BATTERY COMPANY

Chicago

Hoboken, N. J.

San Francisco

**"TWENTY YEARS BUILDING THE QUALITY LINE"**



Each Dentalite Unit contains 6 latest type Dentalites, with sliding contact switch—2 red, 2 nickel, 1 green, 1 black—packed in handsome three color display box; also 6 No. 250-D Dentalite batteries.

The New A-1 assortment contains 10 flashlights in colors selected from the fastest selling types, as follows:

- N 70E, 2 Baby Regular
  - N 70C, 3 J. Spotlight
  - 70A, 2 Regular
  - N 715, 3 Spotlight
- all complete with cells; and 10 extra Bright Star No. 10 cells—packed in a handsome display kit.

ALWAYS ASK FOR BRIGHT STAR PRODUCTS BY NAME

Tune in on the Graybar hour, 10 to 10:30 P. M., Eastern Daylight Saving Time, every Tuesday . . . . . Columbia Broadcasting System.

## ABOUT BANKING AS A SIDELINE

Many a dealer is in the banking business and doesn't even know it.



That is—not until he gets that funny feeling at the pit of his stomach when he suddenly discovers his large stock of merchandise on hand.



Why tie up money that way? The dealers who carry Graybar merchandise needn't.



They can put a part of the burden of stock-keeping where it belongs—on the shoulders of the distributor. (In this case, of the world's largest electrical distributor.)



All of which is part of a plan we invite you to talk over. This plan has taken more than one dealer out of the banking business. It can be suited to fit your own special needs!

# Graybar

# Here It Is! *the* AMPERION

— a Companion Line to the Orchestrope

at **NEW LOW PRICES**

The Capehart Amperion—the most sensational achievement in the Automatic Phonograph field. Models for commercial use and for the home at a price that sweeps away all resistance. An automatic phonograph which plays records on *both sides* continuously, without attention—and with radio in combination if desired.

## This is the Line You Have Been Waiting For!



Orchestrope Auditorium Model for Large Halls



Orchestrope for the Home—a triumph of cabinet work



Orchestrope Commercial Model



Orchestrope Park Model and Double Unit Speaker for outdoor use.

Music dealers, for years have been waiting for an automatic phonograph to sell at a price. Here it is! And with the famous Capehart tone and wonderful simplicity. No public establishment is too small now to invest in Capehart music. A complete line of models, to suit every purse and for any indoor or outdoor purpose.

### Bigger Profits than Ever!

Capehart dealers have made phenomenal profits of \$2,000 to \$11,000 a month with the Orchestrope line alone. Now the Amperion increases the opportunity for profit many times! A tremendous, new, untouched market has been opened. Capehart national advertising and Direct Mail Campaigns will further stimulate this already big demand. The opportunity waits—investigate the Capehart Franchise without delay.

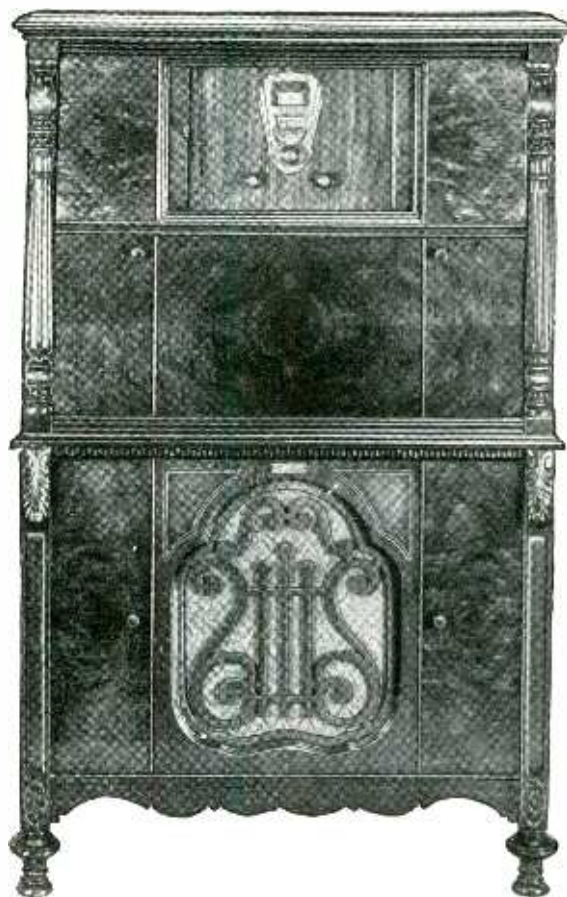
### Send Coupon or WIRE!

Wide-awake dealers, who can measure up to the exceptional opportunities offered, are wanted to serve this greatly increased market. Send the coupon now, or better still, *wire at once*, for the comprehensive portfolio outlining in detail just what these opportunities are. Wire, now, before the valuable Capehart Franchise in your territory is awarded.

# Capehart

## AMPERION-ORCHESTROPE

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA



**PLAYS RECORDS  
CONTINUOUSLY  
on Both Sides Without Attention**

The Capehart Corporation,  
Dept. 4855, Fort Wayne, Indiana

Send me, without obligation, your portfolio of the Capehart line and full details of your dealer franchise.

Name .....

Address .....

City .....

State .....

*A remarkable response to the new*  
**GENERAL MOTORS RADIO**  
*Franchise Plan*

**T**HE General Motors Radio Corporation has received a remarkable endorsement of its new franchise plan by dealers in every size and type of community throughout the country. The basic soundness of this new plan . . . the close co-operation it encourages . . . the progressive policies it embodies . . . the profitable opportunities it discloses—these features have been immediately recognized and welcomed by the radio industry with widespread enthusiasm.

In brief, the General Motors Radio Corporation plan of operation comprises:

Direct factory-to-dealer method of distribution through a nationwide system of zone offices and factory-stocked warehouses.

A system of national service through strategically located major service stations.

Exclusive dealerships—that is non-competitive business as far as the

selling of radio itself is concerned. Protected dealer territories—every dealer has a definite sales area with a profitable potential business.

Extensive factory-controlled newspaper and magazine advertising campaigns.

A standardized simplified accounting system for dealers.

Compensation of dealers for unsalable used radios taken in trade.

The closest possible co-operation between dealer and factory through the Nationally Organized Monthly Business Bureau.

Every radio dealer looking forward to a stable, increasingly-profitable business will be interested in the complete details of the exclusive General Motors Radio dealer's franchise. Write at once for full information.

GENERAL MOTORS RADIO CORPORATION  
 DAYTON, OHIO

S T A N D A R D O F Q U A L I T Y



# CONTROL *is half the battle!*

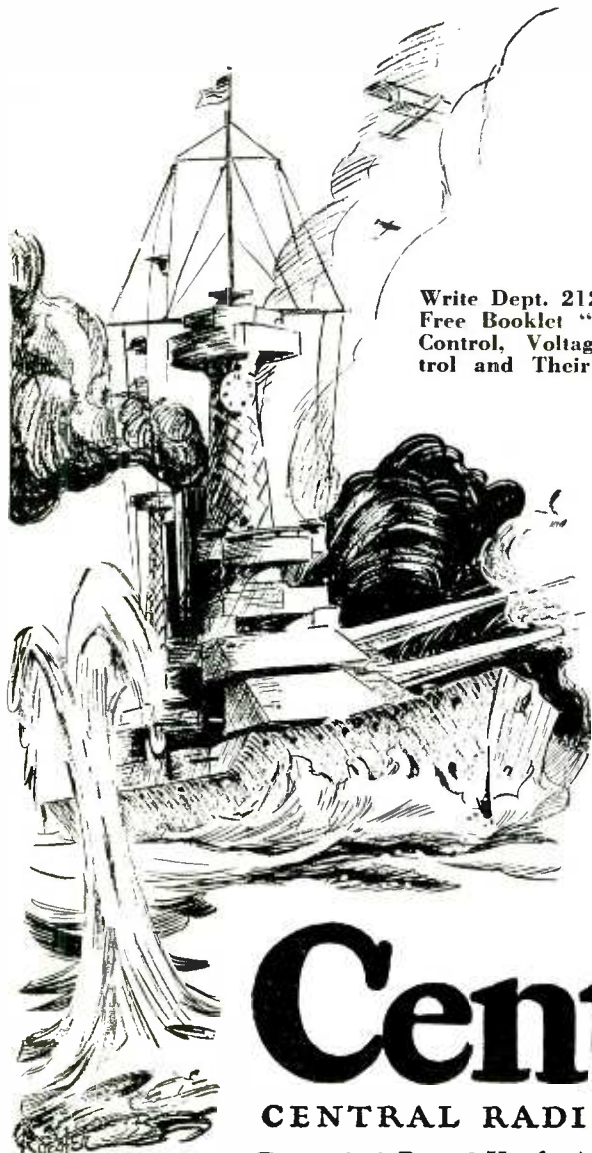
## SERVICE MEN!

First come, first served. Send 25¢ for the New Centralab - Volume Control Guide *exclusive* for Service Men. Send your Letterhead or Business card.

Eyes glued to the range finder—delicate nerves of wire from the conning tower to the gun turrets . . . it's all a matter of control.

Less dramatic but mighty important is the delicate control that holds in check the powerful amplifications of your radio tubes.

For smooth, efficient performance be sure the volume control on your radio is CENTRALAB.

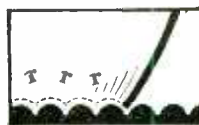


Write Dept. 212-B, for Free Booklet "Volume Control, Voltage Control and Their Uses."

**T**HIS shows the exclusive rocking disc construction of Centralab volume control. "R" is the resistance. Contact disc "D"



has only a rocking action on the resistance. Pressure arm "P" together with shaft and bushing is fully insulated.



This is the action of the usual wire wound control after it has been in use for some time . . . like dragging a stick over a cobblestone pavement.



The tailor uses the same principle as Centralab. He does not want to ruin the garment by placing the iron on it so he places a cloth in between. Centralab controls can not ruin the resistance because the rocking disc is in between the pressure arm and the resistance.

# Centralab

CENTRAL RADIO  LABORATORIES

Dept. 212 B., 16 Keefe Ave.

Milwaukee, Wis.

# The Most Amazing Radio Value Ever Offered!!!

Crosley  
"Companionship" Series  
Models in Wood Consoles

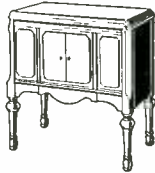
## The CHUM



This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push pull, and a No. -80 rectifier tube. Has built-in power supply incorporating genuine, trouble-free Mershon condenser. Dimensions: 28 1/4" high x 27" long x 14 1/4" deep. Amazingly low priced at only..... **\$75** Less Tubes

## The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/4" high x 28" long x 16 1/4" deep. No radio value ever approached this model at only..... **\$90** Less Tubes



As an End Table the Buddy serves as a convenient resting place for books, magazines, ash tray, etc.



This set is enclosed in the same cabinet as the PLAYMATE but incorporates the refined Crosley Unitrud eight-tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of..... **\$105** Less Tubes



As a Bedside Table the Buddy provides ample space for night light, a book or two, telephone, etc.

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

## The CRONY

An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined eight-tube Crosley Unitrud chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 1/4" deep. No such value in radio has ever been offered at the sensationally low price of..... **\$112** Less Tubes

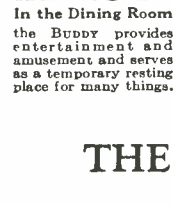


In the Dining Room the Buddy provides entertainment and amusement and serves as a temporary resting place for many things.



## The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley PARTNER incorporates the refined eight-tube Crosley Unitrud chassis and the improved Crosley Type "M" Dynacoil power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 1/4" long x 16 1/4" deep. An astonishing radio value for only..... **\$118** Less Tubes



As Occasional Table the Buddy will become a real companion providing space for nut bowl, candy dish, etc.



In the Kitchen the Buddy brings in cooking and baking lectures and provides a place for note book in which to jot down recipes.



The BUDDY  
**\$55.00**  
LESS TUBES

New Low Price

This handsome BUDDY model has a metal case with panels in beautiful burl walnut finish. The trim is silver and ebony inlay effect. The legs as shown are standard equipment. An improved Crosley Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes, two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24 1/4" high, 17 3/4" long, 11 1/4" deep

Western Prices on All Models Slightly Higher

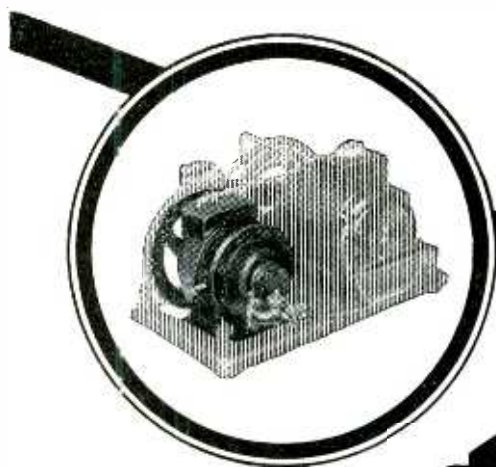
THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President  
CINCINNATI, OHIO

Home of WLW—"the Nation's Station"

YOU'RE THERE WITH A CROSLEY  
**CROSLEY RADIO**





# Swamped!

**T**HE initial announcement to the trade of the 1930 line of Norge electric refrigerators brought a tremendous flood of inquiries from interested distributors and dealers.

And no wonder! For the first time in the history of electric refrigeration a world-famed manufacturer offers to the American Public, a product of highest quality and unsurpassed performance at prices which shatter hitherto accepted standards.

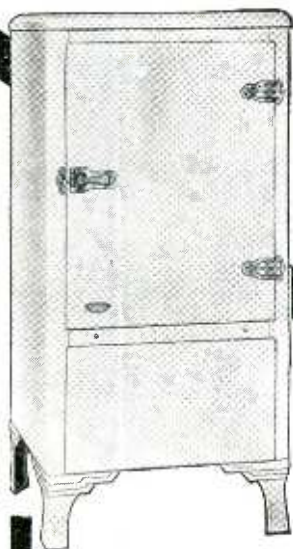
Not only this, Distributors and Dealers alike were quick to see the further tremendous advantages accruing to them in this new "package merchandise"—an electric refrigerator that eliminates the usual installation chores—that makes the installation service man unnecessary.

Installation simply consists of uncrating and attaching to nearest light socket—the entire Norge refrigerating system can be quickly removed and replaced by one man with one simple tool without moving the cabinet.

The fundamental reason for this altered standard of refrigeration values is the Norge Rollator—a startlingly simple cold-maker without the usual pistons and reciprocating parts. A little roller turns smoothly within a cylinder—that's all.

Simple to build—fewer parts and simpler parts—less to assemble—less to get out of order—less to service. Quiet and stays quiet—longer life—economical operation—extreme dependability.

Retail outlets will be limited in number—and first class in character. If seriously interested, write us for further information.



## 17 Norge Features

The Rollator—exclusive in Norge Refrigeration. Self-Closing Freezer Door—cubes protected from odors. Five-Speed Cold Accelerator. Down-Draft Flues—uniform cold air circulation. Defrosting Switch. Maximum Shelf Space. Non-Sticking Cube Trays. Chill Tray. One-piece Porcelain Lining. Modern Chrome Hardware—artistic, non-tarnishing. Spring Door Latch—closes tight without manipulation. Refrigeration System—removable as single unit. Tall Bottle Cut-out. Abundant Ice Cube Supply. Concealed Tubing—freedom from injury. Clean-Easy Edges to Food Compartment. Double-Gasketed Door—lowers operation costs.

# NORGE

CORPORATION DETROIT  
DIVISION OF BORG-WARNER

20 YEARS IN THE MANUFACTURE OF PRECISION MACHINERY—YEARS OF SATISFACTION IN THOUSANDS OF INSTALLATIONS THROUGHOUT THE WORLD—THE FINANCIAL AND ENGINEERING STRENGTH OF THE GREAT BORG-WARNER ORGANIZATION—ALL ASSURE NORGE SUPREMACY IN DESIGN, CONSTRUCTION AND VALUE.



# BROWNING-DRAKE

announces the

## New "70" Series

—the finest  
instruments  
ever developed  
in our laboratory



**Model 70**  
(Illustrated) list  
price, less tubes,  
\$159.50

**Model 70-R**  
with Remote Con-  
trol, list price,  
less tubes,  
\$229.50

### Outstanding Features



1. Automatic Call-Letter Tuning  
for 125 stations  
—the very latest modern tuning convenience—the only device calibrated at the factory. Call letters with kilocycles appear — one by one — greatly enlarged and brilliantly illuminated.
2. Remote Control.
3. Automatic Volume Control.
4. Equalized Band-Pass Filter.
5. Antenna-less Reception.
6. 9 Tubes—4 screen-grid.
7. Power Detection.

WITH the New "70" Series, you have an outstanding selling line that should return most satisfactory profits without undue sales efforts. These sets have both eye value and superior performance to attract and delight prospects. Their sound construction assures minimum servicing.

Furthermore, prices and discounts will be maintained throughout the year; no new models will be offered; controlled production will prevent "dumping."

We offer to live dealers a liberal franchise and advertising plan that can and will be carried out because it is fair, sensible and free from ballyhoo.

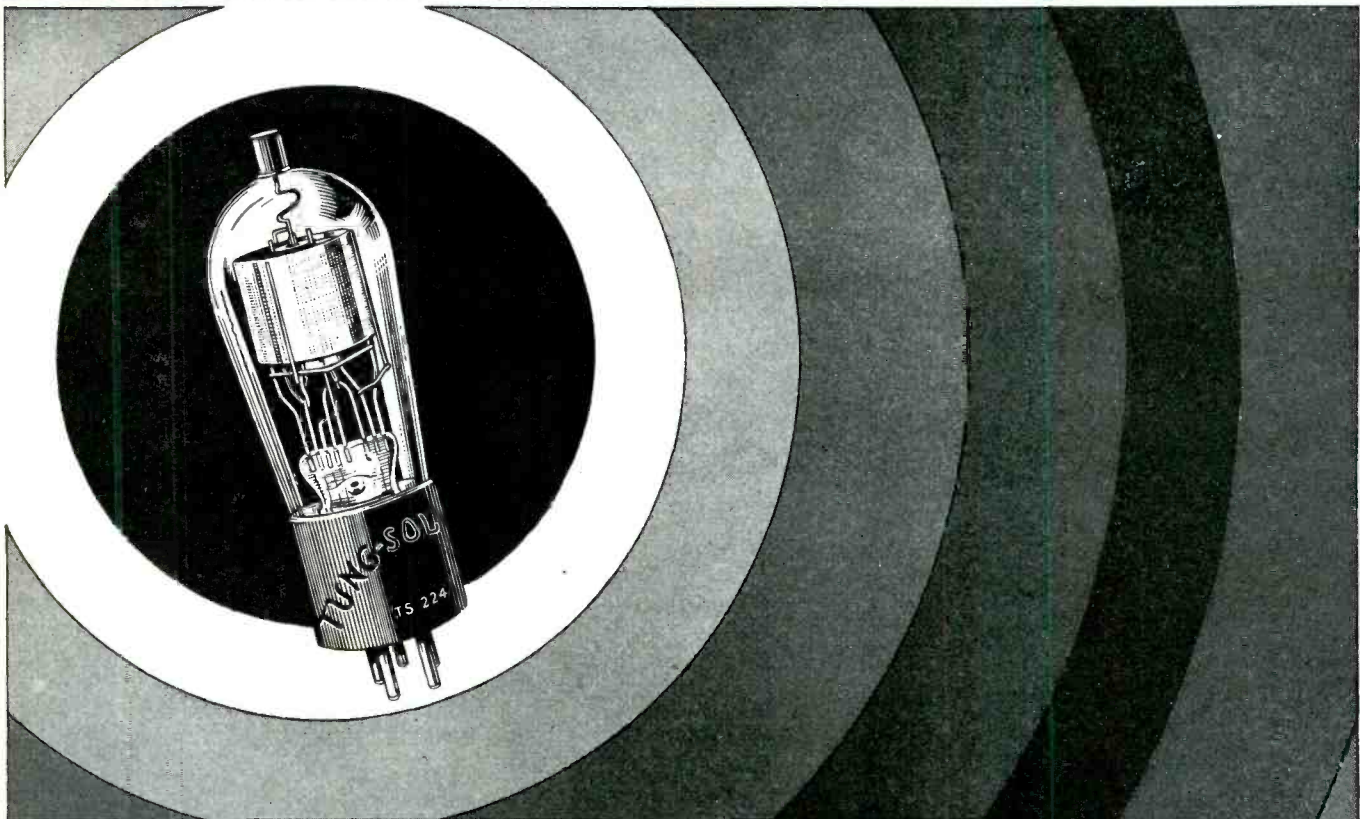
Browning-Drake Corporation, 226 Calvary St., Waltham, Mass.

# BROWNING-DRAKE SCREEN-GRID RADIO

*A Pioneer Manufacturer of Quality Radio Apparatus*

*Over 1,500,000 people listen-in on Browning-Drake sets*

**MADE WITH CARE FOR THOSE WHO CARE FOR QUALITY**



**ALL TUNG-SOL TUBES  
ARE MATCHED TUBES**

Manufacturing and engineering facilities that are a step ahead of those generally employed are responsible for the uniform excellence of Tung-Sol Radio Tubes. You can place *any* Tung-Sol Tube in the socket designated for its use and it will perform perfectly. There is no need of "matching"—all Tung-Sol tubes are matched tubes.

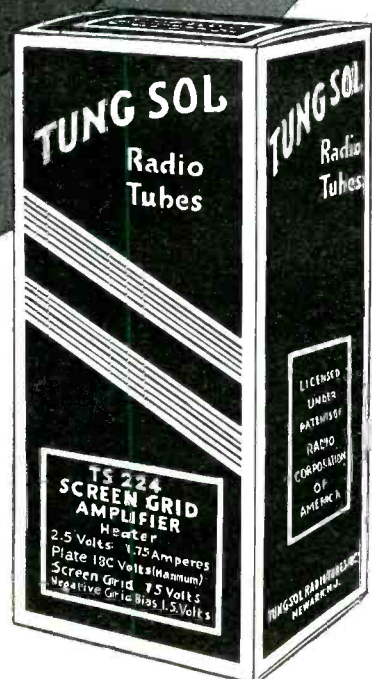
**TUNG-SOL  
RADIO TUBES**

Licensed under R. C. A. patents

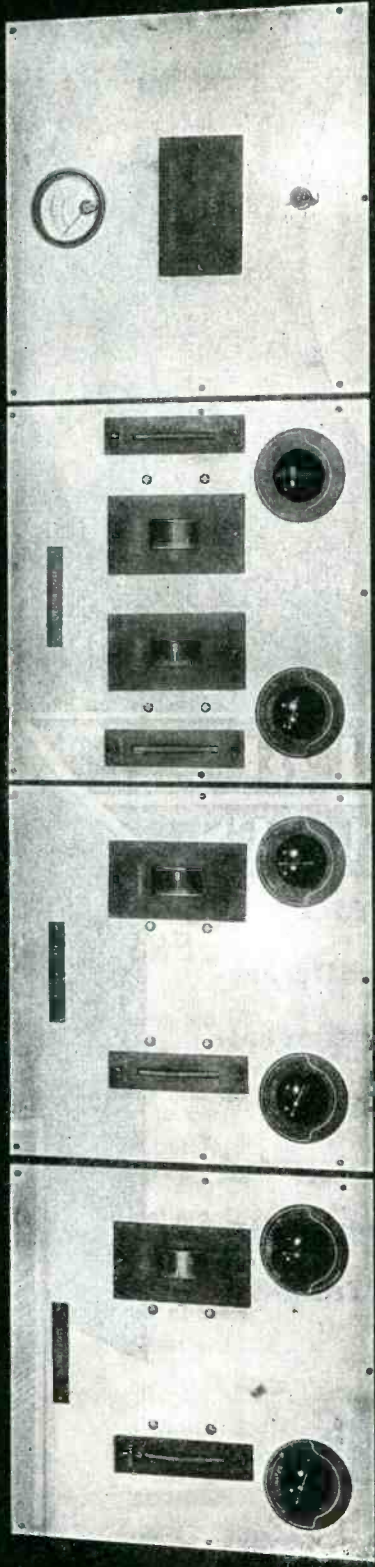
—a companion line to Tung-Sol automobile lamps, and easily identified by the blue carton with the orange stripes.

**TUNG-SOL RADIO TUBES INC.**  
Main Office and Factory, Newark, N. J.  
District Sales Divisions in all  
Principal Cities.

See our exhibit at the **RMA**  
Convention, Atlantic City,  
June 2nd to 6th.



# A NEW POWERFUL SHORT WAVE RADIO



BY  
**C. R. LEUTZ INC.**

*Request Latest Literature Now.*

**C. R. LEUTZ, INC.**  
ALTOONA, PA., U. S. A.

Cable "Experinfo"

EUROPE:  
Baldwin M. Baldwin  
1 Boulevard Haussmann  
Paris, France  
Cable "Experinfo" Paris

WEST COAST:  
R. J. Hildebrandt  
Detwiler Bldg.  
412 West Sixth St.,  
Los Angeles, Calif.



## RADIO 'FANS' OF 1920 USED BAKELITE INSULATION —SO DO RADIO ENGINEERS OF 1930

It is only ten years ago that being a radio "fan" meant building your own set. All over the country thousands of boys and young men were "burning the midnight oil" for their radio experiments. These pioneers in the development of radio receivers discovered that there was one material upon which they could always depend—it was Bakelite Insulation. They made the word "Bakelite" synonymous with radio. Radio receivers of 1930 are beautiful instruments, developed by highly trained engineers in splendid laboratories, manufactured by the hundreds of thou-

sands by modern machinery in great plants. These receivers, the embodiment of the highest technical skill, like their predecessors produced in the cellars and attics of homes by the boys of 1920, are Bakelite Insulated.

When one insulation material has been preferred throughout the whole development of an industry, is it not worth while to make certain that it is used in the receivers that you buy? Write for a copy of "Bakelite In Radio"; it is interesting reading for any dealer in radio receiving sets.

BAKELITE CORPORATION, 247 Park Avenue, New York . . . . CHICAGO OFFICE, 635 West 22nd Street  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

# BAKELITE



"The registered Trade Mark and Symbol shown may be used only on products made from materials manufactured by Bakelite Corporation. Under the cop-

yright "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

## THE MATERIAL OF A THOUSAND USES

# THIS *Profitable* TUBE MARKET

Every set listed here is part of the vast  
Kellogg tube replacement market!

KELLOGG sets—510, 511, 512, 514, 515, 516,  
517, 518, 519, 520, 521.

SPARTON sets—62, 63, A-C 7.

DAY FAN sets—5143, 5144, 5145, 5148, 5158

MARTI sets—TA2, TA10, DC2, DC10, CS2,  
CS10, 1928 Table, 1928 Console.

CLEARTONE sets—110.

McMILLAN sets—26, 26PT.

MOHAWK sets.

And the owners of many other sets require . . .

## *the Original* KELLOGG A. C. TUBES

The above sets were actually built for, and originally equipped with Kellogg tubes, by the radio manufacturers.

By replacing with Kellogg tubes, your customers maintain the good performance of their sets.

This market is already established for you—stock and display Kellogg tubes—it is profitable business. Write to Department 41 for name and address of nearest Kellogg tube jobber.

**KELLOGG SWITCHBOARD  
AND SUPPLY**

1020-1070 WEST ADAMS STREET

**COMPANY**

CHICAGO



---

## LOOK BACK

*before you leap ahead . . .*

**Mr. Radio Dealer!**

---

### *A word to the wise . . . from Zenith*

ONCE again you are at the threshold of a new season. New lines, new models will be shown you in all their spic-and-span allurements. High-sounding adjectives and low-sounding prices will greet your ears from all sides. Enthusiastic salesmanship will vie with spectacular publicity to gain your signature "on the dotted line". It's the Annual Session of Pre-Season Promises.

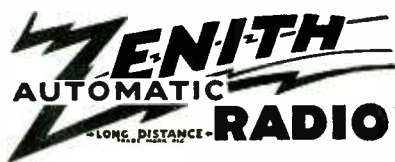
This season, more than ever before, the wise and alert radio dealer has cause to pause before "signing up". Emerging from the bitter experience of ruthless price-cutting and "dumping" by manufacturers of so-called standard sets, remindful of the distress merchandise foisted on the market by bankrupts, he has learned his lesson. Especially is he minded to look back over what has happened during the past season to lines that

"looked good" at pre-season showings a year ago.

Zenith, too, will soon present new models . . . over which you will greatly enthuse. But Zenith has something more to offer than the sets, themselves . . . an uninterrupted, fifteen-year record of price adherence *throughout* each season.

Zenith never over-produces. Zenith sets are never sold as distress merchandise; nor are their prices cut. The Zenith dealer is never confronted with a depreciated inventory at an unexpected moment; nor does he have disgruntled customers because of sets having been reduced in price after their purchase.

Zenith offers you not only a line that "looks good" at the beginning of the season, but that *makes* good throughout the season. Look back before you leap ahead, Mr. Radio Dealer!



**ZENITH RADIO CORPORATION • CHICAGO, ILLINOIS**

---

# QUALITY

■■■ *proved by actual test!*



Triad Radio Tubes, types 50 and 81 have again proved their merit by actual test. At present one of the country's largest manufacturers of amplifier apparatus has them under test. To date they have withstood more than 1200 hours of continuous service without the slightest change in characteristics. Here is a record to be proud of—a record that offers still further proof of Triad Quality!



## New, Improved Construction Triad Tubes, T-24, T-45

Still another achievement of Triad engineers—new construction, new design and the latest developments known to radio science are now incorporated in the new and improved Triad Tubes, types T-24 and T-45. Such perfection in manufacture is your guarantee of absolute satisfaction!



*Dealers! Write immediately  
for complete TRIAD information*

TRIAD MANUFACTURING CO., Inc.  
Pawtucket, R. I.

TRIAD tubes are  
fully licensed  
under all R. C. A.  
General Electric  
and Westinghouse  
Electric Mfg. Co.  
Patents

# TRIAD RADIO TUBES





**Coming . . . . A LYRIC  
Announcement . . . . .**

*Product of*  
**WURLITZER**

**... ALL-AMERICAN MOHAWK CORPORATION ...**  
**Chicago, Ill. . . . . North Tonawanda, N.Y.**

Here they are... The *new* trail blazing Fadas

# YOUR PROFITS



The Fada 46—Highboy, \$228 without tubes



Fada Headquarters at the Ritz-Carlton Hotel, Atlantic City, during the Trade Show, June 2-6. Also see Fada Booths 22-23-24-25, Section A, Atlantic City Auditorium.



★ The New Fada 41—Highboy, \$218 without tubes.

## ONLY THE NEW FADAS HAVE ALL THESE FEATURES

★ **Flashograph**... as dial is turned favorite stations are announced in lights, by name, perfectly tuned.

★ **Automatic Volume Control**... constant level detection enables Fada receivers to produce and hold a constant loud-speaker volume from any signal entering the antenna, whether it be weak or strong. Fading is eliminated, all stations within range of the set are received at volume level selected by listener.

★ **Noise Filter**... a device that eliminates or minimizes noise by cutting out high frequency disturbances, permitting pleasurable reception under

adverse reception conditions.

★ **Pre-selector Tuning**... insures razor-sharp dependable selectivity and prevents cross talk or domination by powerful local stations.

★ **Double-coupled Transformers**... maintains uniform amplification over the whole broadcast band, resulting in uniform selectivity and sensitivity all the way across the dial.

★ **Two-element Detector**... provides straight line distortionless detection so that all parts of a program (loud or low) are detected in their original studio proportions.

★ Fada Radio receivers carry the approval of the Under-

writers Laboratories of the National Board of Fire Underwriters.

★ **Nine Tubes**... three screen grid type '24 in radio frequency stages insure maximum gain, one '27 operating as a two element detector and a four tube audio system consisting of two '27 and two '45 tubes in combination resistance and push-pull transformer coupled for finest quality, one type '80 full wave rectifier... humless operation; complete shielding; local-distance switch; remote control shaft; phonograph connection automatically controlled from tuning dial and radio volume control is also the volume control for phonograph.

1920 • SINCE BROADCASTING BEGAN • 1930

bristling with *new* important sales making features

---

# ARE IN A RADIO THAT'S "THERE" TODAY... AND STILL THERE TOMORROW

Are you a radio dealer whose profits have been more imaginary than real?

Did a manufacturer abandon the field, leaving you to hold the bag; did you sell a cheap set, requiring irritating after-service that ate up the meager profit; did the set sell too low to allow a trade-in that left a profit; was your discount not enough higher than your operation expense to be safe?

Mr. Dealer-with-this-experience, consider the Fada franchise. No Fada dealer has ever suffered from the sore spots just mentioned. He sells a product that gives enduring satisfaction. He sells a beauty of tone that year after year other radios fail to match... housed in luxurious cabinets that are masterpieces of the wood-worker's craft.

The new Fada models are ready. They bristle with features important to pleasurable reception. *No other radio on the market contains them all.* Features that are honest-to-goodness *selling* points, not *glib talking* points. Be sure to note them in another part of this message. In allotting importance to them, bear in mind that Fada was the first company to present Neutrodyne commercially to the public, and the first company to develop a circuit basically correct for 227 heater tubes.

Fada has weathered a decade of overnight revolutions in radio engineering, marked by heavy manufacturer-mortality. Where others have failed and disappeared, Fada has prospered and its dealers with it. And Fada will be making the best radios it knows how to make, when other names are but a memory, perhaps none too fragrant.

Investigate a Fada franchise... today. You will find it means, not only a great product in tune with modern needs, but also eager co-operation, intelligent helpfulness, a disposition to share in the profits and pleasures of a great industry.

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES, IN CANADA, AND FOR EXPORT

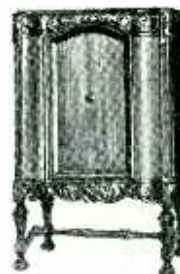
**FADA**  
Radio



★ The New Fada 42 - Open Face Lowboy, \$159 without tubes.



★ The New Fada 47 - Radio-Phonograph Combination, \$328 without tubes.

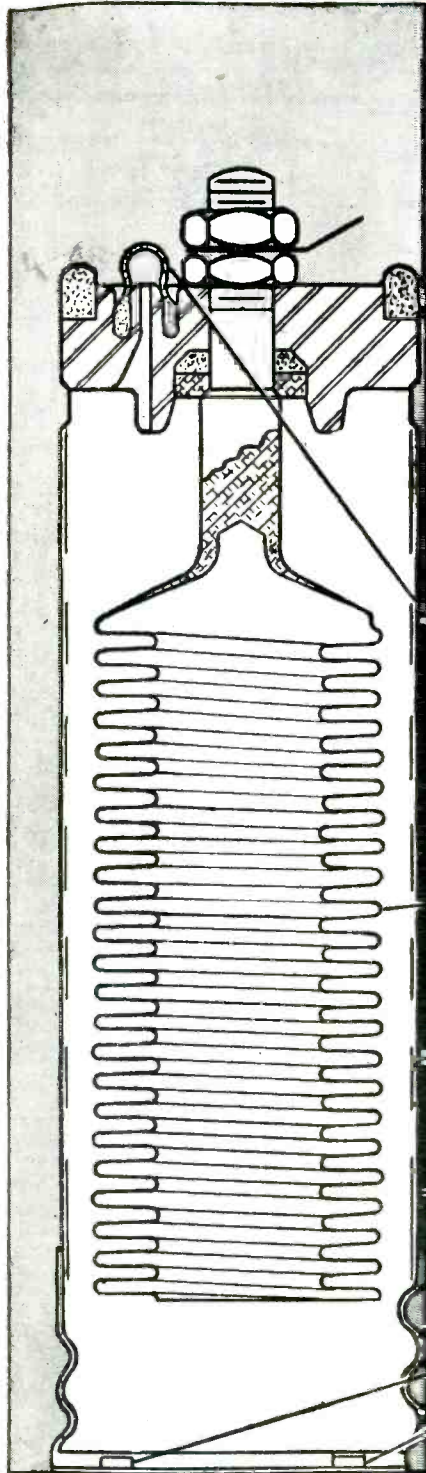


★ The New Fada 44 - Sliding Door Lowboy, \$188 without tubes.

All the new Fada models also available for 25-cycle A.C. operation at a slight increase in price.

# SPRAGUE ELECTROLYTIC CONDENSER

The NEW Way  
To Make Money  
In RADIO



Pressure seal gasket.

Protected vent, vulcanized in hard rubber top.

One piece anode of pure aluminum; no welded or riveted joints.

Shield preventing internal short circuit.

Individual container for space with maximum flexibility.

Screw type socket-mounting.

Locking lugs in socket prevent condenser shaking loose during shipment.

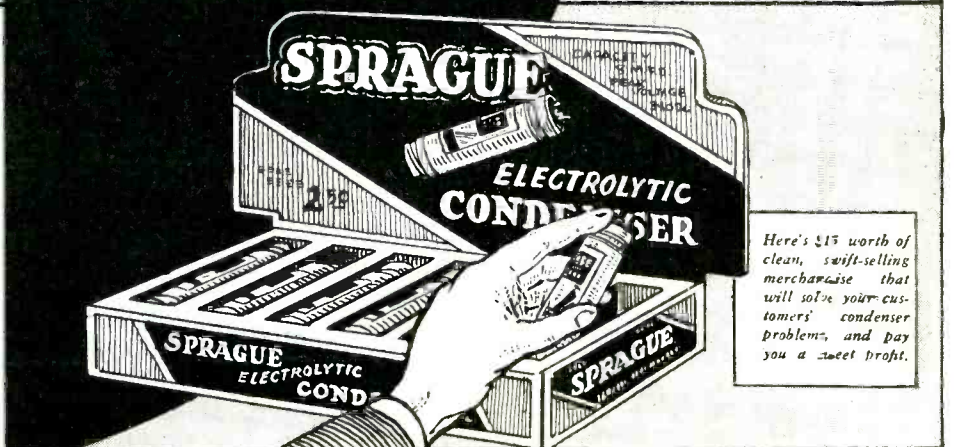
With a powerful, perfected, compact unit of 1 3/8" diameter and 5" height—you have 8 MFD capacity with a peak voltage of 430 DC. An individual screw-type socket-mounting makes installation a matter of seconds. And the SPRAGUE one piece anode represents the greatest mechanical and electrical improvement in the manufacture of electrolytic condensers.

Packed six units in a handy, colorful selling display—priced popularly at \$2.50 per unit—the SPRAGUE Electrolytic Condenser is one of the most profitable items you can stock for sale to service men, radio amateurs and fans who build their own sets.

SPRAGUE SPECIALTIES COMPANY  
Quincy (Boston) Mass.  
*Manufacturers also of the well known Sprague Paper Condensers.*



This striking 3-color card sells SPRAGUE Electrolytic Condensers "on sight."



Here's \$15 worth of clean, swift-selling merchandise that will solve your customer's condenser problems, and pay you a sweet profit.

# Radio's Fastest Growing Business

## Can't Gamble on Tubes—Can You?

All over the world users of Pilot radio products parts and tubes are increasing tremendously month after month—The standard of excellence which Pilot parts and PILOTRON tubes must meet is not just that of bringing in stations within 5 to 500 miles but there are PILOT short wave listeners scattered over both hemispheres keeping contact with broadcasters thousands of miles away with PILOTRON Radio Tubes. To them a dud radio tube is a real tragedy—they must have the absolute tube dependability which PILOTRON tubes endorsed by professionals give.

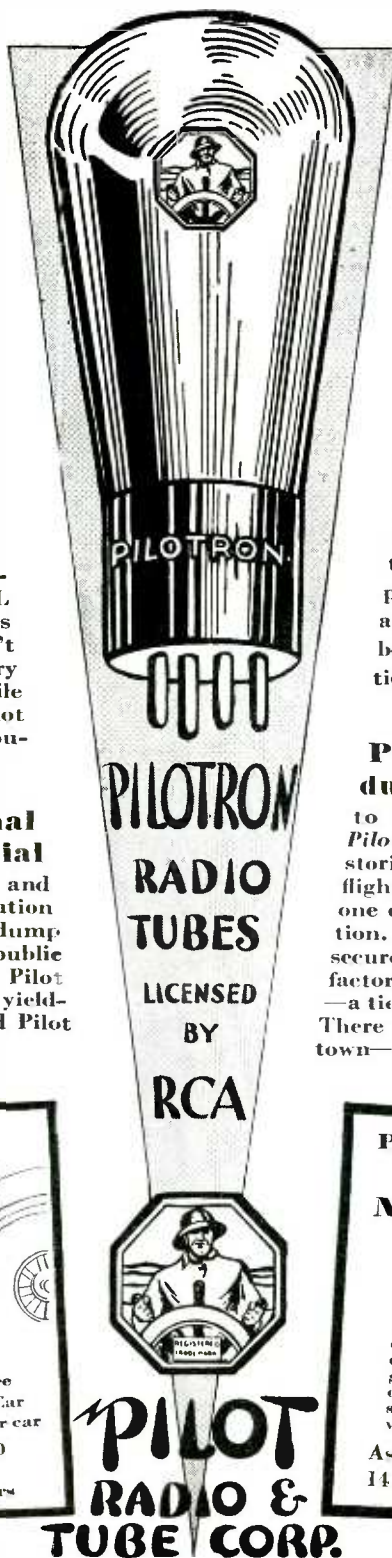
**You haven't seen Pilotrons cut and you will not**—nor have you seen PILOTRONS disguised under aliases. YOU NEVER WILL because no such thing as PILOT seconds exist. Every PILOTRON that doesn't meter up to first grade standards in every characteristic gets dumped on the ash pile—not on the Radio Market because not only PILOTRONS' but PILOT'S whole reputation is at stake.

**Pilot with its International business and strong financial resources** could afford to mark time and to wait while others ruined their reputation or their product by being compelled to dump tubes on the market or go broke. The public is buying millions of dollars worth of Pilot Products a year, besides PILOTRONS, all yielding LIST PRICE PROFITS to Franchised Pilot Dealers.

The **ONLY** Factory-To-Dealer Franchise on tubes as well as Auto Receivers, kits, etc. Now Pilot is ready to talk to the right kind of new dealers about selling PILOTRON, the tube which already enjoys a special demand and which you need never cut to meet competition, because PILOTRON is the only tube for which the dealer is a direct Factory representative.

**Too many tube makers feature the guarantee and the ability to make replacements** because they expect replacements. PILOTRONS too are guaranteed liberally and completely but Pilotrons are made with the avowed intention that the guarantee won't be needed. Pilot is selling tube satisfaction not replacements.

**Pilot Progressiveness in Product and Publicity means Profit** to progressive Dealers who can meet Pilot requirements. The recent front page stories about the history-making Bermuda flight of the airplane *Pilot Radio* is just one example of the scope of PILOT promotion. The dealer who is fortunate enough to secure a Pilot Franchise is assured of direct factory cooperation in all forms of advertising—a tie-up that builds both prestige and profit. There may be a Pilot Franchise open in your town—write for details.



**The AUTO "PILOT"**

**A Full Screen Grid Broadcast Receiver Kit**

Bolts on Running Board  
Remote Control and Speaker Placed Anywhere  
Simple to Install—No Carpentry—No Marring Car  
Clear toned and powerful. Aerial attaches under car

KIT K-140 LIST Complete with aerial \$47.50  
(Less Pilotrons and Speaker)  
Another Money Maker for Pilot Dealers

**Pilot Super-Wasp Short Wave Kits**

**CASH IN ON THIS NEW THRILL IN RADIO**

*World Wide Short Wave Reception Without Re-broadcasting*

An entirely new field is opening up for enterprising Radio Dealers. People are discovering not only that they can hear Foreign Stations day and night but they can also hear some of the finest programs from some of the biggest stations in the U.S.A. day and night consistently which they cannot hear on any set confined to 240 to 500 meters. A short wave set is the greatest static eliminator.

Ask about Pilot's Double Duty Kits 14 to 500 Meters. LIST \$29.50 and \$34.50.

Chicago Sales Office  
234 So. Wells Street

Factories at Lawrence, Mass.

323 Berry Street, Brooklyn, N. Y.

San Francisco Sales Office  
1278 Mission Street

Atlantic City Show Headquarters—Hotel Ambassador

# School Executives' National Survey Supplied Design Data for this PAM Amplifier System PAM The New Faculty Member

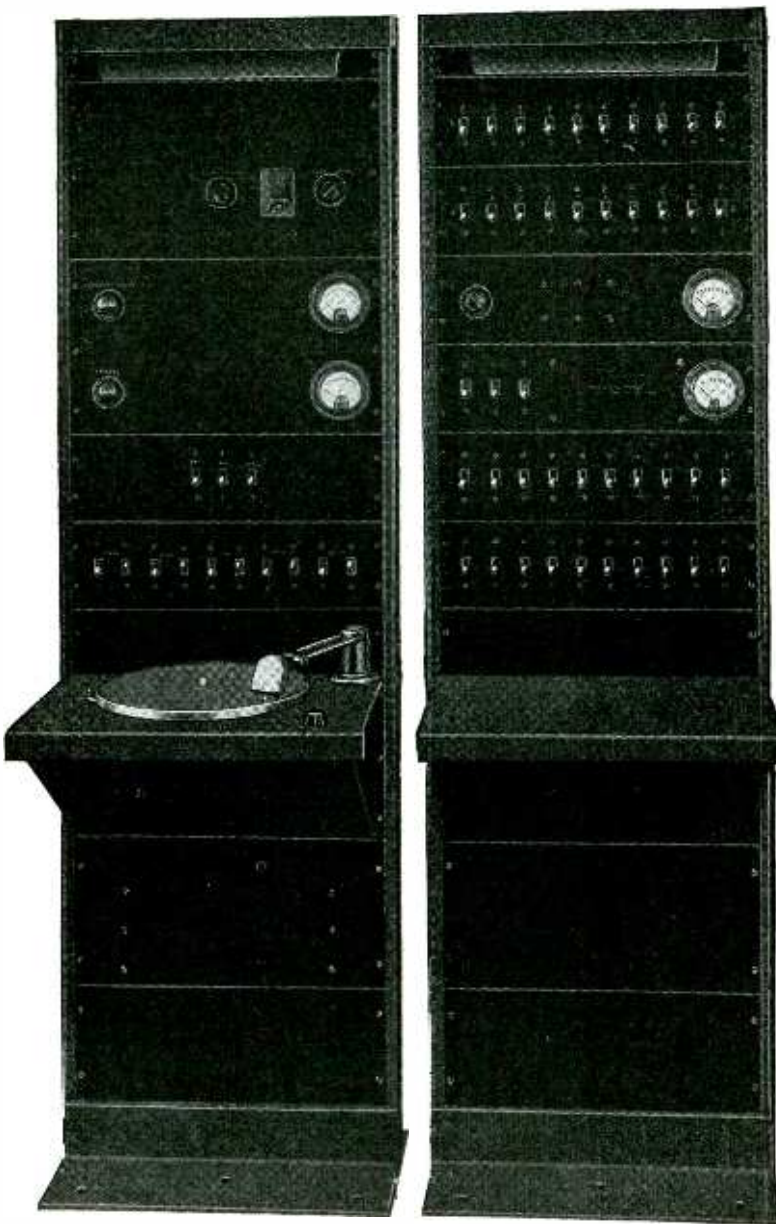
This system is one which has been designed from information as to educational needs supplied us in a national survey by school boards, superintendents, principals and teachers. It is not a system adapted from other systems to partially fill the wants of the school.

With a PAM school amplifying system important lectures, talks, educational radio programs or phonograph records can be reproduced for the pupils in any or all rooms simultaneously.

The lecturer can be in the principal's office, the school auditorium or at any point properly connected with the amplifier system, and his voice is instantly brought to the pupils and teachers.

The distribution of reproduction in the PAM system is at the finger tips of the operator. Volume of the programme is both visual and aural, assuring the correct level in each room. Whether one loud speaker or all are in service, no variation in volume is experienced.

The PAM system is also a group address equipment for the auditorium, allowing the weaker-voiced to be heard distinctly. It may serve as an accompaniment to motion pictures or entertainments.



PMR49

The PAM school amplifying system also distributes music for setting-up exercises, luncheon, dancing, gymnastic instructions, and the school's social functions.

The finest recordings on phonograph records of music, drama, elocution and language are made available for any or all classes by a PAM school amplifier system.

PAM equipment operates from the electric light socket, entirely eliminating batteries and their attendant care. It is made in accordance with Underwriters' requirements.

The PAM amplifier system is made by the manufacturer of Samson fire alarm and telephone systems, which have been used in schools for the last thirty-five or forty years.

Our 36-page bulletin, RR20, "PAM, The New Voice in Education," describes the position of radio programs in schools' curricula and other uses of PAM school equipment and installations. This bulletin should be of great value to the electrical contractor or radio dealer interested in the sale and installation of this type of equipment. Write on your letterhead, enclosing 25c. in stamps, and we will send it promptly.

Main Office:  
Canton, Mass.

**Samson Electric Co.**

MANUFACTURERS SINCE 1892

MEMBER  
**RMA**

Factories: Canton and  
Watertown, Mass.

# MAN!



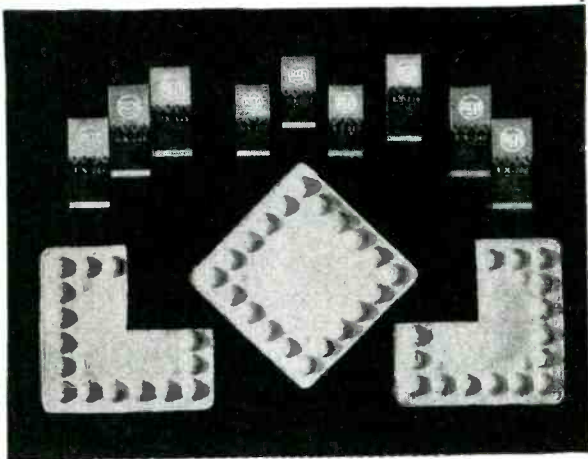
# WHAT A RADIO

— Silver-Marshall will  
show at Atlantic City  
June 2-6, 1930 . . . .





Holed-Tite Interior Packing for Kits of 5 to 12 Tubes



This Is Everything Needed to Pack a 9 Tube Kit ready to place into corrugated carton

## TUBE KITS NOW PACKED THE HOLED-TITE WAY

Prevents breakage, costs less, requires smaller shipping carton, simplifies packing, *eliminates mussy excelsior.*

**HOLED-TITE**  
Radio Tube Pads



*Radio Tube Pads*

**HOLED-TITE-PACKING CORP**  
100 E. 42nd St., New York, N. Y.  
*Affiliated with International Paper Co.*

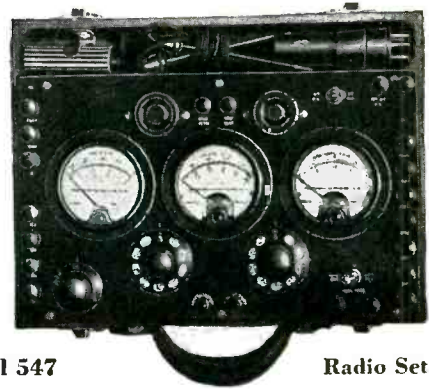
Simplify your kit packing problem. Pin coupon to letter-head and

**MAIL AT ONCE**

**PROTECT the HEART of the RADIO**

Holed-Tite moulded pulp pads are standard in use by most large tube manufacturers.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Send us sample kit packed the Holed-Tite way.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Brand, number and quantities of tubes used in our principal kit are:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Model 547

Radio Set Tester

## At the Atlantic City R. M. A. CONVENTION

**T**HE Weston exhibit at the Auditorium in June will include all the familiar instruments known to manufacturers, dealers and servicemen as the dependable standards of the radio industry. But more than this, there will be new models whose announcement has been reserved for the big show of the year.

Nor is this all. So great is the interest in testing equipment occasioned by a growing demand for the best obtainable meters that the Weston Booth is usually too crowded for individual attention. Therefore, as an innovation which will afford more comfortable facilities to our guests, as well as a means of acquainting everyone with Weston developments in fullest detail, we have provided a Lecture Room at the Hotel Traymore.

This is offered as an *additional* opportunity to learn about Weston meters, and a place where more specific testing problems can be discussed and answered. It does not take the place of the Booth at the Auditorium which is provided, as usual, for the convenience of those who have time for only a general survey. If you can find the time to do so, come to our Lecture Room at the Traymore. Everyone is invited. But if you cannot attend the Convention, write for the new Weston literature on radio instruments.

**WESTON ELECTRICAL INSTRUMENT CORP.**  
581 Frelinghuysen Avenue, Newark, N. J.





# WHEN you repair power-packs put in this Surge-Proof Amrad Mershon Filter Condenser for Longer Life

ASK YOUR RADIO SERVICE MANAGER—he will tell you the value of a surge-proof filter condenser in the replacement of punctured ones. He will tell you that a surge-proof condenser will not fail, will give long life to the repaired power-pack, and will leave your customers highly satisfied with your repair service.

The use of the Amrad Mershon surge-proof condenser on repair work will safeguard your service reputation through its self-healing feature alone. It is assurance that condenser breakdown will not be repeated.



## THE CONSTRUCTOR OF POWER AMPLIFIER EQUIPMENT

for Public Address Systems and Broadcasting Stations can appreciate the feeling of confidence which is based on the knowledge that the filter condenser he specifies will not break down in the midst of a program. The Amrad Mershon Filter Condensers give this assurance. They are surge-proof—sudden surges of voltage cannot damage them.

## THE OWNER OF A SHORT WAVE TRANSMITTER

knows the sinking sensation of the heart (and pocket-book) that accompanies the sudden death of his high-voltage filter condenser and can well appreciate the value of a condenser bank that survives abnormal voltage surges. Amrad Mershon Filter Condensers are self-healing, and will do this.

## THIRTY-ONE RADIO RECEIVER MANUFACTURERS

specify Amrad Mershon Electrolytic Filter Condensers and have up to the present used over three million of them—evidence that these self-healing units cut down power-pack failure.

An interesting booklet on the Amrad Mershon Puncture-Proof Filter Condenser, giving details of the self-healing feature and other facts, will soon be off the press. Every dealer, service-man, and power-pack builder should have it. The coupon, attached to your letterhead, will bring you a complimentary copy.

**THE AMRAD CORPORATION**  
215 COLLEGE AVENUE  
MEDFORD HILLSIDE, MASS.

THE AMRAD CORPORATION  
215 College Avenue, Medford Hillside, Mass.  
Please send booklet on "The Amrad Mershon Puncture-Proof Filter Condenser."  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
Place \_\_\_\_\_

# EXHIBITORS' SECTION OF THE Forms

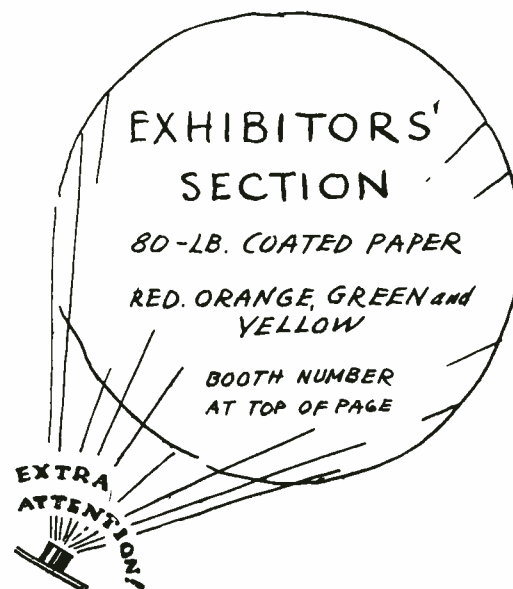


**T**WENTY-SEVEN THOUSAND people personally and vitally interested will see the June R.M.A. Trade Show Number of *Radio Retailing* . . . at the Show, where it will be the merchandising reference book, consulted by all . . . in the stores and homes of dealers who can't attend the Show. . . . on the trains going home, and after they get home, by delegates and others who do not attend the Show.

Thousands of them will *keep* this number. Because it will contain advertising exhibits of the leading manufacturers . . . a virtual roster of successful producers of radio products, equipment and supplies.

**EXTRA ATTENTION** will be attracted to the June issue's "EXHIBITORS' SECTION," which will be printed in two colors on extra quality, white coated 80 lb. paper. You can have your pick of colors . . . red, orange, green or yellow . . . any one of these in addition to black. Each page will have an ornamental heading, "EXHIBITORS' SECTION R.M.A. TRADE SHOW . . . BOOTH ——" (Your booth number will be printed on your page.)

And all this at no extra cost . . . just the regular \$40 color charge and usual advertising space rates.

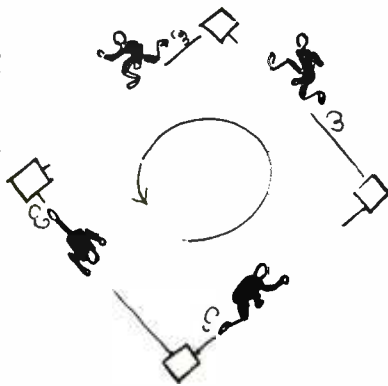


## 27,000 WILL SEE THE ADVERTISEMENTS

# R.M.A. TRADE SHOW NUMBER

## Close May 15th!

**T**RADE SHOW TIME IS A CRITICAL TIME . . . a time of change and realignment . . . many new brands are to be introduced this year . . . there are not enough good dealers to go around. So it's important that your present dealers and your prospective dealers see your products displayed to best advantage and get the whole story you have to



A time of change and realignment



New brands will attract dealers

tell. The Exhibit Hall is fine, for those who will *be there*. But to reach the whole field . . . stay-at-homes, delegates and all . . . at this crucial time *Radio Retailing's* Show Number is the one sure medium.

And . . . after the Convention . . . when they're calmly thinking things over . . . *Radio Retailing's* Show Number will be in every dealer's hands.

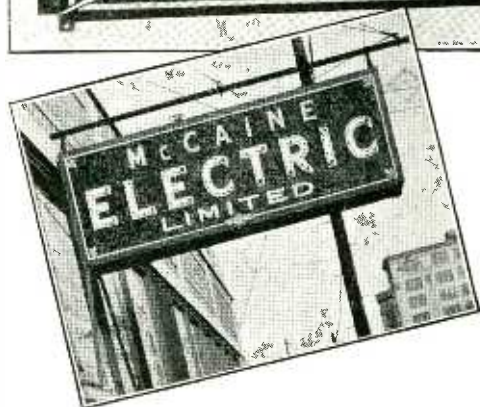
*Forms close May 15.* The best positions in the EXHIBITORS' SECTION will be given those whose advertising copy is received earliest.

# Radio Retailing

A McGraw-Hill Publication

Tenth Avenue at 36th Street, NEW YORK

## IN THE JUNE R.M.A. TRADE SHOW ISSUE



*Flexlume Standard Design 8-134-MN combines raised glass letters and lightning flash in brilliant red neon tube... finest materials... low cost and operating expense.*

*Left: Flexlume builds striking electrics to fit the business and location.*

## FLEXLUME Quality ... at the Price You Can Afford

**Y**OU want the greatest attractor of the street through's attention to speed up sales.

Every Flexlume day-and-night electric is a business investment . . . made to fit the investor. Our standard stock radio designs require but a modest investment . . . yet are built with the same fine material and pride of workmanship that make every Flexlume superior. The facilities of the largest specialized electric sign plants in the world, and a million-dollar financial responsibility, make possible these greater values . . . more dependable service.

Give your business the prestige and selling force supplied by a Flexlume. Call our representative in your city; or write the FLEXLUME CORPORATION, 1048 Military Road, Buffalo, N. Y. for details and color sketch, without obligation, of an attractive electric.



NEON TUBE . . .  
RAISED GLASS  
LETTER . . . EXPOSED  
LAMP or COMBINATIONS

SALES AND  
SERVICE OFFICES  
IN CHIEF CITIES OF  
U. S. AND CANADA



*There's a bigger profit in selling the tubes that need no servicing*



**Y**OU KNOW the grief to yourself and customers in handling tubes that hum—tubes that whistle—tubes that soon go bad.

JRC Research Laboratories have overcome all tube difficulties—every JRC Tube is a perfect Tube that gives entire satisfaction.

No other Tube has the improved features which characterize JRC construction—complete insulation of heater filament, which assures

- 1.—Longer life
- 2.—Greater uniformity
- 3.—No chance of shorting
- 4.—Quieter operation
- 5.—Quick reception with absence of hum

We make all types of tubes in our own factory





**JOHNSONBURG  
RADIO CORPORATION  
JOHNSONBURG, PENNA.**

# 4th RMA Trade Show

# ATLANTIC CITY

# AUDITORIUM



**JUNE 2 to 6th**

All indications are that the 4th Annual R. M. A. Trade Show to be held in Atlantic City June 2nd to 6th will be the largest as well as the most important Trade Show in the industry's history.

In addition to the latest receiving set models and accessories, which will be exhibited and demonstrated in the Atlantic City Auditorium, many important subjects of interest to everyone in the industry, from dealer to manufacturer, will be discussed.

During the same week as the Trade Show, the Sixth Annual R. M. A. Convention, the National Federation of Radio Associations, the Radio Wholesalers Association, and the Institute of Radio Engineers will convene in Atlantic City.

Atlantic City abounds in first class hotels. The visitors to the trade show can be assured that an average of \$10.00 per day will well cover all expenses except transportation. For your information, we give the round trip railroad rates to Atlantic City from the principal cities.

Make your hotel reservations through the Atlantic City Convention Bureau, Atlantic City, N. J.

**RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW**  
 Room 1904, TIMES BLDG., NEW YORK.

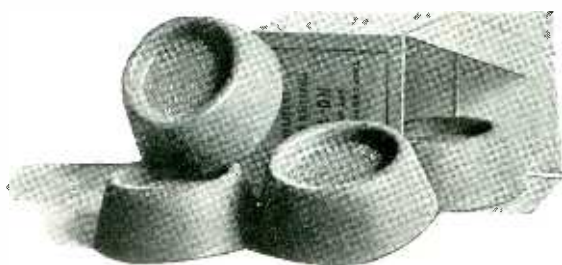
Under Direction of U. J. HERMANN and G. CLAYTON IRWIN, JR.

### ROUND TRIP Railroad Rates To Atlantic City

All railroads are offering special fare and one-half rates for the round trip to Atlantic City. Following are the round trip rates from the cities indicated.

Pittsburgh	\$ 22.50
Cleveland	29.06
Toledo	34.83
Detroit	37.94
Columbus	32.28
Dayton	36.09
Cincinnati	38.75
Louisville	45.21
Indianapolis	42.03
Chicago	47.28
Milwaukee	51.87
St. Louis	55.32
Kansas City	70.38
Minneapolis	69.27
Omaha	74.18
Denver	103.20
Los Angeles	162.89
San Francisco	162.89
Portland & Seattle	163.10

# Here Are Profits



## Everyone is a Prospect

NO VIBES are placed under the legs of the Radio Cabinet—absorbing vibration and shock—improving tone quality and reception.

They sell readily—every radio owner can use a set—just put them on the counter.

NO VIBE vibration and shock absorbers are of solid sponge rubber with surface treated to look like wood—soft and compressible to take up all vibration.

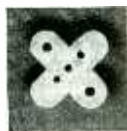
They protect the floor or floor covering—deadens the sound of electric refrigerators—eliminate “TEETER” caused by uneven floor surface.

NO VIBES are not only for radio sets BUT will do the work on any vibrative appliance.

### The Dalitz Manufacturing Company

Sales Office—570 Erie Building, Cleveland, Ohio

# LAVA INSULATORS



LAVA, because of its freedom from emission and low absorptive capacity, is the material best adapted for insulators, that are incorporated in radio construction.

To meet the highly specialized needs of this industry, a special insulation has been developed.

Lava parts are not standard. Each part made to special design.

AMERICAN LAVA CORPORATION  
1421 William Street, Chattanooga, Tenn.

Write us for further information.



## Three Books That Triple Your Opportunities in the Radio Industry—

A modern and practical library that covers the building, repairing and servicing of radio receiving sets—

It serves alike the needs of the amateur and the commercial dealer and serviceman—

## Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By JAMES A. MOYER, Director of University Extension, Massachusetts Department of Education.

and JOHN F. WOSTREL, Instructor in Radio Engineering and Supervising in Charge of Industrial Subjects, Massachusetts Department of Education.

**Volume I.—PRACTICAL RADIO:** This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training, will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of eight typical sets.

**Volume II.—PRACTICAL RADIO CONSTRUCTION and REPAIR:** All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio are covered.

**Volume III.—RADIO RECEIVING TUBES:** In this volume the essential principles underlying the operation of vacuum tubes are explained in as non-technical a manner as is consistent with accuracy. It gives the construction, action, reactivation, testing and use of vacuum tubes, and applications for distant control of industrial processes, and precision measurements.

10 DAYS' FREE EXAMINATION—SMALL MONTHLY PAYMENTS

Examine these books free for ten days. You will find them invaluable as a home study course and as reference in the daily radio problems which you meet in your business. Simply fill in the coupon and the books will be sent to you postage prepaid; there is nothing to pay if they do not prove satisfactory. At the end of ten days send us only \$1.50 and then \$2.00 a month until the price of \$7.50 has been paid. If at the end of the examination period the books are not satisfactory return them to us—No red tape—No agents.

## McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Send me the New Radio Construction Library, all charges prepaid, for 10 days' Free Examination. If satisfactory I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return at your expense.

Name .....

Home Address .....

City and State .....

Name of Company .....

Occupation ..... R.R. 5-30

**THEY ALL  
KNOW**

Some of the best-known makers of radio sets in the world have been buying ADLER-ROYAL Cabinets regularly.

And they know from experience with what precision these fine cabinets are engineered.

**ADLER-ROYAL**

They know that specifications are squarely met and that, because of highly efficient production methods, they can get what they want, when they want it and at the lowest consistent prices. . . . This unusual service is open to the smaller manufacturer, too.

**ADLER MFG. CO., Incorporated  
LOUISVILLE, KY.**

**DEPENDABLE  
CABINETS  
NEED COST  
NO MORE**



The **New**  
*Readrite*  
Model 245

Tests  
Screen  
Grid

**\$12  
NET**

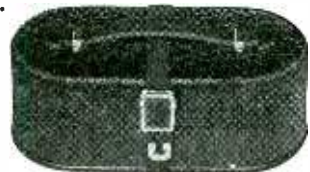
## Set Analyzer and Tube Tester

Tests accurately — filament, plate, grid, screen-grid, cathode and line volts. Shows plate current and grid change.

A complete tester for the latest sets using 245 power tubes. Compact. Simple to use. Easy to carry.

Self-contained. The seamless steel cover with leather handle holds in place the cable, cords and plug. Beautiful baked enamel finish. An outstanding value.

*At your jobbers. If ordered direct remittance must accompany order.*



**READRITE METER WORKS**

Established 1904  
6 College Ave., Bluffton, Ohio

# CORWICO VULCAN LIGHTNING ARRESTER

**Also Dissipates Accumulated Static Charges**

LIST PRICE

**\$1.00**



**\$100 Guarantee with each arrester**

The Corwico Vulcan Lightning Arrester sells and performs. It is big, well made, and packed in an attractive two-color box. Its performance is guaranteed by a \$100 pledge to repair lightning damage to any set equipped with the Corwico Vulcan Lightning Arrester.

**NOW IS THE TIME TO SELL THIS ITEM. STOCK IT.**

## An Exclusive Selling Feature

The Corwico Vulcan Lightning Arrester is made in accordance with a new principle that dissipates accumulated static charges. This new feature in a lightning arrester makes the Corwico Vulcan the best selling Lightning Arrester on the market.

If your jobber cannot supply you with Corwico Vulcan Lightning Arresters, order a sample carton of 6 direct.



# ANTENNA KIT

**Consists of Highest Quality Equipment**

Now is the time to sell your customers on equipping their sets with new aerials. Show them a Corwico Antenna Kit No. 4. It contains everything required including a Corwico Vulcan Lightning Arrester. The equipment is of the highest quality and the kit is an unequalled value for two dollars and fifty cents.



LIST PRICE

**\$2.50**

If your jobber cannot supply you with Corwico Antenna Kits, order a sample carton of 10 direct.

**CORNISH WIRE COMPANY**  
28 CHURCH ST., NEW YORK CITY  
MAKERS OF THE FAMOUS



# BRAIDITE HOOK-UP WIRE

## For Automobile Radio Sets the **DAYRAD** AUTOMOBILE RADIO SET ANALYZER

First to meet the need, first in accuracy, simplicity and service. DayRad-like, it is low in price. Rugged in construction, sensitive to small currents. Six voltage ranges of 5000 ohms per volt or five times the resistance used in most set analyzers.



### Voltage Ranges

0-1      0-20  
0-5      0-100  
0-10     0-200

### Current Ranges

0-400 MICROAMPERES  
0-10 MILLIAMPERES  
0-20 MILLIAMPERES

Double range resistance meter for measuring 10 to 500,000 ohms. Built to handle these service requirements quickly and accurately.

**NET PRICE TO DEALERS \$66**

Write us for descriptive literature.

## THE RADIO PRODUCTS Co.

Write Dept. R.

5th and Norwood, Dayton, Ohio



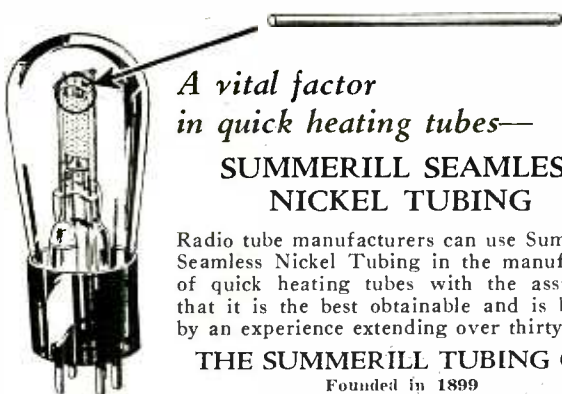
**"There's safety in numbers," say Service Men!**

The fact that more Service Men use Durham Resistances for replacement work than any other resistance unit made today means that YOU can count on Durhams to exactly meet your requirements . . . and meet them without "kick-back." Data sheets on all popular types and values sent on request. Write for your copies.



**DURHAM**  
RESISTORS & POWEROHMS  
INTERNATIONAL RESISTANCE CO.  
2006 Chestnut Street, Philadelphia, Pa.





A vital factor in quick heating tubes—

**SUMMERILL SEAMLESS NICKEL TUBING**

Radio tube manufacturers can use Summerill Seamless Nickel Tubing in the manufacture of quick heating tubes with the assurance that it is the best obtainable and is backed by an experience extending over thirty years.

**THE SUMMERILL TUBING CO.**

Founded in 1899

BRIDGEPORT, PA. (Philadelphia District)

**WASMUTH-GOODRICH COMPANY**

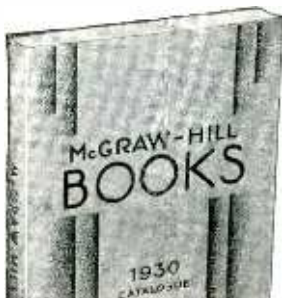


Fine Radio Cabinets  
*fashioned by*  
Master Craftsmen

103 Park Ave., New York  
Peru, Indiana

**Now Ready!**

The latest information for reference and study in your field—the valuable experience of men who are widely recognized as experts—is contained in McGraw-Hill books. You have the key to this experience in the



**New 1930 McGRAW-HILL CATALOGUE of Engineering and Business Books**

**T**HIS catalogue describes more than 1500 books covering all branches of engineering, science and business.

Our latest publications and the newest revisions of standard works are listed. Electrical books covering all phases of engineering, design and shop practice are listed.

This catalogue describes a plan whereby you can put your book-buying on a convenient budget basis. Get the books as you need them—pay for them by the month as you use them.

*We have reserved a FREE copy for you. Send for it—TODAY!*

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.  
Send me the new 1930 McGRAW-HILL CATALOGUE of Engineering and Business Books, to the address given below. This catalogue is to be sent entirely without cost.  
Name .....  
Address .....  
City and State.....

R.R. 5-30

To Think of  
**Transformers**

is to Think of

**THORDARSON**

TRANSFORMER SPECIALISTS

..... Since 1895 .....

- Microphone Transformers . . .
- Line to Tube, Tube to Line, Line to Line
- Mixing Transformers ● Coupling Transformers ● Filter Chokes . . . . .
- Audio Transformers ● Impedance Matching Transformers ● Power Compacts . . . . .
- Speaker Coupling Transformers
- Complete Amplifiers . . . . .

**Thordarson Electric Manufacturing Co.**

Huron, Kingsbury and Larrabee Sts.  
Chicago, Illinois, U. S. A. . . . .

Standard the  
World Over . . . . .

## JANETTE Rotary Converters

Argentina, Mexico, Uruguay, Australia, England, Belgium, New Zealand—everywhere—you'll find JANETTE Rotary Converters in the same leading position which they occupy in the U. S. A.

Wherever there's D.C. to be changed into A.C. for the operation of radio sets and fonographs you can be sure that somewhere around is a JANETTE Converter—doing its job faithfully without ripple, hum or noise.

Standard units for 32, 115 or 230 volts D.C. input 110 volt, 60 cycle A.C. output.

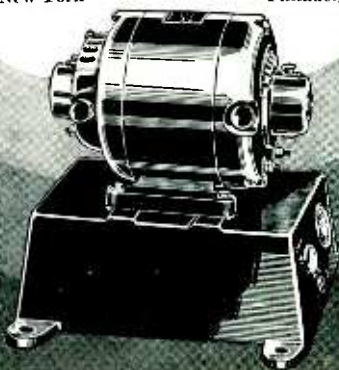
Write for Bulletin 1229-C.

**JANETTE MANUFACTURING CO.**

555 West Monroe St., Chicago

Singer Bldg.,  
149 Broadway,  
New York

Real Estate  
Trust Bldg.,  
Philadelphia



## KATO KONVERTERS SELL A.C. RADIOS IN A NEW FIELD



Every day brings hundreds of inquiries from 32-volt D.C. Light Plant owners. Inquiries stimulated by consistent farm paper advertising. Inquiries from folks hungry for better radio reception which they know they can have with an A. C. Radio operated by the efficient Kato Converter.

Because of the Kato Konverter, 750,000 Light Plant owners are new prospects for A. C. sets. Take your double share of profits from this new field by selling an A.C. Radio and a Kato Konverter to the same customer.

[Order from your jobber  
or write to  
Department "R"]

**KATO ENGINEERING CO.**  
Mankato, Minnesota

# ANNUAL TRADE SHOW NUMBER of Radio Retailing

Forms Close

MAY 15

[See pp. 110-111 this issue]

# MAYO

FOR

## SERVICE MEN

### REPLACEMENT TRANSFORMERS, CONDENSERS RESISTANCES

Replace  
with MAYO.  
"They're  
Guaranteed"



	CONDENSERS FOR	
	List	Net
MAJESTIC A.....	\$7.50	\$3.25
Kodel (3 condensers).....	10.00	5.00
Kodel (2 condensers).....	7.50	3.25
Kuprox (same as Kodel)		
Knapp (uses 3 this type)...	4.00	2.00 ea.
Elkon (replacement).....	4.00	2.00
Fada (ABC).....	4.00	2.00 ea.
MAYO 4000 mfd. can be used as replacement in most any A eliminator...	6.00	3.00 ea.

	CONDENSER BLOCKS FOR	
	List	Net
Majestic B.....	\$6.00	\$3.00
Majestic Special.....	6.50	3.25
Willard B.....	6.00	3.00
Zenith.....	7.00	3.50
Atwater Kent No. 37.....	8.00	4.00
Majestic Set (1928).....	10.00	5.00

	TRANSFORMERS FOR	
	List	Net
Majestic B.....	\$5.00	\$2.50
Majestic A.....	9.00	4.50
Zenith, Mohawk, Stewart Warner and all packs made by Majestic.....	9.00	4.50
Atwater Kent.....	9.00	4.50

RESISTANCES  
A Complete Line of Wire Wound Resistances

Write for new catalogue sheets

**AYO LABORATORIES, Inc.**  
281 East 137th St., New York City

100% Shadowgraphed Inspected!

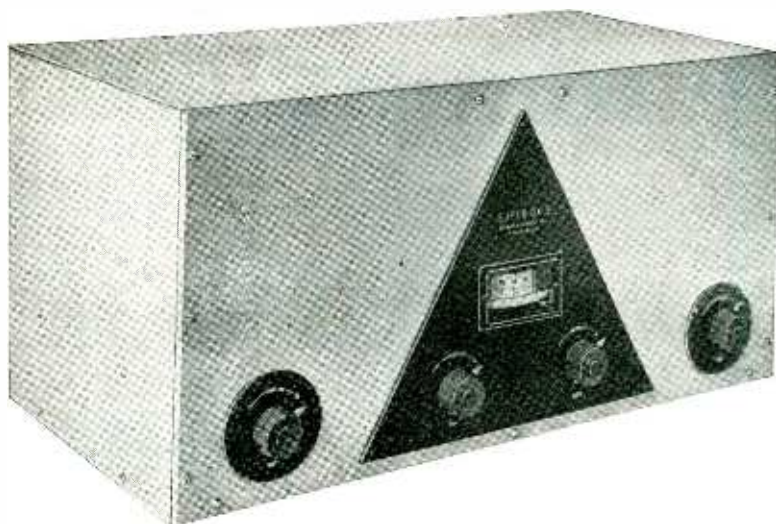
# DYNAMOTONE NEEDLES

Approved by **ELECTRICAL RESEARCH PRODUCTS, Inc.**

... for use with WESTERN ELECTRIC Sound System! The highest endorsement, granted only after a most rigid laboratory test! And what this means to radio merchants is BUSINESS! Now you can be sure of the highest type of electrical reproduction through pick-up or electric phonograph . . . selling more records than ever, through life-like demonstration to your customers. Tomorrow's needle . . . for today's merchandising!

You MUST have samples . . . AT ONCE

**BRILLIANTONE Steel Needle Company of America, Inc.**  
Pennsylvania Terminal Building, 7th Ave., at 30th St., New York City



## A NEW SENSATION

### SHORT WAVE SUPER DX-5 RECEIVER

No longer is radio reception hemmed in! The new Norden-Hauck Super DX-5 opens up a vast new world of radio entertainment by using the rich new low wave spectrum.

It makes international reception practical, rich in quality and comparatively static free.

Tell your customers of the romance and thrills they can have by listening in on England, Holland, Russia, Germany, Hawaii!

Invite them to hear these stations first in your store.

The new Norden-Hauck Super DX-5 will do the rest.

Get details and prices while the idea is NEW and has a CASH value.

Complete all electric operation . . . entirely new R. F. amplifier . . . first commercial receiver using the new pentode tube . . . all circuits tuned with smooth vernier adjustment . . . duplex shielding wide wave length range . . . uses any type loudspeaker . . . beauty of design and finish.

**NORDEN-HAUCK, Inc., Engineers.**

BUILDERS OF THE HIGHEST CLASS RADIO APPARATUS IN THE WORLD

MARINE BUILDING, PHILA., U. S. A.

# SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

**UNDISPLAYED—RATE PER WORD:**

*Positions Wanted*, 5 cents a word, minimum \$1.00 an insertion, payable in advance.  
*Positions Vacant* and all other classifications, 10 cents a word, minimum charge \$2.00.  
*Proposals*, 40 cents a line an insertion.

**INFORMATION:**

*Box Numbers* in care of any of our offices count 10 words additional in undisplayed ads.  
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

**DISPLAYED—RATE PER INCH**

1 inch .....\$7.50  
 2 to 3 inches..... 7.25 an inch  
 4 to 7 inches..... 7.00 an inch  
 Rates for larger spaces, or yearly rates, on request.  
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

**SPECIAL NOTICE:**

**TO THE RADIO INDUSTRY**

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

**SPACE TO LEASE**

**Space Available**

Leading department store in New London, Connecticut, has space to lease for radio department. An exceptional opportunity for right party. Inquire Room 2012 at 2 Park Avenue, New York.

**MANUFACTURER'S REPRESENTATIVES**

"Screen Grid" Chassis—A.C. and D.C.—of unsurpassed quality and operating efficiency which are sold mostly under "private brand" label, is the product. If your following buy chassis and demand quality first (most of them will this coming season) and you are open for a chassis line, write us stating territory covered. Advertiser is responsible manufacturer of long standing and demand responsibility in their representatives. Address

Chassis Division

**PREMIER ELECTRIC COMPANY**  
 Grace & Ravenswood, Chicago

**KEEP POSTED ON PRICES**

**S. S. Jobbing House**  
 156 W. 26th Street  
 New York City, N. Y.

Without obligation add my name to your list so that I get your Radio and Electrical Merchandising Bargains regularly.

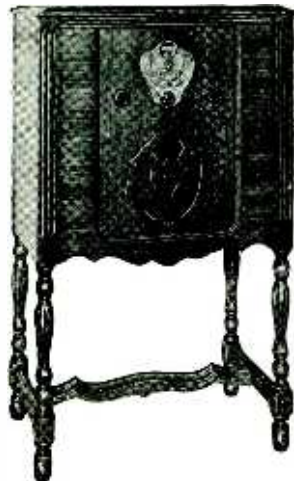
Name .....

Street .....

City ..... State .....

**8000 KOLSTER-BRANDES Radio Sets—Latest 1930 Models**

Purchased from the Kolster Radio Corporation by the New York Kolster Distributors and now available to dealers throughout the country at these extremely attractive prices. No more sets will be available after these are sold. Buy all you can NOW!



**KOLSTER-BRANDES MODEL B-15**  
**\$32.50**

Compact and Sturdily built genuine Walnut Console. Powerful 9½ inch Dynamic Speaker built by Kolster. Cabinet has real eye value and is 40 in. High, 24 in. Wide and 15 in. Deep. 8 tubes (5—C-327, 2—CX-345 in push-pull, 1—CX-380) 4 tuned stages. A. C. operation.

**List Price \$125.50 less tubes**

**KOLSTER-BRANDES MODEL B-16**  
**\$43.00**

Beautiful Walnut Highboy with full doors. Super-Dynamic 11½ inch Speaker built by Kolster and unexcelled in tone and quality. Cabinet is 50 in. High, 24 in. Wide and 15 in. Deep. 8 tubes (5—C-327, 2—CX-345 in push-pull, 1—CX-380) 4 tuned stages. A. C. operation.

**List Price \$165, less tubes**



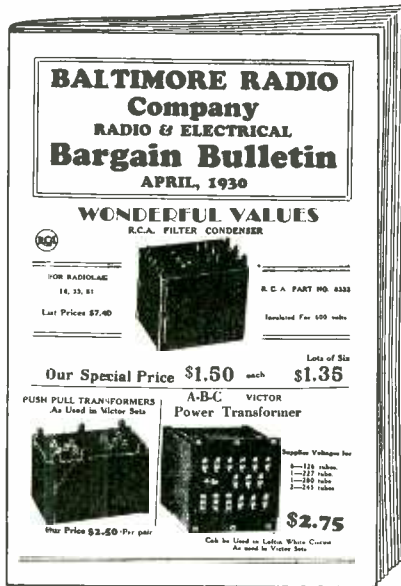
**RADIO WHOLESALERS CORP.**

22 WEST 19th ST.

NEW YORK

**TERMS:**—Twenty (20%) per cent with order, balance Sight Draft attached to Bill of Lading or C.O.D. All sets are brand new, in original factory cases and are shipped F.O.B. from the Kolster Factory at Newark, N. J. All orders subject to prior sale and acceptance.

Read What's On This Cover  
and get an idea of what's inside



**THE NEW  
BALTIMORE  
BARGAIN  
BULLETIN**

Every item featured is a special at bargain prices. Just imagine R.C.A. and Victor replacement parts at the prices featured.

There is not a page you can afford to overlook. This is one Bargain Bulletin you can judge by its cover.

24 pages of bargains  
... hundreds of them

Sets, speakers, tubes, condensers, standard replacement parts, and a number of well-known electrical products of special interest because of their unheard-of low prices.

Write for a copy today!  
The cost of that stamp on the envelope you send us will prove the best investment you ever made.

Write for a copy today!

Our stocks of items listed are most complete. But they move rapidly . . . So write for a copy of the Baltimore Bargain Bulletin today. Make sure that your order is placed before it is too late!

**BALTIMORE RADIO COMPANY**

47A Murray Street, NEW YORK CITY

**LEGAL NOTICE**

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for April 1, 1930.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of the McGraw-Hill Publishing Company, Inc., publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Editor, O. H. Caldwell, 10th Ave. & 36th St., N. Y. C. Managing Editor, Ray V. Sutcliffe, 10th Ave. & 36th St., N. Y. C. Business Managers, Maurice Clements, 10th Ave. & 36th St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Stockholders of which are: James H. McGraw, 10th Ave. & 36th St., N. Y. C. James H. McGraw, Jr., 10th Ave. & 36th St., N. Y. C. James H. McGraw, James H. McGraw, Jr., and Malcolm Muir, 10th Ave. & 36th St., N. Y. C. Trustees for: Harold W. McGraw, James H. McGraw, Jr., Donald C. McGraw, Curtis W. McGraw, Curtis W. McGraw, 370 Seventh Ave., N. Y. C. Donald C. McGraw, 10th Ave. & 36th St., N. Y. C. Harold W. McGraw, 285 Madison Ave., N. Y. C. Joseph H. Bragdon, 10th Ave. & 36th St., N. Y. C. Anne Hugus Britton, 10th Ave. & 36th St., N. Y. C. Mason Britton, 10th Ave. & 36th St., N. Y. C. Edgar Kobak, 10th Ave. & 36th St., N. Y. C. Grace W. Mehren, c/o Bankers Trust Co., Fifth Ave. & 42nd St., N. Y. C. J. Malcolm Muir & Guaranty Trust Co. of New York, 140 Broadway, N. Y. C. Trustees for Lida Kelly Muir, F. S. Weatherly, 271 Clinton Road, Brookline, Mass. Edwin S. Wilsey, 10th Ave. & 36th St., N. Y. C. Goldman, Sachs & Co., 50 Pine Street, N. Y. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person in corporation for whom such trustee is acting, is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other persons, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGraw-Hill Publishing Company, Inc.  
C. H. THOMPSON, Secretary.  
Sworn to and subscribed before me this 31st day of March, 1930.

[SEAL] H. E. BEIRNE,  
Notary Public N. Y. Co. Clk's No. 97, Reg. No. 1B84 Kings Co. Clk's No. 646, Reg. No. 1089.  
(My Commission expires March 30, 1931.)

**REPLACEMENT PARTS FOR  
FREED-EISEMANN,  
FRESHMAN, EARL  
AND FREED SETS**

- Toggle Switches as used in Radiola Receivers, Model 18-17-44-46, etc., \$1.14.
- Toggle Switch as used in Freshman Q. Freed 55-56-78-79-95, \$1.14.
- Volume controls on Freed-Eisemann Model 80-85 \$ .37.
- Carbon Resistors, 1% accurate, 375-500-1,000-1,500-2,000-10,000-15,000-25,000-20,000-50,000-100,000-250,000—2 meg., \$1.35 doz.
- (B) Eliminator Trans. for replacement on Freshman G pack and all eliminators using 280 rectifier tube, \$1.10.
- Freed-Eisemann Single Jacks, \$.05.
- Replacement Condensers in cases size 4 1/2 x 1x2 1/2 in.
  - 1 MF — 600 volt \$3.35
  - 2 MF — 600 volt .45
  - 4 MF — 600 volt .55
- Mazda 2 1/2 volt Pilot Lamps, \$1.25 doz.

Send for special service parts bulletin. We will answer all questions relating to above sets.

**Freed Radio Sales Service**  
10 Hudson St., New York City, N. Y.

**SEND FOR THIS**

**New!  
Radio  
Bargain  
News**

If you are not one of the 20,000 dealers on our mailing list, write in now.



**Federated Purchaser**  
18 HUDSON ST., NEW YORK CITY

# FROM FACTORY TO YOU!

## The Famous

# MAGNATRON

# AT 85%

# TUBES

## off list!

A fortunate opportunity and our tremendous buying power enabled us to acquire this lot of tubes at a greatly reduced price. We are passing this saving on to you. All tubes are brand new and packed in original factory sealed cartons.



The tubes listed in this panel are packed in beautiful display boxes to enable you to boost your tube sales.

Type	List	Our Price
226	\$1.75	\$.27
227	2.50	.38
171	2.25	.34
112A	2.25	.34
222	4.50	.67
224	4.00	.60
UV199	2.75	.42
UX199	2.50	.38
UX120	3.00	.45
200A	4.00	.60



Type	List	Our Price
280	\$ 3.00	\$.45
245	3.50	.53
250	11.00	1.65
210	9.00	1.35
281	7.25	1.10

**SPECIAL!**  
**201A**  
**MAGNATRON**  
**at 40c ea.**



Because of the extreme low prices offered it is impossible to ship orders for less than 10 dollars. Remember, you can order any assortment you desire and all tubes are guaranteed perfect. Replacements will be made if returned within five days after receipt of tubes.

Every tube was tested on the meter and in a receiver before being packed and shipped.

[Terms—20% with order, balance C.O.D.; sold subject to prior sale.]

## MODELLS RADIO OUTLETS INC.

### Wholesale Division

71 Cortlandt St.

New York City, N. Y.

Phones: Barclay 2448, 2570, 2830

# THORDARSON High Voltage Power Transformers

## FOR UX-250 or 210 and UX-281 TUBES

### 250 Watts



**Type T-3202.**  
Size: 6x4 1/8 x 3 3/4 -in.  
Weight: 11 lbs.  
List \$20.00.

This Thordarson Power Transformer furnishes A, B and C current to two UX-250 or 210 tubes and B current to a Receiver.

Delivers full wave rectification using two UX-281 Rectifying tubes, and has two 7.5 Volt Center-Tapped Filament Windings for the two UX-250 or 210 Power tubes and also two 7.5 Center-Tapped Filament Windings for two UX-281 Rectifying tubes.

The A.C. Voltage Plate Winding is 1200 Volts Center-Tapped, at approximately 150 Milliampères.

There is also a 3 Volt Center-Tapped Filament Winding on this Transformer which can be used if desired with 2 1/2 Volt tubes by means of a resistance.

The primary of this Transformer is designed for use on 50-60 Cycles A.C. current and has taps for line variations from 100 to 125 Volts.

This large, rugged, heavy duty Power Transformer has been tested at 2500 Volts. Ideal for Power Amplifiers, Transmitters, Receivers, etc.

**SPECIAL: \$4.75**

This Thordarson Power Transformer furnishes A, B and C current to one UX-250 or 210 tube and B current to a Receiver.

Delivers full wave rectification using two UX-281 Rectifying tubes, and has a 7.5 Volt Center Tapped Filament Winding for one UX-250 or 210 Power Tube and a 7.5 Volt Center-Tapped Filament Winding for two UX-281 Rectifying tubes.

The A.C. Voltage Plate Winding is 1125 Volts Center-Tapped at approximately 125 Milliampères.

There is also a 3 Volt Center-Tapped Filament Winding on this Transformer which can be used if desired with 2 1/2 Volt tubes by means of a resistance.

The primary of this Transformer is designed for use on 50 to 60 Cycles A.C. current and has taps for line variations from 100 to 125 Volts.

This large, rugged, heavy duty Power Transformer has been tested at 2500 Volts.

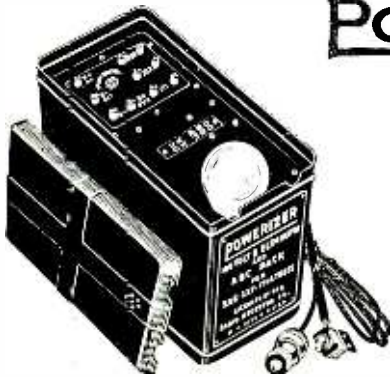
Ideal for Power Amplifiers, Transmitters, Receivers, etc.

**SPECIAL: \$3.75**

### 175 Watts



**Type T-3321.**  
Size: 4 1/2 x 4 x 3 1/4 -in.  
Weight: 8 1/2 -lbs.  
List \$18.00.



Size: 10x5x7-in.  
List \$35.00.  
(less tube)

## POWERIZER

### "B" Eliminator

This Powerizer "B" Eliminator delivers up to 180 Volts of pure, humless "B" supply current for any set up to 7 tubes. Uses the UX-280 Rectifier tube.

If desired, it will also supply the "A" current for 226, 227 and 171-A tubes so that any battery set can be converted into an up-to-date electric receiver. Operates on 110 Volts, 60 Cycles A.C. current.

**SPECIAL: \$6.75**  
(Without tube)

## CHOICE ITEMS

Kolster Model 6-H, Six Tube Console Receiver with built-in Kolster K-5 Dynamic Speaker. List \$295. (less tubes).

**Special: \$39.50** Lots of 5 or more **\$35.50 ea.**

Kolster Model K-5 Dynamic Speaker with built in 210 or 250 Power Amplifier and "B" Supply Unit, in walnut cabinet. List \$175. (less tubes).

**Special: \$24.50** Lots of 5 or more **\$21.50 ea.**

Bremer-Tully Model 80, Six Tube Console Receiver for Battery Operation, Latest Model and design. One Dial Control, Illuminated, Completely Shielded. List \$80.00. (less tubes and speaker).

**Special: \$21.50** Lots of 5 or more **\$18.50 ea.**

## POWERIZER

### Radiola 28-25



Size: 19x5 1/4 x 5 3/4 -in.  
Weight: 26 1/4 lbs.  
List \$84.00.

RCA Dealers can now convert Radiola 28's and 25's to modern Power Amplified all-electric receivers by using this Powerizer Power Pack. There are thousands of Radiola 28's and 25's which you can convert to A.C. all-electric sets at very little cost to your customers.

This Pack is a double action Unit when used with these receivers. It does away with all batteries, supplying complete A, B and C current for all the 199 tubes in the set in addition to supplying a stage of 210 Power Amplification in place of the 120 tube, giving unsurpassed tone and tremendous volume. It is a revelation.

This Powerizer approved by RCA. Very simple to connect. Uses the UX-210 and 280 tubes. Operates on 110-120 Volts, 50-60 Cycle A.C. current.

(Complete—less tubes) **SPECIAL: \$18.75**

## AMPLION ROYAL CONE MAGNETIC SPEAKER



Size: 12 1/2 x 11 x 7-in.  
List \$18.00.  
Latest 1930 Model

Handsome two-tone walnut finish Gothic Cabinet with a fine piano finish.

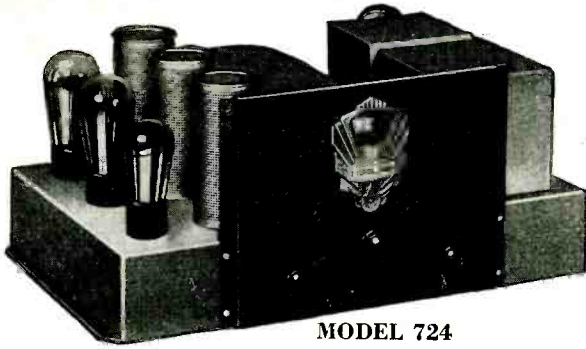
Speaker employs the famous genuine Amplion Magnetic Chassis, Model GW, known for its marvelous tone and volume. Has a 9-inch Buckram Cone with Filter Condenser.

Its clear notes and wide frequency range make this a very desirable Speaker. Designed for use with any type of Receiver and will stand weak or powerful volume.

**SPECIAL: \$4.75** Lots of 5 or more **\$4.25 ea.**

All units offered in this advertisement are BRAND NEW, packed in original factory sealed carton and fully guaranteed! TERMS: 20% cash with order, balance C. O. D. f.o.b., New York. (2% Discount for Full Remittance with Order)

**AMERICAN SALES CO., 19-21 WARREN ST. NEW YORK CITY**



MODEL 724

**THE NEW 1931  
TRIPLE SCREEN GRID**



**POWER PLUS CHASSIS**

**Is Already Acclaimed the Winner**

**These Features Make  
It a Superior Receiver**

1. Specially designed selected control tuning.
2. Highly efficient push pull amplification.
3. Triple screen grid tubes.
4. Humless filter circuit.
5. Novel non-glare metal drum dial.
6. Completely shielded R.F. Assembly.
7. Special bridge circuit compensated antenna, which provides for any length of aerial from 35 feet upwards.
8. Minimum number of tubes to give maximum efficiency for the entire broadcast wave band.
9. Excellent tonal quality.

Although introduced less than 60 days ago, the new 1931 Power Plus Pierce-Airo chassis is a sensation. Our dealers acclaim it the best built and finest sounding receiver they have ever heard. It is indeed a worthy successor to the long line of Pierce-Airo chassis that has created handsome profits for hundreds of dealers and given uninterrupted service to thousands of Pierce-Airo enthusiasts throughout the country.

More than ever before, profits this season will go to those dealers who recognize the advisability of selling quality. You can't go wrong selling the new Pierce-Airo, for its appeal to the public is in its easily seen quality of construction, performance and appearance.

Also available for Direct Current and Battery Operation.  
Write or Wire us Today for Our Most Attractive Proposition.

**PIERCE-AIRO, Inc., 113R Fourth Ave., New York City**

**ALPHABETICAL INDEX TO ADVERTISEMENTS**

This index is published as a convenience to the reader. Every care is taken to make it accurate, but POWER assumes no responsibility for errors or omissions.

Page	Page	Page			
Adler Mfg. Co., Inc. . . . .	115	Gulbransen Co. . . . . Inside Back Cover			
All-American Mohawk Corp. . . . .	101	Hammond Clock Co. . . . .	79	Silver-Marshall, Inc. . . . .	107
American Lava Corp. . . . .	114	Holed Tite Packing Co. . . . .	108	Sparks-Withington Co. . . . .	18
American Weekly . . . . .	86	Hygrade Lamp Co. . . . .	84	Sprague Spec. Co. . . . .	104
Amrad Corp. . . . .	109	International Resistance Co. . . . .	116	Story & Clark Radio Corp. . . . .	8
Andrea, Inc., F. A. D. . . . .	102-103	Janette Mfg. Co. . . . .	118	Stromberg-Carlson Tel. Mfg. Co. . . . .	2
Areturus Radio Co. . . . .	74	Jensen Radio Mfg. Co. . . . .	85	Summerill Tubing Co. . . . .	117
Audak Co. . . . .	69	Johnsonburg Radio Corp. . . . .	112	Sylvania Prod. Co. . . . .	20
Audiola Radio Co. . . . .	68	Kato Eng. Co. . . . .	118	Thordarson Elec. Mfg. Co. . . . .	117
Bakelite Corp. . . . .	97	Kellogg Switchboard & Supply Co. . . . .	98	Transformer Corp. . . . .	16-17
Baldwin, Inc., Nathaniel . . . . .	76-77	Ken-Rad Corp., Inc. . . . .	14	Triad Mfg. Co. . . . .	100
Bright Star Battery Co. . . . .	86-87	Leutz, Inc., C. R. . . . .	96	Tung Sol Radio Tubes, Inc. . . . .	95
Brilliantone Steel Needle Co. . . . .	118	Mayo Lab's. . . . .	118	United Air Cleaner Corp. . . . .	80
Browning-Drake Corp. . . . .	94	McGraw-Hill Book Co. . . . .	114-117	Utah Radio Prod. Co. . . . .	3
Brunswick-Balke-Collender Co. Inside Front Cover		Meadows Mfg. Co. . . . .	72	Wasmuth-Goodrich Co. . . . .	117
Cable Radio Tube Corp. . . . .	81	National Carbon Co., Raytheon Div. Front Cover		Western Elec. Piano Co. . . . .	75
Capelhart Corp., The. . . . .	89	National Union Radio Corp. . . . .	7	Weston Elec. Instrument Co. . . . .	108
CeCo Mfg. Co. . . . .	19	Norge Corp. . . . .	93	Zenith Radio Corp. . . . .	99
Central Radio Lab. . . . .	91	Norden-Hauck, Inc. . . . .	119		
Champion Radio Works. . . . .	82-83	Pacent Elec. Co. . . . .	70-71	<b>SEARCHLIGHT SECTION</b>	
Cornish Wire Co. . . . .	116	Perryman Elec. Co. . . . .	78	Classified Advertising	
Crosley Radio Corp. . . . .	92	Pierce Airo, Inc. . . . .	124	<b>SPACE TO LEASE . . . . . 120</b>	
Dalitz Mfg. Co. . . . .	114	Pilot Radio & Tube Corp. . . . .	105	<b>RADIO STOCKS</b>	
DeForest Radio Co. . . . .	73	RCA Victor Co., Inc., Radiola Div. . . . .	50-51	American Sales Co. . . . . 123	
Edison Co., Inc., Thos. A. . . . .	13	RCA Radiotron Co., Inc. . . . .	B. C.	Baltimore Radio Co. . . . . 121	
Flexlume Corp. . . . .	112	Radio Mrs., Trade Show. . . . .	113	Federated Purchaser . . . . . 121	
General Elec. Co. . . . .	15	Radio Prod. Co. . . . .	116	Freed Radio Sales Service. . . . . 121	
General Motors Radio Corp. . . . .	90	Readrite Meter Works . . . . .	115	Modells Radio Store . . . . . 122	
Gold Seal Elec. Co., Inc. . . . .	4	Samson Electric Co. . . . .	106	Radio Wholesalers . . . . . 120	
Graybar Elec. Co. . . . .	88	Shakeproof Lock Washer Co. . . . .	6	S. S. Jobbing House . . . . . 120	
Grebe & Co., Inc., A. H. . . . .	5				
Grigsby-Grunow Co. . . . .	67				



# PICKING A WINNER for 1930

. . . Need not be a game of chance if you will check the radio lines you have under consideration against these standards:

**Financial Responsibility**—Gulbransen Company is a five million dollar corporation with the highest Dun and Bradstreet rating.

**Reliability**—Gulbransen Company has been in business for over a quarter of a century. It has faced and successfully met three major panics.

**Manufacturing Facilities**—Gulbransen Company owns outright its own factory properties—one of the finest manufacturing institutions in the Middle West. 500,000 square feet of floor space. Everything electrically driven.

**Engineering and License**—Gulbransen Company maintains an outstanding radio laboratory, manned by sixteen experienced engineers. Much research and development work is going on in these laboratories—a fact that will be better appreciated and understood when the details of the new 1930 line are made public. Licensed by R.C.A. and Hazeltine Laboratories.

**Minimum of Service**—A certified auditor's report, which includes all sets manufactured up to March first, 1930, shows that Gulbransen filter condensers, "the heart of any radio receiver," are running 99.99945% perfect. This represents just one phase of the care with which Gulbransen sets are built.

**Prompt Deliveries**—We fabricate every part of our receivers, including cabinets. Our flexible manufacturing facilities together with accurate control of production, and a capacity of 2,000 sets a day, enables us to effect prompt deliveries.

**Merchandising and Advertising**—Gulbransen Company is an advertising and merchandising trained organization. \$5,000,000 already has been spent advertising the name Gulbransen. Twenty-five years' experience helping dealers make money is our merchandising experience.

## The New 1930 Gulbransen Radio

—contains the utmost that can be built into a radio receiver. Its low price makes it easily the outstanding radio value of the season. Watch this space in the next issue of *Radio Retailing* for the biggest bit of news to be released this year in radio.

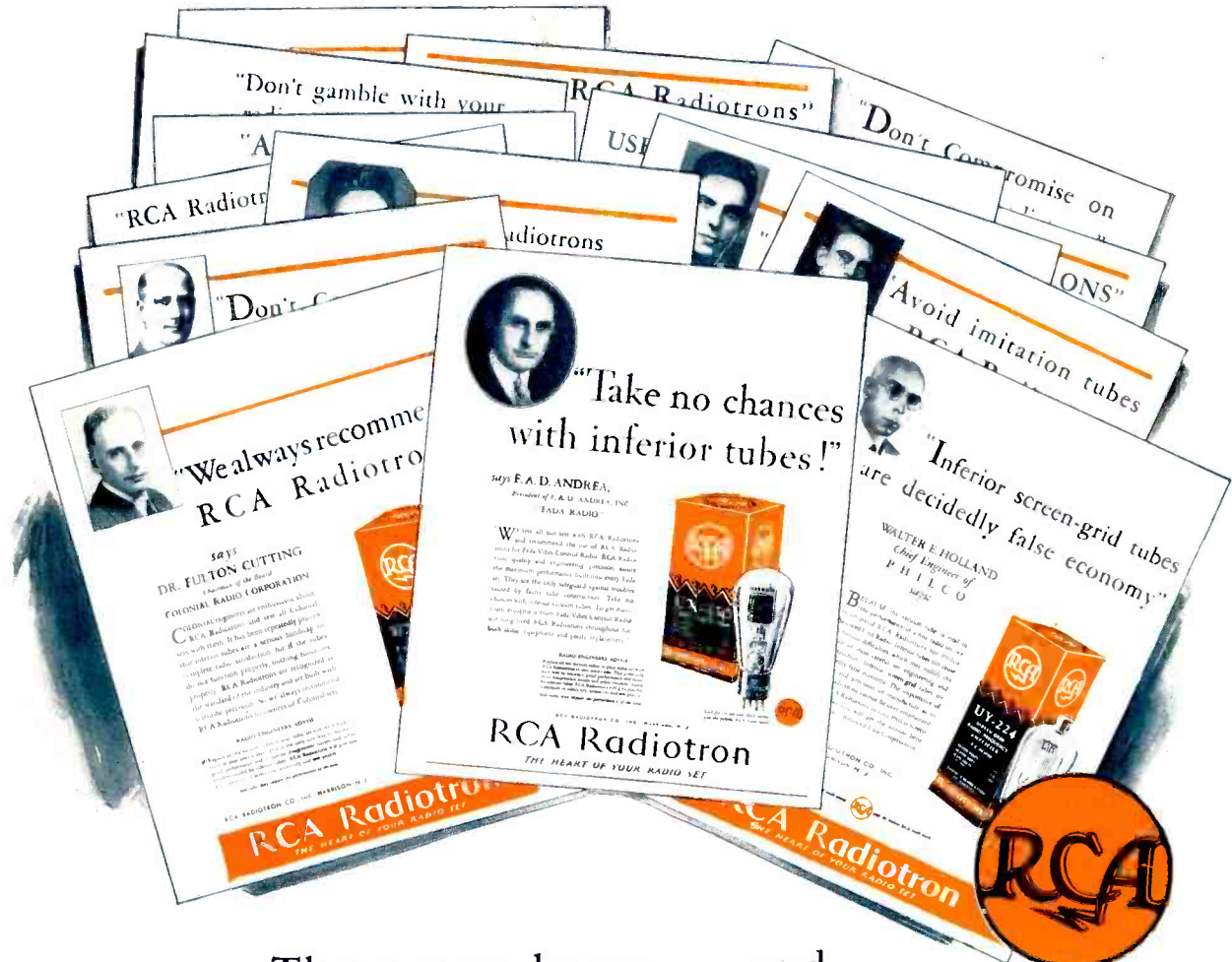
**GULBRANSEN COMPANY**

Chicago, Kedzie, Spaulding and Sawyer Avenues,  
Chicago, Illinois

EDW C RIPPEL  
1522 EAST ST  
HONESDALE PA

3  
40  
45

“There’s nothing more powerful than an honest endorsement”



These men know . . . and every buyer of vacuum tubes knows that they know!

Month by month, in the leading magazines and newspapers, the hammer blows of these advertisements are working hard for you . . . they are a vital part of the greatest selling campaign in radio tube history. RCA Radiotrons are the recognized standard tubes of the industry . . . they are backed by the

greatest scientific organizations in the field . . . built with uncompromising quality . . . guaranteed by the integrity of the makers. Concentrate on RCA Radiotrons . . . Push RCA Radiotrons . . . Cash in on these far greater profits that can so easily be yours!

RCA RADIOTRON COMPANY, INC., HARRISON, N. J.

**RCA Radiotron**  
THE HEART OF YOUR RADIO SET