

# Radio Retailing

*The Business Magazine of the Radio Industry*

A McGraw-Hill Publication

AUGUST, 1930

**de Forest**  
*has met the*  
**CHALLENGE!**

**R**ADIO dealers have been demanding of the tube industry, "Give us a screen grid tube and a -27 type that will deliver consistent performance and cut down service calls!"

We have responded with the de Forest Type 424 Screen Grid Tube and the perfected 427 Audion. That we have successfully met the challenge of the trade is conclusively proved by the many glowing reports from radio set manufacturers, dealers and service men. The greater degree of vacuum of these tubes, their rugged oxide-coated filaments, extreme sensitivity, uniformity and *demonstrated long life* reveal them as the radio tubes you have been waiting for.

*Push de Forest Tubes.* In so doing you are showing your customer that not only are you interested in the sale of a tube, but in what it does after it goes into his set.



**de Forest**  
 (AUDIONS)

**RADIO TUBES**

DE FOREST RADIO COMPANY, PASSAIC, NEW JERSEY

EXPORT DEPARTMENT:  
 304 E. 45th ST., NEW YORK CITY, N. Y., U. S. A.

BRANCH OFFICES IN:

Boston New York Philadelphia Atlanta Pittsburgh St. Louis Kansas City  
 Denver Los Angeles Seattle Chicago Minneapolis Detroit Dallas Cleveland

*The Radio of the Future*, when applied to Brunswick, is no idle term. These new Brunswick models embody not only the latest advances in scientific radio development—they actually possess features which are ahead of the game! The Uni-Selector, putting the control of the radio under the fingers of one hand. Tone Control, emphasizing bass or treble without sacrificing any other part of the entire musical range. And the style "B" chassis, which represents the trend other manufacturers will follow in the years to come!

BRUNSWICK LOW-BOY MODEL 15: Armored chassis with 4 screen-grid tubes and two '45's in parallel. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control.

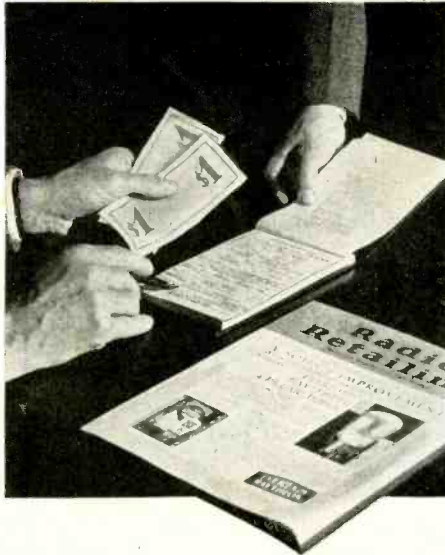


10-inch full Dynamic Speaker. Cabinet of seasoned and selected butt Walnut with carved front panel and curved corners. Price: less tubes \$139.50

THE RADIO OF THE FUTURE

# Brunswick

RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS



## “Value Received”

A SUBSCRIBER to a magazine, like the purchaser of any other commodity, has a right to expect “value received.”

RECENTLY a large distributor asked every radio retailer on his books what magazine in the radio industry was doing the most constructive job in helping to make better radio merchants. *Radio Retailing* received the largest number of votes—over five times as many as any other publication.

IT IS gratifying to the publishers and editors of *Radio Retailing* to receive such tangible evidence that their policies are proving so acceptable.

AND IT also should be a source of satisfaction to you, Mr. Subscriber, to realize that your own judgment in selecting this business-building tool has been confirmed not only by this national distributor's unbiased test but by subscriptions placed by over 26,500 other men in the industry.

# 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. 12  
No. 2

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

## Contents for August, 1930

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

<i>General Business Normal by Fall—An Editorial</i>	
	By O. H. Caldwell 37
<i>I Challenge</i>	By Ray V. Sutcliffe 38
<i>A Workable Accounting System</i>	By Tom F. Blackburn 40
<i>Fewer Sunspots—Better Reception</i>	43
<i>She Sells Auto-Radio</i>	By Thelma H. Purinton 44
<i>Sixth Annual Set and Combination Listings</i>	46
	Six pages of complete specifications
<i>Next Year's Trade Show</i>	52
	A chance to express yourself about it
<i>Radio and the Automobile Dealer</i>	53
<i>Helpfulness—A Primary Factor in Selling Quality Records</i>	
	By Compton Pakenham 54
<i>Midgets Hit the East</i>	56
<i>Try One of These Sales Ideas on Your Business</i>	58
<i>How a Canadian Music Dealer Builds Volume</i>	60
<i>What Servicemen Should Know About:</i>	
1. <i>A New Kind of Tone Control</i>	62
2. <i>Two Element Detection</i>	63
	Conducted by W. W. MacDonald
<i>Editorial Comment on Recent Developments</i>	68
<i>New Merchandise Brought Out This Month</i>	70
<i>News of the Industry</i>	By Detector 74
<i>Jobber News</i>	77

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. MERRIN, Vice-President.  
C. H. THOMPSON, Secretary

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

NEW YORK District Office, 285 Madison Ave  
WASHINGTON, National Press Building  
CHICAGO, 520 North Michigan Ave.  
PHILADELPHIA, 1600 Arch Street  
CLEVELAND, Guardian Building  
ST. LOUIS, Bell Telephone Building

SAN FRANCISCO, 883 Mission Street  
BOSTON, 1427 Statler Bldg.  
GREENVILLE, S. C., 1301 Woodside Bldg.  
DETROIT, 2-257 General Motors Bldg.  
LOS ANGELES, 632 Chamber of Com. Bldg.  
LONDON, 6 Boulevard St., London, E. C. 4

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

THE  
STROMBERG-CARLSON FRANCHISE



*"There Is Nothing Finer Than a Stromberg-Carlson"*

# PILLARS of PROFIT

*SOUND* are the merchandising principles which support the friendliness and profitable relations between Stromberg-Carlson and its dealers. Among these are Stromberg-Carlson's—

**DIRECT TO DEALER SELLING**  
Closer factory contact. Careful zoning to avoid territory overcrowding and overstocking. More lasting dealerships.

**GUARANTEE NOT TO REDUCE ITS PRICES**  
Full profit on every receiver. Security of partial payment sales. Holding owner's good will.

**SALES UNITS OF PROFITABLE SIZE**  
A good *net* profit on every sale. (For example, the gross profit on a Stromberg-Carlson is a great deal more than on a low priced receiver, while the overhead cost of selling the cheap one is practically the same.)

Illustration shows No. 12 Stromberg-Carlson, \$355. Standard model receivers range from \$155 to \$369 (including the new No. 645 Direct Current model). The new Multi-Record Radio \$645. Custom-built period cabinet models from \$695 to \$795. Prices, less tubes, East of Rockies.

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

*Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast over the N. B. C. Blue Network and Associated Stations.*




1894

# Stromberg-Carlson

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



1930

The Ideal Speaker for Automobile  
or Mantle Type Sets

# UTAH

**NEW  
JUNIOR**

## **ELECTRO— DYNAMIC SPEAKER**



Answering the demand for a sturdy compact quality speaker Utah presents the New Junior. Extremely sensitive—Marvelous clarity and volume—

**No distortion**

Model	List
506 — 110 Volts D.C. Single Output Type .....	\$10.00
511 — 110 Volts D.C. Push Pull Type .....	10.00
510 — 6 Volt Battery Type Unit .....	10.00
510B — 6 Volt Battery Type Unit in Baffle Box .....	12.00

Overall Diameter of head, 8 1/8 inches.

Manufacturers are urged to **Wire or phone for Complete Specifications, Prices and Samples**

New Carter Catalog—20 pages, picturing and describing the new Carter Channel Selector switch and many other items.

New Utah Catalog—showing New Electrofarad Hi Capacity Condenser, Wavemaster Antenna, Phonograph Pick-up, etc.

Your copies await your request. Simply address

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

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



The Capehart Exhibit at the R.M.A. Trade Show, Atlantic City, June 1930.

## What's NEW for 1930?

Thousands of dealers attended the R.M.A. Trade Show at Atlantic City with one question uppermost in their minds: "What's new for 1930?"

The Capehart exhibit brought home to these dealers the *one really new* opportunity for profits in the music industry. Capehart music for home and business—a new giant industry in the music field, a rich market waiting to be sold, an opportunity for *real profits* to music dealers.

### Investigate this NEW field!

The Capehart exhibit at the trade show gave many dealers their first picture of the rich market for Capehart music. In the complete Capehart line they saw models for hotels, restaurants and confectioneries, models for parks and auditoriums, exquisite cabinets for the home. They realized for the first time the big opportunity for profits which lay in Capehart music. Are you closing your eyes to this new giant in the music field? *Investigate!*

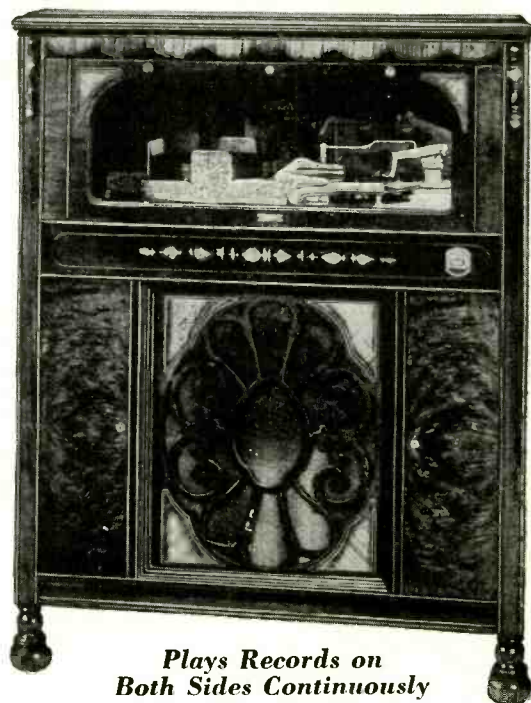
### Mail Coupon for Free Book

We'll gladly mail you, without obligation, a book telling the complete Capehart story—the market, the product, the franchise and *evidence* of the profits Capehart dealers have made. Send for it.

# Capehart

AMPERION  
ORCHESTROPE

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA



*Plays Records on  
Both Sides Continuously  
No Restacking  
Priceless Tone*

**The Capehart Corporation**  
Dept. C-485, Fort Wayne, Ind.

Please mail, without obligation, your dealer's portfolio telling full details of the Capehart Dealer's Franchise and descriptions of the full Capehart line.

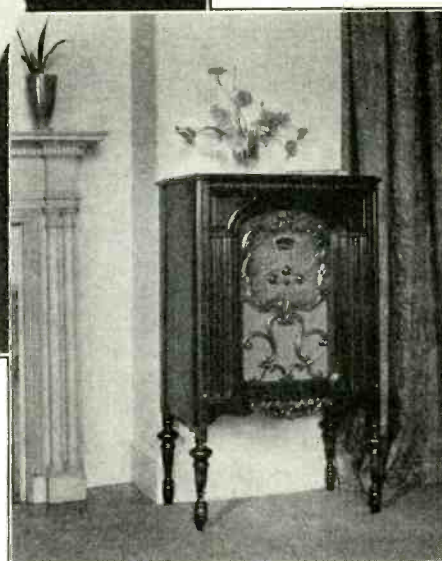
Name .....

Address .....

City ..... State .....



Grebe 160... AH1 Chassis, walnut low-boy, maple panel. List, \$160 without tubes; slightly higher on Pacific Coast.



Grebe 18950... AH1 Chassis, walnut lowboy, maple panels, sliding doors. List, \$189.50 without tubes; slightly higher on Pacific Coast.

## “Fits right in our budget”

THEY turn aside to whisper together: husband and wife are in conference. They have heard the new Grebe—have watched you demonstrate it—have followed your explanation of its features. Now, as they choose a moment of privacy to check up, signs point to a sale. “Fits right in our budget,” they agree—which means that they can get the set they want and still stay within their means.

Here is a couple in moderate circumstances—able to afford many of the better things in life, but trained by experience to make their dollars go the limit in buying power.

To this couple, the new

# Grebe radio

SUPER-SYNCHROPHASE

Grebe AH1 means that they can afford the type of radio enjoyed by those who know no barrier to luxury. For this moderate-priced receiver is comparable only with the refined and improved SK4. Offering a standard of reception far beyond its price field, the AH1 opens broader markets to Grebe dealers. And the SK4 is continued with added developments, as a prestige set for those who never could be satisfied with anything short of Grebe performance.

Both the AH1 and the SK4 feature \*Colortone, exclusive Grebe development which (1) imparts greater realism to radio reception and, (2) enables the listener to regulate the broadcast to his individual preference by emphasizing the high or low frequencies.

Profit opportunities are amplified for Grebe dealers by a sales expansion program featured by a newspaper advertising campaign and store merchandising service tie-up.

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



# I am RADIO OWL

People forget to turn off their radio sets—but I never forget! I'll stand by for a half-hour—an hour—any time you say up to two hours—and then efficiently turn off the music without making a sound.

*Radio Owl Shuts Off Any Electric Household Device.*

**DEALERS:** Stock this unique radio necessity and increase your sales volume! Radio Owl will put more dollars into your profit column than any other radio accessory you can handle. People buy it on sight—attractive counter and window display cards. Take advantage of these *extra profits!*

### DEALERS — JOBBERS

Write for literature and our proposition for you!



New  
Packing Box

## RADIO OWL

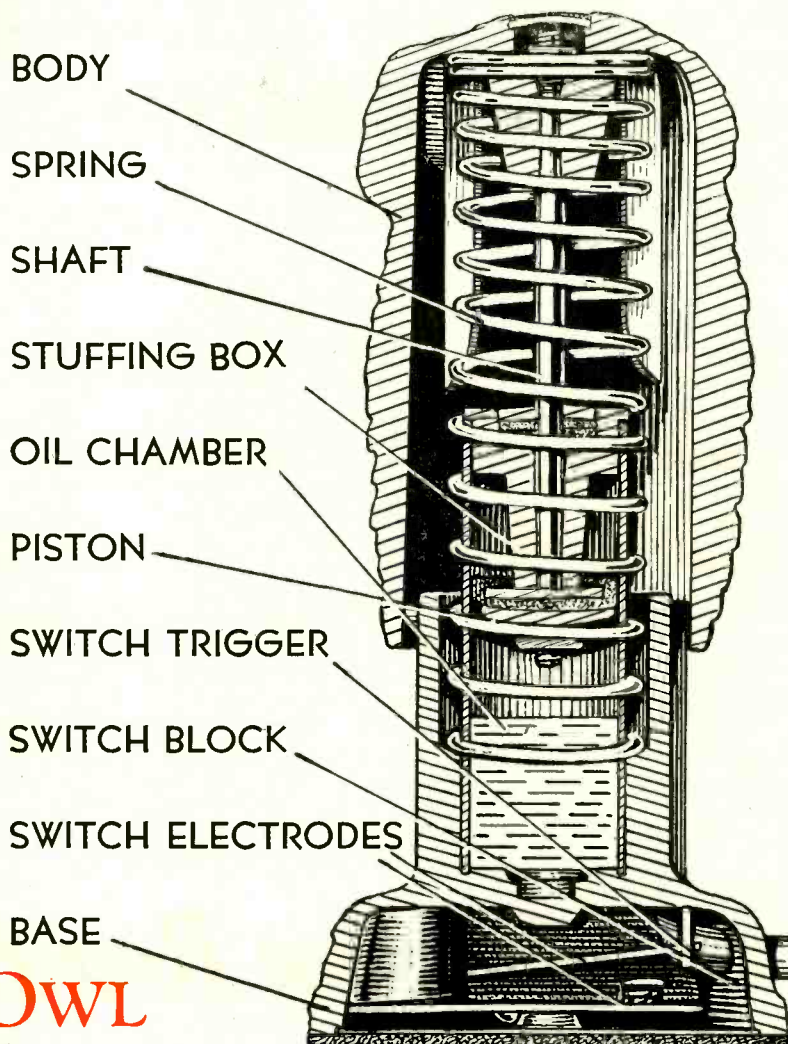
Manufactured by

TAYLOR-TRAVERS CORPORATION, Ltd.

2201 East Fifty-First Street

FRAZAR & COMPANY, Ltd., Export Agents, 7 Front St., San Francisco, Calif.

Los Angeles, Calif.



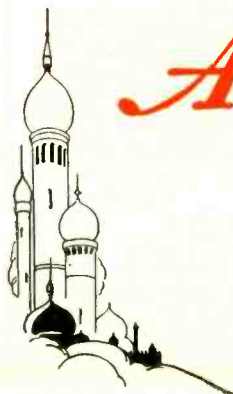


# *Out of the "House of Magic"*

THE *New*

## GENERAL ELECTRIC FULL RANGE RADIO

*Will be revealed to the  
public the first week in  
SEPTEMBER*



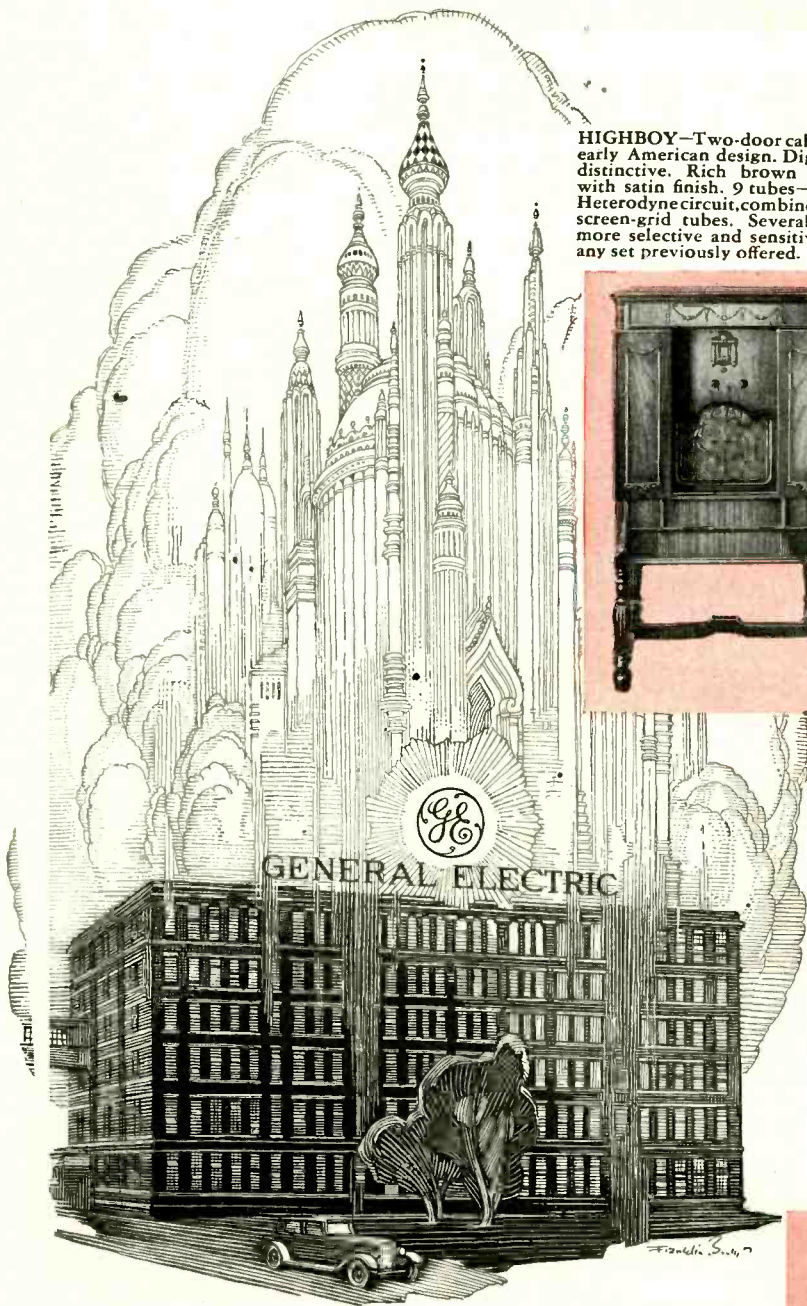
*Are You Ready*



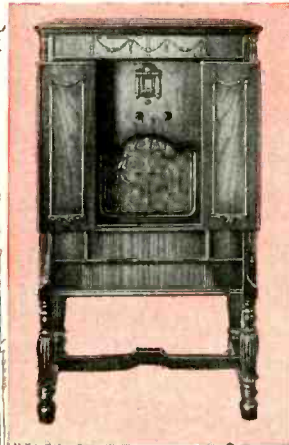
The Radio that bears THIS Monogram  
is the one you'll want to sell

*Out of the "House"*

# GENERAL ELECTRIC



**HIGHBOY**—Two-door cabinet of early American design. Dignified, distinctive. Rich brown walnut with satin finish. 9 tubes—Super-Heterodyne circuit, combined with screen-grid tubes. Several times more selective and sensitive than any set previously offered.



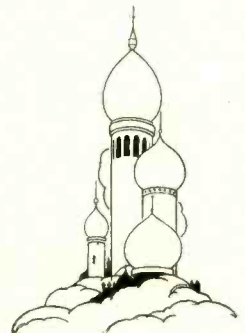
*You've Heard about General Electric Sales Policies*

... giving dealers fullest benefit of the tremendous General Electric prestige ... protection against price decline ... the advantages of the G-E service plan, of the sound finance method.

*You've Learned, Too, About The G-E Merchandising Plan*

... immense in scope ... putting every dealer in closest contact with General Electric, utilizing money-making ideas based on the experience of successful dealers.

**RADIO-PHONOGRAPH COMBINATION**—Massive design, of rich brown walnut with satin finish. Door-type. Super-Heterodyne circuit, 9 tubes—4 of which are screen-grid. Several times more selective and sensitive than any set previously offered. Has *tone-control* and new, improved electrical phonograph reproduction.



*of Magic"*

# FULL RANGE RADIO

*Ready for the public the first week in* **SEPTEMBER**

**T**HE Radio that bears *this* Monogram is the one you'll want to sell.

Spectacular openings of the "House of Magic" take place simultaneously from Coast to Coast the first week in September, revealing to the public—General Electric Radio!

Radio's most impressive advertising campaign begins that week... colorful spreads in national magazines... a sensational nation-wide radio broadcast... striking newspaper displays... a burst of trade-building dealer helps.

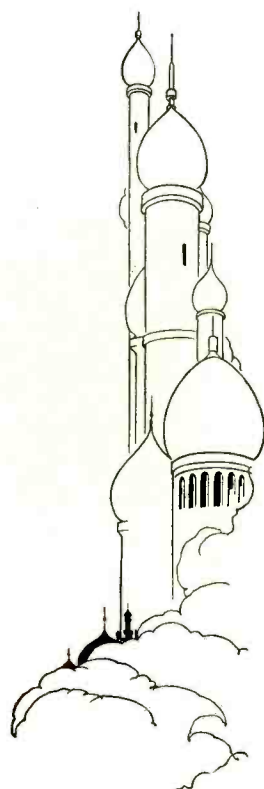
Forward-looking dealers everywhere are clearing the way for the rush of profitable business sure to follow.

**NOW** is the time for **YOU** to act!

Today General Electric is completing its carefully selected list of dealers who will harvest the profits... dealers equipped to do outstanding work. Are *you* to be one of these? See the G-E Radio Distributor in your district **TODAY**... or write Section xxx, Merchandise Department, General Electric Company, Bridgeport, Conn.



**LOWBOY**—A distinguished example of early American cabinet design. Harmonizes beautifully with any surroundings. Uses 9 tubes —Super-Heterodyne circuit, combined with screen-grid. More selective and sensitive than any set hitherto offered to the public.



# GENERAL ELECTRIC FULL RANGE RADIO

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT

# Out of the "House of Magic"

THE RADIO THAT BEARS  
**THIS** MONOGRAM

IS THE ONE YOU WANT TO SELL



## Because

It gets full General Electric merchandising and scientific support.

It profits by the tremendous consumer acceptance for the General Electric name built up by billions of advertisements... two billion of them this year alone... by millions of *G-E Products* now in American homes and millions more in industries.

GENERAL  ELECTRIC  
**FULL RANGE RADIO**

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT

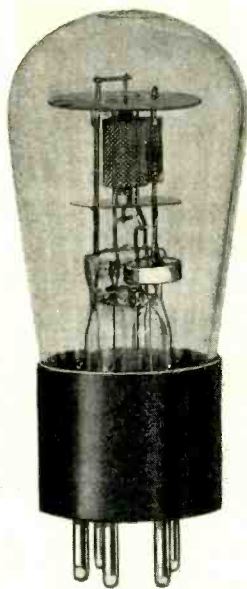
# SPEED RADIO TUBES

RCA LICENSED

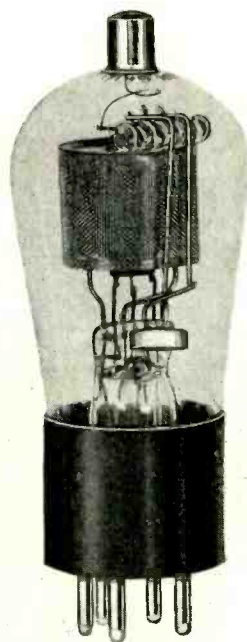
NOWHERE has the march of progress been more pronounced than at "Cable's" five plants

**SPEED** is not merely a name... it is truly an inspiration

Constantly quickening production—increasing efficiency—primarily keeping quality high and striving for its improvement,—searching for new and better ways of performing necessary operations—experimenting, testing, discarding, patiently and steadily working, each and every one of us striving toward a common goal—perfect **SPEED** tubes.



TYPE 227



TYPE 224

Increased production facilities permitting additional economies in the manufacture of **SPEED** Tubes result in new list prices on following types:—

224 ... \$3.30	245 ... \$2.00
227 ... 2.20	280 ... 1.90

**CABLE RADIO TUBE CORPORATION**

84-90 North 9th Street

Brooklyn, N. Y.

# >> GIVE CUSTOMERS THE TONE-QUALITY THEY WANT... WITH EVEREADY RAYTHEON >> TUBES

CHECK-UP on your customers' radios . . . many of them are sure to be struggling along with year-old tubes. Worn-out or faulty tubes will cramp the style of the finest radio set you've ever sold. Just let these customers *hear* the difference a set of new Eveready Raytheons will make! Show them the reasons, too, in the patented Eveready Raytheon 4-Pillar construction. That's the way to sell radio tubes in quantity . . . by *demonstrations*, with Eveready Raytheons.

These tubes come in all types, and fit the sockets of every standard A. C. and battery-operated radio in present use. They are a product of National Carbon Company, Inc., makers of the famous Eveready Layerbilt "B" Batteries. With all the resources of this great organization behind them . . . a world of experience in building the finest quality products, and a reputation for doing it, national advertising, and radio broadcasting.

You can buy Eveready Raytheons on a special introductory sales plan, applying to purchases of 25, 45, and 200 tubes respectively. With the K-11, 50-tube assortment, you get the beautiful metal tube-vending cabinet shown on this page, free, in addition. There are a host of other sales-helps you'll appreciate. For details, ask your jobber, or write our nearest branch for names of jobbers near you.

*Service-men! Write for this material* Information and sales-helps especially for service-men's use will gladly be sent free. Among them is a blueprint giving important engineering data on Eveready Raytheon Tubes. Thousands of service-men are using these to advantage. Write our nearest branch.

**NATIONAL CARBON COMPANY, INC.**

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation



*Eveready Raytheon 4-Pillar tubes cost no more than any other established brands. Because of their superior quality, therefore, Eveready Raytheons offer outstanding value to you and to your customers at no extra cost.*



# Clarion

## PROVES ITSELF

*By every test of tone and appearance*

Until you hear and see Clarion for yourself, you cannot realize what a sensational new development it is—particularly in clarity and fidelity of tone. That's why we want you to inspect Clarion and submit it to your own tests. We want you to compare it with any other radio made—not merely with any radio in the same price class, but with any other at any price. It will be obvious at once that Clarion is the equal of the most expensive receivers—in tone, in selectivity, in sensitivity, in cabinetwork. It will be just as obvious that Clarion cannot be approached in any of these respects by any radio selling for less than twice its price!

These are daring comparisons to invite. We invite them because we know the outcome. We know the unprejudiced eye will single out Clarion in any roomful of radio cabinets. We know the sensitive ear will pick Clarion for tone in every "blindfold test."

Clarion has already proved itself in such tests—not once or twice, but time and time again. We want you to make these comparisons in order to convince yourself that Clarion Radio offers more value in appearance, workmanship and performance than any other receiver on the market.

If any radio receiver will sell itself, Clarion is that radio. Write us for particulars or communicate with the Clarion distributor in your territory.

**TRANSFORMER CORPORATION OF AMERICA**  
Keeler and Ogden Avenues, Chicago

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

# Clarion

**THE GREATEST RADIO VALUE AT ANY PRICE**

### Clarion DISTRIBUTORS

- STATE RADIO DISTRIBUTING CO.  
245 Spring St., Atlanta, Ga.
- UNION TIRE & SUPPLY CO.  
Burlington, Iowa
- BIHL BROTHERS  
Buffalo, N. Y.
- WAKEM & WHIPPLE  
Chicago, Illinois
- RAY & WALKER HDWE. CO.  
Chattanooga, Tenn.
- PATTERSON PARTS CO.  
Cincinnati, Ohio
- M. & M. CO.  
500 Prospect Ave., Cleveland, Ohio
- HARRY MOLL  
Denver, Colo.
- H. C. SCHULTZ  
Detroit, Mich.
- BOETTICHER & KELLOGG  
Evansville, Ind.
- DAKOTA ELECTRIC SUPPLY CO.  
Fargo, North Dakota
- McINTYRE & BURRALL  
Green Bay and Milwaukee, Wis.
- CAROLINA LUGGAGE CO.  
134 East Washington St.  
Greensboro, N. C.
- STERN & COMPANY  
Hartford, Conn.
- DUDA-MYERS CO.  
Hastings, Nebr.
- TOWNLEY METAL & HDWE. CO.  
200 Walnut St., Kansas City, Mo.
- HERBERT HORN  
Los Angeles, Calif.
- STRATTON & TERSTEGG  
Louisville, Ky.
- WILLIAMS HDWE. CO.  
Minneapolis, Minn.
- E. M. WILSON & SON  
Newark, N. J.
- BLACKMAN DISTRIBUTING CO., Inc.  
28 W. 23rd Street New York City, N. Y.
- NATIONAL ACCESSORIES, INC.  
Omaha, Nebr.
- R. F. & W. R. FITCH  
Oskaloosa, Ia.
- ISAAC WALKER HDWE. CO.  
Peoria, Ill.
- ROBERTS AUTO & RADIO SUPPLY  
Philadelphia, Pa.
- U. S. RADIO CO. OF PA.  
Pittsburgh, Pa.
- STANDARD SUPPLY CO.  
Portsmouth, Ohio
- SHARAR-HOHMAN CO.  
Rochester, N. Y.
- W. E. & W. H. JACKSON  
San Francisco, Calif.
- ROCKEFELLER ACCESSORY HOUSE  
Sunbury, Pa.
- KELVINATOR-SYRACUSE, Inc.  
Syracuse, N. Y.
- McLendon HDWE. CO.  
Waco, Texas
- REPASS AUTOMOBILE CO.  
Waterloo, Iowa
- FRONT COMPANY  
Wheeling, W. Va.

TRANSFORMER CORPORATION  
OF AMERICA  
Keeler and Ogden Avenues, Chicago  
Please send me full details about Clarion  
dealer proposition.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

# NATIONAL

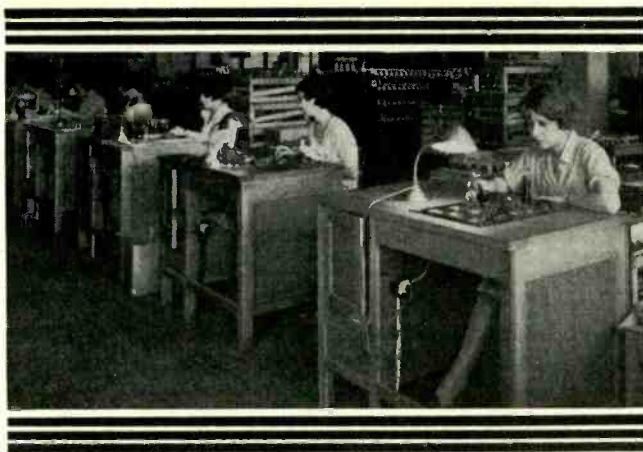
## 7 OUT OF 8 FIRSTS

Such quality commands  
**CONFIDENCE**



(Above) DR. RALPH E. MYERS, the scientist, brought his staff of 15 engineers from Westinghouse to produce National Union tubes—the finest in his great career, laboratory tests prove.

(Below) Every tube leaving our plants today is 100% electrically perfect, because of "double test" system unique in the industry, perfected by Dr. Myers and his distinguished National Union staff.



NEW YORK, July 20.—Another laboratories' report has come in . . . Again National Union tubes demonstrate their outstanding quality — by performance.

Today the Electrical Testing Laboratories, East End Avenue and 80th Street, scientific consultants to the country's leading electrical manufacturers, announced the findings of recent tests, *totally unprejudiced*. The National Union tubes when compared to the largest selling tube in America proved in impartial tests to be thoroughbreds at least equal in quality to their competitors'.

In 7 scientific studies out of 8 National Union tubes proved their brilliant efficiency. Here is definite illustration that the new National Union tubes give richer tone, finer selectivity, longer life! The E. T. L. report reveals that these remarkable new tubes have a *Mutual Conductance* (i. e., proof of quality) equal to or better than any other quality tubes on the market, all proved to be far above the average.

The credit goes without question to Dr. Ralph E. Myers and his incomparable National Union engineering staff.

For years this famous group made tubes for Westinghouse. Dr. Myers was responsible in all for nearly one billion R. C. A. and Cunningham tubes.

But this National Union tube is his masterpiece! His greatest triumph!

Ask the National Union jobber today about these remarkable new tubes. Investigate our new 6-fact profit plan. At least try these tubes in your own home. Find out what winning thoroughbreds they are. Then sell them with assurance to your customers . . . They are real money earners for dealers.

**NATIONAL UNION RADIO CORPORATION**



# UNION TUBES WIN IN IMPARTIAL TESTS!

## FAMOUS LABORATORY PROVES NATIONAL UNION'S SUPERIORITY

*How Tests Were Made:* Random samples of National Union tubes—the new ones designed and produced by Dr. Myers and his brilliant staff—were taken from stock. Just run-of-mine samples, understand. Retail stores supplied leading competitors' tubes. Then Electrical Testing Laboratories, New York, tested each type for static characteristics, ionization current, filament emission, plate voltage—plate current characteristics of type 280 rectifier tubes, and filament or cathode temperatures.

*What They Found:* National Union's 224's, for instance, averaged highest in *mutual con-*

*ductance*, low in interelectrode capacity . . . proving they cannot be surpassed for selectivity, sensitivity, distance reception. The 280 demonstrated the *long life* we claimed for it. National Union's 112A, 171A, and 245 tubes averaged higher than other brands for tone and volume. Only one type of our tubes graded second, and it stood high on the list.

The full Electrical Testing Laboratories' report will be shown you in confidence by the National Union representative. If you sell tubes, see it without fail.

Such quality is bound to command confidence.

### Here are *Profits* for You

National Union is today America's premier brand of tubes. The quality is unquestioned, the sales policies are firm and fair to all, the banking sponsorship assures stability and strength. National Union is a brand that the jobber and dealer can sell with confidence and pride. Write or wire today for complete information to the New York offices.

### The Tubes We Needed

*Says U. S. Radio . . .* "We have now shipped your tubes as standard equipment with Apex sets for more than four months and have in that time distributed well over 200,000 of your tubes with our receivers . . . Our service calls have been less than ever before in our experience . . ."—J. Clarke Coit, President, United States Radio and Television Corp.

**400 MADISON AVENUE · NEW YORK CITY**

# Any one can put his product on a pedestal **WHO** Can keep it there

## HERE IS THE TEST WE SUGGEST:

Select the best set of tubes in your stock. Place in receiver and play. Then replace with any set of JRC Tubes and hear the big difference



## TRY JRC TUBES FOR

Tone  
Quick Action  
Long Life  
Increased Volume  
Quiet Operation



IT IS OUR AIM TO  
ALWAYS BUILD  
THE BEST TUBES

NOT TO SEE  
HOW MANY WE  
CAN BUILD, BUT  
HOW GOOD WE  
CAN BUILD THEM



# JOHNSONBURG RADIO CORPORATION

## JOHNSONBURG, PENNA.

SEALED IN  
DU PONT  
CELLOPHANE  
FOR YOUR PROTECTION

NEW YORK OFFICE . . . 55 W. 42nd St.

CHICAGO OFFICE . . . 28 E. Jackson Blvd.

*Announcing*  
**ATWATER KENT**  
**RADIO**  
*for*  
**1931**

Entirely New  
*inside and out*



*The new and exclusive Atwater Kent Quick-Vision Dial*

with the  
**GOLDEN**  
**VOICE**

# ATWATER KENT RADIO



MODEL 70

New Atwater Kent Model 70 Lowboy; height 38 $\frac{3}{4}$  in.; width 24 $\frac{1}{2}$  in.; depth 15 $\frac{3}{4}$  in. Finished in American walnut, with matched butt walnut front panels. Speaker opening curtained with a special rich daztone fabric.



MODEL 74

New Atwater Kent Model 74 Table; height 30 $\frac{1}{2}$  in.; width 24 $\frac{1}{2}$  in.; depth 16 $\frac{1}{2}$  in. Finished on all sides, with matched butt walnut front, top and back. May thus be placed anywhere in room.

## Here they are!

the new Atwater Kent models  
—the 1931 leadership line

*New beauty of design... New and exclusive Quick-Vision Dial... New Chassis... New Speaker... Enriched tone... Increased sensitivity... New Tone Control, giving four definite tone shadings of the Golden Voice.*

**N**EVER before in eight years of leadership has Atwater Kent offered such a gigantic surplus of value... from every standpoint of radio desirability.

In beauty of appearance—and in this wide choice of styles—you are now able to offer your customers grace of design, richness of woods and finishing, surpassing any line you've ever handled.

MODEL 70, a new Lowboy

MODEL 76, a new Highboy

MODEL 74, a new Table

MODEL 75, Radio-phonograph combination

Chassis of vastly advanced design... a year ahead in perfected employment of screen-grid... attaining new heights of performance, new richness and beauty of tone—the Golden Voice—new range and power... plus the final word in Tone Control, giving your customers the exact shading of bass or treble each *personally* desires.

See your Atwater Kent Distributor now... see and hear these new Atwater-Kent Models... get all the details.

ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, Pres.

4700 WISSAHICKON AVE., PHILADELPHIA, PA.

with the **GOLDEN VOICE**

# ATWATER KENT RADIO



## New Quick-Vision Dial

—an exclusive Atwater Kent feature—the year's outstanding advancement

**N**OTE how the entire dial is in full view all the time, for instant reading, instant tuning from any angle. Note the uniform graduations from end to end, for needle-sharp tuning at every point—made possible by

a miraculous compensating mechanism, developed in the Atwater Kent Laboratory. You'll wonder at the smooth, accurate action. Your eyes will welcome the large, legible kilocycle figures, fully illuminated.

You, and your customers too, can out-demonstrate any set of any price, with this remarkable new Atwater Kent Quick-Vision Dial.



MODEL 75

New Atwater Kent Model 75 Radio-Phonograph Combination; height 40 in.; width 26 $\frac{3}{4}$  in.; depth 17 in. Finished in hand-rubbed American walnut, with matched butt walnut front panels. Piano-hinged top with automatic top support. Ample and accessible record compartment.



MODEL 76

New Atwater Kent Model 76 Highboy with Sliding Doors; height 45 $\frac{1}{2}$  in.; width 26 in.; depth 16 $\frac{1}{4}$  in. Finished in hand-rubbed walnut, with matched butt walnut on doors and front panels. Doors slide easily and are muffled with felt for silence.

with the **GOLDEN VOICE**

# ATWATER KENT RADIO

Here's the summing up for  
this year's Golden Profits:

New 1931 all-Atwater Kent models...

New Quick-Vision Dial...

New Tone—the Golden Voice...

New Tone Control...

New Chassis...

New Speaker...

...Entirely new, inside and out!

*plus*

Eight years of radio leadership...

The line that has made more money for  
retailers than any other radio...

The line of controlled production...

The line of least resistance...

The line of widest acceptance... be-  
cause more widely, continuously and  
conspicuously advertised than any other  
in radio.

One year ahead in Screen-Grid experi-  
ence—see how the others have followed  
Atwater Kent...

When the customer says, "I'd rather  
have an Atwater Kent"—you realize that

THE BEST DEAL FOR YOUR CUSTOMER  
IS THE BEST DEAL FOR YOU

with the  
**GOLDEN  
VOICE**

# A SENSATIONAL RADIO AT A SENSATIONAL PRICE !

New Model 50-301



Model 50-301

## UNITED RADIO

Priced at

**\$99.50**  
Complete

- 8 Tubes—Including 4 Screen Grid Tubes
- Screen Grid Detector Tube—
- Tone Control—Treble to Bass—
- Dynamic Speaker— Low Boy Cabinet.

Licensed by R.C.A.

For years, United Radios have proven, by their own satisfactory performance, that they are one of the leading Radio Receivers and have justly won the confidence of the Public and the Radio Dealers. Designed and built by Radio Engineers, who are always striving to give the public the benefits derived from years of experience, always eager to incorporate all that is new in Radio.

The new Model 50 "United" is a revelation to the critical buyer—amazing in performance and tone quality—outstanding in its sturdy construction, excellence of parts and operating perfection.

Quality and Price are the principal factors which determine the success or failure of any product—and with this thought in mind, it has been our honest endeavor to give the buying public, an outstanding

Radio, at a price that is unbelievable, when the value of the merchandise offered is taken into consideration. We want every dealer to realize that no thought was taken in regard to price in designing and building this wonderful Radio. Our designers were requested to build the very best Radio possible—to uphold "United's" Standard of Quality.

The success of their efforts were beyond our greatest expectation, and to make "United" the outstanding Radio of the year, it was necessary to sacrifice profit to offer this wonderful Radio value at this Low Price.

The tremendous increase in "United" sales have proven that "United" is offering the outstanding Radio Value of the year and dealers are taking advantage of this wonderful opportunity to dominate the Radio Sales with "United Radios."

### THIS IS NOT A FOUL BLOW—IT'S A CLEAN KNOCKOUT—AND A "NEW CHAMPION" IS CROWNED IN THE RADIO WORLD !

*Don't Wait*

WRITE or WIRE Today for Complete Information In  
Regard to Our Extraordinary Dealer's Franchise

Model 50-302  
"Superior  
High Boy"

\$109.50 Complete

## UNITED ENGINE COMPANY

Main Office

LANSING, MICHIGAN

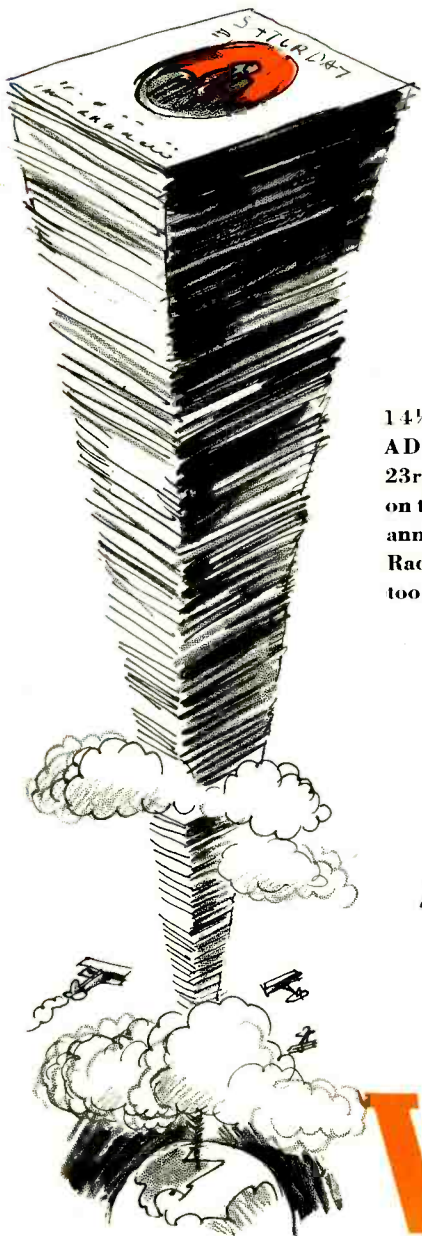
Model 50-303  
"De Luxe  
High Boy"

\$119.50 Complete



# HEADS UP! . . . de big West'n'house

. . . AN' LORDY . . .



THREE OUT OF EVERY FOUR MAGAZINE-READING HOMES WILL GET THE BIG NEWS . . . What a send-off for Westinghouse! Besides the Saturday Evening Post there'll be Collier's and Good Housekeeping. Reaching 3 out of every 4 magazine-reading, radio-buying families.

14 1/3 MILES OF MAGAZINE ADVERTISING . . . On August 23rd, Saturday Evening Posts stacked on the newsstands 14 1/3 miles high . . . announcing the New Westinghouse Radio . . . two pages . . . color. Collier's too . . . and other national magazines.



EVERY DAY WILL BE DEMONSTRATION DAY . . . A flood of advertising? Yes! A deluge . . . And products that more than justify it . . . products worthy to bear the name Westinghouse.

# Westinghouse



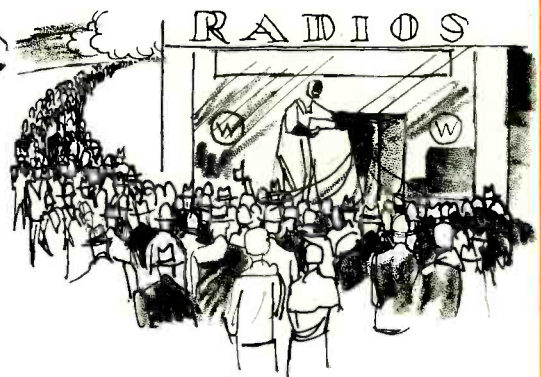


# Advertisin' Flood am 'bout to break

## WHEN IT DOES!



5 SQUARE MILES OF NEWSPAPER SPACE IN YOUR SELLING SEASON . . . You could build a city of 75,000 people on all that space. Better still—you can build a bigger radio business on it than you ever thought of!



80,000,000 EARS WILL TUNE IN ON THE NEWS . . . From coast to coast they'll hear the news . . . broadcast over national hookups. Who can be a better prospect for a new set than a family listening to an old one?

MILLING CROWDS AT WESTINGHOUSE DEALER WINDOWS . . . Startling Westinghouse window displays will tie up with the magazine and newspaper campaigns and tie up traffic on the streets of America . . . shouting "Here's the New Westinghouse Radio!"

UNCLE SAM'S MAILBOXES, TOO, WILL DO A BIG JOB . . . Watch for the Westinghouse Dealers' Cooperative Campaign . . . smashing mail pieces . . . profits without wasteful expenditure.



These are the high spots of the campaign Westinghouse Radio pledges to its dealers. Not to mention Lantern Slides, Folders, Display cards, Electros, Signs, Wall Posters and all the other details of a two-fisted, profit making program. Get aboard!

# Radio . . . the Pioneer of Radio in the Home

3

# MASTER PRODUCTS that prove PACENT LEADERSHIP

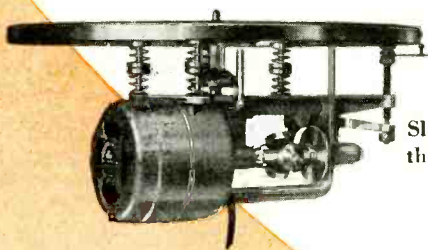


Model 107  
**\$15.00**  
Complete

Slightly higher West  
of the Rockies and  
in Canada

## *The new Master Phonovox*

After many months of research Pacent Leadership is again demonstrated in the new Pacent Phonovox. You now have talking points for the Phonovox that will be of the greatest aid in securing business—many improvements found in no other pickup. When it comes to a demonstration, the master Phonovox instantly proves its superiority. Every note, every shading of tone in voice and instrument in the record, is faithfully interpreted and emphasized by the *Master Phonovox* with enchanting realism. It is America's finest pickup.



**\$25.00**

Slightly higher West of  
the Rockies and in Canada

## *PACENT Electric Phonograph Motor*

Rugged, sturdy, quiet, extremely economical in operation, the Pacent Electric Phonograph Motor meets every requirement of radio-phonograph use.

It is of the squirrel cage induction type, eliminating sparking and other troublesome noises. A felt friction cone drives the turntable, acting as a cushion against shock and noise. The motor is spring mounted.

Designed for 110 volt, 50 or 60 cycle operation. Power consumption only 25 watts. Operates ten hours for 1½¢.

## *PACENT Electric Pickup Booster*

Thousands of owners of some of the popular model radio receivers named below have found that while their sets give admirable radio reproduction they do not give the desired volume from records played electrically. These receivers need only the addition of a booster stage to give wonderful volume and quality from phonograph records.

It is a compact, inexpensive unit for use with radio sets having a power detector and one stage of audio that gives a tremendous boost to pickup volume without distortion.

Can be connected by anyone in two minutes.

No. 43  
**\$10.00 less tubes**  
Slightly higher West of the Rockies and  
in Canada

Especially recommended for  
BOSCH SPARTON PHILCO  
MAJESTIC RADIOLA  
and other sets having but one stage of  
audio amplification



**PACENT ELECTRIC CO., Inc. • 91 Seventh Avenue • New York, N. Y.**

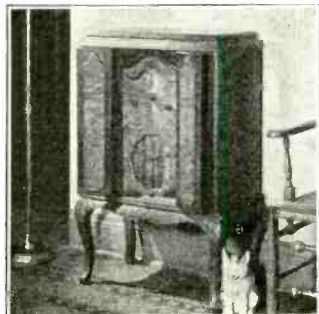
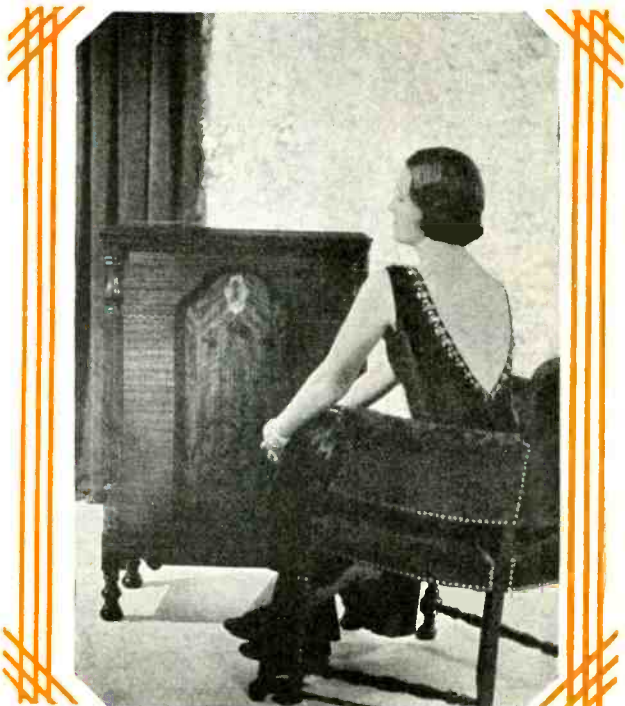
PIONEERS IN RADIO AND ELECTRIC REPRODUCTION FOR OVER 20 YEARS

Licensee for Canada: White Radio Limited, Hamilton, Ont.

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

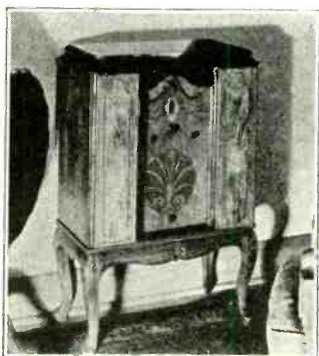
**PRINCESS**

A console of chaste beauty—yet well within the reach of the modest purse. Selected center panel of matched walnut . . . horizontally-grained African mahogany side panels. Standard Type 34A seven-tube chassis (three screen-grid tubes) . . . . . \$135



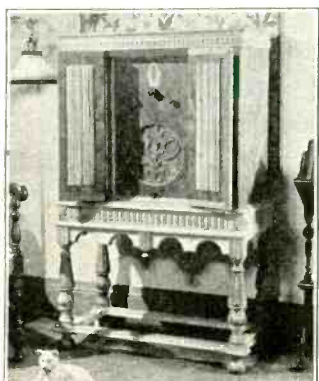
**QUEEN ANNE SEVEN**

Widely acclaimed as the most beautiful cabinet of the season. French folding doors; four-piece top of center-matched butt walnut. Seven-tube Type 34A screen-grid chassis . . . . . \$160



**QUEEN ANNE NINE**

Authentic console design of butt and burl walnut; three inches larger than Queen Anne Seven. Extra powerful Type 35A nine-tube (four screen-grid) chassis and electro-dynamic speaker . . . \$185



**ELIZABETHAN**

A dignified cabinet designed for the discriminating—built of the finest walnut throughout . . . linen-fold panels of solid black walnut. Contains the powerful Type 35A nine-tube (four screen-grid) chassis . . . . . \$225

All prices less tubes

**H**ERE—in all its grace and charm—is your heavy ammunition for the hard battle that's coming!

Which for you this fall—some "great name" or a radio that your neighbors know is right and merchandising that you know is right? Will you make your store a cog in somebody's wheels and depend on untried sets and a "national magazine campaign" that represents more money than it does plain selling horse-sense? Or do you feel, as Silver-Marshall dealers do, that "there's no substitute for customer satisfaction"—that you want in your window the set that the "radio experts" in your own neighborhood will "boost while you sleep" (ask your distributor about the astounding results of the Citizens Call Book Survey)—and do you prefer to see the manufacturer's ample advertising funds buying plain "drag-'em-in" copy in your own newspaper with your name underneath?

Unbeatable merchandise, direct, powerful cooperation from a reliable distributor and from a thoroughly experienced manufacturer that's "been through the jungle and knows all the animals by their first names"—that's the kind of a barrage you can safely march behind—to victory. Ask your Silver-Marshall Distributor—or wire us for his name!

**SILVER-MARSHALL**  
RADIO EXTRAORDINARY

6421 West 65th Street, Chicago, U. S. A.



Equipped with  
**SHAKEPROOF**  
Lock Washers

# The Sign of a QUALITY PRODUCT!

THERE are two kinds of manufacturers: those who build up to a standard and those who build down to a price. The first—even though his product is priced in the lowest range—is constantly striving to improve performance. The second, is only interested in cutting costs and foolishly tries to use inferior parts where he thinks they won't be noticed.

Any manufacturer who uses Shakeproof Lock Washers is providing his product with the best protection against vibration. It is certain to last longer—need less service and give the user real satisfaction. Loose connections, the real cause of most troubles, are prevented by this powerful locking principle.

It will pay you to send at once for free samples of Shakeproof Lock Washers. Test them on your next service job. Then, you will know why Shakeproof equipped products will give your customers greater satisfaction—help you build good will and increase your profits.

*Write for your samples today!*



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

## SHAKEPROOF Lock Washer Company

*{Division of Illinois Tool Works}*

2531 North Keeler Avenue, Chicago, Illinois

U. S. Patents 1,419,584  
1,604,122—1,897,954  
Other patents pending.  
Foreign patents.



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

Type 11. External  
For Standard Belts  
and Nuts

Type 15. Countersunk  
For all Countersunk  
Screws

Type 20. Locking Terminals  
For Radio and Electrical Work

MAGNAVOX  
DYNAMIC  
SPEAKERS

UNFETTERED · REPRODUCTION

... MAKE SALES THROUGH  
PERFORMANCE

When the decision to buy hangs in the balance—it's performance that makes the choice.

That's why radio dealers the country over are insisting increasingly on radio receivers which are equipped with Magnavox Dynamic Speakers.

It's not alone because Magnavox is a word to conjure with as far as the public is concerned, identified as it is with every major development of the loud speaker.

Nor is it alone because Magnavox Dynamic Speakers are guaranteed for their lifetime against defects.

It's due to these—yes—but also due to the fact that Magnavox Dynamic Speakers meet the test of performance—close the sales that are teetering in the balance—allow a splendidly engineered receiver to do its best—make "unfettered reception" and "unfettered reproduction" into the way to increased sales.



**THE MAGNAVOX COMPANY**

ESTABLISHED 1911

1315 South Michigan Avenue, Chicago, Illinois

# STOP

that  
interference

with

## Belden Shielded Lead-in and Ground Wire



... and  
sell them  
**Good Aerials**  
... and make  
an extra profit!



By selling a Belden Aerial Kit with every set you provide for your receiver the best aerial equipment possible. By "throwing in" cheap aerial material you not only lose your fair profit, but you permanently handicap the set.

Belden Aerial Kits have full size 7 x 22 wire, Belden Bakelite Lightning Arresters with \$100 guarantee, Ground Wire with Easy-Strip Rubber Insulation, and other accessories essential to a high grade aerial installation.

**LEAD-IN** and ground wires pick up a lot of interference!

Static and noise due to elevators, motors and other electrical equipment make it difficult to get satisfactory radio reception in hotels, apartment buildings and other metropolitan structures. Power lines also frequently interfere with radio reception.

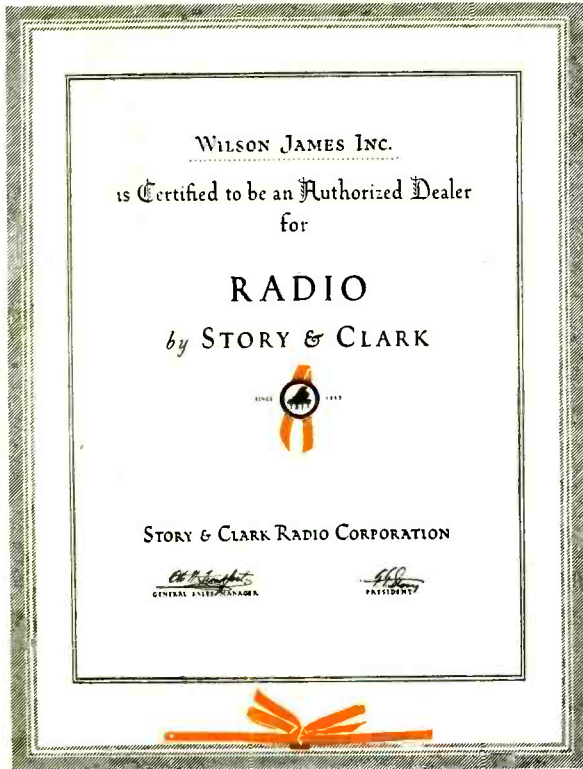
Belden Shielded Lead-in and Ground Wire improves radio reception by eliminating interference. The copper shielding stops the interference. Lead-ins and ground wires of any length can be used, thus permitting the aerial to be placed away from sources of interference.

Thousands of dealers and service men are solving their troublesome interference problems with Belden Shielded Lead-in and Ground Wire. It assures improved reception for modern receivers. Write for descriptive bulletin.

**BELDEN MANUFACTURING COMPANY**  
4667 W. Van Buren Street Chicago, Illinois

# Belden

**Aerial Kits and Accessories**



The highest  
note . . . .  
in radio  
achievement

CERTIFICATES like the one above, authorizing dealers to sell Radio by Story & Clark, will bear mute testimony through many years to come to the beginning of a business relationship that will grow, be more profitable, more highly prized.

Radio by Story & Clark deserves its leadership by virtue of splendid design, fine cabinet work and engineering excellence born of 73 years experience in building musical instruments of enduring reputation.

Every step, from the purchase of raw materials to ultimate satisfaction in the home of the consumer, has been determined with the dealer's profits and problems in mind. For that reason the policies, advertising and merchandising methods as well as the product itself are of importance to you.

Your inquiry will receive prompt and courteous attention.

Production Models listed at \$208.00, \$248.00 and \$317.00. Others to \$1000.00.

*All prices quoted are without tubes*

# RADIO

by STORY & CLARK



Manufactured under STORY & CLARK owned Patents  
and Patents Pending  
Licensed under R. C. A. and Affiliated Companies,  
Charter Member R. M. A.

Built Complete in the Story & Clark Factories  
THE STORY & CLARK RADIO CORPORATION  
173 N. Michigan Avenue, Chicago

*“The quality and life of CeCo Radio Tubes compare with any that are manufactured today.”*

R. C. HINER, *May, Stern & Company, Pittsburgh, Pa.*

**T**he keenest dealers are building greater tube sales—and profits—by merchandising the new CeCo Selling Plan . . . based on the simplest and sincerest argument in the world—“They Are Better Or You Don’t Pay.” That carries conviction. CeCo Radio Tubes *are* better, or we could not sell them that way. Write us for details.”

**DO YOU  
KNOW?**

1. “They are Better or You Don’t Pay” Campaign has been acclaimed by hundreds of radio dealers as the greatest merchandising idea in radio tube selling.

2. 75% of all radio receiving sets in operation are not playing properly due to one or more defective tubes. Thus, a market exists today for 10,000,000 extra renewal radio tubes.

New list prices prevail.

**CeCo**

**1930**

**Radio Tubes**

*Ernest Bauer*

PRESIDENT  
CECO MANUFACTURING CO., INC.  
PROVIDENCE, R. I.



● CeCo Radio Tubes are licensed under patents and applications of Radio Corporation of America and affiliated companies.



# A Great Radio Backed by a Great Name

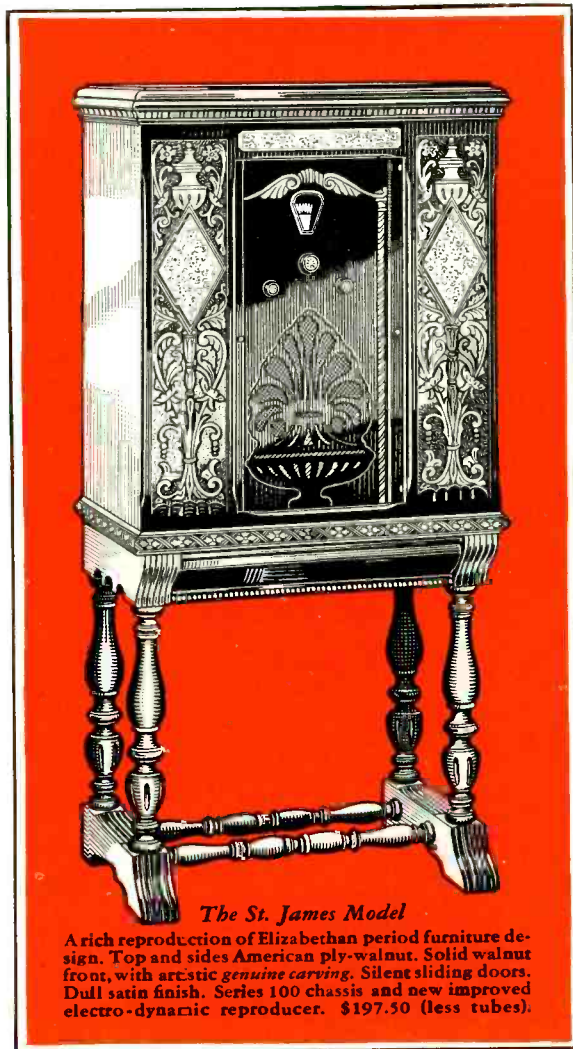
## A FULL PRICE RANGE

*and the Fairest Franchise  
in the Industry*

**T**he New Century Series of Stewart-Warner Radio includes four splendid sets with a price range from \$99.75 to \$197.50. This wide price spread gives you, as a Stewart-Warner dealer, complete command of your local market.

More than that, this line affords you a permanently profitable hook-up with one of the largest institutions in the world—an institution whose leadership in radio is based on a twenty-four year record of achievement and success—whose public goodwill is established through 27 million users of its products—and whose franchise is the fairest in the industry.

Here is a line with a world-beating sales-leader, at only \$99.75. And a franchise which provides for clean, above-board sales policies. It's the franchise you want, if you want to settle down to the business of making money in radio.



*The St. James Model*

A rich reproduction of Elizabethan period furniture design. Top and sides American ply-walnut. Solid walnut front, with artistic genuine carving. Silent sliding doors. Dull satin finish. Series 100 chassis and new improved electro-dynamic reproducer. \$197.50 (less tubes).

*Among the improvements offered  
in the new Stewart-Warner  
100 Series are:*

A new and superlative Audio System possessing a uniform tonal range extending far beyond limits hitherto possible.

An improved, stable, non-oscillating screen-grid radio frequency circuit, with uniform maximum sensitivity and selectivity throughout the tuning range.

An automatic voltage control, and new electro-dynamic reproducer.

All mounted on a splendid gold-finished chassis, and housed in cabinets of new and exquisite beauty. In choicest matched hardwoods with genuine carved decorations.

Territories are going fast. Write us for details today. Stewart-Warner Corp., Chicago, Illinois.

*Four Handsome Period Models—from  
\$99.75 to \$197.50 (less tubes)*

Prices slightly higher west of the  
100° meridian

# STEWART-WARNER Radio

*A Great Radio Backed by a Great Name*

# Sentinel



—THE PRODUCT OF 8 YEARS IN RADIO



Model 15—List Price \$137.50  
(less tubes)

Model 15—Tone Control—seven tube screen grid chassis—3 screen grid tubes. Electro Dynamic Speaker. Antique Walnut cabinet in distinctive Gothic design, superbly ornamented.

Prices slightly higher west of the Rockies and in Canada.

Model 11—List Price \$130 (less tubes)

Model 11 has tone control—a seven tube screen grid chassis with 3 screen grid tubes—two in two stages of tuned radio frequency amplification and one a power detector. One 227 tube, resistance coupled, two 245's in push-pull, and one 180 rectifier. Electro Dynamic Speaker. Beautiful cabinet of burl and Butt Walnut.

**S**TRONG newspaper advertising in principal cities is telling the public about the United Air Cleaner Corporation's 8 year record of experience in radio manufacture.

It tells about the tubes, speakers, transformers, variable condensers—all vital parts of radio—that United has made in quantities in highly perfected form. About *Sentinel*—the finest radio ever offered at a popular price!

### Tone Control—of course

Sentinel has every feature of fine radio, skillfully designed to create new perfection. Tone control, naturally. Screen grid, of course. Thrilling tone and beautiful cabinets. In a wide range of models from \$99.50 to \$180 in price, including a radio-phonograph combination.

Many alert Distributors and Dealers are now profiting from Sentinel's honest value and strong advertising. A few Jobbing points are still open. It will pay established Distributors to investigate the Sentinel line and its opportunities today. Dealers tell us that *Sentinel—dollar for dollar—tone for tone*—is the finest and most profitable line in radio!

### UNITED AIR CLEANER CORPORATION

9705 Cottage Grove Avenue

Chicago, Illinois

# SENTINEL

# A Profitable

## REPLACEMENT TUBE MARKET

Two and a half million dollars in Kellogg Tube sales pour into the cash registers of tube dealers every year! Every customer of yours who owns and operates any of the following sets *must* buy Kellogg 401 A.C. tubes for replacements!

**KELLOGG** sets—510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. **McMILLAN** sets—26, 26PT. **MOHAWK** sets. **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. And the first A.C. models of the following: **Walbert, Wurlitzer, Bell, Shamrock, Bush & Lane, Minerva, Crusader, Liberty, Metro, Pathe, and Case.**



*the Original*  
**KELLOGG**  
A. C. TUBES

are the *only* 401 tubes you can sell for replacement in these sets. The manufacturers actually built these receivers for, and originally equipped them with Kellogg tubes!

This market is already established for you—stock and display Kellogg tubes—it is profitable business. Write to Department 42 for name and address of nearest Kellogg tube jobber.

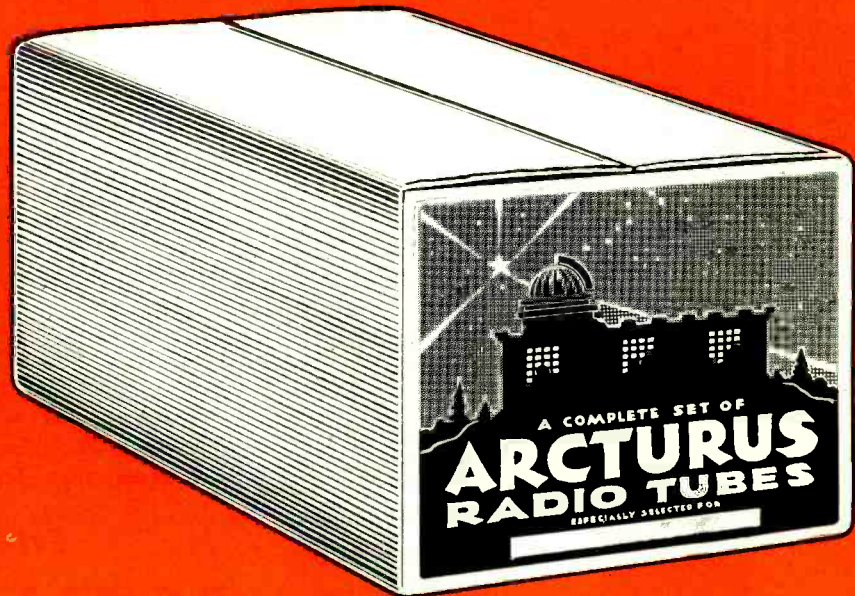


**KELLOGG SWITCHBOARD AND SUPPLY COMPANY**

1020-1070 WEST ADAMS STREET

CHICAGO

# NEW!



**THIS HANDY CARTON**—a compact, self-contained mailer that requires no re-packing—contains a complete set of Arcturus Blue Tubes ready for delivery with a radio receiver. The kits are easily identified by the black and blue design, similar to the well-known Arcturus Tube carton. Ask your jobber for the details of the attractive Arcturus plan.

# ARCTU



# ARCTURUS BLUE TUBES

packed in KITS . . . . .  
for all leading radio sets

Now, a new package is available containing a complete set of ARCTURUS Tubes for each leading radio receiver. Include the right Arcturus Kit with any receiver you sell and give your customers "radio insurance"—assurance that they are getting a quality tube that will get the most out of any radio set.

And—with the added exclusive advantages of 7-second action, clear, humless reception and exceptionally long life—you can be sure that Arcturus *Blue* Tubes in these convenient new kits will satisfy any set buyer.

Use Arcturus *Blue* Tubes, in kits or individual cartons, for best results with every make of radio receiver you sell.

ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

# R U S

*"Act In 7 Seconds"*



TUBES  
for every  
RADIO

# WERE YOU "CAUGHT"

## By the Recent Tube Price Reductions

The recent reduction in tube prices cost thousands of retailers hundreds of thousands of dollars. The announcement, coming in the middle of the Summer season, "caught" these dealers with between-season inventories that do not come within restricted rebate provisions.

But,—

Sylvania Dealers will have *no price reduction losses* on any of their tube stocks because of the Sylvania Unlimited Price Protection Policy.

On the day of the announcement, Sylvania Inventory Forms were mailed to the trade, which when returned, will be followed by credits covering *every* Sylvania Tube in stock—no matter *when* purchased.

Sylvania dealers do not worry about sudden price reductions. Sylvania dealers take *no losses* when prices are reduced. Sylvania dealers can take full advantage of sales stimulated by new low prices because they can afford to carry full stocks at all times. Ask for full details about the Sylvania Unlimited Price Protection Policy.

SYLVANIA PRODUCTS COMPANY

Emporium, Pennsylvania

# Sylvania

## RADIO TUBES

*Licensed Under RCA Patents*



REG. U. S.  
PAT. OFF.

**it's the tube that makes the radio**

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

## General Business

# NORMAL by Fall

The business tide has turned. The radio trade is justified in basing its plans upon a prospect of normal general business from October on.

**W**HAT will be the general business situation this fall? What kind of a general business background may we expect when the radio season starts in October?

That is a hard question to answer. Few modern soothsayers are willing to look ahead and commit themselves on the economic situation which will come with crisp autumn days. But even now there are signs on the business horizon which indicate happier times ahead. A study of these factors is important to the radio man.

**A**LREADY the business tide has turned. The process of liquidation which began a whole year ago has begun to dry up.

Residential building construction, which declined during '28 and '29, has halted its downward pace and now is on the upgrade.

Electric power output is increasing.

Car loadings in certain sections have already exceeded those for this season last year.

Total sales of all types of automobiles exceed those of 1928.

Recent coal movements are ahead of 1929.

Installment-sale reposessions during the first half of 1930 averaged only  $\frac{1}{4}$  of 1 per cent, half the corresponding figure of two years ago.

Retail purchases have been keeping up, in volume, very close to last year's averages, although with price levels down, the dollar figures will run 4 to 6 per cent below last year.

Commodity prices, while lower as a whole, show increased stability in many important

staples. Wheat and cotton, in particular, have resisted further decline. Bank clearings for June turned upward. Consumption is

rapidly catching up with production.

General trade as measured by bank checks and currency in circulation has already reached relatively high levels.

**S**UMMING up these symptoms and factors and analyzing the basic statistics of consumption, *Business Week*, our sister publication, concludes that general business should be back to normal by October. By that time, the volume of general trade should be once more around 100 per cent, allowing for growth based upon the last few years. General trade grows annually at an increase of about 4 per cent, and this normal increase will have been overtaken by actual business volume by fall.

The radio trade is justified therefore in basing its plans upon a healthy business background for its coming most active months—when half the whole year's sales are customarily made. As far as general business conditions are concerned, therefore, the 1930-31 radio season will be a normal one—reflecting the substantial rate of growth of the nation and its unparalleled resources.

America dominates the world. The national income of the United States now exceeds the national income of all the rest of the world put together. The business weather of the whole globe is therefore made on the North American continent. Nothing can happen elsewhere that will seriously upset or long retard the progressive growth of American industry.

# I Challenge!



Ray V. Sutcliffe

FOR the past six years I have been interviewing radio dealers. I've asked thousands of the readers of this magazine, for example, about their selling methods and today, believe it or not, I've yet to find a single chap who is doing more than just an ordinary job of raising the *desire for radio entertainment* to the boiling point—who knows, in other words, his broadcasting onions.

The ratio of dealers paying serious attention to radio *as such*, and who first make certain that the prospect actually *realizes* the wonderful things he is missing without a radio set, is as one to one hundred.

Man alive, isn't it about time that we realized that we are selling something besides a box of tricks? I don't need to tell you fellows that the radio set itself is merely an incidental means to an end—that end being the enjoyment of radio reception.

Based on one of the most extensive experiences of any individual in this industry, I claim that you are overlooking one grand and glorious bet; namely, that of *first* selling the prospect on what radio can be made to mean when one really knows how to *play* this new instrument properly—and how to listen to it.

Let's get down to cases. Do you, Mr. Radio Dealer, know how to use this God-given gift to its best advantage? Has your salesman a real working conception of what the good programs are; when and how they may be received; the story back of them and of the artists who make them? Can you or your salesman paint a glowing, first-hand experience picture of what radio has meant to you *personally*; how you gather your little family circle about you every Friday night at nine, turn out all the lights except the bridge lamp by the radio, insist on complete silence and concentrate on the True Story Hour or on a Shakespearean play? Have you ever given thought, Mr. Dealer, to the fact that a radio instrument "loosely" or continuously operated dulls one's musical senses? Have you given thought to *dramatizing* the demonstration; to *staging* an evening with the prospect so as to triple his appreciation for radio? Do you

know that there is such a thing as a "listening approach," which should precede the tuning-in operation?

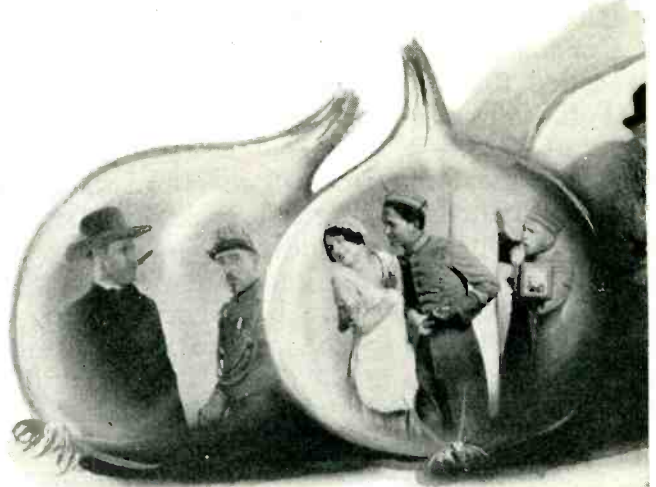
If you haven't given thought to these things how, in Heaven's name, can you ever do more than create a mere cursory interest in radio reception on the part of a cold or uninitiated prospect?

NOW to illuminate this theme from another angle . . . that of my personal experience. Since '21 there's been all kinds of radio reception facilities in the Sutcliffe family and, prior to 1930, we've tuned in just like all the other Babbitonians—quantity *ad nauseum*, but mighty little genuine enjoyment, cultural improvement or serious listening. Frankly, we were getting pretty well fed up on radio.

Then, in a manner of speaking, "came the dawn."

Becoming the proud possessor of a console whose tonal quality was a vast improvement over all prior sets, interest naturally revived and with it (due to the superiorities of our modern receivers) came this changed listening technique—this greater respect for radio.

Now we make of the tuning-in process a real event—





first carefully selecting our program events for the evening. We try to prevent the total listening time from exceeding 90 minutes. Quality, not noise, is another cardinal rule. One other thing: In the "master's" (?) bedroom is a second set—for morning setting-up exercises and late evening feature programs.

What's the result of these changes in listening technique? Simply this, our regard for radio has tripled.

**T**O AGAIN illustrate the human interest character of the commodity radio dealers are offering for sale: The other evening, while listening to an Amos an' Andy episode at the home of my aunt in Brattleboro, Vt., the telephone bell rang. "Let it ring," she said, "We never answer the telephone while the Amos an' Andy program is on."

It is well known that on Sunday evening many home social affairs are suspended so that all present may personally participate in the Seth Parker religious "gatherings." Radio listening, in other words, is an *art* and the radio dealer should be the first one to master it and to instruct his clientele in its beauties.

"It is impossible," declares Paul White, conductor of the Rochester Civic Orchestra, "to appreciate a radio symphony concert if there is a background of chatter and laughter. Because the radio listener is handicapped in

lacking a scene upon which to focus his visual attention, it is particularly important that the rule of concentration be enforced. The simplest way to accomplish this is to take a hint from the theater and subdue all objects in the room except that piece of furniture from which the radio program emanates."

Education in musical values should be the foundation for the set sale, as the piano industry long ago found out. Radio salesmen personally must listen in.

**W**ISE dealers today are taking the psychological factor of programs into account and are making corresponding changes in salesmanship and advertising. They are featuring programs of merit in their windows or stressing by direct mail certain artists. Some dealers on the Pacific Coast during the last few months have increased business by selling the idea of the Jack and Ethyl Romance series to their public.

This, then, is my challenge to every radio dealer in the industry: I defy you to prove to me that you and your salesmen are trained in program lore and in the technique of dramatizing and dignifying the demonstration.

And I further challenge you fellows to prove to me that such a knowledge, that such an enthusiasm and that such a technique for this important part of your selling job is not worthwhile.

## 99 OUT OF 100

*are overlooking their most  
effective selling point —  
If I'm wrong, correct me*

## Do You Know Your Broadcasting Onions?



OPERATING STATEMENT									
(EXHIBIT "B")									
The John Doe Company For the Month February and the 2 Months Ended Feb 28, 1930									
Name and Address									
1	Month of Feb 1930	SALES, NET	COST OF SALES	GROSS PROFIT	EXPENSES (500)		NET PROFIT		
2	a/c DEPARTMENTAL	(200) Amount	(400) Amount	(Or Loss) Amount	Direct Charge Amount	(Detail Below) Indirect Amount	(Or Loss) Amount		
3	20 New	2,037.78	1,323.94	713.84					
4	25 Used Trade-Ins	542.00	265.00	277.00					
5	26 Parts and Accessories	175.47	122.93	52.54					
6	27 Service-Repair Labor	24.50	25.36	(8.86)					
7	28 Outside								
8									
9	30 Finance (A)	53.78	35.49	18.29					
10	31 Miscellaneous	76.10	53.02	23.08					
11									
12	300 Other Income	62.18	16.15	46.03					
13	TOTALS	2,771.96	1,841.79	930.17	1,420.27				490.30
14	Net Profit or (Loss) in Exhibit "A"								490.30
15	PERIOD								
16	2 Months Ended 2-26-1930								
17	DEPARTMENTAL								
18	20 New	4,296.28	2,650.11	1,646.17					
19	25 Used Trade-Ins	567.75	462.75	105.00					
20	26 Parts and Accessories	437.92	306.53	131.39					
21	27 Service-Repair Labor (B)	73.75	50.88	22.87					
22	28 Outside								
23									
24	30 Finance	149.28	102.59	46.69					
25	31 Miscellaneous	139.99	76.87	63.12					
26									
27	300 Other Income	186.72	32.30	154.42					
28	TOTALS	5,852.57	3,722.33	2,130.24	2,570.38				420.12
29	Net Profit or (Loss) in Exhibit "A"								420.12
30	GENERAL - INDIRECT EXPENSE DETAIL, Basis of Distribution				MONTH		PERIOD		
31	a Salaries, Officers—Executives				%	Direct	%	Indirect	
32	b Office Salaries			3,041.7				6,133.7	
33	c Stationery and Office Supplies			48.00				82.00	
34	d Telephone and Telegraph			4.15				10.40	
35	e Rent of Office (C)			14.55				29.10	
36	f Heat, Light and Water			6.00				12.00	
37	g Taxes and Licenses			37.35				61.88	
38	h Insurance			8.00				16.00	
39	i Interest and Discount			53.80				94.25	
40	j Depreciation—Furniture and Fixtures			71.00				100.00	
41	k Miscellaneous			26.50				53.00	
42	l			30.66				65.37	
43	SELLING			2,279.3				4,708.8	
44	m Salaries and Commissions								
45	n Traveling and Entertaining								
46	o Advertising Dues and Subscriptions			2,270.2				3,567.2	
47	p Loading Ho and Brail Service								
48	q Collection and Bad Debts			48.75				48.75	
49	r Remounting—Signs and Fixtures			67.54				109.04	
50	s Rent of Showroom Space			57.00				102.00	
51	t Miscellaneous			67.54				109.04	
52	u								
53	SERVICE			57.75				115.50	
54	v Salaries, Non-productive								
55	w Shop Supplies and Expenses			3.00				6.00	
56	x Rent of Shop								
57	y Depreciation Shop Equipment			67.54				109.04	
58	z Miscellaneous								
59				1,420.27				2,570.38	
60	Total to Above								

# Here's

Two key records, expertly supervised by an "association accountant," have solved the bookkeeping problem for dealers in the "show-me" state

## What's Behind

### Operating Statement

- A. Gross Sales; Cost of Merchandise; Gross Margin; Expenses and Net Profit.
- B. The accumulative figures for the fiscal year to date on the preceding items.
- C. A detail breakdown of all expenses under the following heads: General (or indirect) Expense; Selling Expense; Service.

NOW that radio has caught up with its market the need for an accurate, cost-revealing accounting system is recognized even by the most elementary of dealers. But what system to adopt and how to operate it?—that's the question.

Here's how they do it in St. Louis, the city of co-operative action:

The St. Louis Radio Trades Association has authorized a business-method specialist and fellow-member

named E. A. Reutner to install a simple cost-keeping system for those members of this organization who desire co-operative service. Naturally the dealer or his clerical assistants must keep certain daily records but the more complicated job of making out the monthly and accumulative monthly statement and the balance sheet is supervised by Mr. Reutner.

The cost to the merchant who requires a balance sheet audit before installing this system is \$75. The system

We find that dealer Doe (sections A and B) knows not only how much business he did during February, and the accumulative total for the first two months of his business year, but that he can compare income and expenses by such necessary subdivisions as trade-ins, accessories, service and finance. Note that his operating costs exceeded gross margin by \$420.12.

Two remedies are open to Mr. Doe—increase volume with his same organization or reduce one or more items of expense. The detailed expense tabulations (part C) will help him

# a WORKABLE Accounting System

By Tom F.  
Blackburn

These Forms

tremendously in this later endeavor.

The balance sheet of a properly audited firm speaks a universal language. It enables your banker, who doesn't know a thing about radio, to put his finger on the weak and strong spots of your affairs. A properly prepared balance sheet is to a radio firm what a rudder is to a ship.

The above excellent example is self-explanatory. Note the comprehensive and fact-revealing manner in which the component parts of Assets, Liabilities and Net Worth (sections D, E and F) have been segregated.

alone sells for \$17.50. It is recommended by the association that an initial three months' service, at \$25 per month, be taken so that the dealer will have an opportunity to become familiar with its operation. After that

BALANCE SHEET (Exhibit "A")										
NAME AND ADDRESS <i>The John Doe Company</i> FISCHER, REUTHER, MAJESTIC-SIMPLIFIED, UNIVERSAL SYSTEMS—ST. LOUIS					FORM NO.		PRINTED IN U. S. A.		FULLY COPYRIGHTED	
ASSETS					LIABILITIES					
A/C	Particulars	Amount	Amount	A/C	Particulars	Amount	Amount			
<b>CURRENT ASSETS</b>					<b>CURRENT LIABILITIES—</b>					
<b>CASH:</b>					<b>ACCOUNTS AND NOTES: (E)</b>					
1	Petty Cash (D)	40.00		100	Accounts Payable—Trade	1,274.76				
2	In Bank	2,781.21	2,781.21	103	Sundry Creditors	1,771.11				
<b>ACCOUNTS AND NOTES:</b>					<b>ACCRUED EXPENSES:</b>					
10	Accounts of Customers	18,571.32		120	Pay Roll					
11	Sundry Debtors			125	Interest	186.10				
12	Notes Receivable (Disc)	2,724.40		128	Miscellaneous	3.60	217.70			
13	Contract Deposits		3,143.72	<b>TOTAL CURRENT LIABILITIES</b>						
<b>INVENTORIES:</b>					<b>RESERVES:</b>					
18	New	4,000.46		140	Doubtful Accounts and Notes		444.51			
17	Used, Trade-Ins	1,458.95		142	Inventory Markdown					
18	Parts and Accessories	5,645.88		143	Contingencies					
19	Outside			<b>NET WORTH—CAPITAL: (F)</b>						
21	Finance			150	CAPITAL STOCK—(Corporation)					
22	Miscellaneous	1,126.61	6,554.80	151	Common, 100 Shares \$1.00		11,000.00			
<b>TOTAL CURRENT ASSETS</b>					<b>NET WORTH—CAPITAL:</b>					
29,262.33					152	Preferred, Shares 5				
<b>INVESTMENTS OWNED</b>					155	Surplus, Beginning of Period		10,780.25		
26			576.00	160	Individual (or Partnership)					
<b>FIXED ASSETS:</b>					170	Profit and (Loss) per Exhibit "B"		420.17	2,360.17	
28	Land	2,000.00		<b>TOTAL</b>						
29	Buildings	13,415.44		50,422.54						
32	Machinery and Shop Equip.									
34	Delivery Equipment	482.25								
35	Furniture and Fixtures	3,284.53	19,589.32							
<b>PREPAID EXPENSES:</b>										
37	Interest									
38	Insurance	319.44								
39	Advertising	101.80	421.24							
40	Deferred Credit		378.65							
41	<b>TOTAL</b>		50,422.54							
<b>REMARKS:</b> (A) One Bill to \$295.63 deducted										
<b>CERTIFICATE OF AUDIT:</b>										
We have made an audit of the Books, Records and Accounts as shown on this sheet, and subject to all statements contained herein.										
WE HEREBY CERTIFY that, in our opinion, the above Balance Sheet (Exhibit "A") and the Operating Statement (Exhibit "B") constitute true Financial Statements as represented.										
Dated _____ Certified Public Accountants										

## Balance Sheet

- D. Assets; such as Cash, Notes, Accounts, Inventories, Investments and Fixed Assets.
- E. Liabilities; such as Accounts, Notes, Accrued and Reserves.
- F. Net Worth; such as Capital, Stock, Surplus and Profit or Loss.

period the dealer may operate the entire system himself and save the supervisory fee if he so desires.

This periodic accounting service incorporates these advantages:

1. Installation of the Reutner system, which is in accord with the best auditing principles.
2. Training of a bookkeeper.
3. Monthly spot audit of the previous month's business.
4. Compiling a profit and loss statement for month and period.
5. Compiling an asset and liability or net worth statement for the month.
6. Analyzing accounts and notes receivable as to age.
7. Verifying bank balances and cash on hand.
8. Systematizing the filing so that all items can be easily looked up.
9. Relieving the dealer of the work of making up income tax, corporation reports and state and city tax returns.
10. Producing a certified balance sheet annually for the factory, wholesalers, finance house and banks.
11. Creation of an operating statement that permits budgetary control.

Here, then, is a system for the man who works hard all day and has little time or energy for bookkeeping. Twenty to 30 minutes are sufficient to post each day's records.

The primary object of this system is to co-ordinate all transactions into a condensed book of business which is represented by the final reports—balance sheet and operating statements. Two books, a customer book and

a combined cash book and journal are employed, and the double entry method is used, the dealer keeping in mind that double entry is like a scale—when one side goes down the other goes up, alternating until a balance is struck.

SO MUCH for the plan. It has been stated that two "key" forms are employed. Conscientious study of these 8x11 in. monthly tabulation sheets, together with the explanatory notes which accompany their reproduction, will enable dealers located in other parts of the country to set up a similar system if they so desire. It is understood also that arrangements may be made to obtain from the St. Louis Radio Trades Association assistance of a more specific nature if desired.

Communications regarding this matter should be addressed direct to the managing editor of *Radio Retailing*, 36th St. and 10th Ave., New York City.

This is the system, incidentally, that has been accepted by the National Federation of Radio Associations, by other local radio organizations and by one large manufacturer for use by its dealers. To date 32 members of the St. Louis association operate their books by this method. One of these firms, because of it, discovered that delivery expense was too high. Careful experimenting enabled him to cut this cost in two. He reports an even more efficient service as the result of his economy.

Another dealer uncovered an unbalanced relation of selling expense to other items. Investigation disclosed that it was due to the high cost of getting prospects. Careful planning enabled him to obtain as many leads at 60 per cent of the original expenditure.

## WMAQ to Broadcast

# SIGHT and SOUND *Simultaneously*



*This new device receives the sight and sound broadcast*

THE Chicago Daily News now owns and operates a television station which, in conjunction with its sound station WMAQ, will broadcast television synchronized with sound.

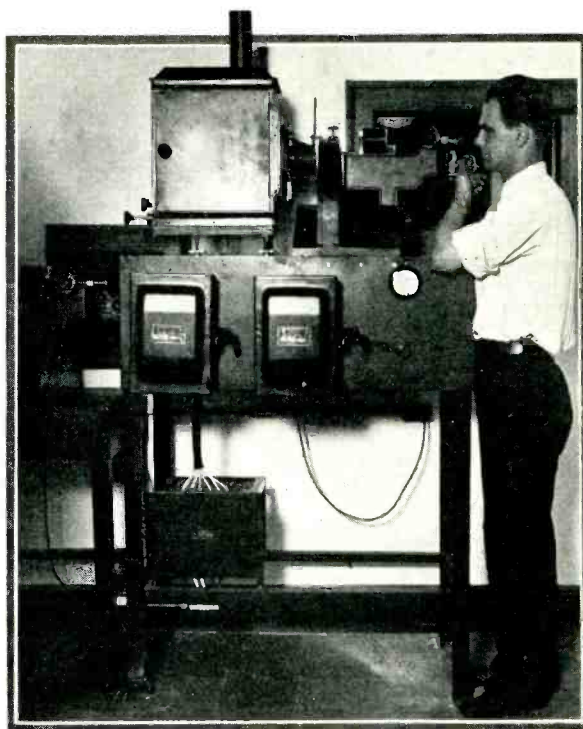
The call letters of the Daily News' television station are W9XAP; 2,800 kc (107 meters), 1,000 watts.

Western Television Corporation equipment is being used. This latter concern is manufacturing television apparatus for the home designed to receive the programs.

The scanning disc operates at 900 r.p.m. and has 45 holes arranged in three 120 degree spirals. This triple scanner, it is claimed, largely eliminates flicker

and reproduces motion more satisfactorily. Full length pictures will be transmitted, the studio using two 16 inch diameter photo-electric cells.

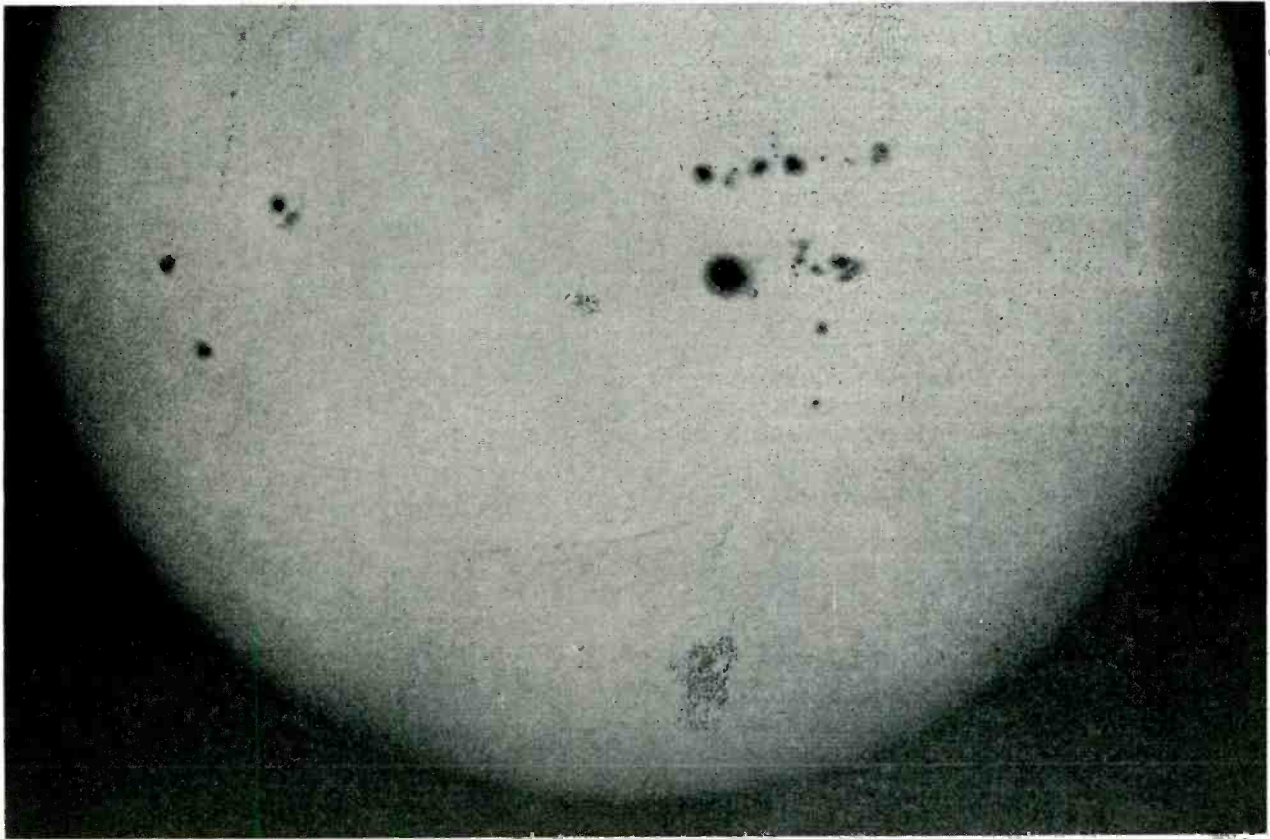
It is expected that the testing of the synchronous operation of these stations will be completed about the first of August, when they will broadcast regularly.



*W9XAP's new television transmitter*



# Fewer Sunspots Better Reception This Fall



*A recent sunspot maximum, photographed by William Henry, and reproduced by courtesy of the Amateur Astronomers Association, New York. The sun is 880,000 miles in diameter and the earth could be dropped into almost any of the spots shown.*

**R**ADIO reception will get better beginning this fall. For this, we can thank Old Sol, who is now undergoing his regular eleven-year reduction in the number of his facial spots.

Every radio fan remembers how clear and distinct radio reception was, back in 1920 and 1921, when even a little 100-watt station could be heard across the continent.

At that time, also, the sun was coming out of a sunspot maximum. And now ten to eleven years later we find solar history repeating itself—and may expect that radio history will also.

The effect of sun spots and solar prominences on radio and electro-magnetic conditions on the earth is now well established. The Heaviside-Kennelly Layer (which is the great radio reflecting plane a hundred miles above the earth's surface), has been falling steadily for the past five or six years, changing the transmission constants of all radio waves. It is the height of this reflecting layer

which determines the "bouncing" of the radio sky waves, and so controls distance reception. As the sun-spot conditions quiet down and this Heaviside-Kennelly Layer rises to its 1920 level, radio conditions will be again restored to those of the halcyon days of 1920 and 1921.

Although radio has not been studied long enough to connect its cyclic vagaries fully with the eleven-year sun-spot cycle, the effect of the eleven-year sun-spot period on many other earthly events, such as weather, rainfall, lake levels, etc., is well demonstrated. Records of the old Hudsons Bay Company, going back hundreds of years, have shown that the seasons of heavy pelts and furs have recurred regularly every eleven years, as the animals protected themselves against the severe winters of those seasons. Many trees also show this eleven-year cycle in their rings.

Radio dealers and the public may, therefore, look for better long-distance reception in 1930 and 1931—a veritable "golden age" of broadcasting.

# SHE Sells



*All the way from Sioux Falls to Atlantic City without once losing contact with the broadcasting world is the story behind this picture.*

*Here's America's leading woman auto-radio dealer beside her radio-equipped car. This picture of Miss Doane was taken at the Trade Show.*

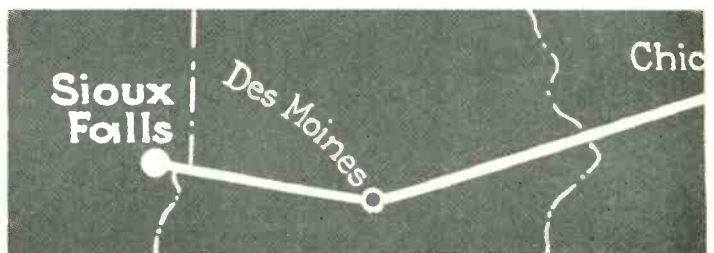
**I**F a woman dealer can sell 15 auto-radio sets in 60 days—\$2,100 gross—what can a man dealer do?

Eunice Doane, Sioux Falls, S. D., drives her own car, and is one of the most successful radio dealers in the Northwest. Such a set-up naturally led her to try a motor car radio outfit—the first in town.

Within two days of its first performance it had the entire town talking. Within three days she made her first sale—to an influential citizen to whom she (obligingly) offered a lift. In others words, she got going in this new venture by “exposing” the auto-radio in her car to likely prospects. She “took them for a ride,” in Chicago parlance. Apart from \$20 a month for newspaper notices the cost of “demonstration gasoline” is the only other special selling expense.

### *Special Knowledge Unnecessary*

Surprisingly enough, Miss Doane found special sales, service or installation knowledge quite unnecessary. Her regular radio service man takes care of the two latter items and the selling talk comes quite naturally to one whose business it is to sell radio. Reception likewise never bothers, although the nearest high powered station is 200 miles away.



# AUTO-RADIO

By  
Thelma H. Purinton

*“Take them for a ride.”—Eunice Doane, radio dealer, finds that the shortest road to orders is the actual highway demonstration*

Apart from the full list price of \$140 (Bosch) which she obtained from each of her 15 well-to-do customers, this energetic lady netted \$10 on each installation job, for which she charged an additional \$25. This extra profit of \$150 is not to be scorned. Incidentally, there are no trade-in problems with auto-radio.

Those who purchase sets from the Lackey-Doane Company are contacted within a two week period as a check-back on operating performance. So far, only one has required special attention.

### *The Service Angle*

The regular radio service man does the major portion of the installation work in connection with automobile sets.

Aside from a slight knowledge of auto ignition gained from tinkering with his own car, he is not a trained auto man in any sense of the word.

“With the set I purchased for my own use,” Miss Doane told me, “a leaflet explaining the method of installing was received. He proceeded according to instructions and had little difficulty. This first job took about one full day, but now that he has become more familiar with the apparatus he can do the job in about 6 hours.”

In this connection, it is suggested that the reader review again the article “Installing Auto-Radio” on page 66 of the July issue.

### *Interesting Side Lights*

Like radio in its early days, this new proposition, to date, is bought rather than sold. Selling methods, therefore, are so far incidental and partake of no particular originality. These observations are, however, interesting:

I asked Miss Doane why her customers desired radio reception in their automobiles. The majority, it appears, were business men who were obliged to travel the long and lonely South Dakota roads and found that this new companionship filled a very definite need.

When interrogated about the tie-up between customers to whom she had sold a home set and those who bought an auto set, curiously enough she told me that to date only one had followed a home installation.

The nearest radio station of any size is 75 miles away and, as mentioned before, the closest high powered station is 200 miles distant. Reception, however, is generally entirely satisfactory and results in this respect have helped rather than hindered sales.

### *Few Franchised Dealers*

Here is another interesting slant with regard to this new opportunity: Most radio set manufacturers, who also make equipment for the motor car, have not as yet closed territories or franchised dealers for the latter product. For example, the automobile set which Miss Doane merchandises is not made by the same concern with whom she has an exclusive franchise on sets for the home. The small dealer, therefore, may select his automobile radio line advantageously and without embarrassing restrictions.

Sioux Falls has a population of 37,000. It is a typical American city, with no more than its share of prosperous citizens. The set this dealer carries is priced well above a hundred dollars but, because the market is so entirely unsaturated, the selling job so far has resolved itself into a matter of securing the greatest number of demonstration rides in the shortest possible time.



# Specifications of 1931 Sets and Phonograph Combinations

Automobile sets, short-wave tuners (kits excluded) and miniature models appear in this tabulation. However, many new companies are daily entering the small set field and for this reason an additional listing of "midget" receivers will appear in the next issue of "Radio Retailing."

Name and Address of Manufacturer	Model Number	List Price (Less Tubes)	Cabinet		AC, DC or Batt.	Type of Speaker	Overall Dimensions of Set in In.	Tubes Used				Auto. Volume	Rect.	Watts Used	Tone Control	Remote Control	Phonograph Jack	Antec. Record Changer		
			Style	Finish				R. F.											A. F.	
								1	2	3	4								Det.	1
All-American Mohawk Corp. North Tonawanda, N. Y. LYRIC	D 11	\$99.50	Low Boy	Walnut	*110-60	Dyn.	36½x23x13½	224	224	224	224	224	227	2-245	280	No	No	No		
	D 19	119.00	Low Boy	Walnut	*110-60	Dyn.	38½x23x13½	224	224	224	224	224	227	2-245	280	No	No	No		
	D 29	139.00	High Boy	Walnut	*110-60	Dyn.	41½x24x15	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	D 39, comb.	199.50	High Boy	Walnut	*110-60	Dyn.	41½x26x16	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	D 69	169.00	High Boy	Walnut	*110-60	Dyn.	48x25x15½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	H 19	134.00	Low Boy	Walnut	*110-60	Dyn.	38½x23x13½	224	224	224	224	224	227	2-246	280	Yes	Yes	Yes		
	H 29	154.00	High Boy	Walnut	*110-60	Dyn.	41½x24x15	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	H 69	184.00	High Boy	Walnut	*110-60	Dyn.	48x25x15½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	DC	99.50	Low Boy	Walnut	110 DC	Dyn.	40x24½x15½	222	222	222	222	222	227	4-171A	280	No	No	No		
	Batt.							232	232	232	232	232	230	2-231						
Amer. Bosch Magneto Corp. Springfield, Mass. BOSCH	58 A	144.50	Console	Walnut	110-60 25	Dyn.	39½x26x12½	224	224	224	224	224	227	2-245	280	No	No	No		
	58 B	159.50	Console	Walnut	110-60 25	Dyn.	44½x26x14½	224	224	224	224	224	227	2-245	280	No	No	No		
	*60 D	195.00	Console	Walnut	110-60 25	Dyn.	47½x28x15½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	*60 E	250.00	Console	Walnut	110 DC	Dyn.	50½x28x15½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
*Also for 110 volt DC																				
Anrad Radio Corp. (See Crosley)	42	159.00	Low Boy	Walnut	*110-60	Dyn.	40x25x15	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	44	188.00	Low Boy	Walnut	*110-60	Dyn.	43x26x17	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	41	218.00	High Boy	Walnut	*110-60	Dyn.	48x27x17	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	46	228.00	High Boy	Walnut	*110-60	Dyn.	49½x26x16	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
Andrea, F. A. D., Inc. Jackson, Orchard & Queens Long Island City, N. Y. FADA	47, comb.	328.00	Comb.	Walnut	*110-60	Dyn.	44½x28x18	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	82	172.00	Low Boy	Walnut	110 DC	Dyn.	40x25x15	224	224	224	224	224	227	+	280	Yes	Yes	Yes		
	84	201.00	Low Boy	Walnut	110 DC	Dyn.	40x25x15	224	224	224	224	224	227	+	280	Yes	Yes	Yes		
	81	231.00	High Boy	Walnut	110 DC	Dyn.	43x26x17	224	224	224	224	224	227	+	280	Yes	Yes	Yes		
	86	241.00	High Boy	Walnut	110 DC	Dyn.	48x27x17	224	224	224	224	224	227	+	280	Yes	Yes	Yes		
	*Slightly higher for 25 cycle.																			
Atchison Radio Mfg. Co. 125 N. 6th St. Atchison, Kan.—ATCHISON	Mantel	52.00	Mantel	Walnut	110-60	Dyn.	16½x14x9	227	227	227	227	227	227	245	280	No	No	No		
	70	119.00	Low Boy	Walnut	*110-60	Dyn.	38½x24½x15½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
Atwater Kent Mfg. Co. Philadelphia, Pa. ATWATER KENT	74	125.00	Low Cons.	Walnut	*110-60	Dyn.	30½x24½x16½	224	224	224	224	224	227	2-245	280	Yes	No	No		
	75 comb.	195.00	Low Boy	Walnut	*110-60	Dyn.	40x24x17	224	224	224	224	224	227	2-245	280	Yes	No	No		
	76	145.00	High Boy	Walnut	*110-60	Dyn.	45½x26x16½	224	224	224	224	224	227	2-245	280	Yes	No	No		
*25 cycle set and batt. model to be announced later.																				
Audioton Radio Co. 130 S. Green St., Chicago, Ill. AUDIOTON	60	97.00	Low Boy	Walnut	110-60	Dyn.	34x23x13	224	224	224	224	224	227	2-245	280	No	No	No		
	70	107.00	Low Boy	Walnut	110-60	Dyn.	40x24½x14½	224	224	224	224	224	227	2-245	280	No	No	No		
	80	119.00	Semi-High	Walnut	110-60	Dyn.	44½x26½x14½	224	224	224	224	224	227	2-245	280	No	No	No		
Automatic Radio Mfg. Co. 332 A St. Boston, Mass. TOM THUMB	Tom Thumb B	69.50	Midget	Walnut	110-60	Dyn.	16x13x8	224	224	224	224	224	227	245	280	Yes	No	No		
	Deluxe	57.50	Portable	Leatherette	Batt.	Horn	12x12x8	222	222	222	222	222	199	199	280	Yes	No	No		
	AC	65.00	Portable	Leatherette	Batt.	Mag.	24x12x12	222	222	222	222	222	199	120	280	Yes	No	No		
	Automatic	95.00	Auto.	Leatherette	110-60	Mag.	24x12x12	224	224	224	224	224	227	245	280	Yes	No	No		
	Junior	49.50	Auto.	Japanned	Batt.	Mag.	7x12x7	224	224	224	224	224	227	112A	280	Yes	No	No		
Automobile Radio Corp. 1614 Prospe Ave. Cleveland, Ohio—TRANSTONE	109 A	*140.00	Low Boy	Walnut	Batt.	Mag.	5½x8½x10½	201	201	201	201	201	112			No	No	No		
	*Complete—Installation not included.																			
Baldwin, Nathaniel, Inc. 1601 S. Michigan Ave., Chicago, Ill. BALDWIN	70 Conolette	111.00	Low Boy	Walnut	110-60	Dyn.	45½x24x13	224	224	224	224	224	227	2-245	280	No	No	No		
	50 Baldwinette	75.50	Mantel	Walnut	110-60	Dyn.	18½x15½x9½	224	224	224	224	224	227	2-245	280	No	No	No		
	40 Portable	65.00	Portable	Leatherette	AC or DC	Mag.	9½x18x8½	224	224	224	224	224	227	2-227	280	Yes	No	No		
	75 Headway	121.00	Portable	Walnut	110-60	Dyn.	18½x13x9½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	51 Baldwinette	105.50	Mantel	Walnut	110-60	Dyn.	18½x13x9½	224	224	224	224	224	227	2-245	280	Yes	Yes	Yes		
	71 Baldwinette	141.00	Low Boy	Walnut	110-60	Dyn.	45½x24x13	224	224	224	224	224	227	2-245	280	Yes	No	No		
	*Complete.																			
Brown & Manhart 6219 S. Hoover St. Los Angeles, Calif RANGER	44	*69.50	Mantel	Walnut	110-60	Dyn.	17½x16x10	224	224	224	224	224	227	245	280	No	No	No		
	45	*69.50	Portable	Fabricoid	110-60	Dyn.	17½x16x10	224	224	224	224	224	227	245	280	No	No	No		
	48	*89.50	Console	Walnut	110-60	Dyn.	34½x24x16½	224	224	224	224	224	227	245	280	No	No	No		
	60, comb.	*149.50	Comb.	Walnut	110-60	Dyn.	34½x24x16½	224	224	224	224	224	227	245	280	No	No	No		











**Stewart-Warner Corp.**  
(Continued)

Name and Address of Manufacturer	Model Number	Last Price (Less Tubes)	Style	Cabinet	Finish	AC, DC Bat.	Type of Speaker	Overall Dimensions of Set in In.	H—W—D	1	2	3	4	Det.	A. F.	Rect.	Auto. Volume	Tone Control	Remote Control	Phone	Auto. Changer	
Stewart-Warner Corp. (Continued)	3 Raphael	162.50	Low Boy		Walnut	110 DC	Dyn.	42x25x16 1/2		222	222	222	222	201A	112A	2-171A	280	50	No	No	No	
	4 St. James	197.50	High Boy		Walnut	110-60/25	Dyn.	48x24x15 1/2		224	224	224	224	227	227	2-245	280	130	No	No	No	
	4 St. James	197.50	High Boy		Walnut	110 DC	Dyn.	48x24x15 1/2		222	222	222	222	201A	112A	2-171A	280	130	No	No	No	
	5, comb.	215.00	High Boy		Walnut	110-60/25	Dyn.	47x26x18		224	224	224	224	227	227	2-245	280	130	No	No	No	
	5, comb.	215.00	High Boy		Walnut	110 DC	Dyn.	47x26x18		222	222	222	222	201A	112A	2-171A	280	130	No	No	No	
Story & Clark Radio Corp. 173 No. Mich Ave. Chicago, Ill. STORY & CLARK	36	208.00	Console		Walnut	110-60	Dyn.	36x23x12 1/2		224	224	224	224	227	2-245			110	Yes	No	Yes	
	43	248.00	Console		Walnut	110-60	Dyn.	43x24x13 1/2		224	224	224	224	227	2-245			110	Yes	No	Yes	
	51	317.00	Console		Walnut	110-60	Dyn.	51x28x16 1/2		224	224	224	224	227	2-245			110	Yes	No	Yes	
	641 A	155.00	Treas. chest		Walnut	110-60	Mag.	11x23x14		224	224	224	224	227	245	280	70	No	No	No	Yes	
	642 B	155.00	Treas. chest		Walnut	110-25/50	Mag.	11x23x14		224	224	224	224	227	245	280	70	No	No	No	Yes	
	642 B	259.00	High cons.		Walnut	110-60	Dyn.	49x26x16 1/2		224	224	224	224	227	245	280	90	No	No	No	Yes	
	645	259.00	High cons.		Walnut	110-25/50	Dyn.	49x26x16 1/2		224	224	224	224	227	245	280	90	No	No	No	Yes	
	846 A	272.50	High cons.		Walnut	100 DC	Dyn.	49x26x16 1/2		224	224	224	224	227	2-245	2-280	160	No	No	No	Yes	
	846 B	347.50	Console		Walnut	110-60	Dyn.	52x27x16		224	224	224	224	227	2-227	2-245	227	160	No	No	No	Yes
	652 A	347.50	Console		Walnut	110-25/50	Dyn.	52x27x16		224	224	224	224	227	2-227	2-245	227	160	No	No	No	Yes
	652 B	239.00	Low cons.		Walnut	110-60	Dyn.	42x24x15		224	224	224	224	227	245	1-280	90	No	No	No	Yes	
	654 A, comb.	239.00	Low cons.		Walnut	110-25/50	Dyn.	42x24x15		224	224	224	224	227	245	1-280	90	No	No	No	Yes	
	10 A	369.00	Comb.		Walnut	110-60	Dyn.	46x27x17 1/2		224	224	224	224	227	245	1-280	120	No	No	No	Yes	
	10 B	369.00	Comb.		Walnut	110-25/50	Dyn.	46x27x17 1/2		224	224	224	224	227	245	1-280	120	No	No	No	Yes	
11 A	259.00	Low Cons.		Walnut	110-60	Dyn.	43x27x16 1/2		224	224	224	224	227	245	1-280	125	No	No	No	Yes		
11 B	285.00	Convert.		Walnut	110-25/50	Dyn.	43x27x16 1/2		224	224	224	224	227	245	1-280	125	No	No	No	Yes		
12 A	355.00	Console		Walnut	110-60	Dyn.	48x27x16 1/2		224	224	224	224	227	245	1-280	125	No	No	No	Yes		
12 B	355.00	Console		Walnut	110-25/50	Dyn.	48x27x16 1/2		224	224	224	224	227	245	1-280	125	No	No	No	Yes		
14 A, comb.	645.00	Comb.		Walnut	110-60	Dyn.	47x31x20 1/2		224	224	224	224	227	227	2-245	227	155	No	Yes	Yes		
14 B, comb.	645.00	Comb.		Walnut	110-25/50	Dyn.	47x31x20 1/2		224	224	224	224	227	227	2-245	227	155	No	Yes	Yes		
Transformer Corp. of America Kedler and Ogden Aves. Chicago, Ill. CLARION	AC 51	109.00	Low Boy		Walnut	115-60	Dyn.	40x26x14 1/2		224	224	224	224	227	227	2-245	280	116	No	No	Yes	
	AC 53	129.00	High Boy		Walnut	115-60	Dyn.	44x28x14 1/2		224	224	224	224	227	227	2-245	280	116	No	No	Yes	
	AC 55, comb.	199.00	Comb.		Walnut	115-60	Dyn.	44x28x14 1/2		224	224	224	224	227	227	2-245	280	140	No	No	Yes	
	AC 22-51	109.00	Low Boy		Walnut	115-25	Dyn.	40x26x14 1/2		224	224	224	224	227	227	2-245	280	116	No	No	Yes	
	AC 22-53	129.00	High Boy		Walnut	115-25	Dyn.	44x26x14 1/2		224	224	224	224	227	227	2-245	280	116	No	No	Yes	
	AC 23-55, comb.	199.00	Comb.		Walnut	115-25	Dyn.	44x27x17		224	224	224	224	227	227	2-245	280	140	No	No	Yes	
	United Air Cleaner Corp. 9705 Cottage Grove Ave. Chicago, Ill. SENTINEL	9, comb.	149.50	Comb.		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	227	2-245	280	127	No	No	Yes
		8	99.50	High Boy		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	227	2-245	280	127	No	No	Yes
		12, comb.	160.00	Comb.		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	224	2-245	280	134	Yes	No	No
		10	127.50	Low Boy		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	224	2-245	280	134	Yes	No	No
11		130.00	Low Boy		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	224	2-245	280	134	Yes	No	No	
15		137.50	Gothic french		Press, wood	110-60	Dyn.	44x27x17		224	224	224	224	224	224	2-245	280	134	Yes	No	No	
16		150.00	Table		Walnut	110-60	Dyn.	44x27x17		224	224	224	224	224	224	2-245	280	134	Yes	No	No	
50-301		99.50*	Semi-Low		Walnut	110-60	Dyn.	40x24x15 1/2		224	224	224	224	224	224	2-245	280	127	No	No	Yes	
50-302		109.50*	High Boy		Walnut	110-60	Dyn.	42x24x17 1/2		224	224	224	224	224	224	2-245	280	127	No	No	Yes	
50-303		110.50*	High Boy		Walnut	110-60	Dyn.	46x27x18 1/2		224	224	224	224	224	224	2-245	280	127	No	No	Yes	
U. S. Radio & Television Corp. 3301 S. Adams St. Morton, Ind. U. S. RADIO (Formerly Apex)	28 A	105.00*	Low Boy		Walnut	110-60	Dyn.	36x26x13 1/2		224	224	224	224	227	227	2-245	280	75	Yes	No	No	
	28 AX	100.00*	Low Boy		Walnut	110-25	Dyn.	36x26x13 1/2		224	224	224	224	227	227	2-245	280	75	Yes	No	No	
	31 B	127.50*	Low Boy		Walnut	110-60	Dyn.	40x27x15 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 BX	131.50*	Low Boy		Walnut	110-25	Dyn.	40x27x15 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 C, comb.	175.00*	Low Boy		Walnut	110-60	Dyn.	42x27x17 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 CX	170.00*	Low Boy		Walnut	110-25	Dyn.	42x27x17 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 DX	185.00*	Low Boy		Walnut	110-60	Dyn.	44x27x15 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 D	189.00*	Low Boy		Walnut	110-25	Dyn.	44x27x15 1/2		224	224	224	224	227	227	2-245	280	85	Yes	No	No	
	31 DX	95.00*	Low Boy		Walnut	Batt.	Dyn.	42x24x15 1/2		224	224	224	224	224	224	2-245	280	85	Yes	No	No	
	55	58.00*	Table		Brown metal	Batt.	Dyn.	7x18x13 1/2		224	224	224	224	224	224	2-245	280	85	Yes	No	No	
Varga Mfg. Corp. 718 Atlantic Ave. Brooklyn, N. Y.—VAGABOND	Vagabond	58.00	Portable			Batt.	Horn	10x8x13		199	199	199	199	199	199	199		No	No	No	No	
	Victoreen Radio Co. 2825 Chester Ave. Chicago, Ill. VICTOREEN—Super-Heterodyne—227 oscil. lator.	*345	345.00	Low Boy		Walnut	110-60	Dyn.	44x27x20		224	224	224	224	224	227	250	2-281	138	Yes	Option	Yes
		*395	395.00	High Boy		Walnut	110-60	Dyn.	50x29x20		224	224	224	224	224	227	250	2-281	138	Yes	Option	Yes
		*595	595.00	Comb.		Oak wal.	110-60	Dyn.	49x29x20		224	224	224	224	224	227	250	2-281	138	Yes	Option	Yes
	Westinghouse Elec. & Mfg. Co. 150 Broadway, New York WESTINGHOUSE *Super Heterodyne	WR 4	110.00	Low Boy		Walnut	AC and DC	Dyn.	34x21x13		224	224	224	224	224	2-245	280	110	Yes	Yes	Yes	Yes
WR 5		142.50	Low Boy		Walnut	AC	Dyn.	43x27x14		224	224	224	224	224	2-245	280	110	Yes	Yes	Yes	Yes	
WR 6		179.50	High Boy		Walnut	AC	Dyn.	48x28x17		224	224	224	224	224	2-245	280	110	Yes	Yes	Yes	Yes	
WR 7		275.00	Low Boy		Walnut	AC	Dyn.	45x27x18		224	224	224	224	224	2-245	280	110	Yes	Yes	Yes	Yes	
71		185.00	Low Boy		Walnut	110-60	Dyn.	39x29x14 1/2		224	224	224	224	224	224	*2-227	280	No	No	No	Yes	
Zenith Radio Corp. 3620 Iron St. Chicago, Ill. ZENITH	72	210.00	Semi. L.B.		Walnut	110-60	Dyn.	39x29x15 1/2		224	224	224	224	224	227	*2-227	280	No	No	No	Yes	
	73	265.00	Low Boy		Walnut	110-60	Dyn.	43x30x19 1/2		224	224	224	224	224	227							

# Next Year's Show and Convention?

*An Opportunity for All Radio Men to Be Heard*



"TRADE Show or Play Show," the leading editorial in last month's issue, was greeted with wide interest and approval. It emphasized the fact that changing conditions in the radio industry necessitate a new viewpoint and a new set-up with respect to our annual convention and display of merchandise.

And now the Radio Manufacturers Association wants to hear from the entire industry on this important issue. This association has asked *Radio Retailing* to obtain constructive suggestions from its readers with respect to the 1931 trade show. What, therefore, is your opinion on these important points:

1. When should the show be held?
2. What is your reason for that date?
3. Where should it be held and why?
4. What should be the chief function of a trade show and convention:  
to view the new models?  
to contact the most people in the shortest space of time?  
to consummate sales arrangements?  
to give and receive ideas during the business sessions which will be mutually beneficial, or to be entertained?

5. Do you believe that manufacturers should be permitted to go as far as they wish in their sales promotional and entertainment "stunts"?

6. Should it be strictly a business show exclusively for the trade or should the public be admitted at certain hours, similar to the set-up of the present automobile show?

*Radio Retailing* and the directors of the Radio Manufacturers Association want to hear from every dealer and jobber in the field with respect to the above problems in connection with next year's trade show and convention.

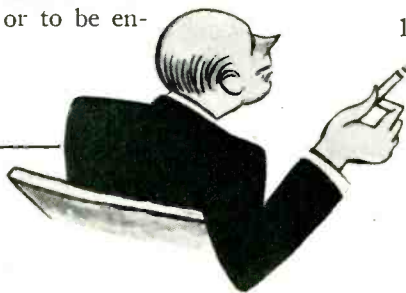
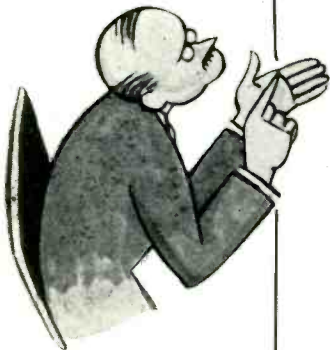
State your sentiments and reasons as explicitly as possible. Your letters will be analyzed and brought to the direct attention of those who will determine the policies of next year's show. Write **AT ONCE**, as the new show committee meets the latter part of August.

Address your letter to,  
Managing Editor,  
*Radio Retailing*  
10th Ave. at 36th St.  
New York City

## When?

## Where?

## What?



# When The Auto Dealer Sells

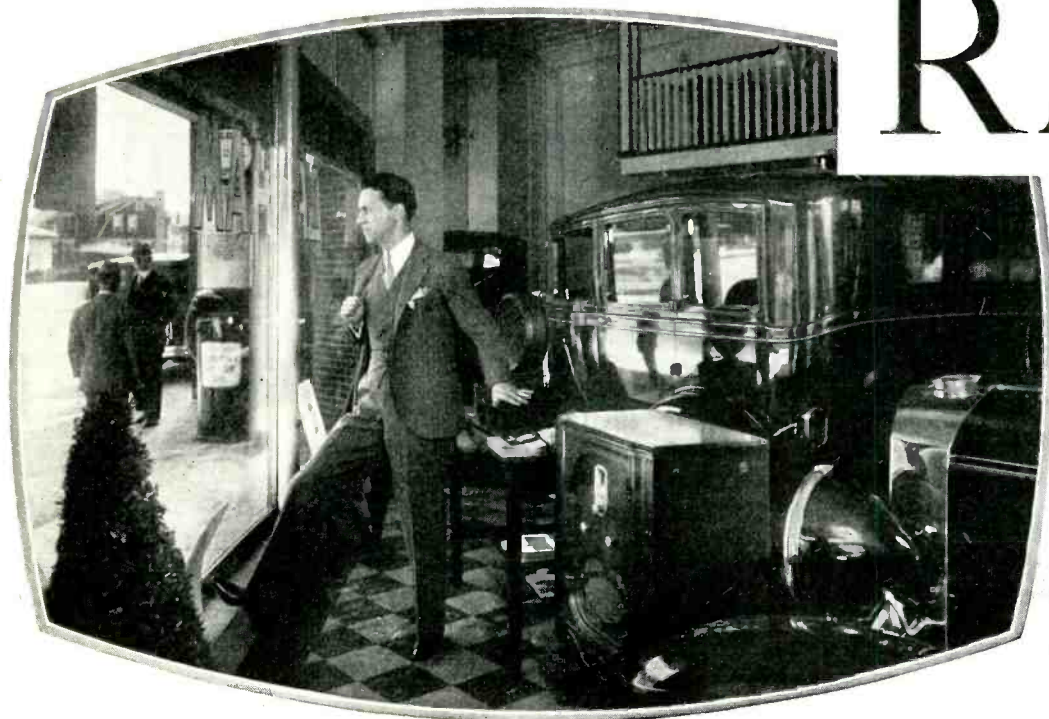
# RADIO

## What Happens ?

By

H. P. Disbecker

*Former Member,  
Board of Governors,  
Electrical Board of Trade,  
New York City*



**C**AN radio sets for the home be retailed successfully through the automobile salesroom outlet and by the automobile sales people?

Those who take the affirmative side of this much mooted controversy contend that the well-known efficiency of the average automobile sales organization; that the imposing salesrooms which house new cars; that the economies possible; financing facilities and "complementary" nature of the two lines all make for the automobile dealer as a logical one to handle radio.

These arguments may seem convincing at first glance but an analysis of the situation shows another side of the picture.

First, let us consider the location of these imposing showrooms. The auto dealer requires extensive display space so, perforce, he must find a location where rents are moderate—off the main streets and away from the best shopping centers. This affords little display value for the radio set as comparatively few transients pass these remote localities.

**N**EXT, let us review the credit situation. A full line of automobiles represents considerable money and the dealer's profits are usually tied up in used cars. In many cases an additional line of credit is unwarranted and unhealthy.

Many other serious obstacles are encountered. Take, for example, the recent experiment in selling radio consoles by one of the largest distributors of automobiles in New York City and suburban territory. This distributor has, in addition to its main showroom, 14 or more branches located in nearby towns.

It was found that the usual attitude of the auto-salesman was one of contempt for so insignificant a product

as a \$120 radio set when compared with the cars he was selling. In view of the small number of people visiting the automobile salesroom during the day he becomes habituated to a lazy, indolent existence, being occupied during the greater part of the time in gazing out of the window. He is not fitted temperamentally to adjust himself to the "go getter" activity of the radio salesman.

**I**T WAS found that an additional finance company to handle the radio paper had to be employed. The customers did not know where to make their payments and considerable temptation was placed before the salesman to make the collections and forget to account for them.

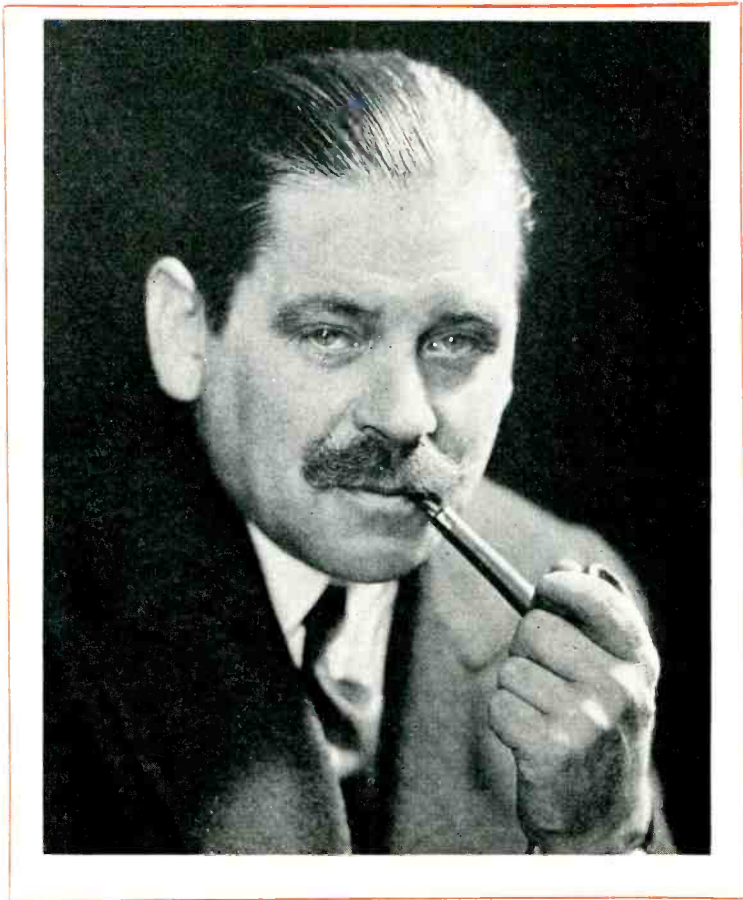
The only asset this organization appeared to have was its large list of automobile customers. A radio letter mailed to this list proved conclusively that the auto buyer is of a transient nature and the mortality percentage very high. No follow-ups were made from corrected lists indicating the lack of appreciation the auto dealer has for the intensive methods necessary to conduct specialty selling successfully.

Now, all this means that in order to sell radio in the automobile trade, it will be necessary to set up an entirely separate sales organization with the liability of constant friction between the two and at the sacrifice of those operating economies aforementioned. It was necessary to handle the service through a separate organization also.

No discredit should be laid at the door of the automobile industry for it is doing an outstanding job in its particular line of endeavor. This inability, however, to handle more than one type of merchandise successfully has been demonstrated before—with specialties more closely allied by nature of manufacture and use to the characteristics of the automobile merchant.

# Helpfulness—

## *the* Chief



By

Compton  
Pakenham

*Distinguished critic of things musical and recognized authority on phonograph record selection, Mr. Pakenham will write regularly for "Radio Retailing"*

**I**T IS high time that radio-music merchants applied more intelligent thinking to this important matter of *creating* volume and profit from the sale of phonograph records.

The idea that records represent a side line, a secondary nuisance which must be taken into account as part of the business incidental to the handling of talking machines, combinations and radios is a mistaken one. That it has been possible for stores all over the world to specialize profitably in records proves conclusively what the proper interest in discs can do.

To illustrate with a negative example my point: A prospect entered a radio-music store, where I happened to be, with a list of record titles he wished to purchase. The salesman looked at him a trifle superciliously when he asked for the first number he had put down: "Siegfried's Funeral March." The salesman vanished into the stacks to emerge a few minutes later with the information that there was no such thing. The customer, who knew perfectly well what he wanted, picked up a catalog and turned to the proper section containing the lists of discs made by music celebrities. The man who was supposed to be there to help volunteered the following:

"It's not there," he announced. "You won't find no Ziegfeld hits in that part of the book."

Disgusted, and fearful that he would waste the best part of a day digging out the sixteen records, the prospect left to try his luck elsewhere. He finally managed to get what he wanted and in doing so discovered a store to which he has referred all his inquiries for records since. There are such better stores and they must be the sole hope of better music on the phonograph for one now feels that until records can get up and sell themselves their future is quite hopeless.

**P**HONOGRAPHS and combinations are purchased by lovers of music not because they brighten the appearance of a room, but because they are the *only means* by which music which has been impressed on wax by highly competent, selected artists can be *heard in the owner's home at his convenience*.

A fairly large and comprehensive collection of records is the only thing to keep the individual machine in action, and yet it is safe to say that for every twenty salesmen who can demonstrate existing machines there is barely

*(Please turn to page 78)*



*To sell the latest disk of Rimsky-Korsakow you must know at least as much about it as your customer*

# Factor in Selling Records

FROM the current lists there are several numbers which should create an excellent opening for finding out what people have on their musical minds. Comparisons are always interesting and lead to discussions. For that reason the two versions of Beethoven's Third Symphony, coming out almost together, are not such a handicap as one might think. Beethoven did more than any other composer to make the orchestral symphony what it is today—the highest form of strictly musical expression.

Note in the opening of the first movement the three notes which are supposed to describe the Hero. The movement is a development of this short, familiar theme. The second movement, the funeral march, is probably the most generally known section of the work.

The "Tannhauser" Overture commences with the well-known Pilgrims Chorus, continues with Tannhauser's Song to Venus and then launches into the Venusberg music. Here the curtain rises and discloses the home of profane love where nymphs and youths are being urged to enjoy themselves by a flock of Bacchantes.

This "Paris Version" should appeal to an almost unlimited public. Notice the various changes of mood and the excellent violin work.

More of Wagner comes on the Elizabeth Ohms' record. "The Flying Dutchman" is down for revival at the Metropolitan this fall and here is the chief soprano solo by the singer who will probably be heard in it. The Liebestod, love death, of Isolde is the finale of "Tristan and Isolde." Few people could resist being carried away by

the manner in which this works up to its tremendous climax. In showing this it would be better to draw attention to the fact that there is a cut in the earlier part.

Elizabeth Ohms also figures in the "Rosenkavalier" trio. Interest in Richard Strauss' delightful opera is growing each year. The two numbers here are from the third act, the duet being the finale to the opera. Here are beautifully recorded voices in delightful music. This is one of the most striking records we have ever heard.

"The Bartered Bride" is also an occasional Metropolitan revival. It was composed by Smetana, a Bohemian who labored all his life to achieve recognition for his race, the Czechs. The Columbia record is by two of the stars of the Opera Comique of Paris and is of a particularly musical couple of duets which are not available here on any other records.

Rimsky - Korsakow's "Le Coq d'Or" has not been heard here recently. But Rimsky's music features frequently in orchestral programs. The introduction commences with the familiar "Hymn to the Sun," of which there are many other recorded versions. Albert Coates, the conductor, is particularly suited to this work. As conductor of the St. Petersburg opera before the war he became well versed in the music of Russia. Incidentally, he is a regular guest conductor at the Lewisohn Stadium Concerts and also is well known to gramophone owners.

Both Victor and Columbia have issued records of music by Ravel. Toscanini recently played his "Bolero." Here are two of his earlier compositions played by French orchestras.

## The Month's Best Records

**BARTERED BRIDE.** *Duet, Act I (Mother Heart) and Duet, Act III (Heartless Girl).* Sung by Germaine Feraldy and M. Claudel of the Opera Comique, Paris. Columbia 50231.

**ROSENKAVALIER** (*Duet and Trio from Act III*). Sung by Elizabeth Ohms, Adele Kern and Elfride Marherr. Brunswick 90051.

**BEETHOVEN.** *Symphony in E flat (Eroica) Six Records.* By Max von Schillings & Symphony Orchestra. Columbia Masterworks Set No. 138. *Six Records.* By Hans Pfitzner and Berlin Philharmonic Orchestra. Brunswick Album No. 20.

**FLYING DUTCHMAN** (*Santa's Ballad*) and **TRISTAN & ISOLDE** (*Liebestod*). Sung by Elizabeth Ohms. Brunswick 90057.

**WAGNER.** *Tannhauser Overture & Venusberg Music. Three Records.* By Leopold Stokowski & Philadelphia Symphony Orch. Victor Masterpieces Album No. 77.

**RIMSKY-KORSAKOW.** *Le Coq d'Or. Introduction and Bridal Cortège.* By Albert Coates & London Symphony Orchestra. Victor No. 9696.

**RAVEL.** *Rapaspodie Espagnole.* Piero Coppola & Symphony Orchestra. Victor Nos. 9700-1. *Pavane Pour une Infante Déjunte.* Gabriel Pierne & Colonne Orchestra, Paris. Columbia No. 67785-D.

# "Midgets" Hit the

*Small set boom, originating on West Coast, spreads across country—New York dealer sells forty-eight \$59.50 articles over-the-counter in month and a half*

CASH-AND-CARRY "midget" business, which reached such sizeable proportions on the Pacific Coast and recently barged into the picture in the Middle West, has spread east to New York. Marx Daniels, 32nd St. and 6th Ave., reports the sale of 48 sets at \$59.50 complete with tubes in about 40 days. Twenty-five went over-the-counter like so many cans of tomatoes as the result of a continuous store-door demonstration and the remainder were sold by direct-mail to old customers owning larger models—all for cash on the nail.

Nobody was offered a free home demonstration. Customers desiring antenna installations paid ten bucks for the privilege of increasing their static-signal ratio. Furthermore, it is definitely understood by all buyers that the sets must be returned to the store if service is required.

Thus it would seem that the entire country has grabbed miniature models as one answer to the radio retailer's dream—no deliveries, no financing, no collection grief, no service. "Just one long, sweet process of fittin' 'em with tubes and passin' 'em over-the-counter to eager buyers." But, as usual, there is one little bug which effectively prevents the newcomer from riding roughshod over the established large-set business, despite the fact that midgets will undoubtedly be one of the most important factors in the business this year. That bug is *discount*.

### *Sells for Cash*

THESE "babies" produce package business and Daniels sells for cash not only because he is merchant enough to know that they will move readily for a while because of their novelty and low saturation, but also because it is virtually a necessity. The sales resistance is low but, apparently to compensate, the trade discount is short, rarely exceeding 40 per cent. (This, incidentally, is one reason why the list can be made so attractive.) So it is essential that the retailer cut all selling costs associated with midgets to the bone if a worthwhile net profit is to be realized.

Western dealers originally sold only for cash but now many move miniatures on time, the usual plan being  $\frac{1}{3}$  down and the balance in three months. So essential is it that this merchandise be sold economically that most of the dealers who sell on deferred payments handle their own paper to save the finance charge. The

short term involved apparently permits this where the dealer is fairly well "heeled."

### *Moneyed People Buy*

THE two-set-per-home idea, often suggested as a means of broadening the potential radio market, is in this case fact and not fancy. Daniels sent circulars to about 500 of his steady customers (he does a large mail order selling business, with a prospect list of about 4,000 names) who already own larger receivers and sold 28 small sets to these people, most of whom came to the store for the purchase. Of those which were sold to strangers he estimates that perhaps half already owned larger sets, judging by their remarks, and bought the smaller set for auxiliary use. Oddly enough, most of the midget buyers were people of means. Bungalow use was most often mentioned.

This predominance of sales to people who desire two-set convenience



*This front-door display is unusually effective with midgets. They possess great novelty appeal.*

# East



*Daniels, aided by his wife, enjoys, also, a large camera and sporting goods business.*



**"MIDGETS are Money-Makers,"**  
says Daniels

IF

They are sold for cash.

IF

No free home demonstrations are made.

IF

\$10 extra is charged for antenna installations.

IF

Sets are returned to the store by the customer if service is required.

IF

The retailer refrains from expensive advertising.

is probably peculiar to Daniels' operation, though it is a primary market for mantel sets wherever these are sold. If it were possible to accurately classify markets in order of national importance at this time, they would probably line-up about as follows:

*1st.*—People who cannot afford to buy higher-priced sets; *2nd.*—Those who want an auxiliary set for the bungalow, etc.; *3rd.*—Buyers who live in small, compact apartments; *4th.*—Prospects who have hitherto considered radio too costly for value received.

Aside from the circulars, the only other form of advertising used was the inexpensive front-door display and again we note that sales methods calculated to keep selling expense to a minimum were carefully employed. We hear, however, that several retailers in the Far West are house-to-house canvassing, which indicates that the usual variations in selling methods to suit a particular sales set-up are quite possible. Certainly these compact, easy-to-carry and easy-to-demonstrate sets are ideal for the canvasser to handle but it will unquestionably require considerable "chiseling" on the part of the dealer, possibly straight-commission for the men, if high-pressure methods are to produce a profit.

### *Avoids Installations*

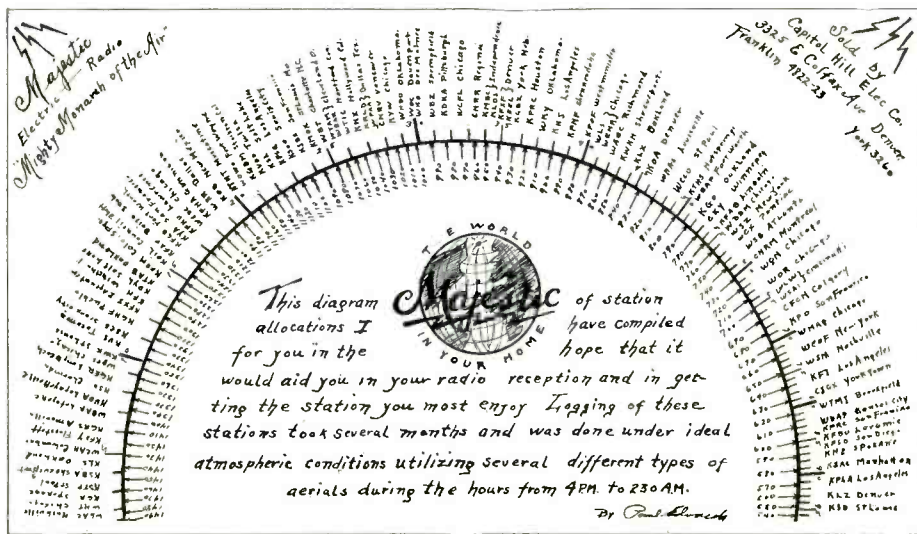
**W**HEN a set is sold in Daniels' store he puts the tubes in place, tests it and then wraps it up with the tubes still in the sockets, advising the buyer to try it with a ground such as a cold-water pipe or a radiator connected to the antenna binding post. Putting the tubes in place in advance prevents their use in incorrect sockets by the customer and the use of some simple antenna form greatly accentuates the portable feature of the receiver, which is one of its chief advantages. The use of a ground alone permits satisfactory reception of locals in most cities.

Very few customers ask Daniels to make an antenna installation though he has had such requests where the customer desired distant reception. To discourage this work, which increases selling cost, he charges \$10 flat for antenna installations. This plan, coupled with the understanding that the set must be brought to the shop if service is required is not only used by Daniels but has

*(Please turn to page 65)*

# Here's Some Summer Sales Ideas That Pack a Punch

# Sell

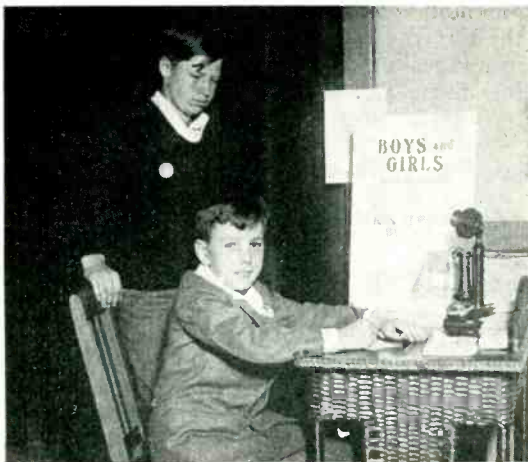


## Pre-Logs Stations for Buyer

WHEN a new set leaves Capitol Hill Electric's store, Denver, one of these 7x11 in. pre-log cards goes with it. If the set is on home demonstration it packs a swell sales punch. In an outright sale it serves as an excellent practical guide for the new user.

Capitol originally made up the log by using a stock receiver and has found the dial settings to be sufficiently accurate.

## A "Doggy" Sales Stunt



MORE than 5,000 boys and girls became official members of the "Rin-Tin-Tin Club" in St. Louis recently when the famous movie dog appeared at local theaters. Brown & Hall sponsored the club idea and gave "Rinty" buttons to all local kids signing up at the store. Incidentally, oh very incidentally, signing up required information

concerning the radio used at home, its name, approximate age and "Dad's" business address. The contest thus provided Brown & Hall with an accurate prospect list.

MovieLand's canine isn't always on tap but the club idea is worth while anywhere.

## Those Battery Set Users

IF I COULD lay hands on a good list of all the battery set users in this town what a swell bunch of prospects I'd have for the new a.c. stuff! Somewhere in the sticks there may be a dealer who hasn't had this idea—but we doubt it. However, it remained for M. Edouard de Beauchamp of Dabney Radio, Muskogee, Okla., to suggest the means of obtaining such a list.

"Run this ad in the paper," he suggests:

**"MOVING TO THE COUNTRY. WILL SWAP ELECTRIC RADIO FOR BATTERY SET. PHONE X-000."**

"The results of this idea have been most gratifying to us. We received an exceptionally large number of answers and have been able to sell new radios to about 94 per cent of the people who answered. I might add that in every instance we have apologized to the prospect for the manner in which we secured the lead. But not one has shown anger. Most of them seem to think it quite a joke and a good laugh puts them in excellent humor for a sales talk."

## Knockout News

FOUL or no foul, championship prize-fights are of national interest. The H. L. Conrath Company, Erie, Pa., dealer, co-operating with The Erie Daily Times, broadcast the returns of the Sharkey-Schmeling fight in the public park via a "Sparton" radio and "Wright DeCoster" speaker placed in the band stand.

The broadcast produced enough business to induce Conrath to apply to the city officials for permission to broadcast from the park weekly, tuning in popular features. Music in the park is an old Latin-American custom and should click in the summer months, particularly in southern cities.

# 'Em!

## Fireside Theatre

**FRANK BURKE**, advertising manager for 555 Radio, Little Rock, Ark., runs this single column ad right smack in the middle of the movie section of the town's leading paper. "Radio offers good entertainment," he tells us. "Why not advertise it to people who are obviously seeking to be entertained?"

Here's a man who is really capitalizing the excellence of broadcast programs, something *Radio Retailing* has long advocated. What a whale of a check the waiter would bring if all the entertainers listed in the ad appeared on a night-club program!

**TONIGHT**  
THE THEATER OF THE AIR

Amos 'n' Andy  
Palmolive Concert  
Grantland Rice  
Sports Review  
Ann Leaf at the Organ  
Columbia Merrymakers  
Prohibition Poll  
Duke Ellington's  
Cotton Club Band  
—and many others

FREE to all Owners of  
**ATWATER KENT RADIO**  
GET YOURS NOW at  
**555**

## A Use for Used Sets

**TRADE-INS** are a headache in any language but there is a way in which they can be put to work, according to E. E. Baker of the E. E. Baker Music House, Inc., St. Louis. Baker puts one in his show window, specially priced, and finds that he can sell new sets to people who are first interested in the "second" in many cases.

Cash on the nail is his policy if the trade-in itself is sold and this plan permits very attractive prices on the used sets.

## Ten Bucks Down Does It

**FORBES & WALLACE'S** home demonstrations now produce 83 per cent sales, 18 per cent better than the average for 1929, according to J. L. Meisse of the music department, who explains that the company gets a

## "Store Bridge"



**DALLAS** folks play bridge weekly in this inviting radio store at the invitation of Garrity & Shiels, who furnish tables, cards and scores. Originally, the guests were friends of the bosses' wives, but "back-fence telegraph" has apparently boomed the idea far beyond that stage . . . and the radio plays on and on.

*Radio Retailing, August, 1930*

## Send Them In

We will pay \$5 or more for practical, proven sales-producing ideas submitted by dealers or their employees. Let's hear from you men who are trying to do something about this summer let-down.

\$10 down payment and the papers signed before a set is delivered on trial. The merchandise is returnable for full refund if not satisfactory.

"Get some of their money and it's ten to one they are not joy-riders," says Mr. Meisse. "We lose very few opportunities to demonstrate on this plan."

## Up in the Air Again

"**YOU** know Jackson and O'Brine, the two St. Louis endurance flyers," writes Bernal C. Payne, president of the St. Louis Radio Engineering Company. "Well, these boys plan to go up again to recapture the record and our sales department is tying in with the flight by having 50,000 miniature paper planes that really fly made up with a snappy and easily read advertisement on both the upper wing and the side of the fuselage of the plane. They will be given out to all children attending local Warner Brothers theaters and mailed to everybody who has telephoned our service department this year."

## Good, Cheap

### Action Window

**ONE** of the most effective, simple action windows we have seen is used by August D'Amico of Modern Radio Sales, Milwaukee. D'Amico has bought himself two cheap toy electric engines, half a dozen cars and about 25 feet of track. The track forms a circle around the base of Modern's show-window. A cardboard strip is glued to the side of each car, facing the street. One train thus bears the words — MODERN-RADIO-SALES, advertising the company. And the other train gets over the message, CROSLY-VICTOR-ATWATER-KENT.

A radio chassis is placed in the center of the circular track on a piece of colored silk.

## Comics Cop Coin

"**MOST** of the folks who read evening papers dive for the funny-sheet first," says J. E. Smith, San Bernardino Music Company. "So my daily radio ad is made up in this form. It attracts attention and is narrow (1 column) enough to get display at low cost."

This one has its share of humor and a lot of horse-sense about intelligent buying thrown in.

Smith continues this kind of comic strip advertising, with a word of sage wisdom thrown in, day in and day out. He has attracted a following of readers, just as do the writers of the regular comic strips and this popularity is producing radio business. What a relief from the stereotyped advertising copy this is!

**Wit and Wisdom**

LEAVE ME ALONE - I'M THINKING  
BAH

WRINKLING UP THE BROWS ISN'T THINKING ANY MORE THAN WASHING YOUR FEET IS SWIMMING THE ENGLISH CHANNEL

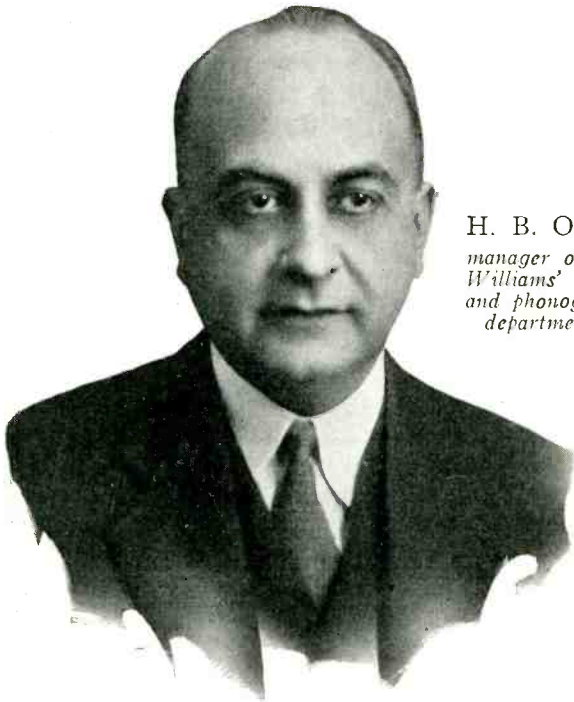
And any old box with a couple of radiotrons in it isn't a receiving set. We know what makes a good radio set, and that's the kind you'll find here. And we know how to take care of them too. When we make Sales we give Service.

"When you buy a radio, buy a good one."

**VICTOR RADIOLA ATWATER KENT SPARTON**

**SAN BERNARDINO MUSIC CO.**  
479 3rd Street  
PHONE 361-53

# How a Canadian Music Dealer Builds Volume



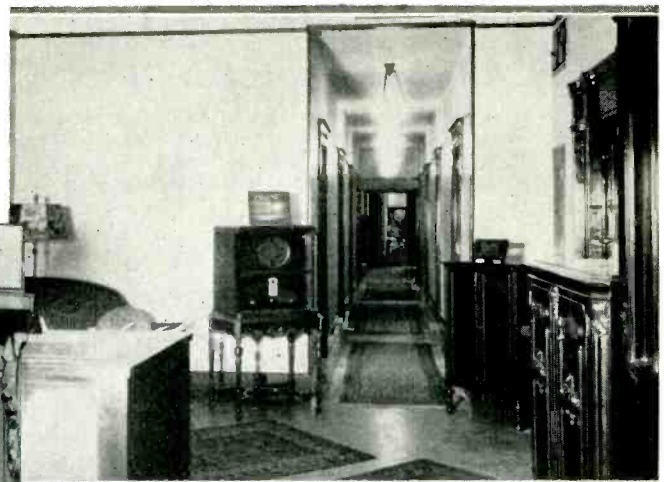
H. B. OHRT,  
manager of the  
Williams' radio  
and phonograph  
departments.

*R. S. Williams Company, Ltd.,  
Toronto, grosses half a million  
annually in musical instruments,  
of which \$250,000 is in radio  
equipment*

**R**ADIO has stepped into the picture as an article of musical merchandise for the R. S. Williams Co., Ltd., of Toronto, Canada. This organization, which last year sold more than half a million dollars worth of pianos, phonographs and radio receivers, attributes a quarter of a million dollars worth of this gross to its radio department. And why?

According to H. B. Ohrt, manager of the radio and phonograph department, radio has taken a major place in the business simply because the organization believed in it when it was added to the company's complete line of musical instruments some five years ago and went about getting business in this particular division as energetically and whole-heartedly as on the other floors.

A glance at a few of the pictures shown on these pages will convince the reader that when Mr. Ohrt says that they went after this new musical field he means just that. The radio department in the main store is situated on the second floor and in one of the photographs may be seen a small permanent broadcasting studio from which the company has been broadcasting daily programs over a local station for several years. Not only does this daily broadcasting boost the sale of radio equipment for



*This is the second floor of the main store, given over solidly to radio receivers. This floor, together with a portion of one upper floor and the street level display and window, absorbs about a third of the total available floor space.*

*One of the two Williams branches and a service truck. All service is handled from the main store on Yonge Street.*

The Yonge Street store.  
Note the broadcasting studio  
in the second floor window.

# Business

Williams, but it also has been a major factor in keeping this company, which has been in business for more than 80 years in Toronto, before the eyes of the music-loving public, with respect to its phonographs, pianos and similar musical instruments.

A good deal of Williams' business is brought in by outside salesmen. In the radio department six salesmen are employed on the following basis: The men are paid a straight 12 per cent commission for all sales resulting from their efforts outside the store. Each one spends a day of each week in the store and if a sale is closed on the floor without any outside pressure the commission is reduced to 5 per cent. If the sale originates on the floor but is later closed by a salesman outside, in a home, the commission paid is 10 per cent. Two per cent extra is paid for all cash sales.

An interesting feature of the radio department is Mr. Ohrt's arrangement to have a saleswoman on the floor at all times. This woman gets a straight salary plus 1 per cent commission irrespective of whether she closes the sales or produces a lead from which an outside man later brings in an order.

Several of the salesmen employ a productive method of obtaining good leads. These men have entered into an arrangement with the drivers of local bakery wagons, paying these men \$5 a piece for each lead from which a sale results. Home demonstrating is practiced, but sets are not permitted to remain in the homes for more than 48 hours.

Salesmen are always consulted before sets left in the home on demonstration are picked up. In this way premature "lifting" of merchandise which might possibly be sold by a little additional sales pressure is avoided. Merchandise is picked up, as a rule, by the service department. This division plays no small part in maintaining the company's high retail standard.

## SERVICE MEN SELL

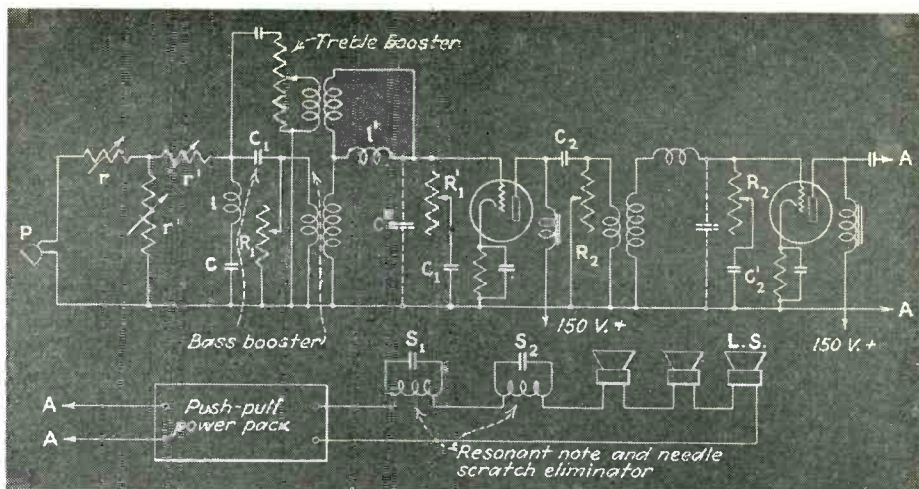
All deliveries are made by the service department, which handles this work for the main store and both branches. Many of the men have been responsible for the sale of merchandise as the company offers 10 per cent commission to each mechanic who succeeds in bringing in an order. A particular point is made of encouraging these men to make good use of their time in the homes of customers.

An average of 35 calls daily are handled efficiently by arranging three trips into the residential districts: at 9 a.m., 1 p.m. and 5:30 p.m. All calls which come into the store for service, delivery and installations before 6 p.m. are taken care of, if possible, on the same day. Three service men do this work and are paid between \$25 and \$30 a week.

A charge of \$1.25 is made for each call after the concern's free service period has elapsed, a bill being sent to the customer three days after the work has been done. The free service period, in this instance, is 90 days, which is the period for which the manufacturers guarantee their equipment. This is a noteworthy instance in which free service is limited to less than a year. Owing to Williams' extremely secure position in Toronto, it is possible for him to employ a free service limit which is considerably shorter than that found necessary by most retailers, and by so doing has greatly reduced the store's overhead.



# A *New* Kind of Tone Control



*Resonating circuits in Aceves' system reinforce bass notes below 100 cycles and treble above 1,000*

**A**BRIEF description of the Aceves tone compensator, perhaps the newest thing in tone controls, will be of interest to service men who will encounter receivers incorporating this system in the near future.

Basically, the compensating method designed by Julius C. Aceves comprises a system of audio-frequency filters and resonating coils. The filters may be "tuned" by the operator to absorb over-emphasized frequencies, while the resonating coils can be made to bolster up weak bass notes below 100 cycles or impaired treble tones over 1,000 cycles by virtue of their property which produces accentuated response at resonant frequencies.

This differs from common types of control in that the operator can not only subdue notes which are at high, distorted levels, but may also increase the response of the amplifier to tones which are normally slighted. Emphasis of poorly transmitted or badly amplified frequencies by means of the resonating circuits is actual and not an illusion caused by a reduction in volume of the higher frequencies. The circuit employed, incorporated in a standard audio frequency amplifying system, together with a photograph of an experi-



Julius C. Aceves of Amy, Aceves & King, New York consulting engineers, demonstrated his system of tone compensation before the Institute of Radio Engineers at a recent meeting in Atlantic City. The system will probably be introduced for use with sound motion picture equipment and speech amplifiers of all kinds, as well as for radio, by the Patent Electric Company, which has acquired all rights.

mental amplifier used by the designer appears on this page.

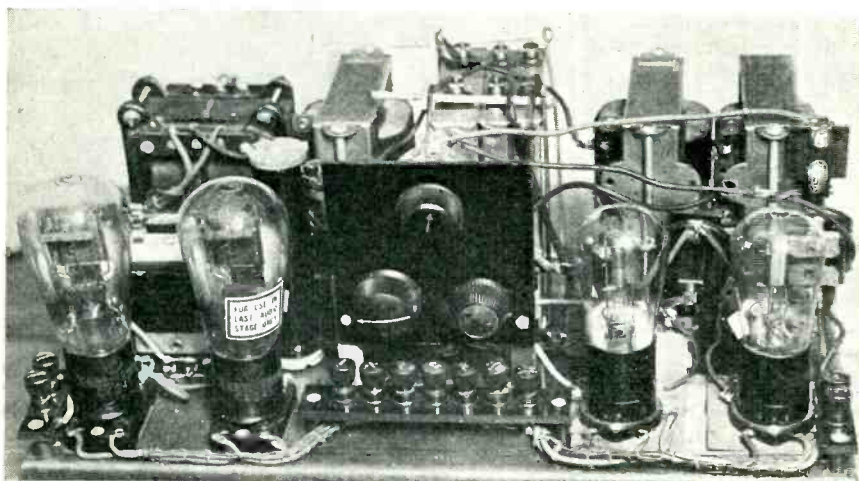
Regarding the necessity for corrective devices of this type, Mr. Aceves makes the following interesting statement which applies equally as much to radio transmission and receiver amplifiers as to the electrical recording and reproduction of music:

"It does not seem commercially possible to transmit, record or amplify with absolute fidelity. In addition to varying acoustic conditions, both in the studio and in the home, other mechanical difficulties occur. In the phonograph record field, for example it is apparent that if the bass tones were recorded at their natural volume, the amplitude of the waves engraved on the record would exceed by many times the customary width of the groove and it would be necessary either to make the space between the grooves larger, with consequent reduction of the duration of the selection rendered, or to increase the outside diameter of the record. Either of these alternatives would be commercially unfeasible; hence the necessity of reducing the amplitude and consequently the volume of the low-tone waves.

"In the upper register, we also have a limitation imposed by the thickness of the needle point which increases very rapidly during the first few revolutions of the disk on account of the excessive pressure (at the start it is some thirty thousand pounds per square inch). With a thicker point, the needle cannot follow the very fine indentations in the record groove corresponding to the high frequencies because they are smaller than the diameter of the section of the needle that is engaging the groove of the record, and if they are slightly larger the note will sound true but not with full intensity.

"We must supply something that is lacking in the record but we must likewise eliminate other things that are not in the record but which appear in the reproduction. Of these, two are particularly offensive and are quite common. One is the 'surface noise' or needle scratch, and the other is the resonant frequencies in the whole electrical and mechanical chain that links the recorded wave with the air pressure wave that affects the ears of the listeners. Usually acoustic resonance in the loudspeaker and in the surrounding space predominates.

"Before we can have natural reproduc-



The compensator will probably be licensed to set manufacturers for incorporation in standard audio amplifiers and may also appear as an accessory. The photo shows an experimental amplifier incorporating the system, the tubes being part of a standard amplifier using a final push-pull stage. Most of the tone control equipment may be seen directly over the panel. Commercially, it will probably take up very little extra room.



tion of recorded music, we must compensate, first, for a deficiency in recording by reinforcing bass notes below 100 cycles; second, for needle wear, by reinforcing treble notes above 1,000 cycles; third, for surface noise by eliminating it entirely through filtration of a comparatively narrow band of frequencies in which it is encountered and finally, for defects in the amplifier, loudspeaker and even for resonant properties of the room in which the speaker is used, by reducing in intensity those frequencies which are accentuated or subdued by this vast electrical, mechanical and acoustical chain."

Use of the Aceves compensator, according to the designer, permits the user of a receiver so equipped to correct for normal transmission distortion, as well as to adjust his set for particular acoustic conditions of a room. It compensates for the cut-off of the higher frequencies in the process of radio frequency amplification and detection and corrects for the suppression of bass notes where an amplifier or speaker has not a perfect low frequency response curve, thus securing greater fidelity of reproduction at volumes more nearly approaching normal. Patent Electric has acquired all rights.

## Keep Up to Date

Several 1930 sets use "diode" detector circuits in which the tube serves also as an automatic volume control. For this reason, Mr. Hirsch's article will be of general interest and will also facilitate the testing and servicing of receivers using such circuits.

Similar articles on such receiver refinements as resonance tuning meters, screen-grid power detection and broad-band r.f., prepared for Radio Retailing by authorities, will appear in early issues.

# What Servicemen Should Know About Two-Element Detection

Typical circuit combines rectification and automatic volume control

By Charles J. Hirsch

Research Engineering Dept.  
Thomas A. Edison, Inc.

THE two element detector operates on the principle of the rectifier tube. The desirable properties of any detector are:

**Sensitivity.** By this is meant the property of giving a large output for a small input.

**Linearity.** The detector is said to be linear if the output voltage is directly proportional to the input voltage. If the detector is linear, a station twice as strong as another station having the same percentage of modulation, will give twice the output. The older type of detector varied as a square law. With this device if a station was twice as strong as another station, the output was four times as strong. The linearity of the two element detectors is shown in Fig. 2.

The older type of grid leak grid condenser detector is more sensitive than the newer type but is easily overloaded on loud signals. Since radio sets are now generally employing a far greater amount of radio

frequency amplification than formerly, the detector must be able to handle larger voltages without overloading. The two element detector can handle greater power

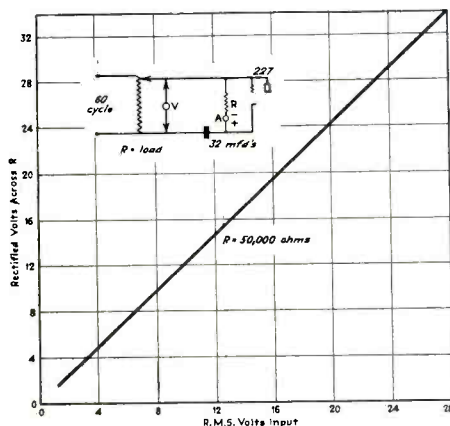
than the three element square law detector.

The detector must not adversely affect the circuit which feeds it. In general, the three element detector will add negative regeneration to the circuit which precedes it. If the two element detector works from a tuned circuit, it adds resistance to this circuit, decreasing its amplification and impairing its selectivity. This means that the two element detector must be fed from an untuned stage. (See Fig. 1.)

Some two-element detectors serve as a source of bias voltage for automatic volume control. For the operation of an automatic volume control we depend upon increasing the negative bias of the radio frequency tubes by an amount which depends upon the strength of the signal. Since the two element detector does nothing but rectify the signal, and since it is essentially linear, it is adapted to automatic volume control action.

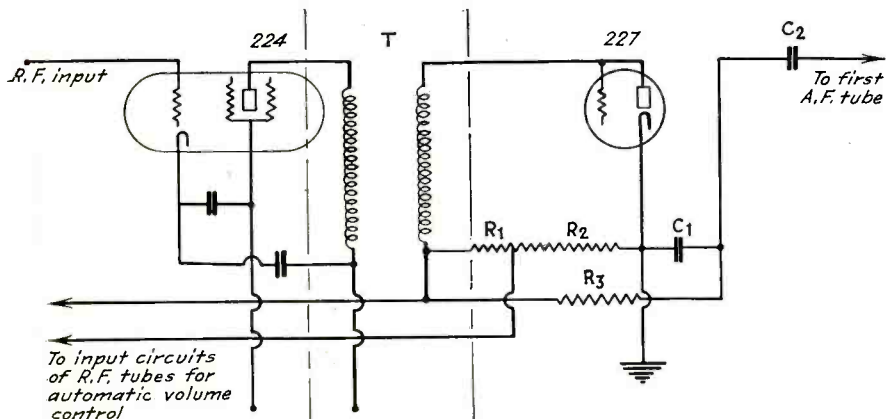
In the two element detector, the grid is used generally as an anode, the tube only detects and does not amplify. To obtain the same amount of audio frequency voltage out of the two element detector as we obtain out of the three element detector, we must add a stage of amplification. In other words, the detector only detects and the amplification is taken care of by another tube. While this requires the use of two tubes instead of one, the system is just as efficient as a three element detector because the latter would require a special tube for the automatic volume control. The characteristic of a two element detector using a 227 type tube with the plate and grid tied together is shown in sketch, Fig. 2. We see from this curve that the detector characteristic is very linear. About 10 volts are needed on the detector to overload the 245 tubes with full volume level at 30 per cent modulation. Since this voltage is maintained constant by the automatic volume control, we see that the two element detector has ample handling power.

In some types of two element detectors the plate is connected directly to the cathode. In others it is connected to the grid. With no signal impressed a high resistance voltmeter connected between cathode and anode should read about  $\frac{1}{2}$  volt. A set tester would, therefore, show no plate voltage, or at the most, very little. In testing, test for continuity and for correct values of various constants. The only important characteristic of the tube is its emission. The other usual constants are of little significance.



## Linear Response

Fig. 2—With normal output load the response of this typical two-element detector circuit is perfectly linear, i.e.: the audio output voltage supplied to the amplifier is an exact replica of the input r.f. voltage supplied by the r.f. system.



## Detection, Automatic Volume Control

Fig. 1—In this typical circuit, combining two-element detection and automatic volume control, an untuned transformer is desirable as the current taken by the detector would load a tuned circuit, resulting in impaired amplification and selectivity. (T)—Untuned transformer feeding two-

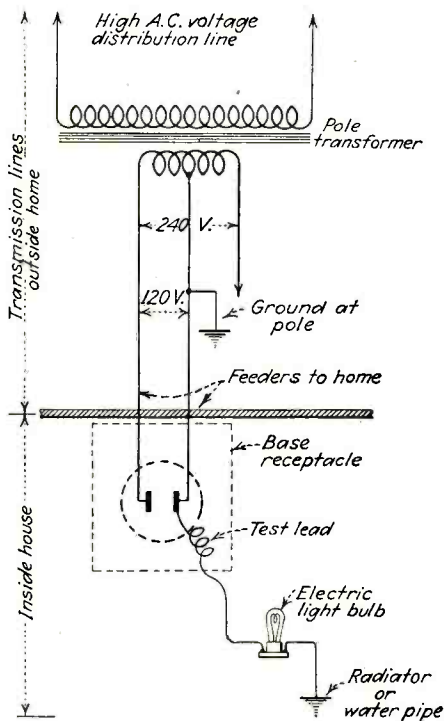
element detector. (R1 and R2)—Load of two-element detector. These resistors form a potentiometer circuit to give the proper voltages for automatic volume control. (R3)—Isolating resistor to keep r.f. out of a.f. circuits. (C1)—E. F. by-pass condenser. (C2)—A. F. blocking condenser.

## Reduces Line Noise

An interesting method of reducing noise pick-up from electric light lines when using an a.c. receiver is suggested by J. P. Kennedy, manager of the Kennedy South Bend Company, who writes: "Nearly all the a.c. light line feeders supplying homes in South Bend's residential district are supplied by center-tapped, 240 volt pole transformers, one wire being common for an entire neighborhood.

"The common, or 'dead,' wire is grounded at the pole but due to the voltage drop in this lead between the pole and a distant house it is not exactly at ground potential at the base receptacle to which the set is attached. This condition often permits this lead to act as an antenna, picking up undesirable line noise which is transferred to the receiver through the power-pack.

"We have had considerable success with the reduction of such noise pick-up by grounding the 'dead' wire at the base receptacle, using a series electric lamp test between both feeders and a radiator or water pipe to identify this lead. In many instances we found that a battery receiver operated much more quietly than an a.c. model before this connection was made but that the performance of the electrified set became satisfactory after the proper ground

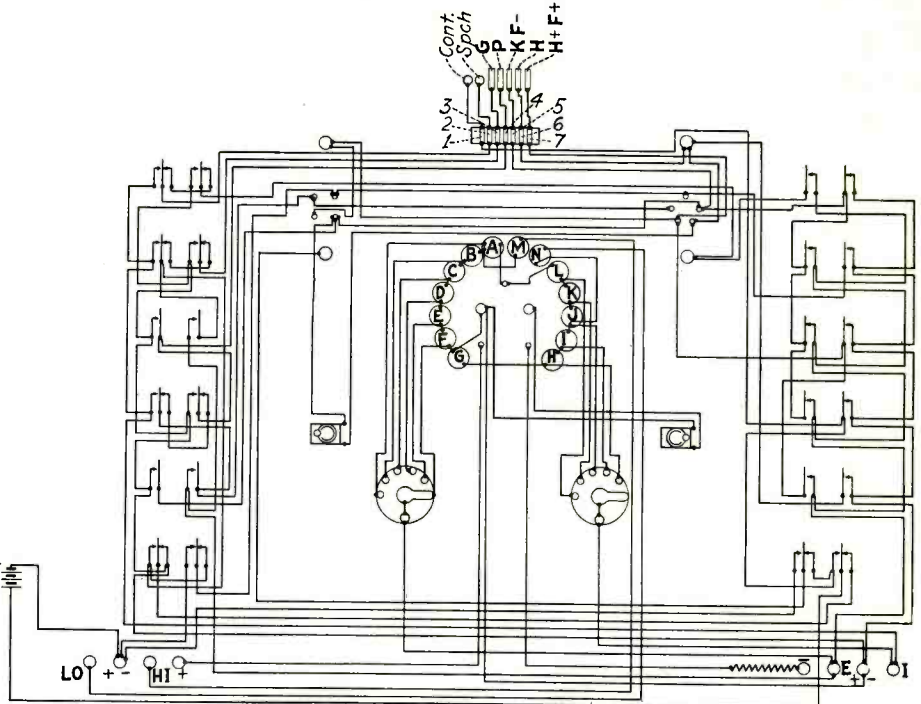


A grounded a.c. feeder may be found by testing from the two leads at the base receptacle to a radiator or water pipe through an incandescent lamp. The lead which does not light the lamp is grounded at the pole and may be permanently grounded inside the house to reduce pick-up of line noise by an a.c. set.

connection was made. Grounding the BX metallic covering also reduces noise."

This stunt was the means of selling out an entire stock of ground clamps for Kennedy. He advertised in the daily papers to the effect that he would give information free to anyone calling at the store on the subject of interference elimination. Most of the people who responded were told about grounding the neutral feeder line, made the experiment, using a clamp, and were pleased by the results.

## The New Supreme-90 Analyzer Circuit



Supreme Instrument's new service set, a companion item to the better known "Diagnometer" employs a single, double-duty a.c. and d.c. meter. It

permits current readings up to 300 mils., voltage to 900 volts and performs the ordinarily required functions of a portable analyzer. 1,000 ohms per volt.

## Chart for Quick Resistance Calculations

VOLTAGE IN VOLTS	CURRENT IN MA	RESISTANCE IN OHMS	POWER IN WATTS
KNOWN	KNOWN	$\frac{1000 \times \text{Volts}}{\text{MA}}$	$\frac{\text{Volts} \times \text{MA}}{1000}$
KNOWN	$\frac{1000 \times \text{Volts}}{\text{Ohms}}$	KNOWN	$\frac{\text{Volts} \times \text{Volts}}{\text{Ohms}}$
KNOWN	$\frac{1000 \times \text{Watts}}{\text{Volts}}$	$\frac{\text{Volts} \times \text{Volts}}{\text{Watts}}$	KNOWN
$\frac{\text{MA} \times \text{Ohms}}{1000}$	KNOWN	KNOWN	$\frac{\text{MA} \times \text{MA} \times \text{Ohms}}{1,000,000}$
$\frac{1000 \times \text{Watts}}{\text{MA}}$	KNOWN	$\frac{1,000,000 \times \text{Watts}}{\text{MA} \times \text{MA}}$	KNOWN
$\sqrt{\text{Ohms} \times \text{Watts}}$	$1000 \sqrt{\frac{\text{Watts}}{\text{Ohms}}}$	KNOWN	KNOWN

When making resistor calculations, two fundamental formulas are employed. Ohm's Law shows the relation between voltage, current and resistance in a circuit while the other gives the power consumed. By combining the two, twelve equations are obtained,

which permit rapid calculation. When using this chart (prepared by the International Resistance Company, find the horizontal line in which the two known values are marked KNOWN and the formula for either of the two remaining values will be found.

## Simple Record Card for Service

Job No. -----	Service Record
Name -----	Charge -----
Address -----	Cost -----
Receiver -----	Profit -----
Serial -----	Loss -----
Date Rec. -----	
Date Ret. -----	
Time -----	
Material -----	

The illustrated service record card, used by the Geddings Radio Shop, Columbia, S. C., is very simple and efficient. Immediately upon receipt of a trouble call one of these cards is filled out. This is afterward kept in a permanent file, and all time, labor and material charges are recorded on it.

# Seattle Sells *Entertainment Value*

**F**IRST sell the prospect the entertainment value of radio." This is the sales policy which has been adopted by the Seattle Music Trades Association. To extend this policy to the homes of prospects and customers, the dealers, jobbers and broadcasting stations of the Northwest have united in publishing a special weekly magazine which features outstanding radio programs and news of the broadcasting world.

Listeners were demanding more specific and interesting information than was obtainable from the newspapers. To meet this need the local radio association has started the publication, *Northwest Radio Weekly*. It is edited with the assistance of press representatives of the larger stations in Seattle and is publicized in part, through daily station announcements by the co-operating broadcasters as to where the magazine may be obtained.

This magazine belongs to the radio trade and is distributed *only* through radio outlets. The radio dealers agree to take a specified number of copies per week—according to the number of customers and the facilities for distributing this periodical to prospects in the store

and through the salesmen in the field. Dealers buy these magazines at the actual cost price and sell them for ten cents a copy.

One of Seattle's largest radio dealers, after selling several hundred copies of the magazine, stated, "I could have afforded to have given every one of these copies away. It has been worth a great deal to me to have several hundred people come to my store to inquire for the magazine." He struck the keynote of the distribution policy of the magazine.

Another dealer gives a six month's subscription to the magazine with each radio sold. Most of the dealers permit their salesmen to offer a complimentary copy of the magazine to likely prospects. This service is an excellent "entree." The 60 radio merchants who are now distributing the *Northwest Radio Weekly* in Seattle unite in their praise of the value of this idea for bringing new customers to their stores—and for increasing the volume of definitely "planned" listening hours per set owner and for its heightening of the public appreciation of the quality of local broadcasts.

## "For I'm the Captain Bold"

**B**ASED on the theory that an executive cannot obtain maximum results unless every employee feels an equal responsibility in the piloting of their business craft, Capt. Carl S. Wilkins steps down from the "bridge" every third week and puts his ship into the hands of one of its crew.

It will be noticed that nautical terms are used in the preceding paragraph. Not only is Wilkins actually a retired sea captain but his store, at 116 North High St., Columbus, Ohio, is fitted out in nautical manner. There is a 14 foot anchor outside, a "bridge" and "passenger deck" inside. Incidental trimmings complete this motif.

When the term "run the business" is used it means just that. Every man knows ahead of time just when he is going to take the helm and he is expected to start the inauguration of a distinct selling idea by means of which he will make his week a week of progress.

He is expected to trim his own windows, and to get them in on the first day. He is expected to have some concrete sales idea that will put drive into the entire organization, and is given complete authority to put his

plan into effect. If the temporary captain says that the store opens at 7 o'clock, that is when it opens. His command is not a command in name only, but is actual management of the business throughout.

"A week or two on the bridge," says Captain Wilkins, "will demonstrate pretty thoroughly whether a man has any ability or not. It gives him confidence and brings new ideas into the merchandising of the things we handle. The ability he displays when he is in charge is the basis on which his aptitude is judged. The lightweights merely fall by the wayside and give way to the solid, substantial men who have something to add to the business."

Wilkins is quick to attribute the lion's share of his noteworthy success to ideas that have come from men under him. "Progress," says Wilkins, "is bound to be more rapid if the thinking of an organization rather than just the thinking of one man is behind it. I do not attempt to pass judgment on the soundness of any new idea that is inaugurated. I simply give its originator an opportunity to work it out, and if it is sound, the worth will be demonstrated quickly."

## Midgets *Hit the East* (Continued from page 57)

become more or less standard midget practice in the West, where the dealers have had considerable merchandising experience.

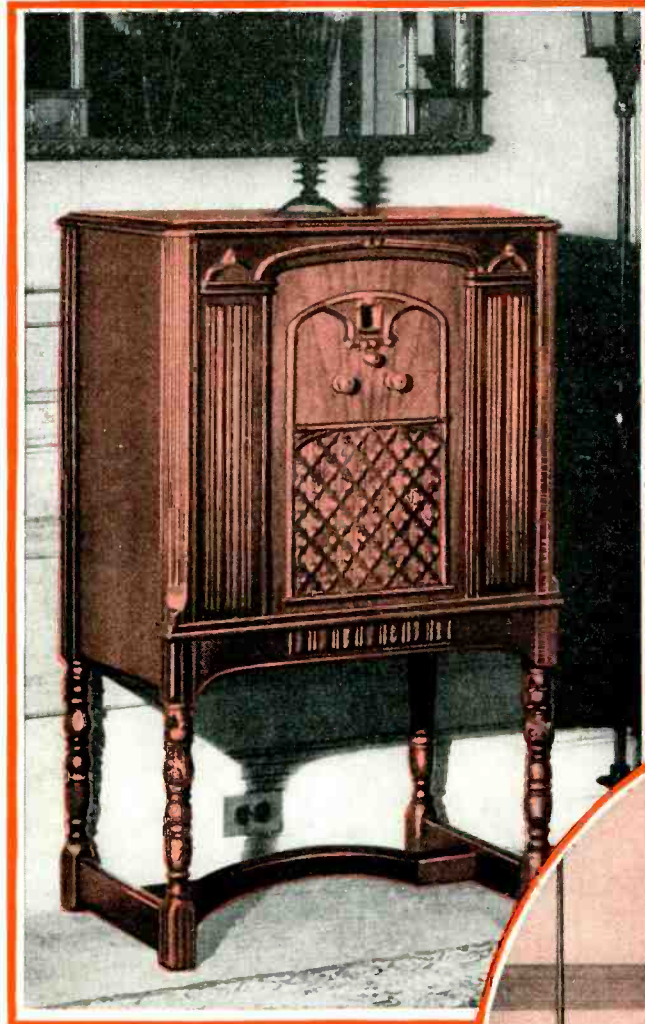
As far as we can determine, Daniels' console sales have not been adversely affected by the handling of "Juniors." His sales this year are running about neck-and-neck with last season, the "package" business being extra. These miniature models were sold to people who would not ordinarily be prospects for larger sets anyway.

There is a remote possibility that *improper* selling might conceivably affect the console market, though no indication of this condition has yet come to our attention. Shortsighted salesmen could no doubt sell such sets

where larger models would find acceptance with the application of a little salesmanship. But obviously it would not be worth the candle to secure volume midget business at the expense of the larger consoles having greater discount spread. And fortunately radio has come to be considered as a valuable piece of ornamental furniture as well as an essential appliance for the average modern home, so the possibility of such a partial "eclipse" is very remote. Small sets have a definite place and fill a long-felt need.

Midgets are undoubtedly money-makers, if properly handled. Progressive dealers will give them a whirl, with a weather-eye on selling costs.

# RCA Radiola Dealers



**RADIOLA MODEL 80**—The new, 9 tuned circuit, Radiola Super-Heterodyne combined with Screen-Grid, in a 9 tube chassis. Magnified and illuminated tuning dial, accurately calibrated in kilocycles, volume control, local-distance switch, push-pull power amplifier, improved electro-dynamic speaker, and completely hum-free filter. Radiotron complement four UY-224, two UY-227, two UX-245, and one UX-280. Cabinet constructed of handsome, five-ply walnut veneer, early English design.



**RADIOLA MODEL 86**—A combination instrument. The new Radiola Super-Heterodyne combining Screen-Grid, with addition of Tone Color Control. Radiola electric phonograph, including constant speed induction disc motor, volume control, automatic stop and the new "Inertia Pick-Up." Beautiful cabinet of early English design. Walnut and veneers used on the cabinet and instrument panel and figured butt walnut on the French doors.

**RCA** Radiola

# all set for a *profitable* year!

New prices and new models make every single customer a prospect for a Radiola Super-Heterodyne!

**N**EVER has the trade given a new instrument such an ovation!

Never have dealers seen such opportunity for profit!

Never has the biggest name in radio offered such outstanding value!

Throughout America Radiola Dealers instantly recognized the new RCA Radiola Super-Heterodyne as an instrument which will practically sell itself on performance . . . on beauty . . . on price . . . and yield a clean profit!

New prices within the reach of all enable you to turn every "low-priced set" prospect into a Radiola Super-Heterodyne BUYER!

For this new Radiola is *four* times more sensitive than any recent model, *three* times more selective, and so much finer in tone that it can hardly be compared with any recent model.

This new Radiola is the result of seven years' intensive research by the world's foremost group of radio engineers

With this highly perfected instrument . . . with production facilities now concentrated in one spot . . . with an aggressive advertising and sales promotion campaign in full swing . . . and with a new factory policy which prevents the trade from being over-supplied or under-stocked, dealers simply can't help doing a lucrative Radiola business this season.

Radiola Division, RCA Victor Company, Inc.



**RADIOLA MODEL 82** — The new Radiola Super-Heterodyne combining Screen-Grid as in Model 80 with the addition of Tone Color Control. Cabinet of early English design showing Jacobean influences. Doors hinged with an inconspicuous pivot to lie flat against the end panel. A de luxe cabinet, acoustically matched to the improved electro-dynamic speaker.



The factory at Camden, N. J., where Radiolas are built by the most modern methods of straight-line production.



## SUPER-HETERODYNE

# Editorial Comment on

## The New List Prices on Radio Tubes

ANOTHER reduction in radio tube prices, just announced, is evidence of the continued engineering and manufacturing progress being accomplished in the tube field. It also indicates the long-range wisdom of the tube makers in sharing their production economies with the buying public. As production efficiencies have increased and development costs have been retired, tube prices have steadily come down. Automatic machinery has had a big part in effecting these reductions. The increasing number of tubes made annually (75 million in 1929) affords an admirable field for the economies of mass production.

Of course, the spread between factory cost and selling price is still ample enough to permit further substantial reductions, as the development expenses of each type of tube are successively paid off. Such reductions may come, over a term of years, at prudent intervals.

But the reassuring note in the situation is the fact that the new and replacement market for tubes is being expanded by the same policy of progressive reductions, now being applied to radio tubes, as was worked out a decade ago in the incandescent-lamp field. The producers of both these vacuum products seemingly are alert to their responsibility to place in the customer's hands, the best possible device at the lowest price.

## And What a Lot of Prisoners There Are

PRISON wardens are fast permitting the use of radio in every cell. Joliet Penitentiary, Illinois, recently installed a central radio system for the entertainment of its inmates. This follows the examples of Eastern State Penitentiary, Philadelphia; the Ohio State Penitentiary, at Columbus; and the Iowa State Penitentiary, at Fort Madison.

There are over 1,000 ear-phone sets in the Ohio Penitentiary in addition to speakers in the workshops. Behind this picture of the new field for radio that is suggested by this growing trend, lies an opportunity for many dealers to investigate the possibilities of this market in their territory.

In many cases prisoners are allowed to purchase their own radio set from their earnings in the prison shops. And what a lot of prisoners there are these days.

## The Circus Still "Gets Them"

PATTERSON, of cash register fame, started life with a small coal business in Dayton, Ohio. Times were hard, it was a seller's market as it is today, and his little business was quite unknown.

Imagine the surprise of Dayton citizens when down Fourth Street, one day, jingled a brilliant red circus wagon drawn by two milk white steeds in gold-plated harness, and driven by an attendant in white overalls. As the equipage clattered past, the awe-struck bystanders noted that it was the new wagon of the Patterson Coal

Company. Before nightfall everybody in Dayton was talking. By taking to drama Patterson stole a march over his moneyed competitors.

A flair for attracting attention dramatically is to the radio merchant what a pretty face is to a girl. It enables him to succeed without great financial backing.

We laugh at the mother who exclaimed, as she watched a regiment parade, "Everybody is out of step but my son John!" If John was a modern merchant we'd suspect he was doing it with purpose aforethought.

## Against Theater Raffles

THE recent action of the Wisconsin Radio Trade Association in which, by resolution, it took a decided stand against "the practice of merchandising radio sets through the use of theater raffles or other such lotteries, by the coupon or the certificate method" merits attention.

The promiscuous use of theater coupons, or other publicity stunts depending upon chance drawings, not only violates the lottery laws of many states but, in the long run, is detrimental to the best interests of ethical radio merchants and has a bad effect on the buying public.

## Opinion Evenly Divided

	Primary Radio Dealers	Music & Phonograph Dealers	Electrical Dealers	Automotive Dealers	Dept. & Furniture Stores	All Groups Combined
WITH TUBES	49%	59%	53%	47%	51%	52%
WITHOUT TUBES	48%	39%	43%	52%	48%	46%
IMMATERIAL	3%	2%	4%	1%	1%	2%

"WOULD you rather sell sets shipped to you with tubes or without tubes?" *Radio Retailing* asked 6,000 typical dealers this question. Eight hundred and seventy-two replied.

As may be observed by a study of the above table, 52 per cent, or 452 persons, favored the set with its full complement of tubes direct from the distributor or factory, while 46 per cent, 400, seem to feel that the present practice was all right.

This information will be of particular interest to those radio wholesalers who are considering concertedly the wisdom of some universally applied policy which will make possible a more direct control of the proper distribution of tubes. The set manufacturer and the tube manufacturer also are vitally interested and for the same reason—better control over the ultimate distribution of their products after they leave the factory.

Apparently, however, the retailer does not consider the need for a new distributional relationship of these two key items an imperative one.

# Recent Developments

## Regarding the Government's Radio Census Tabulation

WHEN will the Government's figures on the total number of radio sets in the United States be available? The authentic answer to this question comes to our readers straight from the Director of Census, W. M. Stewart.

*To the Editors of Radio Retailing:*

To many people it may appear a simple matter to make a count of any one feature of the census—such as radio. This, however, is not the case. It is a very big job to make any tabulation from the census schedules of over 120,000,000 people. Each item must be taken in regular order or there will be endless confusion.

The first process is editing the schedules for the individual statistics. Over 2,000 clerks are now engaged on this branch of the work; which must be finished before the family card can be tabulated. Because of this, I am afraid it will be a year or more before we are able to release the authentic information concerning the number of radios in use.

I regret this situation very much as we would like to get out these radio figures in advance of certain others if it were possible to do so. The total population and total number of farms must come first.

Signed

W. M. STEUART,  
Director..

## But From a Private Source

ALTHOUGH the federal government will not be in a position to release its radio census figures for another twelve months, the National Broadcasting System, with the help of Dr. Daniel Starch, well-known economist, has conducted a radio survey of its own. Dr. Starch, through his corps of canvassers, interviewed 18,024 families throughout the United States.

Projected on the basis of this survey, NBC announces that 12,900,000 radio sets are now in use. This is approximately 43 per cent of the total number of families in this country.

But radio dealers and manufacturers need not be alarmed, for while over 75 per cent have sets equipped with five tubes or more, it also was disclosed that 52 per cent of those interviewed had had their sets for over two years. This finding practically reduces saturation to less than 25 per cent or one family in four with a worthwhile radio receiver.

The survey also disclosed that sponsored programs were in high favor and that 79 per cent of the total number of listeners operate their radio equipment almost as frequently in the summer time as in the winter months. The survey showed, furthermore, that 73 per cent tune in regularly on one or two favorite stations and are not interested in "DX."

## Making Time Stand Still

AN OWNER of a home motion picture machine is thrilled by the discovery that he can make time stand still. The phantom past can be conjured up at will. Baby John still crawls even though, actually, he has just started going to school.

These records are so personal and precious that their maker wants the man who sold him his equipment to join in his bursts of enthusiasm. The result is a revival of the camaraderie that existed when it was fashionable to build radio sets in the kitchen, and fascinated business men drank in every word the radio man uttered.

What's this worth to the radio dealer? Does a clientele whose average income is \$6,000 a year mean anything? The late Tex Rickard maintained that if one associated with the well-to-do a little of their gold would eventually rub off.

Making time stand still is today becoming a hobby with the well-to-do class. Surely home motion pictures, appealing to the eye while radio appeals to the ear, have worthy possibilities for the farsighted radio dealer.

## More About the Farm Market

WITH the advent of the 2-volt, low-drain, tube the possibilities of the farmer as a buyer of radio sets becomes of increasing interest.

That the farm market is a stupendous one is again emphasized by figures furnished by the National Electric Light Association. As of Jan. 1, 1930, there are 6,372,000 farms in the United States. But only 560,000, or 8.8 per cent, are electrified. The rest, therefore, must use battery-operated radio.

### Has It Come to This?



Courtesy of College Humor.



# New Products for

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



Crosley "Buddy"

## Crosley-Amrad Line

EIGHT new receivers, including a midget, a combination and three battery sets, under the Crosley trade-mark, and two models under the Amrad trade-mark, are being offered by the Crosley Radio Corp., Cincinnati, Ohio. The Amrad receivers are now being made at the Crosley factory.

### CROSLY

"Buddy" is a midget set, only 15 in. high by 15½ in. wide by 9½ in. deep. It uses three '24's, one '45, and one '30 and has an electro-magnetic power speaker. The hand carved effect in the



Crosley "Mate"

cabinet is produced by the use of the new Crosley "Repwood." \$64.50, complete.

"Pal" is a lowboy with the same tube equipment. The front and sides of the cabinet are Repwood, and it stands 25½ in. high. \$69.50.

"Mate" with the same chassis



Crosley "Arbiter"

and housed in a 30 in. high cabinet is \$75.

"Director" has sides and top

of 5-ply walnut veneer, with a front panel of Repwood. It uses three '24's, one '27, two '45's and an '80. The speaker is a Crosley moving coil dynamic power speaker and this model is equipped with automatic volume control. \$107.50.

"Arbiter" is the combination of the line. The set and speaker are the same as used in the Director model. \$137.50.

The Crosley battery models use three '22 screen-grid tubes,



Amrad "Rondeau"

two '12-A or '01-A tubes, and two '12-A power tubes. The table model comes in a metal case with crackled effect, in a brilliant yellow gold color. \$45, less tubes and batteries. A new type power speaker in metal case to match is \$14.

The battery "Crony" is an open face lowboy. \$84.50.

The battery "Partner" is \$38.50.

### AMRAD

Amrad "Rondeau" is equipped with four '24's, one '27, two '45's, and an '80 and an Amrad 249 dynamic power speaker. This model has automatic volume control. The cabinet is 37½ in. high by 25½ in. wide. \$150.

The Amrad "Sondo" is a combination, using the same chassis as the "Rondeau." The rounded corner, sides and front are of a new material known as "Carve-Art." The dimensions are 42½ x 28 in. \$240.—Radio Retailing, August, 1930.

## Accuratuner

A STATION selector, based on the band pass principle and known as the "Accuratuner" is now made by the Insuline Corp. of America, 78 Cortlandt St., New York City. Selectivity is obtained without the cutting of "side-bands" and as a result tone quality is unimpaired, the maker claims. The Accuratuner is connected between the aerial lead-in and the aerial binding post of the receiver.—Radio Retailing, August, 1930.

## Utah Antenna

UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago, Ill., has placed on the market an antenna. It has 25 ft. of lead-in wire, a gold finished wave collector, and lists at \$6.—Radio Retailing, August, 1930.



Model 76

## Atwater-Kent Sets

FOUR-POINT tone control, quick vision dial, dual volume control, and four console cabinets are the salient points of the line being shown by the Atwater Kent Manufacturing Company, Philadelphia, Pa.

The new set utilizes eight tubes, namely: three '224's, two '227's, two '245's and a '280.

In addition to the a.c. set, it is announced that there will be a d.c., a 25-cycle, and a battery set available also.

suitable to be placed along side a davenport or chair. It is finished with matched butt walnut front, back and top, and consequently may be placed anywhere in the room. The height is only 30½ in. \$125.

Model 76 is a highboy with sliding doors, standing 45½ high by 24 in. wide. It is finished in hand-rubbed walnut. \$145.

Model 75, the combination of the line, is very similar in general appearance to Model 70. \$195.—Radio Retailing, August, 1930.



"Junior"

## Jesse French Line

TWO highboys, two lowboys, and a midget set make up the new line of the Jesse French & Sons Piano Co., Newcastle, Ind.

The chassis in the console requires three '224's, two '245's, two '227's and a '280. The speaker is a dynamic.

The "Louis XVI" model is a walnut lowboy following closely the design of the period. The height is 40½ in. and the width is 26½ in. The price is \$136.

The "Florentine" is an Italian model highboy with French doors. It stands 47 in. high and lists at \$156.

The "Elizabethan" is a semi-highboy with hand carved apron and stretcher. The height is 42½ in. \$146.

The "Heppelwhite" is a highboy of bird's-eye maple, Oriental walnut and American burl walnut, 48 in. high. \$152.

The midget set, which in the French line is known as the Junior model, has the new Loftin-White circuit utilizing three '224's, one '245 and a '280, and a dynamic speaker. \$69.50 complete.—Radio Retailing, August, 1930.



Model 74

The speaker is a new and improved electro-dynamic. The quick vision dial is graduated in kilocycle channels so that each division represents a station. A tone control provides four distinct shadings.

Model 70 is a lowboy model in American walnut with



Model 70

matched butt walnut front panels. It stands 38½ in. high by 23½ in. wide. \$119.

Model 74 is a very low set,

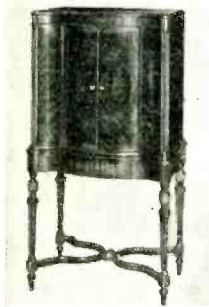
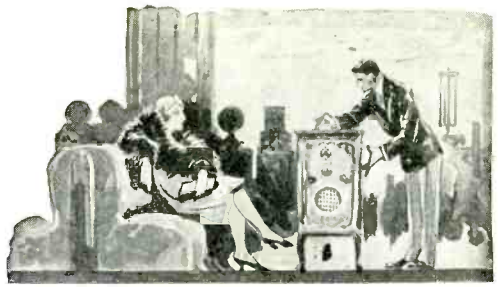


"Elizabethan"



# Dealers to SELL

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

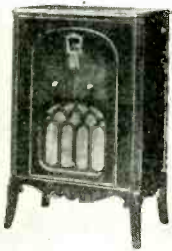


Model 132

## Majestic Line

AUTHENTIC period designed cabinets are being used this year to house the new Majestic line made by the Grigsby-Grunow Co., 5801 Dickens Avenue, Chicago, Ill.

The chassis which is common to each makes use of three '24 tubes, in three stages of r.f.



Model 130

amplification, a '24 screen-grid power detector, two 245's and a 280.

Model 130 is a lowboy in a Sheraton cabinet of walnut, with matched butt walnut front panel. This set has the Colotura speaker and lists at \$143.50, complete.

Model 131 follows the lines of



Model 233

the Heppelwhite period. It has reeded legs, fluted pilasters and a recessed center panel of matched butt walnut. \$163.50, complete.

Model 132 also from the Heppelwhite period, is a highboy,

and features what is called a "serpentine" front. This model has doors, and lists at \$193.50, complete.

Model 233 is a combination in a Queen Anne cabinet of walnut. Two full length doors conceal the record compartment. The price, complete with tubes, is \$271.—*Radio Retailing*, August, 1930.

## Philco Midget and Concert Grand

THE largest and the smallest models ever to be produced by the Philadelphia Storage Battery Co., Philadelphia, Pa., are now ready for the market. The "Baby Grand" is a midget set using seven tubes,



Baby Grand

of which three are screen grids, two being employed in tuned r.f. stages. Push-pull audio is also incorporated. A tone control is standard and the dial is illuminated. This junior model is 16 in. high x 17½ in. wide. Price, \$49.50, less tubes.

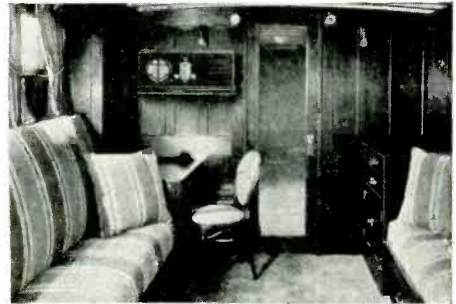
The "Concert Grand" is a combination built on rather un-



Concert Grand

usual lines. The sides are receding so that it will fit into a corner of the room. Another feature of this model is the baffleboard said to be the largest and heaviest in use. It measures approximately 12 ft. square. The Philco "screen grid plus" chassis is used and the tone control regulates not only the radio reception but the phonograph unit as well. The cabinet is American burl and butt walnut and measures 45 in. high by 43½ in. wide. \$350, less tubes.—*Radio Retailing*, August, 1930.

## Bosch Set for Motor Boats



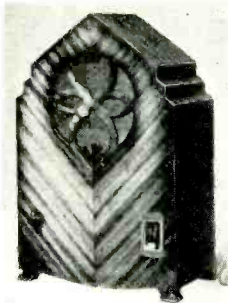
A space saving installation of the Bosch 84. The cabinet is bolted to the shelf. Batteries can be stowed away in a compartment below.

THE cabin model motor-boat radio set made by the American Bosch Magneto Corp., Springfield, Mass., has the same chassis as the auto-radio set. It is housed in a mahogany cabinet complete with speaker. The proper nautical touch is given by the "anchor design" speaker grille. It is small and compact, and can be mounted on a shelf. It operates from a 6-volt storage battery and dry cell B-batteries. Four 224's and a type 112A make up the tube equipment. It is known as the Model 84 Cabin Cruiser, and lists at \$80 less tubes and batteries.

The regulation auto-radio can be used on the open cruiser type of boat, and is mounted just the same way as on a car, that is,—underneath the cowl, the control unit being located on the dash.—*Radio Retailing*, August, 1930.



are as follows: type '24, \$3.30; '27, \$2.20; '45, \$2; and '80, \$1.90. De Forest announces the following prices: \$3, \$2, \$2.50 and \$2.50.—*Radio Retailing*, August, 1930.



## Apex Midget Set

FOLLOWING the tendency toward simplicity in design, the United States Radio & Television Corp., Marion, Ind., announces its "Gloritone" midget receiver in a modernistic cabinet.

It is a screen-grid set, using two 224's, one 227, one 245 and a 280. The electro-dynamic speaker is concealed by a gold-tint grille cloth. The Gloritone weighs but 26 lb. and is 20 in. high by 15¼ in. wide, by 7 in. deep. The cabinet is American walnut with a front panel of V-shaped, two-toned wood. Intended retail price, complete with tubes, \$59.50.—*Radio Retailing*, August, 1930.

## Tube Price Reductions

LIST prices on four popular L type tubes have been reduced by RCA Radiotron, CeCo, and Arcturus. The new prices

## Brunswick Automatic Panatrop

DESIGNED to play twenty records without personal attention, a new automatic Panatrop has just been introduced by the Brunswick Radio Corp., 116 W. 42nd St., New York City. It is known as Model 42 and incorporates the armored chassis used in the regular receivers this year. Features of this combination are tone control, uni-selector dial, and a noiseless type motor operating the record changing device. The intended retail price is \$450.—*Radio Retailing*, August, 1930.





Model 301

## United Engine Company Sets

UNITED Radio chassis Model 50, which takes four 224's, two 245's, a 227 and a 280, are used in the Models 301, 302 and 303, just placed on the market by the United Engine Company, Lansing, Mich. This chassis is equipped with a tone control and has a dynamic speaker.

Model 301 is a lowboy with grided walnut front panel and sides. It stands 40 in. high. \$99.50, complete.

Model 302 is a highboy with a complete front of butt walnut, except for the upper applied panel. This cabinet is 47 in. high and lists at \$109.50, complete.

Model 303, the deluxe highboy uses rosewood on the doors, as a contrast to the butt walnut front. It is slightly higher than the Model 302, and lists at \$110.50, complete.

United model 55 nine tube chassis with automatic volume control, can be supplied in any of the above cabinets at a slight additional cost.—*Radio Retailing*, August, 1930.



## Stettner Cabinets and Speakers

TWO new "Stenola" console cabinets, model 37 high boy for straight radio and model 200 combination, with built-in turntable and electric pick-up have been placed on the market by the Stettner Corp., 669-675 Kent Ave., Brooklyn, N. Y. Both models incorporate the "Stenovox" speaker, which is an effective combination of a dynamic cone and a spruce baffle constructed in the form of an auxiliary horn. The speaker aperture is thus beneath the cabinet and is not exposed to view.

Model 37 is available in walnut, either with or without doors, is a high boy type and accommodates most standard chassis sizes. Model 200, the combination, is also in walnut, size 44 in. high, 27 in. wide and 16½ in. deep. It's panel size is 10½ in. by 13 in., which accommodates a chassis 14 in. high by 21 in. wide by 10 deep.—*Radio Retailing*, August, 1930.

## New Bell & Howell Camera

AMATEURS and semi-professionals who prefer 35 mm. film, will be interested in the new "Eyemo" camera of the Bell & Howell Co., 1801 Larchmont Ave., Chicago, Ill. This camera includes the major features of the Filmo 70-D, having seven film speeds (4, 6, 8, 12, 16, 24 and 32), a built-in turret head accommodating three lenses, a variable area viewfinder, and a relative exposure indicator.

In addition to these, it has an integral crank which permits hand cranking whenever desired.—*Radio Retailing*, August, 1930.



## Projectors

MODEL A "Pekoscope" movie projector made by Peko, Inc., 2400 W. Madison St., Chicago, Ill., is for use on 110 volt a.c. It comes equipped with 32 candle power, 6-8 volt single contact automobile headlight lamp and built-in transformer. \$42.50.

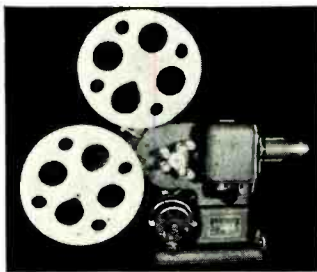
Model "A" can be converted to use a 50 watt, 110 volt bulb for use on d.c. and requires only a 50 watt 110 volt lamp and a lamp socket and cord to do this.

Model "D," for use on 110 volt a.c. or d.c., has a 50 watt, 110 volt lamp, which gives a clear blue white illumination. Price, \$42.50.

Model "B" for use on a 6 volt storage battery has a special 6 volt motor, making it ideal for trips and outings. \$45.

The "Motioscope" is a 16 mm. hand-cranked projector. It takes a 100 ft. reel and is priced at \$29.50. Universal motor and attachments, \$8.50 extra.

A new 16 mm. camera (100 ft. capacity, F3.5 lens) listing at \$57.50 will be ready for the market shortly.—*Radio Retailing*, August, 1930.



## Electrolytic Condenser

UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago, Ill., now makes an electrolytic hi-capacity condenser, the peak operating voltage of which is 500 volts.—*Radio Retailing*, August, 1930.



## Gilbert Midget Set

A MODERNISTIC touch is given to the midget set made by R. W. Gilbert, 2357 W. Washington Blvd., Los Angeles, Calif., by the design over the speaker grille. This set uses four 224's, one 245 and one 280, and has a dynamic speaker. Its dimensions are 14½x13½x9 in. A phonograph jack is provided. The intended retail price is \$69.50, complete.—*Radio Retailing*, August, 1930.

## Silver Auto-Radio Set

THE auto radio set made by Silver-Marshall, Inc., 6401 65th Street, Chicago, Ill., is a compact affair, measuring 12 in. long by 7½ wide by 6½ in. deep. It uses three screen grid tubes, including detector, a 112-A and a 171-A. The magnetic speaker is octagonal in shape and is 9½ in. wide by 3 in. deep. It can be readily attached to the car bulkhead, under the cowl.

The receiver, factory wired, lists at \$79.50. The speaker is \$15. Accessories for installation, including all other required equipment except tubes and batteries, are \$17.50. For cars with unusually ample "leg-room" under cowl, extra long brackets may be obtained.—*Radio Retailing*, August, 1930.



## King Set

THE set-up of the King Mfg. Corp., Buffalo, N. Y., this year makes available a chassis made by the above company, a Symington speaker made by Valley Appliances, Inc., Rochester, N. Y., and two Adler-Royal cabinets especially designed by the Adler Mfg. Co., Louisville, Ky., to house this chassis and speaker. Each factory supplies its own product and bills and ships its own merchandise to the dealer who assembles the set, which is merely a screw drive proposition.

The King chassis uses three 224's, one 227 and two 245's. It is self-contained and mounted on a pressed steel base. A phonograph jack is included. The price of the chassis is \$29.25.

Adler offers two cabinet models. Style 482 is a lowboy with a front of V-matched Oriental walnut veneers. Price, \$14. The height is 42 in. and the width 24½ in. Model 485 is a highboy 44½ in. high with sliding doors. Price, \$20.25.

The Symington speaker lists at \$5.50.—*Radio Retailing*, August, 1930.

## Trav-Ler Midget

BOTH a.c. and d.c. models of the new "Trav-Ler" midget set may be obtained from the Trav-Ler Corp., 1818 Washington St., St. Louis, Mo.

The speaker is an "electronic." This set comes in an attractive high-lighted cabinet, and weighs but 20 lb. The intended retail price for either a.c. or d.c. is \$59.50, complete.—*Radio Retailing*, August, 1930.

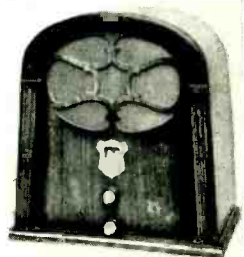


Ranger Midget

## New Radiotron Prices

List prices of the new 2-volt low-current consumption Radiotrons are announced as follows: 230 and 231, \$2.20; 232, \$3.30.

The filament rating of type 231 has been changed from 0.150 amp. to 0.130 amp. permitting more economical operation of battery receivers.—*Radio Retailing*, August, 1930.



## Brown & Manhart Sets

BROWN & MANHART, 6219 B. S. Hoover St., Los Angeles, Calif., offer a mantel set, a portable, a console and a combination under the name "Ranger."

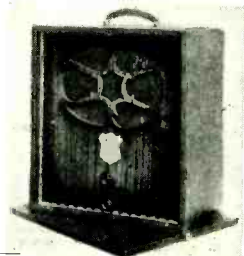
The tubes used in these four sets are three 224's, one 227, a 245 and a 280.

The midget set comes in a walnut cabinet, with a dynamic speaker. The measurements are 17½ by 16 by 10 inches. \$69.50 complete.

Model 45, a portable, is enclosed in a fabricoid case, of about the same dimensions as the midget. \$69.50, complete.

Model 48 is housed in walnut console, standing 34½ in. high. \$89.50, complete.

Model 60 is a combination, also enclosed in a walnut console. \$149.50 complete.—*Radio Retailing*, August, 1930.



Ranger Portable



Simplex Midget

### New Simplex Sets

**SIMPLEX RADIO CO.**, Sandusky, Ohio, offers for the coming season a midget set and three consoles.

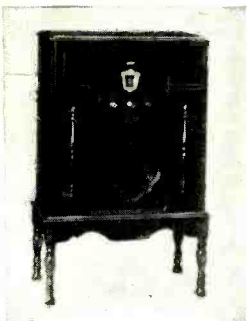
The midget uses three 224's, one 245 and a 280, and has a dynamic speaker. It comes in a burl walnut cabinet 13 in. wide by 18 in. high. Like all other Simplex sets, a television attachment is included. The intended retail price is \$59.50 less tubes. For 25 cycle or 220 volt operation, add \$5.

In the regular line, the chassis takes three 224's, one 227, two 245's and a 280. It has four tuned stages and tone control.

The lowboy (27 in. high by 22 in. wide) lists at \$98.

The Carlton, also a lowboy, but 9 in. higher, is \$115.

The highboy, which measures 47 by 26 in., is \$129.—*Radio Retailing*, August, 1930.



The "Carlton"

### Kohler Electric Plant

**KOHLER CO.**, Kohler, Wis., makes a portable four-cylinder engine directly connected by means of an extended crankshaft with an electric generator. It comes in five sizes, of 800-watt, and 1 1/2, 2, 5 and 10 kw. capacity, and is available in more than 50 different models. These units operate on gasoline, and supply 32, 110 or 220 volt d.c., or 110 or 220 volt a.c.

It is possible to operate 110 volt d.c. radio receivers directly from these plants, which start automatically when the set is turned on.

This company also makes a special attachment to eliminate interference caused by their generators.—*Radio Retailing*, August, 1930.

### 600 Watt Flasher

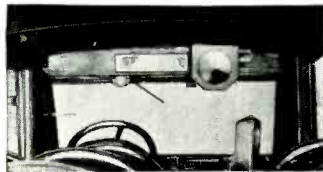
**EAGLE ELECTRIC MFG. CO., INC.**, 59 Hall St., Brooklyn, N. Y., is now making a new flasher plug which will operate up to 600 watts either a.c. or d.c., flashing from ten to fourteen times per minute, remaining "on" longer than "off."—*Radio Retailing*, August, 1930.

*Radio Retailing*, August, 1930

### Auto Radio for Buses

WITH the placing on the market of an auto-radio set especially designed for use on buses, another source of sales is opened to dealers.

The Automobile Radio Corp., 4311 32nd Place, Long Island City, N. Y., has perfected a "Transitone" bus type set which has sufficient amplification to insure reception from two magnetic speakers—one located in the front and one in the rear next to the roof.—*Radio Retailing*, August, 1930.



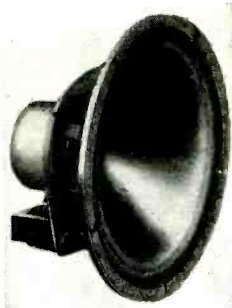
### Jensen Midget and Concert Jr., Speakers

**TWO** new electro-dynamic speaker units are announced by the Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill. They have been designed for use with automobile and the midget type radio receivers, and for similar purposes requiring a speaker of extreme compactness.

The "Midget" has all the features incorporated in the larger speakers. The cone diameter is 7 1/4 in. and it can be mounted in a space 8 1/2 in. wide by 4 1/2 in. deep.

The "Concert, Jr.," is offered to answer the demand for an electro-dynamic speaker of small size and good tone. A new design of moving coil assembly is used, and it can be mounted in the same size space as required for the Midget, although its construction is more sturdy.

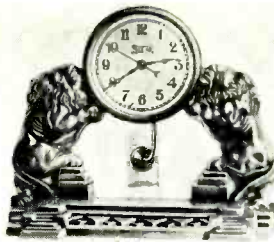
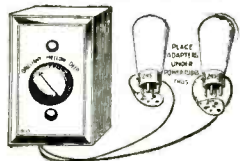
Both are available for operation on a.c. or d.c. The list prices are: Midget \$15.00; Concert, Jr., \$18.50; (for operation on 90 to 110 volt d.c.)—*Radio Retailing*, August, 1930.



Jensen Midget

### Bud Tone Control

**BUD RADIO, INC.**, 2744 Cedar Ave., Cleveland, Ohio, offers a device through which three degrees of tone are available: brilliant, mellow and deep. It is attached by placing the adapters under the two power tubes in the set. If the set has but one power tube, one adapter is placed under that tube, the adapter cut off the other wire and attached to the ground post of the set. The control box measures 4 1/2 x 2 1/2 x 2 1/2 in. The intended retail price is \$3.85.—*Radio Retailing*, August, 1930.



### Electric Clock with Radio Antenna

**A COMBINATION** electric clock and radio antenna, the product of the Aerial Insulator Co., Green Bay, Wis., is now available in a variety of models.

These clocks are equipped with a radio antenna which is electrically connected to the coil of the clock. They operate on 110 volt a.c. only.

Model 50, illustrated, is made of cast aluminum, finished in several shades of ivory and gold. It is 7 in. high with a 9 in. base. Price, \$14.50. Models 800, 900 and 150 are similar in appearance, and list at \$14.50, \$16.50 and \$14.50 respectively.

Six standard mantel models are also offered at prices ranging from \$14.50 to \$19.75.

A combination electric clock and sign carrying any message desired in red or green raised letters is another product of this company. \$22.50.—*Radio Retailing*, August, 1930.



### Tobe Auto Ignition Filterettes

**ALL** essential capacities and resistances are included in the Tobe ignition filterette kit which comes boxed complete with necessary units for four, six or eight-cylinder cars. They are put out by the Tobe Deutschmann Corp., Canton, Mass. A diagram showing exactly where connections should be made, with suggestions telling how best to obtain complete suppression of interference, is also included. The intended retail price for four-cylinder cars is \$10; for six-cylinder cars, \$12; and for eight-cylinder cars, \$14.—*Radio Retailing*, August, 1930.

### "Electromatic" Record Changer

**OVER** one-half hour of continuous music can be played with the automatic record changer which is put out by the Electromatic Record Changer Corp., 1421 S. Michigan Ave., Chicago, Ill. Any selection can be stopped at will or repeated as often as desired. There is a 7seconds interval between records and the capacity is ten records.

The "Electromatic" is furnished in any one of three ways: first, as an automatic record changer only; second, together with a pick-up; and third, as a complete unit, consisting of the changer, electric motor, pick-up, all fully assembled. The price of the complete job is \$30.—*Radio Retailing*, August, 1930.

### Cordonic Condenser Type Speakers

**IN** addition to being supplied in 1, 2, 4, 6 and 8 plate sizes, for extension tapestry wall speakers, Cordonic plate assemblies made by the Cordonic Corp., Holland, Mich., may be obtained for automobile radio sets, midget sets, announcer systems, theaters, automatic phonographs and a variety of other purposes.

Some of the features of this new condenser type speaker are simplicity of construction (only one moving part and three stationary parts); its plate size, 6 1/2 x 11 x 3/8 in. thickness; no magnets, coils or paper cones; and automatic universal adapter, making it ready for use with any standard radio set without change.

Extension tapestry speakers are furnished complete at the following prices: single plate, \$9.75 to \$14.25 without polarizer; 2 plate, \$14.25 to \$17.50; 3 plate, \$17.50; 4 plate, \$23.75; 6 plate, \$32.50.

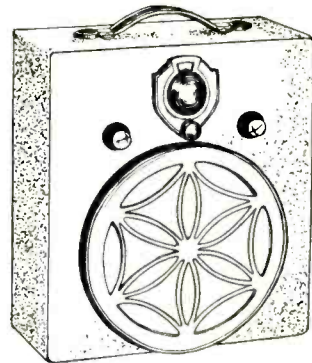
Manual and automatic adapters range in price from \$8.50 to \$11.50.—*Radio Retailing*, August, 1930.

### Crescentyne Portable Set

**UNDER** the trade name, "Crescentyne," the Crescent Radio Mfg. Co., Minneapolis, Minn., has brought out what it calls the "car-electric" portable radio set. It will operate on 110 a.c. or from any 6 volt d.c. source.

When used in the automobile, the current is obtained direct from the car battery through a plug-in cable that is furnished. A small antenna is placed in the top or under the running board, no ground being required.

The circuit uses three 224 and one 227 tubes and the speaker is a full size magnetic cone. B-battery equipment consists solely of two small 45-volt batteries. The plate current drawn is about 10 milliamperes. The case is made of cast aluminum and comes in an antique brown. It measures 14x12x5 in., and the weight, including batteries, is 22 lb. Intended retail price, \$49.50, less tubes and batteries.—*Radio Retailing*, August, 1930.



### Lens Cleaning Kit

**A SPECIAL** lens cleaning kit consisting of a scientifically prepared fluid for cleaning lens surfaces, a piece of hand-brushed chamois leather, a piece of lintless linen, and a camel's hair brush may now be obtained from the Bell & Howell Co., 1801 Larchmont Ave., Chicago, Ill.—*Radio Retailing*, August, 1930.

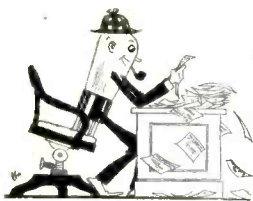
# Favorable Developments

## Other Events of

AUGUST, 1930

### Radio Corp. Opens Doors of Research for Television and Super-heterodyne Development—The Production Situation—Independents Lose Able Leader—Midget Sets a Growing Factor

By Detector



THE announcement by the Radio Corporation of America that it will throw open its doors of research and development covering electrical entertainment in the home, including television, to all of its receiver licensees, together with other recent happenings and declarations of similar import leads Detector to conclude that an era of greater harmony and conciliatory attitudes is in the offing.

The super-heterodyne circuit, the invention of Edwin H. Armstrong, is included in this license extension. This circuit, whose patents have heretofore been closely held by RCA, will unquestionably again trip before the footlights just as soon as certain manufacturers can revamp their present manufacturing and sales schedules. Already RCA, Westinghouse, Graybar and General Electric have announced that they will introduce a new super-heterodyne using four screen-grid tubes—formerly not employed in the superhet. This new circuit, it is claimed, is four times as sensitive and three times as selective as the former model. Production of

these instruments is now under way at the Camden plant. The patents covering other broadcast receivers such as the super-regeneration and home talkies are included in this new dispensation.

#### 32 Favored Ones

These new licenses were offered to the 32 licensees of Radio Corp. in letters mailed Friday, July 18. No mention was made of the royalty fee but Detector learns, on good authority, that no increase in the present royalty rate of seven and one-half



LLOYD TAYLOR  
(Above)  
Promotion Chief  
Sparks Withington

R. M. PETERS  
(Below)  
Chicago Mgr.  
Am. Bosch



per cent is contemplated. Among the 32 manufacturers offered this extended license privilege we note the Grigsby-Grunow Company. This concern, it will be remembered, recently filed suit against the Radio Corporation of America alleging the existence of an illegal patent pool in violation of the Sherman Act.

"By extending to other radio manufacturers the results of our research and development work we believe that a healthier stimulation will be given to the future of the art," states O. S. Schairer, RCA vice-president in charge of patents.

Another top executive of this corporation, President Sarnoff, just before sailing for Europe, again reiterated that the past patent actions of his company had been necessary for the stabilization of modern radio, "which could not otherwise have been established lawfully or brought to its present condition."

### Early Morning View of Exhibition Hall, First Western Trade Show



Late returns from the Pacific Coast indicate that the First Western Trade Show and Convention, recently held at San Francisco under the auspices of the Western Music and Radio

Trades Association, was a success, not alone from the standpoint of attendance, but also from the business-like and serious attitude of all present.

# Introduce Buying Season

## the Month Epitomized

NEW YORK, N. Y.

Mr. Sarnoff also intimated that steps were being taken to restrict production to actual demand for all companies affiliated with Radio Corporation. Quite recently personal interviews by Detector with other manufacturers brought forth corresponding sentiments.

### Independents Will Carry On

But RCA's recent conciliatory gestures will be taken with a grain of salt, in the light of a recent declaration from the camp of the independents. Despite the untimely passing of Ernest Reichmann, mainstay of the legal staff of the Radio Protective Association, the battle of the courts will be waged with unabated vigor, according to Le Roi Williams, director of patents for Majestic.

(Special to "Radio Retailing") "Apart from a feeling of tremendous personal loss, the death of Ernest R. Reichmann will have no effect on our legal campaign," he informs our western editor. "His passing will just shift the load. Fortunately there was no unfinished work in his hands. Former Senator James H. Reed will act as trial lawyer. There will be no deviations from our previous plans."

Mr. Williams further stated that conferences have been held with several tube and set manufacturers who contemplate joining Grigsby-Grunow in its suit.

### No Use Kidding Ourselves

There's no use kidding ourselves . . . the summer demand for the better type of console has been mighty mild. One new factor, however, has presented itself in certain sections of the country, particularly in the West where it originated—I refer to the advent of the "midget" set. This little \$55 to \$75 proposition has stepped into the breach and saved the business skin of more than one small dealer. It is now being introduced in the East and is meeting Detector's investigation discloses, with a more than normal demand.

What will be the ultimate net profit-making effect of this low-priced complete receiver is not, at this writing, even open to surmise. *Radio Retailing* will check its development carefully and will report fully to its readers. It is noteworthy that the recent "delayed pass" announcement of a very large manufacturer does not include this item in its line. On the other hand, two eastern concerns, almost as large, are seriously pushing it.

There is genuine significance in Philco's announcement of a "Midget" at \$49.50, less tubes. This looks like the start of a new trend.

### Tube Cuts Stir the Waters

Word comes from our Chicago office that the recently announced price reductions on RCA Radiotron tubes have tended to upset the equanimity of other tube manufacturers and a number of outstanding distributors. Modern competition is a severe taskmaster and seldom adapts its

### RADIOTYPES



LESLIE MUTER

Meet Leslie F. Muter, golfer extraordinary, one of the founders of the Radio Manufacturers Association, former president of the Leslie F. Muter Company, Chicago, and recently elected vice-president and sales manager of the Utah Radio Products Company, also of Chicago.

plans to conform with the desires of others. The following table tells the story:

Type of Tube	Old List Price	New Radiotron	New De Forest
224	\$4.00	\$3.30	\$3.00
227	2.50	2.20	2.00
245	3.50	2.00	2.50
280	3.00	1.90	2.50

And now Detector turns to his "Hell box," grabs his rubber cement brush and will dispose of many other bits of news clamoring for recognition.

### Peters is Chicago Manager for Bosch

R. M. Peters has been appointed to represent the American-Bosch Magneto Corporation in the Chicago area. He replaces Herbert Shoemaker, who resigned this position to enter the automotive field.

### Taylor Joins Sparton

That Sparton will intensify its policy of selling radio on the basis of musical merit is seen in the announcement that Lloyd Taylor has been engaged for sales promotion work by this concern. Taylor comes from the Pacific Coast, where he is widely known as a lecturer on musical subjects.

### C. E. Tracey Joins Gold Seal

Leaves National Union to Become Sales Manager, Croydon Division

Clyde E. Tracey, formerly sales manager of the Northern Manufacturing Company and more recently of the National Union Radio Company, is now associated with the Gold Seal Electrical Company as sales manager of its Croydon division. The present arrangement is the culmination of six months' negotiation.

Mr. Tracey states that he was largely influenced in his decision by the fact that Gold Seal tubes met the Croydon Airport (England) tests for long life and high amplification—hence also the name, Croydon division.

It is further announced that the new Gold Seal "Croydon" tube will be available for jobber distribution on or about the first of September.

### Vancouver Gets Next Year's Western Trade Show

Vancouver, British Columbia, gets the next western trade show, according to a majority vote of the delegates at the San Francisco affair.

At this time the members of the Western Music and Radio Trades Association also elected the following officers for the coming year: President, J. W. Kelly, Vancouver, B. C.; vice-president, James Fletcher; second vice-president, Don Preston; secretary, Daryl Kent; treasurer, W. C. Clark.

### U.N.C., Ltd., Enters Radio Field

The U.N.C., Ltd., Chicago, has entered the ranks of radio set manufacturers. This concern is putting out a small a.c. electric set known as "The Gnome," a modification of the new Midget type.

Eugene H. Henley, formerly owner of the Hill Pump Valve Company, of Chicago, is president; L. C. Jamieson, vice-president, and E. S. Davenport, sales manager.

### Show Space Well Taken

One of the best bits of optimistic news comes from G. Clayton Irwin, Jr., general manager of the New York and Chicago radio shows.

Mr. Irwin states that 85 per cent of the exhibit space in Madison Square Garden, the scene of the Seventh Annual Radio World's Fair, Sept. 22-27, already has been contracted for. A like proportion of space in the Coliseum, where the Chicago Radio Show is to be held on Oct. 20-26, also has been sold. A number of major companies have doubled their former requirements.



### Found at Sea

Eight hundred miles from home and no place to go. Judging by the picture, however, "Miss Philco" landed in good hands.

This baby balloon broke adrift at the Trade Show at Atlantic City and was picked up by the steamship West Aldara three weeks later.

### Crosley-Amrad Set-Up

While, as reported last month, the condenser branch of the Amrad Corporation has become affiliated with Magnavox Company, Ltd., the set manufacturing business of Amrad has been taken over by the Crosley Radio Corporation. This agreement carries with it the exclusive right to use the name, Amrad, in marketing radio receivers.

The radio set engineering staff, headed by Fred Johnson, has been moved to Cincinnati.

### Replacement Policy for Tubes

A standard tube replacement policy is being considered by the tube manufacturers affiliated with the Radio Manufacturers Association, according to B. G. Erskine, chairman of this group.

Approximately 40 representatives of the tube makers met at Atlantic City during the recent convention and discussed measures to overcome the practices of certain dealers and jobbers in returning tubes.

There is no question but that this matter of a uniform tube replacement policy and a method of ascertaining the causes of tube breakdowns and of placing the blame is a very vital issue in the tube industry.

### Fiske Factors, Inc.

Edward R. Fiske, formerly general sales manager of the Gold Seal Electric Company, has organized Fiske Factors, Inc., to represent radio and electrical concerns in the New York and New Jersey areas.

This concern is now exclusive distributor for Jesse French & Sons, New Castle, Ind.; Hygrade Lamp Company, Salem, Mass., and the Waage Electric Company, of Chicago.

### Larry Wall Promoted

Larry Wall has been promoted to the position of advertising manager for the Colin B. Kennedy Corporation, South Bend, Ind.

In this capacity of additional responsibility the initiative of this radio personality will have a chance for full sway.

## Criticisms of Auto-Radio Unfounded, Says RMA

Misinformation and unfounded prejudices are responsible for criticisms of radio installations in automobiles. The safety and utility of auto-radio have been widely demonstrated, according to a statement just issued by the Radio Manufacturers Association.

"Radio installations in automobiles," said spokesman Bond P. Geddes, "result in reduction of driving speed and more careful operation of automobiles. Motorcar radio increases rather than reduces the safety of motoring. A trial of motorcar radio will convince the most prejudiced persons, and the public is asked to give motorcar radio a fair tryout."

A pamphlet, "Radio in the Motor-Car," may be obtained from the Radio Manufacturers Association.

### E. R. Reichmann Passes

Ernest R. Reichmann, well-known radio attorney, of the law firm of Urion, Drucker, Reichmann & Boutel, died July 9 at the Presbyterian Hospital, Chicago. He was 37 years old.

Mr. Reichmann was a founder of the Radio Manufacturers Association and of the Radio Protective Association. He was an attorney of outstanding ability and experience in the field of radio patent laws and was associated with former Senator James A. Reed, of Missouri, in the suit filed the latter part of June by the Grigsby-Grunow Company against the Radio Corporation of America. His passing will be sincerely regretted by the entire industry.

### Story & Clark Offers B C S Service

Story & Clark Radio Corporation announces the conclusion of arrangements with the Bankers Commercial Security Company whereby the latter will finance the installation contracts made by Story & Clark's radio dealers.

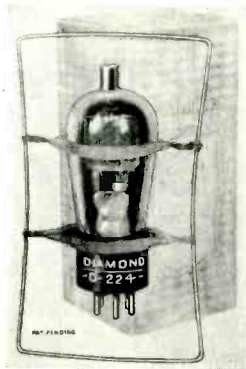
This step is in line with Story's policy

of offering a complete merchandising program. The tie-up with the Bankers Commercial Security Company will make radio by Story & Clark available through retail merchants on liberal purchase plans.

### I.R.E. to Meet in Toronto

The first International Convention of the Institute of Radio Engineers is to be held at the King Edward Hotel, Toronto, Canada, August 18-21. It is thought that 600 members will attend. Technical papers of interest to all engineers will be presented and special sightseeing and entertainment features are to be prepared for the ladies.

### Clever Packing Method



Showing the novel method of packing tubes adopted by the Diamond Electric Corp., of Newark, N. J. Rough handling in transit has been the cause of a large percentage of tube troubles. This simple but effective method certainly should reduce breakage.

As can be seen, two rubber bands fastened to a wire framework is all that is required.

### Jerry Jeter D.S.M. for Southwest

The RCA Radiotron Company, Harrison, N. J., is continuing its policy of territorial control through district managers by the appointment of J. P. ("Jerry") Jeter as district sales manager for the Southwest. Mr. Jeter will establish his headquarters at Dallas, Tex.

Jerry is well qualified for his new opportunity as he is a Southerner by birth and as he has served the Radio Corporation of America for over six years as director of national farm sales. He has a personal acquaintance with a large number of jobbers and dealers throughout the entire country.

## Radio Shows and Conventions

<b>Toronto, Canada</b>	<b>Aug. 18-21</b>	<b>Pittsburgh</b>	<b>Sept. 29 - Oct. 4</b>
Fifth Annual Institute of Radio Engineers Convention		Pittsburgh Radio Show, Duquesne Garden	
<b>Los Angeles</b>	<b>Sept. 1-6</b>	<b>Philadelphia</b>	<b>Sept. 29-Oct. 4</b>
Eighth Annual Los Angeles Radio Show, Ambassador Auditorium		Third Annual Electric and Radio Show, Commercial Museum	
<b>Tulsa</b>	<b>Sept. 13-20</b>	<b>Minneapolis</b>	<b>Sept. 29 - Oct. 4</b>
Tulsa (Okla.) Radio Show, Merchants Building		Ninth Annual Northwest Radio and Electrical Show, Minneapolis, Municipal Auditorium	
<b>Rochester</b>	<b>Sept. 15-20</b>	<b>Boston</b>	<b>Sept. 29 - Oct. 4</b>
Sixth Annual Rochester Radio Show, Convention Hall		Tenth Annual Boston Radio Exposition	
<b>St. Louis</b>	<b>Sept. 15-21</b>	<b>Louisville</b>	<b>Oct. 2-4</b>
Sixth Annual Southwest National Radio exposition, New Coliseum		Louisville Radio Show, Jefferson County Armory	
<b>New York City</b>	<b>Sept. 22-27</b>	<b>Milwaukee</b>	<b>Oct. 7-12</b>
Radio World's Fair, New Madison Square Garden		Wisconsin Radio Exposition, Milwaukee Auditorium	
<b>Dayton</b>	<b>Sept. 25-27</b>	<b>Chicago</b>	<b>Oct. 20-26</b>
Dayton Radio Trade Show, Memorial Hall		Chicago Radio Show, Coliseum	

## Los Angeles Plans Radio Show for September

After considerable discussion as to the advisability of holding a radio show in Los Angeles this year, the Radio and Music Trades Association of Southern California has decided by an unanimous vote to go ahead with plans for a public show Sept. 1-6.

Two major changes from the program of previous years are announced. In the first place, all booths will be standard, thus eliminating competition in display structures and cutting the expense of exhibiting. And, secondly, instead of continuous programs from alternating stages, shows will be given at stated hours and of limited duration from the main stage of the pavilion where chairs will be arranged for auditors.

Waldo T. Tupper, who has successfully conducted radio shows in Los Angeles for some years, has been engaged again as managing director.

## Blackman Represents Clarion

The Blackman Distributing Company, Inc., West 23rd St., New York City, has been selected as the exclusive wholesaler for the Clarion line of receiving sets for Metropolitan New York and a large area of the northern and western parts of New York state.

The Transformer Corporation of America, Chicago, manufacturer of Clarion sets, points to the fact that the Blackman concern is one of the largest and oldest outlets in the East. Its president, J. Newcomb Blackman, is very prominent in industry affairs and is this year's president of the National Federation of Radio Associations.

## D'Elia Wins Sales Trophy



Because the D'Elia Electric Company, Inc., Bridgeport, Conn., did the best distributing job for Atwater Kent three months running it gets the silk-lined loving cup.

On the receiving end (right) is Charles A. D'Elia, president of this concern, of the Albany Distributing Corporation and of the Societa Italiana Commerciale D'Elia. Some bambino! The donor is Frank Dewey, divisional supervisor for AK.



## Board of Directors Radio Wholesalers Association

### About Those Distributor-Dealer Meetings

*This is the time of the year when publicity releases and banquet photographs covering distributor-dealer get-togethers descend upon the head of "Detector" like snow flakes on an Alpine traveler.*

*Assuming 60 manufacturers, each with 60 distributors—if each distributor holds but one "best ever" whoopee party for dealers—well, figure it out for yourself, gentle reader.*

*Sorry we cannot report this epidemic of district conventions individually and print all the merry banquet scenes—fried chicken 'n' everything.*

*Now that you know how it is, you will forgive us, won't you, Mr. Press Agent?*

### Hudson-Ross, Chicago, Moves

Visitors to Chicago stepping off the train at the Union Station or the Chicago and North Western Station may be interested to know that they are within a few blocks of a growing center for radio distributors, located at 111 N. Canal Street. Hudson-Ross, Inc., distributor of Crosley-Amrad, has joined five other radio wholesalers at this address.

### CeCo Owns Six Distributing Outlets

The CeCo Manufacturing Company, Providence, R. I., recently established six, company-owned, distributing branches the better to give prompt sales and service attention to its dealers.

The names and locations of these branches are as follows: New Amsterdam Distributing Company, New York City; Penn State Distributing Company, Philadelphia; South New England Distributing Company, Providence; Commonwealth Distributing Company, Boston; Carnegie Distributing Company, Pittsburgh; and the Midwest Radio Dist. Company, Chicago.

### New Connections

Butts & Ordway Company, Boston, has been appointed Story & Clark distributor in the Boston territory.

Glasgow-Allison Company, Charlotte, N. C., has been appointed Lyric distributor for that territory.

W. E. & W. H. Jackson Company, San Francisco, is Clarion distributor in northern and central California.

McIntyre-Burrall Company, Green Bay, Wis., will handle the distribution of Edison radio in the Green Bay and Milwaukee territories.

Keystone Radio Corporation is now exclusive Crosley-Amrad distributor in western Pennsylvania. This concern is located in Pittsburgh.

Salt Lake Hardware Company is now distributor for Bosch radio in Idaho, Utah, Wyoming and eastern Nevada. The main office is at Salt Lake City with branches at Boise and Pocatello, Idaho.

### Horses! Horses!



It's a quaint old Texas custom—this riding two horses at once. Here's W. L. Cohn about to mount his noble steeds in the manner of the cavalry riders, so to speak.

Mr. Cohn is president of the Radio Equipment Company, Dallas, Tex.

## Helpfulness—The Chief Factor in Selling Quality Records

(Continued from page 54)

one who can give an intelligent account of himself when it comes to helping a customer in the purchase of the very life blood of the business—records.

**G**RANTED, then, that the market is ready made for those who can take advantage of it, what are the requirements for a good salesman of better class records? What distinguishes those stores who have managed to develop their record departments as against those who can only claim occasional sales?

The whole thing can be summed up in one word, "Helpfulness." There are thousands of people who would be only too glad to make themselves the possessors of certain records if they only knew of their existence. They cannot, however, devote the time necessary to go through the catalogs with a fine toothed comb, and they know nothing about many of the available sources.

Again, each of these has natural likes and dislikes. To an alert salesman the mere mention of a certain piece of music should suggest at least half a dozen other items which are bound to interest the inquirer. In other words *records are not articles to be sold one at a time*. When a customer expresses a desire he immediately opens himself to almost unlimited suggestions.

In order to take full advantage of this peculiar condition, a salesman, in addition to having the general qualifications necessary to further the sales of any article, should develop himself along three lines: He should lose no opportunity to widen his knowledge of music in general; he should familiarize himself with the various record catalogs and the stock and he should be quite certain that he understands the instruments upon which he is to make his demonstrations.

**W**ITH such equipment there should be little room for confusing Siegfried with Ziegfeld or, in another equally disastrous case, put a customer who had asked for a Renée Chemet record into a booth with some of the two Helens' (Morgan and Kane) songs as a substitute. A surprisingly little knowledge of the type outlined below would be sufficient to have it understood that Siegfried's Funeral March is an orchestral number from Richard Wagner's "Goetterdammerung" and have its mention open up literally hundreds of other possibilities. Even less familiarity with things as they are places Miss Chemet as a violinist of the salon type.

By "widening his knowledge of music in general" it is not suggested that a salesman need attend classes in harmony and counterpoint. But he should be conversant with the subject. Who are the great composers? For what is each best known? What general type of music did he produce? Into what groups do they fall? If a person likes the music of Richard Strauss, for instance, what other composers would be likely to be favored by him? To become intelligent in this direction is not such a large order as it may sound and with sufficient incentive anyone can build up a useful amount of knowledge

in a short time; knowledge which will give increasing results as it grows with experience and which will save the embarrassment of just such errors described above.

Of course, knowledge of the catalogs and stock is essential but this will become progressively easier as interest in the music and composers develops. Browsing through the celebrity sections will result in an increasing acquaintance with what is going on. It is *absolutely necessary* to know who the great artists are, whether they sing or play an instrument, in what particular department they shine and how they are ranked in their own line. If a singer happens to be the current Metropolitan Opera sensation or a pianist is having a more than usually successful tour, inquiries are bound to result.

**A**N UNDERSTANDING of the instruments upon which the clerk makes his demonstration is not merely a matter of mastering their mechanics. Many dealers carry a full range of instruments, orthophonic and electrical, and knowledge of the musical capabilities of each must be acquired for full success. The machine also is on test, when records are being demonstrated, and an inquiry for a single record may easily result not only in the purchase of a dozen discs but in creating a desire for a new instrument.

In too many instances a customer is handed a record or a set, waved to a demonstration chamber and left alone. This may be the right procedure in the case of a regular purchaser, when mutual confidence has been established, but it will not help to make a consistent customer of someone who has dropped in casually to ask about a certain record.

While the records are being selected, endeavor to find out the *type* of instrument the prospect has. Whether it is the best you have at your disposal or not, start on it—but in so doing be careful that you arrange the sequence of records advantageously.

Music of lighter texture is heard to better advantage on acoustical machines. Piano records, string quartets, small string orchestras and songs of the salon variety with piano accompaniment should be demonstrated on these. Electrical reproduction tends to exaggerate the bass section and develop a roar which, if listeners are not accustomed to it, is apt to interfere with the purity of smaller music. These very qualities, however, are much to the advantage of the heavier type of orchestral selections. Such composers as Wagner and Strauss demonstrate the electrical machines at their best.

If the customer uses an acoustical machine and, from his original enquiry for a single disc, you have managed to develop an interest in several, divide the pile into two parts and start on the machine he knows with the selection suited to its peculiarities. When the kind of music which shows the electrical machine off to best advantage is reached, suggest moving and continue the demonstration under favorable conditions. In this way you will be on the road to selling both records and instrument.



Next  
Month

**W**HAT are radio men thinking with respect to next year's trade show and convention, and concerning the merchandising significance of these new midget receivers?

The September issue of "Radio Retailing" will answer these questions by presenting complete digests of the opinions of a substantial group of dealers and jobbers covering both of these interesting developments.



# IF THIS DEALER was amazed what will his CUSTOMERS be...?



"**WE** HAVE survived many a barrage of radio claims", said a well-known dealer, "but we're frankly amazed with the performance of the new Fadas."

Of course, we at the factory, were sure we had something extra special this year. Engineering huddles yielded up new and practical features galore; cabinet conferences developed the best looking furniture into which a chassis was ever tucked. And the completed radio delivered the famous faithful Fada tone with a new-found assurance that neither static nor station interference, neither unskillful tuning nor fanatical distance-getting could mar its superb beauty.

Behind the features listed on this page is the explanation of the amazement felt by the hero of our headline. They team up into a performance that dealers and customers alike call a remarkable advance over radio behavior to date. We assert that the new Fadas are the self-sellingest receivers of the day, permitting a demonstration before which sales-resistance crumbles as a lump of sugar in a cup of coffee.

How ready are you, Sir Dealer, for the radio-activity that comes with the Fall? Rest assured we're going to tell your prospects about these talented receivers in no uncertain terms. They'll want to see them before they buy. Why not write or wire us, at once, for the whole profitable story?

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

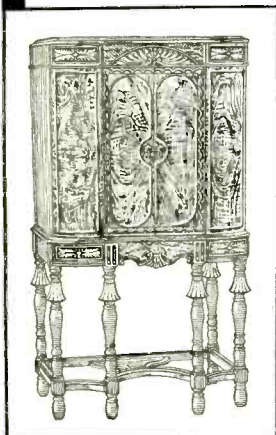


★ The New Fada 42—Open Face Lowboy, \$159 without tubes

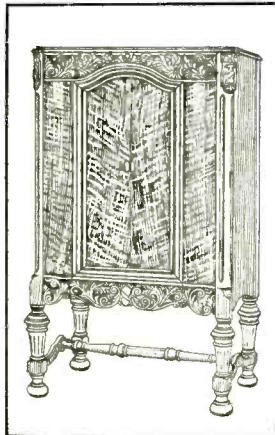
## ONLY THE NEW FADAS HAVE ALL THESE FEATURES

- ★ FLASHOGRAPH
- ★ BEAUTIFUL CABINETS
- ★ AUTOMATIC VOLUME CONTROL
- ★ ONE DIAL... One-Knob Tuning
- ★ NOISE FILTER
- ★ PHONOGRAPH CONNECTION
- ★ LOCAL DISTANCE SWITCH
- ★ FADA DYNAMIC SPEAKER
- ★ HUMLESS OPERATION
- ★ TWO-ELEMENT DETECTOR
- ★ PRE-SELECTOR TUNING
- ★ COMPLETE SHIELDING
- ★ TUBES—9, including 3 Screen Grid
- ★ REMOTE CONTROL SHAFT
- ★ FINER TONE

Same Prices West of the Rockies, Slightly Higher in  
Canada and for Export



★ The New Fada 46—Highboy, \$228 without tubes



★ The New Fada 44—Sliding Door Lowboy, \$188 without tubes

### OTHER NEW FADA MODELS

- ★ The New Fada 41—Highboy, \$218 without tubes
- ★ The New Fada 47—Radio-Phonograph Combination, \$328 without tubes

**FADA**  
Radio

*Philco  
adds the*

# PHILCO

**7 Tubes (3 Screen Grid)  
Genuine Electro-Dynamic  
Speaker built-in** ▲ ▲

**Double-Tuned Input Circuit  
Push-pull audio** ▲ ▲ ▲ ▲

**Philco Balanced-Unit QUALITY  
Selective — No Cross-Talk —  
Wonderful TONE — All-Electric**

*Genuine Walnut Cabinet*

**At the Astounding \$49.50  
Retail Price . . .** less  
tubes

**Sold With 7 Philco Balanced Tubes**

**F**OR the first time in radio history a perfect-performing, full-fledged Screen Grid Radio set is offered at a price that is simply irresistible.

The Philco Baby Grand is a marvelously engineered receiver that will out-perform sets now on the market at many times this price.

It is Philco QUALITY throughout. It has nothing but size in common with so-called "midget" sets. It is a REAL RADIO, and it is offered to you early in the radio season. Just think! A tremendous new market is now ready for you. And the beautiful part of it is: it will open up a brand new CASH and CARRY business without detracting in the slightest from sales of the standard line.

The Philco Baby Grand is READY. Carloads are on the way to the distributors RIGHT NOW. The debut of this amazing radio set will be announced to the public in THE SATURDAY EVENING POST, AUGUST 23.

Here is the "leader" you want to pull them into the store. Here is the home demonstration set that opens up prospects in your territory you have never been able to make a dent in. Here is the SECOND set to sell to customers who want one for the boy and girl in college; for Mother's room upstairs; for gifts; for the guest room; for hotels and clubs and restaurants—we don't need to tell you where YOU can sell The Philco Baby Grand—and we promise you that when you show it and demonstrate it your prospects will hardly believe that such a set at such a price can give this kind of performance.

### The Most Complete Radio Franchise In The World

now includes the most complete line of radios and radio-phonographs on the market—from Baby Grand at \$49.50 to Philco Concert Grand Radio-Phonograph at \$350, and including Screen Grid and Screen Grid Plus Consoles, Lowboys, Highboys and Radio-Phonograph Combination (\$198). Wonderful cabinets — VALUES in each model unsurpassed—Available for AC or DC current, and in a battery set . . . Transitone Radio for automobiles . . . Philco Balanced Tubes — every known product to make your radio franchise complete and profitable.

Philco is the Line that MADE REAL MONEY for dealers last winter — Sane production; no over-stocking; no obsolete models; NO DUMPING. If you want to PULL THROUGH this year, better see your Philco jobber TODAY.

**Philco is Going Ahead—Retail Sales for the first part of this season are 40 per cent AHEAD OF LAST YEAR! Dealers who have LINED UP WITH PHILCO**

# BABY GRAND

07.50  
18

## \$49.50!

LESS TUBES  
Sold with 7 Philco  
Balanced Tubes  
*Price slightly higher in Canada*



The Philco Baby Grand; Genuine Walnut Cabinet; 16 inches wide; 17½ inches high; Handsome Gothic Design. Inside is the new Philco Baby Grand Chassis; all-electric Screen Grid — Full-fledged, big-performing set at the epoch-making price of . . . . . **\$49.50** less tubes

SOLD WITH 7 PHILCO BALANCED TUBES

**are going Ahead — If you want to GET YOUR BUSINESS GOING Like Other Philco Dealers — See your Jobber TODAY about The Philco Baby Grand**

# Business Ahead! . . .

## GENERAL ELECTRIC

DE LUXE MODEL—  
\$42.50

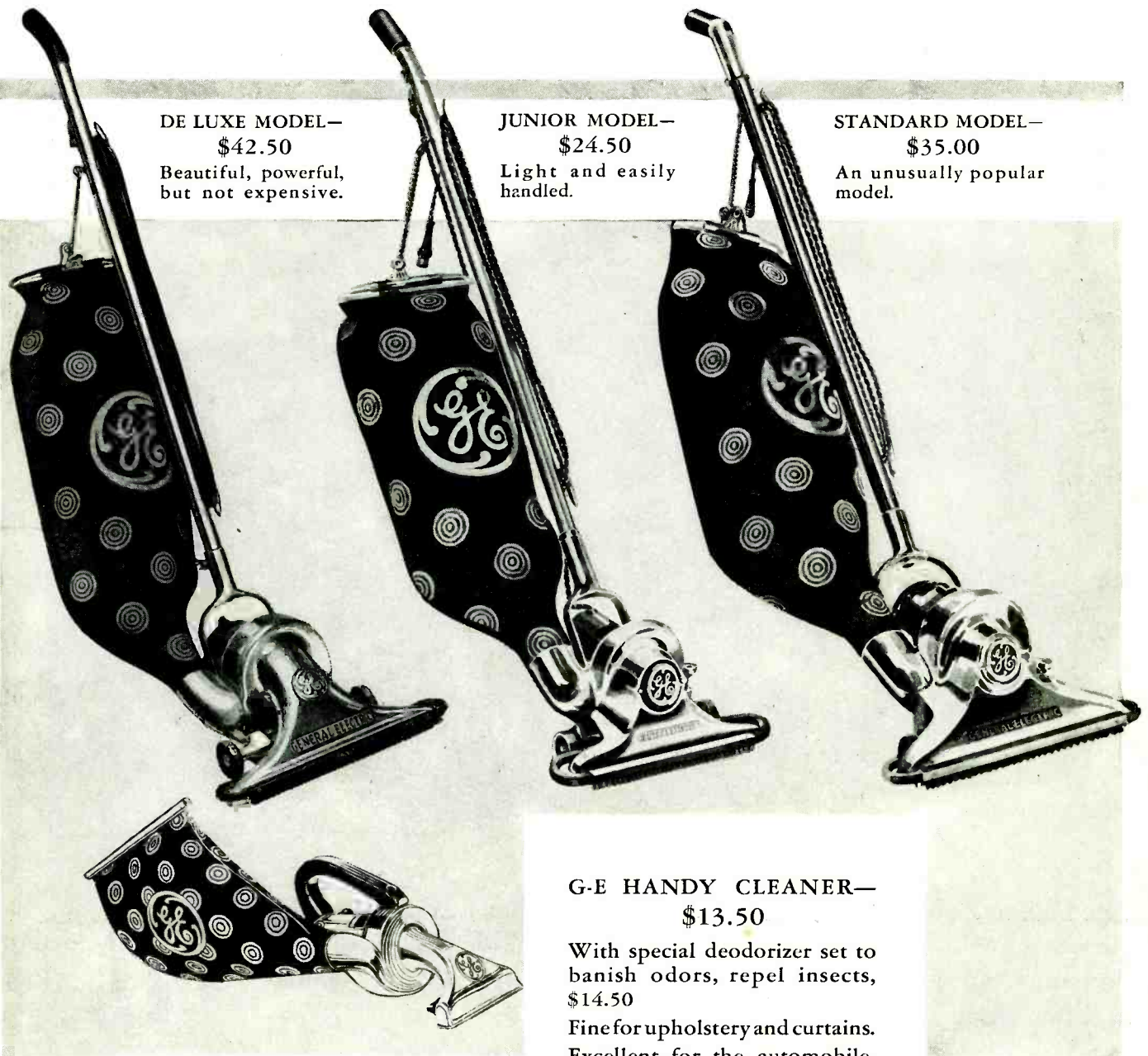
Beautiful, powerful,  
but not expensive.

JUNIOR MODEL—  
\$24.50

Light and easily  
handled.

STANDARD MODEL—  
\$35.00

An unusually popular  
model.



G-E HANDY CLEANER—  
\$13.50

With special deodorizer set to  
banish odors, repel insects,  
\$14.50

Fine for upholstery and curtains.  
Excellent for the automobile.

# CLEANERS

*will bring it to YOU...*

FALL approaching... new opportunity for *you*. Determined housewives everywhere have battle in their eyes... their minds on the dreaded but necessary house-cleaning. Prepare *now* to offer them G-E Cleaners.

It's true "any season is G-E Cleaner season," for mass advertising by General Electric and years of excellent performance by G-E Cleaners have created a permanent demand for them. But a super-season is Fall!

## GET READY FOR IT!

A strong selling campaign is sure to move G-E Cleaners in volume. Stock them at once. Display them... advertise them. Take full advantage of all the selling helps General Electric offers you. G-E Cleaners will reward you with quick turnover... steady profit that *continues*.

Market tests prove the G-E Cleaner to be in high public favor. Capitalize on this... in your community.

Get in touch with your General Electric Merchandise Distributor TODAY... by wire, telephone or mail. He can help you make Fall profit.

## SEND THIS COUPON

Section V-608, Merchandise Dept.  
General Electric Co., Bridgeport, Conn.

I want G-E Cleaner profits. Rush me details of the sales plan.

Name.....

Address.....

## Sell SUMMER SUNSHINE Next Winter!

Everywhere people have learned they can maintain health and help build up resistance to sickness with the ultra-violet radiations of the G-E Sunlamp. The best selling season for these stimulating lamps will soon be here. Get ready! Stock up NOW!





## Don't Argue!

ARGUMENTS get you nothing but trouble and headaches. Remember, "the customer is always right" . . . that is, up to a certain point. Ribbon Labels for Dating establish what that point is . . . definitely . . . equitably . . . satisfactorily. They are furnished with every Champion Tube. Simply fill in date of sale. The customer is protected to the full extent of the guarantee. The dealer is protected against unfair claims for adjustment. No more arguments! No more trouble! No more headaches! And everybody's happy!"

# Champion

## RADIO TUBES

CHAMPION RADIO WORKS, INC., DANVERS, MASS.

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



## *A copy of the world's mightiest magazine SENT FREE!*

**H**OW could a single magazine be so intensely interesting, so compelling in editorial content that nearly 6,000,000 families actually buy and read it every week?

We want you to frame your own answer from the pages of the magazine itself. Write today for a free copy of The American Weekly.

Then notice its human interest articles, tragedy, history, science, the arts and a host of other striking features, as well as its high-priced fiction.

With such editorial content, The American

Weekly grips the attention of nearly twice as many readers as any other publication on earth.

With almost twice as many readers, it gives a product twice as much selling help as any other advertising medium.

With nearly 6,000,000 circulation, it commands the highest advertising rate that ever existed—\$16,000 a page.

Even its page size is almost three times as large as any other magazine.

Look it over! Write at once for your free copy!

---

### *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%

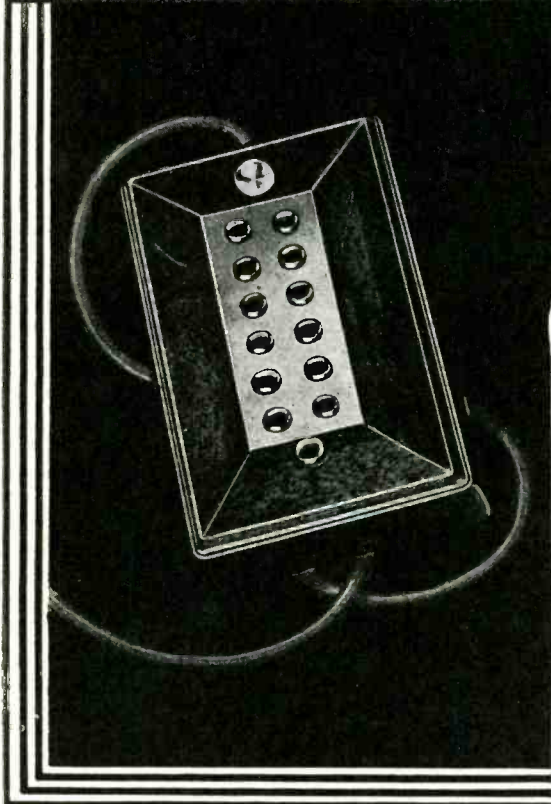
IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%

—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 nearly 6,000,000 families who read The American Weekly.

---

# Colonial features

the ONE Sensationally  
NEW Factor in Radio  
Business Building!



**Cutting Fully Automatic Remote Control**  
Tunes the set on or off. It has an on-and-off signal light. It operates ten pre-selected stations automatically... with an extra button for all other stations. It controls the volume perfectly. Used in Colonial Radio exclusively. List price, installed, \$34 complete.

*Here is the NEW... 1930-1931  
Development that:*

1. Gives you something NEW to put in your windows and newspaper advertising.
2. Creates an excited public interest in what you have to show.
3. Gives your prospective customers a NEW incentive to buy.
4. Enables you to get REPLACEMENT business NOW.
5. Vitalizes a mighty advertising campaign.

Now Being Delivered . . . Now Being BOUGHT and  
Praised by Thousands . . . *Everywhere!*

Proved...perfected...it works unfailingly. Its NEWNESS...its practical value...its uncanny operation...everything about Dr. Fulton Cutting's development attracts the

attention of the public. That is why dealers featuring this sensation are doing business NOW. That is why it will bring people INTO your store and SELL them.

## COLONIAL RADIO CORPORATION

Sales Offices: 25 Wilbur Avenue, Long Island City, N. Y.

Factory: Rochester, N. Y.

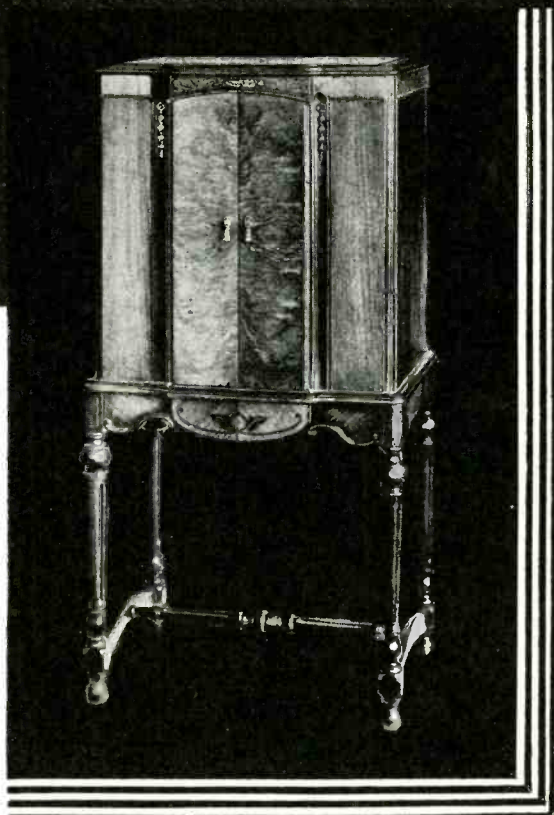


# Cutting Fully Automatic Remote Control

Selling NOW... and Boosting Dealer Profit on Colonial Radio!

*This Sensation... plus Colonial QUALITY and PRICE... will:*

1. Give you the GREATEST Radio Value ever offered to your trade.
2. Give you a LEADING POSITION in your market, backed by a STRONG MANUFACTURER.
3. Build the sort of reputation that has made thousands of Colonial dealers successful.
4. Enable you to capitalize the greatest sales promotion campaign in Colonial's history.
5. Give you a BUILDING influence in your business that will operate throughout the year.



*The WINDSOR* Oriental striped and American striped walnut, with choice matched Butt walnut doors. Art frieze over doors and carved pendants along the sides. Height 51 in. Width 27 in. Depth 17½ in. Price, less tubes . . . . \$149.50

Other COLONIAL Models

**\$129<sup>50</sup>**  
LESS TUBES  
\$139.50 and \$225

Get in Touch with Your Colonial Distributor

# COLONIAL Radio

Licensed under patents of Radio Corporation of America, Westinghouse, General Electric and American Telephone and Telegraph Companies.



"RADIO'S CLEAREST VOICE"

# CROSLLEY Amazes Radio World With Sensational NEW Line!

The Crosley NEW COMPANIONSHIP SERIES  
SCREEN GRID NEUTRODYNE  
POWER SPEAKER A. C. ELECTRIC

## The Crosley PAL



type -80 as a rectifier. Dimensions: Only 25 3/4" high, 21" wide, 11" deep. An astonishing value at...

Here is a magnificently beautiful cabinet the front and sides of which are of the new Crosley Repwood. The top is of 5-ply Walnut veneer. Newest type Crosley electro-magnetic power speaker is incorporated. Tubes required are: Two Screen Grid type -24 in the radio frequency stages, one Screen Grid type -24 in the detector stage, one type -45 in the power output stage and one

**\$69.50**  
Less Tubes

## The Crosley MATE

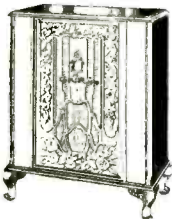


The exquisitely designed front of this beautiful cabinet is made of the famous Crosley Repwood. The substantial posts and stretchers are of the finest 5-ply walnut veneer. The newest type Crosley electro-magnetic power speaker is built in. Contains the same powerful and wonderfully selective NEW Companionship Series chassis as The PAL. Dimensions: 30" high, 20 1/2" wide, 12 3/4" deep. The price is amazingly low—only

**\$75.00**  
Less Tubes

The Crosley NEW LEADERSHIP SERIES  
SCREEN GRID NEUTRODYNE  
POWER SPEAKER A. C. ELECTRIC

## The Crosley DIRECTOR



High, 23 3/4" wide, 13 3/4" deep. The price is sensationally low—only...

This handsome cabinet is a masterpiece of harmony and beauty. The sides and top are of genuine 5-ply walnut veneer. The exquisitely designed center front panel is of the new, sensational Crosley Repwood. Has new and astonishingly efficient automatic volume control. The latest type Crosley moving coil dynamic speaker is incorporated. This set requires three Screen Grid tubes type -24; one tube type -27, two type -45, and one rectifier tube type -80. Dimensions: 31 3/4"

**\$107.50**  
Less Tubes

## The Crosley ARBITER Electric Phonograph and Radio Combination



requires the same tubes. Dimensions: 35" high, 23 3/4" wide, 15" deep. Sold at the astonishingly low price of...

This beautiful cabinet, housing an electric phonograph and radio combination, is the latest word in radio cabinet design. The sides and top are of genuine 5-ply walnut veneer, while the embellished center panel is of genuine Crosley Repwood. The electric phonograph is exposed when the lid is lifted. The power speaker is the latest Crosley moving coil dynamic type. Uniform volume is maintained by the new automatic control. The chassis is the same as used in The DIRECTOR and

**\$137.50**  
Less Tubes

\$147.50 with induction type self-starting motor

NEW Chassis and NEW Power Speakers in Cabinets of NEW Beauty, Originality, Individuality and Distinction at Astonishingly Low Prices



ON THE MANTEL



ON THE TABLE



NEXT TO EASY CHAIR



## The Crosley NEW BUDDY

SCREEN GRID—NEUTRODYNE—POWER SPEAKER—A. C. ELECTRIC  
ONLY 15 3/8" HIGH, 15 3/8" WIDE, 9 3/4" DEEP

In one clean sweep Crosley has split wide open the way to greater sales, faster turn-over and greater profits for Crosley dealers with a sensational new line featuring The CROSLLEY NEW Buddy, the most startling, most popular and lowest-priced radio for the value received, that has ever been offered.

This marvelous little set has everything your customers look for in radio. Its performance is extra-ordinary. Its beauty is exceptional. Its design is original. Its captivating charm is irresistible. It may be placed on the mantel, at the side of an easy chair or on a table.

The exquisitely designed front of The NEW Buddy is made of genuine Repwood, a new Crosley product which makes possible the exact duplication of a beautiful hand carving. The newest type Crosley electro-magnetic power speaker is incorporated. Requires two Screen Grid tubes type -24 in the radio frequency stages, one Screen Grid type -24 in the detector stage, one type -45 in the power output stage, one type -80 tube as a rectifier. Dimensions: 15 3/8" high, 15 3/8" wide, 9 3/4" deep. Amazingly low priced at only

**\$64.50**  
COMPLETE WITH TUBES

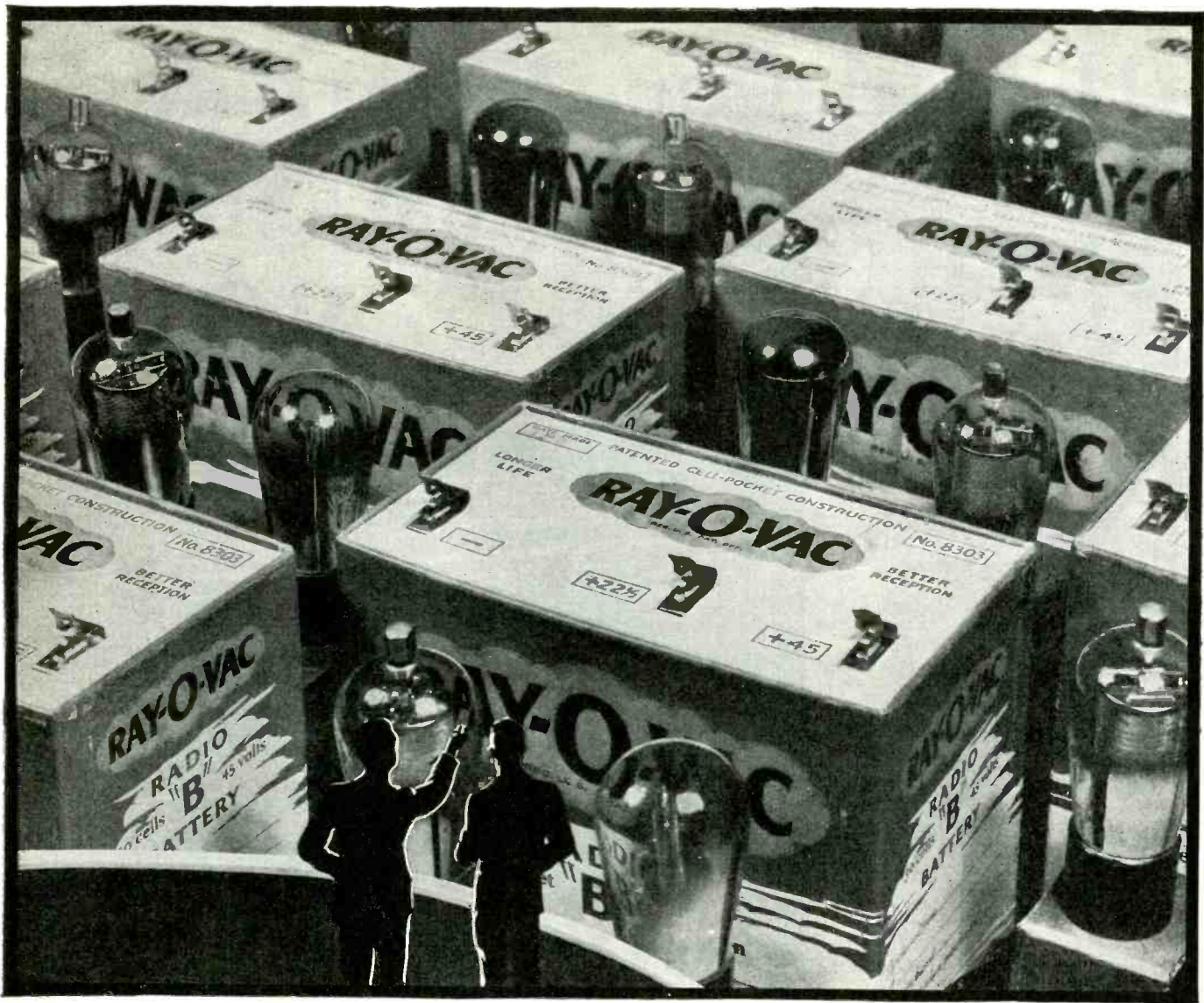
Backed with extensive national advertising, this remarkable Crosley line will be the fastest-selling, biggest profit-making line on the market. Get in touch with your Crosley distributor immediately and learn more about this wonderful new line.

## The Crosley Radio Corporation

POWEL CROSLLEY, JR., President Home of "the Nation's Station"—WLW  
CINCINNATI

Also manufacturers of the CROSLLEY "ROAMIO" Automobile Radio Receiving Set and the famous AMRAD RADIO

YOU'RE THERE WITH A CROSLLEY  
**CROSLLEY RADIO**



## National Advertising is selling the RAY-O-VAC line for you

THE Saturday Evening Post, Liberty, Collier's, The Literary Digest, The Country Gentleman—over 10½ million buyers reading the Ray-O-Vac story each week, buying Ray-O-Vac Flashlights,

Batteries, Tubes! Keep your Ray-O-Vac products well displayed and cash in on this tremendous nation-wide campaign! Your jobber will supply you—without delay—with what you need to keep your stock up.

### FRENCH BATTERY COMPANY

Madison, Wisconsin

General Sales Office: 20 North Wacker Drive, Chicago, Ill.

**RAY-O-VAC**

"A", "B", and "C" Radio Batteries; Aircraft and Autoradio Batteries; Telephone, Ignition, and Flashlight Batteries; Rotomatic and Standard Flashlights; Licensed Radio Tubes.

# This is the Auto Radio Battery

## That's Selling

# NOW!

# BRIGHT STAR

Supreme in  Every Test

**3095-AR**  
Auto Radio Battery

Special constructed  
to withstand shock.

Terminals and con-  
nections will not  
break apart.

Battery absolutely  
moisture proof.



## A Battery You Can Recommend For This Service

*This Special 3095-AR Bright Star Auto Radio Battery will improve the reception of any Auto Radio Set. Powerful, silent, long lived, they increase range and volume.*

The use of a special protective composition in their construction makes them *absolutely moisture proof* and impervious to the handicap of hot weather.

The surprising power and long life inherent in all Bright Star batteries is maintained by scientific manufacture—the central feature of which is the original Bright Star "Bag Type" cell construction.

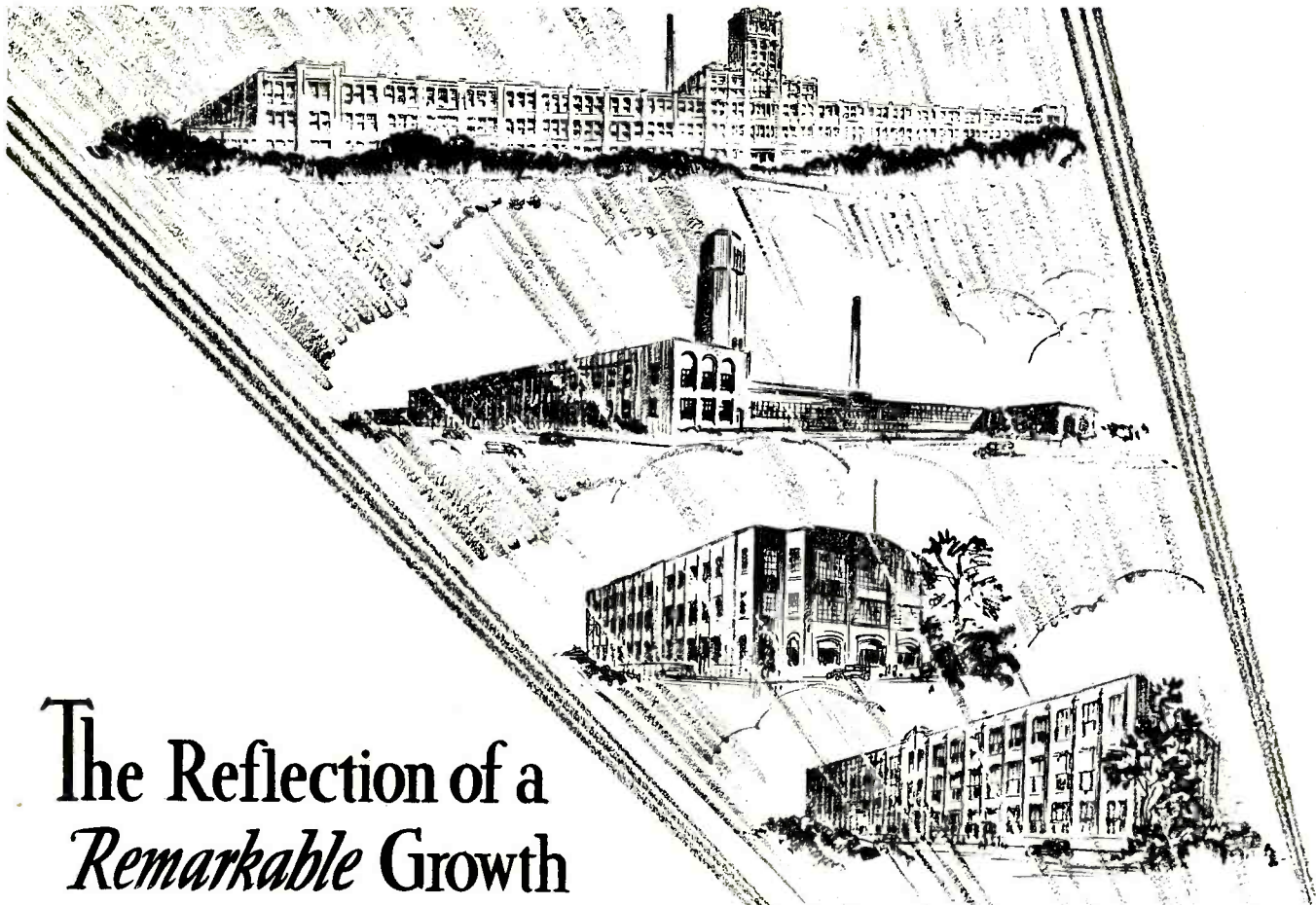
Bright Star batteries have *earned* their reputation —"Supreme in Every Test."

This *Special 3095-AR* Bright Star Auto Radio Battery will deliver the service required by your trade. Now is the time to cash in on the lively demand for this type battery. Get in touch with your jobber; IT COSTS NO MORE than you are now paying for our regular 3095. When ordering Auto Radio Batteries, specify No. 3095-AR.

**BRIGHT STAR BATTERY CO., INC.**

Main Office and Factory—HOBOKEN, N. J.  
Branches—CHICAGO, ILL., SAN FRANCISCO, CALIF.

**TWENTY-ONE YEARS BUILDING THE QUALITY LINE**



# The Reflection of a Remarkable Growth

**I**N 1929 when the nationally famous Wurlitzer organization took over the manufacture of the Lyric radio to become a companion to the mighty Wurlitzer Pipe Organ, even greater vitality was injected into the Lyric veins.

◀ At the right is illustrated one of the five beautiful models which constitute the new Lyric line. ▶

*Modest Model 11 with its Colonial cabinet cannot for the price be matched in America today. Super-shielded screen grid chassis and super dynamic speaker.*

*Model 19 of Tudor design is equipped with super-shielded screen grid chassis, tone control, phonograph plug, exquisite tapestry grill and super dynamic speaker.*

*Model 29 is of Spanish Umbrian design with a screen grid super-shielded chassis, tone control, phonograph plug, beautiful tapestry grill and super dynamic speaker.*

*Model 39, a combination radio and phonograph, has a beautifully substantial cabinet of Tuscan design with seven tube, super-shielded screen grid chassis, tone control, attractive tapestry screen and super dynamic speaker.*

*Model 69, of Catalonian design, an artistically carved cabinet which will enhance the beauty of any home—equipped with the many new features of the other Lyric models.*



**Model D29**  
Complete range of prices from \$99.50 to \$199.50, less tubes.



All-American Mohawk Corporation  
Chicago, Illinois, North Tonawanda, N. Y.

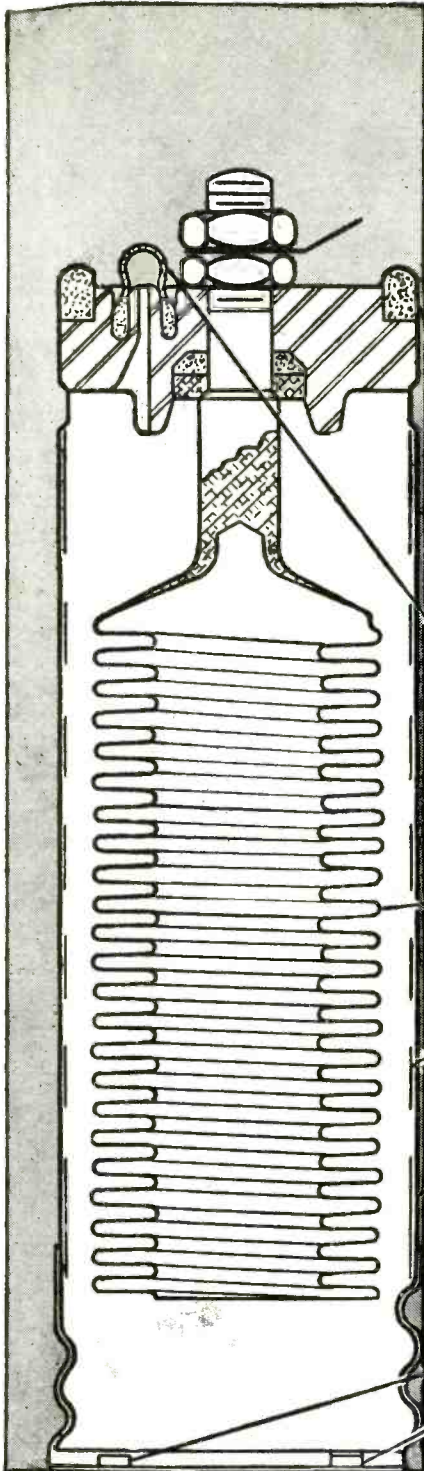
# LYRIC RADIO

*Product of* **WURLITZER**

# SPRAGUE ELECTROLYTIC CONDENSER

They're EASY To Sell

Because They Meet  
a New Demand  
in a New Way



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.

Wherever jobbers stock and dealers display the new Sprague electrolytic condenser—big and profitable business develops at once. For this new type condenser, in standardized unit size, meets a demand that every service man, radio amateur and fan has long felt.

With an 8 MFD rating and a peak voltage of 430 DC, the Sprague unit occupies a space only 1 3/8-in. in diameter x 5-in. high. Bristling with such superior features as one-piece anode without a welded or soldered joint—a protected vent integral with the hard rubber top—a screw type socket mounting for ease of attachment. And with a tried and proven construction that makes it absolutely self-healing for life.

Sprague electrolytic condensers are fast-moving merchandise, retailing at \$2.50 per unit and paying a profit that makes them a worthwhile adjunct to every distributor and dealers' stock.

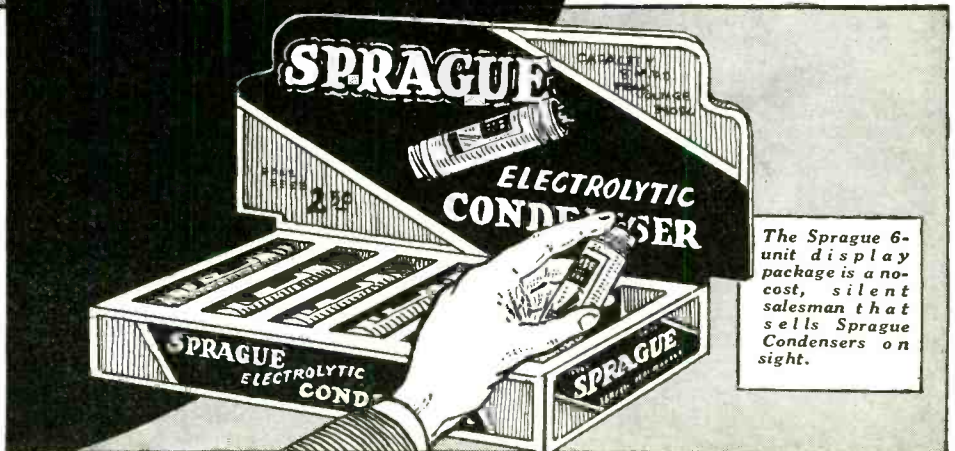
Write for illustrated folder describing in detail the sales and service advantages of the Sprague Electrolytic condenser.

**SPRAGUE SPECIALTIES COMPANY**

Quincy (Boston) Mass.  
Manufacturers of the well-known Sprague Paper Condensers



Get this three-color card working for you—and your profits.



The Sprague 6-unit display package is a no-cost, silent salesman that sells Sprague Condensers on sight.

**YOU CAN READ**

*"Difficult" customers become "easy" buyers when*

**BETWEEN THE**

*shown the new 70 line Zenith receivers. There's an*

**LINES WHY IT'S**

*extra "bonus" in quality, in performance, in*

**EASY TO SELL**

*cabinet beauty, in value that's instantly*

**THE SUPERIORITY**

*apparent to both the Eye and the Ear.*

**OF A ZENITH.**



**ZENITH RADIO CORPORATION, CHICAGO, ILL.**

# Ken·Rad

*The*  
Fine Tubes  
*of*  
Radio



**T**HIS MONTH—last month—the month before last—full page presentations in *The Saturday Evening Post* are telling the public about these fine tubes every month now . . . Consistent national advertising is only one of the many sound policies that are turning distributors and dealers to Ken-Rad.

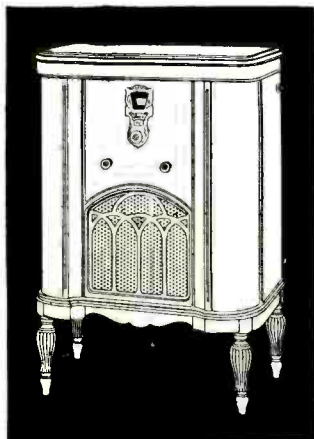
THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY

*A Division of Ken-Rad Tube and Lamp Corporation*

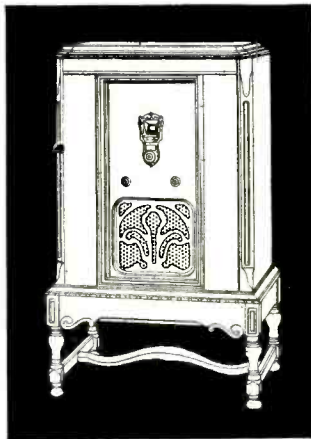


# MAJESTIC OFFERS RADIO'S MOST COMPLETE LINE

*Styles, sizes and prices for every purse and taste*



● **Majestic 131**—Super Screen Grid Radio in beautiful Hepplewhite cabinet. Center panel and curved corner panels of finest matched butt Walnut. Top frieze and bottom rail of genuine Hawaiian Koa Wood. Super Colotura Speaker. List price, \$137.50; sold complete with Matched Majestic Tubes, \$163.50.



● **Majestic 93**—Powerful Balanced - Circuit Radio in cabinet of English design. Front and side panels in beautifully grained matched Walnut. Top rail and overlays are genuine Australian Lacewood. Majestic Colotura Speaker. List price, \$156.00; sold complete with Matched Majestic Tubes, \$177.50.

**N**OW there's a Majestic to please every one of your customers. Regardless of taste or price class, you'll have just what they want with the complete Majestic line on your floor.

Just look at the advantages of these Majestics! There are ten beautiful styles and sizes—all by well-known designers. Ten prices from \$105 to \$245 less tubes. A choice of screen grid or balanced circuit. A choice of two magnificent speakers—the Colotura or Super Colotura—both offered only by Majestic. There are radios and radio-phonographs. And in every one, the superb reproduction that's possible only with Majestic's Colorful Tone.

Now add to this finest line of radios the extra advantages Majestic dealers enjoy. The Majestic Sales School, with free, complete training for you and your men. Majestic's sound, consistent advertising. Majestic's fairest of all discounts. Truly Majestic gives you the most help, the biggest "edge" on the market to be found in any industry. Grigsby-Grunow Company, Chicago, Ill. *World's Largest Manufacturers of Complete Radio Receivers.*

*Phone or wire your Majestic distributor for complete information—today*

# Majestic

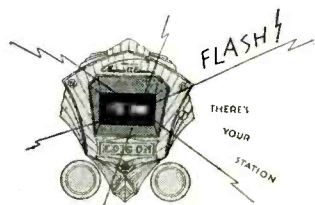
## RADIO

**ALMOST READY! THE GREAT NEW MAJESTIC REFRIGERATOR**

Oh-h!



## No Kick-backs from Price



### FLASH! There's your station

Alone among radios, the Edison possesses Light-O-Matic Tuning, which instantly, easily and accurately brings in your favorite stations, announcing each arrival with a flash of crimson light.

**C**REDIT troubles because of reduced prices are an old story. Every dealer knows it. Selling the Edison on a stabilized dealer price is the better and more profitable way.

The Edison is worth what it costs—and never sells for less. Though advanced to the minute, Edison does not have “yearly” models. That protects the dealer from having obsolete stock on hand. It assures him an honest margin of profit on all his sales. It saves him from customer complaints which are disagreeable and often costly.

Dealers are finding the Edison even more than a great radio—they are seeing that it is a good radio to sell. They make money on it. They build business on it.

# EDISON LIGHT-O-MATIC RADIO

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

### EDISON DISTRIBUTORS:

EDISON DISTRIBUTING CORP. AT THE FOLLOWING ADDRESSES: CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, 500-502 Elm St. . . . ORANGE, N. J. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg. \* \* \*

ATLANTA, Southern Electric Supply Co., 81 Marietta St. . . . BALTIMORE, Girard Phonograph Co., Pythian Bldg. . . . BIRMINGHAM, Seals Piano Co., Inc., 1814 Third Ave. . . . BOSTON, George H. Wahn Co., 737 Boylston St. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CHARLOTTE, N. C., American Hardware and Equipment Co. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 6545 Carnegie Ave. . . . DENVER, Whitney Sporting Goods Co., 1640 California St. . . . DES MOINES, Stoner Piano Co., 914 Walnut St. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . GRAND RAPIDS, Morley Brothers . . . GREEN BAY, WIS., McIntyre-Burrall Co. . . . INDIANAPOLIS, Peerless Electric Supply Co., 122 So. Meridian St. . . . KANSAS CITY, Townley Metal & Hardware Co., 200 Walnut St. . . . LOS ANGELES, Fey & Krause, Inc., 1616 So. Figueroa St. . . . MEMPHIS, Russell-Heckle Co. . . . MILWAUKEE, McIntyre-Burrall Co., 1628 Fond du Lac Ave. . . . MINNEAPOLIS, The Belmont Corp., 316 3rd St. . . . NEW HAVEN, Risley-Leete Co., 16 Whalley Ave. . . . NEW YORK, Blackman Dist'g Co., Inc., 28 West 23rd St. . . . OGDEN, Proudfit Sporting Goods Co. . . . PHILADELPHIA, Girard Phonograph Co., Broad and Wallace Sts. . . . PITTSBURGH, Fort Pitt Distr. Co., 909 Penn Ave. . . . PORTLAND, ME., Talbot, Brooks & Ayer, 269 Commercial St. . . . PORTLAND, ORE., North Coast Elec. Co., 324 Everett St. . . . RICHMOND, Benton-Bailey Co., Inc., 220 Hull St. . . . ROCHESTER, Alliance Motor Corp., 613 Culver Rd. . . . SAGINAW, Morley Brothers . . . SEATTLE, North Coast Elec. Co., 206 Third Ave. S. . . . ST. LOUIS, Staffelbach & Duffy Co., 918 Franklin Ave. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.

# QUALITY AND PRICE

... this year  
Webster offers  
BOTH

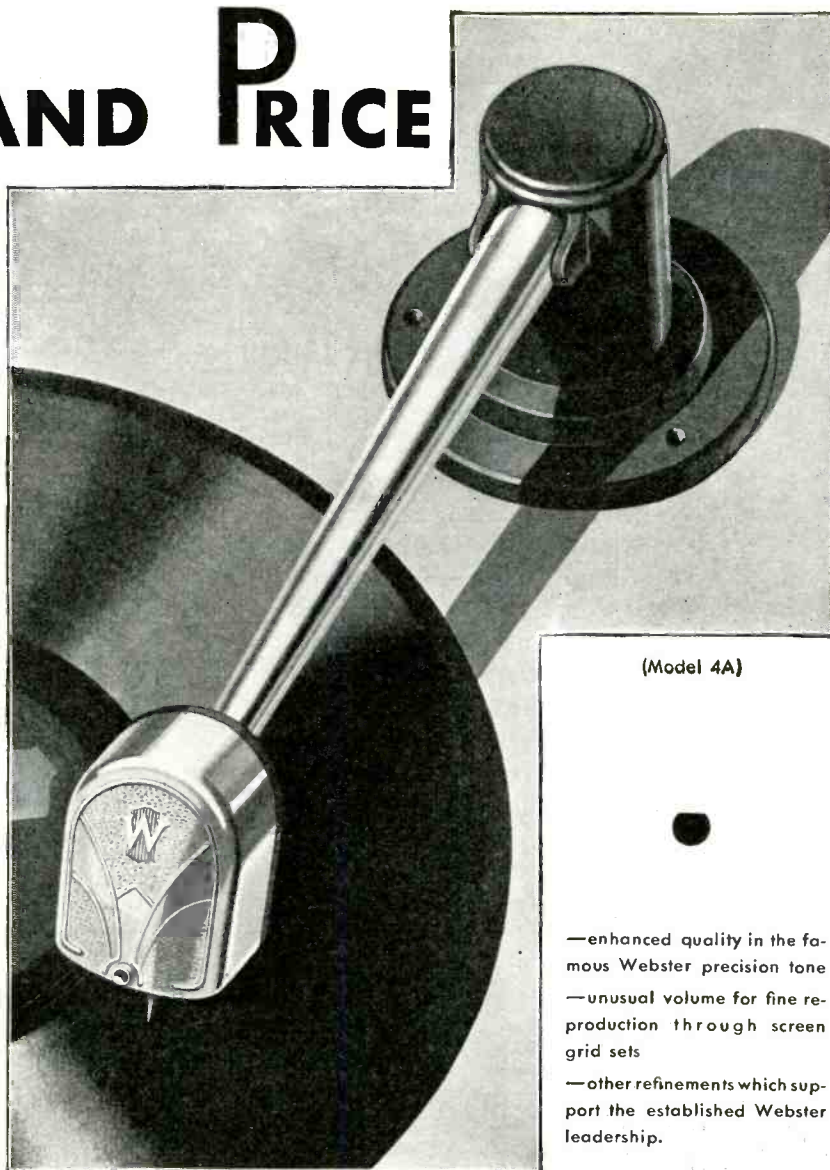
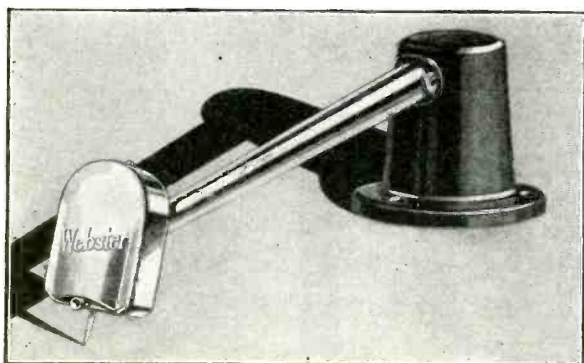
For those who seek the utmost in quality, the Webster Model 4A; for those who require performance at a price—the Webster Model 3A. You need nothing more in pick-ups to meet the entire range of public demand for performance, for beauty, for price.

In the matchless character of its performance, as well as in appearance, the new model 4A Webster Electric Pick-up fulfills every desire. Compact, neat and finely finished in burnished gold and black it harmonizes with the finest mahogany or walnut cabinets. In it the famous Webster precision tone has attained even greater fidelity. Volume is such as to permit of the very finest reproduction through screen grid receiving sets having a low gain in their audio amplifiers, heretofore considered a difficult problem in phonograph pick-up reproduction. On the score of beauty and performance Webster has achieved the ultimate in the new Model 4A.

The Webster Model 3A embraces all the features which have made the Webster name synonymous with excellent pick-up performance . . . in addition, it is priced to appeal to the most thrifty.

With these two models the Webster dealer answers the call of every class of trade.

(Model 3A)



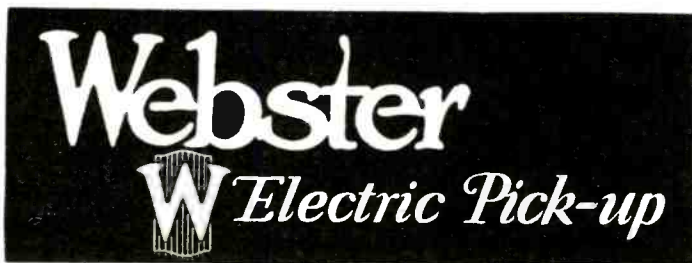
(Model 4A)

—enhanced quality in the famous Webster precision tone  
—unusual volume for fine reproduction through screen grid sets  
—other refinements which support the established Webster leadership.

## MODEL 4A FEATURES

1. The exclusive Webster knife edge bearing. No rubber used at the fulcrum.
2. Free and highly sensitive stylus movement. Follows the delicate path of recording on a disc from the narrowest range of a high frequency note to the wide sweep of a deep bass note. Prevents damage to record.
3. 37% Cobalt magnet.
4. Pole pieces, finely machined of special high permeability alloy. The design permits very positive and uniform adjustment.
5. Counterbalancing is carefully worked out in order to place the correct weight on the record.
6. Ball bearing base allows free swing over the record.
7. Remarkable frequency response range. Uniform tone quality and volume from the lowest to highest tone frequencies.
8. Unusual tone volume, solves problem of phonograph reproduction thru screen grid receivers, which have only a low gain in audio amplifiers.

WEBSTER ELECTRIC COMPANY  
RACINE (Established 1909) WISCONSIN



# BOSCH

## SELLING FEATURES OF BOSCH RADIO

- Automatic Volume Control
- Tone Control
- Simplicity of Operation
- Kilocycle Tuning Scale
- Electrical Tuning Meter
- Eight-tube models—
- 4 screen-grid tubes
- Nine-tube models—
- 5 screen-grid tubes
- Push-Pull Amplification
- Speaker Mute
- Five Tuning Condensers
- Top to Bottom Selectivity
- Massive Audio Unit
- Scientifically Shielded
- Bosch Precision Built

**Model A (Right)**—A delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 1/2" high, is 26" wide and 12 1/2" deep. Built into the cabinet is the Bosch Radio 8-tube receiver and electro-dynamic speaker. Designed for 25 or 60-cycle operation.

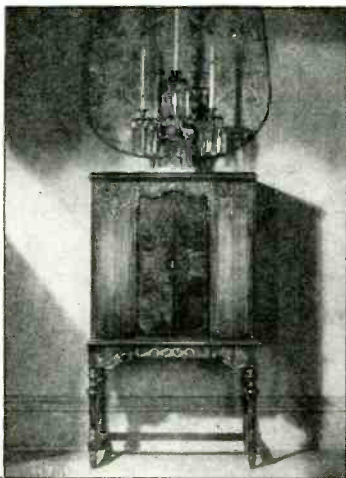
Price, less tubes . . . \$144.50



**Model B (Left)**—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 44 1/2" high, 26" wide and 14" deep. Has sliding doors, built-in electro-dynamic speaker and 8-tube receiver. Designed for 25 or 60-cycle operation. Price, less tubes . . . \$159.50

**Model D (Right)**—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 1/2" high, 28" wide and 14 1/2" deep. It is a 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC-25 or 60-cycle operation or DC operation.

Price, less tubes . . . \$195.00



**Model E (Left)**—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 1/2" high, 28" wide and 15 1/2" deep. It is a 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC-25 or 60-cycle operation or DC operation.

Price, less tubes . . . \$250.00

**I**NVESTIGATE the customer-appeal of Bosch Radio—you will find facts and performance to satisfy every angle of today's market conditions. Bosch Radio success is built solely on quality—a quality performance that is outstanding with every demonstration of the new models—a quality performance that assures rapid, full-priced selling—profit to distributor and dealer. There are no slow numbers in the new Bosch Radio line—and the line blankets the entire buying range from volume business to de luxe models. Priced from \$144.50 up, less tubes. The cabinet craftsmanship of the Bosch Line expresses a new and finer element of art in radio furniture. Write for the complete details of Bosch Radio Advertising and Bosch Radio Merchandising in your territory. Motor Car Radio Motor Boat Radio

Bosch Radio licensed under patents and applications of R.C.A., R.F.L. and Lektophone. Prices slightly higher west of the Rockies and in Canada.

**AMERICAN BOSCH MAGNETO CORP.**  
 SPRINGFIELD, MASSACHUSETTS  
 Branches: New York Detroit Chicago San Francisco

# RADIO

# A Proven Profit Opportunity...RIGHT NOW

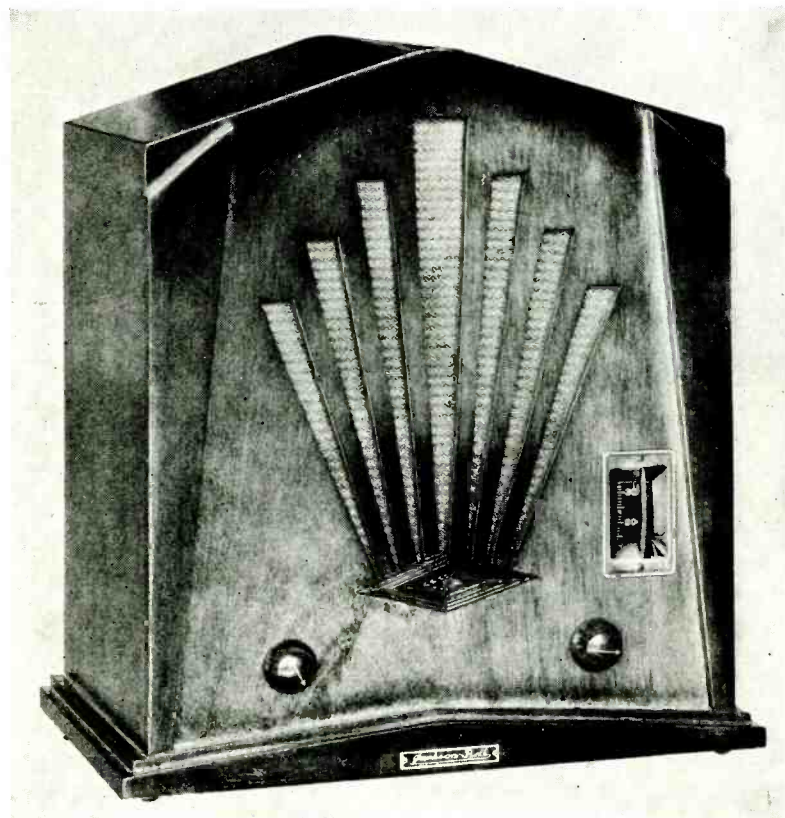
*An Immediate Opportunity for Profit  
Proven by Dealer Successes  
All Over The Country*

The Jackson-Bell "Midget" all-electric set illustrated below has an established place in the sales plans of many successful dealers all over the United States. It will open new markets for you as well. Here's a *new* opportunity to resell your old customers who can afford to buy and a lot of other possibilities for new sales.

Every customer who has purchased a larger set from you is a known prospect for a Jackson-Bell "Midget" set. Sell them an additional set for the den, bedroom, children's or maid's

room. Midgets are also particularly timely for use in summer cabins, country homes, or mountain lodge. Wherever a compact, easily moved set is required.

Here's a real chance to use a new and timely product to help you build sales volume and profit during the dull season. Equally opportune for all year selling.



**\$ 59.50**

**List Price**

*complete with tubes*

Wire or write us for attractive dealer proposition and name of nearest jobber.

## New and improved JACKSON-BELL Model "60" All-Electric Receiver

*Licensed Under RCA, Hazeltine and LaTour Patents*

Screen-Grid Circuit,  
Electro-Dynamic Speaker,

Push-Pull Amplification,  
7 A.C. Tubes

Shielded Steel Chassis

### JACKSON-BELL COMPANY

1682 W. Washington Boulevard  
Los Angeles, California

*Manufacturers of All-Electric  
Radios Since 1926*

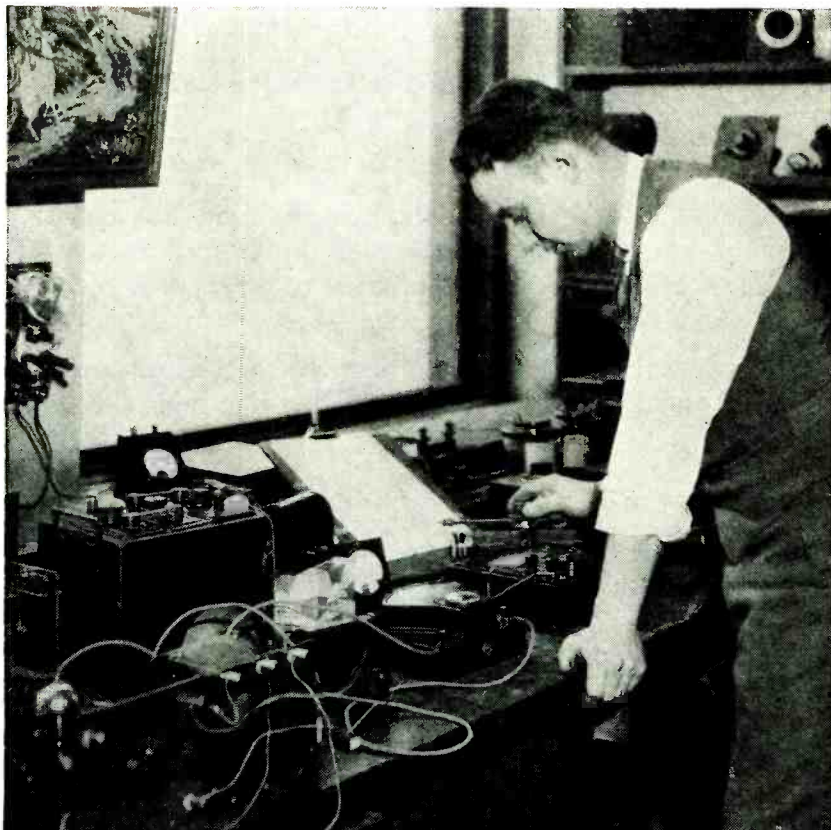
Jackson-Bell Company  
1682 W. Washington Blvd.,  
Los Angeles, California.

Please send me information on Jackson-Bell "Midget" all-electric radios and dealer merchandising plans.

Name.....

Company.....

Address.....



## NOW, AS ALWAYS, HE ENDORSES "BAKELITE"

In the laboratories of the radio industry, the radio engineer experiments endlessly to make receivers still more true in tonal reproduction, still finer in selectivity. Through his patient research, each year finds radio far in advance of all previous accomplishments.

The radio engineer, with every facility that science has to offer at his command, is constantly experimenting and testing to discover the best material for each part of a radio receiver. He has an intimate knowledge of all insulation materials, but year after

year he continues to rely upon "Bakelite"—Molded, Laminated and Varnish.

Bakelite Materials possess the excellent insulation properties required for radio, and retain these unimpaired under all atmospheric and climatic conditions. They are so dependably uniform, that laboratory performance is invariably reproduced in factory built equipment. Write to us for a copy of Booklet 39, "Bakelite In Radio", the story of the contribution which these materials have made to modern radio reception.

BAKELITE CORPORATION, 247 Park Avenue, New York. CHICAGO OFFICE, 635 West Twenty-second Street  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

# BAKELITE

REGISTERED U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

AUDIOLA

**YOUR** radio profits  
are assured

JOIN NOW WITH

**AUDIOLA**

KNOWN FOR ITS TONE

Licensed under  
R.C.A. and Associated  
Companies' Patents—  
Member R.M.A.



Model 80.....\$119  
Model 70.....\$107

—go forward with the foremost dealers and distributors  
in every city for a BANNER RADIO YEAR—

See AUDIOLA

Model 60, only

\$ **97**

- Four tuned circuit, triple screen grid.
- Electro Dynamic Speaker, carefully baffled.
- Modernized Gothic Design cabinet, Cathedral grille effect.

**MR. RADIO DEALER—**

YOU want a SURE WINNER! Get in touch with your Audiola distributor TODAY! See the radio that appeals to the most critical music lover—yet is so low in price that everyone can afford to buy!

*Write Or Phone These Distributors Now—*

- |                                 |                       |                                    |                     |
|---------------------------------|-----------------------|------------------------------------|---------------------|
| Girard Phonograph Co.....       | Philadelphia, Penn.   | Syracuse Auto Supply Co.....       | Syracuse, N. Y.     |
| Muntz-Wright Co.....            | Greenville, Penn.     | Morosco Distributing Co.....       | Poughkeepsie, N. Y. |
| Pennsylvania Radio Co.....      | New Castle, Penn.     | Maurice S. Despress.....           | New York City.      |
| The Belmont Corp.....           | Minneapolis, Minn.    | Holmes & Volz.....                 | Jamestown, N. Y.    |
| The Gibson Company.....         | Indianapolis, Ind.    | Brown & Sehler Co.....             | Grand Rapids, Mich. |
| Phil Gross Hdw. & Supply.....   | Milwaukee, Wisconsin  | Cadillac Electric Co.....          | Detroit, Mich.      |
| John V. Wilson Co.....          | Boston, Mass.         | The Gibson Co.....                 | South Bend, Ind.    |
| Robert Weinstock Co.....        | San Francisco, Calif. | Girard Phonograph Co.....          | Baltimore, Md.      |
| Portsmouth Auto Supply.....     | Portsmouth, Ohio.     | James Bailey Co.....               | Portland, Maine.    |
| Pyramid Supply Co.....          | Buffalo, N. Y.        | Northern Kentucky Radio Sales..... | Newport, Ky.        |
| The Belmont Corp.....           | Duluth, Minn.         | Louisville Tin & Stove Co.....     | Louisville, Ky.     |
| Tovan Electric Co.....          | Cincinnati, Ohio.     | Steiner Electric Co.....           | Chicago, Ill.       |
| Chicago Radio Apparatus Co..... | Chicago, Ill.         | Electrical Equipment Co.....       | Miami, Florida      |
| Southern Sales Co.....          | Oklahoma City, Okla.  | The Stanton Co.....                | Port Pierce, Fla.   |
| Girard Phonograph Co.....       | Washington, D. C.     | H. S. Helander Auto Supply.....    | Stamford, Conn.     |
| James Supply Co.....            | Chattanooga, Tenn.    | Hale Brothers.....                 | San Francisco.      |
| Republic Electric Co.....       | Davenport, Iowa.      | Electric Maintenance.....          | Omaha, Neb.         |
| Girard Phonograph Co.....       | Reading, Penn.        | The Gibson Co.....                 | Kalamazoo, Mich.    |
| Belcher & Loomis.....           | Providence, R. I.     | AND OTHERS                         |                     |

**AUDIOLA RADIO COMPANY, 430 S. Green St., Chicago**

RADIO MANUFACTURERS FOR EIGHT YEARS



### Answering the Latest Demand of the Industry —

a Jensen Electro-Dynamic Speaker for Automobile and Mantle Type Radio Sets—or other Installations where the Finest Tone Quality, Size of the Unit and Low Price are Major Considerations.

## Jensen

**MIDGET SPEAKER**

The new Jensen Midget Speaker, Model D-11, has all the exclusive Jensen features, but with a cone diameter of only  $7\frac{5}{8}$  inches. The entire speaker can be mounted in a space  $8\frac{5}{8}$  inches wide by  $4\frac{3}{4}$  inches deep. Due to the high efficiency of the magnetic structure, the field coil dissipates a minimum of current, yet has an unusually high degree of sensitivity.

This new Jensen speaker is suitable for operation with amplifiers using type 171 or 245 tubes connected either with single, in parallel or in push-pull.

### The New JENSEN CONCERT JR. Electro-Dynamic Speaker

The new Jensen Concert Jr. can be called the De Luxe model Speaker for Automobile and Mantle type Radio Sets and similar installations. Its dimensions are the same as the Model D-11 except that it has a larger size magnetic structure. It is equipped with the new TYM-FLEX Cone, an exclusive Jensen patented feature.

#### LIST PRICES

Model D-11 Jensen Midget Speaker, 90 to 110 Volt, D. C. \$15.00  
Model D-10 Jensen Concert Jr. Speaker, 90 to 110 Volt, D. C. \$18.50

Both of these Speakers are also available for other voltages, either D. C. or A. C.

*Licensed under Lektophone Patents*

Write or wire today for Jensen Folder No. 31 describing these two new Electro-Dynamic Speakers. Address,

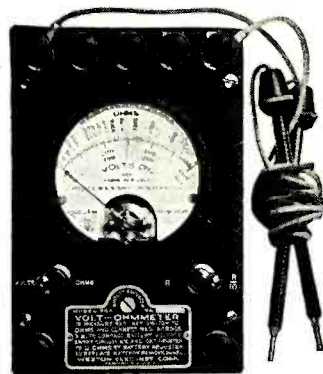
**JENSEN RADIO MFG. COMPANY**  
6601 South Laramie Ave., Chicago, Ill.

## WESTON

### Model 564

# VOLT-OHMMETER

for checking  
VOLTAGES  
RESISTANCE  
CONTINUITY  
of CIRCUITS



This instrument is ideally suited to the needs of radio service men. Besides it is very useful for general purposes in radio laboratories.

Model 564 is compact, completely self-contained. It is typically Weston in design and manufacture and though moderately priced, gives that same dependable service for which all Weston instruments are known.

It has a Model 301,  $3\frac{1}{4}$  inch diameter meter with ranges of 3, 30, 300 and 600 volts (all 1000 ohms per volt) and two resistance ranges—0-10,000 and 0-100,000 ohms. Two toggle switches serve to connect the various ranges of the meter in circuit. A pair of 30" cables with long test prods is provided with each instrument.

Testing continuity of high and low resistance circuits is simplified by means of a toggle switch which changes the sensitivity of the meter to either 1 or 10 milliamperes. Accuracy 2%. Size  $5\frac{1}{2}$ " x  $3\frac{5}{8}$ " x  $2\frac{1}{8}$ " deep (excluding binding posts). Weight 2.3 lbs (including self-contained "C" battery).

**Weston**  
PIONEERS  
SINCE 1888  
**INSTRUMENTS**

WESTON ELECTRICAL INSTRUMENT CORP.  
581 Frelinghuysen Avenue, Newark, N. J.



Short Wave  
SELECTONE  
Side Control



Kennedy Royal Model 826, Special Console.  
Priced from \$199.00 to \$304.00, less tubes.



Kennedy Royal Model 726, DeLuxe Highboy. Priced  
from \$229.00 to \$390.00, less tubes.

Automatic  
Phonograph  
Remote Control



Kennedy Royal Model 526, Open-Face Highboy.  
Price \$169.00, less tubes.

## Priced for Profit

New achievements this year again prove that the title "The Royalty of Radio" rightfully belongs to KENNEDY. New features, new beauty in cabinetry, and a wide price range assure KENNEDY distributors and dealers of the profits they have a right to expect.

For full information on the many new features of KENNEDY Radio Receivers, write, wire or phone us today.



Kennedy Royale Model 1030, Special Lowboy.  
Price \$114.50, less tubes

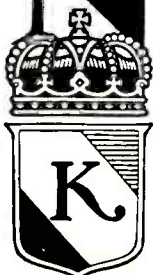


Kennedy Royal Model 426, Special Arm Chair Model.  
Price \$159.00, less tubes

# KENNEDY

*The Royalty*

1911

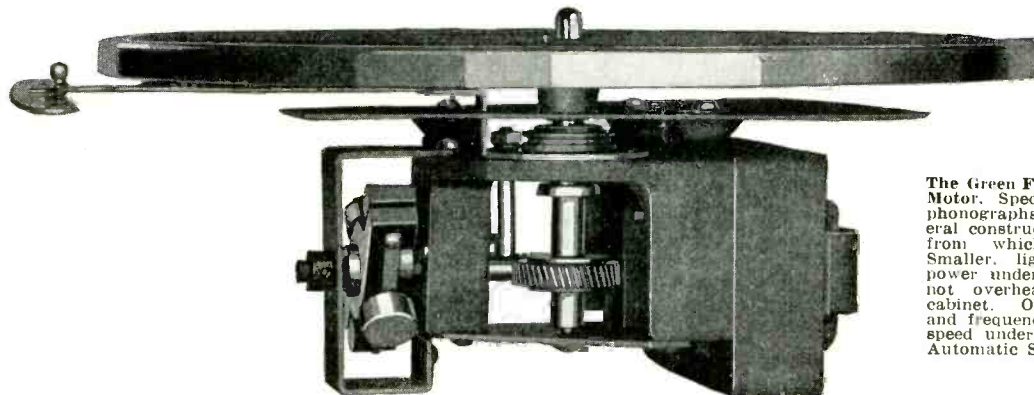


*of Radio*

1930

COLIN B. KENNEDY CORPORATION  
South Bend Indiana

# Balanced superiority says Flyer Electrics



**The Green Flyer Electric Phonograph Motor.** Specially designed for use in phonographs, and of the same general construction as the Blue Flyer, from which it was developed. Smaller, lighter, yet with ample power under perfect control. Will not overheat in closed case or cabinet. Operates on all voltages and frequencies, furnishing uniform speed under all variations of drag. Automatic Stop equipment optional.

**W**ITH small size, light weight, general efficiency and abundance of power in their favor, Flyer Electric Phonograph Motors win further great preference with their factor of *balanced dependability*.

For fifteen years Flyer Phonograph Motors have met every demand with highest excellence. Manufactured without interruption, by the same organization and plant, as many as 600,000 of them have been made and sold annually for

*Responsibly Guaranteed*

The Blue Flyer Electric Phonograph Motor, big brother of the Green Flyer, is noted for abundant reserve power and silent uniform running with heaviest pick-ups on all records. Specially designed for Radio-Phonographs.

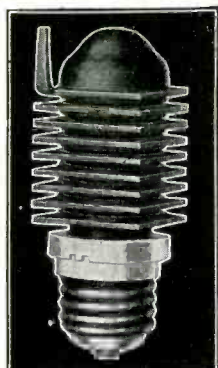
the most exacting service. Their number is more than 5,000,000.

For a quarter century the same manufacturing establishment producing Flyer motors has made light electrical apparatus with like success.

The balanced dependability thus assured in Flyer Electric Phonograph Motors, together with their advantages in design and co-ordination, gives a *balanced superiority* which speaks for their selection in no uncertain terms.

*The* **GENERAL INDUSTRIES CO.**

3043 Taylor Street, Elyria, Ohio



**B-L  
RECTIFIERS  
DRY . . . . NOISELESS  
Durable . . . . Compact**

*Type C, B-L Rectifying units are single-wave charger bulbs. Furnished with Edison screw base. Pin or side contact.*

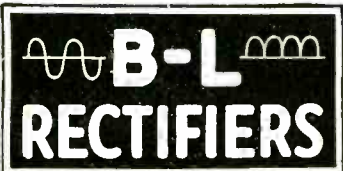
B-L Rectifiers furnish smooth, unfailing power to electrical apparatus and equipment requiring low voltage rectification, such as chargers and

"A" power units. They are ideal for replacing electrolytic rectifiers or liquid elements—they increase the charging rate of old chargers and eliminate constant care and addition of water and danger of spilled acid.

Your stock is not complete unless you include B-L Rectifiers. Information and illustrated literature will be sent you upon request. It will pay you to investigate this money-making line. Write today.

**THE B-L ELECTRIC MANUFACTURING CO.  
ST. LOUIS, MO.**

*B-L laboratory can serve you wherever rectification is involved. Our engineers are at your service. Give us the voltage and amperage desired and other details necessary and our engineers will be glad to make specific recommendations.*



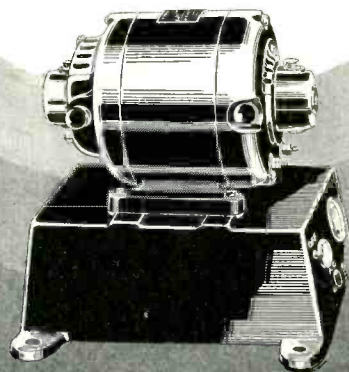
## Extra Profits From DC Districts!

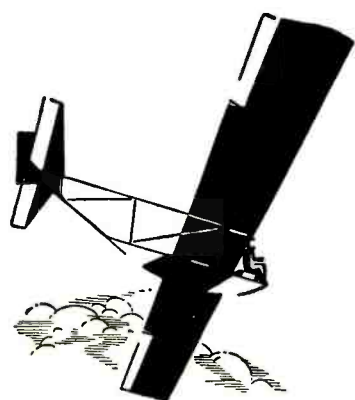
Change DC to AC—and get extra profits through the sale of AC radio sets and phonographs in DC districts. The Janette Rotary Converter provides current as good as tho power were derived from an AC line. The exclusive Janette Filter eliminates hum or ripple. Thousands installed all over the world prove that the problem of how to operate AC radios on direct current has been solved. For all DC voltages, including 32.

*Write for Bulletin 730-C.*

**JANETTE MANUFACTURING CO.**

555 West Monroe St., Chicago  
Singer Bldg., 149 Broadway, New York      Real Estate Trust Bldg., Philadelphia





## The ACME of Smooth Performance

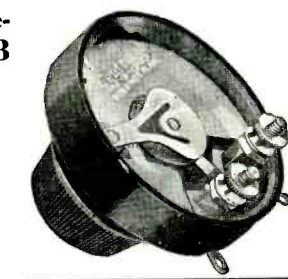
**C**ATAPULTED silently into the air, the glider taking advantage of every tiny air current, soars noiselessly and gracefully up and down the air valleys at the touch of the control stick.

It's the acme of smooth performance.

The modern radio receiver, if it is CENTRALAB equipped, figuratively speaking, rides the ether waves smoothly and noiselessly.

For real adventure in radio reception insist on CENTRALAB volume control equipment.

Write for free booklet  
"Volume Controls,  
Voltage Controls, Their  
Uses"



**Centralab**  
CENTRAL RADIO LABORATORIES  
20 KEEFE AVE., MILWAUKEE, WIS.

## ACME WIRE PRODUCTS

Parvolt Filter and By-Pass Condensers,  
Coils—Magnet Wire Wound,  
Varnished Insulations

Magnet Wire - - - All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.  
Radio Manufacturers' Assn.  
American Society for Testing Materials

For more than 25 years manufacturers and suppliers to the largest and most discriminating users.

**THE ACME WIRE CO.**  
NEW HAVEN, CONN.

Branch Offices

New York  
52 Vanderbilt Ave.

Cleveland  
Guardian Bldg.

Chicago  
842 N. Michigan Ave.

## \$\$\$ Added Profits in August

That's What You Want And Must Have

Somebody has said that "Succes\$ has one dollar mark to start with and two at the end." Make a Service Drive in August. Get your men out to solicit adjustment work in every section of the city. In addition to the service fees you will sell tubes, parts and—best of all—you will dig up prospects for sales of radios.

Are Your Men "DayRad" Equipped?

That is important because DayRad Service Instruments save time. They are speedy, efficient, easy to operate, and please both customer and service man.

DAYRAD

Tube Checkers, Radio Set Analyzers, Automobile Set Analyzers, Ohmmeters, Oscillators, Portable Combination and complete Shop Bench Types.

New catalog—new low prices.

Write

**The Radio Products Co.**  
Dept. R.—5th & Norwood—Dayton, Ohio

The **New** *Readrite*  
Model



**Counter Tube Tester**



**\$12 NET**

**Checks**

*all types of tubes accurately and completely*

This newest of Readrite Instruments, attractive and convenient, makes it easy to check all types of tubes, instantly and accurately.

The No. 400 gives all the important readings—tests heater tubes in quantities quickly—eight sockets take care of every type of tube; Screen Grid, Pentode, Rectifier and other tubes generally used.

Compact and rugged, the dealer will find it indispensable. Plugs into regular A.C. lighting socket—housed in a beautiful baked enamel steel case.

Priced at \$12.00 net. No dealer can afford to be without one. Order yours today.

*At Your Jobbers . . . If Ordered direct remittance must accompany order*

**READRITE METER WORKS**

*Established 1904*

6 College Ave., Bluffton, Ohio

**AN AERIAL FACT**

LEADING Radio Set manufacturers\* have endorsed STIKTAPE AERIAL. In so far as we know STIKTAPE is the only aerial that any set manufacturer has every endorsed. This fact alone should certainly prompt you to try an initial order of STIKTAPE AERIAL. It is inexpensive, easy to install and thoroughly efficient. Call your jobber today and order a trial dozen of STIKTAPE AERIAL or

\*Names on Request

**SAMPSON INDUSTRIES, INC.**  
Delmar Ave., St. Louis, Mo.



Dealers! Send check or money order for \$7.20 and we will ship you one dealer display carton containing 12 aeri-als, counter display card and descriptive literature.

Your money will be refunded if your are not satisfied.

Sampson Industries, Inc.  
1225 Olive St., St. Louis, Mo.  
Enclosed find check or P. O. money order amounting to \$ . . . . . for which send me . . . . . STIKTAPE AERIALS.

Name . . . . .  
Address . . . . .  
Positively necessary to give name and address of Local Jobber . . . . .  
All orders credited to your local jobber.

**MAYO**

FOR

**SERVICE MEN REPLACEMENT TRANSFORMERS, CONDENSERS RESISTANCES**

Replace with MAYO. "They're Guaranteed"



	CONDENSERS FOR	List	Net
MAJESTIC A . . . . .	\$7.50	\$3.75	
Kodel (3 condensers) . . . . .	10.00	5.00	
Kodel (2 condensers) . . . . .	7.50	3.75	
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 . . . . .	10.00	5.00
Majestic Set (1928) . . . . .	10.00	5.00

Send for Catalog for Complete List

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 . . . . .	8.00	4.00

Send for Catalog for Complete List

RESISTANCES

A Complete Line of Wire Wound Resistances

Write for new catalogue sheets

**MAYO LABORATORIES, Inc.**  
281 East 137th St., New York City

**Do think of**  
**TRANSFORMERS**  
*is to think of*  
**THORDARSON**

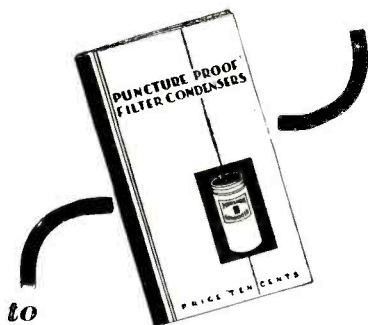
**TRANSFORMER  
SPECIALISTS**  
*Since 1895* « «

- 
- Microphone Transformers . . . .
- Line to Tube, Tube to Line, Line to Line
- Mixing Transformers ● Coupling Trans-  
formers ● Filter Chokes . . . . .
- Audio Transformers ● Impedance  
Matching Transformers ● Power  
Compacts . . . . .
- Speaker Coupling Transformers
- Complete Amplifiers . . . . .
- 

*Catalog of new Replacement Power and Audio  
Transformers will be sent upon request*

**Thordarson Electric Mfg. Co.**  
Huron, Kingsbury and Larrabee Streets, Chicago, Ill.

**A Valuable  
GUIDE**



to  
**Servicemen  
and Dealers**

**I**N this day, with power-converters being universally used, it is vitally important that men in the radio business know how they are made—how they can be improved—how they can be repaired. Not the least important part of a power-converter or power-pack is the filter condenser, and the New Mershon booklet on Filter Condensers is the most complete, helpful booklet on this phase of radio ever written.

In successive chapters this booklet deals with the various condenser problems and their solutions. Voltage surge effects, condenser life limits, moisture, safety-valve action, cost and size, are all carefully and completely analyzed so that the average man can easily understand which filter condensers are the best to use and why.

The booklet is replete with diagrams and photographs illustrating all the important points. It also contains a complete description of the Mershon Puncture-Proof Filter Condenser and shows why it ranks first in this all-important field of radio equipment.

Although regularly priced at 10 cents, we offer it FREE to Radio Dealers and Service Men readers. Send for your copy today.

USE THE COUPON BELOW AND GET THE

**NEW  
MERSHON  
BOOKLET**

The Amrad Corporation,  
325 College Ave.,  
Medford Hillside, Mass.

Gentlemen:  
Please send me FREE a copy of your new booklet, "Puncture Proof Filter Condensers."

Name .....

Address .....

**WASMUTH-GOODRICH  
COMPANY**

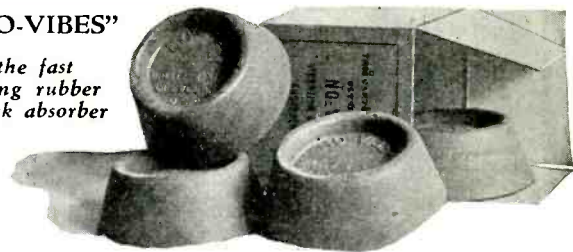


**Fine Radio Cabinets**  
*fashioned by*  
**Master Craftsmen**

103 Park Ave., New York  
Peru, Indiana

**"NO-VIBES"**

*... the fast  
selling rubber  
shock absorber*



**BIG PROFITS . . . . READY SALES**

Every radio owner—everyone that has an electric refrigerator, vibrator, oil burner—wherever there is vibration—they want NO-VIBES to absorb vibration and shock.

There's hardly a limit to the prospects—the profit is good. No selling job—just put them on the counter and watch them go.

Cash in—send for discount—price \$1.00 per set.

The DALITZ MFG. CO., 570 Erie Bldg., Cleveland, Ohio

**KATO KONVERTERS SELL  
A.C. RADIOS IN A NEW FIELD**

**NEW LOWER PRICES** on the Kato Konverter now makes every farmer with a 32-volt light plant a prospect for an A.C. radio.

Write today for your copy of "Plans for Merchandising Radios in the Farm Field."

*For Battery Operated Radio, Kato A & B Battery Eliminators Will Save Their Cost in a Single Year.*

**KATO ENGINEERING COMPANY**  
727 Front Street, Dept. R, Mankato, Minnesota



**RADIO WIRE PRODUCTS**

- |                     |                  |
|---------------------|------------------|
| Antenna Wire        | Lead-in Wires    |
| Antenna Kits        | Hook-up Wires    |
| Antenna Accessories | Annunciator Wire |
| Lightning Arresters | Cables           |

WRITE FOR CATALOG AND PRICES

**CORNISH WIRE COMPANY**

28 CHURCH ST., NEW YORK CITY  
Makers of the famous

**BRAIDITE HOOK-UP WIRE**

**POSITIONS WANTED**

YOUNG man, with five years' experience in servicing all makes of radio wants position with manufacturer of radio or large distributor of radio. Graduate from radio schools. Can furnish best of references. Present location not large enough according to ability. Walter S. Johnson, Nichols, N. Y.

RADIO department manager, now employed, desires to make change. Capable taking charge sales service and repairs. Excellent references. PW-125, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

**SALESMEN AVAILABLE**

SALESMAN. You want a salesman who can sell electrical merchandise and radio. I can sell, and have 7 years' experience, 4 years exclusive radio sales. Have travelled Southern and Eastern states. SA-126, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

**BUSINESS OPPORTUNITY**

CORPORATE organizing and promoting of meritorious enterprises, reorganizations, mergers and new financing. The Brookworth Co., Inc., 110 East 42nd Street, New York City.

**MANUFACTURER'S  
REPRESENTATIVES  
OR DISTRIBUTORS**

Large manufacturer of Radio Tubes of over six years standing has valuable territory available for exclusive representation. Attractive discounts to the trade, liberal commissions.

Write in detail past experience, territory covered and trade solicited. Address replies to

RW-124, Radio Retailing  
Tenth Ave. at 36th St., New York City

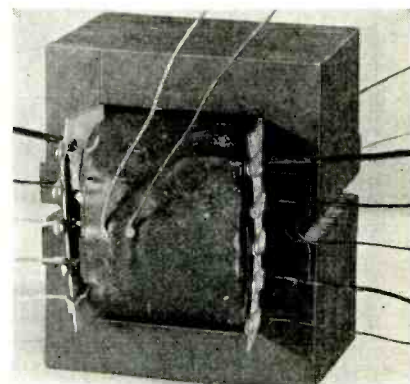
**WILL BUY**

Large or Small Surplus Stock from  
Manufacturers or Jobbers.

RADIO MERCHANDISING CO.  
480 — 5th Ave., New York City

**Peerless  
Replacement**

A. B. C. TRANSFORMER



The GENUINE improved Power Transformer for all sets made by Peerless, such as Kyletron and Courier Model. Can also be used for any screen grid circuit. Supplies 2½, 5 volt and 3 high voltage leads.

TERMS:—20% with order, balance C.O.D.

**SPECIAL \$4.75 Ea.**

**FULTON RADIO CO.**

16 Hudson St., N. Y. City, N. Y.

**KEEP POSTED on PRICES**

**S. S. Jobbing House**  
156 W. 26th St.  
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.....

**Important**

You cannot afford to be without our quotations on our latest Radio and Electrical Bargains.

**MAIL THIS  
NOW**

## BREMER-TULLY SIX-TUBE CONSOLE RECEIVER

*One Dial, Illuminated Control, Completely Shielded*  
(FOR BATTERY OPERATION)



Model 80  
List: \$89.50 ea.  
(without tubes).

An entirely new Bremer-Tully 6-tube model with all the newest improvements. Latest type shielded circuit, perfectly tuned and neutralized. It incorporates three stages of Radio frequency amplification, Detector and two stages of Audio amplification using a power tube 112-A or 171-A.

The four tuned stages are operated by a single control illuminated with the added advantage of the special Bremer-Tully antenna trimmer for fine tuning.

In selectivity, distance, reception and tone we believe that this Model 80 Bremer-Tully Receiver is the best battery operated receiver obtainable. Incorporates all the latest developments in radio engineering and design.

Model 80 is a handsome piece of furniture, substantially and well built. Beautiful grained walnut finish console cabinet. Stands 39½ in. high, bringing tuning panel to eye level when sitting.

Battery compartment provides ample room for both A and B batteries and is accessible from the front.

Uses 4-UX-201-A, one UX-200-A or 201-A as Detector and one UX-112-A or 171-A tubes.

**Clearance Price \$18.50**

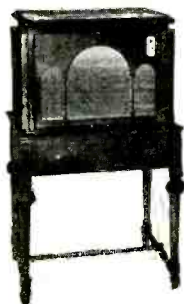
*This new Model "80"  
Chassis includes these  
newest improvements:*



1. Precision connections, perfectly insulated, eliminate current leakage and battery drain, providing minimum operating cost.
2. Complete shielding of all radio frequency units.
3. Friction driven selector dial brings in each station surely and accurately, and always at the same point.
4. Pilot light illuminating panel and Selector Dial.
5. Only one station selector for easy operation, but with the added advantage of fine tuning control for sharper, clearer distance tuning.

## K O L S T E R

Electro-Dynamic  
Speaker



MODEL K-5  
Height . . . . .42-in.  
Width . . . . .25½  
Depth . . . . .19  
**LIST PRICE**  
\$175.00  
(without tubes)

*Combined with 210 or 250  
Power Amplifier and "B"  
Supply Unit*

This finely matched rugged unit comprises a complete heavy duty Electro-Dynamic Speaker, including a 210 (or 250) Power Amplifier with "B" supply unit, all self-contained on a steel frame. It weighs 45 pounds without the cabinet. Cabinet itself is of pencil-stripped walnut, beautifully designed with Cathedral grille.

If desired the 210 (or 250) Power Amplifier will also supply 22, 67 and 90 volts "B" current, sufficient for any set using up to 8 tubes. An automatic voltage regulator tube, UX-874, maintains the "B" voltage silent and steady.

Speaker can be used with any battery or A.C. set, replacing the last audio stage or be used with all tubes of the set.

Following tubes are required for its operation: 2-UX-281 (for full-wave rectification); 1-UX-210 (or 250) (for super power amplification); 1-UX-874 (for voltage regulation). For use with phonograph pick-up, one additional audio stage is recommended between the pick-up and this Speaker.

A 20-ft. cable is included with each instrument. Operates direct from 50-60 cycle, 110-120 volt. A.C. current.

**Clearance Price \$15.00**

## K O L S T E R

Six-Tube Console  
Receiver



MODEL 6-H  
Height . . . . .53-in.  
Width . . . . .27  
Depth . . . . .18½  
**LIST PRICE**  
\$295.00  
(without tubes)

*With Built-in Kolster Electro-  
Dynamic Speaker*

Entire set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120-v., by simply adding any "A" supply unit and a small 4½-volt "C" battery. Built-in Electro-Dynamic Power Speaker furnishes "B" supply current to set. A switch snaps receiver in or out of operation and a pilot light tells instantly when set is in operation. Single dial control makes this the simplest of receivers to operate.

Receiver employs the famous Kolster T.R.F. circuit. It operates on either indoor or outdoor antenna, using three stages of R. F., detector and two stages of A. F. In addition, the 210 (or 250) power amplifier built into the model K-5 Dynamic Speaker achieves remarkable tone quality.

This combination Kolster Set and Electro-Dynamic Speaker is housed in a beautiful console of burled walnut with maple overlay. Full swinging doors found only in the finest cabinets add to its beauty.

Receiver uses 6-UX-201-A tubes and Electro-Dynamic Speaker uses 2-UX-281, 1-UX-210 (or 250) and 1-UX-874 tubes.

**Clearance Price \$28.50**

*Send for our big bargain Bulletin No. 65, now on the press.*

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**

**WE SPECIALIZE IN REPLACEMENT PARTS**


**BAL-RAD**  
Replacement Block for Atwater Kent No. 37  
This unit contains the proper chokes and high voltage condensers. All flexible wire colored leads identical to the original. Fully guaranteed.  
Each . . . . . \$4.95



**BAL-RAD**  
Replacement Block for Majestic "B" Eliminator  
The condensers in this block are composed of High Voltage Condensers, Guaranteed for 1 year.  
Each . . . . . \$2.95





**R.C.A. CHOKE COILS**  
15 Henries  
Impregnated in Rosin. Ideal choke for use in "B" Eliminators and A.C. Sets—D.C. Resistance 500 ohms  
Each . . . . . 35c




**POLY-MET**  
Hi - Volt 1 Mfd. Filter Condenser 300 Volts D.C.  
Each \$3.60  
Per Doz. \$1.00 Per Dozen

**POLYMET**  
1 Mid., 200 Volts By-pass Tubular Condenser  
Can be used across Choke Terminals in Victor Sets to reduce hum.  
\$1.00 Per Dozen


**R.C.A. By-Pass Condenser**  
Part No. 5996  
Comprising one 1/2 and three 1 mfd. condensers.  
List \$3.00—Each . . . . . 35c



**YAXLEY—2000 OHM VOLUME CONTROL**  
For Radiola 17, 18, 32, 42, 44 and practically all sets. Insulating strip (easily removed) for metal panels.  
List Price \$1.95  
Each . . . . . 45c

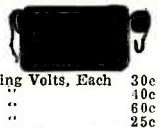


**R.C.A. Power Transformer FOR RADIOLA Nos. 17, 18, 33 and 51**  
This shielded power transformer can be used to convert your battery set to an A.C. set. Will supply all filament and plate voltages up to 7 tubes.  
Part No. 8335  
Special, Each . . . . . \$3.95




**BAL-RAD HY VOLTAGE SURGE-PROOF CONDENSERS**  
For General Repair and Power-Pack Work  
We guarantee these condensers for 100 per cent. free replacement. Repair man should carry a few dozen in stock.


One Mfd.	600 Working Volts, Each	30c
Two Mfd.	600	40c
Four Mfd.	600	60c
One-half Mfd.	300	25c




**R.C.A. REPLACEMENT 600V CONDENSER BLOCK**  
FOR RADIOLAS Nos. 18, 33 and 51. Part No. 8333 \$1.50  
Special, Each . . . . . \$1.50




**R.C.A. DOUBLE FILTER CHOKES**  
R.C.A. Replacement Part No. 8336 Contains Two 30 Henry 80 Mfd. Chokes. Each choke insulated for 1,000 volts.  
Part No. 8336  
Each \$1.70



**VICTOR 30 HENRY CHOKE**  
Will Pass 125 Mills  
For replacement in Victor, Edison and Radiola sets.  
Each 50c



**VICTOR PUSH-PULL TRANSFORMER**  
INPUT AND OUTPUT  
Can be used with 171A—245 or 250 type tubes. Output matches moving coil on all dynamic speakers.  
With Metal Jacket \$2.50 Without Metal Jacket \$1.75



**TERMS:** 20% with order, balance C.O.D. 2% discount allowed for full remittance with order only.  
No Orders Accepted for Less Than \$2.50  
**BALTIMORE RADIO CO.**  
47-A Murray Street, New York City  
Send for our latest Bargain Bulletin

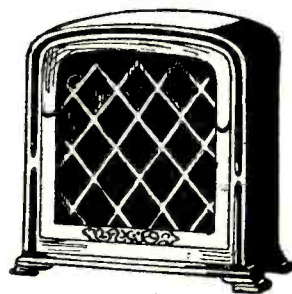
**Two of the Thousands of Our Many Specials**



**ACME B & C ELIMINATOR**

The Acme E36 B & C Eliminator delivers "B" power for all types of radio sets. It operates from any 110 v., 60 cy., A.C. circuit. Plenty of voltage to operate a power tube in the last audio stage. Five output terminals are provided, C minus, C plus and B minus, B45, B90, B180. These Power Supply Units are finished green presenting a very pleasing appearance and rugged construction. Designed to use the 280 type tube.

**Special \$8.95**



Model K-6

**Beautiful Walnut Cabinet KOLSTER K-6 SPEAKER**

Kolster K-6 responds instantly to the faintest impulse. It faithfully reproduces both voice and orchestra from the faintest whisper to the fullest volume of a brass band. Yet, due to its special construction, the Kolster cannot rattle or blast at any frequencies, and it always brings out the lower notes in their full musical value. Size: 12 1/2 in. high, 12 in. wide, 7 in. deep.

List Price \$35.00  
**Our Price \$5.00**

**GUARANTEE:**—  
All Mds. Brand NEW  
and in original  
FACTORY CARTONS.

**FULTON RADIO CO.**  
16 HUDSON ST., N. Y. CITY, N. Y.

**TERMS:**—  
20% with order  
BALANCE C.O.D.  
2% with full  
remittance.

**RADIO FANS**

Make the Best Customers

**RADEX**

turns casual users into radio enthusiasts

**BECAUSE**

It shows them how to tune their sets scientifically.

It shows the frequency they are tuned to for any setting of the dials.

It identifies programs without waiting for announcements.

It gives them the week's programs hour by hour.

**THIS IS WHAT THEY SAY:**

"Since using RADEX I have become a dyed-in-the-wool fan."

"With RADEX I have brought in stations I never knew existed."

"RADEX has brought us new interest in our radio set."

**NEW SEPTEMBER ISSUE**

with many changes,  
ready August 25th

\$2.00 a Dozen

Order a supply today.

**THE RADEX PRESS**

1369 E. 6th St., Cleveland, O.

**Radio Bargains**

Battery Sets, Model 35 Atwater Kent, easily converted into automobile radio sets, only \$16.85 ea.

Cone Speakers encased in Baffle Box used for automobile speakers. Gives wonderful volume and tone, only \$5.50 ea.

Genuine \$27.50, 3-tube Amplifiers only \$4.50 ea. R.C.A. 18 A.C. Sets only \$29.50 ea. R.C.A. 100-A Loud Speakers only \$10 ea.

Merchandise listed above guaranteed to be Brand New except Model 35, slightly used. If unsatisfactory, money refunded.

Order by money order or check  
Supply Limited

**LAMAR RADIO SHOP**

Dept. C-2, Lamar, S. C.

**SELLING OUT RADIO PANELS**

walnut and gum, all thicknesses, assorted sizes, shooks, assorted hardware, and machinery.

**CHARMAPHONE CO.**  
Pulaski, N. Y.

**We Carry a Complete Stock of REPLACEMENT PARTS FOR**

**FREED-EISEMANN, FRESHMAN, EARL AND FREED SETS**

Send for special service parts bulletin.

We will answer all questions relating to above sets.

**Freed Radio Sales Service**

16 Hudson St., New York City, N. Y.



ESTABLISHED  
1921  
AND Now  
**Federated Purchaser**  
IS SERVING  
OVER 20,000  
DEALERS



We buy for CASH and sell for CASH, giving our customers the benefit of our saving.

All orders shipped within 24 HOURS OF THEIR RECEIPT.

We are not connected with any other mail order house. There is but one FEDERATED PURCHASER.

# Radio Bargain News

**Federated Purchaser**

16-22 HUDSON STREET  
NEW YORK, N. Y.



## DEALERS AND SERVICEMEN

Write for Your FREE Copy of This Big Catalog

40 PAGES — OVER 1,000 ITEMS

Of Nationally Advertised Merchandise, such as Replacement Condenser Blocks, Transformers, Resistances, Sets, Tubes, Speakers, Eliminators, Power Amplifiers and Complete Public Address Systems.

AT LESS THAN MANUFACTURER'S COST

## HERE ARE A FEW TYPICAL VALUES

Page No.	Cat. No.	Description	Net Price
3	6004	Webster 2-210 Push-pull Power Amplifier.....	\$19.50
3	106	R C A 106 Dynamic Console Speaker.....	16.50
3	46	Radiola 46 Console Receiver with Dynamic Speaker.....	58.50
7		Stewart-Warner Magnetic Chassis.....	2.25
7	K6	Kolster K-6 Magnetic Speaker, Walnut Cabinet.....	5.00
11	1100	Replacement Condenser Block for Radiola 18, 33 and 51.....	1.50
11	1105	Replacement Condenser Block for Majestic sets.....	2.95
11	1106	Replacement Condenser Block for Zenith sets.....	3.25
11	1107	Replacement Condenser Block for AK37 sets.....	4.95
38		Power Transformer for Philco sets.....	4.75
29		Allen-Hough Rotor Synchronous Phonograph Motor.....	4.25
30	2801	Columbia Radiograph, Electric Motor and phonograph pick-up in carrying case.....	17.50
32	K-20	Kolster K20 Table Model Electric set.....	32.00
38	3801	Victor Replacement Condenser Block for Victor sets.....	3.95
		Replacement Blocks for Philco sets.....	3.50
		Stewart-Warner Table Model, 900 series, uses 5-227, 2-245, 1-280 tubes.....	29.50
		<b>Power Transformer for Peerless Kylectron Sets . . . . .</b>	<b>\$4.75</b>

Remember: We are headquarters for all standard and "hard to get" replacement parts. Send for our complete catalog.

Have you seen this U. S. Signal Corps complete Radio Antenna?

It consists of 125 feet of No. 14 Stranded copper aerial wire, 50 feet of No. 14



Special \$1.50

heavy rubber covered lead-in wire, 2 large ball insulators and galvanized hooks on each end, all soldered and taped, ready to string up. Complete \$1.50.

Mail orders to **Federated Purchaser** 16 Hudson St., N. Y. City, N. Y.



Model A.C. 524

FEATURES

1. Triple screen grid chassis—dynamic speaker
2. Solid walnut two-tone modernistic cabinet
3. Remarkable amplification with excellent tone
4. Eye and ear value beyond comparison

# ANNOUNCING THE NEW "DE WALD" RECEIVER

A Miniature Companion  
To Our Proven  
A.C. and D.C. POWER-PLUS  
CHASSIS

Manufactured by



Incorporated

113 R Fourth Avenue, New York, N. Y.



Model A.C. 724  
Model D.C. 727

WHERE PERFORMANCE AND PRICE ARE FACTORS AND SPACE AN ELEMENT

*100% Shadowgraphed Inspected*

## DYNAMOTONE NEEDLES

Approved by  
*Electrical Research Products Inc.*  
for use with

MADE BY  
**W.H. BAGSHAW, CO.**  
LOWELL, MASS.  
U. S. A.

**NOT**  
"adapted to"  
... but actually  
**BUILT FOR..**  
electrical  
reproduction!  
**Just listen to  
the difference!**  
**Samples on  
request!**

**BRILLIANTONE Steel Needle Company of America, Inc.**  
Pennsylvania Terminal Bldg., 7th Ave. at 30th St., New York City

ALPHABETICAL INDEX  
TO ADVERTISEMENTS

	Page
Acme Wire Co.	105
All-American Mohawk Corp.	91
American Bosch Corp.	98
American Weekly	85
Amrad Corp.	107
Andrea, Inc., F. A. D.	79
Arcturus Radio Co.	34-35
Atwater Kent Mfg. Co.	17-18-19-20
Audiola Radio Co.	101
Bakelite Corp.	100
B-L Elec. Mfg. Co.	104
Belden Mfg. Co.	28
Bright Star Battery Co.	90
Brilliantone Steel Needle Co.	112
Brunswick Radio Corp.	Inside Front Cover
Cable Radio Tube Corp.	11
Capehart Corp., The	4
CeCo Mfg. Co.	30
Central Radio Lab.	105

	Page
Champion Radio Works	84
Colonial Radio Corp.	86-87
Cornish Wire Co.	108
Crosley Radio Corp.	88
Dalitz Mfg. Co.	108
DeForest Radio Co.	Front Cover
Edison Co., Inc., Thos. A.	96
French Battery Co.	89
General Elec. Co.	7-8-9-10
General Elec. Co., Merchandise Dept.	82-83
General Industries Co.	104
Grebe Co., Inc., A. H.	5
Griesby-Grunow Co.	95
Jackson-Bell Co.	99
Janette Mfg. Co.	104
Jensen Radio Mfg. Co.	102
Johnsonburg Radio Corp.	16
Kato Eng. Co.	108
Kellogg Switchboard Supply Co.	33
Kennedy Corp., Colin B.	103
Ken-Rad Corp., Inc.	94

	Page
Magnavox Co.	27
Mayo Lab's	106
National Carbon Co.	12
National Union Radio Corp.	14-15
Pacent Elec. Co.	24
Philadelphia Stor. Bat. Co.	80-81
Pierce Airo, Inc.	112
RCA Victor Co., Inc., Radiola Div.	66-67
RCA Radiotron Co., Inc.	B. C.
Radio Prod. Co.	105
Readrite Meter Works	106
Sampson Industries	106
Shakeproof Lock Washer Co.	26
Silver-Marshall, Inc.	25
Sparks-Withington Co.	Inside Back Cover
Sprague Spec. Co.	92
Stewart Warner Corp.	31
Story & Clark Radio Corp.	29
Stromberg-Carlson Tel. Mfg. Co.	2
Sylvania Prod. Co.	36
Taylor-Travers Corp., Ltd.	6
Thordarson Elec. Mfg. Co.	107
Transformer Corp.	13
United Air Cleaner Corp.	32
United Engine Co.	21
Utah Radio Prod. Co.	3
Wasmuth-Goodrich Co.	108
Webster Elec. Co.	97
Westinghouse Elec. & Mfg. Co.	22-23
Weston Elec. Instrument Co.	102
Zenith Radio Corp.	93

SEARCHLIGHT SECTION  
Classified Advertising

BOOKS	110
BUSINESS OPPORTUNITIES	108
EMPLOYMENT	108
REPRESENTATION	108
RADIO STOCKS	109
American Sales Co.	110
Baltimore Radio Co.	110
Charmaphone Co.	110
Federated Purchaser	111
Freed Radio Sales Service	110
Fulton Radio Co.	108-110
S. S. Jobbing House	108
Lamar Radio Shop	110

# BONDED DEALER PROTECTION

Just how straight Sparton shoots with dealers is illustrated by the following extract from the Sparton contracts with all distributors. Here is protection that PROTECTS, and visible evidence of the solid foundation upon which Sparton dealers have been so universally successful.

*QUOTED from the Sparton  
Distributor Contract . . . .*

"In the event the Distributor, directly or indirectly, sells and/or ships or, directly or indirectly, causes to be sold and/or shipped Sparton Radio Sets in territory other than that allotted hereby, then the Distributor shall pay as liquidated damages (due to difficulty of determining damages) and not as a penalty to The Sparks-Withington Company for each set so sold and/or shipped, a sum of money equal to the difference between the following sums (a) and (b): (a) the Manufacturer's list price of said set less 40% discount; (b) the Distributor's laid down cost of said set. The Distributor will furnish a surety bond issued by a surety company to be designated by The Sparks-Withington Company conditioned upon the fulfillment of this paragraph in the principal amount of 2% of the Distributor's quota but not less than \$15,000. The obligations of this paragraph shall cover conduct of Distributor through July 31st following the termination of his contract with The Sparks-Withington Company."

THE SPARKS-WITHINGTON COMPANY

*(Established 1900)*

JACKSON, MICHIGAN, U. S. A.

*Pioneers of Electric Radio without batteries of any kind*

(484)



# SPARTON RADIO

*"Radio's Richest Voice"*

MANUFACTURERS RADIO SERVICE  
1160 HOWARD ST  
SAN FRANCISCO CALIF

# 36 Tons of Display Material!

**GOOD NEWS**  
Prices Reduced  
**UX-280**  
FULL WAVE RECTIFIER  
Now **\$1.90**

**BIG PRICE REDUCTION**  
**RCA Radiotrons**

	OLD PRICE	NEW PRICE	YOU SAVE
UY-224	\$4.00	\$3.30	\$.70
UY-227	2.50	2.20	.30
UX-245	3.50	2.00	1.50
UX-280	3.00	1.90	1.10

**Buy Now!**  
**RCA Radiotrons**  
THE HEART OF YOUR RADIO

Put new life in the old set!

Give yourself a treat!  
**New RCA Radiotrons**  
in your set will do it - and now at  
**NEW LOW PRICES**

RCA Radiotron Price List

**JULY 17<sup>th</sup> 1930**  
**A Red Letter Day!**

ON JULY 17 prices on four popular types of RCA Radiotrons were reduced. On July 17 over 36 tons of display material were delivered to RCA Radiotron dealers!

On the very day prices were reduced, nearly every RCA Radiotron dealer had complete information in his hands and enough material to enable him to capitalize on the reduction to its fullest extent.

To further promote sales there were stupendous tie-ins with newspapers, and broadcasting. This is the first time in the history of the tube business anything like this has ever been done.

It is but an indication of what the RCA Radiotron Company is going to do for its dealers to help them obtain greater profit. Keep the price reduction display material alive—keep it working for you—it's just full of dollar pulling features.

RCA RADIOTRON COMPANY, INC. - - HARRISON, N. J.

**RCA Radiotrons**  
THE HEART OF YOUR RADIO SET