

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

P I O N E E R S

The recognized leadership of this nationally known organization of radio and metallurgical engineers is the result of pioneering in the development of products heralded as master achievements in many industries. In the automobile field—tungsten contact points; in radio—the dry electrolytic condenser; and *now*—the outstanding automobile "B" eliminator.

P. R. MALLORY & CO.
Incorporated
INDIANAPOLIS, INDIANA

The Mallory-Elkon "B" Eliminator makes any automobile radio an *all-electric radio!* Simple in construction . . . practical in operation . . . proven in performance . . . approved for all leading automobile radio sets. List Price \$19.95.



Mallory pioneered the dry electrolytic condenser now so universally accepted as the standard for efficiency and economy.

In this new Yaxley Volume Control, Yaxley has made a decided departure from old practices to produce a control with outstanding features . . . smooth, quiet both electrically and mechanically, insulated or grounded shafts optional and a completely enclosed power switch.



MALLORY ELKON

YAXLEY



Everybody told us

It can't be done

but here it is!



- Ten - tubes — new type, of course.
- Twin Speakers.
- Automatic volume control.
- Beautiful 6-legged cabinet.

\$ **49⁹⁵**
Complete

Clarion

With 98% pure tone

Other sensational values from 6-tube to a 12-tube console

Exhibition Booths
69, 70, 71

Demonstration Rooms
556A and 557A

midget

incorporating every new radio feature.

Prices slightly higher west of the Rockies, and do not include proposed sales tax.

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

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RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

VOL. 15

No. 6

Contents for June, 1932

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A Perpetual TRADE SHOW

May 23 forty set makers confidently unveil snappy new models at Chicago. Simultaneously, 25,000 copies of *Radio Retailing* leave McGraw-Hill presses; speed away to the trade.

Many dealers awake in the Windy City, dress, eat, hurry to the Stevens. Many more, at home, leave for "business as usual," later to thumb through this magazine their mail-order trip to the show.

Check up on Trade Show exhibitors in the special RMA section beginning on page 25 then turn to page 52, the "New Merchandise" section, where new products brought out by many companies that do NOT exhibit are described.

Turn to the "New Merchandise" section this month, every month. It is, truly, a perpetual Trade Show!

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LOS ANGELES, 379 Chamber of Commerce Building

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

Announcing 1932-1933 Stromberg-Carlsons

Finer Features
New Tubes

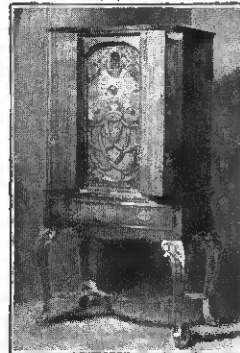
Greater Values
Lower Prices

No. 38 Radio. A full size cabinet in contrasting veneers. Price, with tubes . \$167.50



No. 39 Radio. A Full size cabinet with doors. Price, with tubes . . . \$137.50

No. 40 Radio. A brilliant example of the high boy. Price, with tubes \$225



"There is nothing finer than a Stromberg-Carlson"

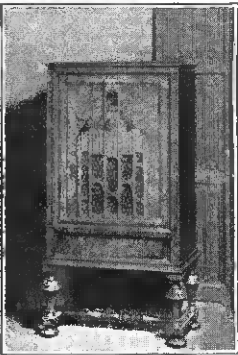
You want profit, you want prestige. You look to the manufacturer to help you gain both. Your best guarantee for attaining these is a Stromberg-Carlson franchise. It offers:—

1. THE RADIO which is every man's ultimate desire.
2. Direct-to-Dealer merchandising which permits restricting sales outlets to a group of high grade dealers who are willing to co-operate so as to earn, from their Stromberg-Carlson sales, a reasonable net profit.
3. Stromberg-Carlson's time-honored policy of guaranteeing never to reduce its list prices.

These new, Telephone-Built Radios are equipped with twenty-eight worth while features, including Automatic Volume Control with Meter Tuning. Now, more than ever before, the Stromberg-Carlson franchise is not only a profit builder but a prestige builder.

Prices quoted are East of Rockies.

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

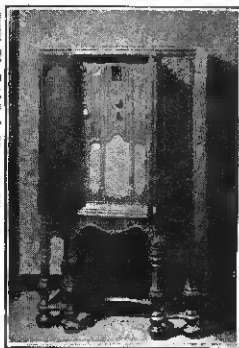


No. 37 Radio. Stromberg-Carlson quality at a new low price. Price, with tubes \$139



No. 41 Radio and Automatic Phonograph. Price, with tubes \$395

No. 27 Radio. Telektor type. Half Octagonal cabinet. Price, with tubes . . \$300



No. 22 Radio. Telektor type. Stromberg-Carlson's finest receiver. Price, with tubes \$375

No. 24 Radio and Automatic Phonograph. Telektor type. Price, with tubes . . \$550

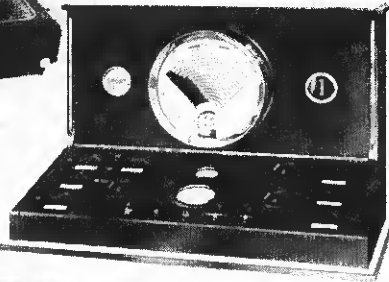


Stromberg-Carlson

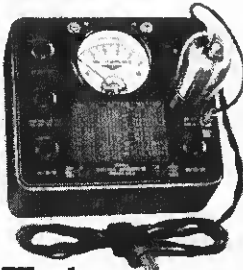
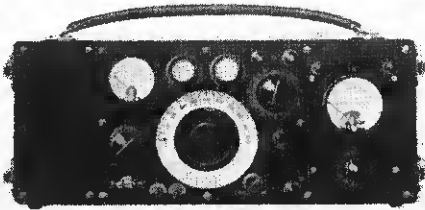
MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

High Grade Radio Instruments for every purpose and every purse

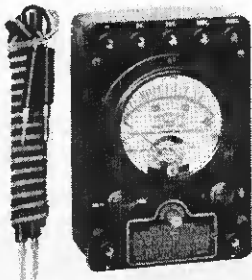
3 Set Analyzers



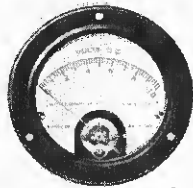
6 Tube-Sellers



3 Oscillators



2 Tube-Checkers



Special Instruments
for Every Need

A Complete Line
of Panel Instruments

NEW service instruments, developed through the combined efforts of Weston and Jewell engineers, will be announced at the R. M. A. Trade Show in June.

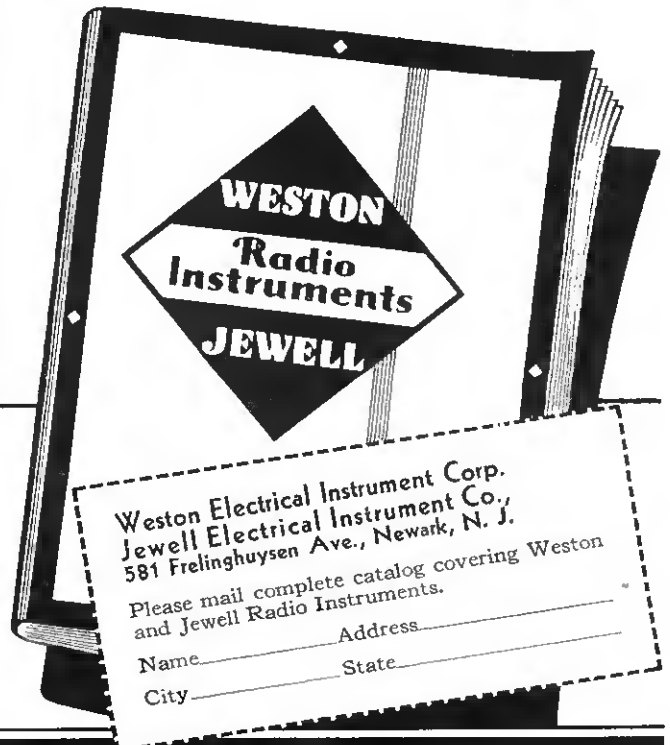
These new instruments, added to the combined Weston and Jewell Lines of radio testing equipment, provide a selection that meets every service requirement and every purse.

The 1932 Weston-Jewell Radio Catalog—a veritable encyclopedia of high grade service equipment—describes every instrument in this incomparable line. An extensive selection of Set Analyzers, Tube-Sellers, Tube-Checkers, Ohmmeters, Voltmeters, Output Meters, Panel Meters, and accessories enables you to choose equipment that exactly fits your needs.

Never before have dealers and servicemen had such a valuable guide in the selection of radio instruments! Mail the coupon for your copy of this important catalog today.

WESTON JEWELL

The combined engineering and manufacturing facilities of Weston and Jewell bring to radio an unparalleled line of test equipment incomparable in value and performance.



VIBRO-

A major contribution to radio

IT is an open secret that without the replacement market, there would not be enough radio sets sold to keep the average dealer in shoe leather.

But study the figures and you will find in this situation a sound basis for real encouragement and sane optimism.

For it is our experience—as it must be yours—that it is far easier today to sell a radio owner a better set, than it is to locate, interest and sell the man who has never owned a radio.

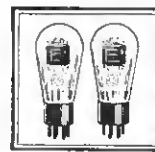
Nine Million Prospects

Just stop for a minute and consider the size of this replacement market. Nearly 9,000,000 radio sets in the country are 2 years old or over. Over a million of these are battery sets, whose owners sooner or later are going to buy a new radio. Additional millions are sets that are not merely outmoded in appearance but obsolete in results if compared with present day American Bosch standards.

But in too many cases, the owner of the outdated set has never been made to realize these modern developments in radio. Now you can show him the difference. This year there are new forces brought into radio, introducing advances in reception that make yesterday's radio as obsolete as an automobile without four wheel brakes.

A Radio Revelation

These forces are combined in Vibro-Power—developed by American-Bosch. Compare an American Bosch Vibro-Power Radio with any other set—regardless of make—age or price—and the result will be a revelation. Vibro-Power achieves realism undreamed of yesterday. Vibro-Power reduces static; eliminates swish, whistles, blasts. Vibro-Power in double action models minimizes—and in triple action models entirely



NEWEST TUBES

• *The most complete*

AMERICAN BOSCH

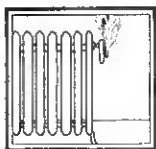
POWER!

is announced by American Bosch

eliminates—all between station noises.

What is Vibro-Power? Not merely the use of the newest-type tubes. Not merely new circuit design. Not merely new electric tuning perfection.

Vibro-Power is the American Bosch formula for combining the newest engineering developments in chassis and cabinet design, to produce fidelity in both voice and music vibration with greater power.



SWISH
ELIMINATED

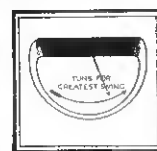
Result: *The greatest improvement in radio reception in recent years.*

The Complete Radio Line

A dealer can concentrate on this one American Bosch line and accommodate any customer's requirements. Thus the Model 205A Personal Radio fits the low pocketbook customer. The new Personal Radio Chest—we promise you—introduces a brand new idea in radio. Vibro-

Power is offered, in addition, in multi-wave receivers, sets with police signal switches, 8 tube sets, 10 tube sets, and two 12 tube sets culminating in the Grand Opera model with double automatic volume control, Vibro-Blended Duo Speakers, and walnut cabinet deluxe.

We sincerely believe that the American Bosch Vibro-Power Radio is going to start something this coming season. We sincerely believe that the American Bosch dealer—backed by the new American Bosch Dealer-Profit Plan is going to get somewhere. See us at the show—or wire us for a description of the new American Bosch Vibro-Power Radio line and the new American Bosch Dealer-Profit Plan.



ELECTRIC
TUNING

UNITED AMERICAN BOSCH CORP.
SPRINGFIELD MASSACHUSETTS

Branches: New York, Chicago, Detroit, San Francisco
Manufactured under Patents and Applications of RCA

line in radio .

VIBRO-POWER RADIO

The PRICE MUDDLE

The theory of the policy that the public is interested *only* in price has been exploded.

Theoretically, the successful radio merchant was one who could buy standard, well advertised, quality sets and sell them for less than his neighbor. Obviously, the neighbor was driven to the same methods with resulting lower quality merchandise in order that competition could be met. ¶ The basic reason for the success of any manufacturer is that he has earned by virtue of quality merchandise and sound marketing, a reputation that is superior to the rank and file of competition. Reputation inspires dealers, then the public, to purchase the manufacturer's product with confidence and pride. ¶ Consumer reactions to the product, within reasonable limits, determine the price at which merchandise can be sold. ¶ Zenith, a leader for 16 years—responsible for 34 major radio developments—the first radio manufacturer to establish the present system of standard discounts for jobber and dealer—asserts a platform for 1932 of constructive, stabilized radio manufacturing and selling.

ZENITH RADIO CORPORATION · CHICAGO, ILL.



ZENITH HEADQUARTERS from May 23rd to May 26th will be on the "J" floor of the CONGRESS HOTEL, CHICAGO



TUNG-SOL

ANNOUNCES A CONSIGNMENT PLAN

for the DISTRIBUTION and SALE of RADIO TUBES

Effective **MAY 1, 1932** Tung-Sol Radio Tubes will be distributed on a consignment basis, through carefully selected wholesale and retail agents. This is the first time any manufacturer in the tube industry has attempted such a plan of distribution on a nation-wide scale. Only a few leaders in the industry could operate such a plan successfully because of the large capital reserve which it obviously necessitates. The advantages to the entire trade are expected to be numerous. ¶ Broadly speaking, this plan will undoubtedly exert seven immediate stabilizing influences, which the entire industry sorely needs:

1. By the selection of only high grade outlets, it will prevent unfair and ruinous competition.
2. It will assure both wholesaler and retailer of a fair margin of profit on all tube sales.
3. It will tend to create a retail price structure which the consumer can learn to depend upon as a standard of tube values.
4. It will fully protect both wholesaler and retailer against losses resulting from price reductions and obsolescence.
5. It will give the wholesaler an additional protection against credit losses which is not existent under present selling methods. This is very desirable in these especially trying times, particularly in the radio industry.
6. It will enable both wholesaler and retailer to carry sufficient stocks of all types of tubes to meet their requirements without any financial investment whatsoever on either merchant's part.
7. It will eliminate the wholesaler's usual investment in current accounts receivable.

When viewed from all angles and carefully studied, this plan of distribution offers advantages to the individual dealer and wholesaler, which are almost illimitable. It is a revolutionary plan, but one which is soundly conceived. It will have a far reaching effect on the tube business of every section of the trade, and for that reason is of universal interest to all wholesalers and retailers of radio tubes. Wholesale and retail agencies are now being selected for unfilled territories. Interested merchants are invited to write for complete details or see us at the R. M. A. Show.

BOOTHS B-54 and B-55, BALLROOM, TUNG-SOL HEADQUARTERS, SUITE 1606, STEVENS HOTEL

TUNG-SOL RADIO TUBES INC. - NEWARK, N. J.

(Licensed under patents of Radio Corporation of America)

Sales Divisions: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Detroit, Kansas City, Los Angeles, New York, St. Paul

new ATWATER KENT RADIO

1932 Winning Ticket

new

MODEL 260 LOWBOY

10 tubes, including latest super-powerful 2½-volt type; 2 pentodes in push-pull—the famous Atwater Kent method of getting best results with double audio output.

5-gang condenser, completely shielded, eliminating super-heterodyne noises and securing 10-kilo-cycle selectivity.

Deep, rigid chassis base of drawn steel, with high-frequency transformers isolated inside the base.

Neon Tuning Light—silent tuning—sensation of Atwater Kent this year—now improved to indicate tone peak of many more stations; centralized on panel beneath dial.

11 tuned circuits—every one completely shielded.

Improved automatic volume control.

4-point tone control and static reducer, with definite tone positions for convenience of set user.

Range switch for local or distant reception.

Extreme sensitivity—greater distance, better daytime reception.

Clearer, richer full-range tone quality.

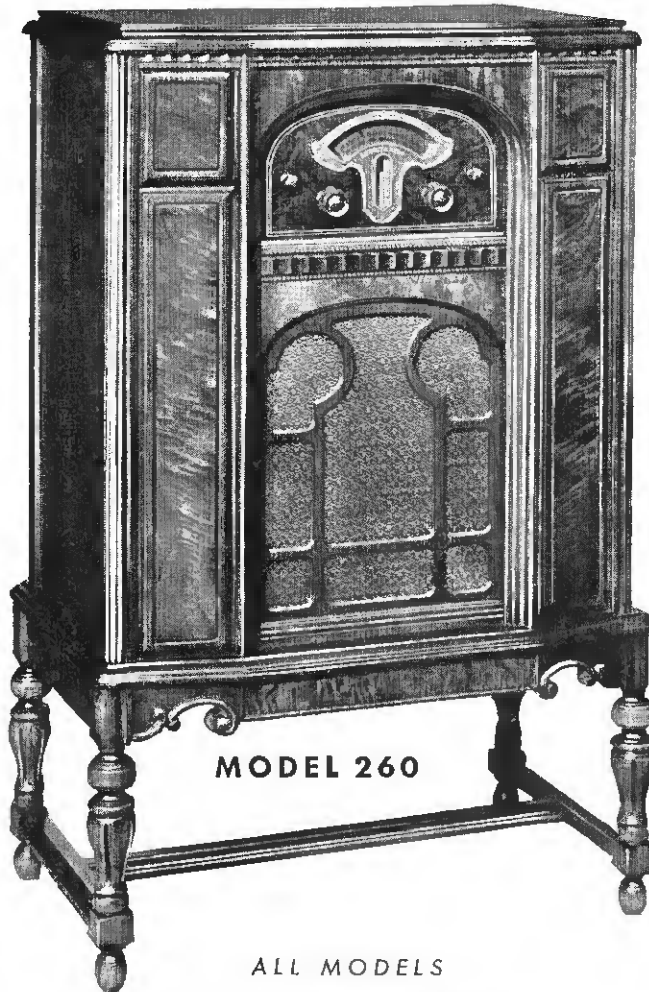
Electro-dynamic speaker of advanced design.

Quick-Vision compensating dial—uniform tuning over the entire range.

Atwater Kent dependability; watchmaker-precision workmanship.

New cabinet design—receding side panels—new arrangement of controls. American walnut, with burlled maple arch over speaker grille of rich gold.

Also Model 469 Lowboy, same cabinet as above. 9 tubes; 2 pentodes in push-pull, giving double audio output. Completely shielded 4-gang condenser. New chassis of deep drawn steel. Automatic volume control. 4-point tone control. Centralized Neon Tuning Light.



MODEL 260
ALL MODELS
SUPER-HETERODYNE

new
design? YES!

new
engineering? YES!

new
circuits? YES!

new
tubes? YES!

new
cabinets? YES!

new
prices? YES!

THE NAME THAT HAS POLLED MORE

new ATWATER KENT RADIO

1932 Platform



new

MODEL 188 LOWBOY

8 tubes, including super-powerful 2 1/2-volt type. Automatic volume control. Tone control. Range switch. Completely shielded 4-gang condenser. New chassis of deep drawn steel. Quick-Vision compensating dial. Cabinet, American walnut and bird's-eye maple.



new

COMPACT MODEL 228

8 tubes. Automatic volume control. Tone control. Range switch. 4-gang condenser. American walnut, Gothic design with Gothic escutcheon.

Also Compact Model 567. 7 tubes. 4-gang condenser. Tone control. Same cabinet as above, with semi-circular escutcheon.

Also models for Direct Current, Battery operation, Atwater Kent Motor Car Radio, and short-wave converter.

NOW... as for 10 years
 THE BEST DEAL FOR THE DEALER

... as for 10 years
 STABILIZED PROFITS

... as for 10 years
 NO DISTRESS SALES

... as for 10 years
 NO OVERSTOCK

... as for 10 years
 NO FORCING

... as for 10 years
 PLANNED PRODUCTION

... as for 10 years
 CONTROLLED PRODUCTION

... as for 10 years
 PUBLIC CONFIDENCE

... as for 10 years
 DEALER CONFIDENCE

ATWATER KENT MANUFACTURING CO., A. Atwater Kent, Pres. 4700 WISSAHICKON AVE., PHILADELPHIA, PA.

THAN THREE MILLION RADIO VOTES

why **PHILCO** leads

BY A WIDE AND INCREASING MARGIN

- 1.** PHILCO Laboratories and the great PHILCO plant maintain a degree of quality which creates and holds public confidence.
- 2.** PHILCO has the most complete line, with suitable models for every taste, every purse, and to enable a dealer to meet any decent competition.
- 3.** PHILCO models have every worthwhile improvement, and are kept free from tricky gadgets, however alluring, which might be introduced to create sales by confusing the consumer.
- 4.** PHILCO production-control protects the Trade against the over-stocks, vicious dumping, and other trade panics, and keeps the movement of PHILCO Radio on a sound and business-like basis.
- 5.** PHILCO has the most complete, most aggressive trade promotion program ever known to radio. More magazine advertising than the five nearest competitors combined, more newspaper advertising than the seven nearest competitors combined, the greatest radio broadcasts of all time, and every trade help known to clean, scientific merchandising.
- 6.** PHILCO prices are attractive, and profits to PHILCO Dealers are sufficient to build up a solid and lasting business in PHILCO Radios.

PHILCO RADIO & TELEVISION CORPORATION

PHILADELPHIA

TORONTO

LONDON

We wouldn't DARE seal it if the QUALITY weren't there!

SERVEL has reduced prices only in accordance with the reduction in costs of raw materials—no quality has been taken from the refrigerator to meet a “price” market!

In the Servel Hermetic all of the moving parts subjected to wear are made of casehard-

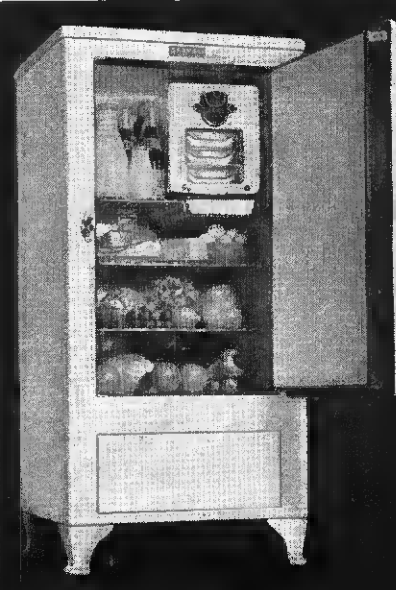
ened steel—adding years of trouble-free service to the refrigerator. These moving parts are then hermetically sealed in a permanent bath of oil—under tons of pressure. We wouldn't dare to seal it permanently if the quality weren't “built in” for years to come.

STUDY THIS CHART

Let the total decide for you
which refrigerator to sell!

Send for Servel's Dealer
Plan and sales helps today!

SERVEL SALES, INC.
Evansville, Indiana



SERVEL SAYS “YES” 12 TIMES TO THE FEATURES THAT COUNT	Servel	Refrigerator	Refrigerator	Refrigerator	Refrigerator	Refrigerator
1 Hermetically Sealed <i>The Servel Hermetic is Tinker-proof! All moving parts sealed under tons of pressure in a permanent bath of oil.</i>	Yes					
2 Fans, Belts, Pulley's Eliminated	Yes					
3 Natural Draft Circulation	Yes					
4 Operated by only one Motor	Yes					
5 Flat Usable Top	Yes					
6 Expansion or Float Valve Eliminated	Yes					
7 Raised Food Compartment	Yes					
8 Increased Cooling Coil Surfaces	Yes					
9 Manual Oiling Eliminated	Yes					
10 Directed Air Current Inside Cabinet	Yes					
11 All Wearing Parts Are Casehardened Steel	Yes					
12 Operating Unit in Coolest Part of the Room	Yes					
TOTAL SCORE	12	?	?	?	?	?

Pick any other refrigerator or group of refrigerators on the market today, and write in your own answers to these features of vital importance—then compare the scores and decide for yourself.

80% of the usual mechanical refrigerator troubles are caused by those parts, which Servel has completely eliminated.


SERVEL

HERMETIC

Simplified Refrigeration

KEN-RAD

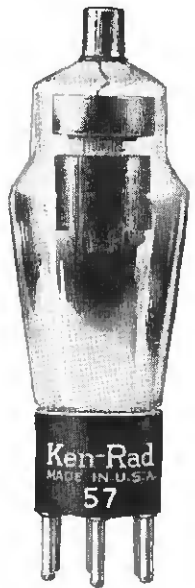
FINE RADIO TUBES



THE KEN-RAD CORPORATION
ANNOUNCES
IMMEDIATE DELIVERY
ON THE
NEW TYPE TUBES

★ 56 ★ 57 ★ 58
★ 46 ★ 82

ALSO NEW WUNDERLICH



Ken-Rad
MADE IN U.S.A.
57

No. 57

AT HOME

Headquarters: Suite 600-601-601A STEVENS HOTEL

Booths 87-88 Exhibition Hall

R. M. A. SHOW • CHICAGO • MAY 23-26

THE KEN-RAD CORPORATION, Incorporated • Owensboro, Kentucky

A Division of Ken-Rad Tube & Lamp Corporation

why doesn't the
radio retailer use

more **BLACK INK ?**



THE PENS of radio dealers have dipped too often into red ink. Too often the black figures on the ledgers haven't been large enough. Too many dealers have looked at their floors and found them clogged with unsold merchandise.

May not part of the reason for this be the stocking of a radio line that puts the burden of selling entirely on your shoulders? A line with no outstanding selling points? No distinctions from all the rest?

General Electric Radio offers you the rarest thing in the business — a definite, clear-cut superiority — a superiority that is recognized by the public — and that spells substantial profits to aggressive merchandisers. That superiority is *better tone* — the most important thing in a radio receiver

General Electric does more than merely claim better tone — it is proving

it time and time again. Every month of the year, its national advertising tells the story of another G-E tone-test victory. Every month in the year, it urges the vast army (over 8,000,000 homes) who read the Saturday Evening Post, Collier's, Liberty and Time to "believe their own ears" when they pick a radio. It has established in the public mind the fact that General Electric is the radio with the truer tone.

G-E offers you a complete line, with 7- and 8-tube superheterodyne Table Models and Consoles below \$100, as well as superb receivers ranging upward in price to \$345. Feature for feature, it meets competition's prices and still maintains an unyielding standard of high quality. Its vast production and engineering facilities assure you of constantly improved radio performance.

G-E is famous for the excellence of its products. G-E appliances are giving

satisfaction in millions of homes. The G-E monogram is recognized everywhere as an award of merit.

General Electric believes in the permanency of the industry and its dealer policies reflect this belief. It recognizes that its success depends upon making money for its dealers.

Get back of a line that will get back of you — that will be increasingly valuable every year. Fill out and mail the coupon — it will bring you further information promptly.

• Of special interest to women — join the G-E Circle — on the air every week-day (except Saturday) at noon Eastern Daylight Saving Time.



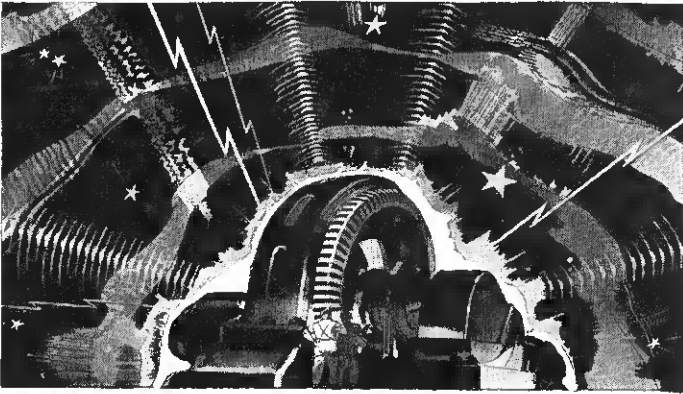
New models on display, Booths 59 to 63, Grand Ballroom, Stevens Hotel, Chicago.

GENERAL  ELECTRIC
RADIO

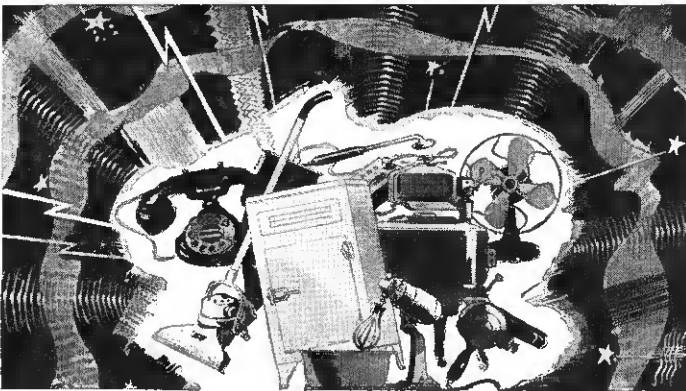
Section R-686 GENERAL ELECTRIC CO.,
Merchandise Dept., Bridgeport, Conn.
Without obligation, kindly send me further information
about the General Electric Radio dealer franchise.

Name.....
Address.....
City..... State.....

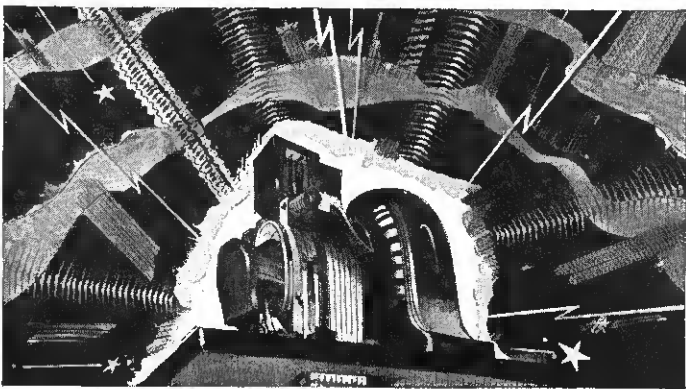
The New *Noiseless* **KOLSTER**



No High Pitched Whine of Whirling DYNAMO Can Mar Its Perfect Tone.



No Sputtering or Sizzling Caused By Certain of the Very Necessary and Useful HOUSEHOLD ELECTRICAL APPLIANCES Can Interfere With This New Radio Enjoyment.



No Arcing ELEVATOR MOTOR Can Crash Through And Create Nerve-Wracking, Performance-Destroying Chaos.

DISTRIBUTORS: A FEW TERRITORIES ARE STILL OPEN . . . SEE US AT THE SHOW

INTERNATIONAL

*98% FREE of all
man-made static!*

The greatest contribution to radio since the development of the electric set

CONSIDER the number of free service calls you have had to make in connection with practically every set you've ever sold.

Consider the repeated efforts you have been forced to expend in futile attempts to cut out man-made static — noise disturbances caused by electrical appliances of various kinds.

Consider the exchanges . . . the repossessions . . . the returns . . . that have been the direct result of this form of trouble.

Consider the excuses you have had to make to customers because of noisy, crackling demonstrations in your store.

And *then* consider the possibilities of the New Noiseless Kolster International . . . *98% free of all man-made static!*

The Kolster International Franchise

The more popular a line is, the more necessary it is to have it distributed by strong, market-wise, experienced jobbers.

We are indeed proud to have as our distributors the Westinghouse Electric Supply Company and Associated Distributors. All are thoroughly experienced in marketing radio and realize the necessity of giving you fair territorial protection. No big stick methods. No quotas.

Consider the product . . . the stability of the concern manufacturing it. Kolster Radio Inc. is affiliated with Mackay Radio and Telegraph Company and other units of the International System. Consider the strong distributing set-up and act quickly.

Tubes — more tubes — still more tubes . . . has been the cry of the industry. The real problem has been noise — less noise — *noiseless* reception. That is something you can merchandise! It's brand new! *Only Kolster offers it!*

See it at Booths Number 114, 115, 116, 117, 118 at the Radio Manufacturers Association, Trade Show . . . Main Exhibition Hall . . . Stevens Hotel, Chicago . . . May 23-26 inclusive. Hear it playing in direct comparison with other radios in Rooms Number 1400, 1401, 1401A . . . Stevens Hotel, Chicago . . . during the same period.

KOLSTER RADIO INC.

New York Office: International Telephone and Telegraph Building, 67 Broad St., New York City
Factory: 360 Thomas Street, Newark, N. J.

Let's get BACK to SANITY

THE radio business ran wild during those boom years from 1927 to 1929. Factories worked like mad turning out sets. The public fell into a frenzy of buying. Sales reached incredible heights . . . but production, mounting dizzily, outstripped them. And the high-pressure methods of manufacturers forced dealers to pile up huge inventories.

Finally, the market was glutted. The public put its hands in its pockets and refused to take them out. There were the dealers—overloaded; the manufacturers—geared for tremendous production. The results were disastrous. For almost three years, the industry has struggled to recover.

Meanwhile, Columbia has been keenly watching developments. And now—this company is sure that the time has come for a return to sanity. Columbia realizes that the mad methods which brought the industry to the brink of ruin are through. And it offers in their place a sane program of production and distribution.

Columbia will *not* go into mass production. Yet it will achieve all the economies of large

scale output. For it will draw upon the world's largest radio factory—in quantities equal only to the demand created.

Columbia will *not* employ high-pressure merchandising methods. Distributors and dealers will not be overloaded, nor compelled to carry more sets than the market calls for.

That market is bound to be broad . . . because Columbia radios have everything the public wants. They are priced right for today. They include the most advanced musical and electrical developments. They are encased in handsome cabinets. And they are backed by a name that has been famous in music for 43 years.

Columbia's manufacturing and merchandising program is sound to the core. Its instruments are among the finest in the field. The radio business now has an opportunity for a rational comeback. Distributors and dealers seeking a tonic for business, and a company sympathetic to their interests, are invited to get in touch with the Columbia Phonograph Company, Inc., 55 Fifth Ave., New York City.

June, 1932

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING
Established 1925

O. H. CALDWELL,
Editor

McGraw-Hill Publishing Company, Inc.

Some forty members of RMA have "split their bets" this season, producing radios that hit new *low* prices and also models bearing *higher* lists. The cheaper sets were evolved by taking full advantage of increased tube efficiency and by omitting all frills. The higher prices, for deluxe receivers, are justified by including such refinements as anti-noise circuits, automatic volume control not affected by static, high-quality output at all volume levels, increased power amplification, twin-speakers and other new features of equal importance.

Good little sets; better big sets . . . the trade has been provided with both—each manufacturer doing his best to provide salable merchandise at both ends of the price spectrum. Engineering brains have done everything possible to widen the gap between the Fords and the Rolls Royces of our business.

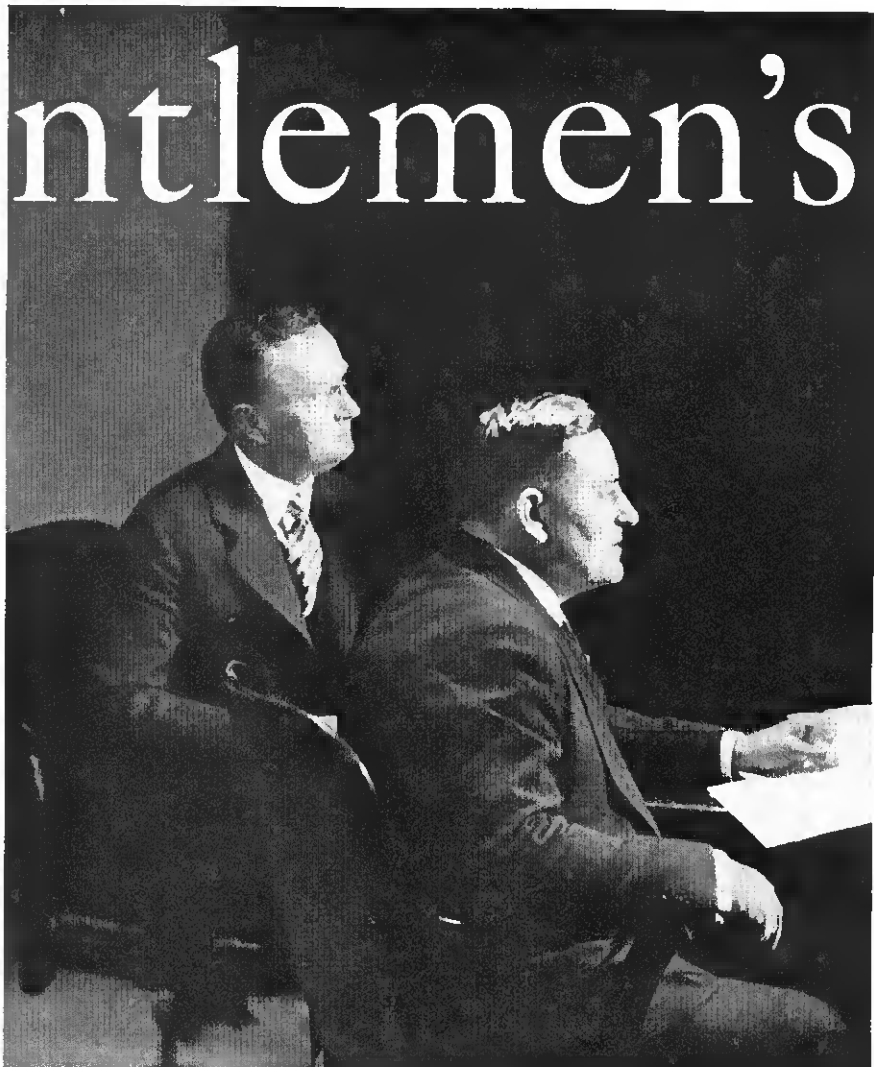
Salesmanship must now step in and demonstrate quality differences all the way through to the completion of the sale. The present situation calls for the exercise of real merchandising ability, for an accurate knowledge of product, for sales initiative. By selling the prospect the very best radio set he can afford . . . *and not one nickle's worth less* . . . dealers can make 1932-33 a profitable fiscal year.

A Gentlemen's

Gentlemen may lawfully agree on many policies beneficial to their mutual business health. The pity of it is that more cooperative action has not taken place within our industry.

"If just three of the leading set makers would get together and agree on certain necessary merchandising policies it would go a long way toward cleaning up the radio industry." Many radio executives and tradesmen have voiced this opinion. So, also has Radio Retailing.

While this has not yet come to pass, the dealers themselves are pointing the way. Three of the leading merchandisers in Worcester, Mass., for example, have, by tacit agreement, improved measurably radio sales conditions in this city of 200,000. Let the constructive measures pursued by these three, long established and reputable firms, point the way for other merchants.



QUIET persistence, each firm working toward the same objectives and each playing fair with the other, and with the public, has made Worcester "quality conscious." No "rally" meeting, no signing of a code of trade "agreements" characterized the co-operative actions of Roper, Steinert and Amidon. Simply a mutual recognition of what kind of selling tactics build for longtime profit and goodwill. Each firm, with the other's knowledge, has consistently carried out a few common sense policies and by so doing has registered Worcester as "the best town of its size in the United States for the sale of higher priced, quality radio merchandise." The quoted words are from the lips of the jobber whose well known *de luxe* line all three dealers carry.

Who are these "bell leaders" and what have they done to cause the average Worcester prospect, regardless of income, to first say, "Show me your best set"?

Both M. Steinert and Son and the Marcellus Roper Company have been selling pianos and other musical instruments and accessories for many years. Howard Amidon is a radio specialty dealer. For three years these concerns have steadfastly held to the following policies:

1. Always advertise and talk up the best set in the store
2. Sell at manufacturer's suggested prices
3. Allow no more for a trade-in than it is worth

4. Interchange information about "shoppers" and "joy riders"
5. Allow maximum of two free service calls
6. Make a charge of \$8 for the installation
7. Obtain a down payment of not less than 10 per cent of the selling price

Are such methods worth while? Here is how one of these dealers answers this question:

"During the season of 1929 and 1930 our average sale was a trifle over \$200—and I am quite sure that this figure applies to the two other stores also. The average sale during 1931 would have been considerably less than \$100 had it not been for our cooperation and the promotion of quality sets. By these two means we have raised this figure to about \$110.

"Since the first of the year cheap set sales have fallen off considerably. The fact that we are recognized as headquarters for the best in radio has been our salvation. All three stores have constantly pounded home the things that quality stand for. I really believe that the people of this city are now 'high priced' conscious.

"I do not mean to imply that the midget and small radio unit sale has not been in evidence to a marked degree in Worcester, but we do know that all three of us have had a minimum of price cutting trouble because of the attitude we have taken over a period of years. Certainly our efforts on behalf of quality receivers have

Agreement...

brings better business to

3

Worcester Dealers



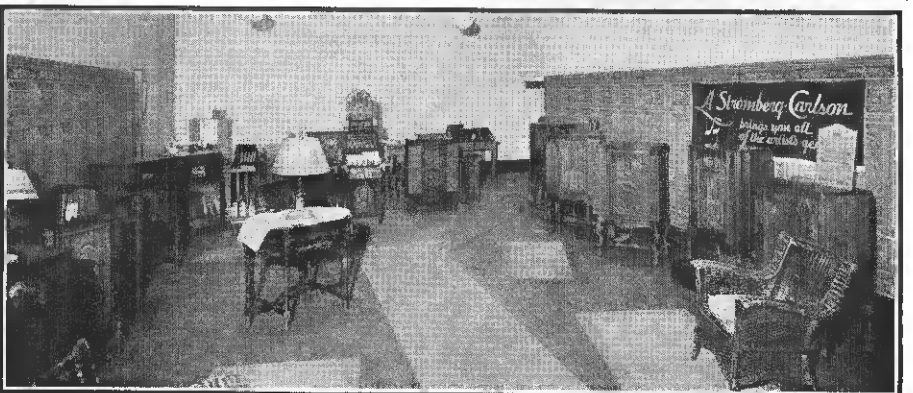
MARCELLUS ROPER CO.



M. STEINERT *and* SON



HOWARD H. AMIDON



been more than justified. Our 'gentlemen's agreement' has saved all of us considerable money and has more than doubled our unit sale price."

Another party to this agreement makes the following statement: "May I add that after coming to this gentlemen's agreement with each other, I immediately set out to sell my entire organization on the value of the high unit sale from the angle of more profit, less service and, best of all, the attraction of the higher type of prospect who does not demand long time terms."

Checking sales results at their source, the jobber, we obtained these statistics:

Dealer No. One—From July 1, 1929 to July 1, 1930, bought, and sold, 97 quality sets of one make alone. These had a retail value of approximately \$35,000—average unit list price, \$340. The following 12 months he sold 64 of the high priced units and grossed \$25,000.

Dealer No. Two—During these same two fiscal years (July, 1929 to July, 1931) grossed \$2,000 a month from sets whose average list exceeded \$300.

Dealer No. Three—Detailed figures not available but states that total average set sale for this two year period was approximately \$170.

IT HAPPENS that these Worcester merchants have had considerable experience "selling up," in other words, in justifying price. Many dealers, however, have not yet marshalled their facts or do not know how to present, in convincing manner, effective arguments for sets selling in excess of \$100.

To help its readers explain the reasons for price differentials *Radio Retailing* recently asked the leading set

makers to state, specifically, two-plus-two facts which would satisfactorily explain . . . "that \$90 difference between your lowest and your highest priced set."

The following is a digest of two of these replies:

Divide Price Difference Into Its Component Parts

"The price difference doesn't sound so formidable if broken down into its component parts. For example: the differential between our lowest and highest priced model is \$75. One-third of this difference is in superior furniture. It's easy to demonstrate this \$25 extra value. One-third is in tone quality—larger output power, twin speakers and larger baffle area. And one-third is more than accounted for by extra sensitivity, selectivity and ease of tuning. Then there are the extra accessories such as a neon tuning indicator on the better set."

Superior Qualities Checked by Fifty Unbiased Judges

Another concern stresses specifically the special features of its highest priced model—as should the dealer.

Quoting this manufacturer:

"Our high-priced set this year will tune every program on the dial perfectly. It will have 'channel control.' It will open the broadcast channel to the set so that, without special doo-dads, the ordinary operator can bring in every program perfectly tuned at the desired volume level, with automatic volume control and without noise or other station interference.

"This has been proven by having fifty unbiased people tune the set. They heard every program they went after, many stations which they never before could get."



Refrigeration's Changing Price Picture

IF Mrs. John Housewife can get along with four and one-third cubic feet of food storage space, and looks around a bit, she will discover that this size electric refrigerator now can be purchased for \$123. This figure is today's average list on their smallest model, as reported to *Radio Retailing* just before closing time, by 33 thoroughly representative manufacturers of these appliances. If Mrs. Housewife were diligent she further would discover that 16 of these concerns—48 per cent—have each one model selling for less than \$100.

Since price reducing has hit the refrigeration industry there has been a cut of approximately ten per cent in the low priced "leader" models. Bear in mind that this figure includes also those firms—17 out of 33 in this typical cross section survey—who have made no price change announcements. Excluding this leavening influence, and confining our attentions to those companies who have come out with a new low price, the "cut" becomes 18 per cent—a bird of an entirely different plumage. In dollars, the former price for the 4.3 cu.ft. box (of those 16 concerns reducing prices) averaged \$157. Now it averages \$128.50. Here is the story:

MAKE	PRESENT PRICE	REDUCTION	CU.FT. CAPACITY	MAKE	PRESENT PRICE	REDUCTION	CU.FT. CAPACITY
A	\$149.50	No change	4.0	R	\$99.50	\$50.00	3.5
B	129.50	No change	3.0	S	150.00	No change	4.5
C	179.50	No change	5.0	T	99.50	30.00	5.2
D	197.00	\$8.00	4.0	U	149.50	25.50	4.0
E	84.00	20.00	4.8	V	99.50	No change	4.0
F	159.50	20.50	4.5	W	139.50	20.00	3.5
G	139.50	No change	4.0	X	85.00	20.00	4.0
H	99.50	No change	4.5	Y	133.00	No change	4.2
I	124.50	25.00	4.5	Z	99.50	No change	3.7
J	89.50	No change	4.4	AA	99.50	No change	4.5
K	130.00	30.00	4.0	BB	139.50	10.00	4.2
L	180.00	30.00	4.4	CC	129.50	40.00	4.0
M	99.50	No change	4.3	DD	99.95	No change	4.0
N	99.50	No change	4.7	EE	99.50	No change	5.3
O	129.50	45.50	4.0	FF	99.50	No change	3.4
P	99.00	70.50	4.0	GG	99.95	20.00	4.0
Q	149.50	No change	4.5				



1926

1927

1928

1929

1930

1931

Again in **1932?**

VERSATILITY, an aid in any profession, is a pre-requisite in radio. The feminine stars of broadcasting most certainly are versatile, or as Webster defines it, "capable of turning with ease from one thing to another."

The mischievous youngster on the 8 o'clock program, the captivating heroine at 8:30 and the benevolent old lady at 9:30 may be one and the same. Often one person is required to "double" for several characters on the same program.

Perhaps you've heard a voice which sounded familiar and wondered if that "was the girl who played in the dramatic sketch last night?" Most likely you are right.

Let us look into the studios and meet some of the women behind these voices.

One of the foremost of the voice virtuosos is Virginia Gardiner, who it seems must have half a dozen different "larynx-es" and use them many times, often in the one sketch. Miss Gardiner plays the lead in the well known Death Valley Days dramas; is Mary Ellen and doubles other parts in Friendship Town, the rural life period; and takes a prominent part in the G-E Hour at noon time. In addition, she is always ready to fill in smaller parts on short notice.

Virginia applied at National Broadcasting for an audition, saying she could sing and act. Because the would-be singers outnumber the would-be actors, she had an audition for acting first. She's never had her singing audition. Born in Philadelphia, Virginia started singing in the "curls and pink bow" period. She won a scholarship awarded by Madame Sembrich of the Metropolitan Opera Company and for two years studied under the direction of the opera star.

Miss Gardiner is tall, well proportioned and pretty. When she laughs, shows a row of teeth like those in a dentrifice ad. She is unmarried and lives with her family.

Then there's Georgia Backus who wrote and played such a variety of parts for Columbia, they made her dramatic director. Miss Backus now finds time only to play Myra and many of the smaller parts in Arabesque, so full are her days with her new work. You'll remember her as the obstreperous Aphrodite Godiva in Brad Browne's Nit Wits. The idea for the sketch was hers and was successfully developed by Mr. Browne. She was also Flo in the Henry and George one minute dramas for the cigar of the same name.



VIRGINIA GARDINER
*Death Valley Days,
Friendship Town,
G-E Hour*

LUCILLE WALL
*Rudyard Kipling Stories,
Caravan*

NAN DORLAND
Lane Reporter

ELSIE HITTS
*Blue Coal, Love Story,
American School of the Air*

MADGE TUCKER
and
PATSY DOWD
*"Lady Next Door"
and the diminutive
star of the program*

The Woman behind the



ADELE RONSON
*True Story, Collier's
Radio Guild*

FLORENCE MALONE
*Radio Guild, K-7 series
Silver Plate*

GERTRUDE HITZ
Easy Aces, Crime Club

JANE ACE
Easy Aces, bridge skit

Georgia, when asked how she ever managed to learn to act, sing, write scripts, edit continuities, direct programs, replied "Inductively," as if she understood the meaning of the word. She went to Smith for a while, drifting to Ohio State University, where she contrived to get a diploma. After that, found herself entering the theatre by the stage door. From there she got into radio, where an attractive lady who is a studio jack-of-all-trades finds plenty to keep her busy.

The ingenue lead in True Story is Adele Ronson, who is also heard in Collier's and the Radio Guild. Miss Ronson took the fastest train out of Tulsa, Oklahoma, for New York the day after she graduated from High School. Subsequent happenings have justified her hurried departure for the big city. Before she went on the air she played ingenue and character parts in several successful stage hits, among them the "Road to Rome" and "Mrs. Bumstead-Leigh" with the late Mrs. Fiske.

Elsie Hitts, the heroine of Blue Coal's Sunday afternoon dramas and of the Love Story Hour, has had plenty of experience in dramatics. She started on her career in stock even before she was out of High School. Going to New York from her home town, Cleveland, Miss Hitts played ingenue roles at 15; leads at 16. When "Penrod" played in Chicago, she took Helen Hayes' part for that run. Miss Hitts, a personality-plus young lady, got her start in radio four years ago in the breath taking and thrilling Show Boat melodramas. She also played True Story leads for three years. Besides playing the feature parts in two sponsored hours, Elsie is with the American School of the Air.

Jane Ace, that naive young wife of the Easy Aces bridge skits, is the real life better half of her radio husband. Incidentally her real name is Jane Ace; her husband's, Goodman Ace. This is her first venture on the air and she boasts no stage experience. It is whispered that Mr. Ace picked her for the part because she had participated in so many real life bridge table squabbles. Her husband writes and directs the productions, drawing on gone but not forgotten tiffs.

Marge in the same series is a friend of Mrs. Ace's. Although she has appeared in local programs from WGN, this is her first network role.

Lucille Wall, the original Love Story girl of Collier's Hour, now has the featured part in Caravan, and is heard in the Rudyard Kipling dramatizations which have replaced the Sherlock Holmes mysteries. Miss Wall was Polly Preston on the program relating that young lady's adventures. The late Colonel C. T. Davis, who brought her into radio, was,

O I C E

By
Thelma
Purinton



DONNA DAMEREL
*The cute little "Marge"
of Myrt and Marge*



GEORGIA BACKUS
*Plays in Arabesque; formerly
Aphrodite Godiva in the Nit
Wits*



ALLIE LOWE MILES
*Interviewer of famous
women on Linit Bath
hour*

to Miss Wall, the greatest mind and director in radio. Though he has been dead for two years, every "word I utter, every flutter of my hands, in fact every movement I make in broadcasting is guided by my knowledge of how Col. Davis would have me play the part," she said.

As the Love Story girl she got just stacks of mail on her speaking voice, but even her best friends admit she has the world's worst singing voice. Is not married "but may change any time now."

Nan Dorland, an actress who knows her Hollywood, takes the title role of the Lane Reporter in the weekly series inaugurated about two months ago. Nan concentrates her reporting to the movie colony on the West Coast, taking her listeners on a jaunt through the screen star's homes, observing with an uncanny eye what milady's boudoir should contain by way of eye lash curlers or what the last word is in chintz coverings.

She is a graduate of Ward Belmont and has played feature roles with the Los Angeles Repertoire Theatre.

Florence Malone owns the voice you hear in the leads in the Radio Guild; the series of secret service stories of the World War, known as K-7; and the Silver Flute, romantic playlets. Miss Malone is recognized as one of the best emotional actresses on the American stage. Her name was in lights on Broadway when illness forced her to retire. She made her radio debut in "Camille" and since then has taken part in a great number of NBC productions. This former stage star finds it takes quite a different technique to be a radio actress. On the air a performer is given words to work with—nothing else. With these words not only the story must be told but the scenery, costume and time of the play painted for the listeners. Everything depends upon the voice. Although she missed the applause, flowers, changing of costume and smearing on of grease paint at first, Miss Malone has become attached to radio and intends to stay.

Both Myrtle Vail and Donna Damerel, the Myrt and Marge whom Wrigley thought good enough to go on the air in opposition to Amos 'n' Andy, came to radio from


vaudeville. Myrt wrote the script and sold the idea to the sponsor. She has had an exceptionally varied career behind the footlights and as she expresses it, "has played everything from the nut comedienne to the prima donna."

Miss Vail ran away from school at 15 to join the chorus of a Chicago musical comedy. When she entered vaudeville, she started writing her own acts, incidental music and all. Has headlined on the Orpheum circuit but never had been in a studio prior to the inauguration of her own show. Likes baseball and never misses any of the Cub's "at home" games.

Miss Damerel is only 20 years old but has been on the stage since 15 when she joined her parents on a vaudeville tour. Her father was George J. Damerel, the original prince in the Merry Widow. When her parents retired from the stage she went on her own as soubrette in a Chicago night club.

Little Patsy Dowd, the talented youngster on Madge Tucker's "Lady Next Door" period is only four but receives almost as much mail as any crooner. She entered radio as a dramatic reader just a year ago. Patsy's broadcasting has won her many admirers, old and young, and her letters come by the bushel. She has a room crowded with toys, ranging from knickknacks to big dolls, all sent by her radio friends from all parts of the country.

Allie Lowe Miles made her debut as the interviewer on the Linit Bath Club program in April, succeeding Margaret Santry. Miss Miles is widely known in literary, theatrical, motion picture and radio circles and has had a most colorful career. She has appeared on the legitimate stage, vaudeville, and motion pictures. Later she became a member of the staff of several of the major movie makers. Following publication of her last book, she joined the radio department of an advertising agency, during which time she worked on 26 broadcasting accounts. She has written, played and produced more than two hundred radio programs on the large chains.



The NEW *Sets*

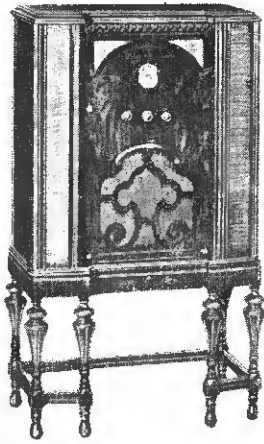
EXHIBITS

8th Annual RMA Trade Show
Hotel Stevens, Chicago, May 23-26

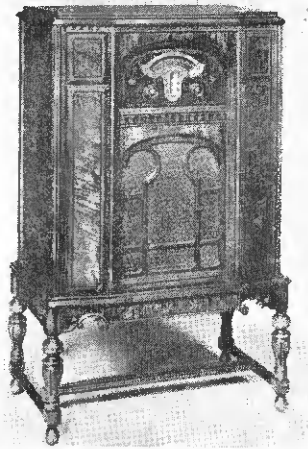
FEATURES

- Automatic Noise Control
- +
- Radio Frequency Pentodes
- +
- Push-Push Audio
- +
- Twin-Speakers
- +
- All-Wave Tuning
- +
- Visual Tuning Indicators
- +
- Mercury Vapor Rectifiers
- +
- Automatic Tone Compensation
- +
- Automatic Volume Control

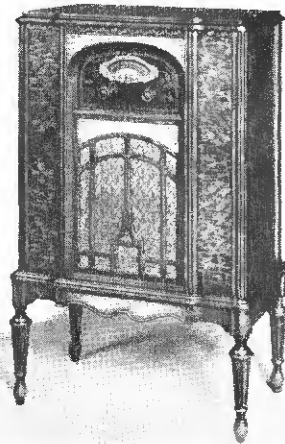
Sets shown on the following pages are priced with tubes



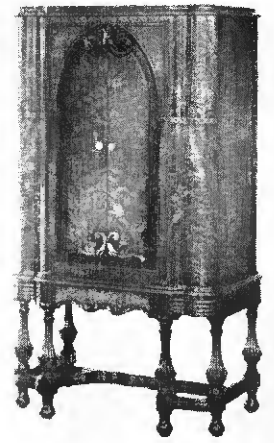
REVERE 65-S, \$66.50
6 tubes



A-K 469 & 260
9 and 10 tubes



A-K 188
8 tubes



S-M "Q," \$139.50
Shortwave and broadcast
bands. 13 tubes

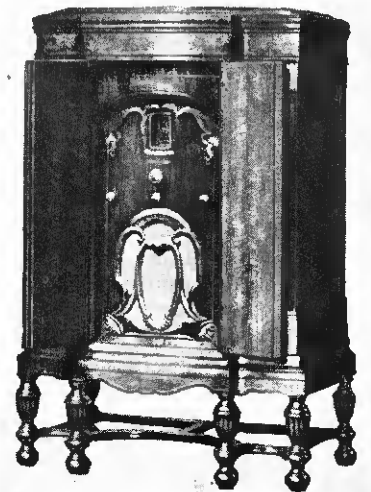


RCA R-78, \$139.50
12 tubes

Technical Trends

By W. W. MacDonald

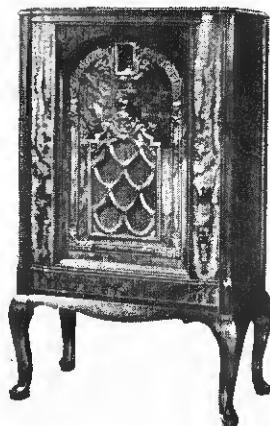
GOOD little sets, better big ones . . . this is the highlight of The Show. Most manufacturers, while continuing to produce one of two sets designed for rock-bottom buyers, have endowed quality models with modern improvements calculated to justify



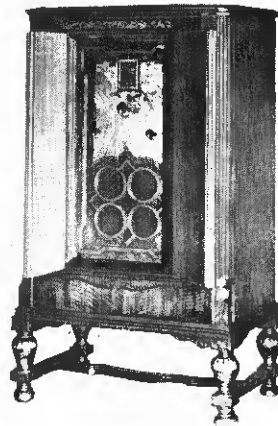
STROMBERG-CARLSON 24
Automatic combination



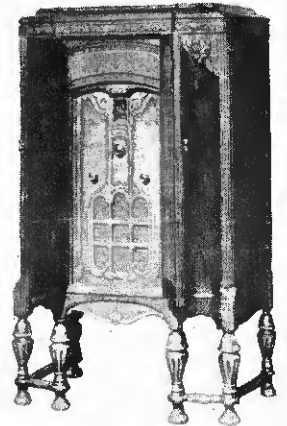
JACKSON-BELL 38,
\$79.95
545 to 16,670 kc., 8 tubes



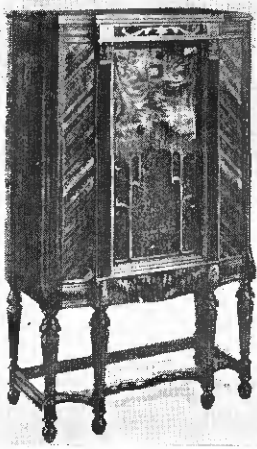
STROMBERG-CARLSON 38



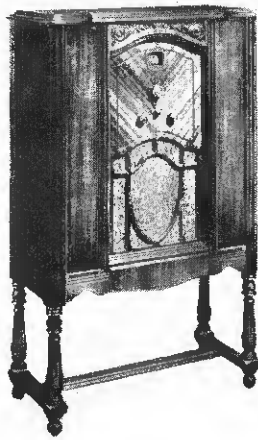
STROMBERG-CARLSON 39



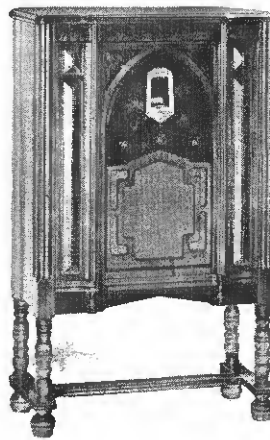
STROMBERG-CARLSON 41
Automatic combination



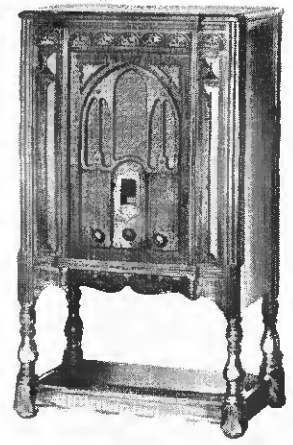
PHILCO 71H, \$69.50



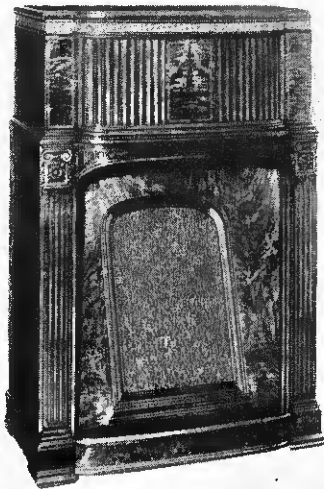
PHILCO 71L, \$59.50



G-E J-86
8 tubes



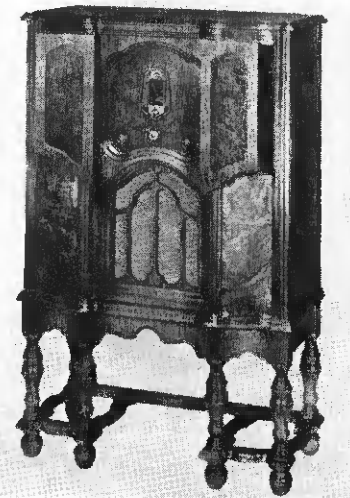
G-E J-88
Phono-Combination, 8 tubes



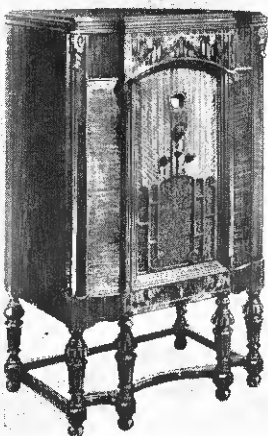
PHILCO 15DX, \$250
11 tubes

higher prices. Few radios flaunt lower lists than last season, many are higher.

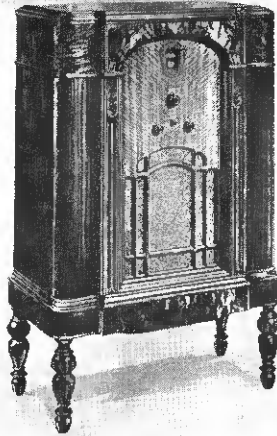
NOISE CONTROL, one of the deluxe features well worth the money, is an ingenious system of automatic volume control which reduces tube hiss and static pickup between stations. AUTOMATIC VOLUME CONTROL, one kind or another, is almost universally featured. TWIN SPEAKERS are now in a number of stock consoles, one maker cataloging a "twin" as an optional extra, another raising the ante with a three-



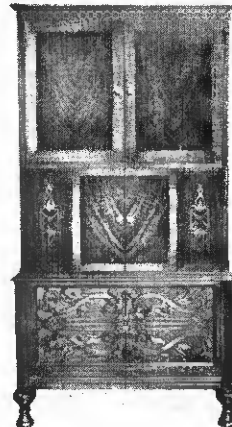
G-E
"CONVENTION,"
\$139.50
12 tubes



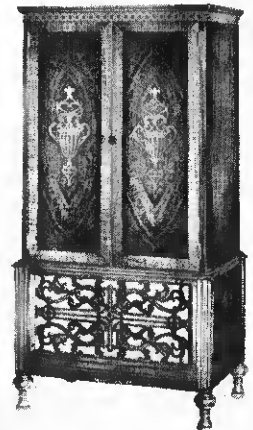
PHILCO 22L, \$129.50



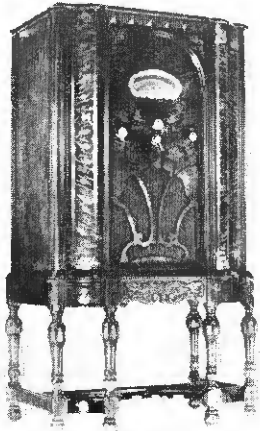
PHILCO, 91L, \$89.50



CAPEHART 10, \$234.50
Automatic combination,
10 tubes, shortwave
and broadcast

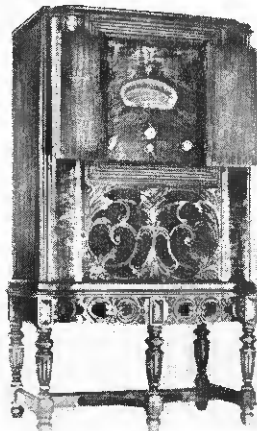


CAPEHART 11, \$234.50
Automatic combination,
10 tubes, shortwave
and broadcast



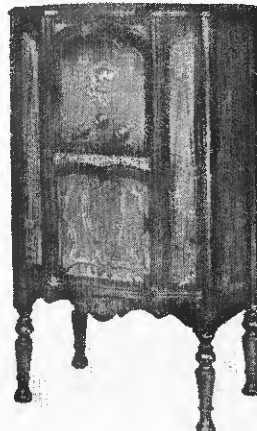
STEWART-WARNER 50

Shortwave and broadcast bands, 11 tubes



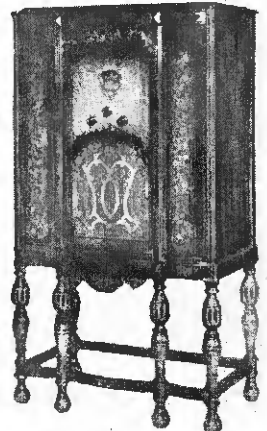
STEWART-WARNER 51

Shortwave and broadcast bands, 11 tubes



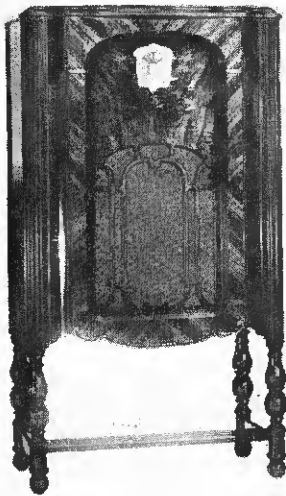
PIERCE-AIRO 400

520 to 4,200 kc., 7 tubes



PIERCE-AIRO 245

520 to 4,200 kc., 7 tubes



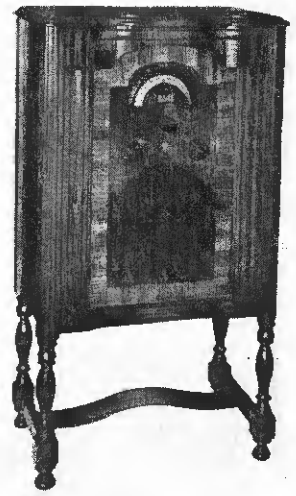
KOLSTER K-120,

\$74.75

8 tubes

dynamic job in a quality cabinet. VISUAL TUNING indicators of both the meter and neon types show appreciable popularity gains. Several receivers boast TONE BOOSTER circuits which automatically intensify low notes when volume is reduced. This compensates for the relative insensitivity of the human ear to low notes at low volume levels.

A majority of engineers have designed around the new 2.5 volt a.c. tubes (RRMay32) including R. F. PENTODES, altering the industry's tube picture virtually overnight. One leading company takes another tack,



PILOT "DRAGON,"

\$79.50

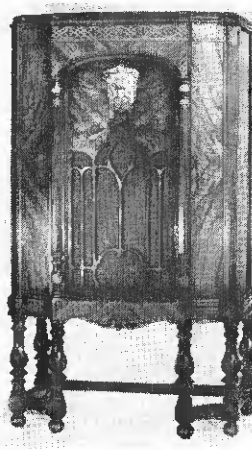
Shortwave and broadcast bands



KOLSTER K-140,

\$144.75

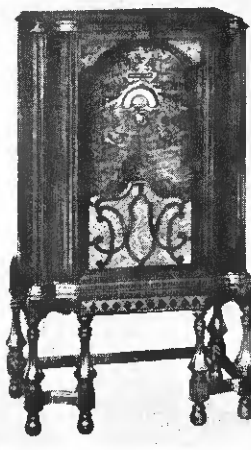
10 tubes



KOLSTER K-130,

\$99.75

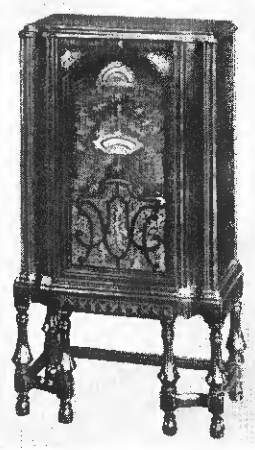
9 tubes



AUDIOLA 1168,

\$99.50

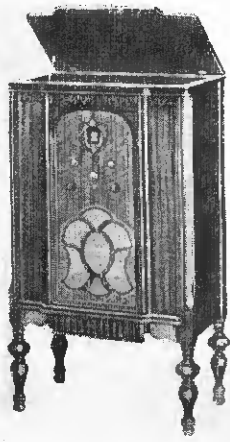
11 tubes



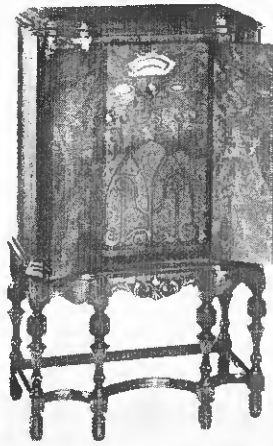
AUDIOLA

67-10AW, \$89.50

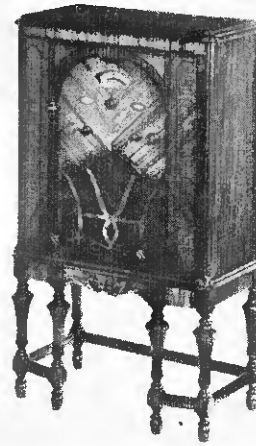
Shortwave and broadcast bands, 10 tubes



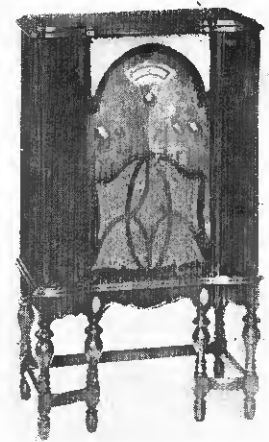
**HAMMARLUND
"COMET," \$175**
545 to 21,430 kc., 8 tubes



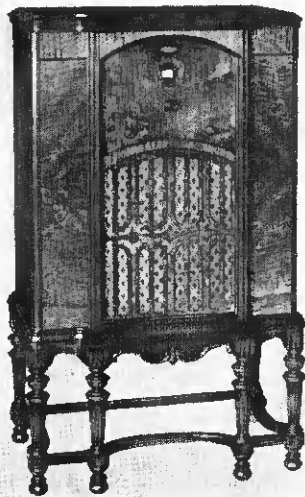
KENNEDY 366A
545 to 20,000 kc., 12 tubes



KENNEDY 266
545 to 20,000 kc., 12 tubes



KENNEDY 164
545 to 20,000 kc., 10 tubes



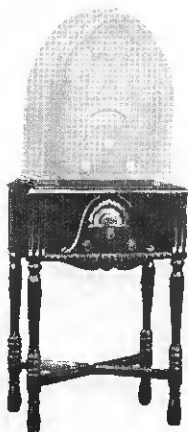
**HOWARD "WHITE
HOUSE," \$99.50**
10 tubes

standardizing on a 6.3 volt a.c. series. Although most audio systems still make use of POWER PENTODES, the new Class "B," or PUSH-PUSH, system using twin-grid tubes and MERCURY VAPOR rectifiers has cut in appreciably. It now appears likely that power pentodes are eventually to be eclipsed by one new system or another. Use of a special, full-wave grid detector in several lines is noted.

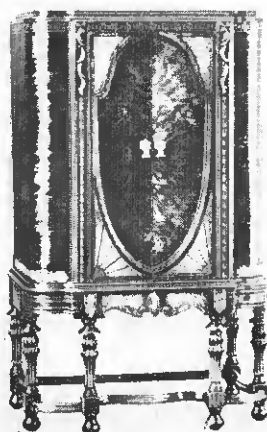
Designers, sensibly, are now playing up to the public's liking for more "cylinders." Relatively few factories have put out smaller models than last



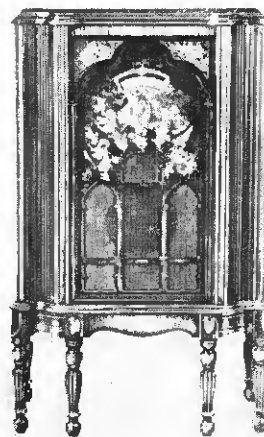
**HOWARD
"DE LUXE"**
19 tubes



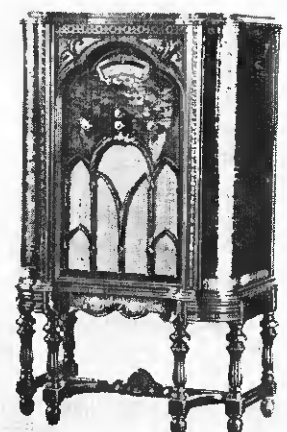
AUDIOLA 22, \$26.50
Shortwave converter
table, 2 tubes



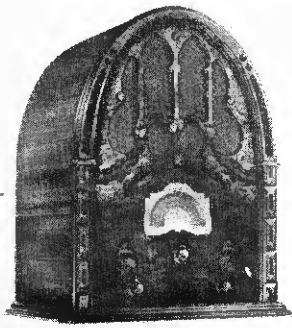
APEX 120B
12 tubes



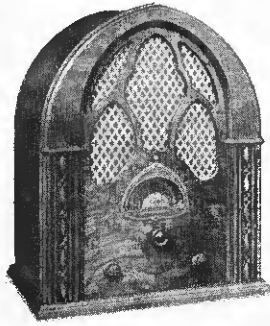
GLORITONE 9B
9 tubes



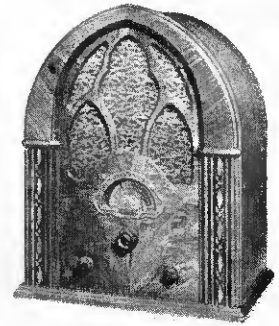
APEX 12B
12 tubes



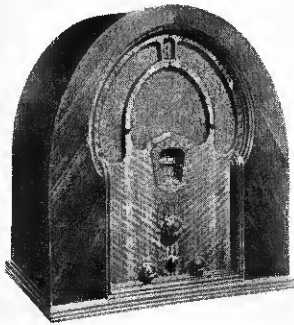
STEWART-WARNER "TABLE"
6 tubes



A-K 228
8 tubes



A-K 567
7 tubes

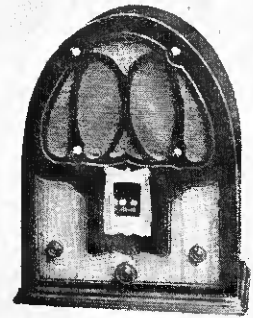


PHILCO "BABY GRAND," \$36.50,
\$46.50, \$68.50
5, 7, 9 tubes

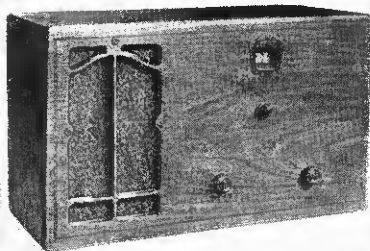
year but 11, 12 and 13 tube models are no longer uncommon and a 19 tube console makes its bow under a well known banner.

Practically all lines now include shortwave equipment. CONVERTERS and converter combinations still lead the field in point of number but there has been a marked increase in ALL-WAVE models, both superhet and t.r.f. Many tune as high as 20,000 kc., in addition to covering the broadcast band, while others are limited to police calls. One manufacturer equips consoles with special sockets into which converters of the same make may be plugged, securing power supply for the external unit in this novel manner.

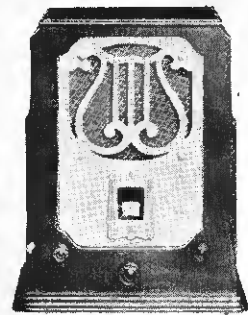
In review: Important advances in tone quality have been made. Class



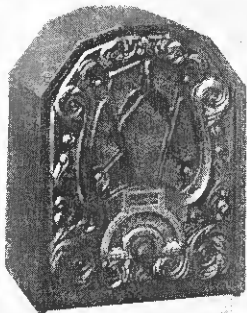
SIMPLEX "N," \$33.50



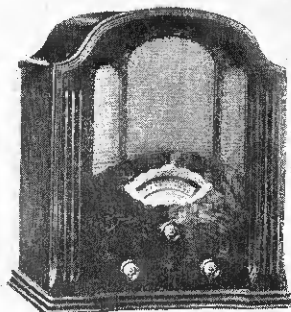
PHILCO 52-C, \$39.50
5 tubes



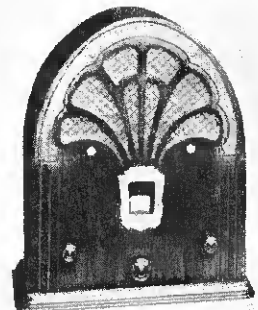
SIMPLEX "P," \$36.50
550 to 4,000 kc.



AUDIOLA 517,
\$29.95
Shortwave and broadcast bands, 5 tubes



AUDIOLA 811,
\$49.95
8 tubes



SIMPLEX "Q," \$41.50
550 to 20,000 kc.



JACKSON-BELL 25,
\$29.95
5 tubes



**PILOT "BROAD-
CAST,"** \$44.50
6 tubes

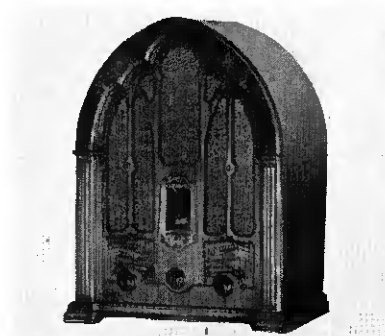


PILOT "DRAGON,"
\$59.50
Shortwave and
broadcast bands



JACKSON-BELL 38,
\$59.95
545 to 16,670 kc., 8 tubes

▼
"B" amplification, because of its 10 watts or more of power, is instantly available to handle sudden exclamations or musical crescendos, eliminating much "blurring." LARGER SPEAKERS have been developed to take care of the full volume produced by powerful amplifiers functioning over a wider frequency range. Twin-speakers, better baffles, improved tubes and circuits give added "depth." One popular receiver responds from 35 to 5,200 cycles.

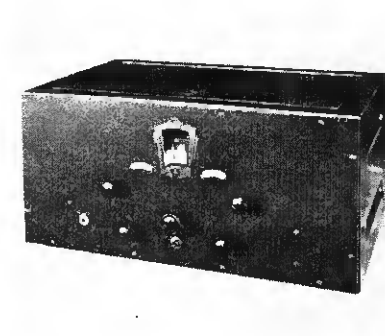


G-E J-100
10 tubes

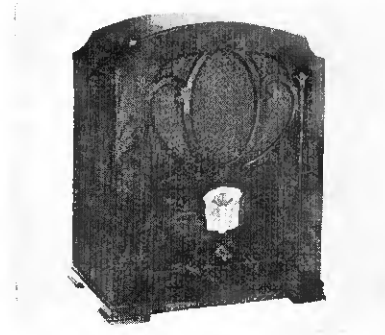


**JACKSON-BELL
26SW,** \$49.95
545 to 1,715, 2,400 to
6,520 kc., 6 tubes

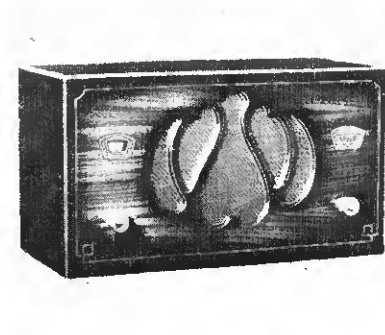
▲
The dealer, and his customers, should now be able to actually hear the difference between a new and an old, a low and a higher priced model for the new, quality receivers are really new from cellar to garret . . . never has the public been offered quite so much for its radio dollar!



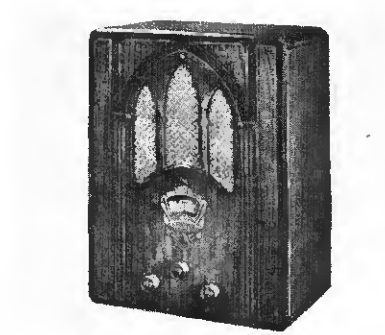
**HAMMARLUND
"PRO,"** \$160.40
1,500 to 20,000 kc.,
8 tubes



KOLSTER K-110,
\$59.75
8 tubes



GLORITONE 25A,
\$29.95
5 tubes



PIERCE-AIRO 1
520 to 4,200 kc.

EDITOR'S NOTE

Here is a thought-provoking article by a man who envisions a greater home entertainment equipment industry. His optimism, we feel, is not unwarranted for all of the devices he pictures in "tomorrow's home" are already in process of development. What is ahead for the dealer? Maybe Mr. McCanne has the answer.....



TALKING BOOKS will read us the latest novel with no eye strain

Tomorrow's HOME

By Lee McCanne*

THE complete home of the future will probably contain the following entertainment devices: A radio receiver, an electric turntable of the automatic record-changing type, a talking-movie projector, a television receiver-projector and a "talking-book" reproducer. Many will also have an electronic "organ" or other musical instrument more efficient and flexible than present mechanical designs. Shortwave reception may find, and hold, a place.



ELECTRONIC instruments will satisfy those who desire to create their own music

Consideration of the very nature of these future sources of programs indicates that each serves a different purpose. Television, for example, will scarcely obsolete radio because people often cannot stop other activities to watch pictures on a screen in a semi-darkened room (or on a ground-glass screen in a "shadow-box," or on a lens). Radio "sound," and sound alone, will always be desired when a family is at dinner or playing bridge where a musical background is desired.

Auxiliary sources of programs, from which the listener can make a personal selection of program material, will be wanted occasionally for dancing, or to satisfy some particular mood. Phonographs and talking-books will fulfill this desire for sound programs. The so-called talking-books are sound-track recordings, without pictures, on film or paper. A half-hour recording may be made very cheaply. Soon such talking-books will dramatize plays for us, read us the latest novel with no eye-strain, teach Mother Goose rhymes to the children, provide language lessons with the correct pronunciation and inflection spoken by an expert, and educate the blind.

Home talking-movies and television will supply sight-and-sound programs when a whole family, possibly with guests, wishes to be entertained. Electronic organs and similar devices will satisfy those who desire to create music themselves. Many people still like to do this and there have recently been many encouraging signs of a re-birth of this activity on a large scale.

The living-rooms of most American homes are already over-furnished. Architects and interior decorators are

*Telektor-Div., Stromberg-Carlson Telephone Mfg. Co.

predicting that the radio receiver must move elsewhere—into the hall or dining room—or farther. In the face of this growing opposition it seems hopeless to expect future customers to take five or six more cabinets into their living rooms. And there are serious objections to the crowding of all instruments into one combination cabinet. It would, for one thing, be too large and un-gainly for good furniture design. And the whole outfit would have to be purchased at once, for one lump sum.

The combination cabinet would complicate the trade-in problem in instances where part of the equipment was still salable and other parts obsolete.

Radio receivers and phonographs have reached a relatively stable stage of development so that the combination of these two instruments in one cabinet is justified and will continue. The inclusion of other elements is probably not to be. Moreover, we are not likely to get very far with any plan which limits the enjoyment of the instruments to one room or one small part of the house. The future home-owner will demand that some kind of program be available in each and every room.

Two of tomorrow's instruments should have, to be sure, a room of their own, and will undoubtedly be confined to that room, at least in so far as the visual part of the program is concerned. These are the television and talking motion picture projectors. Both will probably require a picture screen, and at least partial darkness, with a loudspeaker located beneath or behind the screen so that voices will come from the natural direction. There will be provisions for quickly curtaining the windows. All cabinets and apparatus not actually needed in this room will be located elsewhere, in order to minimize the risk of damage or personal injury while the room is in darkness.

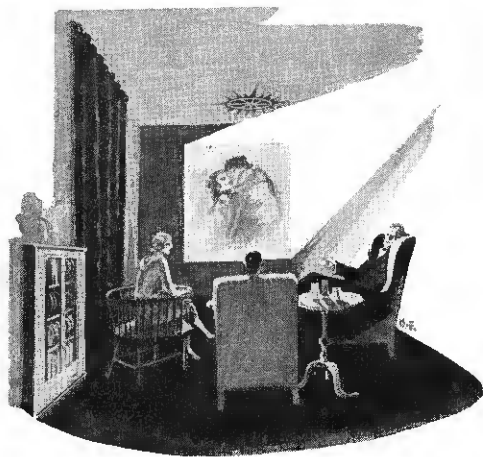
Writing in the "Technology Review" for March, 1932, John E. Burchard, 2nd, predicts that the dining room will serve double-duty as a "theatre of the home," with some means of causing the dining table to disappear. While this may be necessary in small homes, other architects and many engineers believe that the library will become the theatre in homes large enough to have a library, with film humidors and phonograph records, talking-books and printed books stored in cases on the walls.

FAR-SIGHTED merchants will want to place as many sources of programs as possible in each customer's home because the sale of an instrument, in most cases, will start a subsequent string of sales of phonograph records, sheet-music, film sales and rentals.

Inasmuch as each type of program described requires identical audio amplifier and speaker equipment, and as only one program can be enjoyed at a time, the provision of one good amplifier through which the sound part of each type of program can be reproduced is obviously less expensive than having amplifiers with each instrument. Moreover, the pooling of audio amplifier requirements justifies an expenditure sufficient to purchase one capable of faithful tone reproduction and will surely be the

plan that eventually will be put into operation.

The amplifier used for radio and electric phonograph programs is now contained in the radio cabinet, simply because the radio was the first instrument to need it. It is reasonable to believe that it will remain an integral part of the radio set; the rest of the receiver is now relatively inexpensive as compared to its audio system, power supply, loudspeaker and baffle cabinet. And radio programs will be desired on occasion in almost any conceivable system. The radio receiver should, of course, be provided with a phonograph jack. As new instruments come into use, additional switches, keys, or relays will be provided so that they too may be connected to the phonograph jack, at the same time disconnecting the phonograph.

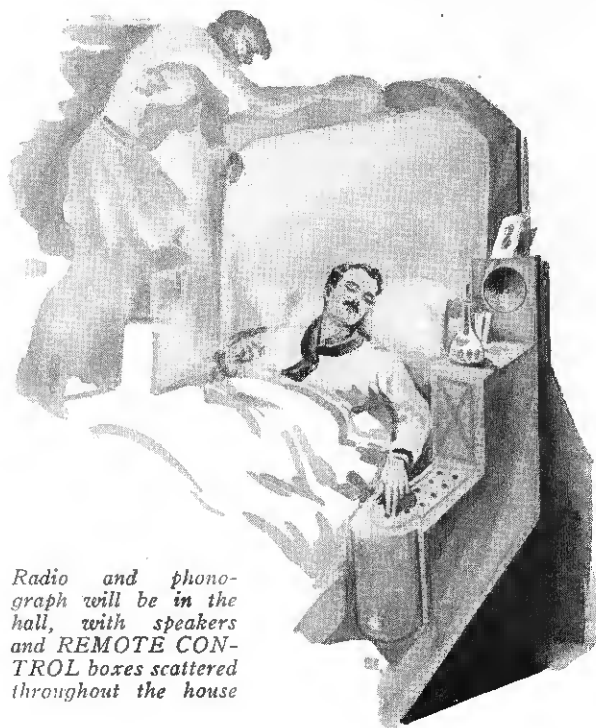


TALKING MOVIE and TELEVISION projectors will be confined to one room set aside as a home-theatre

The installation of several individual radio receivers in homes is not always a satisfactory practice. Babble and discord sometimes results. Even when two receivers are tuned to the same program there are usually large areas where both speakers can be heard, where the sound waves

reach the listener sufficiently out of step to cause distortion. When all want to hear the program one centralized source of sound is desirable. This condition may be satisfied in the average home by placing a loudspeaker, or the complete radio console, in a central hall where all may hear it. There will still be need, of course, for speakers in individual rooms to be listened to behind closed doors when other members of the household must not be disturbed.

Children, the servants, and any other members of the household who desire an occasional program that does not appeal to all tastes or all ages deserve private sets, of
(Please turn to page 55)



Radio and phonograph will be in the hall, with speakers and REMOTE CONTROL boxes scattered throughout the house

Sensational Recordings Distinguish

JUNE List

CAMDEN, N. J.

A closer coupling of phonograph and radio interests, and full faith in these products for home entertainment, were observed during my recent visit to RCA-Victor's plant. This augurs well for the future of those enterprising dealers who display the "listening dog."

Progressive indeed are the things happening in the world of sound reproduction; especially in that branch of it devoted to recorded music. Victor recently had a number of recording sessions with both the Philadelphia and New York Philharmonic-Symphony Orchestras and this fact in itself shows a tremendous faith in the future of the phonograph. Elsewhere we review the instruments and mechanical accessories . . . so without further ado here are the facts of this month's records:

First in interest: the recording of Arnold Schönberg's massive cantata *Gurre-Lieder* (Songs of Gurre) for large symphony orchestra, three choruses and six soloists. Schönberg, an Austrian composer, is one of the most impressive figures in present-day music. Early in his career he was influenced by Richard Strauss and that giant of modern music, Richard Wagner . . . later, he turned to more sensational and daring idioms of expression and many of his recent tonal excursions are marked by extreme modernism, incomprehensible to many erudite music lovers. But, and the fact should be noted well, *Gurre-Lieder* is from Schönberg's youthful period; the sheer beauty of his gorgeous tone painting will be apparent immediately to the most orthodox tastes. The explanatory remarks by Leopold Stokowski, which were also recorded, accompany the set and we advise every dealer to listen closely to this authority's clear elucidations as well as to read and display the printed matter supplied by Victor.

There is wonderful sales talk suggested by the recording itself of *Gurre-Lieder*. Over 500 musicians participated and the recording was made during the actual performances in the historic Metropolitan Opera House at Philadelphia. Listen to the marvelous reproduction, a great feat of acoustical engineering. You will thrill especially to the wave of applause which greets the director as he steps upon the conductor's podium. The Philadelphia Orchestra was augmented to number 123 players . . . 428 male singers. Six famous soloists—Paul Althouse, tenor; Jeannette Vreeland, soprano; Rose Bampton, contralto; Abrasha Robofsky, bass; Robert Betts, tenor; and Benjamin de Loache, baritone—form one of the largest and most distinguished vocal ensembles ever to be placed before a microphone.

The first and third performances of *Gurre-Lieder* were recorded on a set of fourteen large, double-faced records: album No. M127 (list price: \$28.00); the second was

Columbia . . . Brunswick
Outstanding in Quality

By Richard

recorded by the new long-playing method on seven large records (list price: \$21.00).

New recordings heard at Camden bear out all the claims recently made by Victor for improved reproduction, silent surface and wearing durability. In the future all domestic masterwork sets will be recorded and issued in both standard and long-playing (33 $\frac{1}{3}$ -r.p.m.) form. There will be no more "dubbing" as the recording for both types of discs will be made at the same time. Simultaneously with the appearance of the *Gurre-Lieder* comes another Philadelphia Orchestra recording and a significant release to be tied in with the present celebration of the George Washington Bi-centennial:

Four discs in Masterpiece Set No. M125 comprise the Stokowski interpretations of Alexander Scriabin's *Poem of Ecstasy* and *Prometheus* . . . works which will interest the musician and the advanced listener. The recording is truly magnificent, setting new standards, and serves to display beautifully the different instrumental choirs of the most famous orchestra in the world. In addition to the services of this illustrious body, *Prometheus* calls for a chorus and solo piano . . . students from the Curtis Institute of Music, Philadelphia, fulfil the first requisition—they sing a vocalization toward the close.

The George Washington Bi-centennial Committee commissioned John Alden Carpenter (American composer famous for his *Skyscrapers* ballet) to compose an ode for the celebration. The ingratiating *Song of Faith* was the result. The music, with its Indian tom-tom effects and the use of Yankee Doodle, is intensely national. The Chicago à Cappella Choir, Victor Symphony Orchestra and organ, under the direction of the choir's regular leader, Nobel Cain, recorded this timely piece. It is significant that the records (1559 and 1560—also a long-playing edition) were lauded by Lawrence Gilman, the New York Herald Tribune's music critic, in a recent Sunday column. A window display on these discs, with the Gilbert Stuart painting of Washington, will bring in the customers.

Other outstanding Red Seal discs are: Excerpts from Wagner's *Parsifal* and *Tristan und Isolde* (*Liebeshod*) sung by Frida Leider, soprano of the Chicago Civic

of Records

... Victor Offerings are
and Live Sales Appeal

Gilbert

Opera Company (7523). Also, a piano record of the popular *Tocatta and Fugue in D Minor* of Bach, played by Winifred Christie on the new double-keyboard Bechstein-Moor instrument. This record (11219) is an amazing example of the realism modern electrical recording is capable of and makes an excellent demonstration.

Popular records form a timely and interesting list. Do not miss the new Victor publication (for dealers only) called, "Advance Dope." Bob Wetherald talks about the current releases. But we have a beat on Bob with these announcements; (records now on sale but not listed in the May 20 supplement): Ted Black's *I Can't Forget* and *I'll Get Along Somehow* push his orchestra to the front... Paul Whiteman's entirely praiseworthy return to his old manner of *Avalon* and *The Japanese Sandman* is apparent in *Lullaby of the Leaves* and *The Voice in the Old Village Choir* (22998). . . . We haven't space for titles but you can't go wrong on Jack Denny and his Waldorf Astoria Orchestra disc No. 22995.

COLUMBIA'S LONG-PLAYING RECORDS ARE HITS

NEW YORK CITY. Dope from 55 Fifth Avenue is encouraging to say the least. What with a new and enthusiastic sales organization and a decided success for a long-playing record turning at the usual 78 r.p.m., keeping listeners entertained for five (10 in.) and seven (12 in.) minutes! And with Columbia's European affiliations sending over matrices of superb classical recordings for domestic repressing, the future looks well for "Magic Notes." At this writing Columbia's list isn't the lengthiest but it certainly has quality.

Following up the long-player made by Ben Selvin, Kate Smith, Jack Miller and the Three Nitecaps (*Face the Music—Hot Cha*; No. 18000D) and another long-player by Eddy Duchin, assisted by Lee Morse, Dick Robertson and the Rondoliers Quartet (*One Hour With You* medley—*Paradise* medley; 18001D), Columbia issues one of the best dance records heard in a long while: a medley of Isham Jones' dance hits: *On the Alamo*, *Swingin' Down the Lane*, *I'll See You in My Dreams*—all foxtrots. The coupling on this marathon



LEOPOLD STOKOWSKI
who has supervised the epochal
recording of "Gurre-Lieder"

is called, appropriately *Sizzling* and features a one-step medley: *Dinah*, *My Honey's Lovin' Arms* and *Nobody's Sweetheart*. Who plays it? Frankie Trumbauer, that mad saxophonist, and his all-star orchestra assisted by Johnny Blake, Helen Roland, Johnny Mercer and the Nitecaps. No. 18002D is worth eighty-five cents of anyone's money.

Dan Russo and his Orioles were contracted by a Columbia executive who heard them at a Chicago restaurant and couldn't resist *Old MacDonald Had a Farm* and *Noah's Ark* (2647D). . . . Two of England's finest bands may be heard on No. 2647D: *Oh! Mo'Nah!* and *Tom Thumb's Drum*, the first by Billy Cotton and his band, the latter by Sidney Kyte and his Piccadilly Hotel Orchestra. Enrique Madriguera can't shake off his Latin temperament even in a pair of tunes as American as Berlin's popular *Let's Have Another Cup of Coffee* from "Face the Music" and the equally established *Lovable*. Seductive quite qualifies the Madriguera interpretation. This young Spaniard has his following so you must stock a quantity of No. 2651D. . . . Speaking of seduction, old man Discus can't forget Lee Morse's *Lawd, You Made the Night Too Long* and, properly, *When the Lights are Soft and Low* (2650D). What that girl can do to these aging bones on a balmy spring night in Manhattan is no one's business. I pass the tip along. The Nitecaps, touring the RKO circuit with Paul Whiteman, have *Keepin' Out of Mischief Now* and *If It Ain't Love* (2648D).

George Jell's well-conducted Celebrity and Masterworks department releases the following, all distinguished examples of recording and titular appeal: Dvorák's masterful 'cello concerto, op. 104, played by Emanuel Feuermann (who makes his American debut next season) and the Berlin State Opera Orchestra (five 12-in. discs, album No. 172). . . . A new Don Cossack Choir recording (50327D). . . . The Barcarolle from *Tales of Hoffmann*, exquisitely sung by Emmy Bettendorf and Karin Branzell (G50326). . . . Another Lotte Lehmann disc: excerpts from Wagner's *Lohengrin* (G4066M) . . . and, of course, Richard Tauber (G4067M). . . . Selections from Lehar's

(Please turn to page 56)

Up to the *Minute*

By
Tom F. Blackburn



*How Noble & Peterson,
its electric clock selling*



(ABOVE) The public hasn't tumbled to the fact that an electric clock contains a swift running electric motor which will rack itself to pieces where the construction is poor

(TOP RIGHT) The noiseless qualities of well built electrics are appreciated by the light sleeper

CHIC SALE, in his movie, "The Star Witness," craned his neck to gaze down the road at an approaching automobile and remarked. "She's comin' mighty fast—wasn't she?"

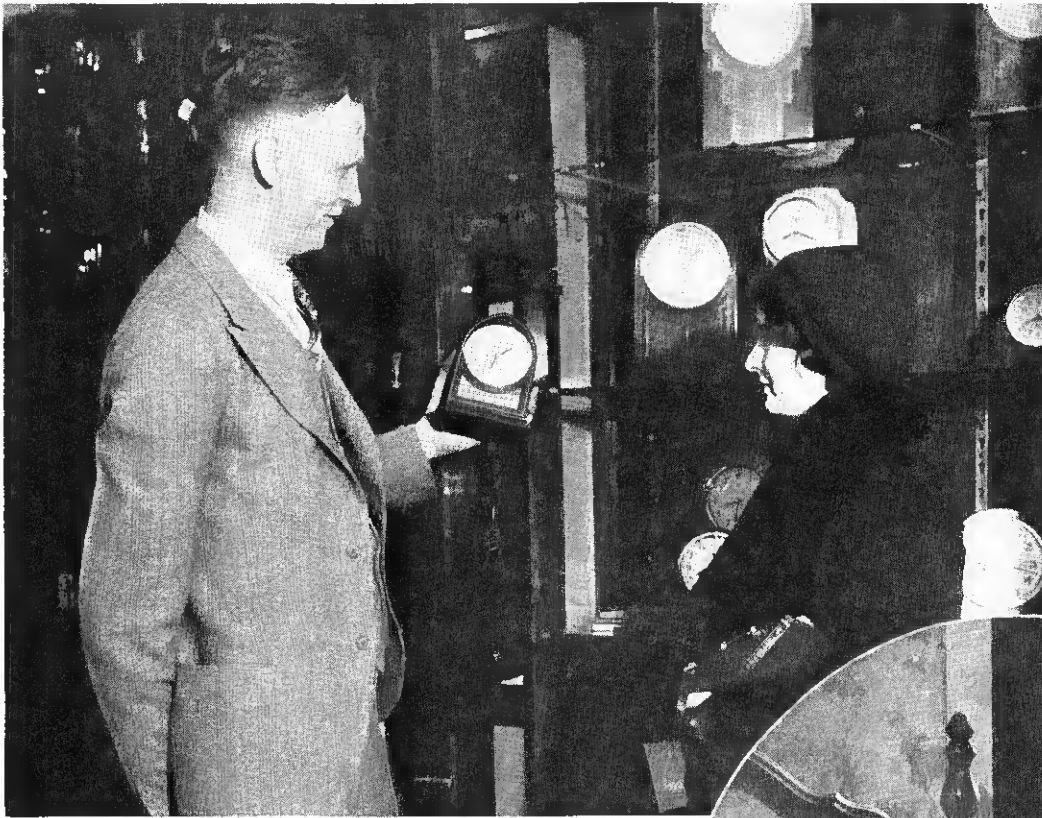
The electric clock business has been roaring down the path of progress just as fast as the automobile, according to Grover A. Peterson of the Chicago radio firm of Noble & Peterson. So fast in fact that some of the retailing rules have passed their day of usefulness before dealers noticed them.

"I remember the first clock I ever saw," he relates. "It hung on the office walls of the Bell Telephone Building in 1926 and was as big as a dishpan. A small model of that would go good as a retail item, I thought. Absolutely accurate time. No winding. No chance to stop and fool its owner. We put in a line and that formula helped us sell some 10,000 electric clocks in five years. Perfect time, no winding, no chance to stop—this was our sales talk. *But we've had to change.*"

"That sounds interesting," I remarked. "Why have you had to change?"

Mr. Peterson looked at me sadly. "What would you do if you were demonstrating an \$8 item and the customer remarked, 'Why should I pay \$8 when I can get a clock that keeps just as good time for \$2.25 over at the drug store?' And the truth is, they're right!"

"You told me that Noble & Peterson sold 1,800 electrics last year," I replied. "How did you meet this argument?"



G. A. Peterson considers the first thing to do in selling quality clocks is to install a handsome show case

Electrical storms, which cause current interruptions, will not stop some of the better constructed clocks



a Chicago firm, changed tactics to suit the times

"We met it by changing our sales talk—met it by assuming that all customers now know that electric clocks keep perfect time and need no winding. You can't blame us for wanting to sell a higher priced clock where we could. And so we pointed our demonstration to get the order. This is how we do it."

A SALES TALK THAT JUSTIFIES PRICE

An electric clock, the customer is told, is operated by a motor which whirls at the rate of 400 r.p.m. This is a high speed compared to the old, slow moving spring clocks. While all electric clocks stay in step with the pulses in the electric system, and hence keep perfect time, the years of service one gives depends greatly upon the perfect mechanical construction of the motor and the way it is hung. Running as fast as it does, if there are any defects or slovenly construction, it doesn't take long to show up the trouble. Naturally the best workmanship goes into the higher priced models.

"Now," says Mr. Peterson, "suppose something goes wrong. Customers must remember that electric clocks are so new that there are very few service stations for them. Your jeweler doesn't understand electricity—your radio man or electrician hasn't the tools or clock experience. When something goes wrong, the purchaser of a low priced clock is just out of luck if the maker doesn't maintain a service station. Service is a feature we can offer with our brand. Part of the price paid goes to maintain this service station, and is excellent insurance toward long usefulness. It pays to buy a

(Please turn to page 55)

The New Type of
ELECTRIC CLOCK SALESMANSHIP

Concentrates on demonstrating the wisdom of buying a high grade electric clock

Assumes that the public knows that all electric clocks are accurate and self-winding

Explains the delicate nature of a high speed clock motor, the exacting conditions under which it must operate, and, therefore, the necessity for its perfect construction

Points out the lack of expert servicers for clocks that go wrong—therefore the need for buying the best

Demonstrates the desirability of quietness

Sells beauty, durability and appearance

What Low-Priced

TO

A SMALL Dealer

CLIFF RUSSELL FEATURES

\$109 Model and widens market

LOWER PRICES Quoting Mr. Russell: "Lower prices on electric refrigerators, with attendant publicity, has gotten many people started on the idea of having mechanical refrigeration in the home. Most of these new-comers in the market formerly felt that an electric refrigerator was beyond their means. So far, with me, the sale of the five-cubic-foot box, at \$109.50, and the seven-cubic-foot box, \$131.50, has run about even. The new low price gives dealers like myself a fresh incentive to get out and sell.

SALES ARGUMENTS "Due to increased demand, an excellent refrigerator can now be built to sell for around \$100. At this price it is cheaper for you to make this lifetime investment than to buy ice.

SOURCES OF PROSPECTS "Personal and telephone solicitation of radio customers; the service man; other radio dealers who do not carry refrigerators—on split commission basis. The small apartment house, with



Sales and Commitments

April 30 to May 6

Six at \$109.50	\$ 657
Two at \$131.50	263
	\$ 920
ON ORDER	
Eight at \$109.50	\$ 876
Eight at \$131.50	1,052
	\$1,928

Refrigeration prices are lower. Can dealers profit from this situation? How? Two Syracuse, N. Y., radio merchants have done so—the smaller concern by pushing the new, low-priced model with types and classes of prospects not heretofore contacted (Cliff Russell); the larger company by using "low price" as bait to attract prospects who are then persuaded to invest in a larger model (Bristo-Lite, Inc.).

Both firms claim more business, and more profit, from the wider markets which this low-priced trend has opened up.

its modest rentals, summer cottages and hotels are now new sources of prospects.

FUTURE OUTLOOK "I expect to more than double last year's volume. Lower down payments and terms are two reasons. So far, these new types of prospects have increased volume to the point where net profit also is increased. Unequalled, dollar-for-dollar value should help the small dealer make a profit.

DANGER WARNING "I see, however, danger in over-production on low priced models. The present reduction step has been a genuine stimulating influence. But manufacturers must remember that today's 'hot' demand will not continue indefinitely. After this season I will have sold most of my best prospects in the \$100-130 class. I am not alone in this respect. We dealers certainly do not want to see the refrigeration industry duplicate the mistakes made by the radio magnates. At present prices, this year, I will show a nice profit—but, if we have still lower prices later on, we small dealers will then be out of luck.

"So limit production on lowest price model. Make it difficult for me to get any great number at one time. When the lowest priced number is not on the floor, I will be lead to sell the better models. The demand from all classes of consumers has now been created. From now on, let's hold our ground."

Refrigeration *Means*

—TO—

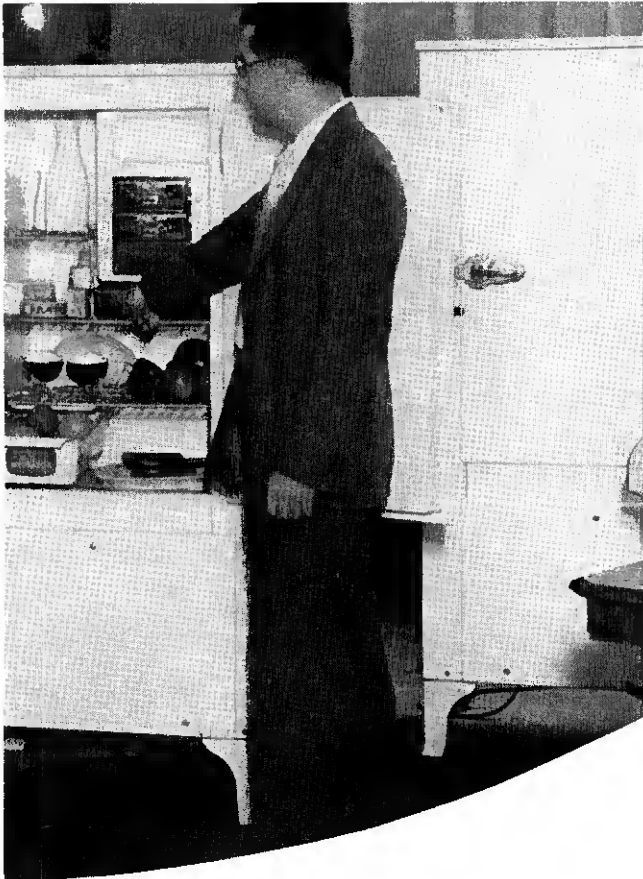
A LARGE Dealer BRISTO-LITE "SELLS UP" *from its low-priced leader*

our old accounts whose credit is good but who have not purchased from us recently.

FUTURE OUTLOOK "Considerably better than last year at this time. This is due to the great interest that has been created in electric refrigeration by lowered prices. We now know that there are plenty of people who want electric refrigeration and who are prepared to buy at present levels. Today's prices make the 'stepping-up' process much easier—increasing both gross and net.

"In conclusion we call attention to the fact, however, that we have sold very few of the new, low-priced models. The arguments for larger capacity food storage space, if skillfully presented, are too overwhelming.

"We see no particular danger ahead in present level of prices—provided no further revisions downward are made. We hope that the present ratios in price between the different models will be continued. Let the industry continue its present intentions of making a quality product at a reasonable price."



LOWER PRICES Quoting Bristo-Lite: "Lower prices, on our quality models, have quadrupled our sales volume. We have, however, sold but few boxes in the low price bracket. When we play up the quality and capacity of the larger size refrigerators, talk life-time service, and politely suggest that the prospect's family may increase some day, he or she generally orders a model listing between \$197 and \$250.

SALES ARGUMENTS "The average capacity of the old-fashioned ice box is between three and four cubic feet. This was plenty considering the use for which it was designed—merely an over-night keeping place for left-over food. The electric refrigerator, on the contrary, is much more than that—it is designed for food storage and preservation. In our refrigerator you may keep, for an indefinite period, larger quantities of food, which may be bought in bulk at a considerable saving. . . . Therefore, you certainly should buy one of our larger sized models—so as not to defeat the chief purpose for which you are putting in electric refrigeration.

SOURCES OF PROSPECTS "The field activities of our four outside men, more in training, and the prominent location of our store. We tie in our local newspaper ads with those of the manufacturer. Change window trims once a week. Also are making a drive on

Sales and Commitments

April 30 to May 6

Two at \$169.50	\$ 339.00
Five at \$197.00	985.00
Three at \$222.50	667.50
Five at \$250.00	1,250.00
	\$3,241.50

ON ORDER

One at \$145.50	\$ 145.50
Two at \$169.50	339.00
Three at \$194.50	583.50
Three at \$222.50	667.50
25 at \$250.00	6,250.00
Four at \$327.50	1,310.00
	\$9,295.50

Bringing

FEATURING

THEM In

IT certainly brings them into the store, and that's what we need these days! Excellent publicity, at low cost, was another expression heard from four dealers who have found, in featuring personal record recording contests, the answer to the problem of increasing store traffic and store publicity. While these factors have been the outstanding results of applying *showmanship* to a familiar radio accessory, direct sales of combination sets and of records have more than doubled in all instances.

Yes, home recording can be made profitable. People can readily be interested in making a personal record of their voice or musical accomplishments. The dealers who have successfully promoted this idea, not only in the store, but as store traffic "feeders" at expositions, through the newspapers and in conjunction with local theatres and broadcast auditions, have found this true.

Because the hand microphone recently has been improved, customers now find home recording of practical benefit as well as of unique entertainment value. They appreciate, also, the fact that one's favorite broadcasting program may permanently be recorded and preserved for future rehearsals.

Each dealer has followed certain general principles. The public is notified, through the newspapers and by window trims that, for a limited time, a free opportunity to record one's vocal or musical instrument accomplishments on a phonograph record will be available. In some instances a reward is offered for the best recording. The dealer obtains name, address and radio equipment data from each candidate. Naturally he follows through in the store, by mail, or by personal calls until, if possible, a sale is made.

Let's see the four variations of this stunt work out in actual practice:

STORE ONLY—M. Steinert and Son, Worcester, Mass., is a good example of a dealer who has chosen the less complicated route — with considerable success. Simply advertised this recording service, provided back room privacy, a piano and a combination, 2-speed (33 and 78 r.p.m.) radio-phonograph instrument with recording attachments. A sign stated that the 6-inch special records could be purchased for 40 cents each, the 10-inch for 65 cents and the 12-inch for a dollar.

This set-up, plus a window display, commanded the serious attention of broadcasting artists and announcers, public speakers, musicians and proud parents as well as the more casual interest of amateurs and thrill seekers.

Results: Over 400 recording cards were filled out within a 30-day period and 11 combinations, averaging \$230 each, were sold within a similar time.

AS A BOOTH ATTRACTION—The headquarters house of this famous New England concern went its Worcester branch one better. At a recent "Home Beautiful" exposition in Boston, Steinert jammed the aisle in

ENTRY BLANK

Home Beautiful RCA-Victor Recording Contest

For The Best Auditions on the "home recording" records at the Home Beautiful Show, in the M. Steinert & Sons Co. display, the following prizes will be awarded:

First Prize—RCA-Victor Radio Combination (RE-19)

Second Prize—RCA-Victor Table Model Radio (R-8)

Third Prize—RCA-Victor Table Model Radio (R-4)

Fourth to Eighth Prize—Package of Selected Victor Records

Ninth to Eighteenth Prize—\$75, \$25 and \$5 Credit Coupons toward purchase of Piano, Radios and Records at M. Steinert & Sons.

The records and auditions are absolutely free! Just visit the M. Steinert & Sons Co. Recording Booth on the Second Floor of the Home Beautiful Exhibit, Mechanics Building, and an expert, especially trained to help you in your audition, will assist you in recording anything you desire on the disc.

RULES

1. Each applicant must fill out an Entry Blank, obtainable at the M. Steinert & Sons Co. Recording Booth.
2. Applicants must await turn in numerical order. You will be permitted to record one record.
3. Each day, five (5) out of such one hundred (100) recordings will be selected by RCA-Victor sound experts at Steinert Hall. These five best audition records will be entered in the final judging, after being rated.
4. All applicants whose records are selected for the final audition at Steinert Hall, by a committee of competent judges, will be notified and may attend the final judging, at which time the winners will be picked and the prizes awarded!
5. The last day at which the auditions can be recorded is April 2nd.
6. All the applicants who have made a recording will be permitted to have their original record, without charge, after the contest is over, by calling for same at M. Steinert & Sons Co., 162 Boylston St., Boston, after April 2nd.
7. The contest is open to everyone. Children, of course, must be accompanied by their parents.

THE WINNERS WILL BE PICKED AND RATED ACCORDING TO THE QUALITY OF RECORDING, WHETHER IT BE VOCAL, SPEAKING OR INSTRUMENTAL NATURE. SHOULD THE JUDGES FIND MORE THAN ONE RECORD OF EQUAL MERIT, ADDITIONAL PRIZES WILL BE AWARDED. THE DECISIONS OF THE JUDGES WILL BE FINAL IN ALL CASES.

APPLICATION for "HOME RECORDING"

Home Beautiful RCA Victor Recording Contest.

M. Steinert & Sons Co. Recording Booth

2nd Floor Home Beautiful Exposition, Mechanics Building, Boston.

I herewith apply for a RECORDING TEST. I have read the above rules and agree to abide by them.

Application Number Name
Address
City State

HOME RECORDING



front of its booth when it had famous stage and broadcast celebrities record their stuff. The impending presence of such a personage as Tex Guinan was advertised in advance. That night she literally "stopped" the exposition. The details of this contest are given on the accompanying entry blank. Anyone who filled one out was permitted to try their voice at the mike. But, note this, to obtain this record it was necessary to call at the Steinert store the week following.

Results: 475 entries and 400 lines of free "reading notice" publicity in the leading Boston papers. Set sales, directly traceable to this attraction, are still being made.

NEWSPAPER CONTEST—In Baltimore the *American* and the *News* did the ballyhooing.

"Would you like to hear how your voice sounds on a record?" these papers stated. "Five thousand records for home recording have been made available at 16 local radio recording stations. All you have to do is to go to any one of these stations and tell the man in charge you wish to make a recording and try for the \$800 in prizes that will be awarded. You will receive your record by mail as soon as it has been checked and your audition given a rating." Then followed the names and addresses of the radio dealers.

THEATRE AND BROADCAST AUDITIONS—Perhaps the most interesting of these contests was the one worked out by Al Cooper, who operates five radio stores on Long Island, N. Y. Cooper enlisted the support of the leading local movie house in each town and also arranged with NBC to grant a broadcasting audition to the three persons making the best records.

While the accompanying advertisement tells the story, it should be added that the best transcriptions in each store territory were played in the local theatres, on their regular sound projection apparatus. Audience applause was weighed by the judges in making their awards.

*in the Store
at an Exhibition Booth
through a Newspaper Contest
with Theatre and Broadcast
Auditions
INCREASES STORE TRAFFIC*



Test Your Voice

FREE

ARE YOU ANOTHER Rose Colombo or Rudy Vallee? Can You Sing Like Kate Smith? Do You Play an Instrument Like Andy Sannella?

Enter This Voice Contest!

WIN AN
Audition by National Broadcasting Co.
OR ONE OF THE OTHER BIG PRIZES!

Temple of Music Stores have arranged to give THREE Nassau County residents an audition by the National Broadcasting Co. Here is an opportunity for any man, woman or child to step into the ranks of radio's scintillating stars!

Contest Starts Monday!
Ends Saturday, May 7th

You've heard them all... Carson, Glavin, Lily Pons... Rose Colombo, Sylvia Froese. Now, hear yourself, on a real RCA Victor Record... FREE! Come in and get the biggest thrill of your life, a record made by the miracle of modern radio, RCA Victor Home Recording. You don't need any experience, skill, or practice... just come in and sing—say or play what you want... it's so easy no making a mistake. And you can play it right back! And best of all your own recording is immediately entered in the contest for an NBC audition. Remember, there's no obligation, nothing to buy, nothing to do.



Visit Any Temple of Music Store For a Free Voice Recording!

RULES OF CONTEST

1. The contest is open to everyone. Children must be accompanied by an adult who can submit application for record.

2. Only one recording will be given to one person.

3. Temple of Music Stores for recording.

4. There will be a contest for auditions and one for professional auditions. Each person will compete in his particular class.

5. The contest starts Monday, April 25th... each Saturday, May 7th.

6. The Audition of the Judges will be final. In case of a tie... Auditions prizes will be awarded.

Here Are the Prizes

3 Auditions by National Broadcasting Co. at WEAF Studios in New York
RCA Victor Radio Model R5
1 Genuine Hawaiian Guitar
25 Pairs Theatre Tickets
25 Victor Records

GREAT FUN! A Big Thrill For All From 6 to 60!

Open
Evenings



Open
Evenings

Hempstead 34 Main St. Tel. Hemp 4148	Rockville Centre 37 The Village Tel. R. V. C. 874	Lynbrook Pine Corners Tel. Lyn 8980	Freshport 42 So. Main St. Tel. Fresh 9022	Bayshore 3 West Main St. Tel. Bayshore 805
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Little imagination is required to picture the tremendous amount of dealer publicity that Cooper's concern, Temple of Music Stores, received. The contest ran two weeks. Day and evening, throughout the period of this drive, all five stores were beehives of activity. Mr. Cooper estimates that over 3,000 people heard the theatre "acts" and the Temple of Music credit lines that accompanied these unique tryouts.

Last Call to "Rejuvenate

June, the Big Month

RADIO listening formerly had its peak of interest in the fall and winter months, but this year the merry month of June will see the radio sets of the nation dusted off and tuned in for the big news events of 1932—the Republican and Democratic conventions at Chicago. All ears will be strained to hear the answer to the enigma—"Who will they put up?"

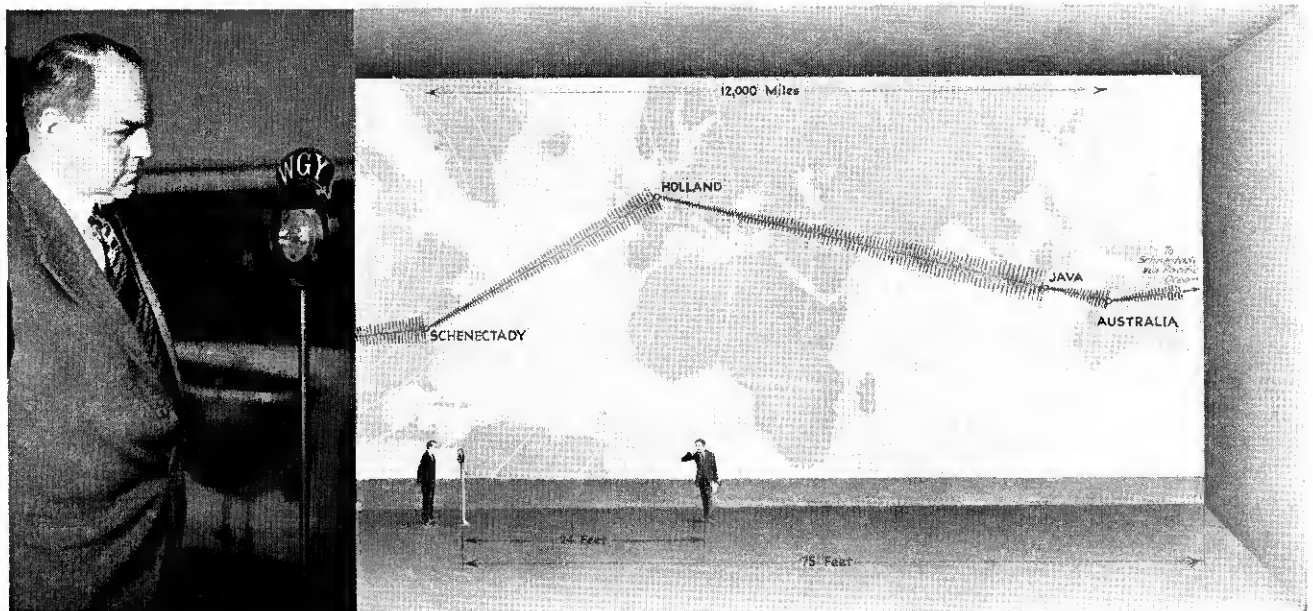
It is to get millions of listeners' sets in first-class trim for the conventions, the boat races, the Olympic Games in July, the great Total Eclipse in August, and then the fall political campaigns, that *Radio Retailing's* campaign to "Rejuvenate Radio Reception" has been going forward during May. This campaign will continue throughout June as well, to provide reminders to householders everywhere, who are experiencing radio trouble, to "Call in Your Nearest Radio Dealer."

During the past three months this slogan has been repeated virtually millions of times, building

business for service men and radio merchants, as speakers and announcers have echoed the familiar phrase. The chain broadcasting systems have aided, independent stations have co-operated, radio manufacturers have incorporated the line or its equivalent into their printed and radio advertising, talking pictures have spread the message to theatre crowds. Soon electrical transcriptions will take up the refrain and carry the slogan "See Your Nearest Radio Dealer" into broadcasting territories far from the established haunts of the wire networks.

All forces are thus now aimed at the listener whose radio reception is not perfect; who is experiencing interference, distortion or poor tone quality. It only remains for the radio dealer to cash in on the work that has been done in his behalf. To marshal his service and selling staff, and to use telephone, show-window, personal call, and newspaper advertising, to put listeners' receivers in first-class condition and to sell prospects new sets.

"REJUVENATE RADIO RECEPTION" SLOGAN CARRIED TO EVERY NATION OF GLOBE



During a special round-the-world broadcast from Schenectady, the message "See Your Nearest Radio Dealer" reached Holland at the same moment the broadcaster's voice was heard in the studio twenty-four feet away from the microphone. Via Java and Australia, the radio waves circumnavigated the globe in the time it took for the sound of the voice to reach

a studio wall seventy-five feet away and bounce back again to the speaker.

Mr. Caldwell, in his world circling broadcast, urged all set owners everywhere to call in expert radio men at once when trouble in their sets interfere with good reception. This appeal reached every country on the face of the globe via shortwave transmitters.

Reception

"Store-Bound"

THEY won't admit it—probably don't know it—but a hefty majority of radio and music merchants are "store-bound." It's so much easier to tend shop than to get out and call on Mr. Coldshoulder.

In the phonograph days, even in the "gay" twenties, this tendency was excusable—even necessary. But we're in a new era now—the mature thirties—the decade of electric refrigeration, of promotional selling, in the home. Action! Lots of it, in the open air, is essential in these times if we would do a real job with radio and refrigeration.

The writer has just returned from an editorial tour through New England. Almost every radio dealer visited was displaying from two to six electric refrigerators on his sales floor.

"How do you sell them?" he asked.

"Well, we haven't quite worked out any definite plan yet, it's a little too new with us, and the season's just opening up," they invariably explained.

"Have you been doing any systematic outside contacting?"

"No, not yet. Just among our customer friends."

"Have you gotten any specific help or selling plans from your jobber or manufacturer?"

"Can't say that I have."

The situation speaks for itself.

Refrigerators, and radios, are well distributed. What we now need is organized "push!" For ideas as to how this may be accomplished we recommend an intensive study by manufacturer, jobber and dealer of the sales set-ups, long in force, of the washing machine and vacuum cleaner industries.

"Free-Wheeling"

DEALERS are disagreeing about the sales importance of the long and short wave combination set. Some are placing much faith in the ultimate sales possibilities of this type of receiver; others consider it over-rated. We think it can



be made important—if merchandised properly.

Such a set costs but little more than the regular broadcast receiver. The customer has little cause to complain, therefore, if the shortwave end does not meet every expectation. From the dealer's viewpoint, here is a set clearly distinguishable from last year's models. A shortwave switch is the most obvious hall-mark of the ultra-modern in receivers that we can think of. It is not necessary that the seller base his entire story on this "free-wheeling" innovation, but it can be made the foundation of a strong, and unusual, sales talk.

Already, there are many interesting programs for the public on the shorter waves. And there is every indication that the service in this part of the spectrum is due for rapid expansion. People should be willing to spend a few dollars more for a set that will tune in any program within range, regardless of its wavelength.

Sponsored vs. Sustaining Programs

IT IS CONSIDERED quite the thing to rant about the objectionable nature of advertising credit announcements which clutter up the air. As *Radio Retailing* has frequently pointed out it is the big advertisers that make possible the best programs.

This summer a number of the most popular and costly sponsored features temporarily will be withdrawn—to be supplanted by sustaining programs. This will afford an opportunity to compare the quality and interest value of the two types.

We predict that an honest appraisal of the situation will reveal that, after all, Collier's, Fleischmann's and Pepsodent aren't so bad, advertising blurbs notwithstanding.

SERVICE SHORTCUTS

Ohmmeter for Low Resistances

By John Miller*

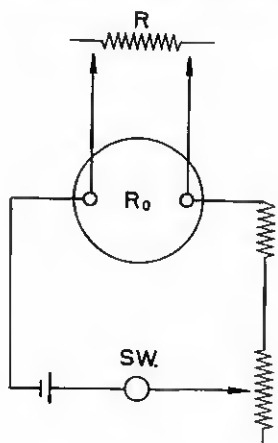
A convenient method for the measurement of low resistances is through the use of a low resistance d.c. instrument, with the unknown resistance placed in shunt to it rather than in series as in the ordinary ohmmeter.

Referring to the diagram, an instrument with a resistance of 2 ohms is quite convenient. A Weston Model 301 with a range of 50 milliamperes is cataloged as having such a resistance. The range in current, however, is immaterial and a more sensitive instrument can be used provided the instrument resistance itself is low and of the order of a few ohms.

As shown in the diagram, a dry cell or two is placed in series with the instrument and the necessary resistance to bring the instrument to full scale deflection. A fixed resistance of approximately the right value is convenient with a small adjustable resistance in addition to take care of battery voltage variations.

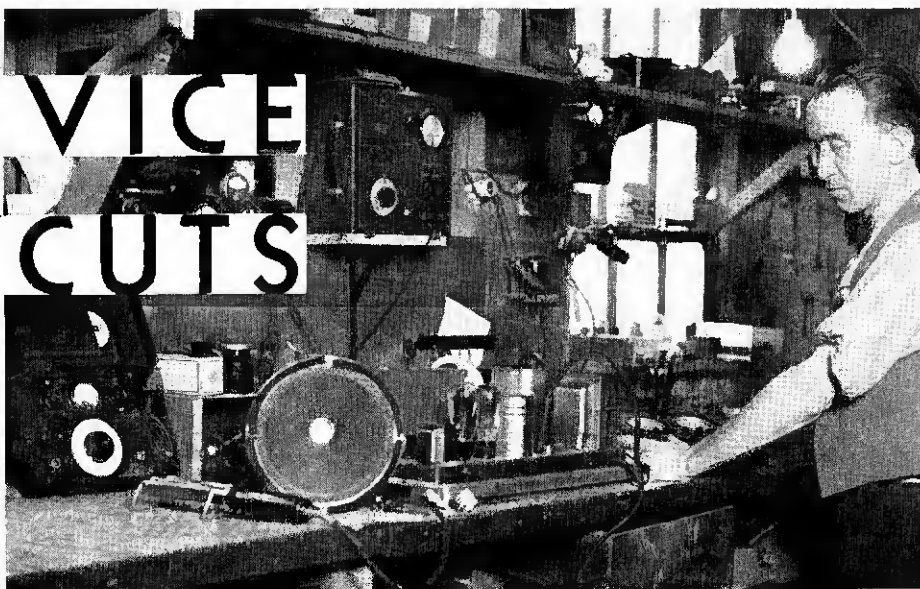
The test leads should be brought directly from the instrument studs and must have an inherently low resistance. This low resistance is necessary because the instrument will indicate the total resistance across its studs and the leads form a definite part of this resistance.

With a circuit as shown, and the instrument adjusted to full scale deflection with the rheostat, a low resistance placed



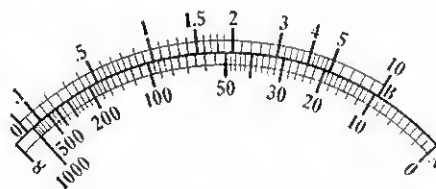
across the terminals or to which is connected the leads, will lower the instrument reading. By means of a few standard low resistances, the scale can be pointed off and drawn to indicate any resistance within the range of the instru-

*Weston Elec'l. Inst. Co.



ment and the cut shows such a scale in conjunction with a scale of an ohmmeter of the ordinary series type. Note that zero resistance does not bring the pointer completely back to zero. This is simply because there is still a bit of resistance in the leads and the resistance values on the scale are of the external resistance.

Resistance values can be calculated, however, on the basis of the instrument resistance and the full scale deflection in divisions and after the circuit is set up as shown, the total resistance in shunt to the



instrument will be shown by the following equation:

$$R = R_0 \frac{D}{D_0 - D}$$

Where R is resistance under test, shunting the instrument,

R_0 is resistance of instrument, measured at its terminals,

D_0 is full scale deflection of instrument, or deflection when external shunt resistance is removed,

D is deflection when shunted by R .

By this means low resistances may be measured with almost any low resistance milliammeter, taking care to note that the resistance given by the equation is the total across the instrument studs, and from it should be subtracted the lead resistance to give the net value under consideration.

Tightening Loose Grilles

By M. H. Dover

Loose silk grilles can be easily tightened by filling a "Flit" gun with water and lightly spraying the cloth. This causes the material to shrink, drawing it up evenly all around. Clean water will not spot the grille.

Police Calls on T.R.F. Sets

By H. M. Palmer

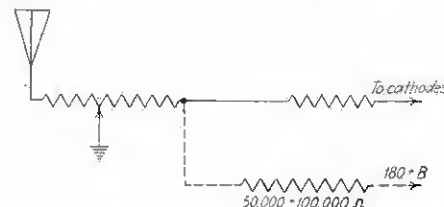
Police calls may be received on most t.r.f. broadcast receivers using .00035 mfd. variables by inserting a .0001 mfd. fixed capacity in series with each variable. If short-circuiting switches are connected in such a manner that the fixed capacities can be shorted out the set will operate with its original efficiency on broadcast waves with these switches closed.

One fixed condenser and one set of switch contacts is required for each tuning coil. The switches may be arranged so that they can be operated from a single handle either on the panel of the set or at some point of the chassis easily reached by the user.

Volume Control Kinks

By M. G. Goldberg

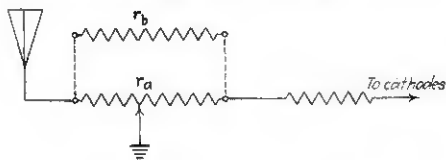
We often adopt replacement volume controls to positions in the circuit calling for lower or higher values when the exact size called for is not immediately available. The first method, shown below, is used where a lower value than that called for is on hand. In this case the installation of the low resistance control alone would produce a too rapid volume rise at the low end and insufficient control of r.f. tube bias. By placing a fixed high resistance bleeder of 3 watt capacity from the 180 volt plus tap to the cathode tap on the



control we build up an extra drop in the volume control strip and thus secure the required bias. The high resistance needed varies from 50,000 to 100,000 ohms, depending upon the resistance of the control.

A second method is used when the avail-

able replacement control is of a higher resistance than that called for. This consists of placing a fixed resistance across the control to bring the total value back to the original resistance specified. The external resistance is determined by the formula— $\frac{1}{R} = \frac{1}{r_a} + \frac{1}{r_b}$, where R is the resistance originally called for, r_a is the resistance of the available control and r_b is the fixed resistance to be placed in parallel with the

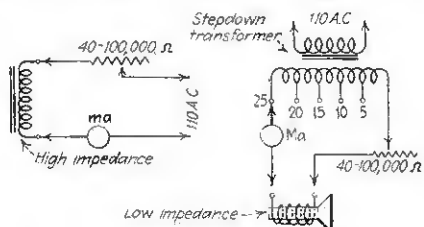


available control. Putting this another way $\frac{1}{R} = \frac{1}{r_a} + \frac{1}{r_b}$. This method should not be used unless the available control has a resistance not greater than twice the one called for, as otherwise the control will not be as smooth as it should be.

Impedance Matching

By W. T. Golson

The impedance of a coil varies with the frequency of the current passing through it. This makes it impractical to measure the impedance of a coil to be used on a wide band of audio frequencies at, for example, 60 cycles. Two coils may, however,



be matched with sufficient accuracy for most repair work, using a 60-cycle supply source.

I apply 110 volt, 60-cycle a.c. to unknown impedances, note the current flowing in the circuit by means of an a.c. milliammeter and then match this impedance with another through which approximately the same current flows. A 0-150 ma. instrument is

used and when testing high impedances such as pick-ups, magnetic speakers and audio transformers, testing current is taken directly from the 110-volt line, the resistance of the coil under test usually being great enough to limit the current flowing through the meter to a safe value. When testing low impedance units such as voice-coils and output transformer secondaries, meter and unit under test are connected in series with the low-voltage secondary of a step-down transformer. The secondary switch is adjusted for the highest supply voltage which does not throw the meter needle off-scale. A line control resistor is useful, also, to keep the meter on-scale.

When matching an output transformer to a voice-coil, the usual current is about 21 mils. If both read approximately the same in a 60 cycle circuit they will work well together in a radio circuit at higher frequencies.

Grid-Dip Meter Connection

By W. C. Rhettenback

When using a grid-dip meter for balancing it is usually quite a job connecting even

temporarily to the stator plates of the variable condenser, (grid circuit) due to the shielding employed. Make a wafer adapter out of a thin piece of brass angle-iron with a $\frac{1}{8}$ in. hole drilled at one end. Remove the tube of the stage under test, slipping the adapter on the grid prong.

WHAT TO CHARGE

By J. P. Kennedy

Perhaps the hardest thing for the average serviceman to grasp is a knowledge of how to estimate a job profitably. I submit my own rate schedule. It has produced a nice income on an average of five service calls a day for the past two years. Competitors nearly all charge less but I prefer to offer the best and get plenty of the quality trade.

LABOR CHARGES (Outside)	
First half-hour (minimum)	\$1.00
Succeeding hours, per hour	1.00
Each five-mile zone beyond the first	.50
(added to the initial charge)	

LABOR CHARGES (Shop)	
Minimum	.50
Per hour	1.00

TUBE DELIVERY SERVICE	
(Including test of all tubes)	
Within first five-mile zone	.50
Each extra five-mile zone	.50

FLAT RATE JOBS (Taken to the shop and delivered back within 48 hours)	
Neutralizing and aligning	3.50
Speaker cone centering	3.00
Dial cable replacement	4.50
Installation of tone-control	4.00
Volume-control replacement	4.50
Power-pack, minimum labor charge	2.50
Transformer replacement, labor	3.00 to 6.00

RETAIL PRICE OF PARTS FOR ESTIMATING PURPOSES	
Condensers, 450 volt or less,	
1 mfd. or fraction	1.50
Each succeeding mfd.	.75
2 mfd. or fraction, electrolytic	
Each succeeding mfd.	.25
Condensers, 1,000 volt or less,	
$\frac{1}{2}$ mfd. or fraction	2.00
Each succeeding mfd.	2.00
Resistors,	
1 Watt, carbon	1.00
2 Watt, carbon	1.50
10 Watt, wire-wound	2.50
50 Watt, wire-wound	3.50
All values of grid-resistors	.75
Transformers, manufacturer's list price plus \$3 to \$6 labor charge.	

To own good equipment, to drive a re-



Hickson's of Rochester put in this window emphasizing the excellence of its service equipment to tie in with "Radio Retailing's" spring campaign urging the public to have old sets renovated

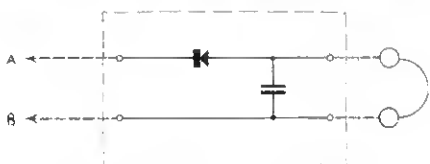
spectable car, to be able to save above daily expenses—to live as any respectable professional man should live—I consider this schedule “rock-bottom.”

Crystal-Dector “Analyzer”

By Albert D. Emerson

To rapidly localize r.f. amplifier trouble I use a semi-fixed crystal detector and a .001 mfd. by-pass condenser connected as shown in a box small enough to fit my vest-pocket. Phones and test clip leads A and B are already part of my service kit.

With the receiver on, tuned to a local station or to the service oscillator, volume control at maximum gain and with B grounded, touching A to the detector, 3rd r.f., 2nd r.f. and 1st r.f. control-grid terminals will result in gradually decreasing signal. Where the set is dead due to r.f. trouble the offending stage is therefore quickly located. The same applies to a



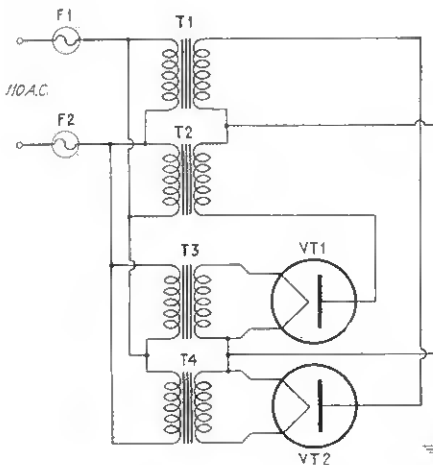
superheterodyne, since a fairly audible signal should be heard even at the grid of the first r.f. tube on a strong incoming signal.

Local-DX Switch

By Ralph Forbes

To limit the input to receivers not having local-distance switches I use a s.p.d.t. switch and a small trimmer condenser. The antenna is attached to one side of the switch and the trimmer condenser from this same contact to the other side of the switch. The center, or pole, contact is connected to the antenna coil of the receiver.

When the switch and trimmer are connected in this manner closing the switch in one direction connects the antenna directly to the set without the trimmer and throwing it in the other direction puts the trimmer in series with the antenna. The small condenser is adjusted to suit the particular installation.



Two Useful Leaflets

Included in the new 31-page catalog of The Clarostat Mfg. Co. is much useful information on volume controls, attenuators, constant impedance controls, phonograph pickup faders, tone controls, line ballasts, line voltage regulators, rheostats, potentiometers, fixed and c.t. resistors. It incorporates, for example, a list of most standard receivers designating volume and tone control types used. Address: 285 North Sixth St., Brooklyn, N. Y. Free to servicemen writing on company stationery, mentioning “Shortcuts.”

“Interesting experiments you can perform with the Weston ‘photronic’ relay,” is the title of another illustrated leaflet free for the asking. It may help bring in extra dollars this season. Write: Weston Electrical Instrument Corp., Newark, N. J.

Tracing Ignition Noise

By Louis Wilken, Jr.

When there is some question as to where ignition interference originates in a car after the customary precautions have been taken step on the starter with the ignition turned off and the radio running. If a loud, whirring noise is heard it cannot be anywhere but in the starter brushes or generator.

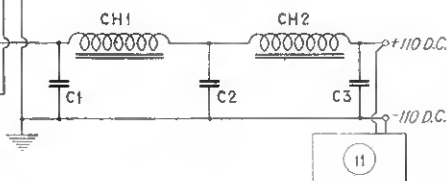
Using D.C. Sets in A.C. Districts

By Frank L. Bowers

Dynamotors and converters suitable for adapting d.c. receivers to 110 volt a.c. lines are expensive. My system is cheap and effective. Secure two Philco A-B eliminator power transformers, two Majestic or equivalent A eliminator chokes, two 2 ampere Tungar bulbs, 30 or 50 mfd. of electrolytic condensers, two 2 ampere Tungar filament transformers and two Tungar sockets. Many of these can be salvaged from the store junk box.

Connect this equipment as shown in the diagram, plug it into the 110 a.c. line and then plug the d.c. receiver into its output. Parts are as follows:

F1 and F2.....6 ampere plug fuses
 T1, T2...Philco A-B power transformers (use only top lugs of secondaries)
 T3, T4...2 ampere Tungar transformers (use only filament heater windings)
 VT1, VT2.....2 ampere Tungar bulbs
 Ch1, Ch2...From dry A-eliminator packs
 C1, C2, C3.....each 18 mfd. or more
 The full-wave rectified output will be “cleaner” than most d.c. lines.



PILOT LIGHTS

PHILCO. Several cases of “bell-like” vibration in midget models have been reported. It seems that the stator plates of the variable are anchored at two points and one anchor works loose, permitting the plates to “slat” around. This also causes reception to cut in and out at times.

MAJESTIC 153-151. If the primary of the antenna coupler, which is unshielded and located on top of the chassis in front of the ‘80, becomes damaged by lightning charges or by accidental connection of the ground to the antenna post remove the small wood form on which the coil is wound, cut off the windings and replace with 50 turns of No. 40 s.c.c. wire. This alteration will also increase volume.

TRANSITONE 7. Failure to operate at one or two points on the dial indicates failure of the type ‘36 detector-oscillator to oscillate at these points. Exchange it for another ‘36. The tube may work ok in other sockets

A-K. Models 30, 35, 37, 38 and others using an antenna circuit choke can be pepped up by substituting a coupling coil (part No. 13482-\$1) for the choke. If the re-vamped set oscillates around 20 increase the grid suppressor resistance slightly, or change the setting of the first variable slightly.

Mounting hole in center of coil is just the right distance from the ground lug to use soldering lug between them, a bolt replacing the screw holding bakelite and metal chassis together. This holds the coils and grounds one terminal. Aerial post should be removed from the grid terminal and re-mounted on a 1½ in. by ½ in. bakelite strip. Connect the post to the center lug of the new coil. Grid terminal is the short length of wire with which the coil is already equipped, carry this to the tube in place of the old one from the choke.

TUBES. When filament emission falls off plate current decreases, reducing the drop through the divider and increasing supply voltage. This abnormally high supply voltage often endangers other tubes, and even resistors and condensers. So there is good reason to replace “bottles” once a year!

COLONIAL 33. Some servicemen have found that volume may be materially increased by loosening each individual inductive-type volume control from its shaft, adjusting these for greatest gain and then re-aligning the compensating condensers.

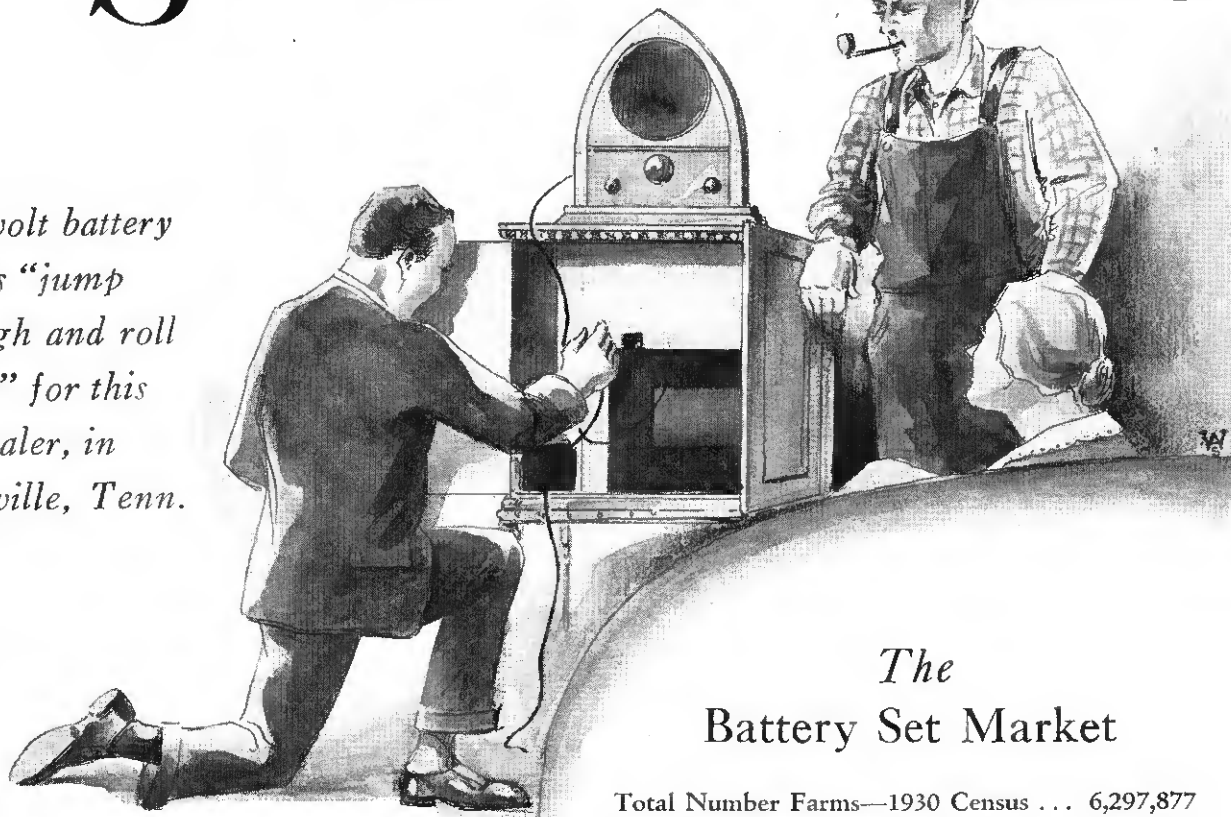
GENERAL MOTORS “A”. Intermittent operation which cannot be traced to tube or wiring trouble is usually caused by faulty cathode resistor by-pass condensers in r.f. stages. Short-circuit these one after another while the set is in operation. Removal of stress from the defective capacitance usually starts it working and once located the unit can be easily replaced

We're Selling Them!

says

Fred P. Rawlings

Two-volt battery sets "jump through and roll over" for this dealer, in Sevierville, Tenn.



The Battery Set Market

Total Number Farms—1930 Census . . .	6,297,877
Number Electrified Farms	647,677
Number Unelectrified Farms	5,650,200
Other Homes Unelectrified	3,600,000
Total Number Unelectrified Homes . . .	9,250,200
Unelectrified Homes with Modern Battery Receivers (estimated)	800,000
Total Number Homes That Should Have a Modern Battery Set	8,450,200

WE ARE in a purely agricultural section, Sevier County, Tenn. Our business is located in Sevierville, the county seat, a town of 800 population. Outside the town itself there is a single power line along the highway to Gatlinburg, a village at the edge of the new "Smoky Mountain National Park," 14 miles away. The rest of the county is without electric current.

The depression has hit our people very hard. At present farmers are getting 8 cents per dozen for eggs, 25 cents a bushel for corn, 4 cents for hogs and 2 to 4 cents for cattle. Yet in spite of all this we sold more radios last year than in any other since 1925. This we attribute to the "Aircell" battery which has enabled us to offer convenience and real radio enjoyment at a price less than \$100. It has opened up a market that the old-type battery set couldn't touch.

We find it easy to get a demonstration with a 2-volt tube set and easy to close the sale. Most of our sales to farmers are made for cash at present. People who have money or an income not dependent on farming make good "time" prospects. In this class are mail-carriers, school-teachers, merchants and those drawing compensation from the Government in various forms, principally war insurance on relatives who died while in the army during the World War. They are now our best customers.

We make most of our sales through demonstration of a portable type set. We include a battery cabinet which gives the radio the appearance of a fine, expensive cabinet set. In 5 minutes the cabinet can be set by a window, batteries installed and the radio placed on top of it with all cable connections made. A copper rod is

then driven in the ground outside the window and a wire run to this ground connection. Then we throw down a 25-ft. length of rubber-covered lead-in wire connected to antenna post and turn on the radio. We can always get several of the strong stations in this way and the programs generally sound clear and strong, better in fact than the average radio in town with permanent installation.

From here on everything depends on the type of prospect. Sometimes we close the sale at once and complete the installation. This is especially desirable if the place is 20 miles or so from the store or on a bad road. Sometimes we put in the aerial and take a chance on closing later and in other cases we leave the set 2 or 3 days and do not put up the aerial unless a sale is made.

Generally speaking, it is easy to put up an aerial in our territory. With a good axe a couple of 20-ft. chestnut poles can be cut nearly anywhere around here. We have been surprised, in view of general business conditions in our section, at the number of radios we have been able to sell. We attribute this largely to the fact that we only canvass prospects financially able to buy.

Another pleasant surprise we have received in the last
(Please turn to page 55)

Chicago Holds Center

June, 1932

Other News of the Month

MANY PROMINENT SPEAKERS—MANY NEW PRODUCTS—AT INDUSTRY'S EIGHTH ANNUAL MEET

THE big annual "Radio Week" of the industry, including broadcasters, jobbers, dealers, manufacturers and engineers, is expected to draw 15,000 visitors to Chicago. Over 100 leading radio manufacturers, according to B. G. Erskine, chairman of the RMA Show Committee, have reserved space in the Trade Show, again requiring both the large exhibition hall and grand ballroom of the Stevens Hotel. For the overflow of trade visitors expected, the Blackstone Hotel also is official headquarters. Admission to the Trade Show for view of the new radio products will be limited to the radio trade.

In addition to the new tubes, new short-wave apparatus, new automobile receiving sets, new loud speakers and amplifiers, new cabinet designs—many other new products are promised. Refrigerators and other electrical products also will be displayed by the exhibitors.

Many prominent speakers will address the convention. There will be numerous technical, trade and group meetings during "Radio Week." At a joint open meeting Tuesday morning, May 24, with J. Clarke Coit of Chicago, president of the RMA, presiding, Honorable Harold A. LaFount of Washington, Federal Radio Commissioner, will speak on "Television in Its Present Development."

"How is Business" will be the subject of another address by Merle Thorpe, editor of "The Nation's Business," of the Chamber of Commerce of the United States in Washington. "Some Broadcast Problems" is the topic of another address to be delivered by Harry Shaw, Waterloo, Iowa, president of the National Association of Broadcasters. The officers and directors of the National Association of Broadcasters and other official guests will join with the RMA in a joint luncheon meeting following the program Tuesday. On Wednesday, the annual membership meeting and election of officers will be held.

Howard Blood Honored

Howard E. Blood has been elected first vice-president of Borg-Warner Corporation. Mr. Blood is president and general manager of Norge Corporation, Detroit, the rollator refrigeration division of Borg-Warner, among whose 11 other subsidiaries are manufacturers of precision parts and automotive equipment. This appointment is looked upon as recognition of his outstanding success in 1931 during which Norge sales showed the greatest increase in the industry.

Mr. Blood is also president of Detroit Gear & Machine Co., another Borg-Warner subsidiary.

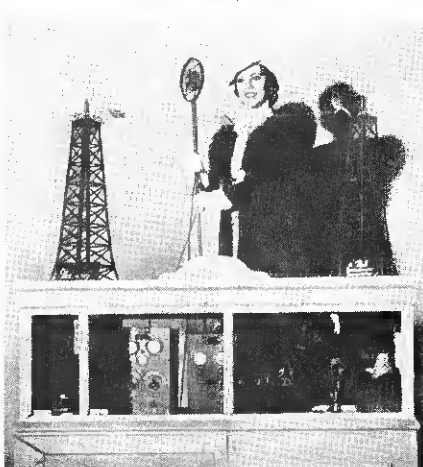
Optimism Reigns at Stromberg Conference

Optimism and confidence in future radio and telephone business reigned at the two-day annual sales conference of the Stromberg-Carlson Telephone Manufacturing Company, May 6-7, at its plant in Rochester, N. Y. Radio sales representatives reported that a decided trend toward quality radio on the part of dealers and the public was evident throughout the country.

Ray H. Manson, vice-president and chief engineer, spoke on "Engineering Developments In Radio During the Past Year." "Policy Administration" was the subject of an address given by George A. Scoville, vice-president and sales manager.

A special sales conference will be held in San Francisco for sales representatives in the west coast territory. It will be under the direction of F. K. Cannon, Pacific Coast manager.

Station WEE



WEE, the World's tiniest broadcasting station—operates on .04 watt-power, range 200 feet. This practical transmitter was shown at the recent Patents Exposition, New York. "Eileen Wenzel announcing."



Friends Though Rivals

The fact that they chance to be competitors has not lessened the close personal friendship of many years standing between Powel Crosley, Jr., and E. F. McDonald, the latter president of Zenith.

This photograph was taken in Florida following an air jaunt from Sarasota to Tampa in Mr. Crosley's new Douglas Amphibian. In the group, left to right, are Mr. and Mrs. Crosley, Mrs. McDonald and Mr. McDonald.

St. Louis RTA Elects Julian Sampson President

The new board of directors of the St. Louis Radio Trade Association announce the following officers, elected to serve for the coming year: Julian E. Sampson, president; Otto E. Heilmann, first vice-president; Daniel F. Hyland, second v-p; Otto A. Buder, third, and Robert L. Morton, Jr., secretary-treasurer.

Retiring president Fred Wiebe was presented with a fine humidor and was highly complimented for his good work while in office.

This association is not in favor of the policy, recently adopted by several other radio organizations, of changing its name to embrace other activities such as refrigeration.

EBSE Elects Officers

Officers elected by the East (San Francisco) Bay Service Engineers, Oakland, Calif., for the ensuing year are: president, W. B. Styles, Jr., service engineer, Jackson Furniture Co.; vice-president, Frank Jallu, also service engineer for the same company; secretary-treasurer, H. V. Eastman, service engineer for the John Breuner Company.

New directors elected were: one and one-half year term, Jack Emerson and C. W. Lanam; one-year term, Earl Strock; held over, W. Rodgers, Frank Ryan, C. G. Cleaver and W. H. Appleton.

of Stage This Week

Condensed for busy readers

New York, N. Y.

COLUMBIA ACTIVE

H. E. Ward, President; Abbott, Sales Head; Reorganized Concern

With the reorganization of executive personnel, in the selection of H. E. Ward as president and H. Curtiss Abbott vice-president in charge of sales merchandising and advertising, Columbia Phonograph Co., Inc., 55 Fifth Avenue, New York, announces extension of its operations to include the manufacture and marketing of a new line of radio receiving sets—production on which is already under way, according to reports.

Mr. Ward is a native of Illinois and has devoted his activities to radio finances. Mr. Abbott has been in New York for many years and dates his experiences in sales and merchandising to the beginnings of the radio industry. F. J. Ames remains as treasurer of the company. Department heads include: John S. Waters, sales manager of the phonograph record division; A. A. Trostler, sales manager of the radio division; Frank B. Walker, manager of the division of electrical recording for broadcast programs.

In assuming direction of the affairs of Columbia, Mr. Ward voiced his belief in the permanency of the phonograph record business, which he admitted has been interrupted by the present economic upheaval and the sweeping popularity of the radio.

"But," he added, "phonograph records are a permanent contact with all the great artists the world over and there is nothing else to take their place. As soon as radio settles down to its proper and important place in our lives, we will see a decided revival of interest in recorded music."

FADA Enlarges Activities

F. A. D. Andrea, Inc., announces the acquirement of the business and assets of Andrea Manufacturing Company and all of the capital stock, not previously owned, of Fada Radio Limited, Toronto, Canada. The new name of this combination will be the Fada Radio and Electric Corporation.

For the past eight years Andrea Manufacturing Company has operated as purely a manufacturing organization producing products for sale by F. A. D. Andrea, Inc. Henceforth both the manufacturing and marketing organizations will operate as a single unit under the new name, manufacturing and selling Fada Radio and other Fada electrical products. This change will in no way affect the present general policies, control or personnel, and business will continue as usual at the same address, Long Island City, N. Y.

Ferguson Radio Corporation has recently been organized in New York City. D. R. Bittan is its president. Will make sets.

New Addresses for RMA

The Radio Manufacturers Association has moved both its New York and Chicago offices into new quarters. Here are the new addresses:

CHICAGO—307 North Michigan Avenue.

NEW YORK—22 East 40th Street.

United Radio Service to Handle Brunswick Parts

The replacement parts and service department of Brunswick Radio Corporation, formerly handled by the factory at Dubuque, Iowa, or Muskegon, Mich., has been assumed by the United Radio Service Company. All orders for Brunswick parts or service should be sent direct to this concern, at 619 West 54th Street, New York, N. Y.

A staff of Brunswick service engineers is connected with United Radio, thus assuring continued service of high caliber and a thorough knowledge of all Brunswick and Bremer-Tully instruments.

Emerson an RCA Licensee

Emerson Radio and Phonograph Corporation announces that its sets are now licensed under all RCA patents.

Hail, and Farewell!



Big hearted J. F. Brady, manager for the Lankering Company, Hoboken, N. J., simply can't wait for jobbers' representatives to come to him—meets 'em outside the door. Or is he saying goodbye? The fortunate salesman, in this instance, is J. A. Prestele, Gross-Brennan's little boy.

REFRIGERATION MANUAL READY

Association of Radio and Electrical Distributors Issue Sales Help Booklet

All dealers and distributors of electrical refrigerators should find much of interest and of practical help in a sales help manual just released by the National Association of Radio, Refrigeration and Electrical Distributors. It is called "Merchandising Electric Refrigerators."

This manual is written for dealers already selling mechanical refrigeration as well as for those about to enter this activity. It has many chapters of special interest to the jobbing branch of this business.

Some of the subjects treated are: Opportunities for Sales and Profits; Refrigeration; Organizing to Sell; Closing Orders; Handling Satisfied Users and Hints on Service. Store management, window displays, refrigerator advertising copy and all the other ramifications of this industry are fully covered. "Financing" is especially well represented.

The chapter, "Getting Orders," is written for the salesman. How to make every minute count, the necessity for and the elements involved in motivating a sales appeal, the pre-approach, the approach, the presentation, the overcoming of objections, the close and get away, are all treated comprehensively and convincingly.

Wholesalers, retailers or salesmen interested in having a copy of this book can secure same by writing to H. G. Erstrom, National Association of Radio, Refrigeration and Electrical Distributors, 32 W. Randolph Street, Chicago. Enclose a check for \$1.00 and a copy will be sent by return mail. Quantities may be ordered by wholesalers at an attractive discount.

Stancor Enlarges Service

With the development by the Standard Transformer Corporation, Chicago, of its exact duplicate, stock replacement transformer division, those upon whom the obligations for radio service fall have unusual facilities for securing vital parts for practically any make or model of standard receiver. Standard has a new and large storeroom where are stocked a comprehensive list of transformers and other "exact duplicate" units not heretofore available.

"Stiktape" Now Patented

Sampson Industries, Inc., St. Louis, has been granted Letters Patent covering its product, "Stiktape Aerial." These were issued April 19 and apply not only to the design features of this indoor antenna tape but to certain of its electrical properties.

Tung-Sol Tubes Now on Consignment Basis

Effective May 1, the entire distribution and sale of Tung-Sol tubes went on a consignment basis. This radical change in tube selling policy has been made in the hope that it will go far toward solving the present "unsatisfactory" status under which tubes must now be merchandised.

The first step in the plan is the appointment of wholesale agents under an exclusive territorial arrangement. This is to be followed by the appointment of retail agents to be served through wholesale agents under the supervision of the manufacturer. The retail agents in a given community will be limited to a number sufficient to secure a reasonable share of the community's potential business, "thus reserving the line for the most desirable retail outlets only, and assuring the maintenance of high merchandising standards."

Secondly, Tung-Sol radio tubes will be consigned to wholesale and retail agency appointees, and the outright sale of tubes to retailers and wholesalers for replacement, will be discontinued.

The advantages of the new plan are expected to be numerous. It is hoped that it will exert six stabilizing influences:

1. By the selection of only high grade outlets, it will prevent unfair and ruinous competition.
2. It will assure both wholesaler and retailer of a fair margin of profit on all tube sales.
3. It will tend to create a retail price structure which the consumer can learn to depend upon as a standard of tube values.
4. It will protect wholesaler and retailer against losses resulting from price reductions and obsolescence.
5. It will give the wholesaler an additional protection against credit losses.
6. It will enable both wholesaler and retailer to carry sufficient stocks of all types of tubes to meet their requirements without any financial investment on the merchant's part whatsoever.

Echophone and Western Television Affiliate

A close working agreement between Echophone Radio Mfg. Co., Waukegan, Ill. and Western Television Corp., Chicago, has just been announced in a joint statement by the respective presidents of the concerns, A. U. Magnan and C. F. Wade.

The deal involves a substantial purchase of Echophone stock by Western Television, and a change in the latter's manufacturing activities whereby Echophone, in addition to the manufacture of midjets and consoles, will produce Western Television sight receivers.

Echophone has been in continuous operation as a radio manufacturer since 1921. Western Television is one of the largest television companies in the country. The complete line of radio and television receivers will be exhibited by Echophone at the RMA trade show in the Stevens.

Western Television corporation is to devote its entire attention to television research and to the manufacture of television transmitting equipment, such as is used by broadcasting stations and experimenters.

Biehl's Covers "Anthracite"

Biehl's, Inc., distributor for Philco, maintaining branches in Pottsville, Scranton and Wilkes Barre, Pa., is now covering the entire "Anthracite" region—"as far as the New York state line."

DETECTOR LISTENS IN

and hears that



The United American Bosch Corporation makes important changes in the sales personnel of its San Francisco branch. G. W. Slackman, former manager of the Pacific Coast Division, is transferred to the factory at Springfield, Mass., where he assumes the position of general sales manager of the trade sales division, incorporating both radio and automotive activities. His place as Pacific Coast sales manager is being filled by M. A. Fowler.

A new organization known as the St. Louis Chapter of the Institute of Radio Service Engineers has been formed as a division of the St. Louis Radio Trades Association to establish standards for service and to protect the public from unscrupulous and inferior work.

Every member of the organization will be examined and graded quarterly in order to insure efficiency.



ABBOTT

Comes to Columbia in sales managerial capacity. (For details see preceding page)

During the first month of operation of the newly organized Franklin Radio Corporation, of Dayton, Ohio, eleven representatives were appointed.

The following list tells the story: W. A. Shoultz Sales Co., Indianapolis; Albert Leban, Philadelphia; Earl W. Bentley Operating Co., Oklahoma City; Ronald McGinnis, New Orleans; Despres-Jacobs, Metropolitan New York; C. E. Mattox, Norwood, Ohio; L. N. Oppenheimer, Tampa, Fla.; George E. Anderson Co., Dallas; and L. H. Knibb, Pittsburgh.

Radio Specialty Manufacturing Co., 9035 Venice Blvd., Los Angeles, is the name of a new company which will manufacture aircraft receivers, transmitters for ship and land use, radio compasses, police and automobile sets, and long- and short-wave receivers. Mort Stuart is president of the concern, and Dr. Gerhard Fisber is vice-president and chief engineer.

JOYCE

Not yet 30, Tom Joyce gets a well-earned promotion, being advanced to the twin posts of manager of advertising and sales promotion, RCA Radiotron.

Succeeds J. W. Melver, resigned.



Announcement is made by the Grigsby-Grunow Company of Chicago that their refrigerator plants are working twenty-four hours a day and the company is far behind on orders. Don M. Compton, vice-president and general manager, states that the factory payroll is now over \$65,000 per week and production is gradually being increased on all of the eight sizes in the Majestic line.

Bogatin and Arensberg, Seattle, Wash., have dissolved partnership through the purchase of Mr. Bogatin's interest by J. H. Arensberg, who has become sole owner of the business. He will continue to wholesale and retail radios, radio tubes and Mohawk refrigerators.

Kenneth Jarvis is chief assistant engineer under Dr. Karl Hassel, for Zenith.

A Clarion Sales Help



This store and window display piece is beautifully executed in many colors and by a special lithographic process. It is designed to tie in with the June political conventions and may be obtained from the Transformer Corporation of America, Ogden and Keeler Avenues, Chicago, Illinois

United Air Cleaner Reorganizes

John T. Beatty, president of the United Air Cleaner Corporation, manufacturers of Sentinel sets, and Sam Howard have been appointed co-receivers of this firm. This action was voluntary on the part of the company and was arranged with the cooperation of three friendly creditors. The company under the new management has already been provided with additional working capital.

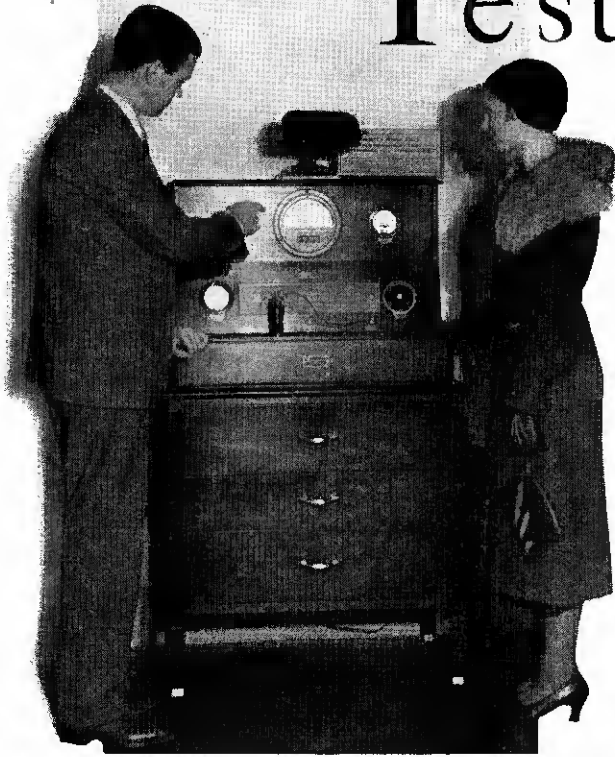
This action was taken in order to put through several necessary readjustments in the business, which will place the company, it is believed, in a position to better conserve its assets through a trying period and to serve its customers with greater facility.

The personnel and all of the physical properties of United remain exactly as before. Mr. Beatty has stated that business will go on as usual and, in fact, is going on without interruption of any kind.

Testers *Do* Sell TUBES

By

John J. Hassett



"... the carrying cartons we had given away started to come back full."

WE, here in Portsmouth, N. H., are very enthusiastic about the new, large tube testers, not only as developers of tube business but also as a help to our radio business in general.

Hassett's Music Shop has been handling radios for about seven years. Even in the days of battery sets we never attempted to obtain the parts or accessory business, confining our sales effort to complete sets only. Frankly, we did not realize the possibilities in selling tubes. Our testing equipment consisted of a small, inexpensive meter and although we used quite a few tubes in servicing our own sets, actual over-the-counter sales did not amount to more than \$10 a month.

When we were first approached on the subject of buying a large tester (Acremeter) and going after the tube business, we were naturally skeptical of the claims the salesman made and, were it not for the fact that it was possible for us to get the meter on a sixty-day trial basis, I doubt if we would have considered it. The results, however, exceeded our fondest expectations.

The instrument cost \$200 and the contract required us to buy \$50 worth of tubes per month for five years. The impressive appearance of this instrument, I believe, influenced us as much as anything. We felt that it could not help impress the customers that their tubes were really being tested properly and also that we had gone to considerable expense to provide them with free tube service. This was exactly the reaction created.

We ran several large ads in the newspaper the first week and the following Saturday demonstrated in our window all afternoon and evening. It created a great deal of interest. Some people thought it was a new kind

of a radio, some thought it was television, but they all stopped, looked, and were impressed. The tube company provided us with carrying cartons with our name on them, which we gave away free. Incidentally, these cartons proved to be a splendid door-opener for our outside salesman.

THERE was no rush; we did not need any extra clerks, but we *did* start selling tubes. The tube cartons which we had given away began to come back full. Out of most every set of tubes we tested there were generally several which needed to be replaced. Many people who were satisfied that their radio was playing perfectly brought in their tubes just to see the meter operate and most of them needed tubes too. They did not have to take our word for it but could understand the tests themselves after we explained the working of the meter.

At the end of the two months we checked up our sales and found that we had sold \$800 worth of tubes during that period. This figure may not seem high but considering our former tube business and also considering the size of the town, (about 14,000) it seemed to us to be extremely satisfactory.

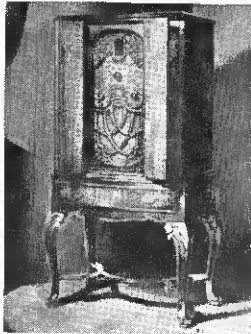
Fully fifty per cent of those to whom we sold these tubes were people we had never done business with before. It was a splendid opportunity to get acquainted. In this way, we developed a fine prospect list of people with more or less obsolete sets which will be traded-in in the near future. It was a source of great satisfaction to us when so many people took the trouble to come back and tell us how much their reception had been improved.



A modern instrument increased our sales from \$10 to \$400 a month . . . 50 per cent of people attracted were new customers



NEW MERCHANDISE



Stromberg-Carlson's New Line

Three Telektor (remote control) type, five standard radio receivers, a concealed Telektor radio and an end table automatic phonograph make up the display of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. The Telektor type receivers, Nos. 22, 27 and 24, are designed for operation by the Telektor remote control equipment. Model 24 is equipped with the No. 2 automatic record changing phonograph unit.

The five standard radios are No. 37, lower in price than any other complete console S-C has offered. It is a compact and ideal size for apartment or small home. No. 38 is an open front receiver of the lowboy type. It has a larger chassis than the No. 37. No. 39, also a lowboy, and No. 40, a high-boy, are attractive consoles with doors. No. 41 has the advantages of automatic record changing phonograph.

No. 32 concealed radio is housed in a steel locker cabinet, just large enough to hold the radio chassis, remote control motor unit and a power amplifier where extra power is required.

No. 3-A is a solid walnut end table phonograph and automatic record changer. An acoustical seal minimizes needle noise or rattle. A shelf supports a total of 12 record albums.

No. 4-A concealed phonograph has the same automatic record changing phonograph unit and is available in a small olive green steel cabinet without legs for installing in a cupboard or closet.—*Radio Retailing*, June, 1932.

Kennedy Sets

Two long and short wave receivers chassis available in a number of different cabinets made their appearance, the product of the Colin B. Kennedy Co., South Bend, Ind.

Model 64 is so designed that long wave stations will not be heard or interfere when tuning for short waves and vice versa. "Dualite," a new Kennedy development, tells the user when the receiver is set for long or short wave reception. That is, the tuning dial is illuminated only for broadcast reception normally and is illuminated in color for short wave reception. The tubes used are two 258's, three 256's, two 257's, one 247 and two 250's.

Model 66 is a 12-tube job

with all the features of the smaller model and in addition has automatic volume control. The tube line-up calls for an additional 256 tube as well as an extra 247.

The chassis is built for use with either single or double speaker and is known as model 66 with one speaker and 66-A with two speakers.—*Radio Retailing*, June, 1932.

Simplex Line

Three new sets have been added to the line of the Simplex Radio Co., Sandusky, Ohio.

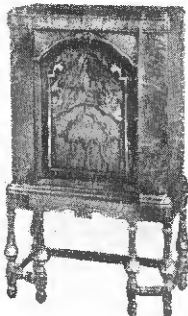
Model N covers the regular broadcast band and uses two 24s, a 35, a 47 and an 80. The list price is \$33.50, complete.

Model P is the same as the above set, except that it covers 550 to 4000 kc., which includes the regular broadcast band, plus shortwaves for police, airplane, amateur and coastwise stations, \$36.50.

Model Q is identical, except that it covers from 550 to 20,000 kc.—all waves for world-wide reception.

These sets have tone control, built-in antenna, illuminated dial and single dial control. They may be had in any one of three midget cabinets.

Simplex also offers the three sets in the chassis form only, Model N listing at \$26.50; P, \$29.50 and Q, \$34.50. A dynamic speaker is \$4.50.—*Radio Retailing*, June, 1932.



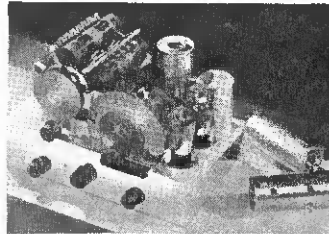
Audiola Sets

The illustrated Model 11200D, 11-tube superheterodyne hi-boy made by the Audiola Radio Co., 430 South Green St., Chicago, has Neon tuning light and dual dynamic speakers. \$119.50.

Other models in the Audiola line include 1168, 11-tube super lowboy, \$99.50; 867, 8-tube superheterodyne in six legged console, \$69.50; 67-10AW, an all-wave console, \$89.50; 811, a midget with 8 tubes, \$49.95; 517, a five tube t.r.f. midget with short wave attachment, \$29.95, and 22, short wave radio table, \$26.50.—*Radio Retailing*, June, 1932.

Ken-Rad Tubes

Ken Rad Corp., Inc., Owensboro, Ky., has added the following tubes to its line: 56, 57, 58, 82 and 46.—*Radio Retailing*, June, 1932.



Kolster Line

One 10, one 9 and two 8-tube sets, a shortwave converter, and an air-cell battery receiver were shown by Kolster Radio, Inc., 360 Thomas St., Newark, N. J.

The 8-tube by-pass superhet employs the 56 and 58 r.f. tubes. The tube complement of this receiver is as follows: 1st r.f., 1st detector, 1st i.f. stages = one 58 each; second detector and 1st a.f. and oscillator take the type 56; power tube is a 47; the rectifier an 80. The automatic volume control system is part of the second detector circuit. This receiver is designed for phonograph operation and has a converter outlet to be used with the 3-tube shortwave converter.

As Model K-110, a midget, it is priced at \$59.75 complete.

As Model K-120, a console, it is priced at \$74.75.

The 9-tube superheterodyne has the same tube line-up, with the exception of the push-pull power stage which takes two 47 tubes. It has a Neon tuning beacon and comes in a six-legged console. \$99.75.

The 10-tube receiver, K-140, has two dynamic speakers. The tube complement is the same as the 9 tube model, with the addition of a 58 in the extra i.f. stage. The cabinet is also of the six-legged type, and the list price is \$144.75.

The short-wave converter has a range of from 1,500 to 13,000 kilocycles covered by five separate coils in rotating coil design. The tube line-up includes: first r.f., 58, first detector, 57, and oscillator, 56.

This converter obtains its power supply by simply plugging into the back of any new Kolster broadcast receiver. \$42.75 with tubes.

Kolster's air-cell battery receiver is an 8-tube super, using air-cell batteries and special air cell tubes designed for same. It uses Class B amplification and has automatic volume control. The console cabinet is similar in style and size to the K-120. The price is \$99.75, with tubes but less batteries.—*Radio Retailing*, June, 1932.

Jackson Bell Sets

At the booth of the Jackson-Bell Co., 6500 McKinley Ave., Los Angeles, were the following new receivers:

Model 25, a 5-tube superhet using the new tubes, tone control and dynamic speaker. It is housed in a walnut finished cabinet, slightly higher than a telephone, and lists at \$29.95 complete.

Model 26 S.W. has a superheterodyne circuit, employing 6 tubes of the new type, receiving both regular broadcast bands from 175 to 550 meters, as well as from 46 to 125 meters on one

dial. This is also a midget, and is priced at \$49.95. In a six-legged console, it lists at \$69.95.

Model 38, an 8-tube superhet, receives from 18 to 550 meters on a single dial, and has full automatic volume control. In a midget cabinet, the price is \$59.95; in a six-legged console, with dual speaker, \$79.95.

Model 206, an automobile radio set with 6 tubes and automatic volume control, dynamic speaker and remote control, is \$59.95 less batteries.—*Radio Retailing*, June, 1932.

RCA Victor R-78

Radical advances in circuit design—including Class B amplification—are included in the newest RCA Victor Model R-78 which has been termed the "Bi-Acoustic" radio. Tone equalization, automatic tone compensation, dual automatic volume control, increased musical range and the application of Class B audio amplification are all important factors.

The application of Class B audio amplification provides an output of over 10 watts.

By means of automatic tone compensation, the high and low frequencies are automatically balanced at every level of volume.

A new system of cabinet tone stabilizers eliminates the "boomy bass" and the "shrill highs" preserving the clearness of the original tones.

Dual automatic volume control (two tubes) which is instantaneous in operation, and more important, effectively suppresses noises between stations, is used.

The new Bi-Acoustic Receiver has a range frequency response of from 35 to 5200 cycles. It is designed to utilize the new tubes, including the new mercury vapor rectifier, dual grid output tube, r.f. amplifier pentode, and the general purpose output tube. A new speaker has been developed to handle without distortion the greater output delivered to it.

The intended retail price is \$139.50, including four '58 pentodes, five '56 general purpose tubes, two '46 dual grid Class B amplifiers, and an '82 mercury vapor rectifier.—*Radio Retailing*, June, 1932.

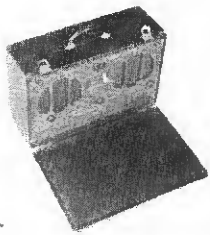
Arcturus Tube Tester

Arcturus Radio Tube Co., Newark, N. J., announces a new tube tester which has been designed in collaboration with Hickok Electrical Instrument Company of Cleveland. This tester is being offered to the trade through a unique sales plan. The new tester, besides its splendid eye appeal, is an efficient device, simple in operation.

It is provided with a socket for every popular type of tube and has two spare sockets that can be wired for the new tubes. There are also two pre-heater sockets with short test combined. The large 4-in. meter has a colored scale reading "satisfactory, doubtful and unsatisfactory."

Two tests for each tube are given, namely, usual plate current measurement and the essential electron emission indication. All readings are made on the single colored meter.—*Radio Retailing*, June, 1932.

A MORE COMPLETE PICTORIAL PRESENTATION OF THE NEW LINES BEING EXHIBITED AT THE RMA TRADE SHOW WILL BE FOUND ON PAGES 26 TO 31



G-E Convention Model

General Electric Co., Bridgeport, Conn., introduced at the show a "Convention" model incorporating twin-push amplification, known technically as Class B amplification. The new set is a completely re-designed 12-tube superheterodyne.

With the new system of amplification, 10 watts of undistorted tone are delivered, with a maximum capacity of 16 watts. For the first time, pentodes are used as radio frequency amplifiers. The first audio stage is push-pull, employing new triode tubes. These tubes drive the twin-push stage in which new tubes are used. A new mercury vapor rectifier is also used. Other features of the Convention model are dual automatic volume control, automatic "Lo-Tone" compensator, improved tone equalizer, newly designed dynamic speaker, and improved tone control.

The cabinet is Italian Renaissance in spirit with six turned legs. This set will sell for \$139.50.

In addition to this featured convention model, G. E. also is showing model J-82, a midset with 8 tubes in a superheterodyne circuit with automatic volume control. The set uses the new 56 and 58 tubes. Model J-86 is the same in an early English console. Model J-88, same chassis, is a radio phonograph combination.

J-100 has Class B amplification. It is a 10 tube superheterodyne in an old English Gothic Cathedral design cabinet.

Model A-81, a compact self-contained 8-tube superheterodyne portable radio, is especially built for vacation use. It may be used in automobiles and power boats while the engine is running provided ignition filters are properly installed. It uses four 230's, a 232 and three 234's. Twin-push amplification, automatic volume control, permanent magnet dynamic loud speaker are some of the features of this set. The battery equipment consists of four small B-batteries and two No. 6 dry cells which are fastened inside the instrument casing. The list price is \$77.50 with tubes but less batteries.—*Radio Retailing*, June, 1932.

Dumont Sets

Dumont Electric Co., Inc., 453 Broome St., New York City, offers a 4-tube midset using a 24, a 35, an 80 and a 47, at a price of \$29.50, complete.

Dumont also has a 9-tube chassis which takes four 35s, two 27's, two 47's, and an '80, and lists at \$49.50 complete.—*Radio Retailing*, June, 1932.

Atwater Kent Sets

Three console and two midsets were shown by the Atwater Kent Mfg. Co., Philadelphia, Pa.

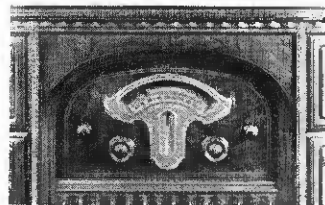
Model 260 lowboy is a 10 tube super using the new 23 volt tubes. It has push-pull amplification using two pentodes; new automatic volume control, leveling off strong and weak stations and also tending to eliminate fading; new Neon tuning light; quick vision compensating dial, four point tone control. The American walnut cabinet has speaker grille of gold.

Model 469 lowboy takes nine tubes including the 24 volt types and has the same new features as the 260.

Model 188 lowboy, an 8 tube job with the new tubes, is similar to the above sets.

Model 228 Compact has 8 tubes with big set features such as a.v.c., tone control, quick vision dial, etc.

Model 567 Compact is a 7 tube receiver. It does not have a.v.c., but does have control, quick vision dial.—*Radio Retailing*, June, 1932.



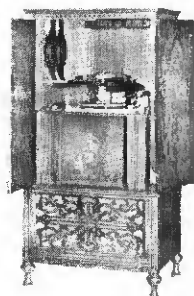
Caphart "Combinaire"

An entirely new and especially interesting combination of 10-tube superheterodyne radio and automatic record changing phonograph was displayed for the first time at the show by the Caphart Corp., Fort Wayne, Ind. It is cased in a newly-designed cabinet, and is priced at \$234.50.

The superheterodyne radio is designed for both broadcast and short wave bands. It has automatic volume control and uses push-pull pentodes.

The Combinaire is equipped with the 10-12C record changer, playing either 10 or 12-inch records.

The cabinet is designed for greater convenience and the upper doors make the record changer easily accessible for loading, so that it is unnecessary to remove vases and so forth from the top to raise the lid.—*Radio Retailing*, June, 1932.



Philco Receivers

Five, seven, nine and eleven tube supers make up the display of Philadelphia Storage Battery Company, Philadelphia, Pa.

The five tube sets use the following tubes: two 24's, a 35, a 47 and an 80.

The seven tube chassis takes four pentodes, in addition to one each of the 36, 37 and 80 types.

The nine tube model utilizes two 44's, a 36, three 37's, two 42's and an 80.

The eleven tube circuit, the largest in the line, takes four 44's, four 37's, two 42's, and an 80. These large sets have twin speakers, shadow tuning, illuminated grille, tuning silencer, automatic volume control and long distance switch.

The chassis may be had in a wide variety of cabinets ranging from midsets to six legged hi-boys and the new X-model cabinets which are newly designed and are distinguishable by their new unique slanting baffle.

The prices are: 71L, \$59.50; 71H, \$69.50; 22L, \$129.50; 91L, \$89.50; 15DX, \$250; 91X, \$100; 52C, \$39.50. In the Baby Grand series the prices are \$36.50, \$46.50 and \$68.50 for the 5, 7 and 9 tube models, respectively.—*Radio Retailing*, June, 1932.

Silver-Marshall Sets

Ranging in size from five to thirteen tubes, and in price from \$29.95 to \$139.50, the line of the Silver-Marshall Co., Inc., 6401 W. 65th St., Chicago, includes several new features.

For example, the Model Q de luxe 13-tube all wave superheterodyne, has three speakers. It also has automatic volume control, meter tuning, and noise suppression. It is a closed door model, 45 inches high, priced at \$139.50.

Other Silver-Marshall models include five tube table model superhets, and 10, 11 and 12 tube broadcast, broadcast and police band, and broadcast and short wave superheterodynes having one, two and three speakers, and featuring the new tubes.—*Radio Retailing*, June, 1932.

Stewart Warner Sets

A two speed "Magic Dial" which is really four dials in one, although only one dial is visible at a time, is one of the "added attractions" of the new line of the Stewart Warner Corp., Diversey Blvd., Chicago. By flipping a switch, one dial disappears and another takes its place. One dial is calibrated in kilocycles for the standard wave band, while each of the other

three is devoted to a different range of the short wave band, calibrated in meters. This feature is available only on the 11 tube sets.

There are three models incorporating the 11 tube super chassis using four 56 tubes, one 57, three 58's, two pentodes and an 82. These sets have automatic volume control obtained through the flowing or balanced control of the new Wunderlich tube, which combines in itself the function of the second detector tube and automatic volume control. They also have automatic tone control effected by a compensating device.

This 11 tube set comes in three cabinets: the Model 50, six legged console, 51 de luxe console with two doors and 58 radio phonograph combination which plays the new 10 and 12 in. records. The latter two sets have twin speakers.

The 6 tube line consists of a midset, Tudor console, Tiffin console, and a combination.

In addition there are two consoles with built-in shortwave converter and a separate converter.—*Radio Retailing*, June, 1932.

Gloritone and Apex Models

Complete information on all eight sets in the Apex and Gloritone lines of the United States Radio and Television Co., Marion, Ind., is not available as we go to press. The four on which complete details are available are:

Gloritone Model 25A, which takes two 57's, a 58, a 47 and a 280. The midset cabinet is solid walnut in the popular rectangular shape.

Gloritone Model 9B console has class B amplification and the tube equipment consists of two 57's, two 58's, a 56, three 46's, and a 280.

Apex Model 12B features super-quiet automatic volume control and has matched dual speakers, one 10 in. and the other 8 in. It also has four-indicator illuminated dial, which gives visibly the exact setting of all controls. This set incorporates class B amplification and the tube equipment includes three 58's, two 57's, three 56's, three 46's, and an 82.

Apex Model 120B has the same chassis but is encased in a cabinet with doors over the speaker grille and dials.—*Radio Retailing*, June, 1932.

Sylvania Tubes

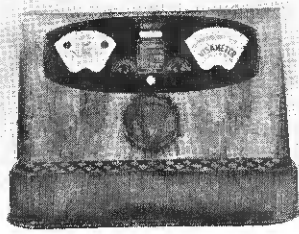
The Hygrade-Sylvania Corp., Emporium, Pa., emphasized the new 6.3 and 2.5 volt tubes in its exhibit.

The 6.3 volt tubes feature a triple-fold heater filament. They are interchangeable in automobile, a.c. and d.c. sets. The following 6.3 volt tubes are available: 36, 37, 38, 39, 41, 44, 12 and 69.

In the 2.5 volt tubes, the following types are made: 56, 57, 58, 46 and 82.—*Radio Retailing*, June, 1932.

Tung-Sol Tubes

Type 34, 46, 58, 56, 57 and 82 tubes are now being made by the Tung-Sol Radio Tubes, Inc., 95 8th Ave., Newark, N. J.—*Radio Retailing*, June, 1932.

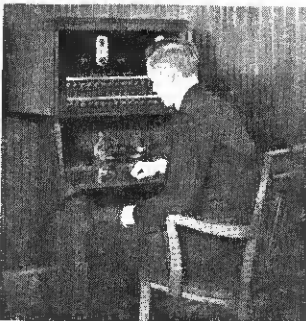


"Visameter" Tester

By means of a "change-over kit," the entire tube socket panel of the "Visameter" and connecting wires attached to multi-plugs can be exchanged for a new and up-to-date one. The present Visameter tests all of the seven new tubes. A self-compensated mutual conductance test, as well as noise test, features the visual and audible values to the customers. Other tests such as simultaneous readings of both plates of full wave rectifiers, a gas test to pick out the best tube for automatic volume control service, are possible. This new company known as the Visameter Mfg. Corp., is located at 520 Westinghouse Electric Bldg., Los Angeles, Calif.

The cabinet is hand rubbed walnut, dials of the two meters are in four colors, red, green, gold and black. Size 30x15x21 in. high. Net weight 75 lb. Priced at \$235 f.o.b. Los Angeles.

New and novel tube carrying cartons that resembles a leather brief case are also available.—*Radio Retailing*, June, 1932.



Webster Centralized Radio System

A new school cabinet for centralized radio, which includes microphone, phonograph and radio input sources and has a control for sixteen classrooms is being made by the Webster Electric Co., Racine, Wis. The amplifier, a 3 st. 250, uses one 235, one 227, two 250 power tubes and two 281's. The radio receiver, a screen grid band base receiver, utilizes three 224's. The anticipated list price, less tubes, is \$600, f.o.b. Racine.—*Radio Retailing*, June, 1932.

Alden Adapters for New Tubes

The advent of the '57 and the '58 tubes has called for a whole new series of adapters, which may now be obtained from the Alden Mfg. Co., Brockton, Mass. The first adapter is for the purpose of putting the '57 and '58 tubes in tube checkers.

There are then two types to be used with existing set analyzers—one for Weston and Jewell models, and the other for Supreme and Radio Products. These adapters can be obtained from the instrument manufacturers or from Alden.

Two other adapters are the

No. 982 for testing the new mercury rectifier tube, and the No. 955G-2 for testing the diode tubes.

Alden have also gone into production on a coil form which has a substantial flange to grip in removing it from the socket.

A code set practice key, consisting of a molded Bakelite base, approximately 1½ in. by 4½ in., on which is mounted a key and high pitch buzzer, is also being made. Either side of the key is engraved with the Continental Code. It retails for 75c., and is of special interest to boys in learning the Continental or Morse code.—*Radio Retailing*, June, 1932.



D.C., Class "B" Amplifier

A new d.c. amplifier designed to operate from any 6 volt source capable of supplying 2.9 amperes is announced by Victory Speakers, Inc., of Oakland, Calif. This amplifier, which lists at \$65 including Cunningham tubes, utilizes a final stage of Class "B" amplification which permits 18 watts of useful output power to be obtained with 270 volts plate, or 20 watts with 300 volts plate. It may be operated from a.c. lines if a suitable rectifier and filter system is used.

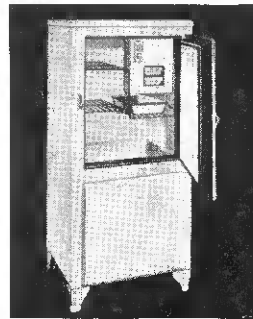
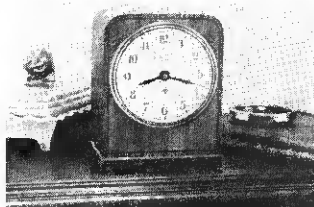
The amplifier is 9½ inches wide, 7 inches high and 12 inches long, weighing 12 lbs. The input impedance is 100,000 ohms and the output impedance 8 ohms. Other output impedances can be built-in on request. Frequency characteristics are said to be excellent, gain varying less than 4 D.B. between 50 and 8,000 cycles and 10 D.B. between 40 and 10,000 cycles. Input required is less than .2 volts for maximum output, gain, 100 D.B.—*Radio Retailing*, June, 1932.

Telechron Clocks

A new electric kitchen clock, also suitable for bathroom, den or private office, has been announced by the Warren Telechron Co., Ashland, Mass. It is priced at \$6.75.

Telechron also announces a 24-hour automatic alarm clock, to sell at \$12.50. The alarm movement, once set, will ring at the same hour each day without further re-setting. The dial is illuminated.

New models with "auxiliary movement" that keeps the clock running during current interruptions up to two hours are now ready for distribution. This new movement is available in 4 household models ranging in retail price from \$14.50 to \$25. Two commercial indoor clocks may also be had with or without auxiliary movement.—*Radio Retailing*, June, 1932.

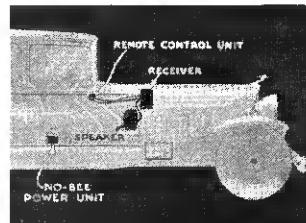


New Stewart-Warner Refrigerator

Stewart-Warner Corporation, Diversey Blvd., Chicago, is now offering an electric refrigerator priced \$99.95 at the factory.

The "Leader" was designed to fulfill the refrigeration needs of the small family and offers the same conveniences found in larger units. It is a 4 cu.ft. model.

This model conforms to the same standards of quality maintained in the other S-W refrigerators—8-point cold control, porcelain interior, dependable power unit, durable lacquer exterior, and adequate ice cube capacity.—*Radio Retailing*, June, 1932.



Karadio Auto Set

Karadio automobile receivers are made in two sizes—9 and 11 tube. They have automatic volume control, illuminated dial, and are all-electric in operation through the use of the "No-Bee" eliminator.

The 9-tube model uses 3 '36s, 3 '37s, and 3 '71s. The list price of this model is \$86.50.

The 11-tube model, which sells for \$112.50, has an extra '36 and an additional '71.

Karadio Corp., 1635 Hennepin Ave., Minneapolis, Minn.—*Radio Retailing*, June, 1932.



Go-Sil-Co Auto Aerial

A new and improved auto aerial has been brought out by the Gosilco Radio Products Co., Huntington Park, Calif., containing 100 ft. of No. 14 Go-Sil-Co aerial wire in coil spring form inclosed in weather-proof fabric. It can be quickly in-

stalled by suspending full length horizontally from the chassis of the car, so that it is unnecessary to tamper with the top. Go-Sil-Co gets its trade name from the words—"Gold over Silver on Copper" which describes the aerial wire. The retail price is \$6.—*Radio Retailing*, June, 1932.

Howard Console

The Whitehouse model, shown by Howard Radio Company, South Haven, Mich., is a 10 tube superheterodyne which can be had with either single or twin matched speakers. It has automatic volume control with tuning meter and comes in a six legged walnut cabinet. Three 256's, one 257, three 258's, one 282, and two 246's are employed. The list price is \$99.50.—*Radio Retailing*, June, 1932.

Star-Rite Magic Maid Mixer

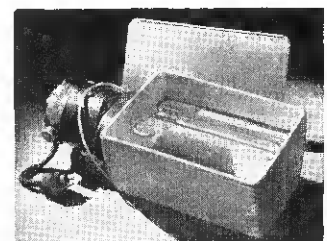
In its new "Magic Maid" food mixer, the Fitzgerald Mfg. Co., Torrington, Conn., is offering greater convenience features. The motor unit tilts back to three positions; the juice extractor can be quickly attached by swinging the motor unit over into reverse, so that it is no longer necessary to remove the motor from its support; and the motor-beater unit can be raised or lowered on the support.

The equipment includes two stainless metal removable beaters, extra long beverage mixer and two opaque glass bowls. The retail price is \$19.50. Slightly higher in the West and Canada.—*Radio Retailing*, June, 1932.



Electric Ice Cream Freezer

An electric ice-cream freezer, with motor-driven dasher, that operates automatically in the freezer compartment of the electric refrigerator, has been introduced by S. M. Howes Co., 511 Medford St., Charlestown, Mass. The little freezer is designed to slide into the freezing compartment of the refrigerator, in place of the ice-cube trays. It is made in 1, 1½ and 2 qt. sizes, to fit the principal makes on the market. It has cast aluminum tray, Universal motor and special connecting cord. The intended retail price is \$15.—*Radio Retailing*, June, 1932.



We're Selling Them (Continued from page 47)

Another pleasant surprise we have received in the last year is the lack of trouble on these sets. In four cases only have we had a call and each case was due to the customer not properly caring for the battery. The first radio was sold nearly a year ago to an orchardist who lives in a very isolated place on the slope of Mount LeCorte, the principal attraction to tourists at Smoky Mountain. After 10 months he bought a second battery and expressed the opinion that he had gotten more than 1,000 hours service out of the first.

Many of our customers live in isolated sections, sometimes on very bad roads and the convenience of a radio like this appeals to them. They really could not afford to have a storage battery set because it is too much trouble to carry a battery to town once a month to be recharged, to say nothing of the expense.

Incidentally our battery set customers get even better reception than city people because of the lack of interference. We sold a radio last September to a disabled ex-service man who lives in a little mountain cove about 20 miles from town. He dropped into the store just before Christmas to tell us how well he liked the radio and said that he gets 2 or 3 stations in California at night and Cuba, Mexico and Canada in daytime. Let some of the 11-tube electrics try that!



Up to the Minute (Continued from page 37)

good electric clock," Mr. Peterson carefully pointed out.

THE \$2.25 electric which you are considering keeps just as good time as this \$8 model," Mr. Peterson freely admits to his prospect. "But as I have said, the cheaper models are not so well constructed. They are likely to be noisy. In a store you are not likely to notice it, but at home you will."

"Oh, I don't mind a little noise," the customer usually replies. "I think a clock sounds friendly."

"Possibly a soothing tick tock may sound friendly, but a noisy electric clock gives vent to a gurgling, strangling sound. It is worse than water dripping. Bridge games and conversations have been broken up by its muffled moans, and a nervous person is driven into the jitters. A woman came in the other day and reported that an electric clock shook the entire wall with its vibrations. One Chicago service station reports that most people send in electric clocks for repair simply because they are noisy."

I interrupted Mr. Peterson at this point. "You mean to say that the public doesn't know anything about this?"

"Yes, a few people are beginning to learn," he replied. "Yesterday a girl asked to see a clock and remarked that she wanted one that didn't sound like a cement mixer while running. With most people, this is a good argument in selling the higher priced article. You can demonstrate the quietness of a good electric in a convincing way."

"Another good feature in the better clocks is the spring power kept in reserve. In Chicago there are very few current interruptions, but smaller communities have them frequently and they often affect the lines enough to stop the clock. Electric storms are common in the United States. This spring feature is an excellent point where a sleeper wants to be sure of awakening on time."

Ten per cent of the total sales of Noble & Peterson are electric clocks, Mr. Peterson declares. Of the 1,800 sold in 1931, 50 were chime clocks, 700 kitchen models, 700 alarms, and 350 regular types. Old people particularly were recipients of the chime clocks, which have replaced loving cups as appropriate gifts for celebrations.

The fact that homes can use more than one electric clock staves off the saturation point of the market, Mr. Peterson thinks. These devices are becoming democratic items, workmen especially favoring alarms.

WHILE few radio stores attempt to repair electric clocks, the Noble & Peterson firm has a man that is capable. Several years back the service department was stocked with some small screwdrivers and pliers, and one of the workmen handed several models to tear apart. The result is that today all simple repairs can be made in the shop, with a service charge of 50c. covering the cost. Chime adjustments are particularly simple.

Noble & Peterson, founded in 1926, diversify their business. Carrying clocks (Telechron), refrigerators (Frigidaire), sporting goods (Buhrke), radio, washers, sewing machines and tableware (Graybar). Mr. Peterson credited their volume with coming from the different divisions in these percentages:

Electric clocks	10%
Golf, sporting goods	10
Refrigerators	20
Radio	20
Washers	20
Tableware	10
Sewing machines	1
Luggage	5
Miscellaneous	4

Outside men are used only on refrigerators, and work from both the downtown and Cicero stores. The price window—which faces Washington Street at their west of the Chicago loop store at Franklin—was displaying clocks the day of the writer's call. In the Franklin Street window was a pingpong table at which anyone might play. The action stops passersby, Mr. Peterson declares, and is a good advertisement.



Tomorrow's Home (Continued from page 33)

course, if not private complete sound systems. There may be a tendency to insulate or isolate their rooms so that these individual programs do not disturb other occupants of the home. Nevertheless, these rooms should likewise be provided with speakers connected to the main system, so that the children and servants may enjoy the cultural advantages of high-quality reproduction of music.

Planning a system for homes of today that will accommodate the instruments of tomorrow introduces many new problems. A convenient means of turning on the particular speakers or combinations of speakers wanted, and for turning off all speakers of current-consuming type without making the rounds of the house, is needed. So also is "armchair control" of the radio receiver and associated equipment. At least four program changes per hour, plus frequent interruptions requiring that the system be temporarily shut down, must be provided for. Suitable systems are ready and in process of development.

The home entertainment industry is on the threshold of a new era—if it will open its eyes and see!

The New Dispensation

By James Aitken

President, The National Association of Radio, Refrigeration and Electrical Distributors, Inc. Formerly, The Radio Wholesalers Association

THE radio industry is undergoing a change which is clearly seen by most manufacturers, distributors and retailers. Owing to a lesser volume of radio sales, the industry is finding it necessary to add to its sales possibilities by including allied merchandise. It is expedient, in other words, to engage in the sale of utilitarian specialty appliances such as electric refrigerators, washing machines, air conditioning equipment and other specialty merchandise.

The radio distributor and retailer are looked upon by allied industries as two very aggressive sales forces. They are gaited to "specialty merchandising" and are not "commodity minded." This makes them ideal outlets for such electrical specialties as I have indicated above.

The Radio Wholesalers Association investigated this subject very thoroughly during the past year and, based upon investigations, decided to expand its activities in order to best serve its membership. The National Association of Radio, Refrigeration and Electrical Distrib-

utors was the result. This new association already has launched several splendid activities in this new field.

The first activity of our association was to survey the field, which was done by means of a very comprehensive questionnaire and revealed some very interesting and valuable data relative to the distributor merchandising electric refrigeration. The results of this survey made possible the drafting of a model Standard Warranty and Guarantee together with a Code of Ethics which should go far toward increasing the standing of the industry.

The next undertaking, now in process, was that of preparing a booklet entitled: "Selling Electric Refrigeration." This booklet will provide a means for the average wholesaler, retailer and salesman to secure definite information as to how to sell this new product and should enable them to greatly increase sales. It represents the actual experiences in sales of many leading distributors as well as marketing advisors. Every salesman who wishes to better himself and every retailer should secure a copy and study it thoroughly.



June List of Records (Continued from page 35)

never-failing *The Merry Widow*, record No. 50324D.

BRUNSWICK SIGNS THEM UP

NEW YORK CITY. Up town at 1776 Broadway the conquest goes on. Brunswick lately added to its already overwhelming array of formidable popular artists that insinuating crooner and clever motion picture comedian—Cliff Edwards, erstwhile Ukulele Ike. A series of his records will be available shortly. The list of Brunswick artists now reads like a billboard of some gigantic Madison Square benefit show for the N.V.A.

At any rate, the list:

Mills Brothers: *Rockin' Chair* and *Goodbye Blues* (6278); comment unnecessary, place a Mills Brothers streamer in your window and see what happens. . . .

Boswell Sisters: *There'll Be Some Changes Made* and *Between the Devil and the Deep Blue Sea* (6291); also *Got the South in My Soul* and *If It Ain't Love* (6302); same comment as for the Mills fraternity. . . .

Connie Boswell solos in *Lullaby of the Leaves* and *My Lips Want Kisses* (6297); who would refuse Connie? . . .

Bing Crosby: *Paradise* and *You're Still in My Heart* (6285); *Paradise* and Crosby, for your lady customers. Bing combines with the irrepressible Ellington in *St. Louis Blues* coupled with the Duke's own *Creole Love Call* (12 in.—20105). . . . Ellington's *Swanee Rhapsody* and *Blue Tune* (6288) will go a long ways towards making new Brunswick friends. . . .

Guy Lombardo and his orchestra: *My Extraordinary Gal* and *Paradise* (a hit, no mistake about it) (6290). Also *Laved, You Made the Night Too Long* and *A Moment in the Dark* (6300). . . . *Strictly Cullud Affair* and *Aw, You Dawg* (Cab Calloway and his orchestra) belong in this month's cream (6292). . . . Likewise Jack Hylton's *Close Your Eyes* and *Tom Thumb's Drum*, English importations (6295).

Add to the above the listed discs of Ben Bernie, Don Redman and Bennie Kruger orchestras and Victor Young's embellishments of *Think of Me* and *You're the*

One (6286). There is not one dud in Brunswick's list this month; due, no doubt, to the particularly careful editing for which this company deserves great credit.

Classically speaking, the Hall of Fame—International listings sound extremely well. The reproduction supplied by the three records (90227/28/29) containing Wilhelm Kempff's impressive playing of Beethoven's "Waldstein" sonata for piano in C major, op. 53, is full-volumed and clear, offering an exceptionally vivid mirror of a great pianist's interpretation of a great composition. . . .

Heinrich Schlusnus, returning to America next season, continues his series of Schubert, Strauss and Wolf Lieder with the first composer's *Am See* (*On the Lake*) and *Der Zurnende Barde* (*The Wrong Minstrel*). The baritone is sympathetically accompanied by Franz Rupp, piano. No. 85009.

"HIT-OF-THE-WEEK" RECORDS GO "LONG-PLAYING"

NEW YORK CITY. The "Hit - of - the - Week" records, put out by Durium Products, have gone "long playing," having an average running time of about five minutes on the old style high-speed turntable. The "Hit-of-the-Week" also feature first rate orchestra and vocalists. Recent releases, each containing two selections, include *Dream Sweetheart* and *Soft Lights and Sweet Music*, performed by Phil Spitalny's Orchestra with vocal selections by Morton Downey; *Love, You Funny Thing* and *Paradise*, also by Spitalny with vocal interpolations by Helen Rolands and a vocal trio; *By the Fireside* and *Lovable*, with Rudy Vallee's Orchestra supplying the music and Rudy himself doing the vocal selections; and *Let's Have Another Cup of Coffee* and *Strangers*, by Spitalny's Orchestra, with singing by Helen Rolands and Jimmy Hatton.

"Hit-of-the-Week" records, in case you have forgotten, are those cardboard-backed, semi-flexible discs, which come out regularly once a week and which are retailed by a far flung organization of news dealers, stationery stores, etc. All of the records are popular dance selections and retail for fifteen cents a piece.

PROGRESS

in 1931-32



- The Hygrade Sylvania Corporation adds another year to its unbroken record of increasing financial strength.
- Despite generally unfavorable conditions, sales to trade outlets have risen over 97%.
- Sylvania's advertising plans have been consistently maintained. Substantial newspaper campaigns have run in more than 30 cities. A popular radio program has been broadcast every week over the Columbia network. Thousands of replies have been received.
- Sylvania's new tube analyzer plan has been enthusiastically received and used by dealers everywhere. As a result, sales to consumers have increased monthly.
- In the technical field Sylvania pioneered with 6.3 volt tubes. These tubes are now standard in many of this year's receivers.
- Sylvania 2.5 tubes are already being manufactured and delivered in quantity . . . thus demonstrating once again Sylvania's ability to produce new type tubes with characteristic quality and dependability.
- For these reasons—and others—the Hygrade Sylvania Corporation expects new and even greater progress during the coming year . . . both for itself and for its dealers.

Sylvania
THE SET-TESTED TUBE

SERVICE MEN

Today, Test Tubes
and Out of the
READRITE

DEALERS

Over the Counter . . .
Radio Set with the
A. C. Operated

ILLUMINATED
DIAL
EASY TO
READ
METER
WITH FUSE
ATTACHED
LIFTS
OUT

No.

407

TUBE

TESTER

HANDY
CHART FOR
QUICK TESTING
of
6 - 5 - 4 - 3 - 2
ELEMENT TUBES

TESTS
ALL SHORTS
GAS & LEAKAGE
WITH TUBE HEATED



\$18 COMPLETE
NET TO
DEALER

F.O.B. FACTORY

At your Jobbers. If
not, your remittance,
less 2% must accom-
pany order.

Sell More Tubes with the

Readrite

A showy — snappy — tester. The
only tester that checks both plates of
the '80 type tube by the same, simple
and accurate method that all other type
tubes are tested. Sold by comparison
and performance.

GET YOURS TODAY

Send for complete catalogue of Meters — Set Testers — Con-
tinuity — Capacity — Oscillators — Precision Resistors —
Tuning Meters

READRITE METER WORKS
BLUFFTON ESTABLISHED 1904 OHIO

TO THE
MINUTE
AC
TESTER
FILLS
EVERY
NEED
PERFECTLY
THIS SEASON
READRITE
WILL LEAD
AGAIN

6 5 4 3 2
ELEMENT
TUBES
TESTED
WITHOUT
ADAPTERS
TESTS ALL
NEW AND
OLD TUBES
IN GENERAL
USE

Now PROFIT from Electric Refrigerator Quality at the price that makes GREATEST DOLLAR for DOLLAR Value!

THE LEADER TO FLAG IN-
TEREST—A Quality 4-Foot
Box Factory Priced
at only
\$99.95

Stewart-Warner offers a new line of Refrigerators in every way worthy of its nationally-known and advertised name—and backed by a complete selling set-up.

When a recognized leader in quality value manufacturing entered the Refrigeration field, something was bound to happen.

It has. The Stewart-Warner line is quality through and through—offering every essential that must be in refrigerators of the highest grade—but at sensationally low prices. It has everything to attract trade—everything to satisfy purchasers—everything to justify the Stewart-Warner name and your backing.

But quality is just a foundation. On that foundation has been built the most unique advertising and merchandising plan ever put behind a refrigerator.

It's a complete set-up that will help you move merchandise whether you have ever been in the refrigerator business or not.

Dramatic—even spectacular—this series of merchandising plans is designed to spotlight the Stewart-Warner and create the sale volume that is needed to make profit for you and for Stewart-Warner.

Get the facts and tie up with the name that has meant satisfaction to 30 Million owners of Stewart-Warner Products and profits to thousands of Stewart-Warner dealers.

Some one in your community will make money selling Stewart-Warner Refrigerators, why not you? Write or send coupon for the facts.



Four Models to the Line—ranging from 4.1 to 8 cu. ft. capacity. Apartment Model illustrated—5 cu. ft. capacity—fast-freezing, silent unit—no radio interference—8-point cold control—porcelain interior electric light—heavy insulation—massive rubber-sealed doors—two-tone hardware.

STEWART-WARNER Electric Refrigerators

MAIL THIS COUPON TODAY!

ELECTRIC REFRIGERATION DIVISION
STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago

Gentlemen: I am interested in knowing more about your Electric Refrigeration Line and the plan to help me sell it.

Name _____

Address _____

City _____ State _____

OVER 30,000,000 SATISFIED OWNERS OF STEWART-WARNER PRODUCTS

Wherever sound must fill great spaces . . . Whatever is required to meet this demand, for either portable or permanent installations, can be secured in Webster Electric Sound Amplification and Reproducing Equipment . . . This equipment is designed, engineered and manufactured by an institution possessing a quarter of a century's experience in building electrical apparatus . . . It is preferred for its performance by those most competent to judge . . . There is only one Webster Electric line It is manufactured by the Webster Electric Company, Racine, Wisconsin.

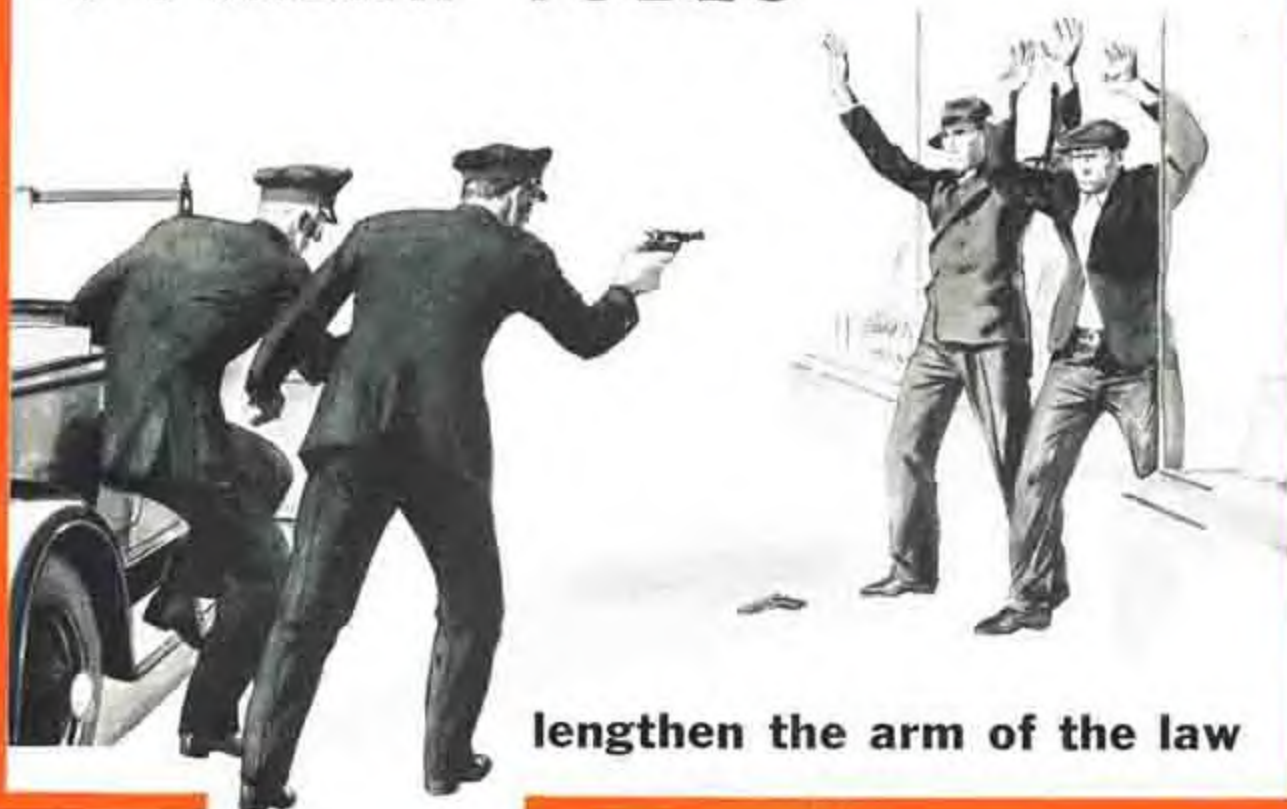
Webster Electric Sound Amplification and Reproducing Includes:

Power Amplifier and Power Supply Panels in 15, 25, 50, 100, 150 watts or larger; 15 watt Output Stage Panels; T. R. P. or Superheterodyne radio panels; Microphone amplifiers and mixer panels, either battery or A. C. operated for one or more microphones; Phonograph Turntable attachments for 78 or 33 $\frac{1}{2}$ R. P. M. operation; a complete line of standardized Panels for "Rack and Panel" Amplifiers to fully meet requirements for general Sound Distribution Systems . . . Fully A. C. Operated Amplifiers, Head Amplifiers, Power Supply Units; Faders; Tone Compensators for theater installation; Microphone Coupling, Matching and Output transformers and Electric Phonograph Pickups.



WEBSTER ELECTRIC

4-PILLAR TUBES



lengthen the arm of the law

Customers can enjoy improved reception with the same ACCURATE TUBES used by police in leading cities.

WHEN the police departments of New York, Detroit, Pittsburgh, Buffalo, Minneapolis, St. Paul, Topeka, and others, installed short-wave radios in their police cars, exhaustive tests were made to determine what tubes gave the clearest and most reliable reception. They selected Eveready Raytheons because of their superior performance and their rugged 4-pillar construction. These tubes stay *accurate* — regardless of the constant knocks and jolts they get in continuous night and day driving over roads and streets of all kinds.

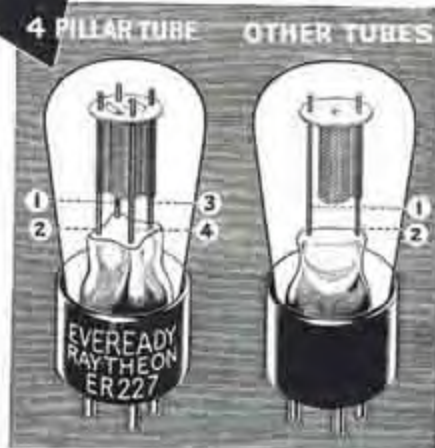
A short time ago, an advertisement in the newspapers, with the picture shown above, told the public this story about 4-pillar tubes. The response was immediate. Radio-set owners everywhere wanted 4-pillar tubes for their own use. Wanted reception as clear, dependable and powerful as that which the police rely on to catch criminals.

You can sell this kind of reception to your customers in 4-pillar tubes. Cash in on the experience of leading police departments — tell your customers about Eveready Raytheons. When they once hear these tubes they will never be satisfied with any others.

NATIONAL CARBON CO., INC.

General Offices: New York, N. Y.

Unit of  and Carbon Corporation



Notice the four strong pillars. With this solid foundation the fragile parts cannot move a hair's breadth from their fixed position. Can noise lose their accuracy? All other tubes have only a two-pillar foundation. Two supports instead of four! Jolts, bumps, and vibration often impair their vital accuracy, and their performance.

EVEREADY RAYTHEON

4-PILLAR RADIO TUBES

**NOW ... THE PIONEERING
RECEPTION ... SCORES**

with

MAGIC



... RADIO'S

Stewart-Warner, a year ahead of the field, with simplified Round-the-World Radio, caps the climax of a series of sensational developments with the "Magic Dial"—the new avenue to world-wide reception. The powerful curiosity-impelling advertising on the Magic Dial will set the whole country aflame—send people into your store to "Hear what it does"—"See how it operates." Here's your opportunity to sell the greatest line of radios in all

STEWART-WARNER

OVER 30 MILLION SATISFIED OWNERS OF STEWART

LEADER OF WORLD-WIDE ANOTHER RADIO SCOOP

the



Newest **TRIUMPH**

history—the radios which offer the three most outstanding contributions to radio reception: the "Magic Dial," Perfected Automatic Volume Control—and new Automatic Tone Control.

Get the facts on how Stewart-Warner puts you far ahead of all competition with a sensational line featuring these amazing new 11-tube duo-superheterodyne "Magic Dial" Radios. Wire, phone or write your nearest Stewart-Warner distributor, or use coupon.

RADIO

WARNER PRODUCTS

STEWART-WARNER CORPORATION
1826 Diversy Parkway, Chicago

Please send me full information on your New "Magic Dial" Radio Line.

Name

Address

City State



BUILD INCREASED GOOD WILL and PROFITS

From Tube Sales . . . with Precision-Built Spartons for Any Radio

TO PRESERVE the finer tone for which Sparton is famous . . . Sparton Tubes are absolutely essential.

And many owners of other radios have learned to their delight how magically Sparton Tubes improve performance.

Their better tone and longer life are the results of scientific engineering and precision manufacture.

Sparton Tubes, for example, are coated on the inside with costly barium to remove the last trace of gas.

Their extremely tough molybdenum grids resist deterioration longer than ordinary nickel, giving many added hours of service.

Insulators of sillimanite improve tone by preventing current noises within the tube.

And the most rigid inspection methods provide an effective safeguard for Sparton standards of excellence.

Only those tubes that meet each and every one of the many exacting tests are permitted to leave the factory.

As a builder of both profits and customer good will, your tube department offers exceptional opportunities today . . . if you sell and recommend Spartons.

Comparison proves that "Only Sparton Tubes give Sparton Tone"—a fact it will pay you to demonstrate to your customers when they bring in their old tubes for free testing.

THE SPARKS-WITHINGTON COMPANY
(Established 1900)

JACKSON, MICHIGAN, U. S. A. 0801

SPARTON RADIO ^{"Radio's Richest Voice"}

Only Sparton has the Musical Beauty of Sparton



Radio



Refrigerator



Home
Movie-Talkies



Automobile Radio



Tubes



Automobile
Warning Signals

STEWART WARNER

*Cuts down the obstacles to greater
Movie Equipment sales and profits*



HOLLYWOOD MODEL
Essential and complete—simple to operate—popular priced—only \$150



New Stewart-Warner Screen, Roll-up—Standing Type
Sturdy, portable, easy to use—perfect for home or office use—only \$25.00

New Stewart-Warner Projector
All the features of a professional projector—portable, simple to use—perfect for home or office use—only \$35.00

Advertising is telling the World the outstanding advantage of the New Sensational Stewart-Warner Movie Camera—the first high-quality, popular-priced camera to banish the mystery of movie taking

Stewart-Warner's unchallenged leadership has been again demonstrated. It offers a movie camera and full line of equipment that offers the world an unbeatable combination of quality and simplicity—backed by an Advertising and Selling Plan that is centered right in the dealer's store.

The last barrier that has kept millions from taking the movies they enjoy has been removed by this popular-priced, high-quality camera that is so easy to own and operate; the camera with a combination of astounding features not found in any other camera at any price.

This means your sales possibilities are multiplied right in your neighborhood.

An Ideal Set-up for Live Merchants

Whether you now sell cameras or not, you can sell this line. Stewart-Warner gives you a complete set-up of how to profit from this Movie Equipment Line. Supports the line with advertising—furnishes displays—selling material—and sends you the names of live prospects in your territory.

If you follow the plan, you are bound to profit. Remember the camera sale is just a starter. Next comes the sale of projector and screen—then a steady business on films, lenses, etc. Get the facts today.

MOVIE EQUIPMENT DIVISION
STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago, Illinois

Gentlemen: Please send me all the facts on the Stewart-Warner Movie Equipment Line and Complete Re-Sale Plan.

Name _____

Address _____

Town _____ State _____

OVER 30 MILLION SATISFIED OWNERS OF STEWART-WARNER PRODUCTS

Creating a **STANDARD** New



NEW FEATURES

- 1** 56 Super-Triode Amplifier—30% increase in sensitivity, 50% increase in amplification. New cathode efficiency.
- 2** 57 Triple-Grid Amplifier—50% increase in amplification. Sharper cut-off. Quieter operation. Better and more uniform volume control.
- 3** 58 Triple-Grid Super-Control Amplifier—50% increase in mutual conductance. 75% increase in amplification. Automatic Fidelity Control.
- 4** 46 Dual-Grid Power Output Amplifier—New attainments in tone quality. New fidelity range. Tremendous power output.
- 5** 82 Mercury-Vapor Rectifier—Improved regulation. Higher plate voltages and lower power loss increase receiver efficiency.

CUNNINGHAM, standard since 1915, announces a new standard for radio receiving sets—sets designed with the sensational new Super-phonic Cunningham Radio Tubes.

With the introduction of the new Super-phonic Cunningham Radio Tubes, radio steps into the field of the fine arts. All former values are obsolete. The 1932-33 radio receivers now being announced and using the new Super-phonic Cunningham Radio Tubes offer radio performance immeasurably superior to that of

for radio **RECEIVING SETS**



yesterday—demonstrable performance that adds new enthusiasm to selling—new attention and action-compelling interest by consumers.

This transformation is made possible by the entirely new designs of the standard two-and-a-half-volt AC tubes, types 56, 57, 58, 46, and 82—tubes with the new features of super-triode amplification, triple-grid amplification with and without super-control, dual-grid power-output, mercury-vapor rectification, greatly reduced cathode-heater current consumption, dome bulbs, and improved uniformity.

Sets designed for the new tubes will have more sales appeal than any instrument introduced since the all-AC model in 1927. See that your sets are equipped by Cunningham, creator of the new standard in radio reception.

E. T. CUNNINGHAM, INC. • HARRISON, N. J.

A Radio Corporation of America Subsidiary

Cunningham
RADIO TUBES

The **WUNDERLICH** **TUBE**



***the FIRST NEW STEP
in DETECTION since
the A.C. Tube***

- The Wunderlich Tube is specifically designed to overcome the weakness inherent in tubes that have been used as detectors, though developed for other purposes.
- With one auto-balanced set of elements the Wunderlich Tube gives full wave grid detection with a minimization of overloading. Thus it provides an essential self-governor or floating control of tone and quality. All signals, weak or strong, are detected and automatically adjusted to the most favorable operating conditions. Tone is not sacrificed with volume nor mellowness lost through suppression.
- The Wunderlich Tube—the *blue tube* with the *red base*—is the modern auto-balanced detector. Its salient features are:

1. Eliminates detector distortion.
2. Four times the power output of 3-element detectors.
3. Automatic Volume Control self-contained.
4. Improves Tone Quality.
5. Minimizes fading.
6. Prevents choking and detector blasting.

WUNDERLICH TUBE

The **BLUE TUBE** with the **RED BASE**

manufactured by ARCTURUS RADIO TUBE CO., NEWARK, N.J.

Echophone

a growing Success SINCE 1921

1921-1931

ORGANIZED in California in 1921, Echophone has operated successfully and has been interested in helping Echophone dealers and distributors to make money every year. At the outset, Echophone soundly planned its manufacturing and selling policies not only to make and hold a strong position for itself, but to fully protect Echophone dealers and distributors, and to strengthen their positions. The Echophone organization has gone along smoothly and sanely, always with a well-balanced, highly-attractive, and popularly-priced line. Echophone has never been charged with excessive production demanding "high pressure" factory selling and resulting in overstocked dealers.

Echophone originated the MANTEL TYPE receiver, producing its first model in November, 1928.

MODEL 5 Mantel type — six tube superheterodyne, complete with tubes **\$39.75**

MODEL 10 Mantel type — eight tube superheterodyne — automatic volume control — combination low and standard wave — complete with tubes **\$59.50**

MODEL 15 Mantel type — eight tube superheterodyne — automatic volume control — combination short and standard wave — twin speakers — complete with tubes **\$69.50**

MODEL 20 Console type — eight tube superheterodyne — automatic volume control — combination short and standard wave — twin speakers — complete with tubes **\$89.50**

MODEL 30 Console type — twelve tube superheterodyne — double push pull — double automatic volume control — short and standard wave — silent tuning — twelve inch twin speakers — all deluxe features — complete with tubes **\$159.50**

1932

A GAIN Echophone has paved the way for profitable radio business for 1932 and will present its finely engineered and designed line at the Radio Trade Show. Here you will see the new radio tubes and all new Echophone features — straight broadcast and combination low and standard wave receivers. Present Echophone dealers and distributors will immediately recognize in this line the quality which they have been so familiar with in the past. To dealers and distributors still uncertain about their radio business, we strongly urge your close inspection of this new line, because of the profit possibilities it offers you.

TELEVISION

COINCIDENT with the announcement of our affiliation with the Western Television Corp., Chicago, Echophone again blazes the way, by bringing out and showing at the R.M.A. trade show, a complete new line of television receivers — manufactured by Echophone and to be sold by Echophone distributors and dealers. Additional information regarding our television activities will follow.

Our Booth at the Radio Trade Show will be number 5 in the Hotel Stevens Ballroom — our demonstration rooms Nos. 605 and 606 in the Stevens Hotel. A very cordial welcome awaits you.

If you are unable to attend the Radio Trade Show, write to us now and we will send you complete information, about both radio and television lines.

ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory
WAUKEGAN, ILLINOIS

• BETTER TO BEST

with all the improvements that are new and proved; LYRIC presents its 1933 All-Superheterodyne Line.

Circuit refinements *that can be demonstrated*; acoustical improvements so apparent that the customer will pay for them; cabinets that have plenty of selling appeal . . .

Two six tube superheterodynes — Console and Mantle models; a nine tube set with automatic volume control and equalizing tone control; an outstanding Broadcast and Short Wave Set with *real* single dial control; beautiful console battery operated superheterodyne . . . and finally, the sensational Lyric Channel Control Set . . .

With these new Lyrics, you don't have to sell just price, because you have *demonstratable added value* for every step-up in price. And the completeness of the Lyric Line, enables you to meet every buying need from the demands of the "economy" buyer to the re-

quirements of those who seek the ultimate in radio performance.

Of special interest is Lyric's Channel Control Set . . . by all odds the finest set in America both in performance and appearance. Here is the radio that you can sell because of what it does over and above any other set on the market today; a set that your customers will sell to themselves if you merely let them tune it. *The Channel Control Lyric requires no lights, no meters, no buttons for perfect tuning, because the instant you hear the program, it is perfectly tuned!*

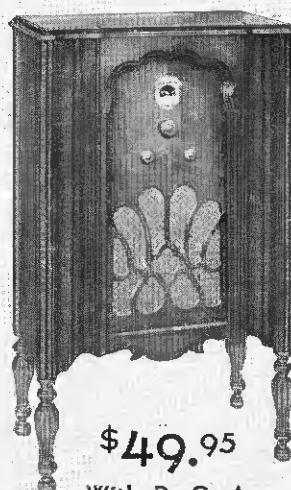
Distributors and Dealers who are looking for a Radio Line with super-sales appeal need search no farther. That radio is LYRIC. *Write now, for complete information.*

ALL AMERICAN MOHAWK CORPORATION

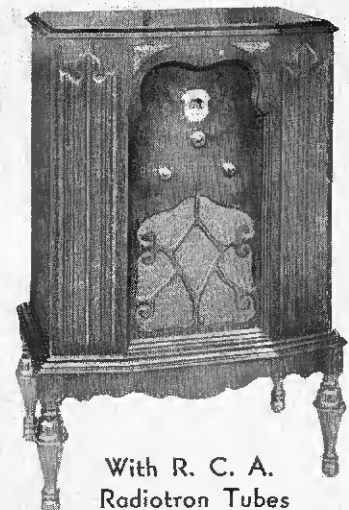
North Tonawanda, New York



\$42.50
With R. C. A.
Radiotron Tubes



\$49.95
With R. C. A.
Radiotron Tubes



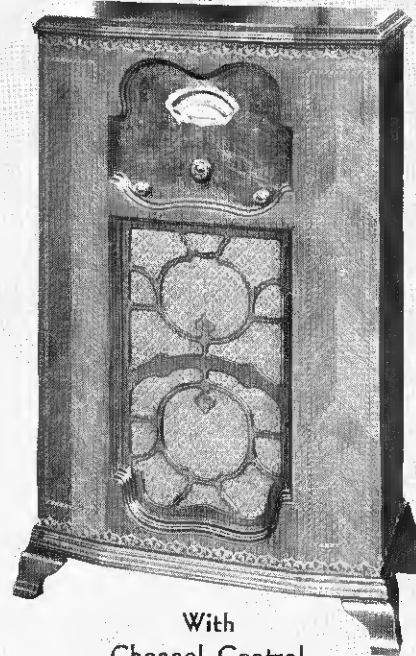
\$89.50
With R. C. A.
Radiotron Tubes
Battery Operated

"More than a Radio . . . a Musical Instrument for the Home."

FOR LESS . . .

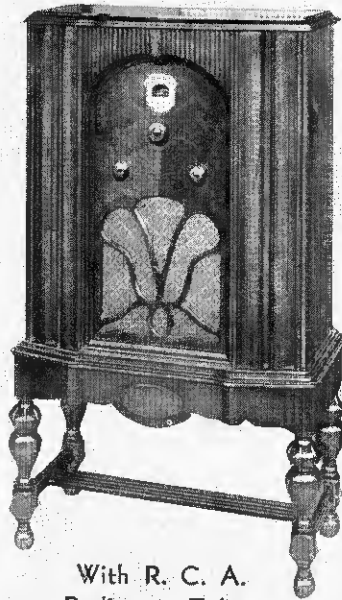


\$139.50



With
Channel Control
and the New Tubes

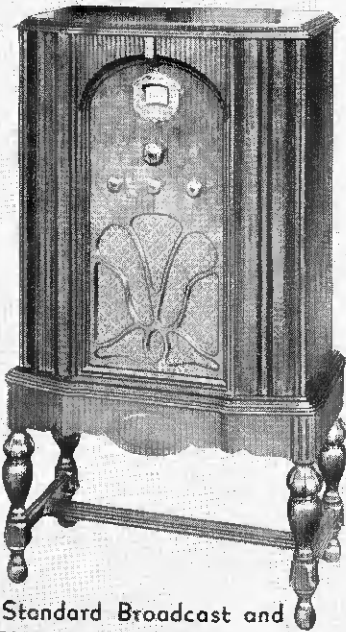
\$69.50



With R. C. A.
Radiotron Tubes

\$84.50

With R. C. A.
Radiotron Tubes



Standard Broadcast and
Short Wave Combination

See the Complete Line of
new LYRIC RADIOS and
MOHAWK REFRIGERA-
TORS at the R. M. A. Show —
Booths 50, 51, 52, 53 and 54.

Both Lyric and Mohawk De-
monstrations at the Stevens
Hotel—Rooms 500, 501 and
501A.

LYRIC RADIO

PRODUCT OF WURLITZER

Prices subject to any Federal or
State Tax that may be levied on
Radio Sets or Tubes.

"RADIO HEADQUARTERS" ANNOUNCES

Bi-acoustic radio

Eight great advances in a completely new circuit that establishes a brand new standard of performance—and of value!

HERE'S news—big news—the kind that you can cheer about! Not just a new radio—not just another seasonal "model"—but a completely new circuit that revolutionizes radio like the orthophonic revolutionized the phonograph!

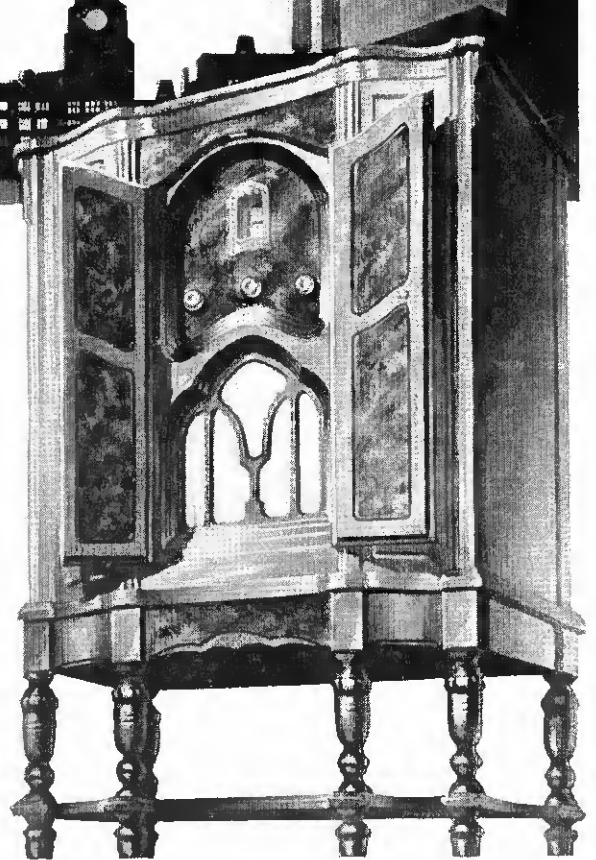
Bi-acoustic radio has 8 great features that help you sell. "B" amplification with new Dual-Grid power tubes doubles the output over ordinary sets. An extended Musical Range adds two whole octaves to the range of average radio. Automatic Tone Stabilizers take out tinny-ness. Tone Equalizers, tuned like an organ, take out the last trace of cabinet noise. Dual Automatic Volume Control ends between-station whistle. The speaker is new, the cabinet is new, the tubes are all new—and every model has more

tubes than has ever been found in radios at corresponding prices!

On top of all that—prices that sell! This introductory console, for instance—a door model in quilted maple and butt walnut with 12 tubes—retails complete at only \$139.50. And it has, in addition to all the new features listed above, all the high spots of previous RCA Victor models.

You'll make a big mistake if you don't get in touch with your RCA Victor distributor immediately. You'll be passing up real money if you delay a day in getting in on the big business. See your distributor.

THE RCA VICTOR COMPANY, Inc.
"RADIO HEADQUARTERS," Camden, N.J.
A Radio Corporation of America Subsidiary



MODEL R-78

12 tubes complete . . . only \$139.50

1. "B" AMPLIFICATION, gets the thrills without distortion . . . **2. AUTOMATIC TONE COMPENSATORS**, take out "tinniness," hold tone true . . . **3. TONE EQUALIZERS**, no cabinet rumble or shrill . . . **4. DUAL-AUTOMATIC VOLUME CONTROL**, ends fading and blasting, holds volume level . . . **5. EXTENDED MUSICAL RANGE**, gets 2 more octaves and reproduces all instruments from lowest to highest tones . . .

6. 12 TUBES, including the new Dual Grid Radiotrons—all newly designed for improved tone quality . . . **7. NEW IMPROVED DYNAMIC SPEAKER**, to handle all frequencies and all volumes . . . **8. NEW CABINETS**, tuned acoustically and executed in genuine quilted maple and butt walnut. Beautiful full length doors . . . Quicksite tuning dial. Plus all the features of previous RCA Victor Super-Heterodyne models.

RCA Victor



RADIOS . . . PHONOGRAPH COMBINATIONS
VICTOR RECORDS

Would you like to receive a copy? Write to The American Weekly, 959 Eighth Avenue, at 57th Street, New York City.



Just HOW MUCH *business* *will I get?*

WHENEVER retailers ask that question about goods advertised in THE AMERICAN WEEKLY there is only one answer. THE AMERICAN WEEKLY does a more thorough selling job than any other magazine in America.

It has a circulation of 5,500,000—nearly twice that of any other magazine—and is sufficiently great to influence buying habits in thousands of

different communities throughout the United States.

If you want to make customers of THE AMERICAN WEEKLY families living in your community, display the merchandise that is advertised in this Mighty Magazine. Feature the products in your windows and on your counters. That will give you an idea of the business THE AMERICAN WEEKLY can help you get!

What is The American Weekly?

The American Weekly is the largest magazine in the world. It is distributed through 17 great Sunday Newspapers. In 578 of America's 997 towns and cities of 10,000 population and over, The American Weekly concentrates 70% of its circulation.

In each of 152 cities, it reaches one out of every two families

In 108 more cities, 40 to 50% of the families

In an additional 146 cities, 30 to 40%

In another 172 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

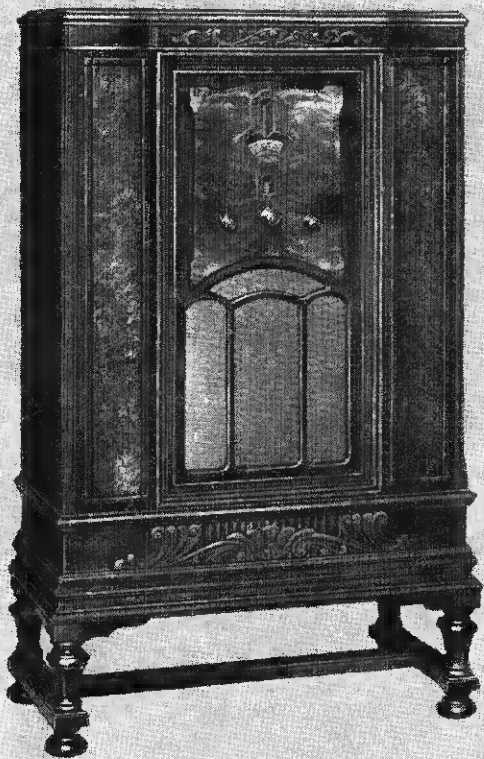
No manufacturer has ever built more *into* the set...or taken more *out* of the price than FADA has this year!

Look at these prices — study the new features that make even last year's best set look obsolete by comparison — then you'll get an entirely new idea of what FADA radio value really means!

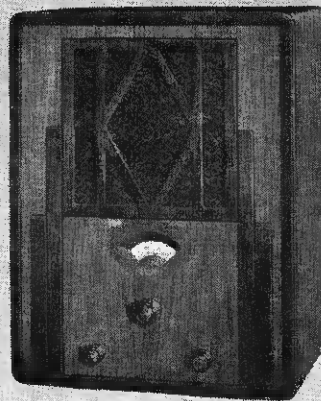


**“IF IT HASN’T THESE FADA FEATURES,
IT ISN’T A MODERN RADIO”**

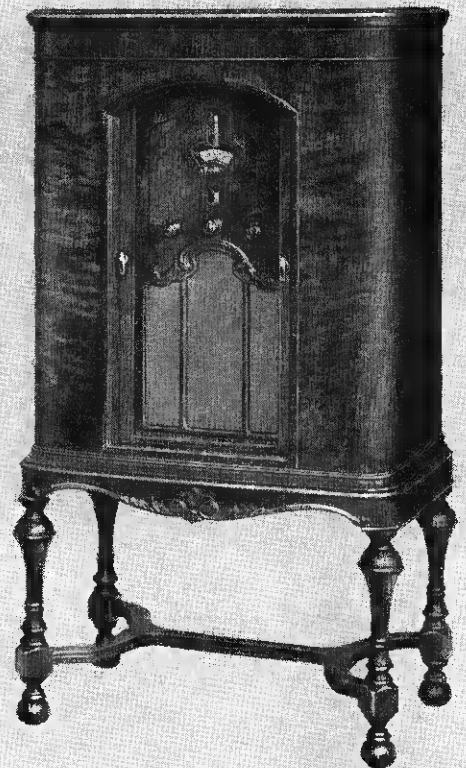
Super Heterodyne Circuit . . . Automatic Flashograph . . . Illuminated Station Recorder . . . Silent Tuning . . . Triple Automatic Volume Control . . . Duo-Diode Detector . . . Automatic Noise Eliminator . . . Multiple Action Dynamic Speaker Super Control Triple Grid R. F. Pentode Tubes . . . Power Pentode Tubes in Push Pull . . . Tone Filter and Noise Suppressor . . . Fractional Microvolt Sensitivity



MODEL 74 \$**79⁵⁰**
9 TUBES



MODEL 73
7 TUBES
\$**49⁵⁰**



MODEL 76 \$**89⁵⁰**
9 TUBES

SPECIAL SHOWING

Radio . . . Refrigerators . . . Wireless Irons

CONGRESS HOTEL — FLOOR J — ROOMS 1-2-4 — MAY 23-26

FADA RADIO AND ELECTRIC CORPORATION, Long Island City, N. Y.

FADA
Radio



Hello Radio Dealers

Have you seen

CONNECTICUT "MIKE"

Just what you need to boost sales right now.

A fun maker for the whole family.

This is Table "MIKE"

Sells for \$5.00

Floor "MIKE" \$7.50

Hand "MIKE" \$4.00

Prices slighter higher west of Rockies



Connecticut "MIKE" is easily attached to any radio set, and makes a fine broadcasting unit that anyone can use. Perfect tone, sturdily built and beautifully finished in three styles — Table "MIKE," Floor "MIKE", and Hand "MIKE".

Use Connecticut "MIKE" to sell present set owners. It appeals to young and old. If you want a profit right now use Connecticut "MIKE" and our other specialties.

Send now for our discounts and selling helps.

CONNECTICUT

TELEPHONE & ELECTRIC CORP.
MERIDEN, CONN.



AUDIOLA

"Known for Its Tone"

Offers a new 1932 line of radio receivers which includes the latest developments of new tubes, twin speakers, superheterodyne circuit, automatic volume control, long and short wave, consoles and midgets.

R. M. A. Trade Show

Booth No. 86, Exhibition Hall

Demonstration Rooms 512A-511A, Stevens Hotel

High Grade Set Builders Since 1921

AUDIOLA RADIO CO.

430 So. Green St.

CHICAGO

Fulco RADIO COVERS



"FULCO" Radio Covers insure deliveries in perfect condition—without scratches or broken parts. Well padded, strongly sewed, and made to give maximum service at minimum cost. Also Dust Covers. Write for prices.



Fulton Bag & Cotton Mills

Manufacturers Since 1870

Atlanta St. Louis Dallas
Minneapolis Brooklyn New Orleans Kansas City, Kan.

GO-SIL-CO AUTO AERIAL

U. S. Pat. 1738828

Goes under any car in 5 minutes. No tearing down of car top—just suspend full length horizontally from chassis. List \$6.00—Dealer's discount 40%.

Aerial is 100 ft. No. 14 Go-Sil-Co "Gold over Silver on Copper" high sensitivity wire in coil spring. Endorsed by Western jobbers and dealers. Send to-day for sample—\$3.60 postpaid.

GO-SILCO RADIO PRODUCTS CO.

Huntington Park, California

LYNCH

Automobile Radio Suppressors

Types to fit ALL makes of cars. Based on the famous LYNCH Metallized principle, which insures dependability and long life. Moisture proof, rugged and able to withstand heavy mechanical shocks, as proved by exhaustive tests. In actual use Lynch Automobile Radio Suppressors have been found to be thoroughly reliable and satisfactory.

New Low List Price of 50c all types (formerly 60c) Servicemen's Cost 30c



Per connection to each spark plug.

For connection to common cable to distributor.

LYNCH Automobile Suppressor Kits		
	Cost	Servicemen's Cost
Type LS4 Handipak (4 cylinder)	\$3.25	\$1.95
Type LS6 Handipak (6 cylinder)	\$4.25	\$2.55
Type LS8 Handipak (8 cylinder)	\$5.25	\$3.15

JOBBER: Write today for catalog, including FREE Resistor Cabinet offer.

Dealers—Servicemen:

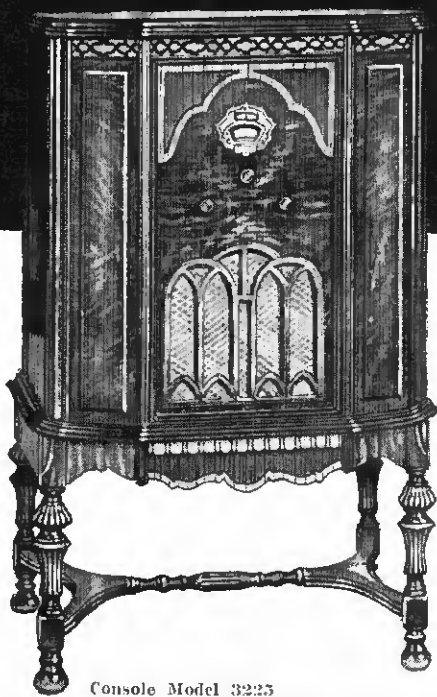
Write for illustrated catalog giving complete information on automobile suppressor units, and LYNCH Resistors for all radio requirements.

LYNCH MFG. CO., Inc., 1775R B'way, New York City

There's **PROFIT** for you in **GULBRANSEN**

new, vastly improved

TWIN-VOICE *and 75-550 meter Radios!*

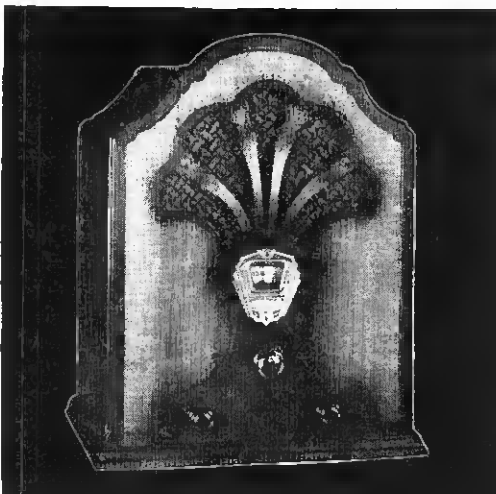


Console Model 3225

12-tube Superheterodyne advanced TWIN-VOICE, using the new No. 246—class B type—power output, No. 256 improved triode, No. 258 improved vari muu and No. 282 mercury vapor tubes. Shadow lighted tuning meter and fan-type dial. Automatic noise control, automatic selectivity control, tone control, automatic volume control, "modified" Class B amplification. Maximum practical selectivity—one microvolt per meter sensitivity. Cabinet of fancy American and butt walnuts and tropical woods with hand rubbed satin finish. Height, 42½ in., width, 25½ in., depth, 14 in.

Mantel Model 3521

5-tube Superheterodyne using two of the new No. 257 improved screen grid tubes. Light fan-type dial. 3-knob control, one for volume, one for short wave and long-wave, and one for tuning. Superheterodyne sensitivity—superheterodyne selectivity. Superior tone quality due to careful alignment of tuned circuits and use of 6 inch full dynamic speaker. Cabinet is of artistically highlighted oriental wood. Genuine Duco sunfast, check-proof finish.



PROFIT is a great old word and it's never been greater than **RIGHT NOW!** That's why it will pay you to carefully study Gulbransen's new line of radio receivers. For Gulbransen Radio is *profitable* radio. Precision manufacture has won for it a nation-wide reputation as "Radio without the service headache." That means you don't have to give your profits away in costly service calls.

Gulbransen's new 12-tube Twin-Voice Superheterodyne is as far ahead of ordinary receivers as the automobile is ahead of the horse and buggy. It is equipped with two special electro-dynamic speakers, each with its own job to do. New 1932 Dual-Audio circuit restricts low notes to one speaker and the high notes to the other. Low notes thus come in without distortion. High notes ring clear and true. The combined result is tone reception without equal in radio history. Modified Class B amplification—using the new 246 tubes, provides Gulbransen 12-tube Twin-Voice with a power output many times greater than ordinary single speaker radio, and yet unlike most high output receivers, the tonal fidelity is equally good at either low or high volume. New "cut-out" tube eliminates in-between station noises and, working with automatic volume control, provides true radio enjoyment without the usual blasting, sputtering and other unwelcome noises.

Gulbransen 7-tube TWIN-VOICE console uses the new Gulbransen 7-tube superheterodyne chassis in connection with two 8-inch matched Twin-Voice dynamic speakers. Automatic volume control. Full-range tone control. Full-vision dial. Extremely sensitive and selective without the usual loss of over-tones so necessary for tonal excellence. Height 40 inches, width 23 inches and depth 13½ inches. Known as MODEL 535.

Gulbransen's new 5-tube Superheterodyne Mantel Receiver offers a real volume profit opportunity in the present market. Low in price, ruggedly built for minimum service attention, this new receiver provides reception far above average on both short-wave (75-200 meters) and standard broadcast range (200-550 meters), covering police calls, amateur and DX stations. See illustration and details at left.

This excellent receiver is also built in a beautiful "Console" design, MODEL 3525 of selected plain and butt walnuts in period design. Dimensions: height 36½ inches, width 20 inches and depth 12 inches.

Be sure to see the new Gulbransen line at the Show, Rooms No. 1700-1701-1702, Stevens Hotel. Or if you cannot attend, write or wire now for full franchise facts.

GULBRANSEN COMPANY
816 NO. KEDZIE AVE. CHICAGO, ILL.

DYNATROPE



110 Volt
A. C. for
Auto or
Boat from

6 Volt Battery

List \$39.50

At last 110 volt A.C. is available to your automobile and boat customers—from their storage battery. Dynatrobe — a new invention — the real Power Converter (4x4x10 in.) provides 40 to 80 watts, 60 cycle, 110 volt A.C. And lists at only \$39.50.

Stimulate your sales of A.C. midgets by making them universally useful — at home, in the car, on tours or on the boat. Double the profit of each sales opportunity. Clinch sales, sell former customers.

Dynatrobe also supplies energy for appliances and public address systems. Eliminates cost of B batteries, grief of B-eliminators and power robbing of suppressors. Current is taken from the battery intermittently.

"Unesco Remote Generator Control" provides control of generator charging rate from instrument board. Fuses protect both battery and generator.

And there is a real Dealer Profit. Write now for details.

Dynatrobe is complete A.C. supply Not a B-eliminator.

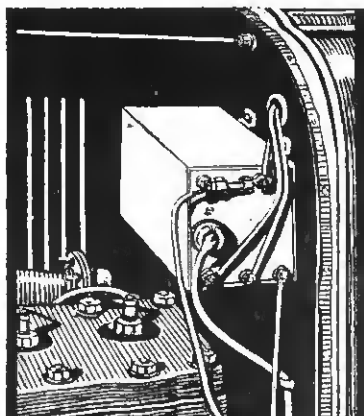
Standard trade discounts.

Manufacturers' Attention: Build a modern car radio. All A.C.

HUTCH-GARD CORPORATION
1048 Monadnock Building
San Francisco

40 to 80 watts
110 volt A.C., in
car or boat for

Radio
Public Address Systems (for advertising, picnics, parades, outdoor meetings)
Heating Pads
Immersion Heaters
Flood Lights
Trouble or Camp Lights



Patent Pending

Sampson Patent No. 1,855,155

WARNING TO THE TRADE

Letters Patent No. 1,855,155 United States Patent Office, covering Sampson STIKTAPE AERIAL, were issued under date of April 19th, 1932.

Do not allow any firm or corporation to compromise you by offering to sell you radio material that constitutes an infringement of the Patent. The original Sampson STIKTAPE AERIAL is the only genuine adhesive aerial on the market and the Sampson Industries will be forced to prosecute any and all infringers on their Patent rights.

Jobbers-Dealers. Do not be misled. Any firm or corporation who sells or assists in the sale or manufacture of an infringement on this patented article is directly liable.

Watch for our intensive consumer advertising campaign and be sure to order in a supply of STIKTAPE AERIAL immediately.

**Insist upon Genuine
STIKTAPE AERIAL**

THE SAMPSON INDUSTRIES, INC.
4225 Olive Street, St. Louis, Missouri



CONFIDENCE

[ENGLISH READING]

RADIO TUBE MERCHANDISER

**PATS.
PENDING**

DEALERS' PRICE \$59.50

We urge examination of this device by tube and radio manufacturers for merchandising plans. A Confidence will be shipped for your inspection upon request.

A number of our largest radio manufacturers have completely endorsed the Confidence and are urging their distributors to equip dealers' salesmen. We have a financial aid plan for the purpose, if desired.

Literature, sales plans and schemes upon request.

**Manufactured by
APPARATUS
DESIGN CO., Inc.**

LITTLE ROCK ARKANSAS

The Confidence Portable Tube Merchandiser is proving to be the best medium for tube selling to the public. It is also being used by dealer salesmen to obtain prospects and to make additional income by tube sale.

The Confidence is absolutely *Fool Proof*, which makes it so practical for use by solicitors.

The highly technical internal construction made possible extreme external simplicity — but the most perfect tests are made of all tubes in English—B A D—GOOD—GAS.



Noted experts praise new 2 1/2-volt tubes

E. T. Cunningham, Pres., R C A Radiotron Co., Inc.—“Greatest advance in receiver design since all-electric AC set in 1927.” Dr. Ralph E. Myers, Vice-Pres., National Union Radio Corp.—“The new 2 1/2-volt AC tubes—types 56, 57, 58, 46 and 82—make possible, in my opinion, improved designs in radio sets, giving better tone quality, selectivity, sensitivity and general over-all performance.” Dr. C. M. Blackburn, Chief Engineer, Tube Division, Grigsby-Grunow Co.—“Because of extra grid in types 57 and 58 new circuits are possible, giving even greater sensitivity and selectivity, with more perfect reproduction than heretofore known.”

THE GREATEST RADIO EVENT SINCE 1927

Again Majestic scores a decisive triumph and opens new avenues of profit for radio merchants everywhere. Not in recent years... not since Majestic introduced the first popular-priced receiver with push-pull output and full dynamic speaker... has there been a development of comparable importance.

Now, in its President models, Majestic presents the greatest array of important advances ever offered by any manufacturer at one time. More than a dozen major engineering betterments are included. Majestic alone has them all. Many are not to be found in any other make of set.

One of the many sensational innovations is Automatic Synchro-Silent Tuning, which affords the closest approach to complete static elimination yet achieved.

Another important feature is Majestic's application of the new 2 1/2-volt tubes... as great a forward step in radio engineering as the introduction of the Type 27 humless tube and Type 24 screen-grid.

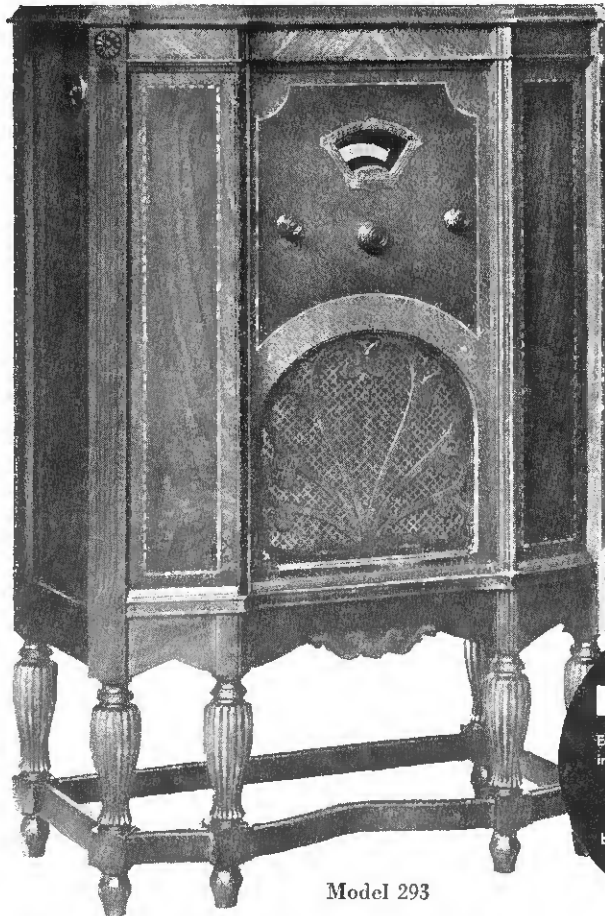
At the right is shown The ADAMS, \$69.50. Other President models include The MADISON—9-tube table set, \$59.50 and The MONROE—12-tube broadcast and short-wave receiver, \$94.50.

Priced right both to consumer and to dealer, these new Majestics spell profit a-plenty for everyone who possesses a Majestic franchise.

GRIGSBY-GRUNOW COMPANY, Chicago and affiliates, with factories at Chicago; Toronto; Bridgeport; Oakland; London, England; and Sao Paulo, Brazil

Manufacturers also of MAJESTIC REFRIGERATORS

Licensed under patents and applications of R. C. A., Hazeltine, LaTour, Lowell & Dunmore, and Boonton Research Corp.



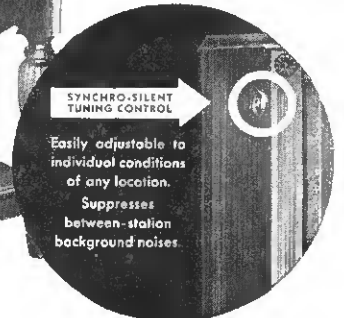
Model 293

The ADAMS—Full-size lowboy console, Hepplewhite design—9-tube superheterodyne circuit, embodying new Automatic Synchro-Silent Tuning, Automatic Volume Control, Duo-Diode Detection, Tone Control and 100% pentode amplification. New 2 1/2-volt tubes throughout. Complete with Majestic tubes.

69⁵⁰

MORE THAN A DOZEN EPOCHAL ADVANCES

- Automatic Synchro-Silent Tuning..
- Low Drain 2 1/2-Volt Tubes..
- Perfect Automatic Volume Control..
- Distortion-Free Duo-Diode Detection..
- 100% Pentode Amplification..
- Mercury Vapor Tube Power Supply..
- Spray-Shield Tubes..
- Image Rejector Circuits..
- Super-Dynamic Reproducer..
- Full-Range Tone Control..
- Double Pentode Audio-Frequency Amplification..
- Precision-Engineered Super-heterodyne Circuit.

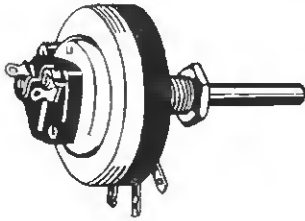


Easily adjustable to individual conditions of any location. Suppresses between-station background noises.

Price subject to any Federal or State Tax on radio sets or tubes that may be levied. Prices slightly higher on West Coast.

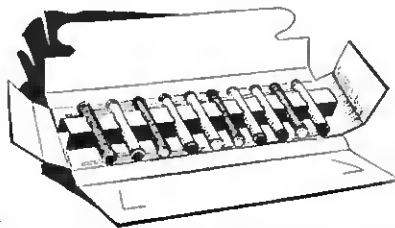
You are cordially invited to inspect the new President Models on display at the Congress Hotel during the Trade Show

Majestic SUPERHETERODYNE RADIO



Order 5 Centralab Replacement Volume Controls and get the new 50c Edition of our Volume Control Guide FREE!

This new Guide is just off the press . . . it is yours with an order of only FIVE (5) Replacement Controls at new low dealers' prices.



Now . . . a service carton of 10 Centralab Fixed Resistors
your own choice of resistance values
Dealers list price \$3.00

\$1.75
NET

FREE: with every service carton we will include the NEW QUICK REFERENCE WALL CHART showing resistance combinations at a glance.

MAIL THIS NOW
Centralab
CENTRAL RADIO LABORATORIES
Milwaukee, Wis.

CENTRAL RADIO LABORATORIES
Keefe Ave. and Humboldt, Milwaukee, Wis.
Am enclosing 50c. for your new Volume Control Guide

Name
Address State
City Rad.Ret.

STANDARD SINCE 1910

Dubilier
announces-

ADVANCED ENGINEERING

Fresh blood, fresh ideas, fresh enthusiasm have been added to unparalleled Dubilier experience. Electro-chemists have developed advanced electrolytic units. Transmitting specialists have developed high-voltage and ultra-high-frequency capacitors. Dubilier engineering was never more efficient.

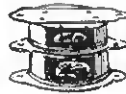
ADVANCED PRODUCTION

Dubilier laboratory results are being translated into good products at lowest prices in the largest plant devoted exclusively to condensers. New equipment, unique and improved methods, critical inspection and efficient management assure better values than ever.

ADVANCED FEATURES

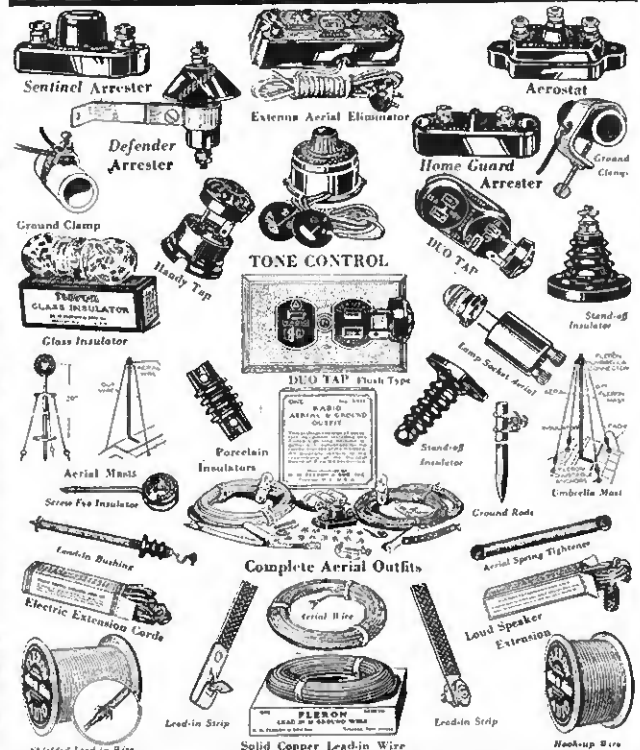
For the past six months the Dubilier staff has studied, refined and put into production improved types of condensers for every purpose. Type for type, Dubilier condensers are outstanding.

Write! The story is too long to be told here. So why not write for literature covering any types in which you are particularly interested. And if you seek added profits, why not handle the Dubilier line?



DUBILIER
CONDENSER CORPORATION
4377 Bronx Blvd., New York City

FLERON RADIO AERIAL ACCESSORIES



The Complete Line From One Source
M. M. FLERON & SON, Inc.
TRENTON, NEW JERSEY



In the same boat!

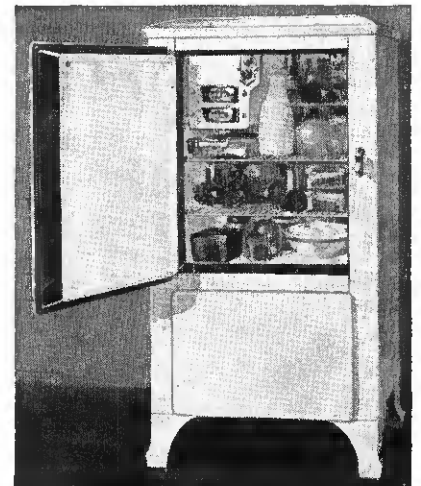
TO THE CONSUMER and prospective dealer alike, experience says—"judge carefully and pick wisely" because the engineering, manufacturing and merchandising of an electric refrigerator cannot be learned over-night.

Kelvinator has done nothing else for 18 years—almost two decades devoted entirely to building and selling electric refrigeration, in all its different phases. This is the *longest* experience in the industry. And experience *does count*.

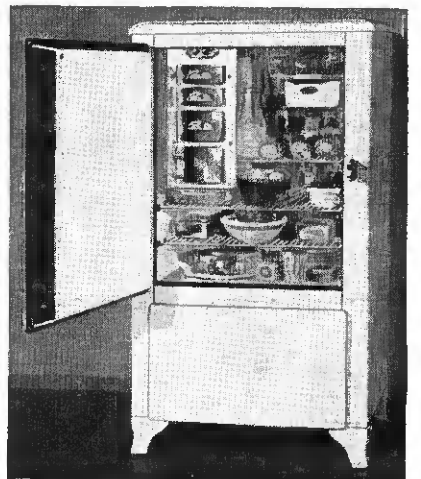
To-day, Kelvinator is the largest exclusive manufacturer of electric refrigeration equipment in the world. And the Kelvinator Line of Domestic and Commercial equipment is the finest and the most complete in the industry.

It naturally follows that the Kelvinator Franchise is one upon which a *profitable* and *permanent* electric refrigeration business can be built.

We shall be glad to discuss this with radio merchants who are far-sighted in their thinking about the electric refrigeration business. Send the coupon below and we shall come to your office with complete facts and figures which will enable you to judge wisely in your selection of the *right franchise* . . . **KELVINATOR CORPORATION, 14263 Plymouth Road, Detroit, Michigan. Kelvinator of Canada, Ltd., London, Ontario. Kelvinator Limited, London, England.**



The New low-priced "K" Model is available in 4 sizes in all-porcelain or with porcelain interior and lacquer exterior.



The New Standard Model—the leader in the medium priced field—is available in 4, 5, 7 and 9-cubic feet food storage capacity.

Kelvinator

(559)

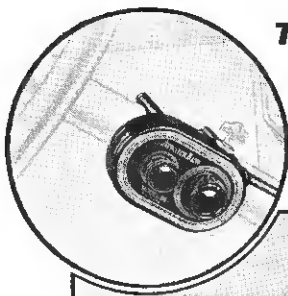
KELVINATOR CORPORATION, 14263 Plymouth Road, Detroit, Michigan

Gentlemen: Please send a representative to discuss the Kelvinator Sales Agreement.

Name _____ Street Address _____

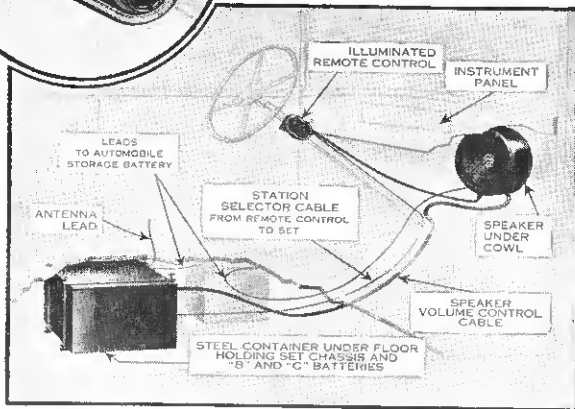
City _____ State _____

NEW ATWATER KENT RADIO for MOTOR CARS



The REMOTE CONTROL

Located on the steering column, just below the wheel, the illuminated dial permits of easy and accurate tuning while driving. The new esentechon plate contributes to dignity, in keeping with the appointments of even the most luxurious cars.



Now 3 Methods of Installation

Model 91—As illustrated above.

Model 91-B—Cowl installation.

Model 91-C—Separate set container mounted under floor and accessible from above.

The new Atwater Kent Motor Car Radio is a powerful nine-tube superheterodyne of greatly increased selectivity, with automatic volume control and full electro-dynamic speaker. Tone quality compares favorably with the best home reception... Completely shielded against interference... Rugged—built to stand up under hard usage... Placing and arrangement of units assure easy installation in any make of car. See your Atwater Kent distributor.

Price, as illustrated, complete with tubes **\$69⁸⁰**
less batteries and installation cost....

ATWATER KENT MANUFACTURING COMPANY
4700 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.

Increase your auto radio sales
with the new

PINES "B"-BATTERY ELIMINATOR

PINES "B" Battery ELIMINATOR is a very efficient motor which operates from the regular automobile battery (6-volt) and has the transformer mounted on its own armature shaft. The step-up in current to the required "B" voltage is accomplished with a minimum of current loss. Output voltage is taken off a four segment commutator which accounts for the even and continuous flow of the "B" current to the radio set.

PINES "B" Battery ELIMINATOR is a quality item made

up to meet the exact requirements of different makes of automobile radio. Results are constant radio reception equal or superior to brand new "B" batteries.

PINES "B" Battery ELIMINATOR requires about one-third the space of the regular "B" batteries. It can be very easily installed because it bolts to any convenient place under the floor of the car. Requires no cutting.

Don't delay another day. Write for further information and prices now.

**Pines "B" Battery ELIMINATOR is recommended
by leading radio manufacturers**

PINES WINTERFRONT COMPANY
Dept. A, 1153 N. Cicero Avenue, Chicago, Ill.



THIS is the message that is coming over the air—from national and local stations—in a far-reaching movement to restore defective radio sets to good listening condition. This campaign, sponsored by "Radio Retailing", should help the business of every repair man.

But—to get the full benefit—to build your reputation in the right way, use replacement parts of unquestioned quality. I.R.C. Metallized Resistors answer the resistor question. Ask your jobber.

INTERNATIONAL RESISTANCE CO.
Philadelphia Toronto

Manufacturers of

I.R.C. Metallized

AND PRECISION WIRE WOUND
RESISTORS

ANNOUNCEMENT!

THE Condenser Corporation of America, a leader in the radio condenser field for the past 7 years, now offers for the first time a comprehensive line of replacement condensers including paper, wet electrolytic, and semi-dry electrolytic units.

Write to day for Aeracon catalog showing large variety of types of condensers seldom shown before.

CONDENSER CORP. of AMERICA
CORNELISON AVE., JERSEY CITY, N. J.

Factory Representatives In:
Chicago Cincinnati St. Louis
San Francisco Los Angeles Toronto
And Other Principal Cities

PLAIN FACTS

Several years ago we started our plans to engage in the business of eliminating man-made static. Frankly, we were prompted by but one motive—"personal profit."

The time has now come when our expectations have come true. No one can deny the necessity of this work now being supported by the radio manufacturers, cities, towns, broadcasting stations, and public utilities.

This is a business which can be worked through the cooperation of capable service organizations. Interference must be found, and can only be suppressed by the application of suitable filters attached to the offending equipment.

In this work the serviceman will receive full list price for the material which he sells, and a reasonable labor charge.

No one can do it as well. No one can do it "cheaper" or "cut in" in any way on our Authorized Filterette Service Station Business.

Graphic Proof Radio Noise Ousting

Large Crowd Sees Just How Filters Work. Expert Demonstrates Manner of Curbing Interference from Electrical Machines.

Radio owners of Daytona Beach—hundreds of them—today were confident that radio noise elimination in this city is but a simple problem after witnessing miracle-like demonstrations by the service representative of the Tobe Deutschmann Corporation, last night in Casino Burgoyne. The Casino was filled with spectators. For almost two hours the audience sat with spellbound interest as the demonstration went forward.

Outstanding among the demonstrations was one which caused wide applause from the audience. This was a doctor's diathermy machine. The machine, with the radio nearby to record the noise, was turned on to show the type of noises it makes. It was then placed in a specially constructed copper wire cage, a "Filterette" installed and the machine turned on. When the audience saw how the noise was completely silenced the building rang with applause.

Six or more machines, an electric sweeper, orange juice extractor, drill, electric fan, egg beater, sewing machine, and sign flasher, were placed through similar demonstrations. Each drew heavy applause from the audience. In each case the demonstrator permitted the sound to be heard through the radio in a natural way before the Filterette was installed and the noise stopped. Announcement was made at the start of the meeting that the executive committee of the Radio Listeners' League, sponsors of the demonstrations last night, will employ a Tobe Deutschmann representative to do further work here. The announcement was made by H. H. Harper, secretary and treasurer. He said, "the work was so effective that the committee thought it imperative that the representative be retained longer, not only to locate interference but to instruct and take charge of installations."

All radio owners in this city interested in this work were requested to join the Radio Listeners' League which was formed last week for the purpose of carrying on the interference campaign.

After demonstrations, the speaker of the evening, Mr. Conklin, City Attorney, said, "The city does not want to work a hardship upon anyone. The city is simply trying to protect an investment of \$250,000 value of the radio equipment in this city. The city feels that with this investment and the fact that over 2,000 people here own radios, they are entitled to protection and to get the best possible entertainment from their machines."

The time is not far distant when every city and town will be forced by public opinion to obtain the cooperation of a factory trained Filterette Service Station representative.

From The Daytona Beach Sun Record, Daytona Beach, Florida, Friday, April 29, 1932



Here's **REAL**
HELP for
SERVICE
MEN!

"BEST YET"—they all say

THE ELECTRAD Resistor Replacement Hand Book is an accurate guide to resistor and volume control values in all sets. As useful in the tool kit as a screw driver or pliers.

Loose-leaf. Durable, genuine Fabrikoid cover. Kept up-to-date by supplements four times a year. A whale of a buy for \$1.00.

Electrad manufactures the most complete line of replacement controls on the market.

Mail the
Coupon

175 Varick St., New York, N. Y.
ELECTRAD
INC.

ELECTRAD, INC., 175 Varick St., New York, N. Y.
Enclosed \$..... (check, currency or money-order) for..... copies of
Electrad Resistor Replacement Hand Book, at \$1.00 per copy (including
4 supplements, as issued.)

Name

Address

RR-6

TOBE DEUTSCHMANN CORPORATION
Filterette Division
CANTON, MASSACHUSETTS

WANTED

RESIDENT MANUFACTURER'S AGENTS

Radio Manufacturer with a national reputation for producing quality receivers in the moderate price field can use a few high grade men financially able to work protected territory against liberal commissions. See R. B. Lacey at the Auditorium Hotel, Chicago, during the week of May 23rd or write:

THE REVERE RADIO CORP., Ashland, O.

GOING STRONG! *because*

they insure customer satisfaction and mean a real profit to you.



MORRILL CONDENSERS eliminate comebacks, stand up under extreme voltage shocks—exceptionally compact—convenient for stacking.

NEW: MORRILL UNCASSED CONDENSERS—ALSO TUBULAR CONDENSERS.

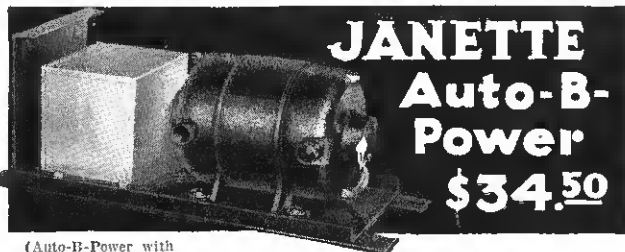
Compact—reliable—inexpensive. Send for details.

MORRILL CARBON RESISTORS

JOBBERS! Here are lines it will pay you to handle. Write for our jobbers plan.

MORRILL and MORRILL Dept. H-3, 30 Church Street, NEW YORK, N. Y.

Sole U. S. A. Distributors of the Siemens & Halske Condensers and Resistors



(Auto-B-Power with cover removed)

Better Auto-Radio Results Without "B" Batteries

VOLTAGES

- 6 to 135
- 6 to 180
- 12 to 135
- 12 to 180
- 32 to 135
- 32 to 180

MAIL COUPON TODAY

Sell a JANETTE Auto-B-Power with every auto-radio sale and make *two* profits on *one* sale. Also, a big replacement seller. Eliminates "B" batteries on auto-radios or battery-type home sets. Assures a constant, non-weakening "B" voltage as well as strong, clear reception. Built to the same quality standard as the world-famous Janette Rotary Converter. Ball bearing, dynamically-balanced armature. Well filtered. Delivers pure continuous D.C. similar to battery current. Furnished complete with voltage divider and tap.

JANETTE MFG. CO., 555 West Monroe St., Chicago, Ill. Please send complete information on your "Auto-B-Power."

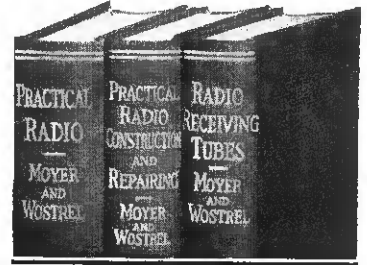
Name
 Address
 City and State

"EXPERIENCE IS A GREAT TEACHER —BUT YOU CAN LEARN MORE FROM BOOKS, QUICKER AND CHEAPER."

And that wise proverb fits RADIO to a "T."

Here is a Library that will give you more actual facts and REAL KNOWLEDGE about radio than you can get in years and years of experience.

Not only do they tell you the *how* and *why* of every important radio problem but they include TELEVISION too—and make it as clear as day with instructions for building a television set. These books will increase your radio knowledge so much that your self-confidence will jump like a thermometer on a hot August day. Send the coupon in *now*. Examine the Library FREE for ten days.



MOYER AND WOSTREL'S
RADIO CONSTRUCTION LIBRARY
 (3 volumes—1119 pages—615 illustrations)
 INCLUDING TELEVISION INSTRUCTIONS

FREE EXAMINATION

Send for these books and examine them FREE for 10 days at our expense. We pay the postage, even if you send them back. But send for them and see if you do not agree with us that having them in your home or shop is like having another first-rate radio man to advise and help you.

WHAT THE BOOKS CONTAIN

Volume 1. **Practical Radio.** 410 pages, 236 illustrations and diagrams. Presents the fundamental principles of radio so clearly and simply that anyone of average training will be able to understand and apply them. Deals with recent developments in television, including devices for its practical application. The latest types of photo-electric cells and neon glow tubes for television services and the difficulties of "scanning" are fully explained. Contains full information needed to understand newer types of receiving tubes, especially those for operating with alternating current.

Volume 2. **Practical Radio Construction and Repairing.** 386 pages, 179 illustrations and diagrams. Discusses fully all the elemental principles of radio construction and repair. Includes such subjects as: Sources of electricity for radio tubes—Audio frequency amplifiers—Construction of impedance coupled and "Universal" four tube receiving sets—Short wave receiver—The television receiver—and many others.

Volume 3. **Radio Receiving Tubes.** 323 pages. More than 203 illustrations and diagrams. Clearly explains the essential principles underlying the operation of vacuum tubes. Includes complete information on the newest types of radio tubes and improvements which have been made in tubes already in general use. Gives complete descriptions of apparatus required for radio receiving sets and for industrial equipment; also of devices utilizing radio receiving tubes as essential parts, particularly in the field of radio surgery, where applications of the radio needle have met with success.

SMALL PAYMENTS

Examine these books for 10 days FREE. Then, if you keep them, just send us \$1.50 at that time and \$2.00 a month until the small price of \$7.50 has been paid. But do it now and start the ball rolling toward success.

McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 330 West 42d Street, New York
 Gentlemen: Send me the RADIO CONSTRUCTION LIBRARY, all charges prepaid, for 10 days' Free Examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

Name
 Home Address
 City and State
 Name of Company
 Occupation FRR G-32
 To insure prompt shipment, write plainly and fill in all lines.

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.

Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of our New York, Chicago or San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge. Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:

1 inch\$7.50
2 to 3 inches..... 7.25 an inch
4 to 7 inches..... 7.00 an inch
Rates for larger spaces, or yearly rates, on request.
An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

SALESMEN WANTED

BRAND new opportunity for salesmen with cars call on radio dealers, service men and jobbers. Popular low-priced specialty every service man needs and wants. Men now making \$25 to \$40 weekly as sideline. Write today. Give details and territory you can cover. SW-164, Radio Retailing, 330 West 42d St., New York.

REPAIRING

GUARANTEED microphone repairs—any make or model — 24-hour service. Stretched diaphragm double button repairs \$7.50. Others \$3.00. Single button repairs \$1.50. Write for 1932 catalog with diagrams. Universal Microphone Co. Ltd., Inglewood, Calif.

MANUFACTURERS' AGENTS WANTED CONDENSERS

A few sales territories open to established sales organizations actively contacting wholesalers or distributors. High quality product with good sales and income possibilities. See our advertisement on page 84.

MORRILL AND MORRILL
30 Church St., New York.

EARN EXTRA MONEY

During Your Spare Time

How would you like to earn from \$1 to \$2 an hour for time now yielding you no profit. We have an exceptional position by which you can make money, spare or full time, without interfering with your present employment. You simply recommend and call to the attention of fellow employees and business men the most complete line of business and technical books ever published. Every kind of worker and business man finds in our books the ready reference knowledge that gives him the quick and valuable assistance in his daily work that will help him increase his daily earnings or his profits promptly and effectively and which once known about, he is eager to own. You can make ready cash quickly and easily each week by showing our lists to your associates and others. No experience required. Complete equipment, Free.

Write Tom Crawford, Dept. R.R.

McGRAW-HILL BOOK CO.
330 West 42d Street, New York City

SPECIAL NOTICE:

To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

RADIO SALES REPRESENTATIVES

One of America's oldest pioneers in the manufacture of fine radio, offers a splendid opportunity for representatives accustomed to contacting large radio outlets on a direct-from-factory basis. In 1931 this manufacturer enjoyed an enviable record—its sales promotional radios had outlet in all major retail centers. The new promotional line is a real "scoop" from every angle . . . eye appeal — performance — new exclusive features not in any radio — low price . . . here's the sales promotional line with real wallop!

While at the Show get complete details in room 2104A Hotel Stevens, at which time you may see this sensational line, arrange for territory and plan for a Big Year in 1933.

See us at the Show—or address RW-169, Radio Retailing, 520 N. Michigan Avenue, Chicago, Illinois, giving complete qualifications and territory desired.

LOOK at this PHENOMENAL OFFER All for 90c.

A total of 32 high-grade vacuum cleaner belts as follows:

- 6 Hoover Special Belts
- 4 Baby Hoover Belts
- 4 Hoover 796 Belts
- 5 Premier Duplex Belts
- 5 Hamilton Beach Belts
- 4 Western Electric Belts
- 2 Ohio No. 4 Belts
- 2 Ohio No. 5 Belts

All first-class merchandise with new rubber and no "filler," cured to insure correct and permanent elasticity and tension. The fit is guaranteed. Our purpose in giving you this special is to show you it pays to buy from RE-NEW.

Vacuum cleaners completely renewed and rebuilt—guaranteed. All makes from \$4.75 and up, whole-sale only. Vacuum cleaner armature rewinding—\$1.65 ea. Lots of 6 or more \$1.50 ea. Specializing in all types of electric motor rewinding.

RE-NEW SWEEPER COMPANY
2262 Gratiot Avenue, Detroit, Michigan

For Sure, Quick Money, Sell Portable Sound-on-Film



to Theatres, Schools, Churches, Clubs.

Write for manufacturers' prices on Soundheads, Photocells, Optical Systems, Rectifiers, Amplifiers, Horns, Faders, Synchronous Motors, Projectors, Lamphouses, Screens, Microphones, etc.

S.O.S. CORP.
(Dept. R. R.)

1600 B'way, N.Y.C. Cable "Sosound"

NEW Radio Handbook

CONTAINING: ——— Sent postpaid

- Technical Information. **25c.**
- Volume Control Guide.
- Transformer and Condenser Guide.
- Radio Replacement Parts Catalog.

Hard to Get Parts—We have them. Send us your repair work for estimate.

Grant Radio Laboratories
6521-R South Halsted St., Chicago, Ill.

"Opportunity" Advertising:

Think "SEARCHLIGHT" First!

WE BUY MAGNET WIRE ALL INSULATIONS

SURPLUS LOTS OUR SPECIALTY

Write B. D. LAND - - - 142 Grand Street - - - NEW YORK, N. Y.



PAGES of PROFIT for Radio Dealers

**OUR NEW CATALOG IS READY
SEND FOR IT! IT'S FREE!**

It contains many accurately indexed Lists of Replacement Volume Controls, Voltage Dividers, Power Transformers for Standard Receivers. It shows what is new in Radio: Many Brand New and interesting Items which you will want to stock. It will save you time and money. We ship promptly.

WE DEAL ONLY IN MERCHANDISE OF KNOWN MERIT AND PROTECT OUR CUSTOMERS WITH A GUARANTEE OF GOOD FAITH THAT AMOUNTS TO MORE THAN PRINTED WORDS. WE SOLICIT THE PATRONAGE OF RADIO DEALERS ON A BASIS OF RELIABLE MERCHANDISE, HONESTLY DESCRIBED AND FAIRLY PRICED.

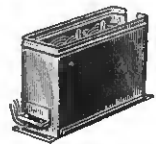
We are National Distributors of and carry a complete stock of the following Nationally Advertised lines: RCA RADIOTRONS, CUNNINGHAM TUBES, EVEREADY TUBES, ARCTURUS TUBES, AEROVOX, ELECTRAD, AMERTRAN, HAMMARLUND, C. R. L., JENSEN, MAGNAVOX, POLYMET, THORDARSON, WESTON, JEWEL, SUPREME. And many others equally well known.



\$16⁹⁵
Complete with
RCA
**NEW TYPE
TUBES**

The LAFAYETTE "THRILLER" is a swift, successful seller. . . . Irresistible to every one who hears it, it will be a steady money-maker for every Dealer who shows it—FOR YOU! This Receiver is a marvel of enlightened construction. . . . Every New Feature that your trade will be demanding: NEW TYPE TUBES, FULL SUPERHETERODYNE CIRCUIT, BUILT-IN ANTENNA, FULL VISION DIAL, FLAWLESS TONE, KNIFE-EDGE SELECTIVITY, ACUTE SENSITIVITY, and (at \$1.50 additional) DUAL WAVE FEATURE TUNING FROM 60 to 550 METERS. Twice as easy to operate as previous Short-wave Receivers—No Plug-In Coils. Get Police Calls and other programs below 200 meters as consistently as regular broadcast signals. Here is a set fully alive with Sales Possibilities—the surprise and wonder of every Dealer who has seen it—Order your sample to-day. (Specify Dual-Wave or Regular Model as desired)
Tubes Used: 1—'58, 2—'57s, 1—'47, 1—'80

Sample BARGAINS



ORIGINAL ATWATER KENT POWER PACK
for Models 40, 42, 44, 45, 52 and 56

The Original Part — brand new and guaranteed.

9B1377

Your Cost Each **\$3.95**



BRAND NEW Original POWER TRANSFORMER for VICTOR MODELS R32, RE45, R52, RE75

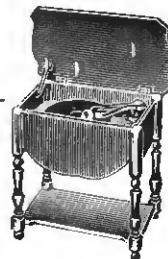
These are the original Units for the above numbered Receivers. Guaranteed Brand New and Victor made.

9C2185

Your Cost Each **\$2.95**

... FREE ... FREE ...

Our Big New Catalog contains listings of Original and Replacement Power Transformers for every make and model Receiver in use today, all of which are comparably low in price!



Our Price **\$12.50** Net
List Price \$59.50

From Our CATALOG

End Table ELECTROLA

Has Automatic Stop, Volume Control, 8 Ft. Power Cord, 20 Ft. Audio Cord, Matching Transformer and Switching Arrangement. For 110 volt 50-60 cycle A.C. Stock No. 9Y19750



RCA 103 Magnetic SPEAKER \$2.95

SAVE TIME! ORDER DIRECTLY from this page

No need to wait for our catalog to order these items—order directly from this page. If you do not have an account with us and wish us to ship C.O.D. kindly include a deposit sufficient to cover transportation charges with your order. ORDERS SHIPPED SAME DAY THEY ARE RECEIVED

One of the best Magnetic Reproducers ever developed. Frame of one piece composition in attractive design to represent carving. 15 inches high, 13 1/2 inches wide. Complete with pintip cords.

9W19208

Your Cost Each **\$2.95**



AUDAK Model 30 PICKUP

The famous Audak Chromatic Pickup. Supersensitive. Extensively used in Theatre and Public Address Work. Finished in gold and black lacquer. List \$21.00. 9A145

Your Cost Each **\$4.95**



RCA 106 A.C. DYNAMIC SPEAKER \$12.50 Net

Has Westinghouse Double Rectifying Elements. 8 inch cone. Beautiful walnut veneer cabinet with tapestry grill cloth. Size 3 1/2 inches high, 22 3/4 inches wide, 10 1/4 inches deep. Makes an ideal extra speaker and lamp table combination. A very fine Dynamic Speaker at an amazingly low price. 9Y19752

Your Cost Each **\$12.50**

WHOLESALE RADIO SERVICE CO. INC.
100 SIXTH AVE., Just North of Canal Street.
NEW YORK, N. Y.



As important to you as your local newspaper

On every page of "Radio Bargain News" is an opportunity for profit. Every headline introduces a news item which can be turned into action and profit.

It's *your* business newspaper—its offerings are as important to you as the events featured on the front page of your newspaper.

Were you to look behind the scenes of our organization, you'd find trained buyers scouting the market for merchandise, just as skilled reporters do in gathering the news. You'd find experienced merchandisers weeding out chaff, spotting the best buys, and copy editors giv-

ing you up-to-the-minute news on radio merchandise—a scoop for the alert radio dealer and service man.

We wish you could see the organization behind these headlines—the organization that is constantly offering you opportunities for profits and faster sales turnover.



When you come to New York, call on us. When you are out in the field, keep in touch with us by phone, wire or letter—and be sure to get every issue of "Radio Bargain News." It is sent FREE to dealers and service men. Mail the coupon today.

Federated Purchaser Inc.

25 PARK PLACE

NEW YORK, N. Y.

The Following Distributing Units Maintained for Your Convenience:

JAMAICA, L. I.
92-26 Merrick Road
PHILADELPHIA
2909 Broad Street

MT. VERNON, N. Y.
51 East 3rd Street

NEWARK, N. J.
273 Central Avenue
ATLANTA, GA.
631 Spring Street, N.W.

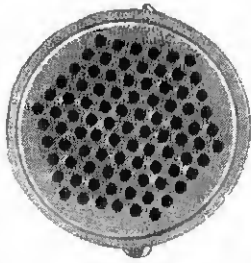
Fill in and mail this coupon back to us at once.

Name

Address

City State

BIG NEWS



Full Size
Weight 1½ ozs.

The new Powerizer Micromike solves the public address problem.

A speaker may now move freely or remain seated and speech can be reproduced the same as thru the finest broadcast microphone.

The new Micromike is a small sized broadcast microphone made with the same precision and care as the finest types. It is finished in opal silver and has a holding clip for fastening to the clothes.

Micromike has a stretched alloy gold plated diaphragm and is precision made and tested.

Micromike gives perfect reproduction.

Micromike with Mikontrol (hand or pocket volume control) is the last word for public address work.

- List Price \$12.50
- Mikontrol 3.50

RADIO RECEPTOR CO., INC.
106—7th Ave., N. Y. City

Radio Receptor Co., Inc.
106—7th Ave., New York City

- Send sample of Micromike to cost.....\$7.50
Delivery paid C.O.D.
- Include 1 Mikontrol to cost..... 2.10
- Send me your dealer's P. A. merchandising plan.



USING MICROMIKE WITH POWERIZER

ALPHABETICAL INDEX TO ADVERTISERS

This index is published as a convenience to the reader. Every care is taken to make it accurate, but *Radio Retailing* assumes no responsibility for errors or omissions

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CROSLEY

FULL SIZE

[4½ CUBIC FEET NET CAPACITY]

[NOT A MIDGET]

ELECTRIC REFRIGERATOR at a SENSATIONALLY LOW-PRICE



Model C-45
4½ cu. ft. NET capacity.
9 sq. ft. shelf space
58½" high, 25½" wide, 21" deep.

Crosley Refrigerators are available in two other sizes—3½ cubic feet NET capacity, 50" high, 24½" wide, 20" deep at only \$89.50—5½ cubic feet NET capacity, 58½" high, 31½" wide, 21½" deep, at \$139.50. All prices f.o.b. factories.

CAPACITY of the Crosley Refrigerator is 4½ NET cubic feet; larger than the "midget" refrigerators advertised at low prices.

SHELF SPACE is 9 square feet. Generous spacing between shelves.

FLAT BAR SHELVES to prevent bottles and containers tipping over.

THE CROSLEY UNIT is completely self-contained and is easily removable.

COMPRESSOR assembled with motor on metal base suspended by coil springs to eliminate vibration. Compressor driven by V-type belt in grooved pulleys. Motor mounted on rubber.

Amplify large for average family

- | | |
|-------------------------------|-------------------------|
| Temperature Control | Flat Bar Shelves |
| 9 sq. ft. Shelf Space | Dry Zero Insulation |
| Thermal Cutout | 3 Ice Trays 63 Cubes |
| Defrosting Switch | 4½ cu. ft. NET Capacity |
| Self-contained Removable Unit | Porcelain Interior |

OVER a million radio sets bearing the *Crosley* name have been sold and used in as many homes in this country. Nearly every American family is familiar with the *Crosley* name from "the Nation's Station"—WLW of the Crosley Radio Corporation, Cincinnati.

Now the weight and prestige of the name of *Crosley* has been extended to the refrigerator field. After more than five years of experimental work in the *Crosley* laboratories, comes the full family size, startlingly low priced *Crosley* Electric Refrigerator—not a midget.)

The big *Crosley* factories are working day and night to take care of the unprecedented demand for this sensational refrigerator. Don't let the summer rush leave you waiting. See your *Crosley* Distributor at once. Or write us direct. Get full details of this season's greatest sales opportunity.

NOTE THESE FEATURES

CONDENSER is of maximum capacity with forced air cooling.

FREEZING UNIT is of corrugated, completely rust-proofed metal faced with white porcelain.

THREE ICE TRAYS, each holds 21 cubes—63 in all. TEMPERATURE CONTROL adjustable for quick and slow freezing.

HARDWARE is stamped brass, chromium plated. Automatic spring-closing lock on door.

INSULATION—3 inches Dry Zero insulation on sides, top and bottom.

IN ADDITION—Flat top convenience. Broom-high legs. Beautiful white lacquered cabinet. Interior white porcelain.

Prices subject to change . . . Any Federal or State taxes which may be levied must be added to these prices.

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

Home of "the Nation's Station"—WLW

CINCINNATI

CROSLEY Electric REFRIGERATOR



SETTING THE PACE

DESIGNED
ENGINEERED
MANUFACTURED
by
THE LEADING RADIO
TUBE ORGANIZATION

WITH THE SENSATIONAL NEW SUPER-PHONIC RCA RADIOTRONS

- | | | |
|----|-----------|-------------------------------------|
| 56 | | Super-Triode Amplifier |
| 57 | | Triple-Grid Amplifier |
| 58 | | Triple-Grid Super-Control Amplifier |
| 46 | | Dual-Grid Power-Output Amplifier |
| 82 | | Mercury-Vapor Rectifier |

Send for our special folder giving complete details

RCA Radiotron Co., Inc.

Harrison, N. J.

A Radio Corporation of America Subsidiary

RCA Radiotrons

THE HEART OF YOUR RADIO