

JUNE, 1937

RADIO *Show Number* RETAILING

McGRAW-HILL PUBLISHING COMPANY, INC.

25 CENTS PER COPY

YES

MALLORY-YAXLEY
•• has done more...
but MALLORY-YAXLEY
does not charge more!



MALLORY
CONDENSERS
cost
no more!



YAXLEY
VOLUME
CONTROLS
cost
no more!



MALLORY
VIBRATORS
cost
no more!

MALLORY-YAXLEY

Precision Radio REPLACEMENT PARTS COST NO MORE THAN ORDINARY PRODUCTS

Every once in a while there's an idea that because Mallyory-Yaxley products have a reputation for higher quality that they must be higher in price. A service man feels that he ought to use them but he thinks that maybe he can't afford to use them.

Mallyory-Yaxley are *big*, he reasons, they'd have to be big to put out a help like the Mallyory-Yaxley Radio Service Encyclopedia. They'd have to be big to have given the industry its first honest-to-goodness Vibrator, Volume Control, and Condenser Service and Replacement Manuals. And the very size of Mallyory-Yaxley — the wide scope and the great help of Mallyory-Yaxley activities gives him a bad case of "price fright".

He thinks the products of the little fellow may be cheaper... and of course he finds plenty of people who'll encourage this belief.

Then some day he checks prices and makes comparisons. He finds that Mallyory-Yaxley products *do not* "cost too much" — he finds that Mallyory-Yaxley Precision Radio Replacement Parts *do not cost any more than ordinary replacement parts*. He finds they create the kind of customer satisfaction that helps his reputation and his bank account. He puts his radio servicing on easier and more profitable basis.

It may be that you believe that because Mallyory-Yaxley have done more for the service man that they expect to *charge more* from the service man. We say, that isn't true and don't want you to take our word for it — or any man's word for it. You can compare prices and see for yourself! And — the more Mallyory-Yaxley installations you make, the more you'll realize that the complete satisfaction assured by these precision replacement parts makes them *actually cost less in the long run*.



THE RIGHT "DOPE" On Over 12,000 Different Radios

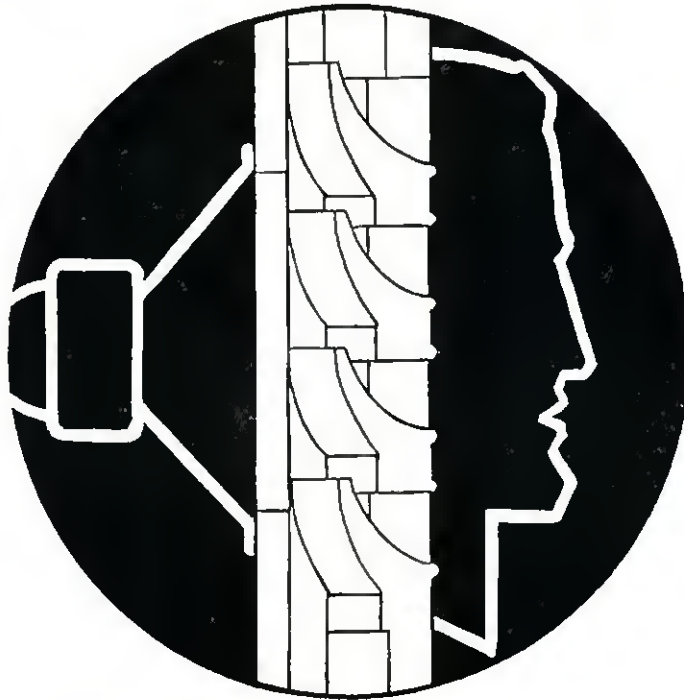
... Completely analyzed under *one cover* ... in the MALLORY-YAXLEY RADIO SERVICE ENCYCLOPEDIA. The book that gives the correct answers to all questions — always! Ask the Mallyory-Yaxley distributor about *your copy now!*

Use
P. R. MALLORY & CO., Inc.
MALLORY
REPLACEMENT
CONDENSERS... VIBRATORS

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
CABLE ADDRESS — PELMALLO

Use
YAXLEY
REPLACEMENT
VOLUME CONTROLS

? ? ? ? ? ? ? ? ? ? ? ? ? ? ?
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(MECHANICAL AND DESIGN PATENTS PENDING)

The Most Revolutionary Development Since the Dynamic Speaker

Emerson Radio

NEW . . . 1938 LINE

Sensational new features . . . Striking new models . . . New styling . . . COMPLETENESS of line . . .
 New national and local advertising and promotion methods . . . New and better ways of capitalizing
 the ever-increasing popularity of Small Radio—by the "World's Largest Maker of Small Radios."

**FIRST DISTRIBUTOR SHOWING—JUNE 14 and 15
 HOTEL NEW YORKER
 NEW YORK, N. Y.**

**FIRST DEALER SHOWING—JUNE 16, 17, 18
 HOTEL NEW YORKER**

Complete details of the Emerson proposition will be avail-
 able to the trade at distributor showings in June and July.



Hold Everything Until You've Seen the New 1938 Emerson Line



EMERSON RADIO AND PHONOGRAPH CORPORATION
 World's Largest Maker of Small Radios

111 Eighth Ave., New York, N. Y.
 Cable Address: EMPHONOCO, New York

RADIO RETAILING

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JUNE, 1937

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THE GRAND MARCH HAS STARTED

The **NEW**
Stromberg-Carlsons
 with Exclusive
SELLING FEATURES



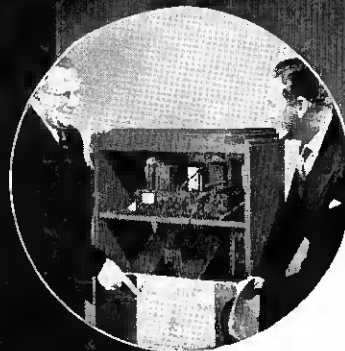
Here is the line on which Stromberg-Carlson has lavished all its resources of engineering and designing skill—to produce the most notable radios which shall be offered on this year's market.

Here are radios with improvement after improvement designed to add even further to the quality of Stromberg-Carlson's famous natural tone. Radios with advancements in cabinet idea which we believe will mark a new period in radio style and beauty.

Here is a line of such broad price range that it covers buyers of every degree of purchasing power. A line where there are real features whose advantages a customer can see for himself—the most irresistible kind of selling. A line for a dealer to tie to and one with which he can make money through every month of the year.

Stromberg-Carlson radios range in price from \$55.00 to \$1050. Models with the exclusive Stromberg-Carlson Labyrinth from \$175.00. (All prices slightly higher in Southeastern States and West of the Mississippi.)

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



the
**ACOUSTICAL
 LABYRINTH**

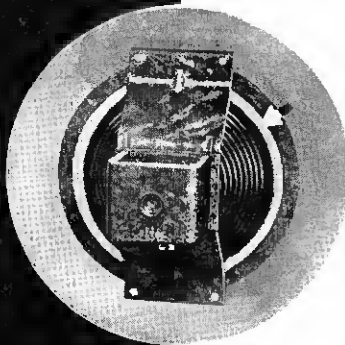
A feature that every prospect can see, hear and understand.



**FLASH
 TUNING**

"As quick as a wink"

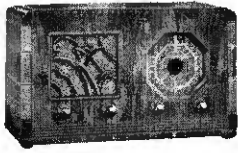
An automatic station selector with advanced selling features new to Radio appealing to all.



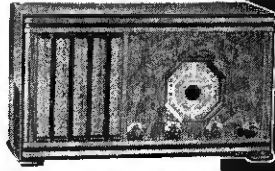
**CARPINCHOE
 LEATHER
 SPEAKER**

.....like the Labyrinth its advantages are easily and convincingly explained and demonstrated.

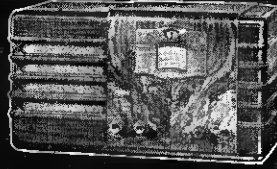
THERE IS NOTHING FINER THAN A
Stromberg-Carlson



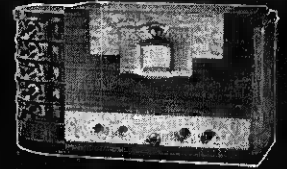
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No. 228-H

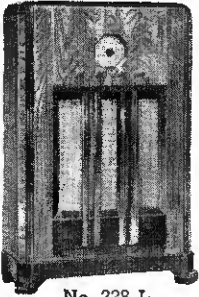


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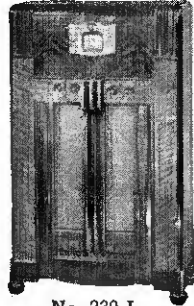


No. 240-H

TABLE MODELS IN THE HORIZONTAL STYLE POPULARIZED BY STROMBERG-CARLSON



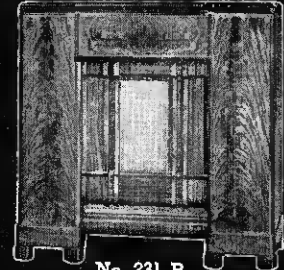
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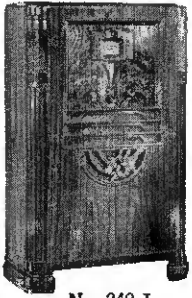
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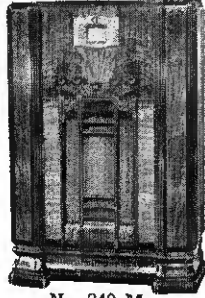
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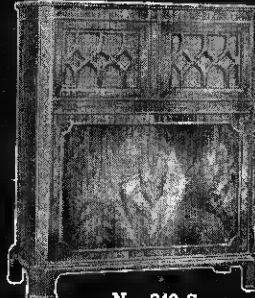
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No. 240-L



No. 240-M

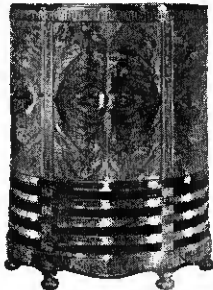


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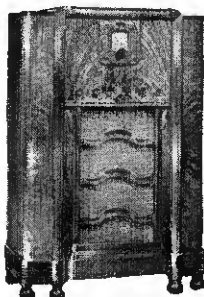
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CONSOLES AND FURNITURE MODELS YEARS AHEAD IN BRILLIANCE OF DESIGN

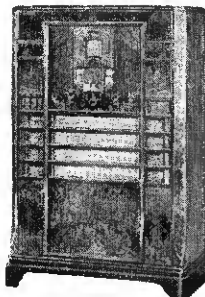


No. 240-R

No. 255-L CONSOLE (at right). Five Range. Flash Tuning. Tri-Focal Tuning Indicator. High Fidelity. Acoustical Labyrinth. Selectorlite Dial. Carpinchoe Speaker. Walnut finish.

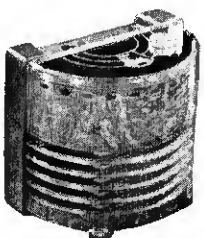


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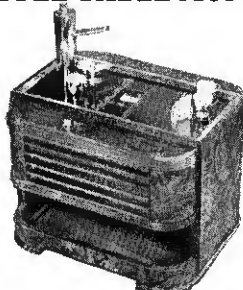


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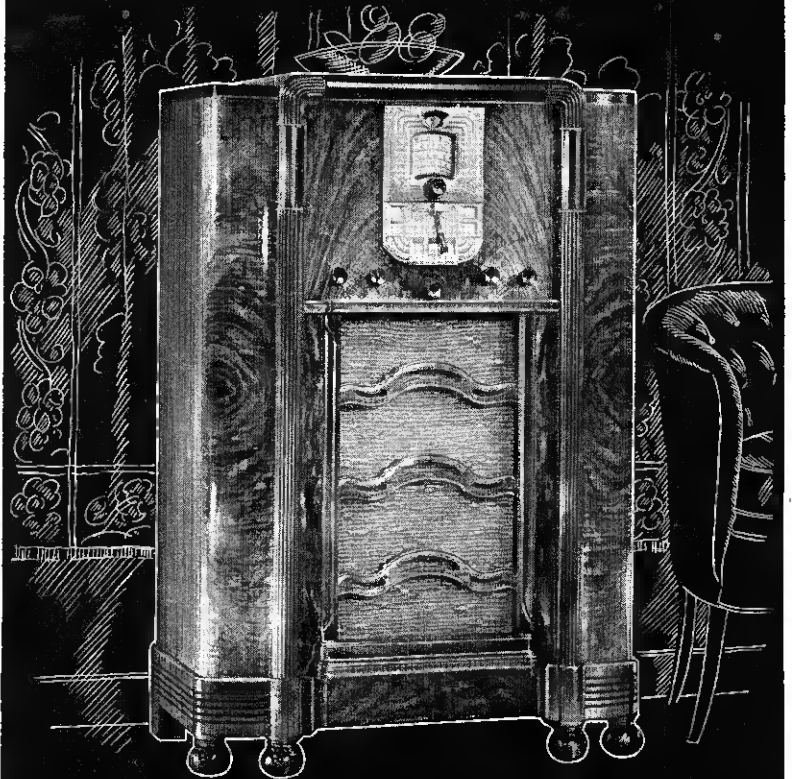
END TABLE AND COFFEE TABLE MODELS



No. 231-R



No. 231-F



THERE IS NOTHING FINER THAN A
Stromberg-Carlson



Now being featured in leading department store windows like this one.

This Window Courtesy of Marshall Field & Co., Chicago

Hot Sellers for 1937-1938!

The Radios of the Future . . . Not One or Two But **SIXTEEN** New ZENITH Arm Chair Models from \$29.95* Up!

Last year, a single Arm Chair Model that Zenith pioneered enjoyed such sensational turnover that production never caught up to dealers' orders—nor to public demand.

This year, *you* can cash in on the fastest growing trend in radio—the amazing demand for beautiful and useful sets that “put the world at your elbow—not on a table or against the wall.”

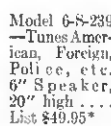
Zenith's huge new factory is—as always—geared to the latest—and the hottest! *Again* a year ahead, it gives you the



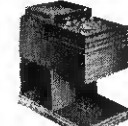
Model 15-U-246—Tunes American, Foreign, Police, Ultra-Short, etc. 12" Speaker, "Robot" Dial, Electric Automatic Tuning, 20" high . . . List \$185.00*



Model 9-S-244—Tunes American, Foreign, Police, etc. "Robot" Dial, Electric Automatic Tuning, etc. 22" high . . . List \$99.95*



Model 6-S-239—Tunes American, Foreign, Police, etc. 6" Speaker, 20" high . . . List \$49.95*



Model 5-R-236—Tunes American Broadcasts. 5" Speaker, 21" high . . . List \$29.95*



Zenith short wave receivers of three bands or more are sold with antenna which retails at \$5.00 EXTRA.

most beautiful Arm Chair Line imaginable.

There will be plenty of *models*—plenty of each model—plenty of *sales!*

Get your share! Ask your distributor about the Zenith Arm Chairs with year-ahead features in four cabinet finishes.

The 1938 Arm Chair Line includes AC Sets, AC-DC Sets, Two-Way 110 v.-6 v. Farm Sets, two Phonograph Combinations (AC and AC-DC) and a Radio Bar.

The prices are amazingly low—Order now! They're **HOT!**

ZENITH RADIO CORPORATION, CHICAGO

**List Prices—Slightly Higher in the West and South*



America's Most Copied Radio

AGAIN A Year Ahead!



Zenith Arm Chairs are being featured in national magazines. The above Saturday Evening Post page of June 19, starts the arm-chair advertising parade.



Zenith 1938 display material is outstanding. Here is a sample cut-out in 8 colors. Ask your distributor.

The Best "BUYS" Are Made For Cash!



SUCCESSFUL BUSINESS MEN
KNOW THAT THE WAY TO MAKE
MONEY IS TO DISCOUNT THEIR
BILLS—AND A RADIO MAN CAN SAVE
UPWARDS OF 5% BY BUYING
RAYTHEON FOR CASH!



It costs a distributor or a dealer at least 5% to sell and handle tubes on any of the "no investment" finance plans. You, the dealer, have to pay this 5% or more . . . The depression is over and depression methods of doing business are rapidly becoming obsolete. That is why increasing thousands of dealers and service men are saving money and getting the highest quality tube by buying RAYTHEONS on regular terms. ASK YOUR RAYTHEON JOBBER.

RAYTHEON

445 Lake Shore Drive, Chicago, Illinois
555 Howard Street, San Francisco, Cal.

420 Lexington Ave., New York, N. Y.
55 Chapel Street, Newton, Mass.

415 Peachtree Street, N. E., Atlanta, Ga.



The center of attraction at the I. R. S. M. Convention will be the RCA booth. See these displays and meet your friends there.

Surprises Await You!

Be Sure You Visit the RCA Booth at the I. R. S. M. Convention at Chicago

YOU will be surprised at what you see. There will be an extremely interesting display—a physical representation of beam power and pentode tubes in operation... In addition, there will be an interesting presentation of the famous RCA Check-up—the promotion which enables you to sell more tubes, more service and more parts, as well as many other electrical appliances which you stock. The RCA Check-up makes

sales prospects pay you for being discovered!

You will also see displays featuring the new RCA Magic Wave Antenna, RCA Test Equipment, Amateur Tubes, Amateur Receivers and Transmitters. Another feature will allow you to "Look into the Future" via RCA Television.

But be sure to see all these things! You will find your time well spent.

These RCA Technical Helps will also be on display

-
- Socket Layout Guide... RC-13 Radio Tube Manual... Radio Service Tip File... RCA Service Tip Packets... RCA Pindex... RCA Service Engineer's Pencil... RCA Cathode Ray Tube Manual TS-2... RCA Air-Cooled Transmitting Tube Types Listing... RCA Air-Cooled Transmitting Tube Types Supplementary Listing... Characteristic Chart of all Glass and Metal Tubes... HB-3 Tube Handbook

RC-1 presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. T., on NBC Blue Network



Radiotrons

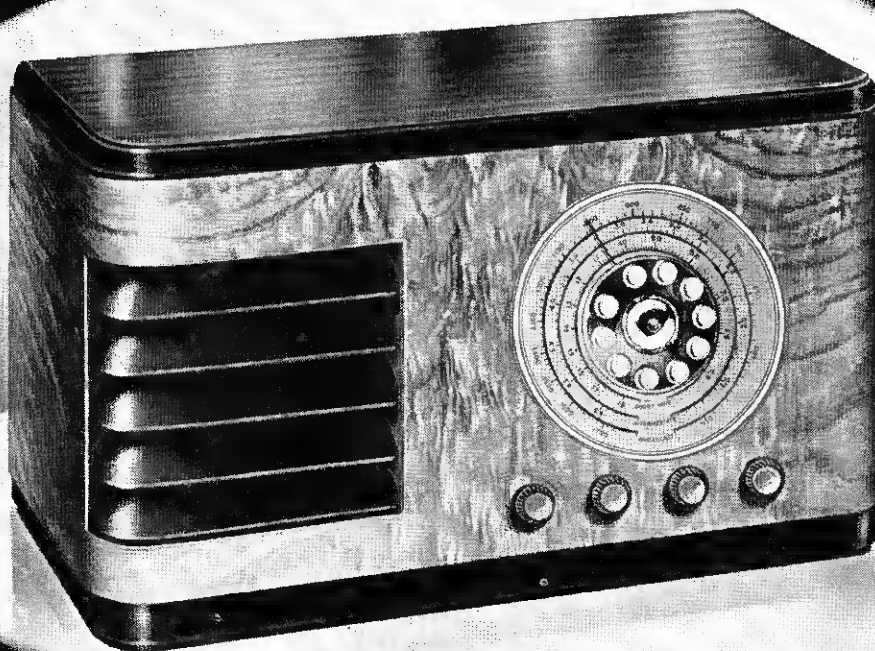
RCA MANUFACTURING Co., INC., CAMDEN, N. J. • A SERVICE OF THE RADIO CORPORATION OF AMERICA



Again we say . . .
everything **NEW** . . . but the name

Clarion Radio

Match
these—
IF YOU CAN!



● Automatic tuning, six-tube, 110 volt, Three Band, Three Gang, American-Foreign Receiver, with BEAM POWER output, in the beautiful new louvre cabinet

\$49⁹⁵

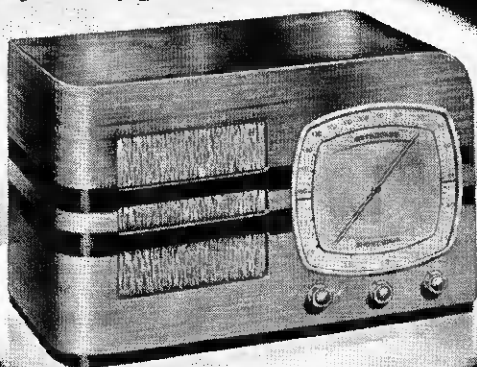
Styling · Performance · Price for Easier Greater Sale

Style that attracts, performance that clinches the hard deals, lower list prices, and better discounts—with liberal advertising allowances where margins permit . . . it's a natural, and Clarion distributors and dealers will make more net profit in 1937 than ever before.

**A SENSATIONAL
LOW LIST LEADER**

Seven tubes, 2-band
—AC-DC— with
Microlite Tuning—at

\$19⁹⁹



● We proved we could do it—with Clarion Car Sets. (Clarion distributors and dealers say: "We have the best style and best performing car set line of the season"). Now see the Home Set line.

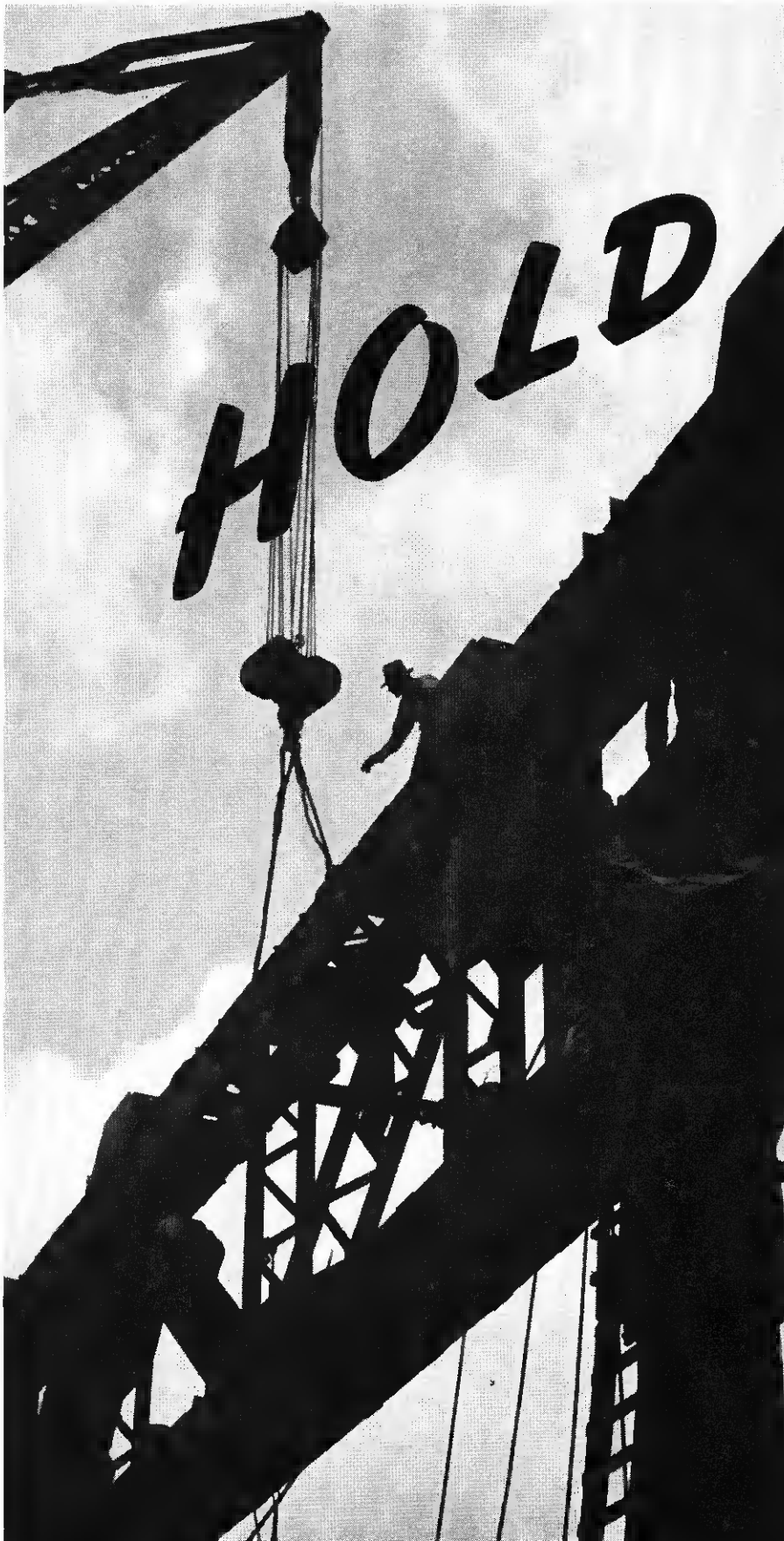
FOURTEEN BEAUTIFUL MODELS Price Range \$19⁹⁹ to \$129⁵⁰
EIGHT 110 VOLT—AND SIX FARM SETS

Five tube, 2 volt receivers as low as \$24.95 . . . seven tube, 2 volt American and Foreign receivers to list at \$49.95 and with discounts that permit you to make a real profit.

Do Not Commit Yourself Until You Investigate Clarion
Wire, phone or write for details or see "Clarion"—Suite 888 Pure Oil Bldg

CLARION CORPORATION

888 PURE OIL BUILDING • CHICAGO, ILLINOIS



HOLD IT!

Don't let those tube profits get away from you. Sell dependable Sylvania . . . they stay sold!

An installation kickback, because of a defective or poorly-functioning tube, is bad business in more ways than one. It puts your customer in a bad frame of mind . . . it mars the sale you have so carefully made . . . and it might interfere seriously with future business volume. All this, in addition to the fact that a replaced tube means a lost profit all by itself.

No service man or dealer can afford to compromise with tube quality — ever. From time to time, you may be able to buy tubes cheaper — but they are likely to be cheaper tubes, that will end by cheapening your reputation. Sylvania has a "single standard" of quality.

If you want to rid your business of "tube replacement trouble" — sell Sylvania. They're a profitable line to carry—and the profits stick with you. For complete sales and technical information, write to the Hygrade Sylvania Corp., Emporium, Pa.

SYLVANIA THE SET-TESTED RADIO TUBE



YEARS OF RADIO PROGRESS NOW

Climaxed

BY THE NEW 1938

ARVINS

WITH THE
Phantom Filter Circuit

Beautiful styling—sparkling performance—and attractive prices—a complete line of 20 distinctive radios—consoles and table models—2 and 6-volt battery sets—and AC-DC portables. Everything to get sales action and make profits for you on the new Arvins this year.

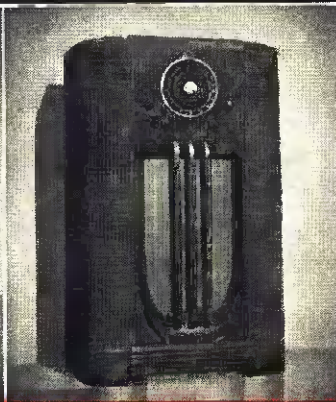
● Arvin's Phantom Filter Circuit is today's big contribution toward perfected radio reception. It's an exclusive feature—an Arvin engineering development that puts more punch in the performance of the new 1938 models—and puts more punch in sales. You'll appreciate the value of the Phantom Filter Circuit—Arvin's dominant sales feature—and all the other modern improvements, when you see and hear the new models.

Arvin backs you up with plenty of selling support. A big program of nation-wide consumer advertising. Impressive merchandising displays for floor and show window plus other promotional material that gets attention and helps you cash in on the new Arvins with the Phantom Filter Circuit. See your jobber.

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana
Also makers of Arvin Phantom Filter Car Radios



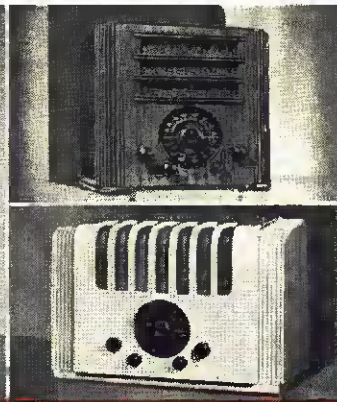
Arvin Phantom Bachelor
Model 628CS



Arvin Phantom Prince
Model 1237



Arvin Phantom Queen
Model 1247



Phantom Baby Model 518 (above)
Phantom Blonde 568A (below)

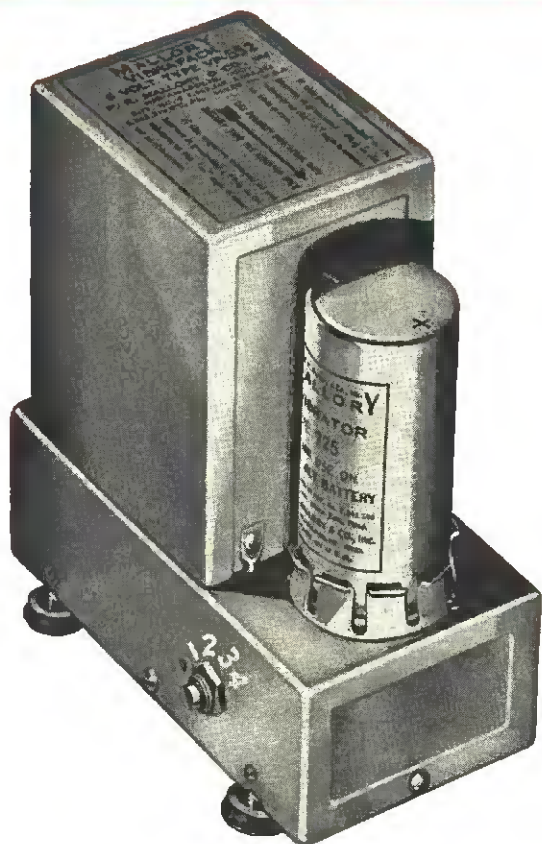
A New Development That's Hot!

Perfect Portable Power

for Radio Transmitters

P. A. Systems

Scientific Apparatus



The New

P. R. MALLORY & CO. Inc. MALLORY VIBRAPACK

RADIO amateurs and P. A. men long have sought an economical means of obtaining plate voltage for portable and mobile equipment. The Mallory Vibrapack gives it to them.

Dependable, inexpensive — Mallory Vibrapacks are the ideal sources of plate voltage where commercial electric power is not available.

Operating from a 6 volt storage battery, high voltage models of the Vibrapack will deliver up to 300 volts at 100 m. a. of easily filtered, rectified DC for operating radio transmitters and other equipment. Lower voltage models of Vibrapacks are used where less output is required. Mallory Vibrapacks are ideal for converting 110 volt AC receivers for 6 volt operation.

The output of Mallory Vibrapacks is variable in

four steps of 25 volts each. The selection of output voltage is obtained through a Yaxley switch connected to various transformer taps. Maximum efficiency is obtained for all load conditions.

Mallory Vibrapacks are made in four models. They are supplied complete with a special design Mallory Long-Life Vibrator. Rectifier Tube is included with Models 553 and 554. Average weight, only 5½ lbs.

See the Mallory Vibrapack at your most convenient Mallory-Yaxley distributor. He has your Data Sheet, "Perfect Portable Power", containing complete specifications and operating instructions. Ask for it!

Use

P. R. MALLORY & CO. Inc.
MALLORY
REPLACEMENT
CONDENSERS...VIBRATORS

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address—PEIMALLO

Use

YAXLEY
REPLACEMENT
VOLUME CONTROLS

Sentinel

**WILL OUTSELL
EVERY COMPETITOR!**

WITH SMASHING NEW FEATURES!

✓ **DOUBLE PURPOSE RADIO . . .**

The equivalent of two Radios for the price of one!

✓ **RAD-O-FONE**

A startling new exclusive Sentinel development of interest to every farmer!

✓ **REAL AUTOMATIC TUNING!**

For the first time in Farm Radio!

and

✓ A Complete Line 2 volt, 6 volt and 32 volt models.

✓ National Advertising to 6,000,000 Farm Homes.

✓ Your Choice of Wind Chargers, Gas Engine Charger.

✓ No "C" Batteries required.

✓ Complete Dealer Merchandising Plan.

✓ Plug for Electric Lights on 6 volt Models.

✓ A Complete Line of AC Models.

AND A HOST OF OTHER NEW SENTINEL FEATURES

AGAIN AT SENSIBLE PRICES . .

THAT MEAN VOLUME SALES AND PROFITS FOR YOU.

"DON'T WAIT—WRITE IN TODAY FOR THE COMPLETE STORY"

Sentinel

THE PIONEER OF FARM RADIO

MAIL THIS COUPON!

SENTINEL RADIO CORPORATION
2222 Diversy Parkway, Chicago, Illinois, Dept. RR6

Gentlemen:

Please rush me complete details of 1938 Sentinel Farm Radio Line.

Name.....

Address.....

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

"DON'T WAIT • WRITE IN TODAY FOR THE COMPLETE STORY"

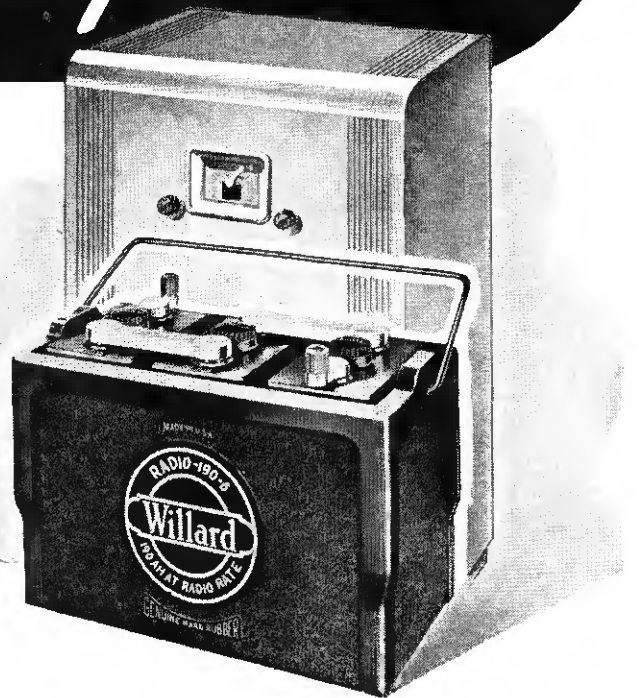
IN A FARM RADIO— *The battery is important!*

Selling Willards Protects Your Reputation—Because They Last Longer and Give *Better Performance*

No matter what line of two and six volt radio sets you select for the big selling season ahead, remember that the battery is a vital part of the set.

Willard radio batteries are designed and built by experts especially for radio use. Their steady, dependable power gives your customers' sets the kind of reception that makes listening a pleasure. It will pay you to sell these outstanding batteries, backed by the most famous name in the battery industry.

If you're interested in making more money and more friends, tear out and mail the coupon today, or write the Willard Storage Battery Company.



Check these Willard features that build customer confidence and satisfaction

- ★ Built for 2 and 6 volt receivers.
- ★ Designed by men who know radio.
- ★ Finest workmanship and materials.
- ★ Noiseless, tight-fitting connections.
- ★ Convenient, bail-type handles.
- ★ Less frequent recharging.
- ★ Longer life and better performance.
- ★ A radio battery that costs less to own.

WILLARD STORAGE BATTERY COMPANY
Cleveland, Ohio Los Angeles, California

Please send me at once complete details on the new Willard Radio Battery Franchise.

Name _____

Address _____

City and State _____

Willard RADIO BATTERIES

cost less to own



Two

WELL-EQUIPPED RADIO PLANTS

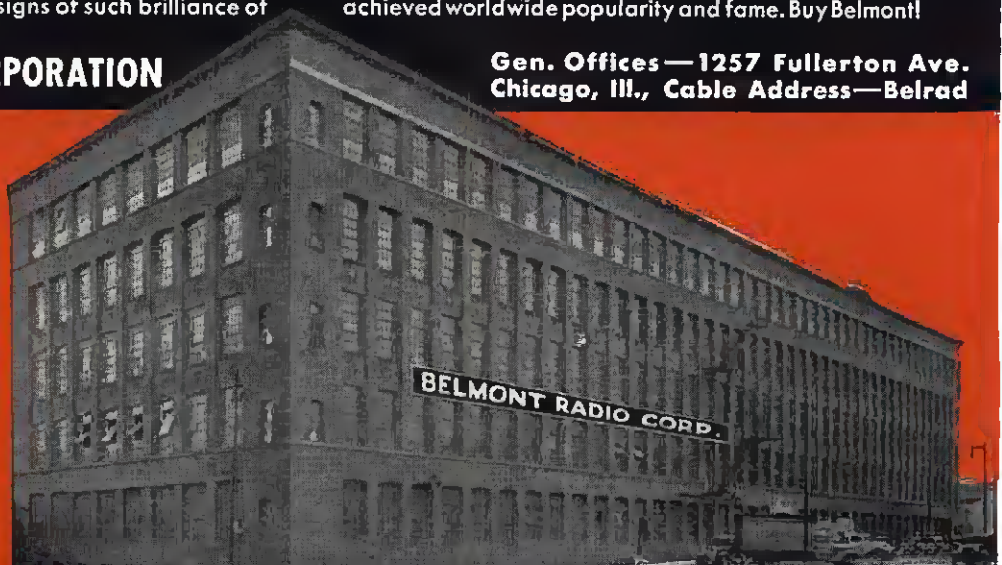
Producing Thousands of Sets Every Month
for Belmont Users Throughout the World

Belmont engineers, working in our own modern laboratories, are creating designs of such brilliance of

tone and beauty of style that Belmont receivers have achieved worldwide popularity and fame. Buy Belmont!

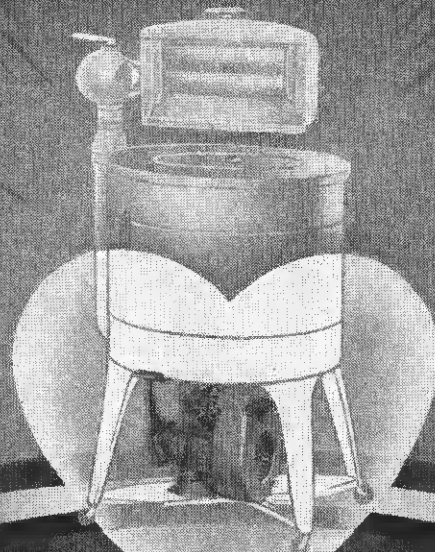
BELMONT RADIO CORPORATION

Gen. Offices—1257 Fullerton Ave.
Chicago, Ill., Cable Address—Belrad



Licensed under
R. C. A. Patents
Hazeltine Patents

Belmont production facilities are expanding rapidly to meet the growing demand for Belmont auto-radios, battery-operated sets, a.c.-d.c., and standard a-c receivers



The **"HEART"** of any small gasoline powered equipment is the motor. If it delivers unusual performance, it means unusual satisfaction to your customers . . . Behind this fact lies the reason for the overwhelming preference for Briggs & Stratton 4 cycle gasoline motors . . . These rugged, reliable motors drive over 90% of all makes of farm washing machines. They also power most small pumps, small tractors, lawn mowers, and an endless variety of other motor driven farm tools . . . In fact, there are almost a million Briggs & Stratton 4 cycle motors in use today — many of them from 10 to 15 years old — daily giving dependable, economical, trouble-free service . . . Insure your customers against their having equipment "heart failure." Insist that Briggs & Stratton 4 cycle motors power any small gasoline powered equipment you sell.

BRIGGS & STRATTON CORP.
MILWAUKEE, WIS., U. S. A.



The Curtain Rises

Show Number

JUNE • 1937

THIS is your trade show, your show number, your chance to study in a single concise and complete volume all the new and improved products of all the important manufacturers in all divisions of the radio industry.

You are fortunate indeed that once each year, with unflinching regularity, your business receives that invaluable impetus to sales which comes with the introduction of completely new lines of models. It is a practice which involves huge expenditures of money for laboratories, experimental and testing equipment, designs, patterns, molds, etc., but through it all radio and allied merchandise is kept from sagging into the rut of ordinary staples such as chairs or bedsteads or kitchen tables.

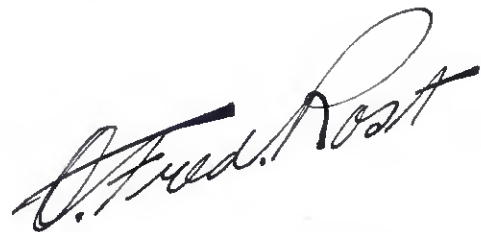
The question of how best to cash in on this annual boom to sales opportunities becomes something that you and every other radio dealer must decide for himself, as the curtain rises on the new season's models.

To aid in that decision, and particularly to make possible the calm and unhurried study of all the new lines is the special mission of this Show Issue of *Radio Retailing*. Its sectionalized arrangement permits easier and

quicker comparison of products. The departments for new merchandise spotlight outstanding new items in each product division, while the directory list of manufacturers, found at the end of each section, will prove valuable and useful.

The Trade-In Bluebook which forms the closing section is intended as a practical sales tool which, if intelligently used, will make it easier for radio dealers to reach an agreement on trade-in allowances with retail buyers.

Radio Retailing believes that radio dealers and distributors will find this Show Number immediately and lastingly useful. To those hundreds of manufacturers who cooperated in making this issue so complete a directory of the radio industry and its 1938 products *Radio Retailing* extends its sincere thanks.



EDITOR

● Radio set production already has passed the 1936 record breaking pace with taxes paid the Government for the first quarter of 1937 just 11 per cent higher than last year and it continues going strong.

● Pay envelopes are being handed out by American industry in as large numbers as at the peak of the 1929 boom and when men and women have jobs and draw regular pay, they buy radio sets.

● Farmers already are collecting for their products at the rate of 28 per cent more than in 1936 which is the reason why retail sales in rural areas and mail order sales including radio sets are topping 1936 totals by 11 to 25 per cent.

T H E S T A G E

THE stage is set! For what?

We say: For radio's biggest year!

That, of course, is a bold assertion and one that many in the radio industry may feel inclined to challenge.

As a matter of fact, we expected to be challenged and so are well supplied with ammunition in the form of supporting evidence which proves that we are neither bold nor over-optimistic

when we project such a promising prediction.

To be exact, it is not a prediction at all. We simply took a look around, studied the trends and performances in other lines of business, made some comparisons with former years, added what we know about the advantages and peculiarities of the radio industry and through that process were forced to the conclusion that the 1937-38

selling season could not help but produce radio's biggest year.

The radio business is, after all, just one branch of retailing and while it has its own distinct characteristics, its ups and downs follow the trend of all lines of business and particularly all retail business.

Therefore, the probable course of radio sales for the new season can be projected with fair accuracy if the



● When the 1937 sales of passenger automobiles are 24 per cent, household refrigerators 35 per cent, oil burners 40 per cent, shoes 20 per cent higher than in 1936, can sales of radio sets and accessories be far behind?

● When independent retail stores in other lines than radio are pushing 1937 sales month after month above the 1936 totals at the rate of 5 to 28 per cent, the retail sales of radios should beat those increases with the help of the marvelous new models.

● The smartest merchandisers in the department and chain store trades have to buck the smartest and hottest kind of competition and yet they manage to show 1937 increases of from 10 to 21 per cent over their 1936 sales.

I S S E T

trends in other lines are known, excepting only such changes in general business conditions as may be caused by excessive strikes, further business-restricting legislation or radical changes in the fiscal policies of the Federal Government.

Basically, the volume of radio sales depends chiefly on the general prosperity of the people who work for a living and they stand divided in two

major classes, namely those in the cities and towns who work in industry and commerce and those who live and work in rural areas.

Pay Envelopes Count

In other words, the money that it takes to buy radio merchandise—and for that matter all types of merchandise—has come chiefly out of the pay envelopes of workers and from the sale of agricultural products, while only a small percentage of the buyers get their income in the form of dividends or interest on money-put-to-work.

Therefore, for the radio dealer who operates in industrial or commercial territories it is worth knowing that pay envelopes in industry in April of this year 1937 actually reached the same totals in number that marked the peak of the 1929 boom.

This means that there are as many men and women employed as were in 1929, and as most of them are drawing higher rates of pay and working fewer hours, radios will be used more freely, for longer hours and better sets will be demanded, all of which spells more set sales at higher prices and more tube parts and repair sales.

In the rural areas money is being spent this year more freely than in many, many years because farm products are bringing on the average higher prices than at any time since 1930, this year's average prices received by the farmers running actually

28% ahead of 1936 prices. Therefore the farmers feel that they can afford to step out and replenish worn out equipment and necessities and with many of them radio is considered a necessity because they want up-to-the-minute weather reports, crop reports and the latest news on market prices.

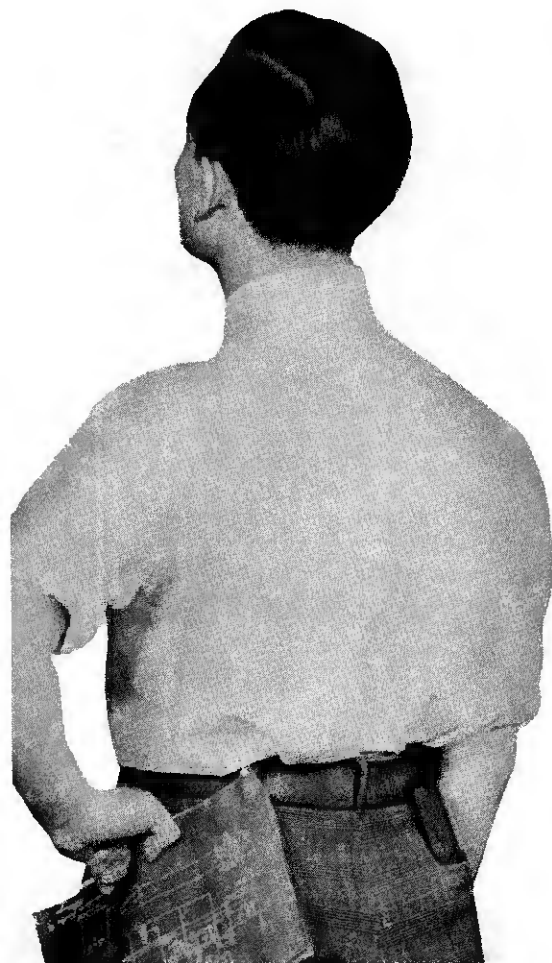
Thus it is evident that the springs from which the money must flow into the pockets of the spending consumer, are producing the most abundant flow of recent years and, that being a fact, the next question that the radio seller asks quite naturally is: "Are the consumers spending their money proportionately as freely as it is flowing into their pockets?"

The answer to that question is a most emphatic "Yes" and proof is available in great bulk and variety, only the most pertinent factors being quoted here.

Radio Sales Pacemakers

Radio sets and accessories, despite their almost universal acceptance as a necessity to modern living, still are classified as luxury or at least semi-luxury items, along with automobiles. However, since radio sets cost substantially less than the lowest priced new automobile, it can be assumed with safety that resistance to buying of new radios is at best no more, and in all probability less than that met by automobiles.

If that conclusion is warranted then sales of new radios in 1937 should be at least 24 per cent greater than they were in 1936 because that's the score which the automobile makers



and dealers chalked up during the first four months of this year.

That the expectation of an increase in radio sales, approaching or equaling the 24 per cent boost of auto sales is not unreasonable is demonstrated by the fact that during the first three months of this year, generally the "slack" production period, radio manufacturers actually paid the Federal government 11 per cent more in excise taxes than for the same period of 1936, which means that if production for the rest of the year is accelerated with no more than normal speed, an increase of 20 per cent over 1936 sales is only reasonable expectancy.

Some business forecasters are inclined to measure radio's sales opportunities by the performance in the household refrigeration, washing machine and oil burner fields and there again is found abundant support for the prediction that this will be radio's biggest year.

For instance, despite the fact that refrigerator selling now is in its fifth year of intensive high pressure effort, the first four months of 1937 topped all previous sales totals by 35 per cent while washing machine sales have scored an increase of 15 per cent and oil burners scorched along at 40 per cent over their 1936 record.

Those figures prove conclusively that radio, with its much broader appeal and wide usefulness can have no alibi if it drops behind that procession in its 1937 performance.

Possibly some skeptics in the radio business will say that they are in a bad location or that their territory "is different" or that the people in their locality are not spenders like the rest of the United States. It is undoubtedly true that there is cause for poorer business performance in some agricultural sections where drought or dust conditions have left farmers practically penniless and in some industrial sections where strikes or peculiar circumstances have caused widespread unemployment but for the country as a whole the figures show that the cash registers of retailers are ringing more frequently than in eight years and they are chalking up bigger sales at better profits.

Farmers Prosper

For instance, this year radio sales in rural areas should run from 11 to 20 per cent ahead of the 1936 sales if radio merchants are as much on the job as retailers in other lines. Government figures show that during the first four months of 1937 the sales of retailers in rural areas were from 10

to 20 per cent ahead of 1936 and mail order houses, who get the bulk of their business in rural areas have boosted their sales 24 per cent, so the radio dealer who specializes in rural sales may well make his plans to strike for similar increases.

The radio business will find the same improvement in sales waiting in industrial areas, if department and chain store sales can be considered as pacemakers. The records of concerns in those lines are considered good yardsticks and when department and chain stores that handle radios are selling this year at the rate of 11 to 20 per cent more than in 1936 it is safe to assume that independent radio retailers can do likewise,—if they try.

This is demonstrated by the fact that in ten states for which the 1937 sales records of independent retailers in various lines are available they have scored increases ranging from 8 to 21 per cent over their 1936 sales.

The impressive figures that have been quoted herein lead to the inevitable conclusion that if the radio industry merely jogged along at the same pace as other lines it cannot help but record in the 1937-38 a substantial increase in sales over the 1936-37 period.

However, this possibility of merely jogging along is precluded by the fact that radio manufacturers have brought out lines of new models that are so outstandingly superior to previous ones that they will provide much greater impetus to sales.

Therefore, with the stage set for the 1937-38 season in a background of the most favorable retail selling conditions that the country has known in eight years and with a line of radio merchandise that in appearance, performance and values surpasses all its predecessors, it is not just a prediction but a foregone conclusion that this will be "Radio's Biggest Year".

The question that then arises is "How can everybody in radio cash in on this golden opportunity?"

Who Will Profit

Radio manufacturers may be expected to do their utmost in helping distributors and dealers to cash in. They have already gone a long way in that direction by producing lines of new radio models that are outstandingly beautiful and efficient; they are preparing to release barrages of advertising and promotional materials upon the consuming public that will make them itch to own one of the new 1938 radio sets; they are setting up new and more efficient distributor

and dealer stocking, selling and financing plans by which a more uniform and far more definite flow of merchandise to the retailer's display room can be maintained. Many manufacturers are supplying new products in the sound field, such as intercommunicators, public address systems, etc., which give distributors and dealers added opportunity for building bigger and more profitable sales volume.

Distributors are cooperating closely with manufacturers, so as to enable the latter to prepare their production schedules with the view of building up the distributor's stocks with radio sets and materials of the types and models that the dealers will want.

Distributors have made huge and unprecedented commitments not only for merchandise but for window and store display materials, streamers, posters, electric signs and last but not least large units of advertising space in publications, all designed to bring the consumers into the radio dealer's store and make them want to buy.

All this being a fact, there can be no longer any doubt about the assertion that **THE STAGE IS SET.**

Dealers' Golden Harvest

No radio dealer can deny that the biggest opportunity in the history of the industry lies ahead of him. If he is in doubt, let him peruse the special editorial review that will be found at the opening of each product section of this issue of Radio Retailing.

Let him study the marvelous features of the new models, the miraculous new automatic and electric tuning devices, the chairside models, the new "sound" merchandise, the multitude of parts and accessories that are available for ready sale at a profit.

Let him study the bulk of valuable sales helps and promotional material that manufacturers make available to him at little or no cost. Let him figure out in dollars and cents, how the financing plans—if needed—enable him to carry a fine and representative line of merchandise on his floor and displayed in his window, with but a small cash investment.

It is considered certain that any radio dealer who has studied the lines of merchandise that are offered by manufacturers and the financing and sales-producing services that are available through manufacturers and distributors, will come to the conclusion that he will have no alibi if 1937-38 is not his biggest radio year.

SETS

AND

TUBES

SECTION



RADIO

W

NEW FEATURES

Make OLD

NEW 1938 lines of radio sets unquestionably mark the beginning of a new era of tuning technique, dial and cabinet designs.

They supply the sales division of the industry with that long needed impetus to more and better sales which comes automatically when new products are so contrastingly different and superior that most of the preceding units are readily and definitely spotted as outstyled or actually obsolete.

Never before in the history of the radio industry has mechanical improvement and exterior design advanced simultaneously along so broad a front and on such imposing scale. Practically every one of the new models is easily and quickly identified as something new, something radically different, even by the most casual or inexperienced observer.

Beginning with the dial, which is

the focal point of every radio set, it is evident that designers exerted extreme effort to produce in the new models larger, more easily read, well illuminated effects which would combine greater efficiency with genuine attractiveness and eye-appeal.

In this they have been so very successful that even on the smallest table model—as on the largest console—the dials are larger than before, are greatly improved in readability, are given a sparkling touch by clever moldings or artistic escutcheons that set them off from the face of the cabinet.

Lazy Man's Tuning

However, it seems like more than just an ironic coincident that this year, when dial designers have been particularly successful in producing dials of greater beauty, convenience and utility, the engineers have moved

in and taken the spotlight with an unexpectedly large crop of new tuning devices that by their very nature threaten to relegate those dials to second place as far as importance in the actual tuning operation is concerned.

Few engineers and sales executives thought last year, when automatic or phone-dial tuning for a limited number of stations was first introduced, that this would mark the beginning of a new trend in tuning technique but that is exactly what has happened.

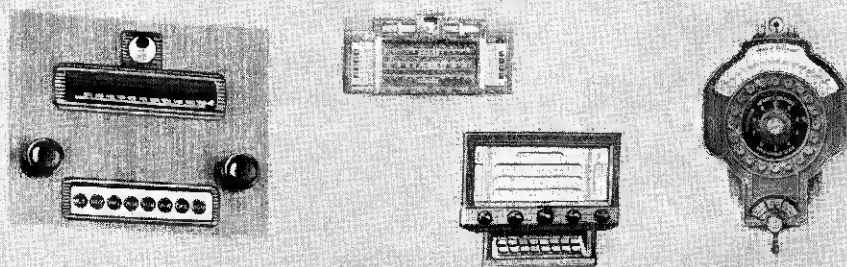
For the 1938 season most of the lines have one or more models equipped with some sort of manually or electrically operated "automatic" tuning device. In fact, among the manufacturers who had announced their new lines prior to this writing, there were several who will furnish tuning devices on the majority of their models and one large maker

These Typical 1938 Features say

Functional Furniture



Electric Tuning



announced only two numbers—fitting into rather specific markets—that were not so equipped.

It is evident that the telephone-dial type of tuning mechanism appealed to most designers as the majority of makers have adopted such, although several have succeeded in producing interesting departures from that basic idea.

Others have carried the idea of lazy man's tuning to its ultimate limit by eliminating the need for any

R A D I O S L o o k O L D E R

By their appearance, convenience and performance today's receivers definitely date most merchandise now in homes

physical effort or exertion through the use of a small electric motor which automatically propels the tuning control to the desired station after the mere pushing of a button.

Indicative of the rapidity with which the trend toward controlled tuning has grown is the fact that practically all the manual or electric tuning devices provide for on-the-nose tuning of a larger number of stations than did the first models. Several set makers are standardizing on 8 or 10 station control, one maker provides for 15-station high or low speed electric tuning and there is one set coming out with 19-station electric-automatic push-button tuning.

Bearing in mind that these various

of designers, to get away from the conventional patterns of table models and consoles and strike out in new directions in the hope that a new style trend may be started through which style obsolescence can be forced or at least accelerated.

New Notes in Cabinets

Among those radical departures from the conventional, the chairside models easily lead the procession with nine or ten of the most prominent makers offering such types. Some lines include two or more models while one manufacturer who has been long an enthusiastic supporter of "chairside" as-the-road-to-

along a comfortable chair or lounge, sales of these models will soar, because the comfort, convenience and novelty will make luke-warm prospects buy.

Along with the chairside, combination radio and phonograph models have appeared in greater numbers in response to the widespread rebirth of interest in phonographic reproduction. Manufacturers who induced distributors and dealers to experiment extensively with combinations and record sales contend that proper attention to this type of radio merchandise has resulted in greatly increased sales and very gratifying profits on the all-year-round record business.

While the majority of cabinet designers have produced models that depart but slightly from what are known as conventional designs, attempts to improve the convenience of dialing position have resulted in some unique and attractive units. This is particularly true where the use of a tuning device with its array of disks or buttons had resulted in an instrument-board-like effect, which lent itself readily to being put on the slant for stoop-less tuning.

Much attention to the use of new woods and composition materials is reflected in some of the new lines. Cabinets that employ 8 or 10 different kinds of beautifully grained woods are not uncommon. Dial moldings and speaker grilles of chromium plated metal have appeared. Quite a few makers are using one or multi-colored plastic materials for some of the small sized table models, in some cases specific models being offered in three or four different colors or color combinations.

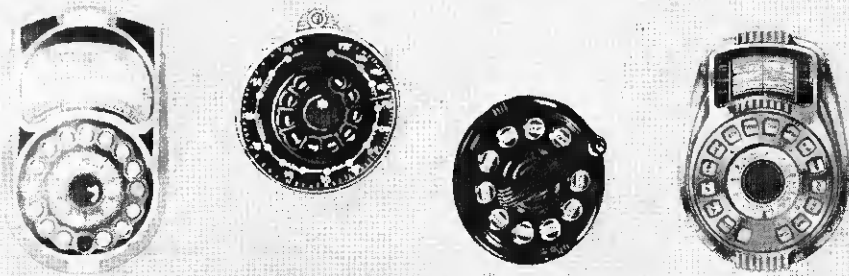
Super Values

Without exception, the radio manufacturers have provided in their 1938 models merchandise of outstanding

(Please turn to page 146)

"IT'S NEW"

Telephone Dialing



tuning mechanisms, either dial or push-button, must be set for the respective stations by the dealer and cannot be set until after the purchaser's station preferences are known, designing engineers in most cases have provided means which make it a simple screw-driver job of a few minutes, to give each purchaser the desired selection.

Every line, so far announced, includes one or more models, that represent a definite effort on the part

forcing-obsolescence is offering them in practically every price bracket from a popular priced job to an elaborate combination radio and phonograph chairside.

Good merchandisers in the retail field are expecting chairside to score good sales because they provide an opportunity to dramatize radio in a new manner and create instant interest. They contend that if distributors will insist that dealers must display "chairside" only while placed

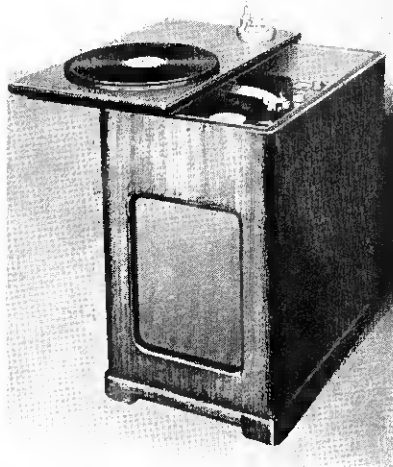
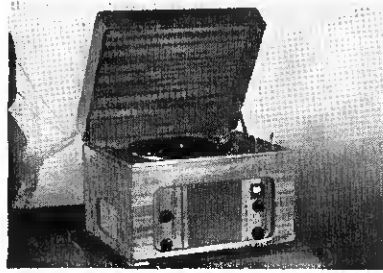
PICTURE PREVIEW of

Alphabetically by Companies

1 ANSLEY

Ansley Radio Corp.
240 W. 23rd St., New York, N. Y.

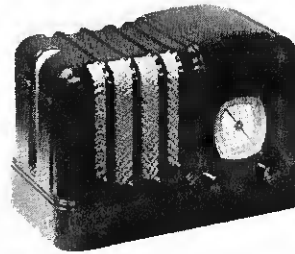
RADIO - DYNAPHONE D-10—7 tube radio; crystal pick up; automatic stop on record; cabinet comes in solid walnut, maple or mahogany



RADIO - DYNAPHONE D-23—Arm chair combination with glider top; crystal pick up; cabinet may be had in walnut, maple or mahogany; 7 tube radio; 12 in. speaker.

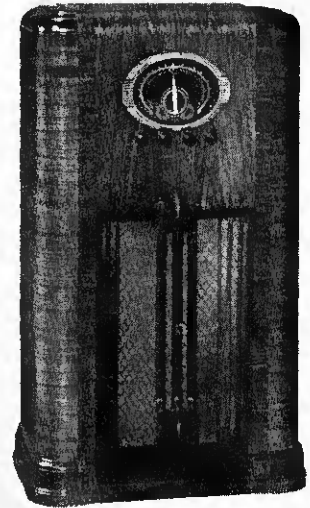
3 BELMONT

Belmont Radio Corp.
1257 Fullerton Ave., Chicago, Ill.



MODEL 602—Compact "Scotty" model; Bakelite cabinet of unique design; ideal for vacation use or while traveling as it measures only 7½ x 11 x 6¾ in.; operates on a.c. or d.c.

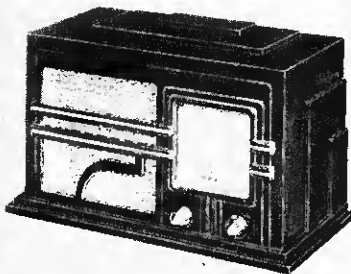
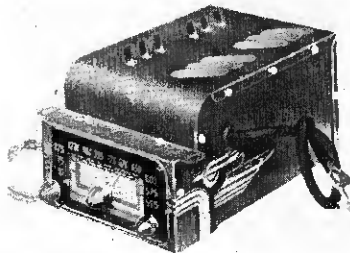
MODEL 1170—De luxe set with cathode tuning eye; attractive large oval dial with edge-illuminated glass dial scale; wave bands indicated on dial.



2 AUTOMATIC

Automatic Radio Mfg. Co., Inc.
122 Brookline Ave., Boston, Mass.

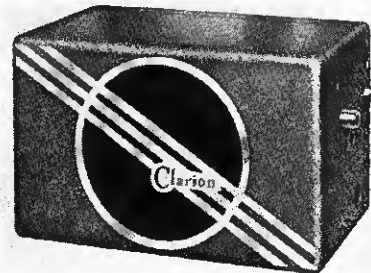
M-60 AUTO-RADIO — Dial and control elements included in the receiver case obviating necessity for remote control assembly; Giant full vision dial; harsh glare eliminated by use of a composite system of direct and indirect illumination.



MODEL 8-15 — Caters to demand for plastic housing in various colors; comes in black, white, walnut and chinese red; large, square vernier dial harmonizes with severely modern lines of cabinet.

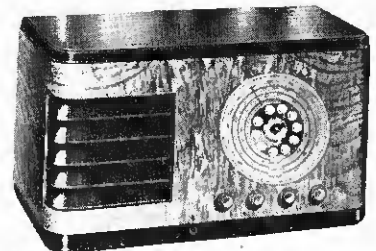
4 CLARION

Clarion Corp.
888 Pure Oil Bldg., Chicago, Ill.



AUTO RADIO—One of twelve new models which will make up the new line; five 7 tube, five 6 tube and two 8 tube sets offered ranging in price from \$34.95 to \$69.95

TABLE SET — Compact, horizontal model; automatic tuning; beam power; 6 tubes; fin type grille at side; cabinet is smart combination of figured and grained walnut with dark grille for contrast



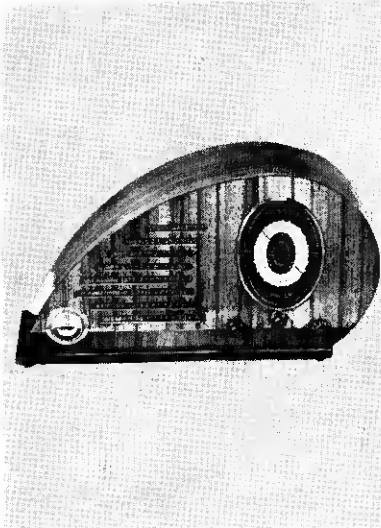
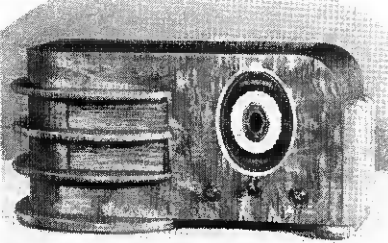
FEATURED MODELS

Numbered card on page 91 brings you additional information

5 CLIMAX

Climax Radio & Tel. Co., Inc.
513 S. Sangamon St., Chicago, Ill.

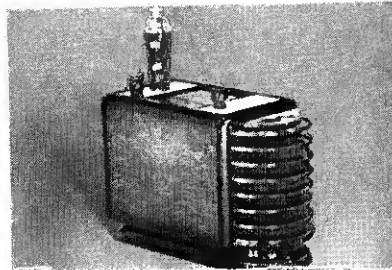
THE EMERALD — Cabinet styling is ultra modern; built of butt walnut veneers, toned and hand rubbed to a fine luster; multi-colored convex illuminated dial with simulated gold escutcheon.



THE RUBY — Striking "tear-drop" design; striped walnut veneers carry out the graceful streamlining; base is polished black; equipped electronic tuning indicator tube which is covered with a simulated gold escutcheon.

7 CONTINENTAL

Continental Radio & Tel. Corp.
325 W. Huron St., Chicago, Ill.



ADMIRAL 955-8K — Arm chair radio with stain-proof top for glasses and an ash receiver on top of the semi-circular end piece. Finely matched woods used on sides.

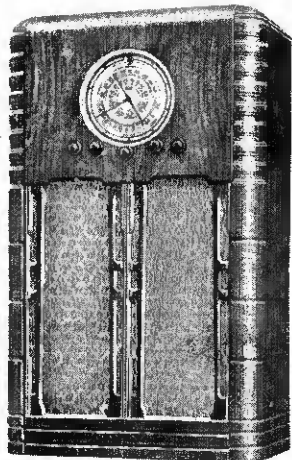
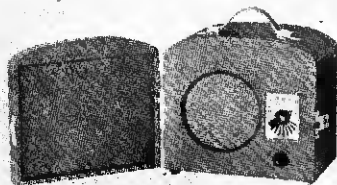
ADMIRAL 935-115 — Tilt tuner console with dials high enough to allow for tuning while dancing; automatic tuning of stations; conservatively modernistic cabinet design.



6 CLINTON

Clinton Mfg. Co.
1217 W. Washington Blvd., Chicago, Ill.

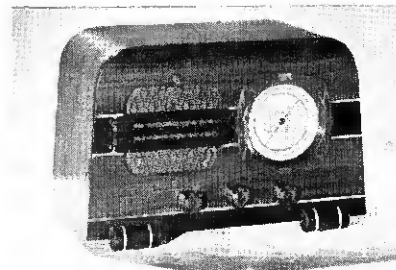
MODEL 254 — Completely self-contained; house in a sturdy carrying case constructed of basswood covered with the new Duco leatherette in blue, maroon or black.



MODEL 1102 — Bent top panel of matched figured walnut with rounded corners of solid wood; new note in grille work lends charm to this simple yet modern console; electric tuning eye; micro-selector

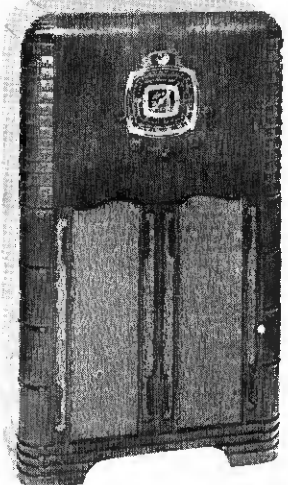
8 DETROLA

Detrola Radio & Tel. Corp.
1501 Beard Ave., Detroit, Mich.



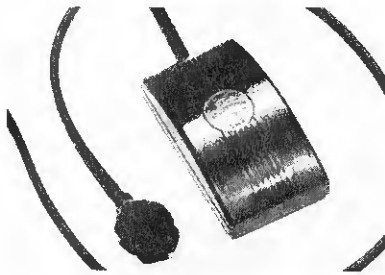
GLEN 172A — Modernistic in line; sets on four round legs; large full vision dial; inlay effectively adds to streamlining; 5 inch speaker; 5 tubes; ac-dc

LARK 173EC and MARTIN 174EC — Same cabinet houses both models; each takes 8 tubes and 10 inch speaker; former is an ac set and latter may be used on ac or dc; louver effect on corners of cabinet at top



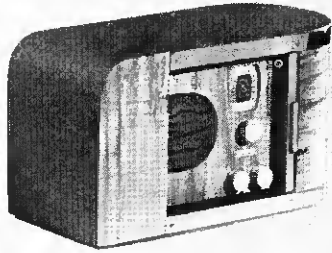
9 DICTOGRAPH

Dictograph Products Co., Inc.,
580 Fifth Ave., New York, N. Y.



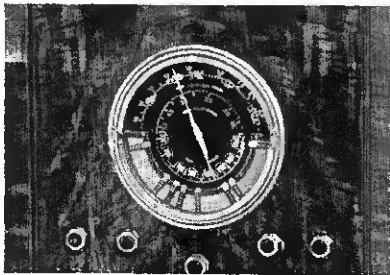
MYSTIC EAR—May be placed to the ear or head or placed under pillow; may be used with or without radio speaker turned on; especially valuable to the hard of hearing; attaches to any standard model radio.

SILENT RADIO—Equipped with Acousticon ear which delivers sound waves to an individual listener; reception for entire family through standard loud speaker; fiddle - back maple veneer cabinet with cork top; metal bands; sliding door.



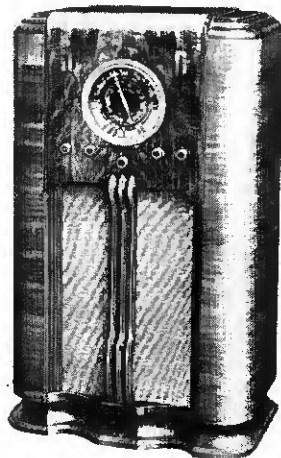
10 ELEC. RESEARCH

Electrical Research Labs., Inc.
2222 Diversey Blvd., Chicago, Ill.



TUNING DIAL—Close up of the Sentinel "quick-as-a-flash" tuning dial on the console illustrated; eight of the most popular stations may be pre-selected and identified

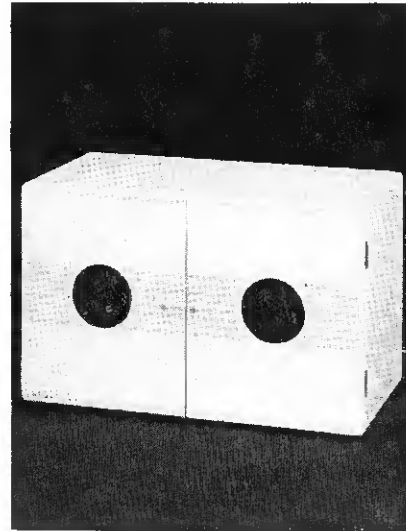
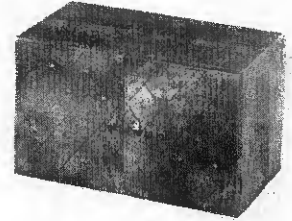
MODEL 76AC—Modernistic cabinet with rounded corners and unusual base design; automatic bass booster tone control; automatic inter - station silencer which operates when the automatic frequency control is working



11 ESPEY

Espey Mfg. Co.
124 E. 25th St., New York, N. Y.

MODEL 771G—Antique dark brown leather, hand tooled with nail heads for a touch of smartness; inner panel of hand polished curly maple for contrast.

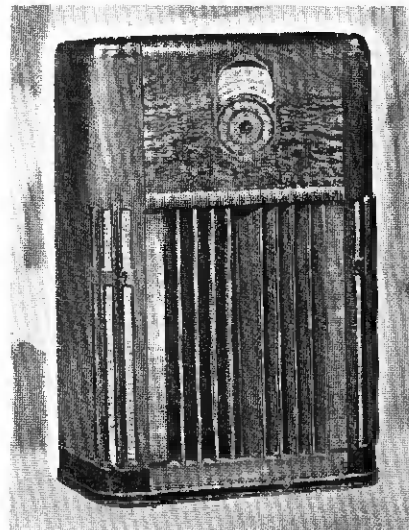
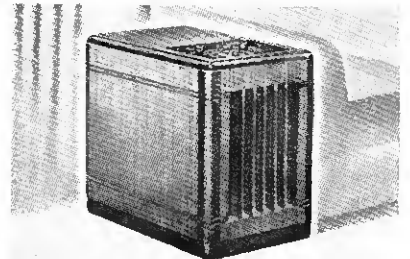


MODEL 771H—Smart cabinet covered in ivory leather, decorated with gold tooling and insets of carved carnelian jade; leather is washable and sturdy.

12 FAIRBANKS MORSE

Fairbanks, Morse & Co.
Indianapolis, Ind.

END TABLE 6AC-7—Smartly modern cabinet with top of striped walnut; striped walnut side panels are set off by parallel strips of dark stain at top and bottom; speaker grille at one end has graceful perpendicular spindles; "Great Circle" dial; tuning eye



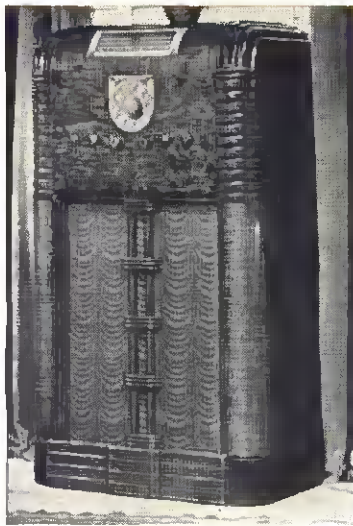
MODEL 9AC-5—Automatic tuning; shortwave station separator; a pair of straight stripe walnut panels border the grille fins and carry out the vertical design; these are inlaid at both top and bottom

Numbered card on page 91 brings you additional information

Admiral. RADIOS

FOR 1938

ADMIRAL AC CONSOLES AND ARMCHAIR RADIOS—8 TO 16 TUBES

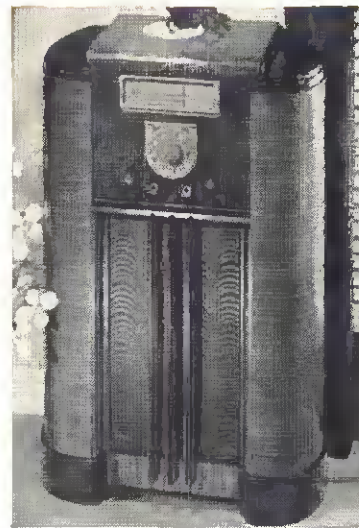


**ADMIRAL 16 TUBE
"TILT-TUNING" CONSOLE**

Model 930-16R (see above)—16 tube AC superheterodyne in smart, 42" tilt-tuning console. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 15" electro auditorium dynamic speaker, automatic tuning, automatic volume control, base compensation, automatic frequency control, continuous type tone control and other features.

**ADMIRAL 11 TUBE
"TILT-TUNING" CONSOLE**

Model 935-11S (see below)—11 tube AC superheterodyne in easy-to-tune "tilt-tuning" 41" walnut console. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Features include 12" electro dynamic speaker, automatic tuning, automatic volume control, automatic frequency control and base intensifier control.

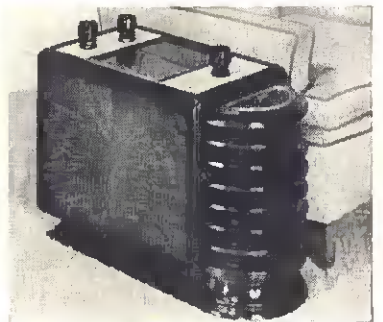


**ADMIRAL 11 TUBE
VIOLIN-SHAPED CONSOLE**

Model 940-11S (see above)—11 tube AC superheterodyne in violin-shaped 41" walnut console. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 12" electro dynamic speaker, automatic tuning, automatic volume control, automatic frequency control, base intensifier control, etc.

**ADMIRAL 8 TUBE
"ARMCHAIR" RADIOS**

Model 955-8K (see below)—8 tube AC superheterodyne in smart walnut "Armchair" cabinet 24" high. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 8" electro dynamic speaker, automatic tuning, automatic volume control, base intensifier control, and other features to give outstanding performance.



Model 955-8T (see above)—8 tube (including ballast tube) AC-DC superheterodyne "Armchair" radio. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Features include 8" electro dynamic speaker, automatic tuning, automatic volume control, base intensifier control, and many others.

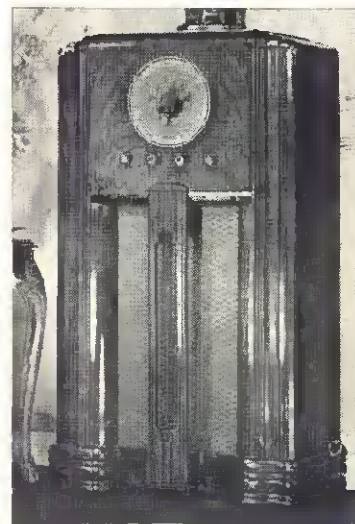
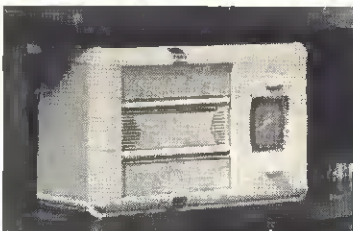
ADMIRAL DU-ETTES — SMART, COMPACT RADIOS THAT "STAND-UP" OR "LAYDOWN"

Model 990-5Z—5 tube AC superheterodyne, 11"x7" bakelite cabinet in ebony and chrome. Tunes American broadcast band. 5" electro dynamic speaker, automatic volume control, flood-lighted dial.

Model 985-5Z—Bakelite cabinet in ivory and gold. Otherwise same as 990-5Z.

Model 990-6Y—6 tube AC-DC superheterodyne, 11"x7" bakelite cabinet in ebony and chrome. Tunes American and foreign stations, police, aviation and amateur. Has 5" electro dynamic speaker, automatic volume control, flood-lighted dial.

Model 985-6Y—Bakelite cabinet in ivory and gold. Otherwise same as Model 990-6Y.



**ADMIRAL 8 TUBE
CONSOLES**

Model 945-8K (see left)—8 tube AC superheterodyne in 41" walnut console. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 12" electro dynamic speaker, automatic tuning, automatic volume control, base intensifier control, etc.

Model 945-8T (see left)—8 tube AC-DC superheterodyne in 41" walnut console. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Features include 12" electro dynamic speaker, automatic tuning, automatic volume control, base intensifier control, etc.

**SEE NEXT THREE PAGES FOR MANY
OTHER ADMIRAL RADIOS FOR 1938**

AMERICA'S
SMARTEST
RADIOS



Admiral

AMERICA'S SMARTEST RADIO'S FOR 1938!

Beautiful cabinets—from dainty five and six tube Admiral "DU-ETTES" in eye-pleasing ebony or ivory to massive sixteen tube Admiral "TILT-TUNERS" in smartly styled walnut consoles . . . Thrilling performance—because of such outstanding Admiral features as full-size dynamic speakers, automatic volume control, automatic frequency control, base intensifier control, electric automatic tuning, "tilt-tuning" and many others. . . There is an Admiral Radio for every purse and purpose.



ADMIRAL "LAYDOWN" TABLE RADIOS — AC AND AC-DC — 5 TO 8 TUBES



ADMIRAL 7 TUBE AC
 Model 965-7M (see below)—7 tube AC superheterodyne in 11½" high "laydown" cabinet. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Features include 6½" electro dynamic speaker, visual tuning eye, automatic volume control and base intensifier control.



ADMIRAL 5 TUBE AC
 Model 980-5X (see below)—5 tube AC superheterodyne in 9½" high "laydown" cabinet. Tunes American and foreign stations, police, aviation and amateur. Has 6" electro dynamic speaker and automatic volume control. Also many other important features to give exceptional performance and splendid tone quality never before at such a low price.

ADMIRAL 8 TUBE AC
 Model 960-8K (see above)—8 tube AC superheterodyne in 13" high "laydown" cabinet. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 8" electro dynamic speaker, automatic tuning, automatic volume control and base intensifier control.



Model 960-8T—For AC-DC operation. Has same features.

ADMIRAL 6 TUBE AC
 Model 975-6W (see above)—6 tube AC superheterodyne in 9½" high "laydown" cabinet. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 6" electro dynamic speaker, visual tuning eye, automatic volume control and base intensifier control.



ADMIRAL 6 VOLT, 6 TUBE BATTERY CONSOLE AND TABLE RADIOS

ADMIRAL 6 TUBE 6 VOLT BATTERY CONSOLE
 Model 950-6P (see right)—6 tube, 6 volt battery radio in 41" console. Tunes American and foreign stations, police, amateur and ships at sea with clarity and richness of tone equal to 110 volt AC radios. Has 8" permanent magnet dynamic speaker, automatic volume control and continuous type tone control.



ADMIRAL 6 TUBE 6 VOLT "LAYDOWN" MODEL
 Model 965-6P (see above)—6 tube, 6 volt battery radio in 11½" high "laydown" cabinet. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 6" permanent magnet dynamic speaker, automatic volume control and continuous type tone control.

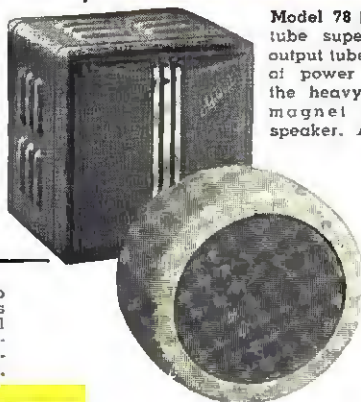
Model 920-6Q (see below)—6 tube 2 volt superheterodyne in 19" table cabinet. Tunes American and foreign stations, police, amateur, aviation and ships at sea. Has 6" magnetic speaker, automatic volume control, and continuously variable tone control.



JUST TOUCH
 A BUTTON

Safety First With Touch-O-Matic Tuning

Keep your eyes on the road. Just touch a button and in comes one of your favorite stations clear as a bell. As quick and simple as switching on an electric light—that's Touch-O-Matic Tuning. Makes auto driving safer!

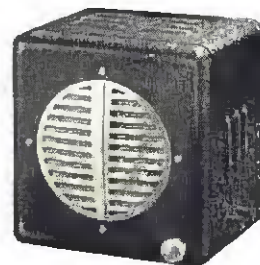


Model 78 (see left)—Powerful 7 tube superheterodyne. Special output tube delivers over 5 watts of power without overloading the heavy duty 8" permanent magnet dynamic external speaker. Amazing performance.



Model 88 (see left)—8 tube superheterodyne. 9" high fidelity permanent magnet dynamic speaker may be installed in any position below dash. Smart metal case. Gives tone quality equal to home radios.

Model 66 (see below)—6 tube superheterodyne with 6" heavy duty, dynamic speaker self-contained in the set. Has special high fidelity output tube. Most compact 6 tube auto radio built.



Model 77 (see above)—7 tube superheterodyne with 6½" heavy duty dynamic speaker self-contained in the set. Gives daytime reception in any locality. Smart, sturdy, compact. Easy to install. Dependable performance.

Smart-looking dash control to match any American car is available for each Admiral Auto Radio. For tuning distant stations when "Touch-O-Matic" Control is not in use.

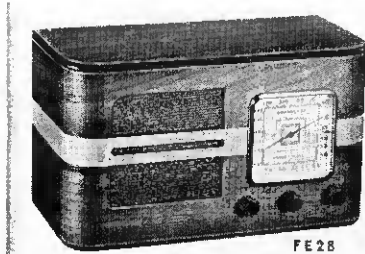
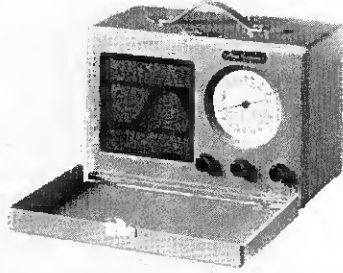
NEW CATALOG
 NOW READY—SEND FOR

CONTINENTAL RADIO & TELEVISION CORPORATION
 325 W. HURON ST., CHICAGO, ILL.

13 FREED

Freed Mfg. Co., Inc.
44 W. 18th St., New York, N. Y.

FREED EISEMANN 26
—Traveling case portable; ideal for trips, vacation use, camps—anywhere where alternating or direct current is available; dynamic speaker; available in black or brown fabri-koid or blue, green, red or brown striped airplane cloth

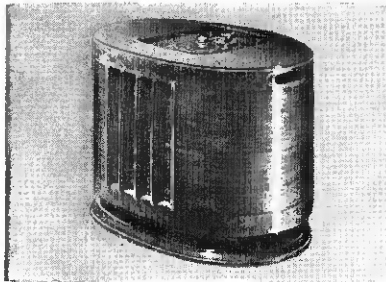


FE28

FREED EISEMANN 28
—Hand polished walnut veneer cabinet with inlay and two tone finish; illuminated gold color tuning scale and gold color escutcheon; slow motion tuning control

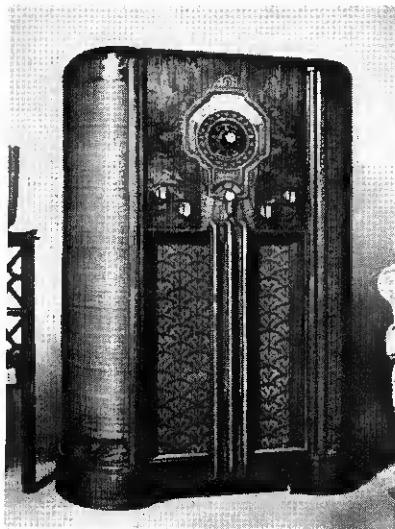
14 GALVIN

Galvin Mfg. Corp.
4545 W. August Blvd., Chicago, Ill.



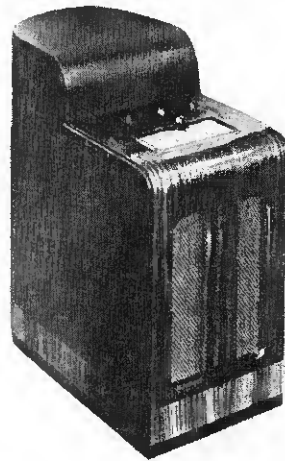
MOTOROLA 9A—Oval shaped end table model; walnut veneer set off by burl bands at top and base; tuning eye; "talking" dial; Centerdial tuning; acoustic phasing and amplification; tuning band; individually framed and lighted.

MOTOROLA 12-Y-1—Gracefully curved sides of striped walnut veneers, richly grained top and instrument panel, burl bands, top and base; "talking dial"; electric automatic tuning and tuning eye; Centerdial tuning; hi-life



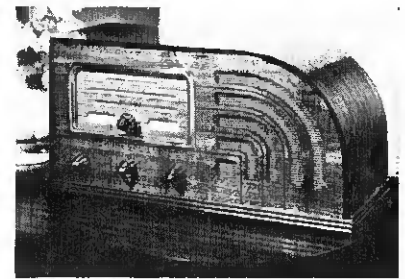
15 GENERAL ELECTRIC

General Electric Co.
Bridgeport, Conn.



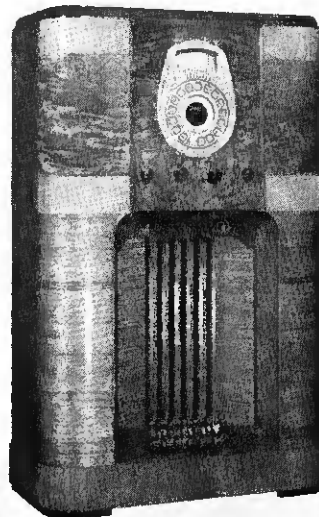
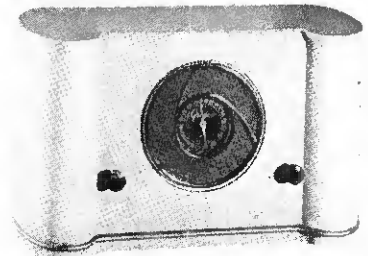
GE F-665—Arm chair type; modernistic tier design; striped walnut with zebra inlays; new louver dial with each scale lighted from above to make the large, clear numerals and markings stand out in relief; visual volume and tone indicators

GE F-63—Horizontal cabinet of streamlined design; striped American walnut; louver dial; visual volume and tone indicators; full avc.; tone monitor; music speech control; 6 1/2 inch speaker



16 GEN. HOUSEHOLD General Household Utilities Corp.
2650 N. Crawford Ave., Chicago, Ill.

GRUNOW 594—"Violin-shape" cabinet; antique ivory finish; chromium speaker grille with tuning dial in center; airplane type dial; five inch dynamic speaker; size 8x13 3/8 x 6 1/8 inches



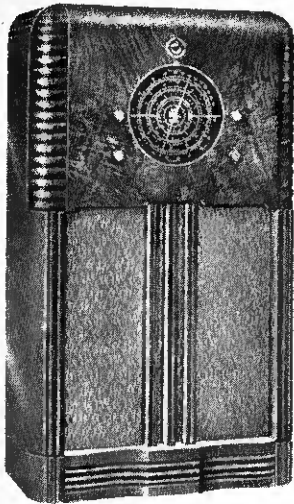
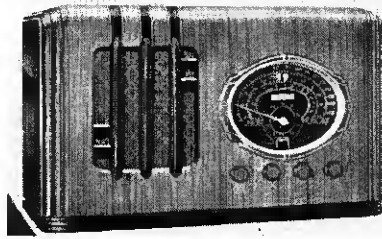
GRUNOW 1081—Super-Teledial automatic tuning; "morning glory" type speaker; instrument panel of center-matched stump walnut with pilasters of stump walnut and stipe mottled, with pin stripe walnut borders

Numbered card on page 91 brings you additional information

17 HETRO

Hetro Electrical Industries, Inc.
4611 Ravenswood Ave., Chicago, Ill.

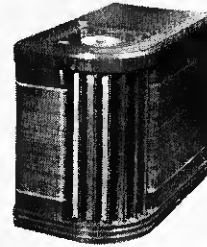
MODEL 18810—Cabinet of selected walnut with three coats of waterproof varnish; hand rubbed and polished; metal tubes; tuning eye; eight inch speaker; high image attenuation and i.f. rejection



MODEL 18820—Electric tuning eye; bass compensation; Hi-Q i.f. transformers; also available as a standard phonograph combination and as an automatic combination; hand finished cabinet

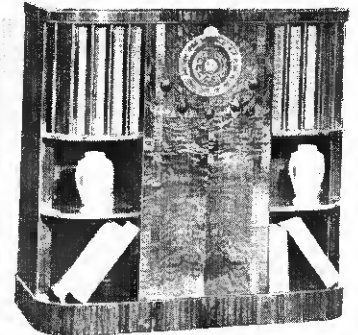
19 NOBLITT SPARKS

Noblitt Sparks Industries, Inc.
Columbus, Indiana



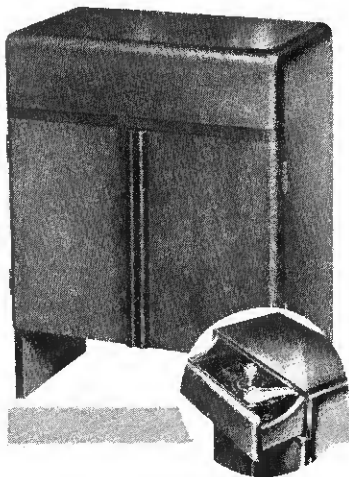
ARVIN BACHELOR 628CS—Modern styling and graceful curves are featured in this chair-side set; walnut with pencil stripes and mahogany panels rounding into deeply recessed grille opening; travelit spot tuning; electric eye station focus.

ARVIN QUEEN 1247—Bookcase-radio; knurled walnut cabinet-face with broad etched stripes enhanced by rounded recessed speaker grilles and bookcase openings; twin 8 in. speakers; automatic tuning with Presto-station-changer



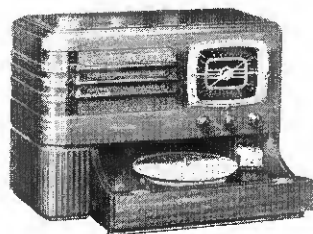
18 HORN

Herbert H. Horn Radio Mfg. Co.
1201 S. Olive St., Los Angeles, Cal.



TIFFANY TONE TP — Radio table equipped with RCA pickup and turntable housed in a drawer; turntable and record storage compartment accommodate both 10 and 12 in. records; solid walnut or walnut finish mahogany.

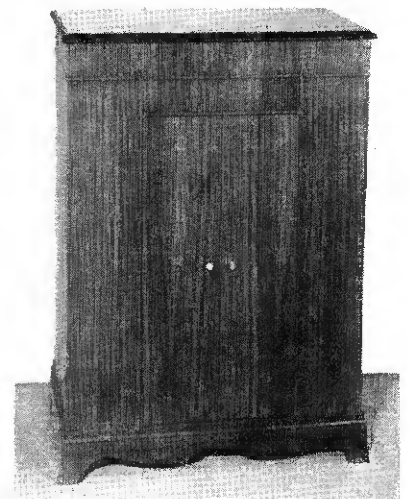
TIFFANY TONE 518PR — Radio - phonograph with electric turntable (10 or 12 in. records) in a sliding drawer in base of cabinet; drawer may be closed while playing records; portable cabinet; walnut or two-tone walnut and antique white finish.



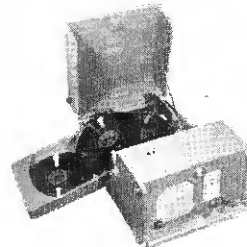
20 PORT-O-MATIC

Port-O-Matic Corp.
1013 Madison Ave., New York, N. Y.

FIDEL-O-MATIC — De luxe combination automatic phonograph and radio; 15 tube receiver with cathode ray tuning eye; plays up to eight 10-inch or seven 12-in. records automatically; inclined panel for dial, easy tuning.



PORTABLE COMBINATION — Plays and changes 8 records automatically; "robot" door shuts on record compartment, eliminating needle vibration and motor noise; panel to radio compartment easily removed; cowhide leather case.



Numbered card on page 91 brings you additional information

This is a



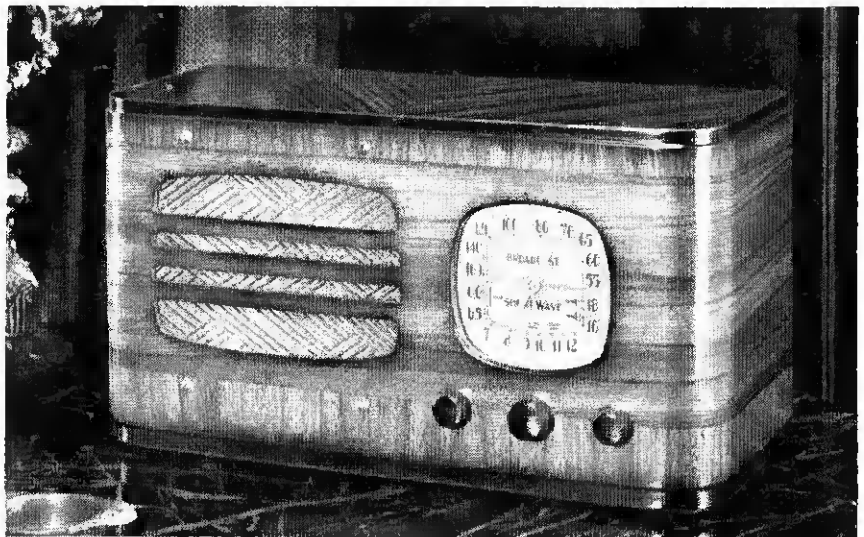
KADETTE YEAR!

KADETTE has been hoarding its creative ability. At last it is releasing the pent-up power of years of research. Kadette now offers the public an entirely new concept of radio value, performance and beauty!

How's this—

**A 10-TUBE AC
SUPERHETERODYNE FOR**

\$19⁹⁵



OTHER FEATURES: Model K1019—Illuminated gold-finish enclosed dial. • Two bands including 49M. European. • New QAVC circuit. • Full Electro-dynamic speaker. • Superb piano-finish wood cabinet. • Size 16½" long x 9" high x 7¼" deep.

And this—

KADETTE'S biggest AC-DC seller—
now in improved dress at a new
lower price!

A similar knock-out in wood cabi-

net models in every price bracket
from \$13.95 to \$39.95.

All this in the face of rising costs!

Only Kadette can do it!

KADETTE DIVISION
INTERNATIONAL RADIO CORPORATION
WILLIAMS STREET ANN ARBOR, MICHIGAN

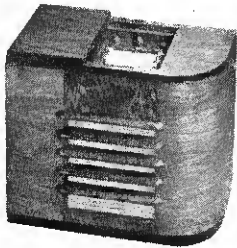
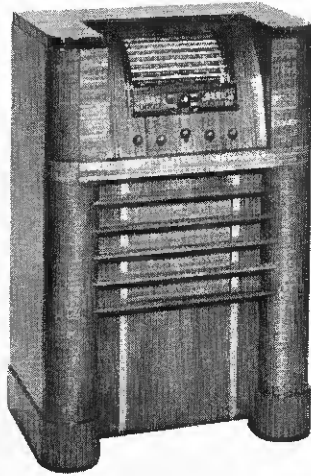
Largest selection of molded plastic
cabinet models in color ever offered
—from \$10.00 to \$29.50.

Introducing Crystalin—the new-
est and most beautiful plastic.

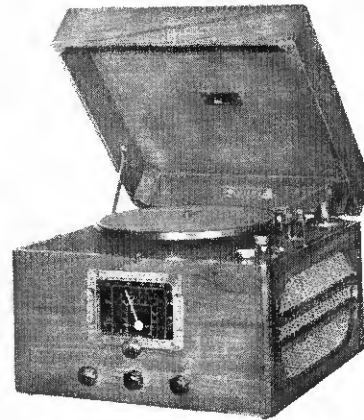
KADETTE
THE WORLD'S BEST VALUE

21 RCA-VICTORRCA Mfg. Co., Inc.
Camden, N. J.

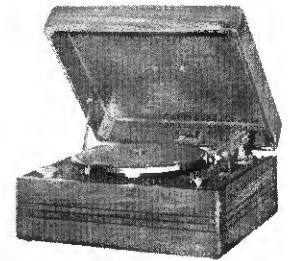
MODEL 813K — Overseas dial with individual tuning bands for 49, 31, 25 and 19 meters with super Band-Spreader scales individually lighted as tuned; electric tuning with automatic frequency control.



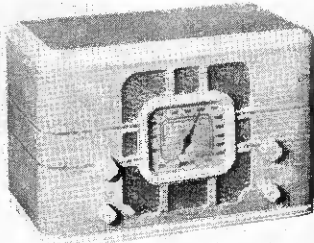
MODEL 86E—Designed to be placed alongside chair or sofa thus serving as an end table; controls located under hinged lid; sunburst dial, phonograph connection.

23 SONORASonora Phonograph Co., Inc.
160 Varick St., New York, N. Y.

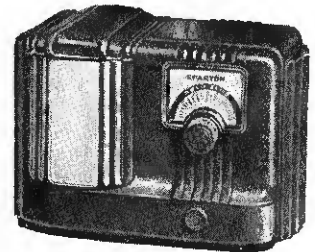
TROUBADOR — Radio-phonograph combination; also available as straight phonograph; both sides of case are used for sound distribution; plays 10 or 12 in. records; housed in a walnut cabinet; carrying case available.



PLAYETTE — Record player-phonograph attachment; Piezo Astatic crystal pick up; speed regulator; volume control; switch; plays 10 or 12 in. records with cover closed; sturdy walnut veneer cabinet; carrying case available.

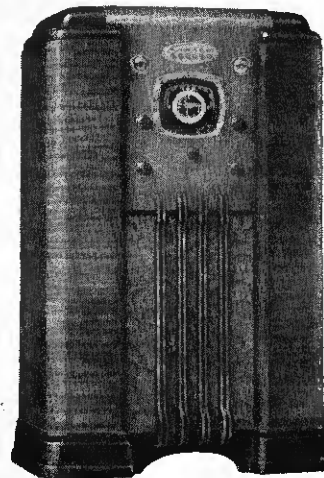
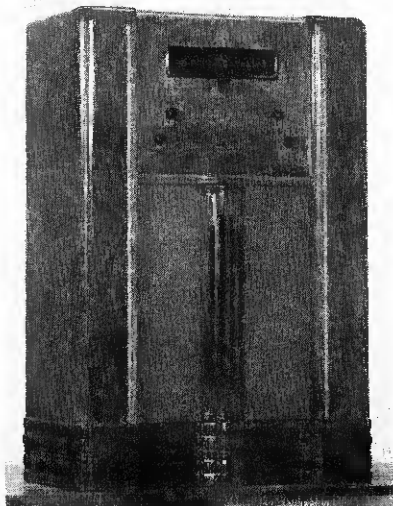
22 REMLERRemler Co., Ltd.
2101 Bryant St., San Francisco, Cal.

MAYFAIR 60—May be had in the illustrated blonde walnut cabinet or in dark walnut; trimmed with inlaid marquetry; large full vision dial.

24 SPARTONSparks Withington Co.
Jackson, Mich.

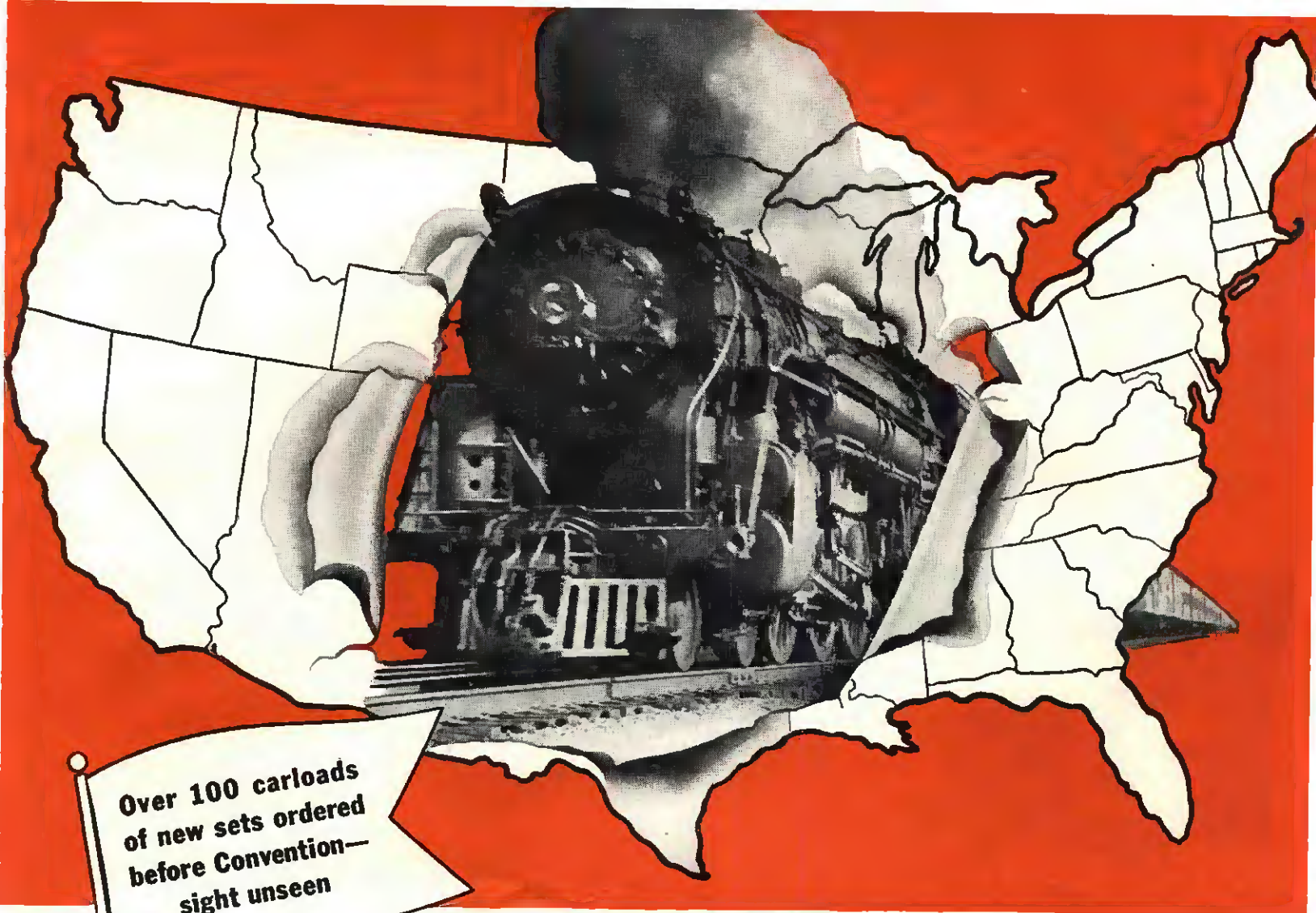
POLO CLUB 608B — Moulded cabinet in black; smallest set in line; measures only 7 in. by 12 in. x 8 in.; operates on ac or dc; six tubes; covers from 535 to 1710 kc.

CORONATION 89 — Specially constructed Silver Tone chamber; "eye" for precision tuning; phonograph connection; 15 in. concert dynamic speaker; set back panel with 10 in. horizontal dial giving total band spread of nearly 3 ft.



MODEL 1068 — Features the new Selectronne instantaneous push button tuning; six stations may be pre-tuned; automatic frequency control circuits keep stations in exact tune; elongated oval, gold finished, contains six small buttons.

Numbered card on page 91 brings you additional information



Over 100 carloads
of new sets ordered
before Convention—
sight unseen

**200 Freight Cars Needed
to Carry *RCA Victor* 1938
Sets Now on Way to Dealers
From Coast to Coast**

Orders taken at
Convention break
all RCA Victor!
sales records!



RCA

ELECTRIC

PUSH A BUTTON · THERE'S YOUR STATION

RCA Victor Model 811K—11-tube Electric Tuning model offers truly outstanding performance. Straight-Line Dial for simplified tuning; has Sonic-Arc Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes. This magnificent instrument (f.o.b. Camden, N.J.) **\$150**

Every time a prospect pushes a button you push the cash register



Thousands of RCA Victor Radios Ready
EVERYBODY'S GOING

Victor

TUNING...

Is Only One Feature

**Sonic-Arc Magic Voice — Overseas Dial —
Armchair Control and Beauty-Tone cabinets
are other great sales-making advances**

NOW, for the first time, you can offer your customers *truly automatic tuning!* RCA Victor Electric Tuning is the first that's completely automatic. All your customers do to get a station is *push a button—there's your station.*

This sensational RCA Victor de-

**...and that means that with
this new feature YOU
start pushing the buttons
that mean PROFIT**

velopment is going to mean more sales for you—greater profits! Feature it. Every demonstration is a sale.

In spite of the sales power of RCA Victor Electric Tuning, the new 1938 line has many other features—55 in all—each designed to give your customers better performance and make sales easier for you. Get full details from your distributor—stock this magnificent new radio line and prepare for a Victory Year with RCA Victor!

*RCA presents the "Magic Key" every Sunday
2 to 3 P. M., E. D. T., on NBC Blue Network*



NEW **ARMCHAIR CONTROL**
Tune from your chair—easily, accurately—by pushing a button!



NEW **OVERSEAS DIAL**
Foreign and short wave stations are 50 times easier to tune!



NEW **SONIC-ARC MAGIC VOICE**
Makes the famous Magic Voice more tone-full than ever!

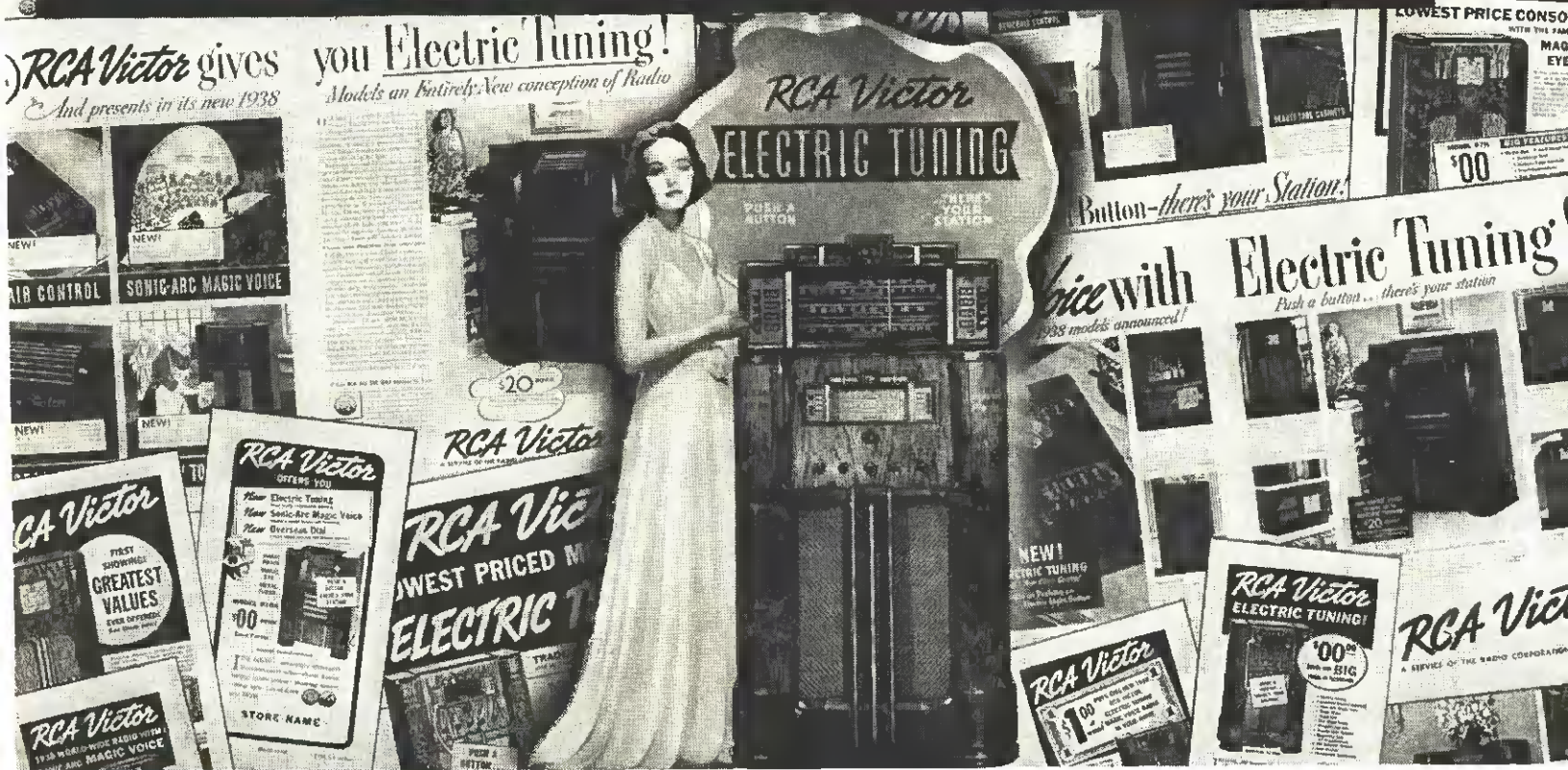


NEW **BEAUTY-TONE CABINETS**
Only RCA Victor offers

Now for Immediate Delivery!

The New 1938 *RCA Victors* are a great line — and they're backed by

THE SWEETEST ADVERTISING STORY EVER TOLD



Electric Tuning...

"Push a Button—there's your station"... that slogan is already starting to click. So are the other great features. Every week there's an advertising set-up such as you never saw. Look at this! Spreads and single pages in the Saturday Evening Post and Collier's. Every two weeks in the Post *in color*—every three weeks in Collier's *in color*—there'll be real salesmanship in print.

Big national newspaper advertising that's powerful and hard hitting. Cooperative

advertising that is bigger, better, more compelling than ever before. The Magic Key Program—a full hour every Sunday.

AND beautiful, elaborate, effective display material—backgrounds, window cutouts, wall hangers, *everything*—WELL DONE.

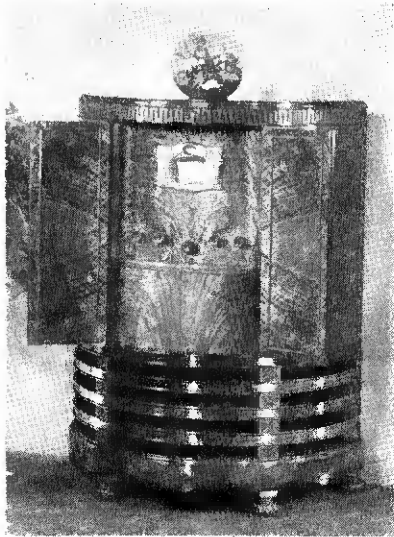
ALSO presentation counter book of the whole line, catalogues, leaflets—a complete outfit of sales helps.



RCA Victor

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America

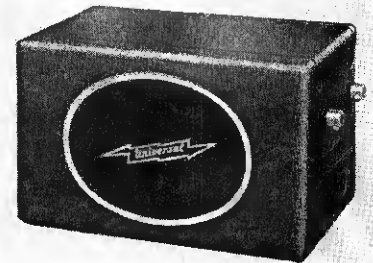
25 STROMBERG CARLSON Stromberg Carlson Tel. Mfg. Co.
Rochester, N. Y.



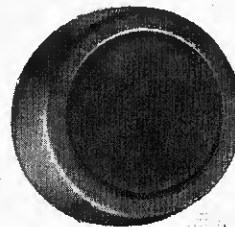
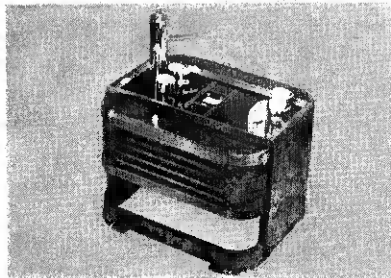
MODEL 240-R—Half-round console; swing doors; top and all sides of butt walnut; inside of doors and skirt, crotch walnut; index type Selectorlite dial with grouping in one unit of Tri-Focal Tuning Indicator and Index Selectorlite station dial of large size.

27 UNIVERSAL Universal Battery Co.
3410 S. LaSalle St., Chicago, Ill.

MODEL 70—Full range variable tone control is located immediately back of tuning knob with sensitivity control immediately back of the volume control, making tuning and controlling handy as all controls are at the finger tips.



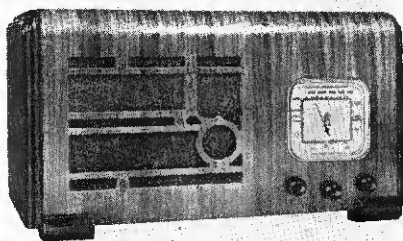
COFFEE TABLE — Answers the increasing demand for cabinets of extra-functional design that effectively conceal the identity of the radio; finished in walnut with mirror top.



SPEAKER — Permanent magnet external speaker comes in the 8 in. round size as well as header type for GMC and Ford cars.

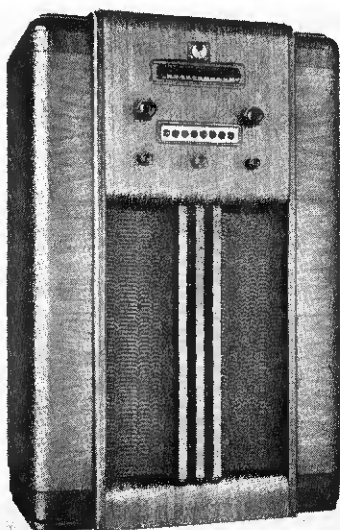
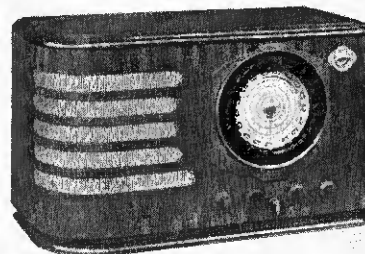
26 UNITED MOTORS United Motors Service
3044 W. Grand Blvd., Detroit, Mich.

DELCO TABLE SET—Horizontal type; walnut with darker trim on sides and four "legs"; full vision square dial; modernistic in design with speaker grille at one side.



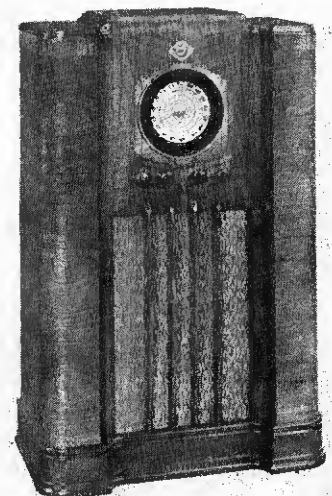
28 WELLS GARDNER Wells-Gardner & Co.
2701 N. Kildare Ave., Chicago, Ill.

MODEL 108A1-704 — Compact, horizontal table set with same automatic tuning that is incorporated in console; device is auxiliary to regular manual tuning control.



DELCO CONSOLE—Automatic tuning with provision for pre-selection of eight favorite stations; these are clearly marked and placed in a row on panel; tuning eye; slide rule type dial; rounded corners give cabinet moderne touch

MODEL 101A2-754 — Automatic tuning dial with 17 station control buttons arranged within an 8 1/2 inch, 350° arc enclosing a round, mechanical pointer type dial with 5 inch scale bearing the usual station frequency calibrations.

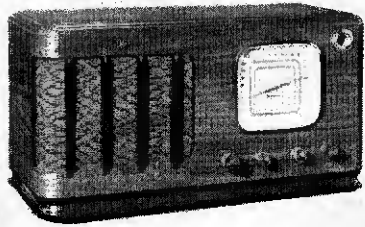
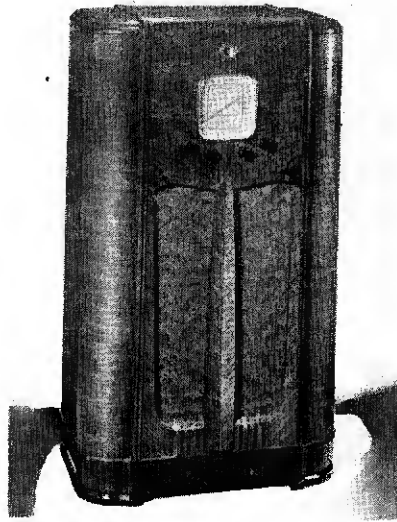


Numbered card on page 91 brings you additional information

29 WESTINGHOUSE

Westinghouse Radio Merch'g Hdqtrs.
150 Varick St., New York, N. Y.

MODEL WR-326—Striped, grained and burl'd walnut effectively used for contrast; rounded corners; precision eye; full vision illuminated dial; three bands



MODEL WR228—Grained walnut cabinet of the horizontal type; precision eye; push-pull output; tone control; large full vision dial; speaker grille opening on corner

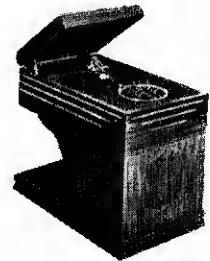
31 ZENITH

Zenith Radio Corp.
6001 Dickens Ave., Chicago, Ill.

MODEL 7-S-261—Book-case and radio combined; four shelves on either side; big black "robot" dial; spinner tuning; tell-tale controls; electric target tuning; personalized acoustic adapter.



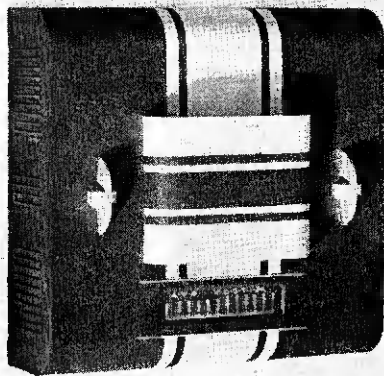
MODEL 7-D-203—Arm chair radio and phonograph combination; hinged cover conceals turntable and pickup; shelf below for records; like all sets in line it may be used with privacy plug-in, secret volume governor and remote speaker.



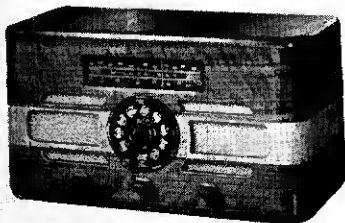
30 WILCOX GAY

Wilcox Gay Corp.
Charlotte, Mich.

CHAMELEON WALL-RADIO—Designed expressly to hang on the wall; as easy to put in place as an electric clock; streamlined metal case only 3 in. thick; finished in iridescent enamel in contrasting tones of black and silver, brown and gold, green and cream, red and gray



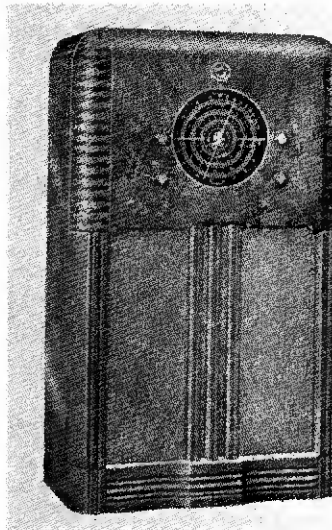
MODEL A-32—Compact, horizontal table set; automatic tuning; slide rule type dial; modernistic in line; smart combination of contrasting woods to carry out streamlined effect



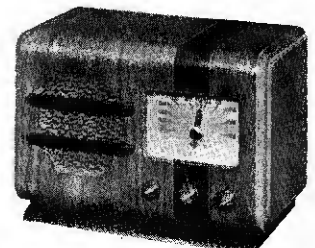
32 ZEPHYR

Zephyr Radio Co.
13139 Hamilton Ave., Detroit, Mich.

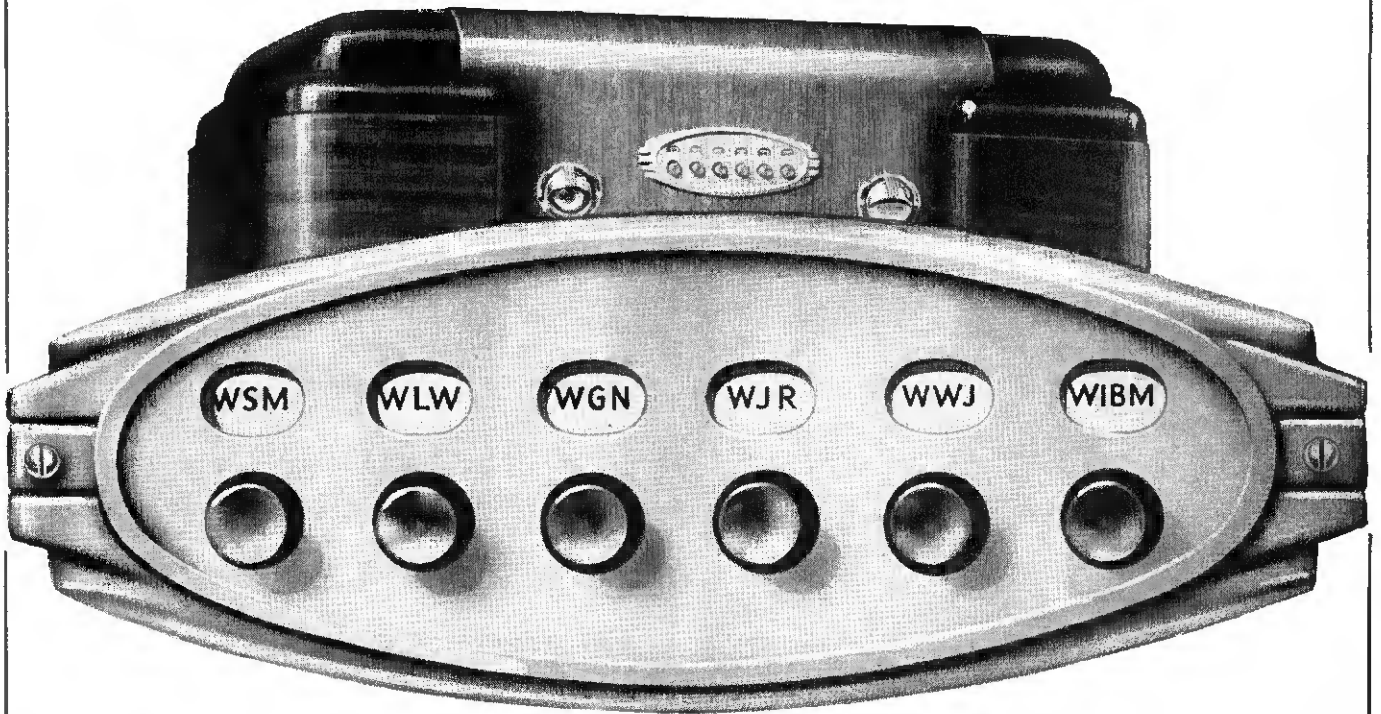
MODEL 35Y12—Figured walnut panels with novel fluted pilasters; giant 12 1/2 in. cathedral type speaker; "Selecta-Unit Coil" circuit; high fidelity audio system; multi-colored dial.



MODEL 41X6—Walnut offset by inlays and overlays of ebony; dial is recessed and indirectly illuminated; gold finished scale and pointer.



Numbered card on page 91 brings you additional information



The **SPARTON SELECTRONNE**

(Patent Applied For)

Instantaneous push button tuning!!

Normal day-to-day enjoyment of radio in the average home now centers upon a limited number of those stations which consistently afford the best programs and interference-free reproduction in a particular locality.

It will be found that, in nearly every instance, not more than six such stations, and usually fewer, are tuned in regularly and habitually. The six usually comprise those carrying the chain programs, a local and possibly one or two others for which the listener has special preference.

In making it possible to tune any one of these six stations by merely pressing a button SPARTON has achieved the ultimate, truly a revolutionary principle, in the normal use of a radio receiver. The principle is simplicity itself. There are no moving parts but the button switch assemblies. The action is instantaneous.

The six desired stations are pre-tuned by three trimmer type condensers, each. The push button switch connects the proper set into the receiver circuit, at the same time releasing any other button from the "in" position. Automatic frequency control circuits keep the station always in exact tune.

The trimmers are easily accessible without removing chassis or any parts. The desired stations are "set-up" by adjusting the trimmers with an ordinary screwdriver, using the Viso-Glo tube of the set as a guide for correct adjustment.

By skilled engineering and design, the Selectronne in no way restricts the band coverage and operation of the radio set as a conventional, all-wave receiver.

The escutcheons carry tabs for station letters above the buttons which always remain in the same position on the panel and hence the Selectronne can be used with eyes shut.

THE SPARKS-WITHINGTON COMPANY
Jackson, Michigan, U. S. A.

AVAILABLE IMMEDIATELY

AVAILABLE IMMEDIATELY

AND SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Clarion (Continued)							
601	Table*	49.95	535-1680;1700-5600;6000-20000	AC		80, 6B6G, 6Q2G, 6D6, 6A7, 76	456
500	Table*	39.95	535-1680; 1700-5600	6DC		1C6, 1A4, 6T7G, 41, 6G56H5	456
400	Table*	24.95	535-1680	3DC&B		1C6, 1A4, 1B5, 33, 5E1	456
401	Table*	29.95	535-1680	3DC&B		1C6, 1A4, 1B5, 33, 5E1	456
407	Table*	59.95	535-1680;1700-5600;6000-20000	3DC&B		2-30, 1A6, 1A4, 1F6, 19, 5H1	456
506	Table*	59.95		6DC or 110AC			

* Complete console line, price range \$49.50 to \$129.50, to be announced June 20th.

Climax Radio & Television Co., 511 S. Sangamon St., Chicago, Ill.							
A-65	Table	\$37.50	540-1715; 2250-7500	AC	8½x17½x8½	6A7, 6D6, 75, 76, 42, 80	456
U-65	Table	36.00	540-1715; 2250-7500	AC-DC	8½x17½x8½	6A7, 6D6, 75, 43, 25Z5, L49C	456
V-56	Table	36.50	540-1715; 2250-7500	AC-DC	8½x16½x6½	6A7, 6D6, 75, 43, 6G5, 25Z5, L42C	456
Duke	Compact	18.50	540-1715	AC-DC	6x7½x5	6D6, 6C6, 43, 25Z5, L55B	456
Esquire	Console	79.75	530-19000	AC	40x23x12½	6A7, 6D6, 6F5G, 42, 76, 6G5, 80	456
Esquire, Jr.	Console	49.95	540-1650; 2300-8000	AC-DC	36x20x12	6A7, 6D6, 6Q7G, 25B5, 25Z5, 6G5, L42B	
Diamond	Compact	25.00	540-4500	AC-DC	6½x8½x5½	6D6, 6C6, 43, 25Z5	
Mona	Table	49.95	530-19000	AC	17½x14½x10	6A7, 6D6, 6F5G, 2-76, 42, 80	456
Vision	Table	54.50	530-19000	AC	11x21x10	6A7, 6D6, 6F5G, 2-76, 6G5, 42, 80	456
2-Volter	Table	37.50	540-1715; 5500-18000	2DC&B	8½x15½x7½	1C6, 1A4, 1B5, 30, 19	456
6-Volter	Table	44.95	540-1715; 5500-18000	6DC	9½x14½x7½	6A7, 6S7G, 6T7G, 41, 6G5	456
U-64	Table	37.50	540-1715; 2250-7500	AC-DC	9x17½x8	6A7, 6D6, 75, 43, 6G5, 25Z5, L42C	456
A-64	Table	39.00	540-1715; 2250-7500	AC	9x17½x8	6A7, 6D6, 6P5G, 76, 42, 80, 6G5	456
Opal	Compact	16.50	540-1715	AC-DC	6½x7½x5½	6D6, 6C6, 38, 76	
Garnet	Table	19.50	540-5200	AC-DC	7x9½x6½	6D6, 6C6, 43, 25Z5, L55B	

Clinton Mfg. Co., 1217 Washington Blvd., Chicago, Ill.							
1501	Console	\$129.50	550-1600;1700-5000;5500-18000	AC	41½x24½x13	6-6C5, 2-6K7, 2-6H6, 6L7, 5V4G, 2-6V6G, 6G5	456
1102	Console	99.50	550-1600;1700-5000;5500-18000	AC	40½x24x12	3-6C6, 3-76, 6D6, 2-42, 80, 6G5	456
245	Console	59.95	550-1600;1700-5000;5500-18000	AC-DC	38x21½x11½	6A7, 6D6, 75, 43, 25Z5, 6G5, L42C	456
257	Flat Table	44.95	550-1600;1700-5000;5500-18000	AC	17½x10½x7½	6J7G, 6K7G, 6C5G, 6P5G, 6F6G, 6H6G, 5Y3G, 6G5	456
247	Flat Table	39.95	550-1600;1700-5000;5500-18000	AC-DC	17½x10½x7½	6A7, 6D6, 75, 43, 25Z5, L49B, 6G5	456
300	Phono Comb.	59.95	550-5000	AC	18x11½x9½	6A7, 6D6, 75, 25B5, 25Z5, L65L8	456
249	Flat Table	34.95	550-1700; 2300-7000	AC-DC	14½x9x7	6A7, 6D6, 75, 43, 25Z5, 6G5, L49B	456
549	Flat Table	31.95*	550-1700; 2300-7000	AC	17x9½x6½	6A7, 6D6, 76, 43, 1V	456
297	Flat Table	29.95	550-5000	AC-DC	14½x8½x6½	6A7, 6D6, 76, 43, 25Z5, L49B	456
148	Vert. or Flat Table	33.50	550-5000	AC-DC	10½x12½x6½	6A7, 6D6, 76, 43, 25Z5, L49B	456
197	Compact	24.95	550-5000	AC-DC	10½x8x6	6A7, 6C6, 43, 25Z5, L55B	456
152	Compact	19.95	550-5000	AC-DC	10x6½x6	6C6, 6D6, 43, 25Z5, K55C	456
156	Compact	24.50	550-5000	AC-DC	12½x8x6	6C6, 6D6, 43, 25Z5, K55C	456
254	Portable Compact	18.95	550-5000	AC-DC	7½x6½x6	6C6, 6D6, 25A7, K55C	456
636V	Upright Table	49.95	550-1600;1700-5000;5500-18000	6DC	18x12x9½	6D8G, 34, 19, 3-30	456

Continental Radio Television Corp., 325 West Huron St., Chicago, Ill. (Admiral)							
990-SZ	Upright-Laydown	\$19.95	535-1720	AC	11x7x6½		5
985-SZ	Upright-Laydown	22.95	535-1720	AC	11x7x6½		5
990-6Y	Upright-Laydown	24.95	535-1720; 2100-7000	AC-DC	11x7x6½		6
985-6Y	Upright-Laydown	27.95	535-1720; 2100-7000	AC-DC	11x7x6½		6
980-SX	Laydown	27.95	535-1720; 2100-7000	AC	9x15½x8		5
975-6W	Laydown	34.95	535-1720; 2100-7000	AC	9x15½x8		6
965-7M	Laydown	49.95	550-5400; 5600-18100	AC	11½x18½x10		7
965-6P	Laydown	49.95	550-5400; 5600-18100	Battery	11½x18½x10		6
920-6Q	Upright	39.95*	530-1700; 2100-7000	Battery	17½x15½x12		6
960-8K	Laydown	59.95	550-5400; 5600-18100	AC	12½x21x10½		8
960-8T	Laydown	59.95	550-5400; 5600-18100	AC-DC	12½x21x10½		8
955-8K	Armchair	89.95	550-5400; 5600-18100	AC	21x30x14		8
955-8T	Armchair	89.95	550-5400; 5600-18100	AC-DC	21x30x14		8
950-6P	Console	74.95	550-5400; 5600-18100	Battery	41x23½x12½		6
945-8K	Console	87.50	550-5400; 5600-18100	AC	41x23½x12½		8
945-8T	Console	87.50	550-5400; 5600-18100	AC-DC	41x23½x12½		8
940-11S	Console	109.50	550-5400; 5600-18100	AC	42x27x13		11
935-11S	Tilt Tuner Console	119.50	550-5400; 5600-18100	AC	40x23½x13½		11
925-16R	Tilt Tuner Console	159.50	550-5400; 5600-18100	AC	42½x25x13		16
930-16R	Tilt Tuner Console	169.50	550-5400; 5600-18100	AC	42½x25x13		16

* With batteries.

Corona Radio & Tel. Corp., 420 N. Sacramento Blvd., Chicago, Ill. — Specifications to follow in the July issue.

Crosley Radio Corp., Cincinnati, Ohio. — Specifications to follow in the July issue.

Detrola Radio and Television Corp., 1501 Beard Avenue, Detroit, Mich.							
162AK	Table	\$19.95	540-1750	AC-DC	8x12x7	6D6, 6C6, 43, 25Z5, BK55B	
172A	Table	25.00	540-1720; 2300-6800	AC-DC	8x14x7	6A7, 6C6, 43, 25Z5, BK49D	
137A	Table	29.50	540-6900	AC-DC	10x16x8	6A7, 6D6, BK49D, 43, 25Z5, 75	
100X	Table	32.50	540-4400	AC-DC	11x14x8	6A7, 6D6, 43, 76, 25Z5, 6C6	
154A	Table	29.95	540-1720; 2300-6500	AC	10x16x7	6A7, 6D6, 75, 41, 84	
154EA	Table	34.95	540-1720; 2300-6500	AC	10x16x7	6A7, 6D6, 75, 41, 84	
134AZ	Table	22.50	540-1720; 2300-6800	AC-DC	8x14x7	6A7, 6C6, 43, 25Z5	
134AB	Table	23.50	540-1720; 2300-6800	AC-DC	8x14x7	6A7, 6C6, 43, 25Z5	
135B	Table	35.00	540-6900	AC-DC	10x16x7	6A7, 6D6, 75, 43, 25Z5, 6G5, BK42D	
140A	Table	37.50	540-15750	AC-DC	11x15x7	6A7, 6D6, 6C6, 43, 76, 25Z5	
139A	Table	37.50	532-16000	AC	12x15x9	6A7, 6D6, 75, 41, 1V	
139B	Table	37.50	532-16000	AC	17x14x7		
146A1	Table	42.50	532-16000	AC	11x18x9	78, 6A7, 6D6, 75, 42, 80	
146EA1	Table	47.50	532-16000	AC	12x21x9	6A7, 6D6, 75, 76, 42, 80, 6G5	
139EA	Table	44.50	532-16000	AC	12x15x9	6A7, 6D6, 75, 41, 1V	
139EAE	Ebony Table	47.50	532-16000	AC	12x15x9	6A7, 6D6, 75, 41, 1V, 6G5	
139EAB	White Table	47.50	532-16000	AC	12x15x9	6A7, 6D6, 75, 41, 1V, 6G5	

(Continued on page 42)

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SIONS	TUBES	I. F.
Detrola (Continued)							
147A	Table	47.50	532-16000	AC	12x21x9	6A7, 6D6, 75, 76, 42, 42, 80	
147EA1	Table	55.00	532-16000	AC	11x20x9	6A7, 6D6, 75, 76, 42, 42, 80, 6G5	
148B	Table	42.50	540-15750	AC-DC	16x13x7	76, 6A7, 6D6, 76, 6C6, 43, 25Z5	
140C	Console	59.50	540-15750	AC-DC	34x12½x22½	6A7, 6D6, 6C6, 43, 76, 25Z5	
146C1	Console	59.50	532-16000	AC	34x12½x22½	6A7, 6D6, 75, 76, 42, 80, 6G5	
173BC	Console	74.50	532-16000	AC	41x24x13½	6A7, 6D6, 75, 76, 42, 42, 80, 6G5	
174EC	Console	74.50	540-15750	AC-DC	41x24x13½	6A7, 6D6, 75, 76, 42, 42, 80, 6G5	
148EA	Table	49.50	540-15750	AC-DC	12x18x9	76, 6A7, 6D6, 76, 6C6, 43, 25Z5, 6G5	
169EA	Table	55.00	540-15750	AC-DC	12x21x9	76, 6A7, 6D6, 76, 6C6, 43, 25Z5, 6G5	
165ECR	Console	119.50	540-18100	AC	42x25x14	1-75, 3-6D7, 1-6A7, 1-6G5, 2-76, 2-42, -80	
163E	Console	149.50	540-18100	AC	41x25x16	1-6A7, 3-6K7G, 1-6H6G, 1-5Z3, 1-6G5, 4-76, 4-42	
150A	Table	69.50	540-16000	AC-DC	12x21x9		
150B	Table	64.50	540-16000	AC-DC	17x15x7		

Electrical Research Laboratories, Inc., 2222 Diversey Parkway, Chicago, Ill. (Erla — Sentinel)							
72AT	Table	\$19.99	540-1720; 2300-6300	AC	9½x14½x7	6A7, 6D6, 75, 41, 80	465
72ATE	Console	26.95	540-1720; 2300-6300	AC	10½x18x9	6A7, 6D6, 75, 41, 80, 6G5	465
82AT	Table	34.95	540-1720; 1800-5800; 5800, 18, 300	AC	12x19½x9	6A7, 6D6, 75, 76, 41, 80	465
82AC	Console	54.95	540-1720; 1800-5800; 5800, 18, 300	AC	38x23½x12	6A7, 6D6, 75, 76, 41, 80	465
86ATE	Table	59.95	540-1720; 1800-5800; 5800, 18, 300	AC	12½x22x12	6A8G, 6K7G, 6Q7G, 6C5G, 2-6K6G, 5Y4G, 6G5	465
86ACE	Console	79.95	540-1720; 1800-5800; 5800, 18, 300	AC	40x25x12	6A8G, 6K7G, 6Q7G, 6C5G, 2-6K6G, 5Y4G, 6G5	465
76AC	Console	99.95	540-1720; 1680-5600; 5550, 18, 500	AC	41x26x14	2-6K7, 6A8, 6J7, 6H6, 3-6C5, 2-6F6, 80	465
80BT	Table	24.95	540-1720	2DC&B	10½x18x9	1C6, 34, 1P6, 335E1	465
80BCT	Console	32.95	540-1720	2DC&B	32x17½x10	1C6, 34, 1, 33, 5E1	465
90BT	Table	29.95	540-1720; 5700-18,300	2DC&B	10½x18x9	1C6, 34, 1F6, 33, 5E1	465
90BCT	Console	39.95	540-1720; 5700-18,300	2DC&B	32x17½x10	1C6, 34, 1F6, 33, 5E1	465
95BT	Table	37.95	540-1720; 1800-18,300	2DC&B	13x23x12½	1C6, 34, 1F6, 3-30, 4-1BR	465
95BC	Console	54.95	540-1720; 1800-18,300	2DC&B	38x23½x12	1C6, 34, 1F6, 3-30, 4-1BR	465
73BT	Table	29.95	540-1720	6DC	9½x14½x7	6D8G, 2-6S7G, 6L5G, 41	465
96BTE	Table	39.95	540-1720; 5800-18,300	6DC	10½x18x9	6D8G, 2-6S7G, 6L5G, 41	465
96BCE	Console	54.95	540-1720; 5800-18,300	6DC	38x23½x12	CD8G, 2-6S7G, 6L5G, 41	465
78BTE	Table	54.95	540-1720; 1800-18,300	6DC	12x19½x9	6D8G, 6S7G, 6L5G, 6S7G, 6L5G, 6N5, 19	465
78BCE	Console	79.95	540-1720; 1800-18,300	6DC	40x25x12	6D8G, 6S7G, 6L5G, 6S7G, 6L5G, 6N5, 19	465
93LT	Table	39.95	540-1720; 5800-18,300	32DC	10½x18x9	6A7, 6D6, 75, 76, 2-48	465
93LC	Console	59.95	540-1720; 5800-18,300	32DC	38x23½x12	6A7, 6D6, 75, 76, 2-48	465

Emerson Radio & Phonograph Corp., 111-8th Ave., New York, N. Y. — Specifications to follow in the July issue. •

Espey Mfg. Co., Inc., 124 E. 25th St., New York City							
671	Flat Table	\$69.50	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771A	Flat Table	43.00	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771B	Flat Table	49.50	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771D	Flat Table	59.50	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771E	Flat Table	66.00	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771G	Flat Table	75.00	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771H	Flat Table	75.00	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771J	Flat Table	45.00	550-1560; 5800-18200	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
771I	Vertical Table	99.50	136-375; 550-62000	AC	23x16x13	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6G, BK23B	456
775I	Vertical Table	99.50	136-375; 550-62000	AC-DC	23x16x13	3-6K7, 6L7, 6H6, 6F5, 6C5, 2-6V6G, 5Z3, 6E5	456
641	Flat Table	19.75*	540-1575	AC-DC	7½x10x6	3-6K7, 6L7, 6Q7, 6C5, 4-25Z6G, 4-25L6, 6G5	456

* Less batteries.

Fada Radio & Electric Co., Long Island City, N. Y. — Specifications to follow in the July issue.

Fairbanks Morse & Co., Indianapolis, Ind.							
12AC-6	Console		530-73000		43x27½x13½		12
9AC-5	Console		530-18200		42½x27x13		9
9AC-4	Console		530-18200		41½x26½x12½		9
8AC-3	Console		540-18100		40½x25½x12½		8
8AC-2	Console		540-18100		40x25x12½		8
6AC-1	Console		540-18300		38x23½x11½		6
6AC-7	End Table		540-18300		22x15½x26		6
8AT-8	Table		540-18100		13½x19½x11½		8
5AT-1	Table		540-1730		8½x13½x6½		5
5AT-1K	Table*		540-1730		8½x13½x6½		5
5AT-1V	Table†		540-1730		8½x13½x6½		5
5BT-2	Table		540-1750; 2260-8300		8½x14½x6½		5
6BT-6	Table		540-1750; 2260-8300		8½x13½x6½		6
SCT-3	Table		540-18300		12x17½x9½		5
5DT-3B	Table		540-18300		12x17½x9½		5
6AT-4	Table		540-18300		12x19x10½		6
6CT-4B	Table		540-18300		12x19x10		6
6CC-2B	Console		540-18300		40x25x12½		6
5DC-1B	Console		540-18300		38x23½x11½		5
4AC-1B	Console		540-1730		38x23½x11		4
4BC-1B	Console		540-1730		38x23½x11		4
4AT-5B	Table		540-1730		17x10½x11		4
4BT-5B	Table		540-1730		17x10½x11		4

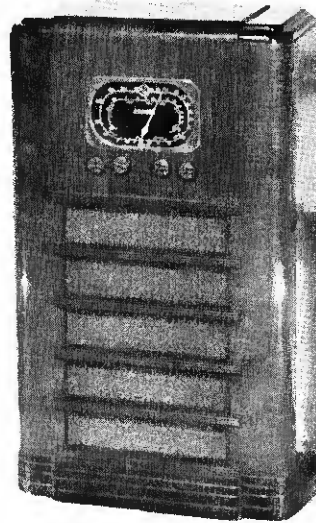
* Ebony black. † Antique ivory.

Freed Mfg. Co., Inc., 44 W. 18th St., New York City, N. Y. (Freed-Eisemann)							
33	Traveling Case	\$14.95	550-7600	AC-DC	6½x7½x5	6C6, 6D6, 25A7	T.R.F
33W	Compact	14.95	550-1600	AC-DC	6½x7½x5	6C6, 6D6, 25A7	T.R.F.
24	Table	25.50	550-1800	AC-DC	8½x12x6½	6C6, 6D6, 43, 25Z3, K55C	T.R.F.
25	Table	35.50	540-1750	AC-DC	8½x13x6½	6A7, 6D6, 75, 43, 25Z3, K49C	456
26	Traveling Case	29.95	540-1750	AC-DC	7½x11½x6½	6A7, 6D6, 75, 43, 25Z3, K49C	456
28	Table	32.00	550-1650, 2000-6500	AC-DC	8½x13x6½	6A7, 6D6, 75, 43, 25Z3, K49C	456
98	Table	46.95	550-1650, 2000-6500	AC	8½x13x6½	6A7, 6D6, 75, 43, 25Z3, K49C	456
27	Table		550-1550; 1750-4900; 5500-18000	AC-DC	11x19½x9	6A7, 6D6, 75, 41, 80	456
97	Table	49.95	550-1550; 1750-4900; 5500-18000	AC	11x19½x9	6A7, 6D6, 75, 76, 41, 80, 6G5	456

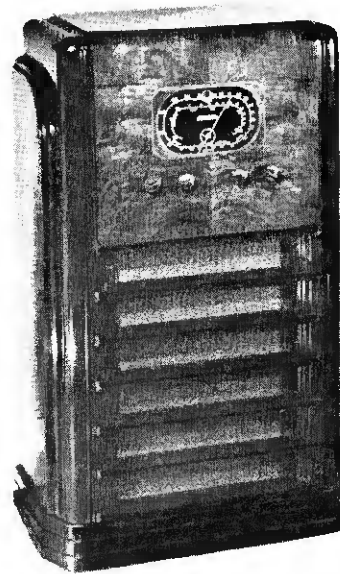
VALUE COUNTS!

Many thrifty and prudent people believe that a few dollars saved on the purchase price of a new radio are so many dollars earned. They are thrifty enough to be attracted by a low price; prudent enough to insist upon a known brand. We, of Howard Radio Company, have given a great deal of thought to that kind of buyers for they represent the bulk of today's radio market. And we have developed a line of receivers made-to-order for them . . . Beautifully new and stylish models of superb performance and tone . . . Incorporating every new feature and refinement . . . Priced definitely lower than others are asking for comparable quality . . . and, above all, made to maintain the standard of excellence that has made the name HOWARD RADIO known and respected for over sixteen years!

- TEN TUBES in a metal and glass combination that provides performance equalling that of previous twelve-tubers.
- THREE BANDS covering 18000 to 540 KC without skips.
- BEAM POWER Output.
- BASS BOOST gives Tone of marvelous richness.
- 12-INCH HEAVY DUTY SPEAKER.
- CABINET BEAUTY that will satisfy the most discriminating.
- SIZE: 12 x 24 x 41 inches.



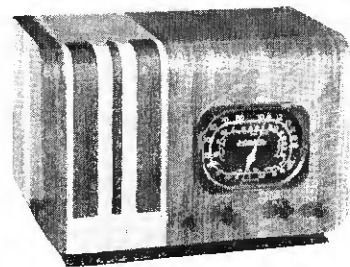
MODEL 318



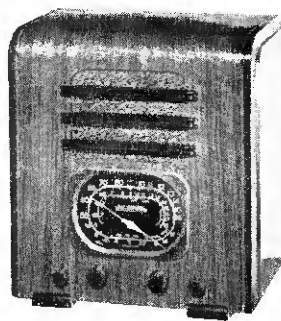
MODEL 425

- FOURTEEN TUBES. Metal and glass carefully selected to provide optimum efficiency.
- THREE BANDS. 18000 to 540 KC without skips.
- R.F. STAGE for all bands.
- BEAM POWER Output P.P. 6L6s—14 Watts.
- 15 - INCH SPEAKER. A Brute for Power.
- BASS BOOST for full rich Tone Quality.
- PIANO FINISHED Console of select veneers.
- MASSIVE! 13 x 24 x 41 inches high.

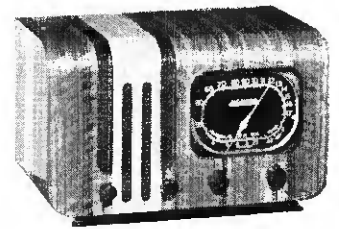
Wire or write at once for information on this fast selling line. Full discounts extended.



In this beautiful Model we touch the very limit of excellence in Table Type Radios. Eight Tubes. Tuning Eye. One R. F. Stage. Three Bands covering 18000 to 540 KC continuous. MODEL 338.



Many of your customers still prefer an upright Model. Those that do will appreciate the refinement of this number. Six Tubes with Tuning Eye. Three Bands. 18000 to 540 KC. MODEL 275.



It'll be a pleasant surprise to your trade to be offered a genuine HOWARD at this low price. Five Tube A. C. covers 6500 to 2000 KC and 1700 to 540 KC in two bands. MODEL 250.

1735
BELMONT AVE.

HOWARD RADIO CO.

Cable Address
HORAD

CHICAGO

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN-SIONS	TUBES	I. F.
Galvin Manufacturing Corp., 4545 Augusta Blvd., Chicago, Ill. (Motorola)							
12-Y-1	Console	\$169.95	540-1720; 2200-22000	AC	42½x28½x14½	3-6K7G, 2-6J5G, 6A8G, 6H6G, 6J7G, 6R7G, 6V6G, 5X4G, 6G5	465
12-Y	Console	149.95	540-1720; 2200-22000	AC	42x26x17	3-6K7G, 2-6J5G, 6A8G, 6H6G, 6J7G, 6R7G, 6V6G, 5X4G, 6G5	465
9-R	Comb. Phono-Radio	\$149.95	540-1720; 2200-22000	AC	41½Hx19 d.am.	6A8G, 2-6J5G, 2-6K7G, 6H6G, 6V6G, 5Y3, 6G5	465
10-Y-1	Console	129.95	540-1720; 2200-22000	AC	41x27x14	3-6K7G, 2-6J5G, 6A8G, 6H6G, 6V8G, 5Y3, 6G5	465
10-Y	Console	99.95	540-1720; 2200-22000	AC	40½x24½x12½	3-6K7G, 2-6J5G, 6A8G, 6H6G, 6V8G, 5Y3, 6G5	465
9-Y	Console	89.95	540-1720; 2200-22000	AC	40x25½x12	6A8G, 2-6J5G, 2-6K7G, 6H6G, 6V6G, 5Y3, 6G5	465
9-A	End Table	89.95	540-1720; 2200-22000	AC	20½x17½x27	6A8G, 2-6J5G, 2-6K7G, 6H6G, 6V6G, 5Y3, 6G5	465
6-A	End Table	79.95	540-1720; 5650-18000	AC	22½x14½x25½	6A7, 6D6, 75, 42, 80, 6G5	465
6-Y	Console	69.95	540-1720; 2200-22000	AC	39½x23x12½	6A8G, 6K7G, 6H6G, 6J5G, 6V6G, 5Y3	465
5-Y	Console	54.95	540-1720; 5650-18000	AC	38½x19½x11½	6A7, 6D6, 75, 42, 80	465
5-T-2	Table	59.95	540-1720; 5650-18000	AC	14½x23x10½	6A7, 6D6, 75, 42, 80	465
6-T	Table	49.95	540-1720; 2200-22000	AC	12x21x10½	6A8G, 6K7G, 6H6G, 6J5G, 6V6G, 5Y3	465
5-T-1	Table	39.95	540-1720; 5650-18000	AC	10½x18½x8½	6A7, 6D6, 75, 42, 80	465
5-T	Table	29.95	540-1720; 5650-18000	AC	15½x13½x9	6A7, 6D6, 75, 42, 80	465
6-X	Table	34.95	540-1720; 2200-7000	AC-DC	10x15½x7½	6D8G, 6K7G, 6Q7G, 25L6G, 25Z6G, L49C	465
56-Y	Console	79.95	540-1720; 2200-22000	6-DC	39½x23x13½	6D8G, 6S7G, 6T7G, 6K6G, 6Z7G	465
56-T	Table	59.95	540-1720; 2200-22000	6DC	12x21½x10½	6D8G, 6S7G, 6T7G, 6K6G, 6Z7G	465
52-T	Table	29.95	540-1720	2 DC&B	15½x13½x9	1C7G, 1D5G, 1F7G, 1G3G, NB-2	465

Garod Radio Corp., 115 Fourth Ave., New York, N. Y.—Specifications to follow in the July issue.

General Electric Co., Bridgeport, Conn. (GE)

E52	Horiz. Table	\$19.95	540-4000		9½x13		5
F53	Horiz. Table	29.95	540-4000		9½x13		5
F63	Horiz. Table	39.95	540-1700; 2400-7000				6
F70	Horiz. Table	59.95	540-18000				7
F81	Table	69.95	540-18000		21½		8
F65	Console	54.95	540-1700; 2400-7000		38½x24		6
F66	Console	64.95	540-1700; 2400-7000		38½x24		6
F665	Armchair		540-1700; 2400-7000				6
F75	Console	79.95	540-18000		40x25½		7
F86	Console	89.95	540-18000		42x27½		8
P107	Console	139.95	540-18000		42x28½		10
P135	Console	195.00	540-43000		43½x29½		13
F78	Phono. Comb.		540-18000		42x27½		7
F109	Auto. Phono. Comb.		540-18000		44½x31½		10

General Household Utilities Corp., 2638 N. Crawford Ave., Chicago, Ill. (Grunow)

576*	Table		550-1720; 1800-4000	AC		6A7, 6D6, 76, 41, 80	465
588*	Table		550-1750; 2000-7000	AC		6A7, 6D6, 75, 41, 80	465
585*	Armchair		550-1750; 2000-7000	AC		6A7, 6D6, 75, 41, 80	465
592*	Compact		550-1750	AC-DC		6A7, 6D6, 75, 43, 25Z5	465
622	Compact		550-1750; 5500-18000	AC-DC		6A8, 6K7, 6Q7, 25L6, 25Z5, M49B	465
589	Console		550-1750; 5500-18000	AC-DC		6A7, 6D6, 75, 42, 80	465
623*	Console		550-1750; 5500-18000	AC-DC		6A8, 6K7, 6Q7, 25L6, 25Z5, M49B	465
624	Table		550-1750; 5500-18000	AC-DC		6A8, 6K7, 6Q7, 25L6, 25Z5, M49B	465
589*	Console		550-1750; 5500-18000	AC		6A7, 6D6, 75, 42, 80	465
599	Console		550-1750; 5500-18000	AC		6A7, 6D6, 75, 42, 80	465
623*	Console		550-1750; 5500-18000	AC-DC		6A8, 6K7, 6Q7, 25L6, 25Z5, M49B	465
654	Table		550-1750; 2000-7000	AC		2-6K7G, 6A8G, 6Q7G, 6P6G, 80	465
755	Console		550-1750; 2000-7000	AC		2-6K7G, 6A8G, 6Q7G, 6P6G, 6G5, 80	465
1191	Console		550-1750; 5500-18000	AC		3-6K7G, 6A8G, 6H6G, 6G5, 2-6C5G, 2-6F6G, 5Z3	465
1291	Console		550-18000	AC		3-6K7, 6A8, 6H6, 3-6C5, 2-6F6, 5Z3, 6J7	465
1293	Console		550-18000	AC		3-6K7, 6A8, 6H6, 3-6C5, 2-6F6, 5Z3, 6J7	465
1561	Console		550-70000	AC		4-6K7, 6L7, 2-6J7, 6R7, 6C5, 3-6P6, 2-5Z4, 6H6	455
632	Table		550-1750; 5500-18000	AC		2-6K7, 6A8, 6Q7, 6P6G, 80	465
663	Console		550-18000	AC		2-6K7, 6A8, 6Q7, 6P6G, 80	465
1067	Console		550-18000	AC		3-6K7, 6A8, 6H6, 2-6C5, 2-6F6G, 5Z3	465
1081	Console		550-18000	AC		3-6K7, 6A8, 6H6, 6N7, 2-6P6G, 6J7, 5Z3	465
1091	Console		550-18000	AC		3-6K7, 6A8, 6H6, 6N7, 2-6P6G, 6J7, 5Z3	465
1181	Console		550-18000	AC		3-6K7, 6A8, 6H6, 2-6C5, 2-6L6G, 6J7, 5Z3	465
1183	Console		550-18000	AC		3-6K7, 6A8, 6H6, 2-6C5, 2-6L6G, 6J7, 5Z3	465
1185	Console		550-18000	AC		3-6K7, 6A8, 6H6, 2-6C5, 2-6L6G, 6J7, 5Z3	465

* Also available in white.

General Television & Radio Corp., 257 W. 17th St., New York City, N. Y. (General)

PR4	Police Rec'r Compact	\$12.00	Fixed Pre-tuned	AC-DC	6x8x5	6F7, 6C6, 43, 25Z5	
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Grebe Radio & Tel. Co., 119 Fourth Ave., New York, N. Y.—Specifications to follow in the July issue.

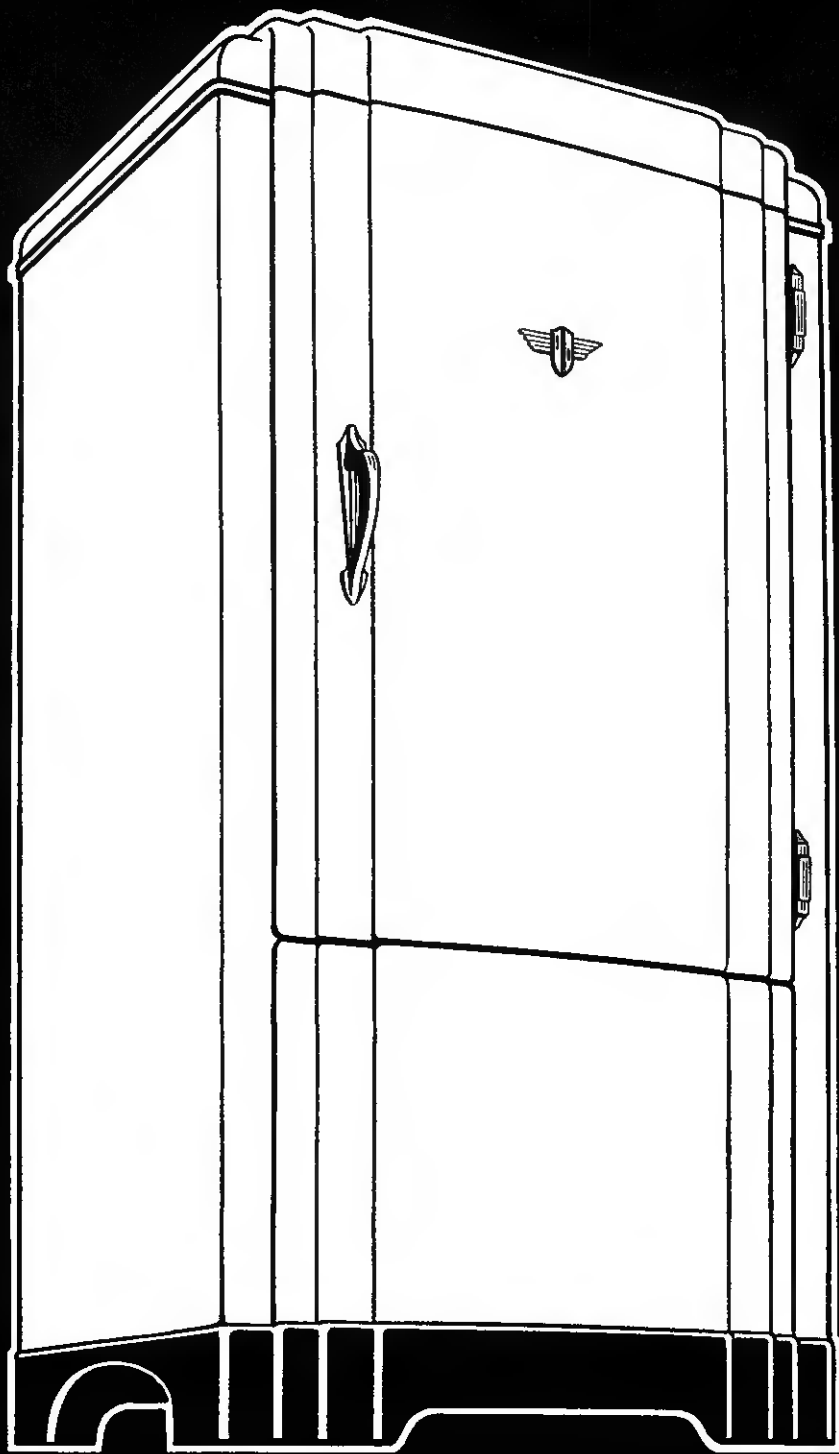
Hallcrafters, Inc., 2611 Indiana Ave., Chicago, Ill.

S16	Communications	\$99.00	545-61000	AC	9½x21x11	4-6K7, 6L7, 6R7, 2-6V6, 6J5, 6J7, 5Z3	465
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Halsion Radio Mfg. Co., 136 Liberty St., New York City

T5	Table	\$14.95	550-1750	AC-DC	11½x6½x7½	6D6, 6C6, 43, 25Z5, L49B	
T10	Table	14.95	550-1750	AC-DC	12x6½x7½	6D6, 6C6, 43, 25Z5, L49B	
T11	Table	18.95	550-1750	AC-DC	12x6½x7½	6D6, 6C6, 43, 25Z5, L49B, 6G5	
15	Table	24.95	550-1750	AC-DC	15x6½x9½	6D6, 6C6, 43, 25Z5, L49B	
25	Table	29.95	545-1750; 2300-6100	AC-DC	15x6½x9½	6A7, 6K7, 75, 43, L42D, 25Z5	
35	Table	29.95	545-1750; 2300-6100	AC	17½x7x10	6A7, 6D6, 76, 6P5, 80	
102	Table	34.50	550-1750; 6000-18000	AC-DC	17½x7x10	6A7, 6D6, 76, 6P5, 41, 80	
104	Table	34.50	550-1750; 6000-18000	AC	17½x7x10	6A7, 6K7, 75, 43, L42D, 25Z5	
106	Table	39.95	550-1750; 6000-18000	AC	17½x7x10	6A7, 6D6, 76, 6P5, 41, 80, 6G5	

(Continued on page 46)



In 1937, as in 1936, Stewart-Warner Refrigerators have smashed sales records and made more profit for the dealer because they give so much **MORE FOR THE MONEY**. More features, including 6 like SAV-A-STEP that are absolutely exclusive. More economy and dependability, with the famous Slo-Cycle twin cylinder compressor that runs less, costs less. And dealers have kept their profits, because of the Stewart-Warner's nationally known freedom from service losses—and because of the advantages of Stewart-Warner's exclusive finance plans administered through C.I.T. There's still time for you to share these profits. Phone your Stewart-Warner distributor now for the complete profit story.

STEWART-WARNER
CHICAGO, ILLINOIS

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Halson (Continued)							
103	Table	39.95	550-1750; 6000-18000	AC-DC	17½x7x10	6A7, 6K7, 75, 43, L42D, 25Z5, 6G5	
412	Table	44.50	550-18000	AC-DC	20x9½x11½		
612	Table	49.50	550-18000	AC	19x9½x13	6A7, 6D6, 76, 6F5, 41, 41, 80, 6G5, 6P7	
T1200	Table	89.50	*	AC-DC			
* Band in Ultra Short Wave and Long Wave.							
Hammarlund Mfg. Co., Inc., 424-438 West 33d St., New York City.							
SP-110		\$405.00	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-110-X		435.00	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110		442.50	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C5, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110-X		472.50	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120		430.00	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120-X		460.00	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120		467.50	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120-X		497.50	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-110-S		405.00	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-110-SX		435.00	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110-S		442.50	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110-SX		472.50	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120-S		430.00	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120-S		467.50	1250-40000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120-SX		460.00	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120-SX		497.50	540-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-110-L		405.00	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP110-LX		435.00	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110-L		442.50	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-110-LX		472.50	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120-L		430.00	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SP-120-LX		460.00	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120-L		467.50	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
SPR-120-LX		497.50	150-300; 540-2500; 5000-20000	AC	18½x14½x10½	6C5, 3-6F6, 6C6, 80, 5Z3, 2-6K7, 6L7, 6J7, 3-6D6, 2-6B7	465
Hetro Electrical Industries, 4611 Ravenswood Ave., Chicago, Ill. (Hetro)							
10310	Compact Bakelite		550-1700; 5700-16000	AC-DC	7x10x6	6D6, 6A7, 75, 25L6, 25Z5, L49C	456
10510	Compact Bakelite		140-400; 550-1700; 5700-16000	AC-DC	7x10x6	6D6, 6A7, 75, 25L6, 25Z5, L49C, 6G5	456
11710	Table		540-18000	AC-DC	10x18x7	6A7, 6D6, 75, 43, 25Z5, 6G5, L42C	456
11010	Table		140-400; 550-1700; 5500-18000	AC-DC	11x19½x8	6A7, 6D6, 6K5, 25L6, 25Z6, 6G3, 76, L40C	456
11110	Table		540-18000	AC-DC	11x19½x8	6A7, 6D6, 6K5, 25L6, 25Z5, 76, 6G5, L40C	456
20110	Table		140-410; 550-1725; 5200-18500	AC-DC	13x20x10	6L7, 6C5, 6K7, 6Q7, 2-25L6, 25Z6, 6G5	465
14610	Table		540-18000	AC	11x20x9	2-6K7G, 6F6G, 6A8G, 6Q7G, 5Y3, 6G5	456
14710	Table		140-400; 540-1725; 5500-18000	AC	11x20x9	2-6K7G, 6F6G, 6A8G, 6Q7G, 5Y3, 6G5	456
18810	Table		540-18500	AC	13x20x9	2-6K7, 6J7, 6C5, 6Q7, 6F6, 6G3, 5Y3	465
18820	Console		540-18500	AC	39x23x12	6K7, 6J7, 6C5, 6K7, 6Q7, 6F6, 6G3, 5Y3	465
14510	Console		540-18500	AC	41x24x13	3-6K7G, 2-6J5G, 2-6F5, 2-6V6G, 6L7G, 6H6, 6G5, 2-80	465
14500	Console		140-400; 540-1725; 5500-18000	AC	41x24x13	3-6K7G, 2-6J5G, 2-6F5, 2-6V6G, 6L7G, 6H6, 6G5, 2-80	465
14541	Phono. Comb.		540-18500	AC	42x24x14	3-6K7G, 2-6J5G, 2-6F5, 2-6V6G, 6L7G, 6H6, 6G5, 2-80	465
16010	Table		540-18000	6DC	17½x13x9	6D8G, 2-6S7G, 6T7G, 30, 19	465
18060	Table		540-18500	6DC	13x20x10	2-6S7G, 6D8G, 6T7G, 6L5G, 6L5G, 19, 6N5	465
Herbert H. Horn Radio Mfg. Co., 1201 So. Olive St., Los Angeles, Cal.							
50	Compact		550-1800	AC	7½x12x6½	6A8, 6K7, 75, 6F6G, 5Y3G	465
50B	Bakelite		550-1800	AC	6½x10½x6	6A8, 6K7, 75, 6F6G, 5Y3G	465
518	Table		500-1800	AC	7½x12x6½	6A7, 6D6, 75, 42, 80	465
518PR	Table Phone, Radio		550-1800	AC	12½x17x9½	6A7, 6D6, 75, 42, 80	465
67	Table		550-4000	AC	9½x15x7½	6A7, 6D6, 75, 42, 80, 6U5	465
67C	Console		550-4000	AC	38½x23½x12	6A7, 6D6, 75, 42, 80, 6U5	465
83C	Console		550-18000	AC	38½x25½x13½	6A8, 6K7, 6H6, 6J7, 6F6, 5Y3G, 6G5	465
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.							
200	Compact	\$16.95	540-1700	AC-DC	6½x6x9½	6A7, 6B7, 25L6, 25Z5, K54B	465
225	Compact	22.95	540-1700; 2000-6500	AC	9½x8x12½	6A7, 6D6, 75, 41, 80	465
250	Table	29.95	540-1700; 2000-6500	AC	9½x8x14½	6A7, 6D6, 75, 41, 80	465
275	Table	34.95	540-1700; 2000-6500	AC	14x11x9	6A7, 6D6, 75, 41, 6U5, 80	465
300	Table	44.95	540-5500; 5500-18000	AC	9½x9½x16	6A7, 6D6, 76, 6F5, 6V6, 6U5, 80	465
368	Table	49.95	540-5500; 5500-18000	AC	10x10x17	6K7, 6A7, 6D6, 6H6, 6F5, 6V6, 6U5, 80	465
318	Console	69.95	540-5500; 5500-18000	AC		3-6K7, 6A7, 6H6, 2-6F5, 6V6, 6U5, 80	465
400	Console	89.95	540-5500; 5500-18000	AC		3-6K7, 6J5G, 6L7, 6Q7, 6C5, 6F5G, 2-6V6, 6U5, 80	465
425	Console	124.95	540-5500; 5500-18000	AC		3-6K7, 6J5G, 6L7G, 6H6G, 2-6F5G, 6C5G, 2-6L6, 6U5, 2-80	465
5BT	Table	29.95	540-1700	2DC	10x9½x18	1B1, 1C6, 1A4, 1F6, 1F4	465
6BT	Table	49.95	540-5500; 5500-18000	6DC	10x10½x19½	6A8G, 6S7G, 6T7G, 19, 30	465
HA-7	Auto	42.95	540-1600	6DC	7½x5½x9½	2-6K7G, 6A8G, 6Q7G, 6V6G, 0Z4	262
HA-8	Auto	64.50	540-1600 (Sep. 8' PM Spkr.)	6DC	7½x5½x9½	2-6K7G, 6A8G, 6Q7G, 6C5G, 2-6V6G, 0Z4	262
HA-9	Auto	49.95	540-1600 (Sep. 8' PM Spkr.)	6DC	7½x5½x9½	2-6K7G, 6A8G, 6Q7G, 6V6G, 0Z4	262

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SERVEL ELECTROLUX
to families anywhere

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REFRIGERATOR
OPERATES ON EITHER GAS,
KEROSENE, OR BOTTLED GAS**



WHETHER you are located in a city or farm district, the people of your vicinity are prospects for Servel Electrolux. Any family can enjoy this modern, *different* refrigerator. For there are Servel Electrolux models that run on either gas, bottled gas, or kerosene—whichever happens to be most suitable for a particular home.

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A giant three-way magazine campaign is reaching more than 32,000,000 people a month. Radio's spectacular dramatic show—"The March of Time"—is driving home the message of Servel Electrolux to more millions every week.

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THE *Gas* REFRIGERATOR

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- Permanent Silence
- Lasting Efficiency
- Finest Modern Beauty
- No Moving Parts To Wear
- Continued Low Running Cost
- Every Worthwhile Convenience

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SION'S	TUBES	I. F.
International Radio Corp., Ann Arbor, Mich.— <i>Specifications to follow in the July issue.</i>							
Kingston Radio Co., Kokomo, Ind.— <i>Specifications to follow in the July issue.</i>							
Laurehk Radio Mfg. Co., Adrian, Mich. (<i>Laurehk-Mu:ique</i>)							
11-ESQ	Console	\$79.75	530-19000	AC	40x23x12½	6A7, 6D6, 6F5G, 42, 4-76, 2-80, 6G5	175
L-7	Table	37.50	540-1715; 2250-7500	AC-DC	17½x9x8	6A7, 6D6, 75, 6G5, 43, 25Z5, L-42C	456
L-7A	Table	39.00	540-1715; 2250-7500	AC	17½x9x8	6A7, 6D6, 6F5G, 76, 42, 80, 6G5	456
L-66	Table	32.50	540-1715; 1750-2250	AC-DC	15½x8½x7	6A7, 6D6, 75, 43, 25Z5, L49C	456
L-6A	Table	34.00	540-1715; 1700-2250	AC	15½x8½x7	6A7, 6D6, 6F5G, 76, 42, 80	456
L-50	Table	18.50	540-1715	AC-DC	7½x6x5	6C6, 6D6, 43, 25Z5, L55B	456
L-55	Table	19.50	540-5200	AC-DC	9½x7x6½	6C6, 6D6, 43, 25Z5, L55B	456
L-55AT	Table	22.50	540-5200	AC-DC	11½x7½x6½	6C6, 6D6, 43, 25Z5, L55B	456
L-40	Table	44.95	540-1720; 5500-18000	6DC	14½x9½x7	6A7, 6S7G, 6T7G, 41, 6G5	456
L-19	Table	37.50	540-1720; 5500-18000	2 DC&B	15½x8½x7	1C6, 1A4, 1B5, 30, 19	456
L*Tatro Mfg. Co., 417-423 W. Water, Decorah, Iowa							
O-O-65	Console		540-1650	6DC	37x20x12	6S7, 6D8, 6S7, 6T7, 33	170
N-O-65	Vert. table		540-1650	6DC	23x13x9	6S7, 6D8, 6S7, 6T7, 33	170
P-P-65	Horiz. table		540-1750; 2200-6500	6DC	9x20x8	6S7, 6D8, 6T7, 41, 19	460
RP-67	Horiz. table		540-18000	6DC	10x22x9	2-6S7, 6D8, 6T7, 41, 19, 6E5	460
SP-68	Console		540-18000	6DC	40x24x12	2-6S7, 6D8, 6T7, 2-41, 19, 6E5	460
32 v. sets will be in line but information not ready. 6 v. sets can be adapted to 110 v. use.							
Majestic Radio & Tel. Co., 50th & Rockwell Sts., Chicago, Ill.— <i>Specifications to follow in the July issue.</i>							
McMurdo Silver, Inc., 3354 N. Paulina Ave., Chicago, Ill.							
Masterpiece VI.	Chassis	\$519.00*	140-410; 530-72000	AC	Tuner, 21½x13x9½	5-6K7, 2-6L7, 2-6B8, 2-6J7, 6G5, 5-6J5, 2-6L6, 2-5Z3	465
						Amp. 14x5½x8	
* Radio and phono combination cabinets from \$60 to \$320 extra.							
Mission Bell Radio Mfg. Co., Inc., 833 Venice Blvd., Los Angeles, Cal.							
387	Compact	\$19.95	550-1712	AC-DC	10½x7½x6	6A7, 6F7, 25L6, 25Z5, L55B	465
387-B	Compact	19.95	550-1712	AC-DC	10½x7½x6	6A7, 6F7, 25L6, 25Z5, L55B	465
376	Compact	17.95	550-1712	AC-DC	10½x7½x6	6D6, 6C6, 25L6, 43, L55B	T.R.F.
384	Table	24.50	550-4000	AC	15x8½x7	6D6, 6A7, 76, 42, 80	456
386	Table	34.50	550-16000	AC	15½x8½x7	6D6, 6A7, 6F5, 6H6, 6V6G, 80	465
386C	Armchair	59.50	550-16000	AC	20x25x14	6D6, 6A7, 6F5, 6H6, 6V6G, 80	465
3810	Table	49.50	550-16000	AC	16x10x8	6K7, 6A8, 6H6, 6F5, 2-6F6, 80, 6E5	465
3810C	Console	69.50	550-16000	AC	24½x39x12	6K7, 6A8, 6H6, 6F5, 2-6F6, 80, 6E5	465
3817	Auto	34.95	550-1600	6DC	9x9x6	6A7, 2-6K7, 6H6, 41, 84	267½
3818	Auto	49.50	550-1600	6DC	9x9x6	2-6K7, 6A8, 6H6, 6F5, 6F6, 84	262½
3820	Auto DeLuxe	59.50	550-1600	6DC	9x9x6	6K7, 6A8, 6H6, 6F5, 6F6, 84	262½
Noblitt-Sparks Industries, Inc., Columbus, Ind. (<i>Arvin</i>)							
508	Table	\$19.95	550-4250	AC-DC	7½x11½x6½	6D6, 6C6, 25Z5, 25B6G, Ballast	T.R.F.
518	Table	19.95	550-4000	AC	8½x9½x7	6A7, 78, 76, 41, 80	455
518-A	Table	22.95	550-4000	AC	8½x9½x7	6A7, 78, 76, 41, 80	455
568	Table	26.95	550-4000	AC	9½x12½x7½	6A7, 78, 76, 41, 80	455
568-A	Table	27.95	550-4000	AC	9½x12½x7½	6A7, 78, 76, 41, 80	455
608	Table	32.95	550-1725; 2280-6270	AC-DC	9½x15½x7½	6A7, 6C6, 75, 6B6G, 25Z5, Ballast	456
618	Table	34.95	540-1750; 5700-18000	AC	9½x14x8½	6A8G, 6K7G, 6Q7G, 6F6G, 5Y3G, 6E5	455
618	Table	39.95	540-1750; 5700-18000	AC	11x19x9¼	6A8G, 6K7G, 6Q7G, 6F5G, 5Y3G, 6E5	455
818	Table	64.95	540-18000	AC	12½x24x11½	6A8G, 2-6K7G, 6H6G, 6F5G, 6V6G, 5Y3G, 6E5	455
628	Console	54.95	540-1750; 5700-18000	AC	37x20x11½	6A8G, 6K7G, 6Q7G, 6F6G, 5Y3G, 6E5	455
628-CS	Chairside	69.95	540-1750; 5700-18000	AC	21½x25½x14½	6A8G, 6K7G, 6Q7G, 6F6G, 5Y3G, 6E5	455
828	Console	79.95	540-18000	AC	39x24½x13½	6A8G, 2-6K7G, 6H6G, 6F5G, 6V6G, 5Y3G, 6E5	455
1237	Console	99.95	540-18000	AC	41½x26x15	3-6K7G, 2-6A8G, 6H6G, 6J7G, 2-6V6G, 5U4G, 6Q7G, 6E5	455
1247	Book Case Console	140.00	540-18000	AC	36x35½x15½	3-6K7G, 2-6A8G, 6H6G, 6J7G, 2-6V6G, 5U4G, 6Q7G, 6E5	455
1427	Console	160.00	530-18200	AC	43x29x15½	3-6K7G, 2-6A8G, 6H6G, 6J7G, 3-6C5G, 2-6L6G, 5U4G, 6E5	455
578-B	Table	29.95	540-1700	2DC	9½x14x8½	1C7G, 1D5G, 1H6G, 1G5G	456
618-B	Table	39.95	540-1750	2DC	11x19x11½	1C6, 2-1A4, 30, 2-950	456
628-B	Console	54.95	540-1750	2DC	37x20x11½	1C6, 2-1A4, 30, 2-950	456
617-B	Table	59.95	535-18000	6DC	21½x17x12½	2-15, 6A7, 75, 76, 19	456
627-B	Console	69.95	535-18000	6DC	38x22x12½	2-15, 6A7, 75, 76, 19	456
9A	Auto	29.95	540-1600	6DC	8½x8½x6½	2-78, 6A7, 75, 41, 84	170
19	Auto	39.95	540-1600	6DC	8½x8½x6½	2-78, 6A7, 75, 41, 84	170
29	Auto	49.95	540-1600	6DC	8½x8½x6½	2-6K7G, 6A8G, 6Q7G, 6V6G, 6N5G	170
39	Auto	59.95	540-1600	6DC	8½x8½x6½	2-6K7G, 6A8G, 6Q7G, 6C5G, 6N7G, 0Z4	170
Philco Radio & Tel. Co., Philadelphia, Pa.— <i>Specifications to follow in the July issue.</i>							
Pierce Airo, Inc., 510 Sixth Ave., New York, N. Y. (<i>DeWalt</i>)							
405-400	Compact	\$17.25	550-1750	AC-DC	6½x9½x5	6C6, 6D6, 25B5, 25Z5	
527	Auto	29.95	550-1600	6DC	6x6x10	6A7, 6D6, 75, 41, 84	456
529	Compact	29.95	550-1650; 2400-7000	AC	8½x12x6½	6A7, 6D6, 75, 41, 84	456
629	Compact	28.75	550-1650; 2400-7000	AC-DC	8½x12x6½	6A7, 6D6, 75, 25L6G, 25Z5, M49B	456
635	Compact	42.95	550-4800; 5700-16000	AC	10x7½x16½	6A7, 6D6, 75, 42, 80, 6G5	456
702	Auto	44.95	540-1600	6DC	7½x9x7½	6H6, 6A7, 2-6D6, 75, 41, 84	175
700	Compact	39.95	550-4800; 5700-16000	AC-DC	10x16x7½	6A7, 6D6, 75, 43, 6G5, 25Z5, L42C	456
703	Compact	31.00	550-1650; 2400-7000	AC-DC	9x12½x6½	6A7, 6D6, 75, 25L6G, 25Z5, 6G5, M42B	456
901	Table	75.00	540-18800	AC	19½x16½x10½	2-6K7, 2-6F6, 6H6, 6F5, 6A8G, 80, 6G5	456
1102	Table	75.00	540-18800	AC-DC	19½x16½x10½	2-6K7, 6A8G, 75, 2-25B6, 6G5, 2-25Z5, 2-Ball	456

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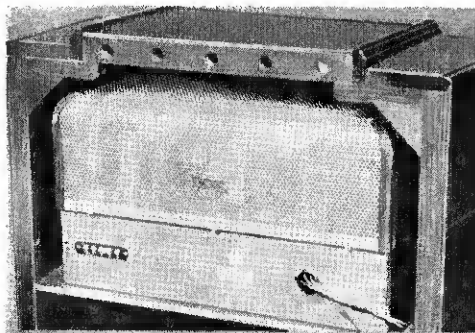
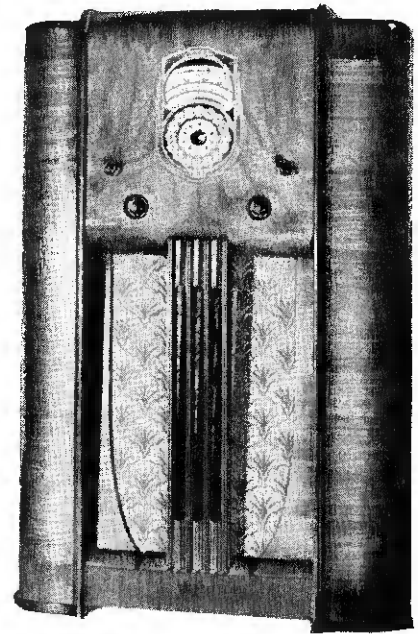
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It incorporates every desirable feature found in any radio plus new features found in no other. These features contribute to better performance. They step salability way up. They change shoppers into buyers. There are sales-closing models in every price bracket from \$19.99 up. 24 models in all and every one a leader—the model illustrated at right is No. 9AC4 incorporating automatic tuning and listing at \$105.00 F. O. B. factory with antenna.

The Fairbanks-Morse dealer proposition is "aboveboard." Your investment is protected. There is no red tape . . . no mandatory requirements of heavy financial investment. It takes only a few moments to get the whole story—and it may prove the most profitable few minutes you ever spent. Write Fairbanks, Morse & Co., Home Appliance Division, 2060 Northwestern Avenue, Indianapolis, Indiana.



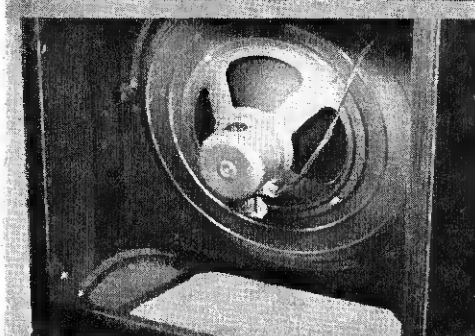
TURRET SHIELDING

A sales-closing feature, developed and introduced by Fairbanks-Morse. Turret Shielding closes more sales per prospect for Fairbanks-Morse dealers—because it is one of the reasons why this radio has so much less of the popping and crackling noise that mars foreign reception. Here's extra value and better performance that any prospect immediately appreciates and wants.

AUTOMATIC TUNING

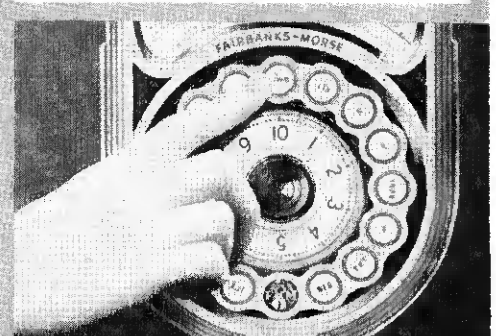
With true automatic frequency control. Prospects want the greater convenience and operating ease provided by the distinctive Fairbanks-Morse Automatic Tuning Dial.

It works with the smoothness of a railroad watch—because it is precision-built. An ingenious circuit makes this radio adjust itself to the incoming signal of the station they want to listen to. The automatic dial brings in their favorite domestic programs with one flip of the finger—instantly, perfectly.



STONE PROJECTOR

Another exclusive feature that gives this radio new faithfulness and beauty of tone. Like Turret Shielding it is a sales clincher because prospects can see what it is and hear what it does. It is the first thing that catches their eye when you show them the back of the radio.



FAIRBANKS-MORSE PLUS-VALUE RADIO

THE MEN WHO SOLD FAIRBANKS-MORSE RADIOS LAST YEAR KNOW

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SIONS	TUBES	I. F.
Pilot Radio Corp., 3706 36th St., Long Island City, N. Y.							
X-23	Table	\$62.50	540-1650; 1930-6250; 5880-18800	AC-DC	20½x15½x10½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, 6G5. Ballast	
CX-23	Console	94.50	540-1650; 1930-6250; 5880-18800	AC-DC	41x25x13½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, 6G5. Ballast	
PX-23	Phono Comb.	139.50	540-1650; 1930-6250; 5880-18800	AC-DC	42½x26½x16½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, 6G5. Ballast	
TG-56	Table	74.50	529-1654; 1976-24000	6 DC	20x15½x11½	2-6D6, 6A7, 75, 41	
CG-56	Console	99.90	529-1654; 1976-24000	6 DC	41x25x13½	2-6D6, 6A7, 75, 41	
X-114	Table	99.50	545-23000	AC	22x15½x12	3-6D6, 2-76, 6A7, 85, 2-42, 5Z3, 6C6	
TG-162	Table	29.90	530-1600; 2380-6750	AC-DC	8½x14½x7½	6A7, 6D6, 75, 25L6, 25Z5	
TG-184	Table	67.50	540-1650; 1930-18800	AC-DC	12½x22½x10	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, 6G5. Ballast	
RG-184	Phono Comb.	159.50	540-1650; 1930-18800	AC-DC	34½x37½x18½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, 6G5. Ballast	
193	Table	57.50	555-1600; 2050-18800	AC	11½x21½x8½	6A8, 6K7, 6Q7, 6P6, 5W4	
C-193	Console	79.90	555-1600; 2050-18800	AC	40½x23½x12½	6A8, 6K7, 6Q7, 6P6, 5W4	
WX-201	Bakelite Table	32.50	545-1680	AC-DC	12½x9½x6½	6A7, 6D6, 75, 25L6, 25Z6	
VX-201	Bakelite Table	36.50	545-1680	AC-DC	12½x9½x6½	6A7, 6D6, 75, 25L6, 25Z6	
BX-203	Bakelite Table	37.50	545-1680; 5700-18800	AC-DC	12½x9½x6½	6A7, 6D6, 75, 25L6, 25Z6	
WX-203	Bakelite Table	37.50	545-1680; 5700-18800	AC-DC	12½x9½x6½	6A7, 6D6, 75, 25L6, 25Z6	
VX-203	Bakelite Table	42.50	545-1680; 5700-18800	AC-DC	12½x9½x6½	6A7, 6D6, 75, 25L6, 25Z6	
293	Table	74.50	545-18800	AC	20x15½x11½	2-6K7, 6A8, 6Q7, 6P6, 5W4, 6G5	
C-293	Console	99.90	545-18800	AC	41x25x13½	2-6K7, 6A8, 6Q7, 6P6, 5W4, 6G5	
X-304	Table	94.50	525-23600	AC-DC	22x15½x12	2-6K7, 6A8, 6R7, 2-25Z6, 4-25L6, 6E5	
CX-304	Console	129.50	525-23600	AC-DC	42½x25½x13½	2-6K7, 6A8, 6R7, 2-25Z6, 4-25L6, 6E5	
PX-304	Phono Comb.	179.50	525-23600	AC-DC	42½x25½x13½	2-6K7, 6A8, 6R7, 2-25Z6, 4-25L6, 6E5	
WG-352	Bakelite Table	37.50	545-1680; 5700-18800	AC-DC	8½x15½x6½	6A7, 6D6, 75, 25L6, 25Z5	
VG-352	Bakelite Table	42.50	545-1680; 5700-18800	AC-DC	8½x15½x6½	6A7, 6D6, 75, 25L6, 25Z5	
H-393	Table	69.50	545-1650; 1900-18800	AC	12½x22½x10	2-6K7, 6A8, 6Q7, 6P6, 5Y3G, 6G5	
P-393	Phono Comb.	149.50	545-1650; 1900-18800	AC	42½x26½x16½	2-6K7, 6A8, 6Q7, 6P6, 5Y3G, 6G5	
PH-393	Phono Comb.	169.50	545-1650; 1900-18800	AC	34½x37½x18½	2-6K7, 6A8, 6Q7, 6P6, 5Y3G, 6G5	
423	Table	52.90	540-1650; 1930-18800	AC-DC	13x16x9½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, Ballast Tube	
TP-423	Table Ph. Comb.	99.50	540-1650; 1930-18800	AC-DC	16½x17½x14½	2-6K7, 6A8, 6Q7, 25L6, 25Z6G, Ballast Tube	
TG-528	Table	129.50	530-70000	AC	23x17½x13½	2-6K7, 2-6L7, 6H7, 6H6, 6Q7, 2-6L6, 2-5Z3, 6E5	
TG-584	Table	69.50	525-1580; 2050-18800	AC	13½x22½x10½	6A8-G, 6K7-G, 6H6-G, 6Q7-G, 2-6V6-G, 5Y3-G, 6E5	
TG-752	Table	29.90	530-1600; 2380-6750	AC	8½x14½x7½	6A7, 6D6, 75, 41, 80	
TG-5206	Table	76.50	529-1654; 1974-24000	32 DC	20x15½x11½	2-6D6, 6A7, 75, 41	
CG-5206	Console	99.90	529-1654; 1974-24000	32 DC	41x25x13½	2-6D6, 6A7, 75, 41	

Port-O-Matic Corp., 1013 Madison Ave., New York City (Port-O-Matic, Fidel-O-Matic)							
112	Portable	\$139.50	550-1550; 6000-18000	AC-DC	9½x15x24	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6, BK23B, 6E5	465
110	Radio Comb.*	129.50	550-1550; 6000-18000	AC-DC	9½x15x22	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6, BK23B, 6E5	465
101	Port. Phono. Comb.	105.00	550-1550; 6000-18000	AC-DC	8x14½x21	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6, BK23B	465
100	Port. Phono. Comb.	89.95	550-1550; 6000-18000	AC-DC	8x14½x21	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6, BK23B	465
8P	Portable Radio	59.50	550-1550; 6000-18000	AC-DC	9x13x8½	6A8G, 6K7, 6Q7G, 25L6, 2-25Z6, BK23B, 6E5	465
119	Portable Phono. Amp.	125.00		AC-DC	9½x15x24	6C8G, 2-25L6, 2-25Z6	
600	Console†	260.00	140-400; 550-60000	AC-DC	40½x28x18	3-6K7, 6I7, 6Q7, 6C5, 6G5, 4-25L6, 4-25Z6	465

* With record changer.
† With automatic record changer.

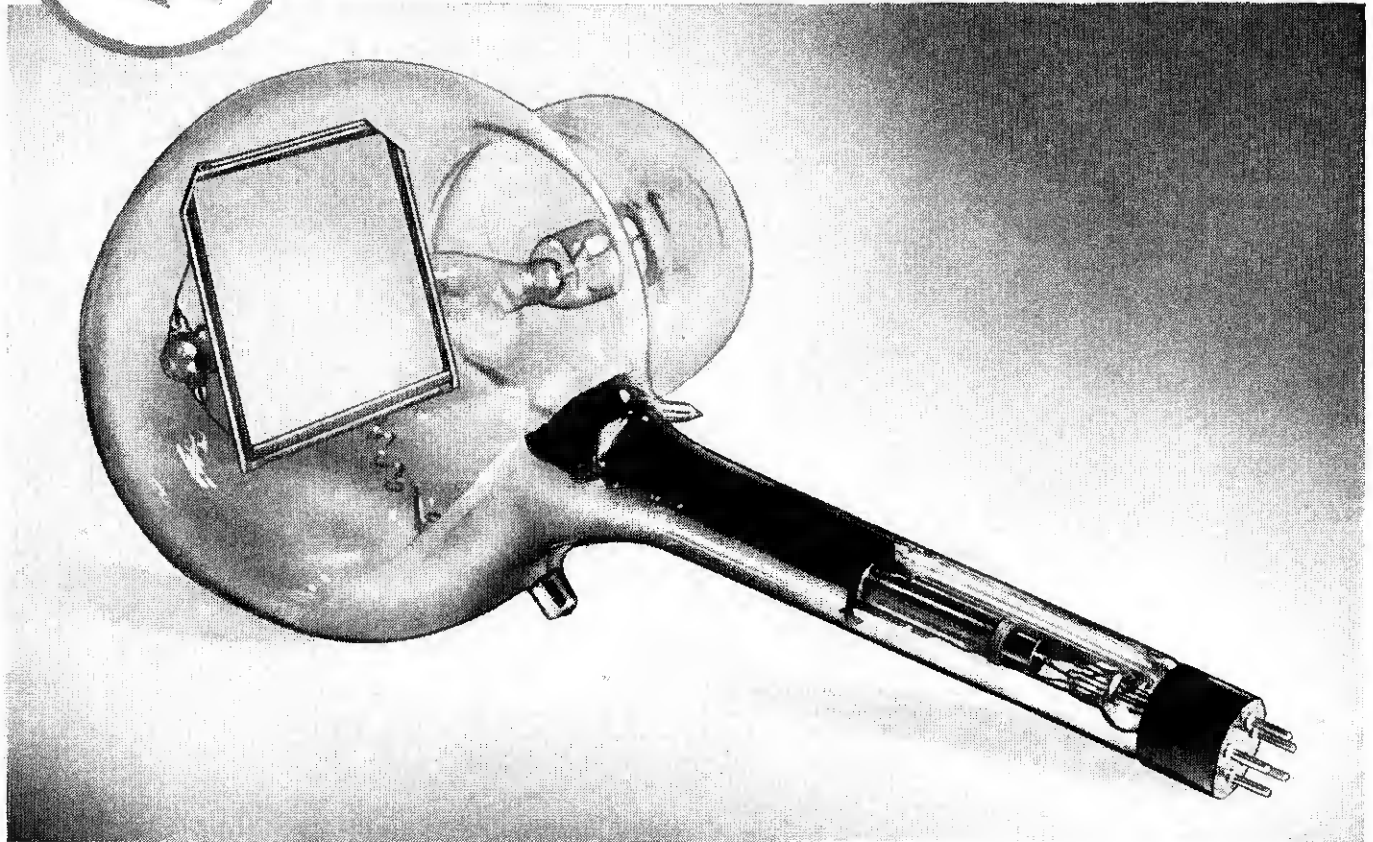
Radio Products Sales Co., 238 W. 15th St., Los Angeles, Cal. (Clipper)							
40	Table	\$12.95	535-1600	AC	6½x9x5½	6D6, 76, 42, 80	
70	Table	14.95	535-1600	AC	6½x10x5	6D6, 76, 42, 80	
78	Table	17.95	535-1600	AC	6½x10x5	6A7, 6K7, 76, 42, 80	456
60	Table	20.95	535-1600; 1700-4500	AC	9x8x12	6A7, 6D6, 75, 42, 80	465

RCA Mfg. Co., Inc., Camden, N. J. (RCA-Victor)							
86X	Table	\$29.95	540-1720; 5800-18000	AC-DC	8½x12½x7½		6
87X	Table	49.95	530-1720; 2100-22000	AC-DC	11½x18½x8½		7
85T	Table	24.95	530-1720		8½x12½x7½		5
85T1	Table	29.95	540-1720; 5800-18000		8½x13½x7½		5
86T	Table	39.95	530-1720; 2100-22000		11½x17x8½		6
86T1	Table	44.95	530-1720; 2100-22000				6
87T	Table	49.95	530-1720; 2100-22000		11½x18½x8½		7
810T	Table	89.95	530-1720; 2100-22000		20½x17½x11½		10
87Y	Console	79.95	530-1720; 2100-22000	AC-DC	39x24½x12		7
86K1	Console	52.95					
86K	Console	39.95	530-1720; 2100-22000		39x24½x12		6
86K7	Console	69.95	530-1720; 2100-22000		40x24½x12½		6
87K	Console	79.95	530-1720; 2100-22000		40x25½x13½		7
88K	Console	89.95	530-1720; 2100-22000		40x26½x12½		8
810K	Console	109.95	530-1720; 2100-22000		42x26x19		10
810K1	Console	119.95	530-1720; 2100-22000		42x26x12½		10
811K	Console	150.00	530-1720; 2100-22000		42x28½x15½		11
812K	Console	175.00	530-1720; 2100-22000		42x28½x15½		12
813K	Console	200.00	530-1720		43x30½x17½		13
816K	Console	250.00	530-1720; 2100-22000		43x30½x17½		16
U-101	Duo	69.95	540-1720; 5800-18000		13½x19½x14½		5
U-103	Duo	129.95	540-1720; 5800-18000				5
U-105	Duo	200.00	530-1720; 2100-22000				10
U-107	Duo	295.00	530-1720; 2100-22000				10
U-109	Duo	450.00	530-1720; 2100-22000				16
84BT	Table	27.95	530-1720				4
84BT6	Table	37.95	530-1720	Battery	16½x11½x6½		4
85BT	Table	42.95	530-1720; 2100-22000	Battery	20½x13½x9½		5
85BK	Console	59.95	530-1720; 2100-22000	Battery	39x24½x12		5
86BT	Table	59.95	530-1720; 2100-22000	Battery	20½x16x10½		6
86BK	Console	79.95	530-1720; 2100-22000	Battery	39x24½x12		6
67M	Auto	42.95		6 DC			6
67M1	Auto	53.95		6 DC			6
67M2	Auto	61.95		6 DC			6
67M3	Auto	69.95		6 DC			6
O-1	Portable Phono.*	16.50					
O-15	Portable Phono.†	24.50					
R-93	Record Player	16.50					
R-93-A	Record Player	18.50					
R-94	Record Player	28.95					
R-96	Record Player	64.50			13x12½x14½		
R-97	Record Player	84.50			13x12½x14½		
R-99	Record Player	149.50					
86E	End Table	89.95					
87EY	End Table	89.95		AC-DC			

* Available in black, blue and brown.
† Available in tan.



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1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.							
89	Console	\$139.90	540-18600	AC	43x28x15	6K7, 6L7, 6C5, 6K7, 6H6, 6F5, 6P5, 6V6G, 6V6G, 5X4G, 6E5	450
72	Flat Table	64.90	540-18600	AC	13x18x10	6K7, 6L7, 6C5, 6K7, 6H6, 6F5, 6V6G, 5Z4	450
45	Flat Table	54.90	540-1715; 2300-18600	AC	10½x16½x8	6K7, 6L7, 6C5, 6H6, 6F5, 6P6, 5Z4	450
65	Flat Table	44.50	540-1715; 5400-10600	AC	9x15½x7	6L7, 6C5, 6K7, 6Q7, 6F6, 5Z4	450
46	Molded Compact	29.90*	540-1715 and 2400 KC Police	AC	6½x10½x5½	6A8, 6K7, 6J7, 6F6, 5Z4	450
47	Molded Compact	36.90*	540-1715; 5400-10600	AC	6½x10½x5½	6A8, 6K7, 6Q7, 6F6, 5Z4	450
28	Molded Compact	34.90*	540-1715 and 2400 KC Police	AC-DC	6½x10½x5½	6A8, 6K7, 6J7, 25A6, 25Z6, K49B	450
52	Molded Compact	19.90*	540-1715 and 2400 KC Police	AC	6½x10x5½	6A7, 6K7, 76, 42, 80	450

*\$3 Extra in ivory

Sonora Electric Phonograph Co., Inc. 160 Varick St., New York City							
PR202	Table Phono.-Comb.	\$64.95	550-1700; 5500-17000	AC	10x14½x14½	6A7, 6D6, 75, 41, 84	456
PR400	Table Phono.-Comb.	74.95	550-1700; 550-17000	AC-DC	10x14½x14½	6A7, 6D6, 25Z5, 25L6, 75, 149C	456
PR101	Armch. Phono.-Comb.	109.50	550-1700; 5500-17000; 17000-55000	AC	23x27x15	6A7, 6D6, 75, 41, 84	456
PR300	Armch. Phono.-Comb.	119.50	550-1700; 5500-17000; 17000-55000	AC-DC	23x27x15	6A7, 6D6, 25Z5, 25L6, 75, 149C	456
PB	Record Player	28.00		AC	7½x15x13		
P202	Table Phono.	49.95		AC	10x14½x14½	6C6, 6A3, 5Z3 (Crystal Pick-up)	
P400	Table Phono.	59.95		AC-DC	10x14½x14½	6C5, 2-25Z5, 2-25L6 (Crystal Pick-up)	
P101	Arm Chair Phono.	89.50		AC	23x27x15	6C6, 6A3, 5Z3 (Crystal Pick-up)	
P300	Arm Chair Phono.	99.50		AC-DC	23x27x15	6C5, 2-25L5, 2-25L6 (Crystal Pick-up)	

Sparks Withington Co., Jackson, Mich. (Sparton)							
608	Compact		535-1710	AC-DC	9x11x7	6A8G, 6K7G, 6Q7G, 25L6G, 25Z6G, Bk 49B	456
608-B	Moulded Compact		535-1710	AC-DC	7x12x8	6A8G, 6K7G, 6Q7G, 25L6G, 25Z6G, Bk 49B	456
518	Table		535-1730; 5850-18900	AC	13x13x9	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
538	Table		535-17000	AC	11x19x9	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
558-C	Table* (Copper)		535-1730; 5850-18900	AC	9x17x8	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
558-D	Table* (Blue)		535-1730; 5850-18900	AC	9x17x8	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
628	Table		535-17000	AC	21x15x11	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G, 6E5	456
568	Console		535-1730; 5850-18900	AC	38x22x10	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
668	Console		535-17000	AC	40x23x12	6A8G, 6K7G, 6Q7G, 6P6G, 5X3G, 6E5	456
678	Console		535-17000	AC	40x23x12	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G, 6E5	456
768	Console		540-16500	AC	41x24x12	2-6K7G, 6A8G, 6Q7G, 6P6G, 5Y3G, 6E5	456
778	Console		540-16500	AC	40x23x12	2-6K7G, 6A8G, 6Q7G, 6P6G, 5Y3G, 6E5	456
968	Console		540-18500	AC	42x24x12	2-6K7G, 6A8G, 2-6Q7G, 6C5G, 6V6G, 5Y3G, 6E5	456
1068	Auto Tuning Console		540-18500	AC	42x25x14	3-6K7G, 6A8G, 6J7G, 6Q7G, 6H6G, 6V6G, 5Y3G, 6E5	456
1078	Auto Tuning Console		540-18500	AC	42x24x13	3-6K7G, 6A8G, 6J7G, 6Q7G, 6H6G, 6V6G, 5Y3G, 6E5	456
1268	Automatic Tuning Console		540-1750; 1750-6100; 5900-18500	AC	42x24x13	3-6K7G, 6A8G, 6J7G, 6H6G, 6Q7G, 6J5G, 2-45, 5Y3G, 6E5	456
1568	Automatic Tuning Console		540-1750; 1750-6100; 5900-18500	AC	44x27x13	3-6K7G, 6A8G, 6J7G, 6H6G, 6Q7G, 6R7G, 6C5G, 6J5G, 5Y3G, 6E5, 2-2A3, 5X4G	456
1288-P	Phono.-Comb.		540-1750; 1750-6100; 5900-18500	AC	45x27x17	3-6K7G, 6A8G, 6J7G, 6H6G, 6Q7G, 6J5G, 2-45, 5Y3G, 6E5	456
578	Chairside		535-1730; 5850-18900	AC	21x24x14	6A8G, 6K7G, 6Q7G, 6P6G, 5Y3G	456
538-2	Table		540-1650; 5750-18100	2-DC	11x19x9	1C7G-2, 1D5G, 1H6G, 33	456
588-2	Console		540-1650; 5750-18100	2-DC	38x22x10	1C7G-2, 1D5G, 1H6G, 33	456
638-6	Table		540-1650; 5750-18100	6-DC	21x15x11	1C7G, 2-105G, 1H6G, 1H4G, 1E7G	456
688-6	Console		540-1650; 5750-18100	6-DC	40x23x12	1C7G, 2-105G, 1H6G, 1H4G, 1E7G	456

* Glass.

Stewart Warner Radio Corp., 1826 Diversey Blvd., Chicago, Ill.—Specifications to follow in the July issue.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. (Stromberg-Carlson)							
225-H	Table	\$55.00	540-3500; 5900-18000	AC-DC	9½x16x8½	6A8, 6K7, 6Q7, 25A6G, 25Z6G	465
228-H	Table	68.00	540-3500; 5900-18000	AC	10½x19½x8½	6K7, 6A8, 6Q7, 6P6G, 6G5, 5Y4G	465
228-L	Console	89.50	540-3500; 5900-18000	AC	40x24½x10½	6K7, 6A8, 6Q7, 6P6G, 6G5, 5Y4G	465
229-P	Radio-Phono. Console	175.00	540-3500; 5600-18000	AC	43½x26½x16½	2-6K7, 6A8, 6H6, 6F5, 6P6, 6G5, 80	465
230-H	Table	84.00	530-18000	AC	13½x24x10	6K7, 6A8, 6H6, 6P5, 6P6, 6G5, 5Y4G	465
230-L	Console	115.00	530-18000	AC	42x24½x10½	6K7, 6A8, 6H6, 6P5, 6P6, 6G5, 5Y4G	465
231-F	Coffee Table	145.00	530-18000	AC	21x27x20½	6K7, 6A8, 6H6, 6P5, 6P6, 6G5, 5Y4G	465
231-R	End Table	135.00	530-18000	AC	23x25x16½	6K7, 6A8, 6H6, 6P5, 6P6, 6G5, 5Y4G	465
231-P	Console Radio-Phono.	199.50	530-18000	AC	35½x35x16	6K7, 6A8, 6H6, 6P5, 6P6, 6G5, 5Y4G	465
240-H	Table Model	117.00	530-18000	AC	13½x24½x10	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-L	Console	150.00	530-18000	AC	42x25½x11½	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-M	Console	175.00	530-18000	AC	42½x28x12½	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-R	Half-Round Console	197.50	530-18000	AC	41x30x15	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-S	Drop-Door Console	227.50	530-18000	AC	42x34x14	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-W	Gov. Winthrop Desk	227.50	530-18000	AC	42x34x18	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
240-P	Radio & Au'tic Phono.	255.00	530-18000	AC	42x28x14	2-6K7, 6A8, 2-6C5, 6H6, 6F5, 2-6P6, 6G5, 5U4G	465
250-L	Console	235.00	530-60000	AC	43½x28x14	2-6K7, 6A8, 2-6J7, 6B8, 6H6, 6F5, 6C5, 2-6L6, 6G5, 5U4G	465
255-L	Console	250.00	530-60000	AC	43½x28x14	2-6K7, 6A8, 2-6J7, 6B8, 6H6, 6F5, 6C5, 2-6L6, 6G5, 5U4G	465
260-L	Console	325.00	530-60000	AC	44x28x15½	4-6K7, 6A8, 6J7, 2-6A6, 6L7, 6C5, 2-6L6, 6Q3, 5U4G, 6G5	465
260-P	Radio & Au'tic Phono.	750.00	530-60000	AC		4-6K7, 6A8, 6J7, 2-6A6, 6L7, 6C5, 2-6L6, 6Q3, 5U4G, 6G5	465

(Continued on page 53)

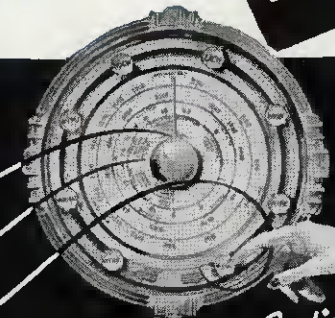
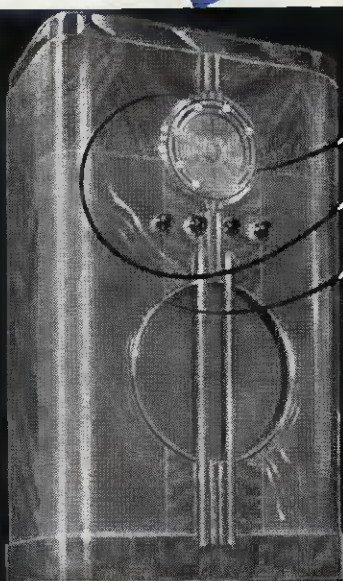
HERE'S GRUNOW... THE "SMART MONEY" LINE FOR 1938!



**GRUNOW HALVES THE
PRICE OF
AUTOMATIC TUNING
WITH THE 1938 TELEDIAL**

**DISCOUNTS
THAT
INSURE PROFIT**

**CABINETS STYLED
AND FINISHED IN
THE FINEST FURNITURE
TRADITION**



**ZIP! Your Station
Tuned to a Pin Point!**

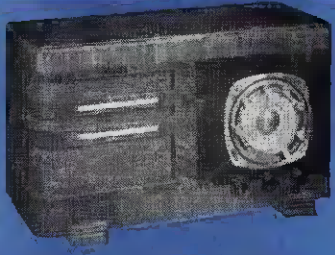
EUROPE GUARANTEED!

GRUNOW for 1938 is a "natural"! A "natural" for sales... a "natural" for profits! Imagine! Automatic Tuning at half competitive prices in the 1938 Teledial! FOR THE FIRST TIME... real, automatic tuning in table models! Europe Guaranteed! A price range from \$24.95 to \$159.95! And a choice of cabinets styled and finished in the finest furniture tradition! YES! GRUNOW is the "smart money" line for 1938... It's nationally advertised of course... It's priced to sell fast and show plenty of profit. On this page and the next are a few GRUNOW models for 1938... destined to be the most amazing values in the whole history of radio retailing! So... be money ahead with GRUNOW for 1938!



**NOW..TABLE MODELS WITH
REAL AUTOMATIC TUNING..
ROCK BOTTOM PRICES AND
PLENTY OF PROFIT!**

GRUNOW CONSOLE No. 589... A.C.; 5 tubes; 10 station "Teledial" automatic tuning; Europe Guaranteed; also American, aviation, police, amateur broadcasts. Size: 37" x 10-3/16" x 22". Banjo type cabinet of matched walnut in straight, stump, striped, mottled and rotary grains.



UNIVERSAL TABLE MODEL NO. 624... A.C.; D.C.; 6 tubes; 8 station "Teledial" automatic tuning; Europe Guaranteed; also American, amateur, police, aviation broadcasts. Size: 9 1/2" x 7 1/2" x 15 1/2". Cabinet: pin stripe, stump and straight walnut.

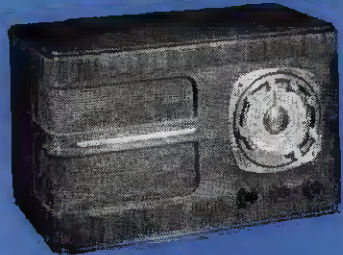
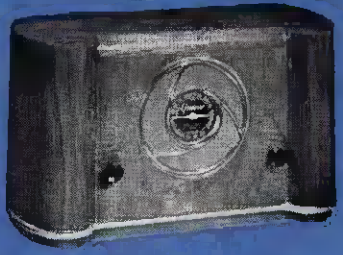
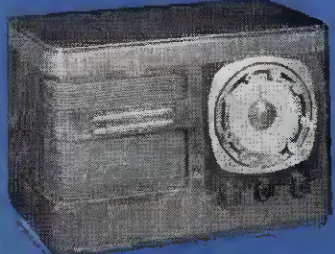


TABLE MODEL NO. 588... A.C.; 5 tubes; 8 station "Teledial" automatic tuning; Europe Guaranteed; also American, police, amateur, aviation broadcasts. Size: 9" x 7 1/2" x 14 1/2". Cabinet: pin stripe and straight grain walnut.



UNIVERSAL TABLE MODEL NO. 592... A.C.; D.C.; 5 tubes; airplane type dial; American and police broadcasts. Size: 8" x 6 1/2" x 8". Violin shaped cabinet of matched stump walnut. Also available in Antique Ivory Finish. Specify Model 594.



UNIVERSAL TABLE MODEL NO. 622... A.C.; D.C.; 6 tubes; 8 station "Teledial" automatic tuning; Europe Guaranteed; also American, amateur, police, aviation broadcasts. Size: 8 1/2" x 7 1/2" x 12 1/2". Cabinet: pin stripe and straight grain walnut.

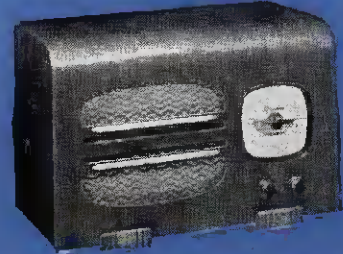
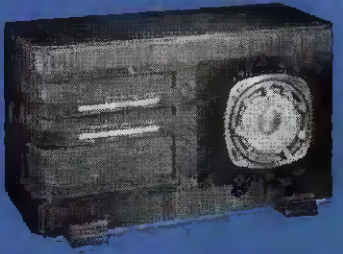
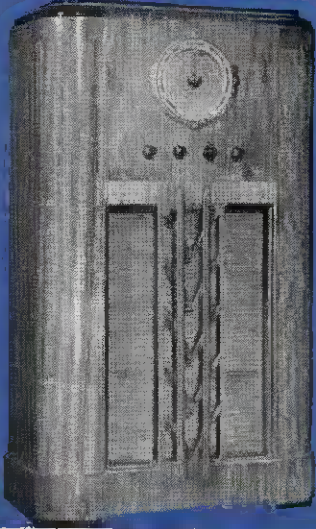


TABLE MODEL NO. 576... A.C.; 5 tubes; illuminated, airplane type dial; also American, police, amateur, aviation broadcasts. Size: 8 1/2" x 7 1/2" x 11 1/2". Cabinet: pin stripe and plain walnut. Also available in Antique Ivory Finish. Specify Model 578.



ALL-WAVE TABLE MODEL NO. 632... A.C.; 6 tubes; 8 station "Teledial" automatic tuning; Europe Guaranteed; also American, amateur, police, aviation broadcasts. Size: 9 1/2" x 7 1/2" x 15 1/2". Cabinet: pin stripe, stump and straight walnut.

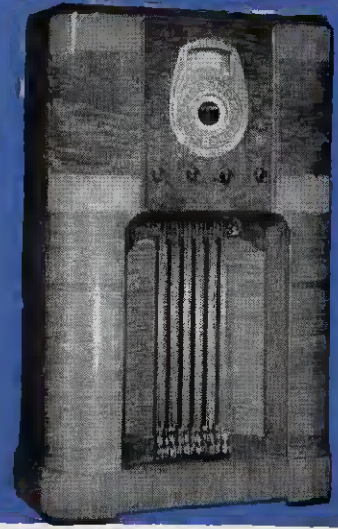
BEAUTIFUL CONSOLES WITH "TELEDIAL" AUTOMATIC TUNING FROM \$54⁹⁵ TO \$159⁹⁵!



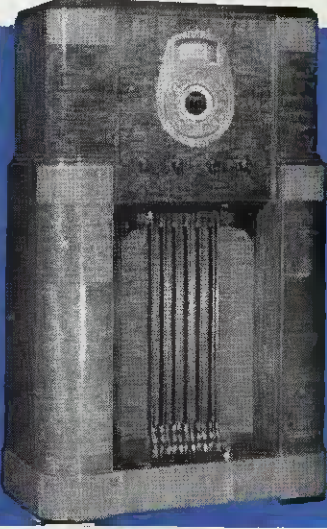
GRUNOW CONSOLE No. 663 . . . A.C.; 6 tubes; large 10 station "Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 40" high x 12 3/16" deep x 24 3/8" wide. Cabinet: Oriental, half round and rotary walnut. Has A.V.C., tone control and 12-inch speaker.



GRUNOW CONSOLE No. 1067 . . . A.C.; 10 tubes; large 10 station "Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 40 1/2" high x 12 1/4" x 24 1/4" wide. Cabinet: California, pin stripe and rotary walnut. Has A.V.C., tone control and 12-inch speaker.



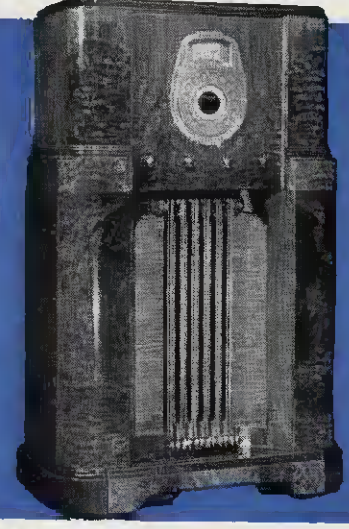
GRUNOW CONSOLE No. 1081 . . . A.C.; 10 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41" high x 12 3/16" deep x 25 3/8" wide. Cabinet: matched stump, mottled and pin stripe walnut. This model has Automatic Frequency Control.



GRUNOW CONSOLE No. 1091 . . . A.C.; 10 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41 1/2" high x 12 1/4" deep x 26" wide. Cabinet: matched stump, striped and pin stripe walnut. This model has Automatic Frequency Control.



GRUNOW CONSOLE No. 1181 . . . A.C.; 11 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 42 1/4" high x 13 1/4" deep x 26 1/2" wide. Cabinet: matched stump, crotch and striped walnut inlays. This model has Automatic Frequency Control.



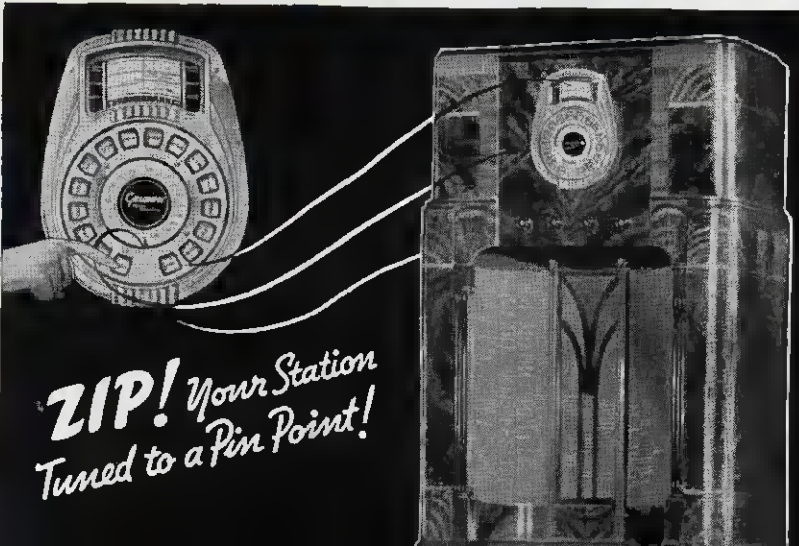
GRUNOW CONSOLE No. 1193 . . . A.C.; 11 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41" high, 13 1/4" deep, 26 1/2" wide. Cabinet: matched stump, crotch, French and rotary walnut. This model has Automatic Frequency Control.

GRUNOW CONSOLE MODEL No. 1185 . . . A.C. . . . 11 tubes; "Super-Teledial" automatic tuning; 3 wave bands; All-wave; foreign, American, police, amateur, aviation broadcasts; Size: 42 3/4" x 14 7/8" x 28 1/4". Cabinet French and stump walnut, crotch walnut borders, striped walnut inlay. Super Teledial Models have Automatic Frequency Control.

**WRITE FOR CATALOG OF COMPLETE
GRUNOW LINE FOR 1938!**

Also name of nearest GRUNOW distributor . . . Compare GRUNOW'S prices . . . GRUNOW'S merchandising PLUS . . . Get set to cash in on GRUNOW national and local advertising helps! . . . Write today for details on the line that will put you MONEY AHEAD . . . The GRUNOW Line for 1938!

Grunow
FOR 1938



**ZIP! Your Station
Tuned to a Pin Point!**

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Stromberg-Carlson (Continued)							
65	Remote Control, Control Box & Speaker	135.00	540-1500	AC	Box—6½ high Speaker 27½ high	3-42, 2-78, 85, 5Z3, 6A7, 6B7	465
70	Console* Re. Control	495.00	520-23000	AC	42½x33½x19	4-6DG, 6A7, 76, 2-6C6, 6B7, 42, 2-2A3, 5Z3	465
72	Radio & Au'tic Ph.*	850.00	520-23000	AC	47½x34½x23½	4-6DG, 6A7, 76, 2-6C6, 6B7, 42, 2-2A3, 5Z3	465
74	Radio Au'tic Ph.*	1050.00	520-23000	AC	48x41x23½	4-6DG, 6A7, 76, 2-6C6, 6B7, 42, 4-2A3, 2-5Z3	465
126-H	Table Model	81.50	540-3500; 5900-18000	AC-DC	11x20x9½	2-6K7, 6A8, 6Q7, 2-43, 25Z5	465
126-L	Console	102.50	540-3500; 5900-18000	AC-DC	37½x24x11½	2-6K7, 6A8, 6Q7, 2-43, 25Z5	465
127-H	Table Model	103.50	540-3500; 5900-18000	AC-DC	13½x23x11½	2-6K7, 6A8, 6Q7, 2-48, 6E5, 2-25Z5	465
130-H	Table Model	77.50	540-3500; 5600-18000	AC	11x20x9½	2-6K7, 6A8, 6H6, 6F5, 6F6, 80	465
130-J	Table Model	87.50	540-3500; 5600-18000	AC	13½x21½x9½	2-6K7, 6A8, 6H6, 6F5, 6F6, 80, 6E5	465
130-R	Table Model	87.50	540-3500; 5600-18000	AC	12x20½x9½	2-6K7, 6A8, 6H6, 6F5, 6F6, 80, 6E5	465
130-U	Table Model	76.50	540-3500; 5600-18000	AC	20x15x10	2-6K7, 6A8, 6H6, 6F5, 6F6, 80, 6E5	465
145-L	Console	197.50	145-370; 525-18000	AC	43½x26½x14	3-6K7, 6A8, 6J7, 6Q7, 2-6L6, 5Z3, 6E5	465
145-P	Radio & Au. Ph. Cons.	299.50	145-370; 525-18000	AC	53½x33½x18	3-6K7, 6A8, 6J7, 6Q7, 2-6L6, 5Z3, 6E5	465
160-L	Console	285.00	145-370; 525-60000	AC	45½x28½x15½	4-6K7, 6A8, 2-6J7, 2-6H6, 6F6, 2-6L6, 6E5, 5Z3	465
160-P	Radio & Au. Ph. Cons.	495.00	145-370; 525-60000	AC	50½x33½x20½	4-6K7, 6A8, 2-6J7, 2-6H6, 6F6, 2-6L6, 6E5, 5Z3	465
180-L	Console	340.00	145-370; 525-60000	AC	45½x29x15½	5-6K7, 6A8, 3-6J7, 2-6H6, 2-6F6, 2-6L6, 6E5, 5Z3	465
126-P	Radio-Phono. Console		540-3500; 5900 18000	AC-DC	43½x26½x16½	2-6K7, 6A8, 6Q7, 2-43, 25Z5	465

*Remote control.

Troy Radio & Tel. Co., 1142 So. Olive St., Los Angeles, Cal.

4	Flat Table	\$14.95	550-1750	AC		6D6, 76, 41, 80	465
55	Flat Table	19.95	550-1750	AC		6A7, 6D6, 76, 41, 80	465
55CC	Leatherette Portable	24.50	550-1750	AC		6A7, 6D6, 76, 41, 80	465
57	Flat Table*	23.95	550-1750	AC		6A7, 6D6, 75, 41, 80	465
67SW	Flat Table*	28.95	550-7000	AC		6A7, 6D6, 75, 41, 80, 6G5	465
79	Flat Table*	32.50	550-21000	AC		6A7, 6D6, 75, 41, 80, 6G5, 610-10	465
179	Flat Table*	39.95	550-21000	AC-DC		6A7, 6D6, 75, 25L6, 25Z5, BK42C, 6G5	465
79-6110	Flat Table*	39.95	550-1750	6DC or 110AC		2-6S7G, 6P8G, 6T7G, 41, 0Z4	465
100	Flat Table*	32.50	550-1750	AC		6A7, 6D6, 75, 41, 80	465
95	Flat Table*	44.50	550-18000	AC		6A8, 2-6K7, 6H6, 6F5, 6F6, 6G5, 5Y3, 610-10	465
57PC	Table Comb.	49.50	550-1750	AC		6A7, 6D6, 75, 41, 80	465
69B	Flat Table	39.50	550-21000	2DC & B.		1C6, 1A4, 1B5, 30, 19	465
157PC	Console Radio Phono.	74.50	550-1750	AC		6A7, 6D6, 75, 41, 80	465
95 PC	Console Radio Phono.	114.50	550-18000	AC		6A8, 2-6K7, 6H6, 6J7, 6V6G, 6G5, 5Y3, 610-10	465
57PC CC	Leatherette Por. Comb.	54.50	550-1750	AC		6A7, 6D6, 75, 41, 80	465

* All table models except 4, 55 and 55 CC available in consoles.

Ultramar Mfg. Corp., 1160 Howe St., Chicago, Ill.

306	Table		528 K-C-18200	AC-DC	8½x18½x8½	6A8G, 6K7G, 6Q7G, 25L6G, 25Z5, 310-110	465
316	Table		140-375; 528-1760; 5560-18200	AC-DC	8½x18½x8½	6A8G, 6K7G, 6Q7G, 25L6G, 25Z5, 310-110	465
325	Table		528-18200	AC	8½x18½x8½	6A8G, 6K7G, 6Q7G, 6P6G, 80	465
335	Table		140-375; 528-1760; 5560-18200	AC	8½x18½x8½	6A8G, 6K7G, 6Q7G, 6P6G, 80	465
345	Table or Console		528-18600	6DC	16x12x8½	6D8G, 6S7G, 6T7G, 6L5G, 19	465
355	Table or Console		140-375; 528-1650; 5660-18600	6DC	16x12x8½	6D8G, 6S7G, 6T7G, 6L5G, 19	465
307	Table or Console		528-23000	AC		3-6K7G, 6C5G, 6Q7G, 6V6G, 5Y3G, 6E5	465
317	Table or Console		140-375; 528-1760; 6000-23000	6DC		3-6K7G, 6C5G, 6Q7G, 6V6G, 5Y3G, 6E5	465
309	Table or Console		528-23000	AC-DC		2-6K7G, 6A8G, 6R7G, 25B6G, 2-25Z5, 910-110, 6G5	465
319	Table or Console		140-375; 528-1760; 6000-23000	AC-DC		2-6K7G, 6A8G, 6R7G, 25B6G, 2-25Z5, 910-110; 6G5	465
327	Table or Console		528-23000	6DC		3-1A4, 1C6, 1B5, 30, 19, 6N5	465
337	Table or Console		140-375; 528-1760; 6000-23000	6DC		3-1A4, 1C6, 1B5, 30, 19, 6N5	465
159	Table or Console		150-60000	AC		2 6K7G, 2-6C5G, 6L7G, 6H6G, 6P5G, 6V6G, 6E5	465
612	Auto		540-1550	6DC	7½x8½x7½	0Z4, 6A7, 6B5, 2-6D6, 75	465
306	{ Table or		528-23000	AC		6A8G, 6K7G, 6C5G, 6Q7G, 6V6G, 6E5, 80	465
316	{ Console }		140-375; 528-1760; 6000-23000	AC			465

All above models can be furnished for operation at any voltage or frequency.

United Motors Service, 3044 W. Grand Blvd., Detroit, Mich. (Delco)

R-1125	Table	\$23.95	540-1720	AC	8x12x6½	6A7, 78, 75, 41, 80	465
R-1126	Table	29.95	540-1720; 2300-6300	AC	9½x15x7	6A7, 6D6, 75, 41, 80, 6G5	465
R-1127	Table	41.95	540-18000	AC	9½x18x9½	6A8G, 6U7G, 6Q7G, 6K6G, 5W4G, 6U5	465
R-1128	Table	49.95	540-18000	AC	12x19x9½	6L7G, 6C5G, 6K7G, 6Q7G, 6P6G, 5Y3G, 6G5	465
R-1129	Console	59.95	540-18000	AC	38 high	6L7G, 6C5G, 6K7G, 6Q7G, 6P6G, 5Y3G, 6G5	465
R-1130	Console	79.95	540-18000	AC	41 high	6L7G, 6C5G, 6K7, 6H6, 6F5, 6V6G, 5W4G, 6U5	465
R-1131	Console	105.95	540-18000	AC	42 high	2 6K7, 6L7, 6C5, 6H6, 6F5, 6L6, 5Y3G, 6U5	465
R-1132	Console	149.95	540-18000	AC	42½ high	3-6K7, 6L7, 6C5, 6J7, 6H6, 2-6V6, 5U4G, 6U5	465
R-2055	Table	37.95	540-1720	2DC&B	11½x21x12½	1C6, 34, 1F6, 33, 5E1	465
R-3210	Table	54.50	540-1720; 5800-18000	321DC	10x20x9	6A7, 6D6, 75, 76, 2-48	465
R-3212	Console	99.95	540-1720; 2200-18000	321DC	41 high	2-6D6, 6A7, 75, 76, 4-48	465
R-6015	Table	59.95	540-18000	6DC	10x20x9	6D8G, 2-6S7G, 2-6L5G, 19	465

Universal Battery Co., 3410 So. La Salle St., Chicago Ill.

60	Auto.	\$39.95	538-1600		11½x6½x7½	6K7, 6A8, 6D6, 75, 41, 84	262
70	Auto.	54.95	538-1600		11½x6½x7½	6K7, 6A8, 6K7G, 6Q7G, 6J5G, 6N7G, 0Z4	262
80*	Auto.	65.95	538-1600		11½x6½x7½	6K7, 6A8, 6K7G, 6A7G, 6J5G, 6N7G, 0Z4, 6K7	262

* Information on the ½, ¾ and 1½ v. sets not ready yet.

NORGE

Autobuilt Washers and Duotrol Ironers

SALES RECORDS SMASHED

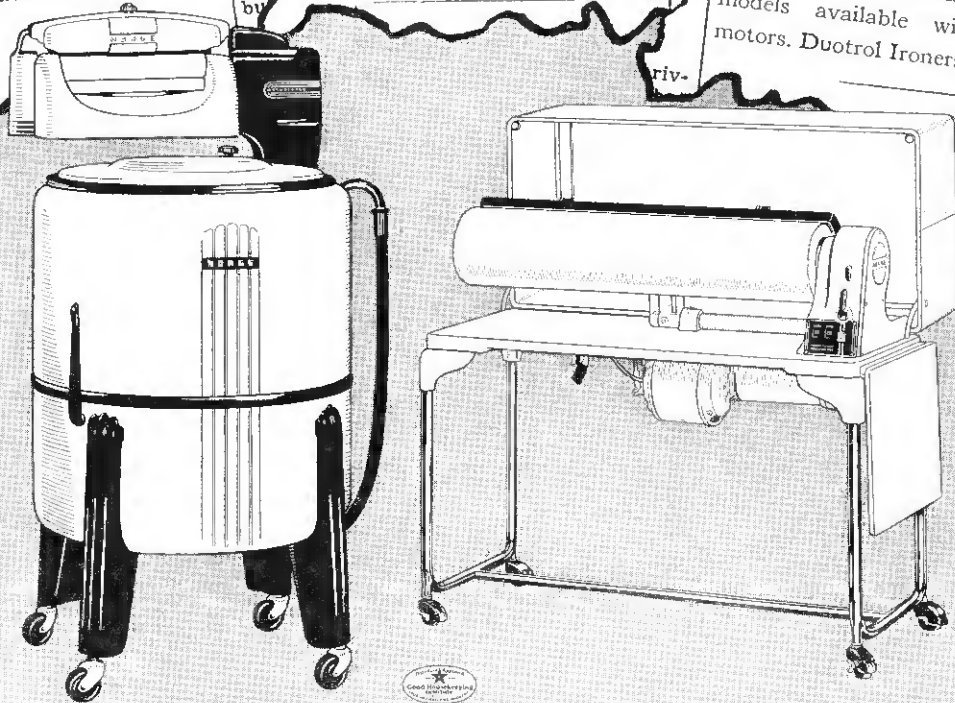
Go to the Norge distributor in your territory and talk washers and ironers. You'll hear the most amazing success story ever told in the home laundry equipment industry—a story that's as true as it is amazing. Everything the Norge distributor tells you, he'll back up with proof—proof in the form of actual sales figures. Month after month—year after year—Norge Washer and Ironer sales have been climbing to new highs.

Profit Opportunities Greater than Ever!

There are tremendous profit opportunities in washers and ironers—if you handle the Norge line! With improved products backed by superior engineering—a program of promotion and advertising the greatest in all Norge history—Norge dealers are continuing to smash sales records. Your local distributor will be glad to give you exact figures.

GET THE FACTS AND FIGURES

Liberal finance plans make it easy to be a Norge dealer. Get in immediate touch with the Norge distributor in your territory—and make 1937 a record-breaking year for profits. Norge gives you a **COMPLETE LINE TO SPEED SALES... BUILD PROFITS.** Autobuilt Washers—5 basic models, with or without drain pump, 3 models available with gasoline motors. Duotrol Ironers—6 models.



SEE THE DIFFERENCE • SELL THE DIFFERENCE • POCKET THE DIFFERENCE

WI-3

ROLLATOR REFRIGERATION (Domestic and Commercial) • GAS AND ELECTRIC RANGES • WASHERS AND IRONERS • GAS BURNERS

NORGE DIVISION Borg-Warner Corp.,
606-670 E. Woodbridge St., Detroit, Mich.

WHIRLATOR OIL BURNERS • FINE-AIR FURNACES • COAL STOKERS • AIR CONDITIONING • CIRCULATOR ROOM HEATERS

1938 RADIO SPECIFICATIONS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
<i>Zenith (Continued)</i>							
9-S-263	Console	119.95	540-18400	AC	43x27x17	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6F5G, 6F6G, 5Y4G, 6T5	456
9-S-264	Console	124.95	540-18400	AC	33x34x16	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6F5G, 6F6G, 5Y4G, 6T5	456
9-S-204	Phono. Comb.	159.95	540-18400	AC	42x26x18	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6F5G, 6F6G, 5Y4G, 6T5	456
12-S-232	Table	99.95	540-18400	AC	24x17x13	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-245	Armchair	149.95	540-18400	AC	20x32x21	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-205	Phono. Comb.	350.00	540-18400	AC	36x45x20	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-265	Console	139.95	540-18400	AC	43x25x15	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-266	Console	159.95	540-18400	AC	43x29x15	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-267	Console	169.95	540-18400	AC	43x28x15	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
12-S-268	Console	159.95	540-18400	AC	36x41x15	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 6J5G, 2-6J5G, 2-6V6G, 5Y4G, 6T5	456
15-U-246	Armchair	185.00	540-44870	AC	20x40x21	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
15-U-269	Console	185.00	540-44870	AC	43x28x17	6K7G, 6L7G, 6J5G, 6K7G, 6H5G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
15-U-270	Console	225.00	540-44870	AC	43x30x17	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
15-U-271	Console	235.00	540-44870	AC	43x30x17	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
15-U-272	Console	315.00	540-44870	AC	45x30x18	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
15-U-273	Console	325.00	540-44870	AC	46x32x17	6K7G, 6L7G, 6J5G, 6K7G, 6H6G, 2-6J5G, 2-5Y4G, 6J5G, 4-6V6G, 6T5	456
1000-Z	Console	750.00	535-63600	AC	50x30x19		
6-D-219	Table	29.95	545-1750; 5500-18200	AC-DC	8x14x8	6A8G, 6K7G, 6Q7G, 25L6G, 25Z6G, No. 100-37	456
6-D-221	Table	34.95	545-1750; 5500-18200	AC-DC	10x14x8	6A8G, 6K7G, 6Q7G, 25L6G, 25Z6G, No. 100-37	456
7-D-222	Table	49.95	540-18400	AC-DC	11x14x10	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-223	Table	54.95	540-18400	AC-DC	11x19x10	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-229	Table	49.95	540-18400	AC-DC	18x14x9	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-203	Phono. Comb.	99.95	540-18400	AC-DC	22x26x15	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-239	Armchair	59.95	540-18400	AC-DC	20x22 14	6A8G, 6K7G, 6H6G, 6F6G, 25L6G, 25Z6G, No. 100-38	456
7-D-243	Armchair	89.95	540-18400	AC-DC	21x28x18	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-241	Armchair	79.95	540-18400	AC-DC	21x25x15	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
7-D-253	Console	69.95	540-18400	AC-DC	38x24x13	6A8G, 6K7G, 6H6G, 6F5G, 25L6G, 25Z6G, No. 100-38	456
4-F-227	Table	24.95	540-1752	2DC&B	15x12x8	1C7G, 1D5G, 1F7G, 1F5G	456
5-F-233	Table	34.95	540-1752; 5490-18400	2DC&B	10x12x9	1C7G, 1D5G, 1F7G, 1H4G, 1J6G	456
5-F-251	Console	49.95	540-1752; 5490-18400	2DC&B	38x23x12	1C7G, 1D5G, 1F7G, 1H4G, 1J6G	456
4-B-231	Table	29.95	540-1752	2DC&B	14x12x8	6D8G, 6S7G, 6T7G, 38 output	456
5-J-217	Table	44.95	545-1750; 5500-18200	6D or 110AC	11x14x10	6D8G, 6S7G, 6T7G, 38 output, 6ZY5G	456
5-J-247	Armchair	59.95	545-1750; 5500-18200	6DC or 110AC	20x22x14	6D8G, 6S7G, 6T7G, 38 output, 6ZY5G	456
5-J-255	Console	59.95	545-1750; 5500-18200	6DC or 110AC	38x23x12	6D8G, 6S7G, 6T7G, 38 output, 6ZY5G	456
6-S-230	Table	59.95	540-1752; 5490-18400	6DC or 110AC	18x13x9	6D8G, 6S7G, 6T7G, 6L5G, 1J6G, 6ZY5G	456
6-J-257	Console	79.95	540-1752; 5490-18400	6DC or 110AC	41x25x13	6D8G, 6S7G, 6T7G, 6L5G, 1J6G, 6ZY5G	456
7-J-232	Table	79.95	540-18400	6DC or 110AC	24x17x13	6S7G, 6D8G, 6S7G, 6T7G, 6L5G, 1J6G, 6ZY5G	456
7-J-259	Console	99.95	540-18400	6DC or 110AC	41x26x14	6S7G, 6D8G, 6S7G, 6T7G, 6L5G, 1J6G, 6ZY5G	456

Zephyr Radio Co., 13139 Hamilton, Detroit, Mich. (Zephyr)

35Y12	Console	\$94.50	540-18000	AC	39x23x12	2-6K7, 6A8, 2-6H6, 2 6C5, 6G5, 2-5Y3	456
65X8	Console	62.50	540-18000	AC-DC	37x20x10	6A7, 6D6, 76, 6K5, L40C, 25L6, 6G5, 25Z5	456
61X8	Table	44.95	540-18000	AC-DC	11x19x8	6A7, 6D6, 76, 6K5, L40C, 25L6, 6G5, 25Z5	456
32Y6	Table	44.95	540-18000	AC	17x13xD	2-6K7, 6F6, 6A8, 6Q7, 5Y3	456
32Y5	Table	39.95	540-18000	AC	17x13xD	6A7, 6D6, 75, 42, 80	456
41X6	Table	26.95	540-1750	AC-DC	8x12x6	6A7, 6D6, 75, 49B, 43, 25Z5	
33X5	Table	19.95	540-4000	AC-DC	7x9x5	6D6, 6C6, 43, L49C, 25Z5	T.R.F.
32X5	Table	16.95	540-1750	AC-DC	8x10x6	6D6, 6C6, 43, L49C, 25Z5	T.R.F.
30YP6	Phono. Comb.	72.50	540-4000	AC	14x15x14	6A7, 6D6, 75, 25L6, L49C, 25Z5	456
35B7	Table	74.50	540-18000	6DC	37x20x10	3 6L5, 6D8, 6S7, 19	456
32B7	Table	54.95	540-18000	6DC	17x13x9	3-6L5, 6D8, 6S7, 19	456
35P6	Table	69.50	540-18000	32DC	37x20x10	6A7, 6D6, 75, 76, 2-48	456
32P6	Table	49.95	540-18000	32DC	17x13x9	6A7, 6D6, 75, 76, 2-48	456
20B3	Table	19.95	540-1750	6DC&B	8x10x6	6D6, 6C6, 41	T.R.F.
3M7	Auto	44.95	540-1750	6DC	7x9x8	2-6D6, 6A7, 6Q7, 41, 0Z4, 206	456
3M8	Auto	32.50	540-1750	6DC	7x9x8	2-6K7, 6L6, 6L7, 6Q7, 6C5, 0Z4, 206	456

More Specifications in July

Engaged in the difficult business of putting final touches to important new designs . . . wound up in the process of oiling factory wheels for early production . . . feverishly completing plans for distributor-dealer showings, several prominent set makers found it impossible to supply detailed and accurate specifications in time for inclusion in this

June SHOW NUMBER. In order to provide the reader with a complete, printed "roll-call", we've included the names and addresses of these missing manufacturers. Some of them will undoubtedly be shipping 1938 merchandise even as we mail. So . . . more specifications are scheduled to appear in the July issue of *Radio Retailing*.

FIRST-AID FOR CATALOG-COLLECTORS

33

Attractive showroom and window displays on the 1938 line of **Arvin** radios are ready for distribution.

34

Clever drawings showing the many and varied uses of **Wilcox Gay's** new **Wal-Radio** brighten up the consumer leaflet just off the press. Done in green and black.

35

A novel resistance tube price list and interchangeable calculator may be obtained from **Hytron**. In addition to listing every known glass and metal type tube, the equivalent interchangeable standard type number to use can be determined by rotating a disk with two slots—in one appears the unknown special type number and in the other appears the standard **Hytron** type to use.

36

Modernistic in treatment is the **Fidel-O-Matic** folder issued by **Portomatic**. Printed on pebble paper in a rust shade and black. Features of this deluxe combination automatic phonograph and radio are illustrated.

37

RCA is putting out a mighty handy "feature finder." By pushing the card through a special isin-glass holder the features of any particular receiver can be quickly and easily spotted.

38

Clarion has made up a four page folder showing its complete line of auto-radios and car antennas. Effectively done in red and white.

39

A mailing piece, done in rotogravure, shows the complete **Motorola** line of home and auto sets. Splendid for promotion use.

40

"Go Places With This New Portable Radio" is the catchy little of **Espey's** consumer folder. Done in tones of black and gray. Each of its portables is illustrated and described.

41

Mission Bell has brought out a small counter size folder which gives details and shows each of its 1938 sets.

42

Bright yellow is used to set off the new set folder **Grunow** is releasing. Each of its new models are described and illustrated and the **Super-Teledial** explained.

43

Single catalog sheets, each describing and illustrating a set in the new **Freed-Eisemann** line are now available.

44

Catalog sheets on the many new **Clinton** radios will be sent upon request.

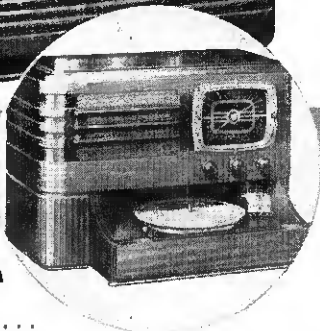
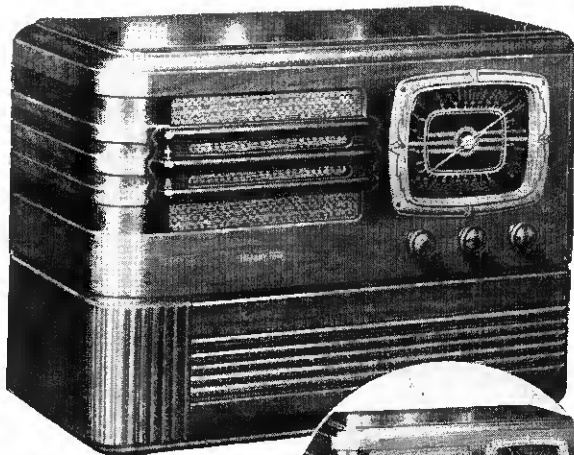


TABLE MODEL Radio-Phonograph

playing 10 or 12-inch records . . .

turntable operates in a drawer that may be closed even while record is playing, which eliminates needle noise. Five-tube super chassis. May be obtained in walnut and antique white as well as all walnut. Only 17" x 12½" x 9¾". . . Send for a sample today.

HERBERT H. HORN RADIO MFG. CO.
1201 So. Olive St. • Los Angeles, California

Kleen ZONING

by HORTON

NEW SENSATION IN WASHERS

A new principle in washing machine construction—Kleen-Zoning packs a terrific sales punch! Exclusive with Horton! Write now for details of this dramatic principle—Kleen-Zoning, the new buy-word in washers!

HORTON MANUFACTURING CO.
608 OSAGE ST., FORT WAYNE, IND.



Ken-Rad Radio Tubes

Dependable performance always

Write for our complete dealer sales plan

Standard glass types,
G Series and genuine
all-metal radio tubes

KEN-RAD TUBE & LAMP CORPORATION, INC., OWENSBORO, KY.
Also mfrs. of Ken-Rad Incandescent Electric Lamps

TRIAD

The Radio Tube That Gives SATISFACTION

Double-Checked for Quality

USED BY LEADING SET MANUFACTURERS
AND PREFERRED BY EXPERT SERVICEMEN

A Profitable Line to Handle

TRIAD MANUFACTURING CO., INC.

PAWTUCKET

RHODE ISLAND

The Quality Name in Radio Tubes

TUBE TYPES and THEIR MAKERS

MANUFACTURER'S NAME AND ADDRESS	TRADE NAME	Receiving Tubes	Ballast Tubes	Cathode Ray Tubes	Photo Tubes	Thyratron Tubes	Transmitting Tubes	Special Tubes to Order
Amperex Electronics Products Corp., 79 Washington St., Brooklyn, N. Y.	Amperex							
Amperite Co., 561 Broadway, New York, N. Y.	Amperite		•					
Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.	Arcturus	•						
Cathode Ray & Television Tube Co., Brockton, Mass.				•				
Clarostat Mfg. Co., 285 N. 6th St., Brooklyn, N. Y.	Clarostat		•					
Continental Electric Co., Geneva, Del.	Cetron		•					
Champion Radio Works, 88 Holten St., Danvers, Mass.	Champion	•						
Allen B. Dumont Laboratories, Inc., 532 Valley Rd. Upper Montclair, N. J.	Dumont		•					
Duresite Laboratories, 52 Courtland St., Paterson, N. J.	Duresite		•					
Eitel-McCullough, Inc., 789 San Mateo Ave., San Bruno, Calif.	Eimac						•	
Electronic Products Co., 5358 E. Ninth St., Los Angeles, Calif.	Airex						•	
Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J.	Federal						•	
General Electric Company, Schenectady, N. Y.	G. E.	•	•				•	•
G-M Laboratories, Inc., 1731 Belmont Ave., Chicago, Ill.								
Heintz & Kaufman, Ltd., South San Francisco, Calif.	Gammatron						•	
Hygrade Sylvania Corp., Emporium, Pa.	Sylvania	•	•					
Hytron Corp., 23 New Derby St., Salem, Mass.	Hytron	•	•					•
International Radio Corp., 535 William St., Ann Arbor, Mich.	Kadette	•	•					
J. F. D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn, N. Y.								
Ken-Rad Tube & Lamp Corp., Inc., Owensboro, Ky.	Ken-Rad	•						
Fred M. Link, 125 W. 17th St., New York, N. Y.								
F. Lowenberg, 10 East 40th St., New York, N. Y.	Electrocell							
National Radio Tube Co., Inc., 3420 — 18th St., San Francisco, Calif.	National							
National Union Radio Corp. of N. Y., 570 Lexington Ave., New York, N. Y.	National Union	•	•					
Philco Radio & Television Corp., Tioga & C St., Philadelphia, Pa.	Philco	•	•					
Raytheon Production Corp., 420 Lexington Ave., New York, N. Y.	Raytheon	•	•					
RCA Mfg. Co., Front & Cooper Sts., Camden, N. J.	RCA	•	•					
Sparks-Withington Co., E. Ganson Ave., Jackson, Mich.	Sparton	•	•					
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.	Taylor							
Triad Mfg. Co., Inc., Blackstone & Fountain Sts., Pawtucket, R. I.	Triad	•	•					
Tung-Sol Lamp Works, Inc., Radio Tube Div., 95-8th Ave., Newark, N. J.	Tung-Sol	•	•					
United Electronics Co., 42 Spring St., Newark, N. J.	United							
Western Electric Co., 195 Broadway, New York, N. Y.	Western Electric	•	•					
Westinghouse Electric & Mfg. Co., Lamp Div., Bloomfield, N. J.	Westinghouse	•	•					
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.	Photronic							
World Bestos Corp., 52 Courtland St., Paterson, N. J.	Duresite							
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.	Zenith	•	•					

SOUND SYSTEMS

SECTION



INTER-COMMUNICATORS

effective

ENTERING WEDGE

Can be to sound system business what the midget
is to radio

Provide profit-as-you-go introduction to p.a. for
dealer

Attractive to merchandisers, needed for amplifier
distribution

PACEMAKER for the sound business as the new season opens is the popular inter-communicator. What the midget radio is to the set business . . . an entering wedge . . . the inter-communicator can be to the amplifier industry. And the sound business has needed such an ice-breaker very, very badly.

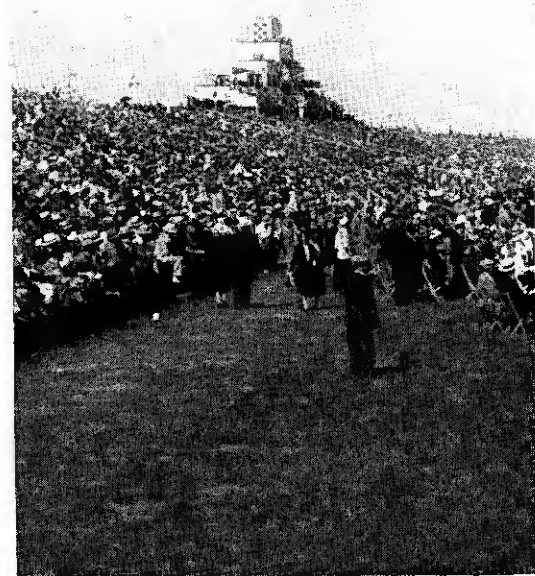
As we see it (and this has needed saying a long time) the sound business has suffered because its tremendous market potentialities are too obvious. It has been too easy to compile long lists of flashy applications; too easy to get all wound up in the design of equipment for special, novel needs; too easy to play sound as a game rather than as a business.

Manufacturers have kept so busy talking about the romance of sound (a common tendency during the initial stages in any field) there has been little time left over in which to sell it. Similarly, a high percentage of the retail outlets for sound have been fascinated, kept indoors, by the tricky technicalities of equipment, driving factories that have wanted to get down to the brass-tacks business of obtaining decent distribution almost daffy, hopelessly confusing prospects who obviously don't give a damn how sound works, just so it works. This same tendency to be technical, too, accounts for the bulk of the equipment still built to order by retailers. Rarely does this policy pay but it is so much fun that the average home-roller does not bother to figure in loss of selling time and so prove that it doesn't!

Inter-communicators provide a new angle of attack. We've had packaged sound before but the inter-communicator out-packages anything that has come down the pike up to now. It can be sold for use in the home, in business, in industry. And, what is more important, it is simple and complete, so simple and complete, in fact, that it cannot become the play-toy of tinkering technicians. There's only one thing more than can be done with it once the factory turns it out and that, by God, is to sell it!

This new merchandise provides a painless method of tackling the sound business which will be appreciated even by those radio dealers who had their wings singed by sound in the early days. For it can be planked down on the counter, demonstrated door-to-door along with radio receivers, requiring no specializing sales or installation force. Once in the hands of the consumer, inter-communicators cannot fail to stimulate interest in other, more complete sound items. Inter-communicators, sold just as radio dealers sell radio, should automatically build up a prospect list for additional sound equipment. The natural sequence probably will be for many dealers to use the inter-communicator as a method of feeling out the sound market, later putting in the specializing sound departments generally conceded to be desirable when a radio dealer sets out to do a broad job in this field.

While we are "letting down our hair" about sound we wish to point out, in this connection, that failure of

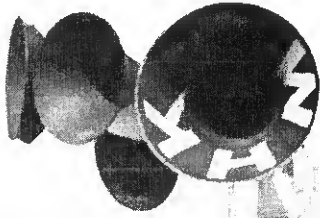


some radio dealers to get to first base in the sound business in the past has been due to the fact that they had to plunge off the deep end, take on a line of equipment which could not be sold in any quantity in their own limited neighborhood regardless of how good this neighborhood had been for set sales and service. Sound required coverage of a larger area, by men special specially trained for this work. And the going was extremely tough for the uninitiated. The inter-communicator offers a way in on a profit-as-you-go basis. Expansion of territory can come naturally, need not be forced.

Sound Next Step

For the sound manufacturer this ice-breaking by inter-communicators is especially important. For now it should be possible to interest big merchandisers who have hitherto held out against sound, thus forcing too much of the business into the hands of primarily engineering-minded outlets when, as a matter of fact, merchandisers represented the real need. Once given a taste of sound business many of these merchandisers will unquestionably drift into the diversified sound game . . . and they know how to move goods, pay their bills.

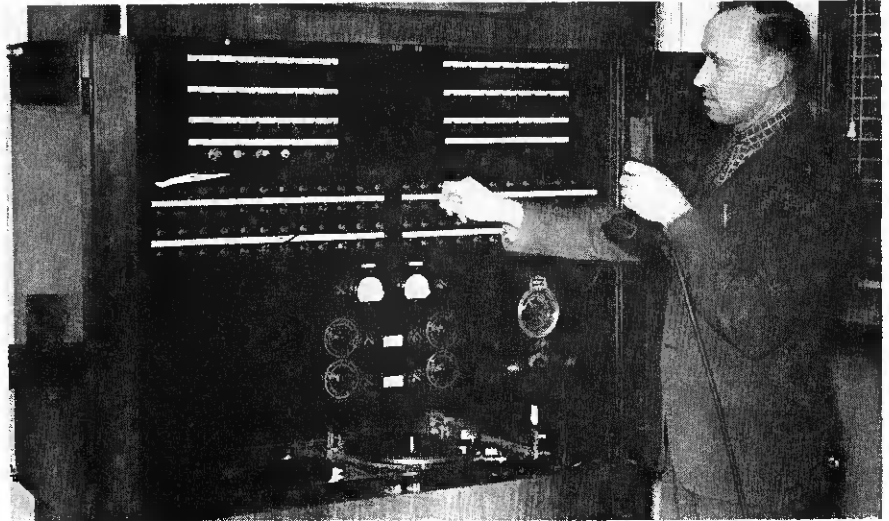
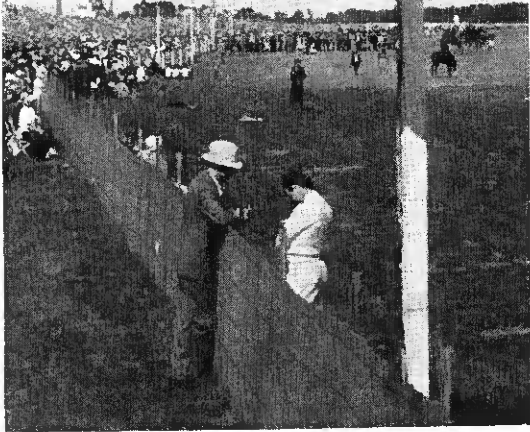
Inter-communicators are the big noise in the sound business right now. This they will no doubt remain for



**Once Prospects are SOLD ON SOUND
They Help Develop Business Like . . .**

THIS

PUBLIC ADDRESS—Installation at a national air-race meet. 30 trumpets covered stands 3,000 ft. long, seating 80,000 people



or THIS

CENTRALIZED—A. D. Cummings, superintendent of schools, tries out a new system installed by J. P. Sharpless in the Buffalo, Minnesota Senior High

some time. Some think communicators may eventually be divorced from the rest of the sound business, both by manufacturers and by distribution setups. Certain it is, we think, that communicators will always be sold by some dealers not interested in other branches of sound, will pay much of the promotion bill rendered by other divisions of the business for some months. There is, furthermore, some danger that because of the very popularity of the inter-communicator other branches of the sound industry may suffer temporarily. With an eye to future, we take this opportunity to point out that while communicators represent important business at the present time enthusiasm for them should not be permitted to get out of bounds, blind the sound industry to the fact that they are, after all, just part of an extremely important, diversified business.

P. A. Now Styled

High-point of this year's sound equipment design is unquestionably styling, as it should be. For of the utmost importance to this field, handicapped in the past by equipment too technical in appearance, is the business of reducing apparent complication and so further bringing such equipment still further under the

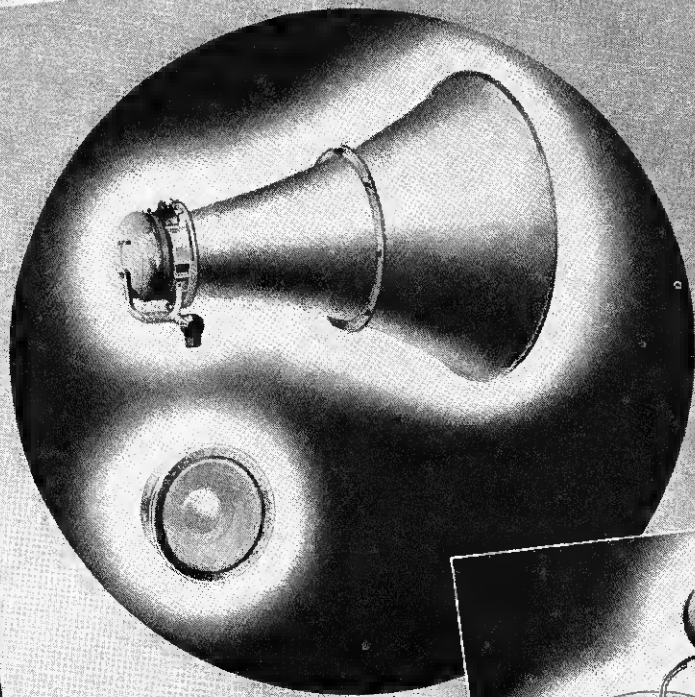
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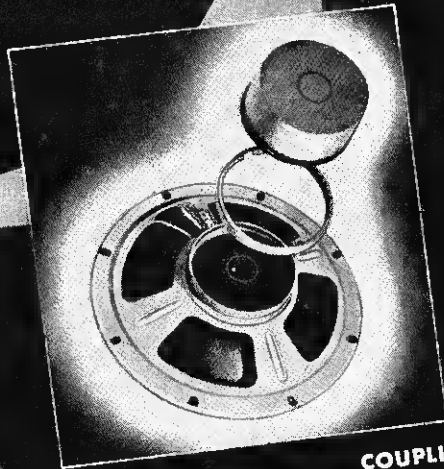
SPECIAL—Dr. Donald Hayworth of the University of Akron's speech correction department makes a visual record of an incoming Freshman's speech-sound intensity with the aid of an instrument furnished by Sol Leibowitz of Qualitone Sound Engineering

RECOGNITION—the REWARD FOR ACCOMPLISHMENT



MODEL SUA—A powerful exponential unit with 3½" voice coil—the ultimate in air column sound projectors.

CINAUDAGRAPH CORPORATION, with its extensive background of engineering experience and modern manufacturing facilities, has justifiably earned leadership recognition from the entire radio industry. This is because its line of speakers is outstanding in performance, quality of materials and workmanship. CINAUDAGRAPH Speakers are styled and built to meet today's requirements — they are sold on a competitive price basis.



COUPLING RING UNIT ASSEMBLY Assures Permanent Voice Coil Alignment and Simplifies Cone Replacement.



Send for Literature

CINAUDAGRAPH will continue to set the pace in Speaker design, improvement and efficiency. Send NOW for latest descriptive literature.

CINAUDAGRAPH CORPORATION

Speaker Division • Stamford, Conn.

A complete line of Magic Magnet Speakers ranging in size from 5 to 18 in.

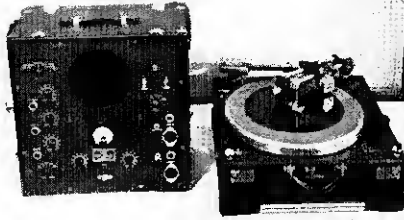
WHAT TODAY'S SOUND EQUIPMENT LOOKS LIKE

Alphabetically by Companies

45 ALLIED RECORDING

Allied Recording Prod. Co.
126 W. 46th St., New York City

RECORDER—Complete recording amplifier and turntable; 60 cycle a.c. operation; 1/20 hp. motor; 33½ or 78 r.p.m.; turntable supplied in 13½ or 17¼ in. sizes; overhead feed mechanism; for cutting acetate or aluminum wax; in leatherette carrying case

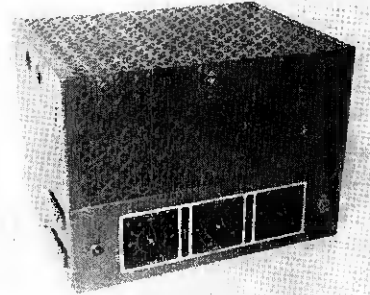


49

ATLAS

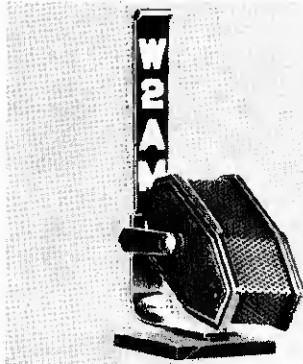
Atlas Sound Corp.
1451 39th St., Brooklyn, N. Y.

MODEL A-18 — Sound amplifier with 18 watts output; four independent input circuits; electronic mixing and fading control; new zero center control; high gain for all type microphones; wide range tone control; all standard output impedances; price less tubes, \$55



46 AMPERITE

Amperite Corp.
561 Broadway, New York City

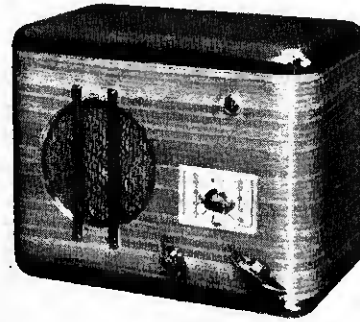


HAM MIKE — High quality 200 ohm mike for "ham" use; no peaks; broadcast quality; r.f. choke built into microphone; output—68 db. Complete with stand; price gunmetal finish with individual call letters \$22; chrome \$23

50

AUTOCRAT

Autocrat Radio Co.
3855 N. Hamilton Ave., Chicago, Ill.

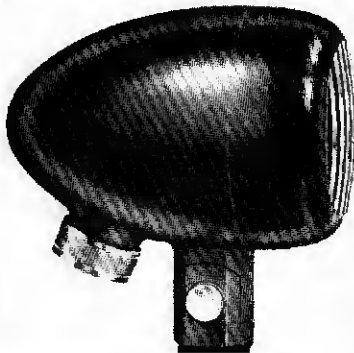


AUTOCRAT-PHONE — Intercommunicating system; 2 to 11 stations may be used; operates on 110 V a.c. or d.c.; volume control; press-to-talk operation. If more output is desired at a particular station an additional amplifier, model 8, may be added

47 AMERICAN

American Microphone Co., Inc.
1915 S. Western Ave., Los Angeles, Cal.

DYNAMIC MICROPHONE—Moving coil, permanent magnet type; semi directional; close or distant pickup; high or low output impedances; output level — 55 lb.; complete with 25 ft. cable; high impedance \$32.50; low impedance \$27.50

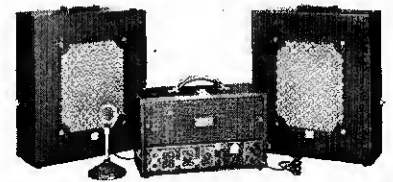


51

BELL

Bell Sound Systems, Inc.
61-62 E. Goodale St., Columbus, Ohio

SOUND SYSTEM — 20 watt amplifier for fixed or portable operation; two speakers in handsome cases with handles for portability; two input circuits for fading; tone control; output connections are made by plugs. Comes complete with microphone



48 AMPLIFIER CORP.

Amplifier Corp. of Amer.
37 W. 20th St., New York, N. Y.

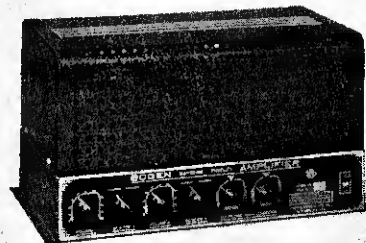


ACA RECORDER — High fidelity recorder-playback system; housed in two cases, one for recorder-playback, the other amplifier and speaker; rim driven table; cuts 96 lines per inch; 12 in. dynamic speaker; crystal playback and microphone; magnetic cutter; price complete, \$725

52

BOGEN

David Bogen, Inc.
663 Broadway, New York, N. Y.

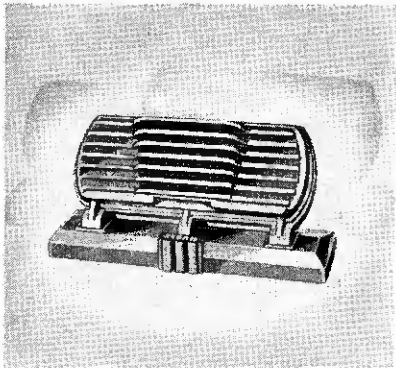


AMPLIFIER — New 30 watt amplifier; electronic tone corrector; separate controls for high and bass ranges; novel pre-amplifier stage for reducing hum; four channel input; gain 128 db.; frequency response 30 to 12,000 cycles; 12 tubes; price \$100

53 BRUNO

Bruno Labs., Inc.
30 W. 15th St., New York, N. Y.

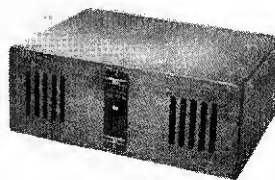
PULPIT MIKE — Novel design permits speaker to move freely in front of audience, directional fins supply extremely wide angle pickup; output 65 d.b.; response 50 to 12,000 cycles; weight 3 lb.; finished in gunmetal, chrome or pastel; high impedance \$47; low impedance \$49



57 DICTAGRAPH

Dictograph Prod. Co., Inc.
1 E. 34th St., New York City

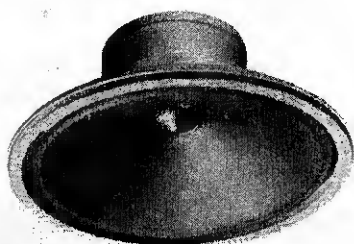
DUO-MATIC — Intercommunicator, high gain pickup; operates on dry cells for period of 8 to 12 months; duplex conversation; uses no current when not in actual operation; complete in attractive wood case with convenient switch for operation



54 CINAUDAGRAPH

Cinaudagraph Corp.
Stamford, Conn.

COMPACT SPEAKER — Five inch p.m. speaker; dustproof voice coil; powerful Nipermag magnet, polyfibrous cone; large frequency range; designed primarily for intercommunicating systems and auto header installations; Two sizes, 5 $\frac{3}{8}$ in. outside diameter, no mounting holes and 5 $\frac{1}{4}$ in. diameter with mounting holes



58 ELECTRONIC

Electronic Devices, Inc.
626 Broadway, Cincinnati, Ohio

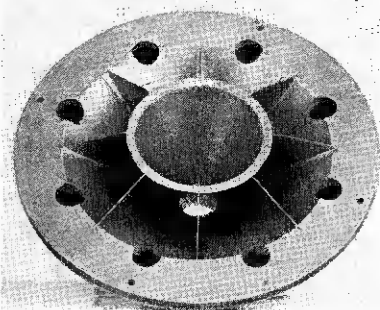
PORT-A-FONE — Intercommunicator; no connecting wires; plug into 110 V. a.c. or d.c.; "Call," "talk," "listen" switch; handsome walnut cabinet with modernistic speaker grille. May be used in any number to cover a group of points



55 COLORTONE

Colortone Acoustic Devices
South Bend, Ind.

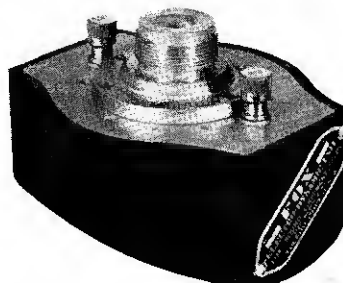
COMPRESSION SPEAKER — New type, rigid deflecting baffle mounted directly above standard cone. Vents allow air pressure to pass into segment columns which are constructed to throw the sound out at a very wide angle. In two sizes, 10 and 12 in.



59 FOX

Fox Sound Equip. Corp.
Toledo, Ohio

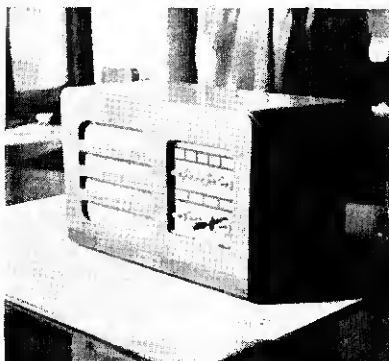
P.M. UNIT — Alnico p.m. unit for trumpet horn operation; water-tight aluminum case; standard connecting flange; weight 6 lb.; price \$35. Diaphragm is of one piece metal construction



56 CONVERSAFONE

Conversafone Co.
17 W. 60th St., New York, N. Y.

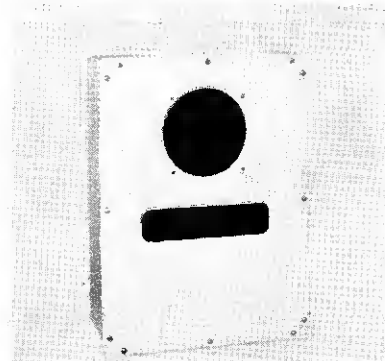
INTERCOMMUNICATOR — Cabled system; may be used with up to 7 stations; stations may be called separately. Outlying stations may talk back to master station without using hands, keys or switches. Master is equipped with buzzer and light system



60 JENSEN

Jensen Radio Mfg. Co.
6601 S. Laramie Ave., Chicago, Ill.

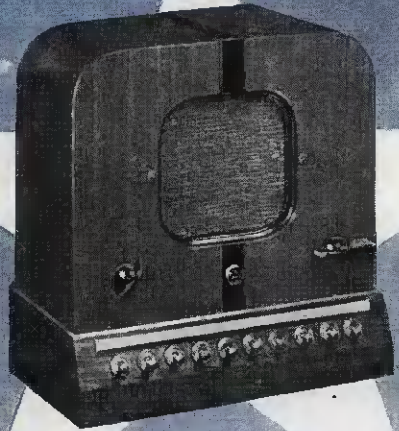
PERI-DYNAMIC REPRODUCER — New baffle system made for 8, 10, 12, and 15 in. speakers. Results obtained approach that of an infinite baffle. Considerable increase in low frequency output as well as increased uniform response is attributed to the design of this baffle



Numbered card on page 91 brings you additional information

The Brightest Star on the

I·C·Horizon



LOOK all around you. Compare one Intercommunicating System with the other. What do you find? What do you see? Mechanical perfection in many, perhaps. Reasonable attractiveness in others.

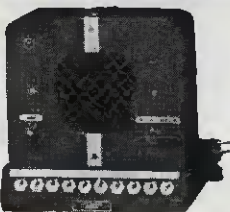
But have they instantaneous eye appeal? Would you as a buyer be attracted just by seeing them?

It remained for Operadio to combine the beauty an engineer sees in technical perfection with the beauty that the ultimate consumer translates as pride of ownership.

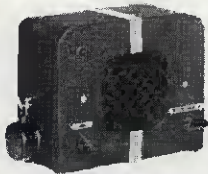
Reflected in every I. C. System of Operadio manufacture is skilled craftsmanship, an appreciation of the artistic and what constitutes good taste and good design. Giving you plus features such as the conference hookup . . . tonal qualities that instantly identify the speaker . . .

yet the people you sell must first be attracted to the unit, must like its appearance, must picture it as an appointment rarely found elsewhere. That is why we say of Operadio Systems—"The Brightest Star on the I. C. Horizon" . . . the systems that make you more money because the public wants them more than any other system.

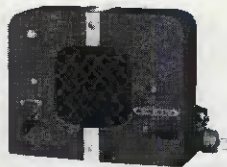
We urge you to send the coupon for complete facts.



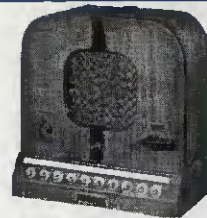
Model 145 Multiple Station System, Steel Cabinet, with unlimited number of stations. Priced from \$41.00 to \$57.00 per station.



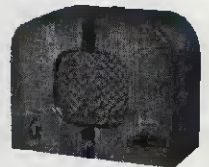
Model E 135, two station system, with earphone. Price \$35.00 per unit.



Model 135, steel cabinet, two station system. Price \$28.75 per unit.



Model W 145 Wooden Cabinet model, multiple station system. Priced from \$41.00 to \$57.00 per unit.



Model W 135 Wooden cabinet, two station system. Price \$28.75 per unit.

OPERADIO

MANUFACTURING COMPANY
ST. CHARLES • • • ILLINOIS

OPERADIO HAS THE 1937 PUBLIC ADDRESS LINE . . . A COMPLETE LINE . . . A PRICED RIGHT LINE . . . A LIBERAL DISCOUNT LINE . . . THE PROFIT LINE

OPERADIO MANUFACTURING COMPANY
Dept. R6R, St. Charles, Illinois

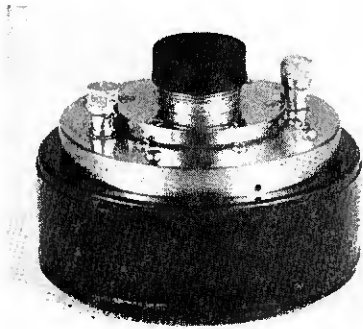
Please send me complete information on your line of Intercommunicating Systems.

Name

Street Address

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

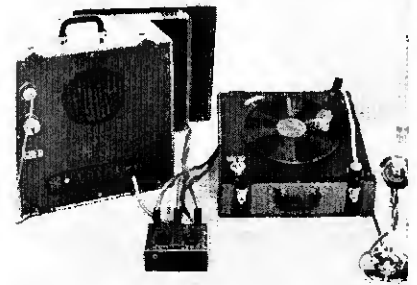
Send me your NEW P. A. Equipment and SPEAKER Catalog No. 12.

61 LIFETIMELifetime Corp.
1010 Madison Ave., Toledo, Ohio

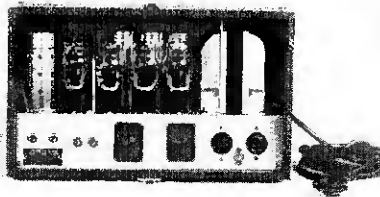
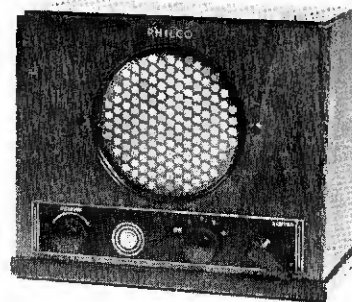
TRUMPET UNIT—High fidelity reproducer unit for trumpet operation; electrodynamic or permanent magnetic type; voice coil 15 ohms at 1,000 cycles; 15 watt capacity; electrodynamic model field 6 V. at 1½ amperes. P.M. model \$45; electrodynamic model \$55

65 PACENTPacent Eng. Corp.
79 Madison Ave., New York City

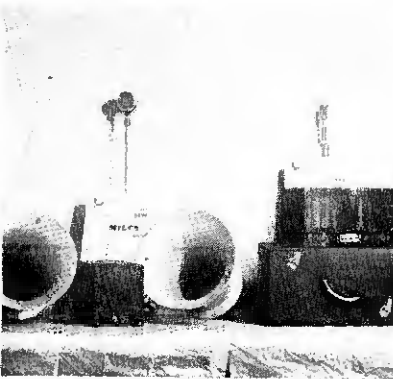
PHONO-AMPLIFIER — Portable system complete with turntable, amplifier and speaker, microphone takes up to 12 in. discs; new Phonovox pickup; two position mixer unit for fading microphone and pickup

**62 LIPMAN**Lipman Eng. Co.
415 Van Braam St., Pittsburgh, Pa.

MODEL 16 — Portable sound amplifier; 12 watts output class AB; complete with velocity microphone and matched 8, 10 or 12 in. speakers; field supply built-in for 2 or 4 speakers. Price with speakers, microphone, carrying case and all necessary equipment \$150

**66 PHILCO**Philco Radio & Television Corp.
Philadelphia, Pa.

INTERCOMMUNICATOR—Cable connected, talk-listen switch; 5 position selector; handsome walnut cabinet or master unit and speakers; p.m. speakers; volume control; high gain operation; price \$49.50 for two stations, each additional station \$10 extra

63 MILESMiles Reproducing Co., Inc.
114 W. 14th St., New York City

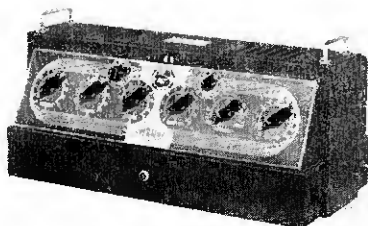
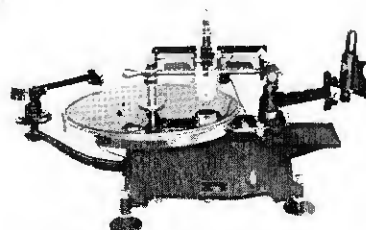
SOUND SYSTEM — Indoor or outdoor unit; 20 watt amplifier; a.c. or d.c., 110 V. or 220 V., built in baffle loud speakers; dynamic microphone; phono provision included. Amplifier rises 6L6 output tubes; input for crystal, dynamic or velocity microphone; price \$175 for one current only

67 PICTUR-FONEPictur-Fone Co.
212 W. North St., Lima, Ohio

RACK SOUND SYSTEM — DeLux installation; available in 20 and 40 watt types; velocity microphone; three channel input, master and individual control; mounted in black crackle rack; output 500 ohms; speakers mounted in brown leatherette cabinets

**64 OPERADIO**Operadio Mfg. Co.
St. Charles, Ill.

BEAM AMPLIFIER — Model 855; six stages; four channel input volume expansion; volume compression; electronic visual overload and output indicator. Resonant equalizer used as tone balancer for both high and low frequencies; twelve tubes

**68 PRESTO**Presto Recording Corp.
139 W. 19th St., New York City

RECORDER — Heavy duty recorder for cutting acetate, aluminum and wax; 33-1/3 or 78 r.p.m. Motor is flexibly mounted on heavy cast iron pedestal to eliminate vibration. Turntable driven by pre-shrunk and treated endless belt. Weight 140 lb., dem. 22x30x18 in.

Numbered card on page 91 brings you additional information




**QUIET . . .
HIGH FIDELITY . . .**



6F6G

ARCTURUS

**PERFECTION OF DETAIL AGAIN
BRINGS YOU A BETTER TUBE**



**MAKING
TUBES
IS A SCIENCE**
*demanding precise
detail engineering*

ARCTURUS PIONEERED "G" TUBES

QUESTION: Why do technicians who know their tubes insist on Arcturus 6F6G's for output pentode applications?

ANSWER: Because they know Arcturus engineers have definitely conquered the weaknesses of ordinary tubes of this type. They know the Arcturus 6F6G gives uniformly good tone over a longer period of time and further that it eliminates the noise, distortion and "gargling" commonly noticeable in this type.

Advanced processing and improved cathode coating tends to lower grid emission and other forms of grid

current—and keeps them low. Also, like other Arcturus types, each 6F6G is individually tested many times during manufacture. Then to make doubly sure, all tube elements are given an excessive voltage that immediately discloses any grid emission defect. The final test in a highly sensitive receiver is triple assurance that you receive trouble-free tubes.

Thus, not only are Arcturus Tubes made better in the first place. They are likewise more carefully tested so that each and every tube coming to you will measure fully up to our slogan "None but the very best!"

ARCTURUS RADIO TUBE CO., NEWARK, N. J., U. S. A.

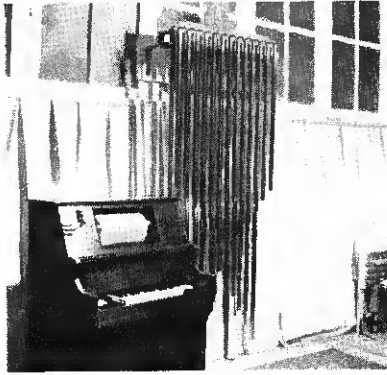
ARCTURUS

INDEPENDENT TUBES FOR DEALERS WHO DO THEIR OWN INDEPENDENT THINKING

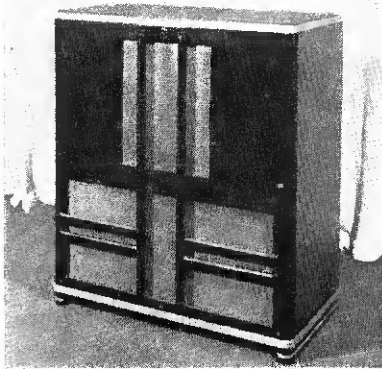
69

RANGERTONERangertone Inc.
201 Verona Ave., Newark, N. J.

ELECTRIC CHIMES — Twenty-five notes, G to two octaves G; chimes may be played manually from small console or automatically from a paper roll. Entire equipment played automatically four times daily with variation in melodies



70

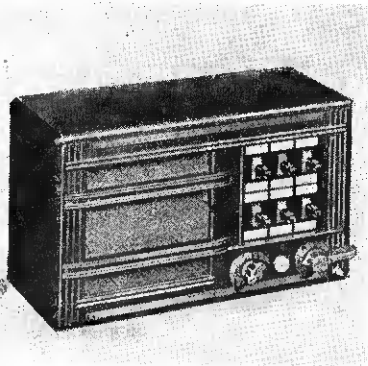
RCARCA Mfg. Co.
Camden, N. J.

CONSOLE SPEAKER—Modernistic design, response flat from 60 to 10,000 cycles, 15 ohm double voice coil, 10 watt capacity; cabinet finish, black with aluminum trimmings; available with 110 V. or 56 V. d.c. fields; dimensions 33-1/3 h, x 28 1/4 w, x 16 1/2 d

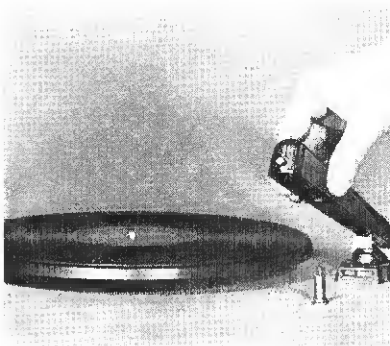
71

REMLERRemler Co., Ltd.
19th and Bryant St., San Francisco, Cal.

INTERCOMMUNICATOR—Model M50 may be used with up to 12 stations; cable connected; separate selector switches; conversation may be carried on simply by pressing selector switch on the right. Completely a.c. operated.



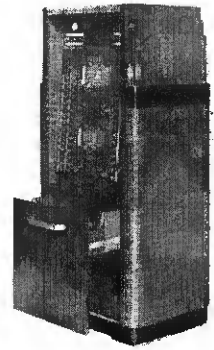
72

SHUREShure Bros.
225 W. Huron St., Chicago, Ill.

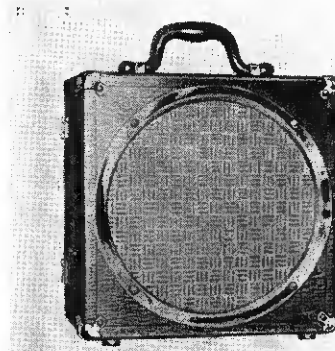
ZEPHYR — Streamlined crystal pickup with new locking arm-rest; no thumb screws or other adjustments necessary; pickup is pressed down over arm-rest past and automatically locks in that positional pickup \$12, arm-rest 50 cents additional

73 STROMBERG-CARLSONStromberg-Carlson Tel.
Mfg. Co., Rochester, N. Y.

SCHOOL SOUND SYSTEM—Models 701 and 700; one or two radio channels; knobs on panel control selection, volume and distribution to various loud speakers; uses up to 60 speakers. Walnut finished cabinet speakers or handsome wall plaque type. Two different programs may be received and distributed simultaneously



74

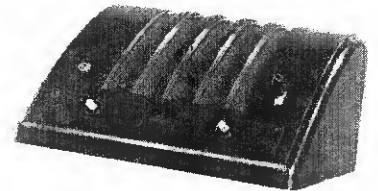
SUNDTSundt Eng. Co.
4238 Lincoln Ave., Chicago, Ill.

SUNCO SOUNDMASTER—Compact, powerful sound system; audio output is 12 watts; three channel input; tone control; 12 in. 15 watt speaker; carrying case 13 1/2 x 13 1/2 x 9 in. leatherette covered; for 110 V. a.c. operation; price complete with microphone \$63.50

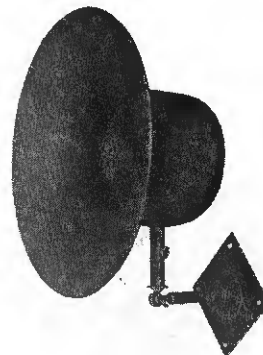
75

TECHNATechna Corp.
926 Howard St., San Francisco, Calif.

TECHNA-TALK — Intercommunicating system; 2 1/2 watts output; pushpull amplifier; volume control; talk-listen switch has three positions, talk, listen, and stand-by. If desired station is conversing a busy signal is heard in the speaker



76

TOLEDOToledo Sound Equip. Labs.
1215 Jackson Ave., Toledo, Ohio

BAFFLE — 32 in. baffle for 12 in. speaker; increases speaker efficiency more than 40 per cent; improves fidelity; wide angle distribution, 135 degrees; light weight, rugged construction; available also in 18 and 25 in. sizes

Numbered card on page 91 brings you additional information

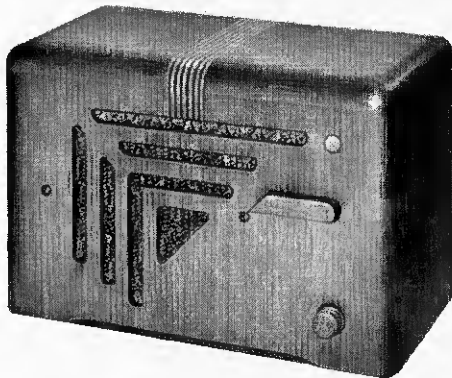
WEBSTER ELECTRIC Teletalk

REG. U. S. PAT. OFFICE

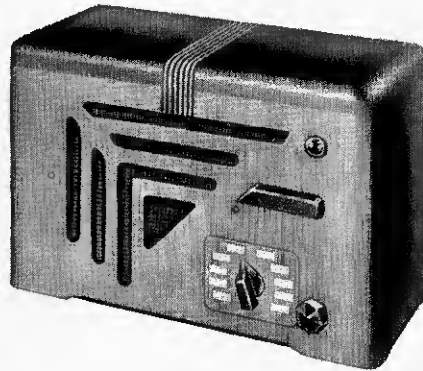


— the inter-communication system that is

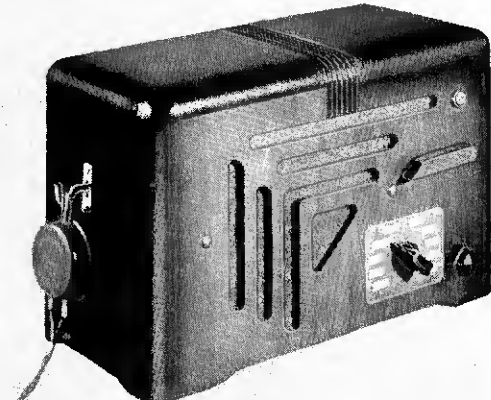
Out-Selling All Competition!



● This is the Non-Selective Teletalk. It is an integral part of models T, MT and HMT.



● This is the Selective Teletalk. This unit is in the following models: S, MS, HMS and MIS.



● This is the Confidential Teletalk. It forms part of the combinations in models CT, CMT, CMS and CHMS.

● The big market for inter-communication systems which Webster Electric is creating demands a broader scope of service than that provided by the ordinary communication system.

Only Teletalk gives you the range of combinations which the market requires!

Only Teletalk gives you the tone quality and the features which are being demanded!

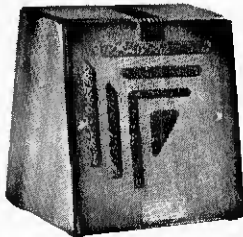
Only Teletalk is being merchandised through the mediums which reach the ultimate buyers — the mediums which actually create a demand for you!

Only Teletalk (of all the new-type systems)

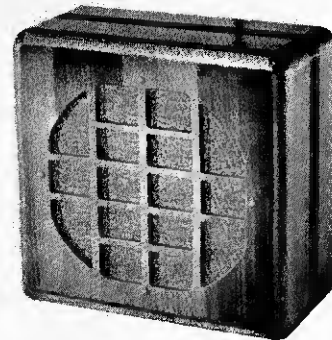
is in the movies, on the desks of State, County, Municipal officials: in use by some of the best known department stores, offices of nationally known business institutions and manufacturing plants; in hospitals, on farms and large estates and in the homes of well-known people.

Only Teletalk is meeting specific inter-communication requirements and is keeping abreast of this demand. Only Teletalk is leading the field!

Use the coupon on the back of this page. Find out how you, too, can cash in on Webster Electric Teletalk leadership, quality and merchandising!



● This is the 6 WB Speaker-Microphone which is a part of all combinations in which the letter "M" appears in the model number.



● This is the 10 WB Speaker-Microphone specially designed for industrial use. It is employed in all models in which the letter "H" appears.

WEBSTER ELECTRIC Teletalk

REG. U. S. PAT. OFFICE



ONLY WITH

DO YOU

GET ALL INTER-COMMUNICATION COMBINATIONS

Spells *Quality*

Design • Quality Performance assures you

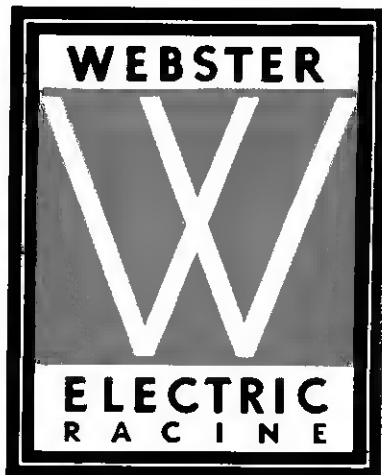
leadership in the profitable sound market

Webster Electric now offers the trade a complete line of Sound Equipment in compact, two-tone, streamline housings which definitely convey the impression of the superlative quality that has always been characteristic of, and associated with, the name WEBSTER ELECTRIC. A complete range of sizes from 5 to 50 watts is available. Four chassis accommodate the complete range of wattages, including the new Four-Position Mixer.

The compactness and beauty greatly simplify handling and display. Each system is complete with necessary microphones and carrying cases to match. Speakers are also housed in matched cases.

The line also includes a new two-tone Phonograph Unit. Its beauty alone will create a strong demand. Its performance exceeds that of any previous model and completely outstrips competition both in appearance and performance.

Distributors, jobbers, dealers, sound service men can now meet practically every demand for



quality Sound Equipment right off their shelves. Think what this means in simplified selling, in easy demonstration, in quick installation, in rapid turn-over and consequent larger net profits!

The market for sound equipment is increasing by leaps and bounds. Aggressive, merchandising-minded distributors and dealers who stock this new line are going to get their share of this rapidly expanding market. Webster Electric provides

you with the highest quality. Webster Electric Sound Equipment will accord you leadership, command a price, assure a profit.

Read the list of features at the left. They tell the story of the selling points embodied in this new equipment. Compare the features listed here with any other equipment you can buy and your choice will be WEBSTER ELECTRIC.

Webster Electric Sound Systems are licensed by agreement with Electric Research Products, Inc., under patents owned by Western Electric Company, Inc., and American Telephone and Telegraph Company, Inc.

Visit Booths No. 25 & 26, National Radio Parts Trade Show, Exhibition Hall, Stevens Hotel, June 10th to 13th inclusive. Visit the Webster Electric Demonstrating Rooms.

Sit Down Right Now and fill in this coupon. Get all the facts about this new line as well as all the details about Teletalk—the inter-communicating system that is sweeping the country. Take advantage of the intensive Webster Electric merchandising program that is built to support your sales efforts.

**WEBSTER ELECTRIC COMPANY,
Racine, Wisconsin, U. S. A.**

Gentlemen:

Please send me complete technical and merchandising data regarding the new Webster Electric Sound Equipment Webster Electric Teletalk Please check.

Name

Address

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

Webster Electric

Quality Appearance • Quality



5-10 WATT SYSTEM



20 WATT SYSTEM



4 POSITION MIXER



35-50 WATT SYSTEM

FEATURES

New streamline design in Silver, Black and Red which will permit attractive window, counter and shelf display . . .

Visual Output Overload Indicator

New escutcheon design providing open view graduation marks which greatly facilitate operation

Extremely compact, fully enclosed housing which protects against damage, dust and dirt

Input mixing facilities for two and three positions

Stabilized performance characteristics

High level mixing controls

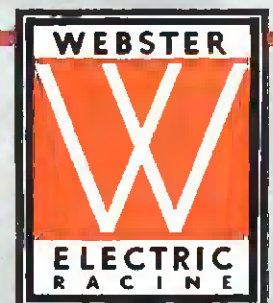
Dual acting attenuating type tone control

Variable output impedance arrangement

Accessible "B" supply tap for remote control

Convenient Plug-in receptacles

Oversize transformers and components assure a wide margin of safety



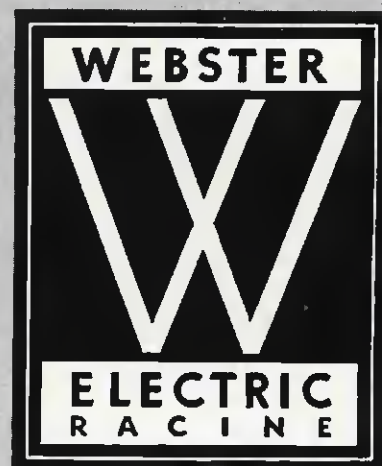
*Here's the News You Have
Been Waiting for—*

Webster Electric

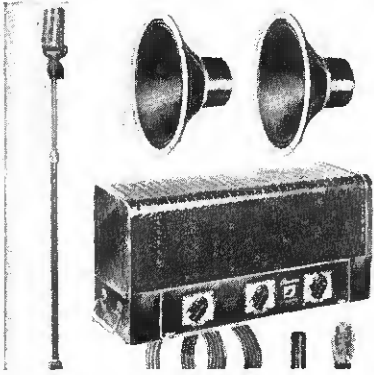
**THE WORLD'S FINEST
SOUND EQUIPMENT**

A NEW LINE OF SUPERLATIVE QUALITY
THAT WILL COMMAND A PRICE—ASSURE
A GOOD PROFIT—ESTABLISH YOU AS
"SOUND" HEADQUARTERS

WHENEVER YOU SEE OR
HEAR THE NAME "WEBSTER"
LOOK FOR THIS MARK ▶ ▶ ▶ ▶
IT IDENTIFIES THE PROD-
UCTS OF THE —



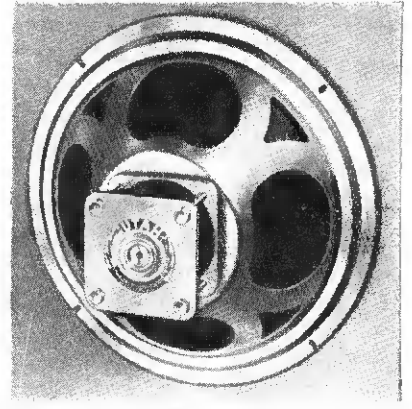
77 TRANSFORMER CORP. Transformer Corp. of America
69 Wooster St., New York City



CLARION SOUND SYSTEM — Complete with 15 watt amplifier; 2-12 in. auditorium, 50 ft. of rubber covered cable; velocity, microphone; heavy duty floor stand; and complete set of tubes; price \$142.40. Same system with Velotrone microphone, price \$120.90. Frequency response 50 to 10,000 cycles

81 UTAH

Utah Radio Prod. Co.
Chicago, Ill.

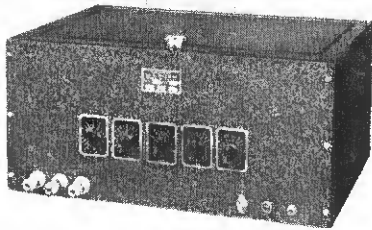


UTAHFLUX — Permanent magnetic dynamic available in 5, 6, 7, 10 and 12 sizes; magnets from 5 to 46 ounces; handles inputs from 5 to 25 watts. High efficiency permanent magnets of newly developed molecular structure makes these speakers fully equal to the electro-dynamic type of the same size

78 TURNER

Turner Co.
Cedar Rapids, Iowa

CLASS "A" AMPLIFIER — High fidelity unit; four input channels; electric mixer mike inputs 128 lb.; phono inputs 82 lb.; frequency response within 1 lb. from 50 to 8,000 cycles; output impedances 500, 15, 7, 5 and 3 ohms, price less tubes \$137



82 VIBRO-MASTER

Vibro-Master Co.
29 W. 57th St., New York, N. Y.

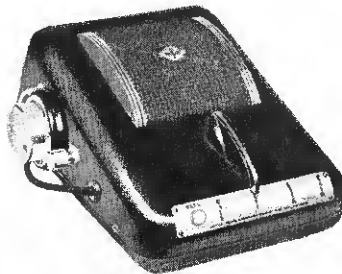


PORTABLE RECORDER — Complete recorder, playback, amplifier and speaker; cuts and plays at 33½ or 78 r.p.m.; three stage high gain amplifier; high fidelity cobalt magnet cutter; 8 in. dynamic speaker; distortion in cutting approximately 1 per cent, price \$275

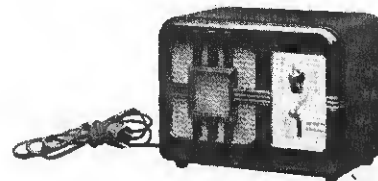
79 UNITED SOUND

United Sound Eng. Co.
St. Paul, Minn.

CALL-PHONE — Intercommunicator, up to seven stations may be used; no complicated signaling, simply switch lever to desired position and talk. Personal model includes separate earphone for individual conversation; standard model \$31, switchboard model \$15



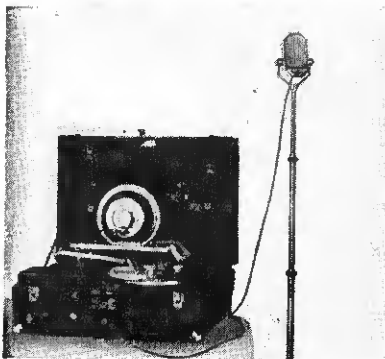
83 WEBSTER CHICAGO Webster Co.
5622 Bloomingdale Ave., Chicago, Ill.



INTERCOMMUNICATOR—Available in four models; system A includes 2 stations only; system B may be used with up to 10 stations; system C is similar to A except it permits calling a station even when that unit is off; system D, three or more units, 5 conversations may be held simultaneously

80 UNIVERSAL

Universal Microphone Co., Ltd.
Inglewood, Calif.

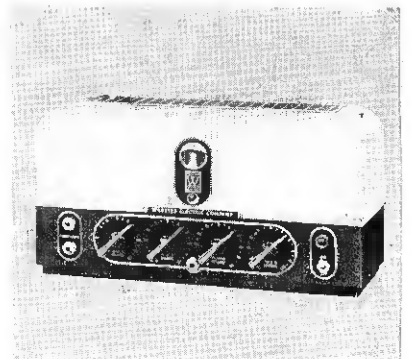


RECORDER — Complete recording unit and playback. Uses blanks up to 12 in.; 78 or 33½ r.p.m.; full frequency pickup; 10 in. dynamic speaker; tone control; velocity microphone. For 110 V. a.c. operation, either 50 or 60 cycles; weight 60 lb.

84 WEBSTER ELEC. CO.

Webster Electric Co.
Racine, Wis.

BEAM AMPLIFIER — Model 16-20; 20 watts output; inverse feedback; frequency response from 50 to 10,000 cycles within 1 lb.; cathode ray indicator tells operator when amplifier is operated at maximum output; dual tone controls for high and low frequencies



Numbered card on page 91 brings you additional information

**30
WATT**

**ALL-PURPOSE
SOUND SYSTEM**

(Turret Projector
Extra)

Use It
Outdoors

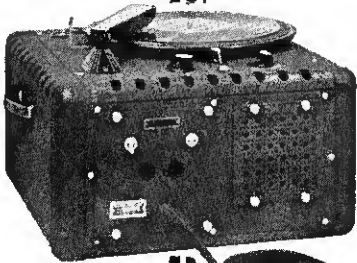
... Can Be Used
ANYWHERE

Use It
Indoors

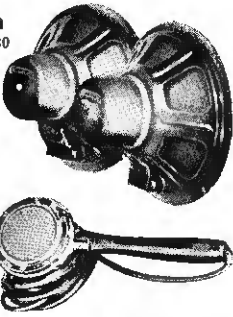


Webster-Chicago's "All-Purpose Sound System" is the *one* system all dealers should own. It will take care of any kind of rental demand; inside auditoriums, outside pavilions, sound trucks, roadside stands, camps, water front. Handles any size audience to approximately 5000 people outdoors—twice this number indoors.

Operates on
6 V. (d.c.)
and
110 V. (a.c.)



Model
MP-530



Model MP-530 has

• Plug-in Power Pack for either 6 Volt D.C. or 110 Volt A.C. operation

• Hand Type Crystal Microphone

• Phonograph and High Fidelity Pickup built into Amplifier

• Two Heavy Duty P.M. Speakers

• Mixes Microphone and Phonograph, Tone Control also incorporated

• Economically Priced

• Fully Licensed Under All Important Patents

To many dealers interested in the sound market, how to get actively in it has presented a serious problem. Every dealer realizes he must stock in order to sell but . . . what to stock.

Model MP-530 is designed to answer that problem with *one* sound system that will perform anywhere. By taking care of rentals and rush jobs you pave the way for final sales.

Everything you need is included, even a phonograph is built into the amplifier. Get into the fast-growing Sound Market today.

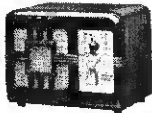
Invest in a Model MP-530—the relatively low cost will surprise you. Webster-Chicago sales and advertising will help you make a profit from the start.

**WEBSTER-CHICAGO'S INTER-OFFICE
COMMUNICATING SYSTEMS**

Made in 2-station and multiple-station systems with all variations.

The Multiple System shown here is fast becoming the most popular. Dealers find that for a slight additional cost, customers can add more stations at a later date, should expansion make it desirable.

Plastic Cases
Choice of Colors



Model OCM

LET THE MAILMAN DO YOUR FOOTWORK

85

Sound Catalogs by Western Electric give details and specifications of complete sound equipment installations and accessories.

by Operadio lists all equipment necessary for the sound engineer. Includes intercommunicators, amplifiers, speakers, baffles and complete systems.

86

Recording catalog by Vibromaster tells details and characteristics of new instrument. Illustrated and in color.

90

Catalog of sound equipment by Stromberg-Carlson gives full details on centrifugal sound systems and various other sound equipment.

87

Intercommunicators are listed and completely described in various catalog sheets by Techna. Gives characteristics and is fully illustrated.

91

Bulletins by Fox Sound describes new line of electro-dynamic speaker units and complete line of sound equipment and accessories.

88

Bulletins by Autocrat list new line of sound amplifiers, equipment and accessories.

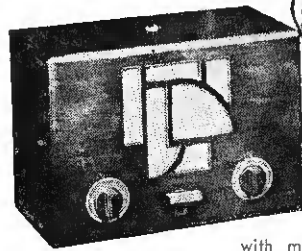
92

Several bulletin-catalogs by Presto gives liberal education on recording. Describes various methods and details of cutting operations; fully illustrated.

89

Complete sound catalog

**BELfone
CALL REPLY
SYSTEMS**



**New! Improved!
Exclusive!**

Mr. Jobber and Mr. Dealer, BELfone opens a profitable market. Built in various capacities it is suited for any type of business. Investigate.

An inter-office communicating system with many new and exclusive features—features that make it the most flexible system on the market. Distinctly designed by the maker of famous P. A. equipment to fulfill every business requirement for a low cost. An easily installed, callous P. A. equipment to fulfill every business reply system that permits any number of stations to converse by merely flipping a key. Arranged for use with Loudspeakers, Desk Speakers or additional Master Units. A time saver—a modern business essential—that opens up new fields of profit for you. Write for details.

WEBSTER-CHICAGO

WEBSTER-CHICAGO
Section JN-8, 5622 Bloomingdale Ave., Chicago, Ill.

Please send me more information on your
— Model MP-530 All-Purpose Sound System.
— Inter-Office Call Systems.

Strict
Dealer Policy
Time Payment
Plan

Name

Address

City

State

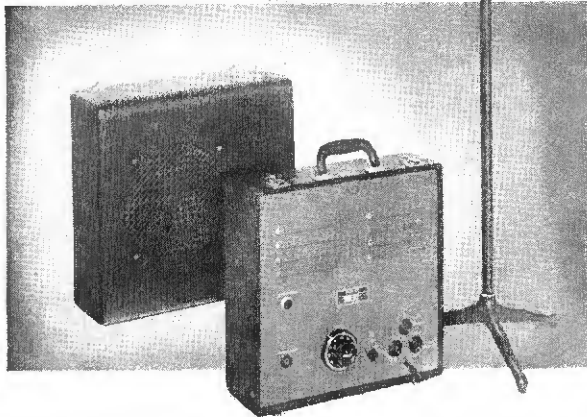
ALL-PURPOSE SOUND SYSTEMS

Remember that Bell also manufactures a full line of P. A. equipment for portable or permanent use—a capacity for every need. Low in cost. Unexcelled in tone fidelity. Foolproof, dependable construction. Bell gives you better values and makes money for you.

BELL SOUND SYSTEMS, Inc.
65 E. Goodale Street, Columbus, Ohio
EXPORT OFFICE
308 W. WASHINGTON STREET, CHICAGO, ILL.



NEW REMLER
Portable P. A. System



Matched Units • Low Price

New Remler APS-177 system designed to give the highest degree of service in completely portable equipment. Its small size is a revelation of ingenuity. Ideal for quick set-up "on location" and for permanent installations to serve audiences up to ,000 persons or more, depending on acoustical conditions. 10 watt, metal tube voltage amplifier with push-pull "beam tube" power output stage . . . ample reserve; 10" high fidelity speaker in baffle equipped case with cables and plugs.

Complete with Remler crystal banquet stand microphone, list price..... \$120.00
With floor stand microphone..... \$122.50

REMLER COMPANY, LTD.

19th at Bryant

San Francisco

Western Electric
2-in-1-MIKE



NON-DIRECTIONAL
...add acoustic baffle
and it becomes...
DIRECTIONAL!

LOW PRICED!

The new "Salt-Shaker" is the ideal mike for public address pick-ups and broadcasting. It assures high quality performance as either a non-directional or directional mike.

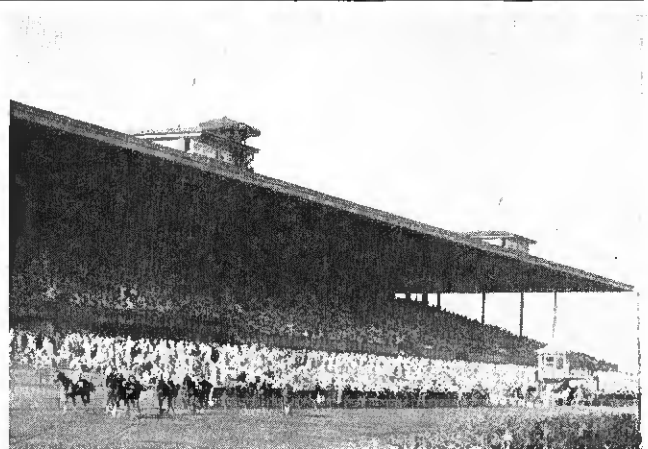
Dealers: use and specify the 633A! Its low price will surprise you—send for full details today.

Distributors: Graybar Electric Co.
In Canada: Northern Electric Co., Ltd.

GRAYBAR ELECTRIC CO., Graybar Building, New York
Please send me new bulletin on Western Electric 633A Microphone. RR-6-37

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

Wherever You Go..



WASHINGTON PARK

WHILE AT THE CHICAGO TRADE SHOW

- South Shore Country Club
- Old Heidelberg
- College Inn of the Sherman
- Walnut Room of the Bismarck
- Wrigley Field
- WBBM Air Theater—Key Station of the Columbia Broadcasting System.
- Chicago Parks—Outdoor Programs

Your Pleasure will be greater because an
ELECTRO•ACOUSTIC

HIGH FIDELITY SYSTEM WITH MAGNAVOX SPEAKERS is a permanent feature at these outstanding spots.

DON'T FORGET—get a "close-up" of the latest in sound equipment . . .

BOOTHS 15 • 16 • 17 AT THE STEVENS

ELECTRO ACOUSTIC PRODUCTS COMPANY
SUBSIDIARY OF THE MAGNAVOX COMPANY
FORT WAYNE, IND.

EXPORT SALES DIVISION • 330 SOUTH WELLS ST. CHICAGO, ILL.
CABLE ADDRESS • EAPCOMPY, U.S.A.

1st VOCAGRAPH Challenged all to Quality Leadership



NOW a CHALLENGE to meet PRICE plus QUALITY

Here are the finest, most dependable amplifiers, at prices that set new standards in the sound industry—and open great new markets because of the low cost installations they make possible.

30 Watts \$3990

A super-power amplifier conservatively rated with less than 6% harmonic distortion. Two 6L6G beam power tubes in class A output stage, two 6F5G input amplifier stages for two crystal, dynamic, or velocity microphones, a 79 mixer, and a 76 driver. Universal output impedances. 35-Watt field supply. Priced, less tubes and shield, dealer net F. O. B. Chicago.

Portable Systems

VOCAGRAPH complete sound systems and fully portable units cover every need of the sound specialist—all at startling new low prices. Write for the complete catalog listing over twenty combinations.

Buy from Your Own Parts Jobber

VOCAGRAPH helps complete the service he renders you. Now, for the first time, he is able to supply your entire needs at low cost from a single amplifier line, thus enabling him to carry a full stock and insure speedy deliveries. Visit him today and ask for a VOCAGRAPH amplifier demonstration. FREE—New Sound Catalog.

Division of ELECTRONIC DESIGN CORP.

VOCAGRAPH SOUND SYSTEMS

162-A N. May Street, Chicago, U. S. A.
Send at once the complete VOCAGRAPH Sound Catalog

Name.....

Address.....

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

My Jobber is.....

18 Watts \$2970

Power enough for practically any auditorium or dining place. Conservatively rated at less than 6% harmonic distortion. High and low gain channels. Uses one 6FG input, a 79 mixer, two 42's in power output, and an 83 rectifier. Priced, less tubes and shield, net to the dealer, F. O. B. Chicago.

10 Watts \$1944

Ideal for tavern and restaurant use. High gain input for crystal, dynamic, etc. microphones. Low gain for carbon microphone (sup. button current) radio or phono. Can be wired with stand-by switch for paging application. Priced, less tubes and shield, net to dealer, F. O. B. Chicago.

(Continued from Page 76)

93

Bulletins by Remler describes intercommunicators, sound equipment.

94

Catalog of Sound available from Atlas Sound fully describes and gives details of various sound systems, amplifiers and accessories.

95

Sound Catalog by Webster Electric Co. lists and describes new line of sound amplifiers and systems. New models and features described fully.

96

New microphone and speaker catalog by Lifetime illustrates and describes new sound equipment units.

97

Catalogs and bulletins by Pacent tell complete information on a multitude of sound equipment.

98

Bulletin by Allied Recording explains features of new recorder. Gives complete details and is fully illustrated.

99

Microphones, amplifiers, inter-office systems and sound accessories are completely described in the new Catalog by Turner. Fully illustrated.

100

Illustrated and diagrammed catalog on microphones and accessories by Bruno. Gives characteristics and details on various type microphones.

101

Numerous Catalogs on sound equipment by RCA are available to sound-interested people. Speakers, baffles, accessories and complete systems are listed and illustrated.

102

Bulletin by American Microphone describes fully new type dynamic microphone. Complete details and specifications, fully illustrated.

103

Speaker Catalog, Form R-15, by Magnavox lists and gives specifications on hundred of speaker types. Valuable information for the serviceman and sound engineer.

104

Sound Catalog by Bogen fully describes new line of sound equipment and intercommunicators. Handy Catalog for the sound man; illustrated in color.

105

Sound equipment and accessories fully described and illustrated in a new bulletin by Bell Sound. Shows complete line, fully illustrated and with characteristics and various details.

106

Speakers, horns, baffles and trumpets are listed in new literature by Toledo Sound. Illustrated and in color.

107

Microphone bulletins by Shure gives details of new line of equipment. Explains and gives characteristics of communications-type microphones.



UNIVERSAL Portable Recording Machine

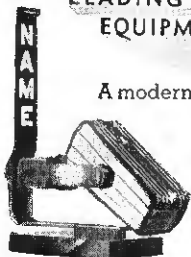
A precision machined, compact outfit that positively eliminates all waver—Records in either direction at 33 $\frac{1}{3}$ or 78 R.P.M.—90, 110 or 130 lines per inch—110 volt AC 100% synchronous motor—Solid 16 in. turntable—Constant speed rim belt drive—Reinforced black leatherette carrying cases—Unequaled value—Superlative performance—Also stationary machines, cutting heads, special acetate pickup, etc.

UNIVERSAL MICROPHONE CO., Ltd.

424 WARREN LANE, INGLEWOOD, CALIF., U. S. A.

the AMPERITE VELOCITY with NEW DESK STAND

the
LEADING VALUE IN P. A.
EQUIPMENT TODAY!



A modern, versatile combination. Ideal for Desk, Pulpit, Footlights, Banquets. Leaf spring suspension acts as extra shock absorber.

STAND ONLY
LIST \$4.00

Name Plate with maximum of 10 letters.
LIST \$2.00

Microphones:

Models RBHn (High Imped.) or RBMn (200 ohms); with Cable Connector & Switch . . . LIST \$42.00.

Models RBSn, RSHn, streamline design, slightly lower output than above, with switch only . . . LIST \$32.00.

NEW "HAM MIKE"

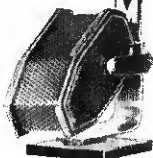
No Peaks! No Splashing! Real Broadcast Quality!

RF CHOKE CIRCUIT INCLUDED IN MICROPHONE

Finest mike ever designed for "hams". No peaks, thereby allowing a higher percentage of modulation without splashing. Output, -68 db. Operates directly into grid of tube. Rugged.

Not affected by climate or pressure changes.

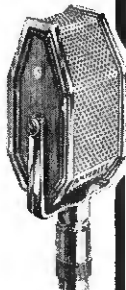
MODEL HAM (High Imped.) or MODEL HAL (200 Ohms) Gunmetal, LIST \$22.. Chrome, LIST \$23.00. Price includes special Ham Desk Stand with individual call letters, and 6 feet of cable.



AMPERITE MODEL RAL

A popular Amperite Velocity of very high excellence. Used for both speech and music. No peaks. Flat response over audible range. Output, -68 db. Triple shielded. Fitted with shock absorber and swivel bracket. MODEL RAL (200 ohms) with 8 ft. of cable; MODEL RAH (2000 ohms) high impedance, with 12 ft. of cable.

Gunmetal, LIST \$22.00
Chrome, LIST \$23.00



FREE: Window Decal & Window Display

AMPERITE Co. 561 BROADWAY, N. Y.
Cable Address: Alkern, New York

AMPERITE
Velocity
MICROPHONE

JIM QUAM Says



It's funny how things work out. About a year ago in our old plant we were working at absolute capacity trying to fill our orders. We knew that this was a dangerous situation so we moved to our new factory, with twice the capacity, and, by George, it's lucky we did. We never could have put out our present production in the old plant.

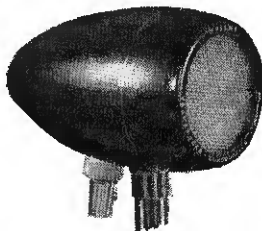
Our new facilities have enabled us to improve our product, too, and we've had lots of compliments on the uniformly high quality of Quam speakers, so that we feel real proud. I'll be glad to show you these new Quam Speakers at any time. Just drop me a line.

QUAM-NICHOLS CO.

33rd Place & Cottage Grove CHICAGO 1674 Broadway NEW YORK



A HIT OF THE SHOW



the 1938 LINE OF "BULLET"
MICROPHONES and
"BULLET-PHONES"

The new models carry on the tradition of excellence and outstanding performance introduced by BULLET microphones last year.

See these new models . . . hear the results of "BULLET" engineering that more firmly entrenches BULLET microphones and BULLET-PHONES as leaders in their fields.

Send for new circular R6

TRANSDUCER CORPORATION

30 Rockefeller Plaza
New York, New York



in your
SALES CURVE
There's no
summer slump
in **PRESTO SALES**
Because . . .

Winter or summer, people like to hear THEMSELVES talk . . . sing . . . play music

Because . . .

Schools are now buying equipment for the fall term. Presto files, alone, show that hundreds of schools are planning to use sound recorders next year in their speech, music and drama courses.

PROGRESSIVE DEALERS are now stocking recording equipment . . . training their salesmen to sell recorders . . . getting set for the next million dollar industry . . . home recording.

PRESTO literature tells you what it is . . . what it does . . . how to sell it.

Write for information now.

PRESTO

RECORDING CORPORATION
149 W. 19th St., New York, N. Y.
WORLD'S LARGEST MANUFACTURERS
OF INSTANTANEOUS RECORDING
EQUIPMENT

HIGH FIDELITY

is the trend



AR 43—\$75.00



BR 2S—\$37.50

• Brush sound cell construction is a "natural" for high fidelity. Faithful response over a wide frequency range is an inherent feature.

• When Brush microphones are rated as being flat in response, for a given frequency range, they ARE FLAT—No mechanical or electrical compensation is necessary.

• These facts have been realized and hundreds of sound cell mikes are being used for sound level analysis and calibration purposes—Plus the thousands in "P.A." and broadcast applications.

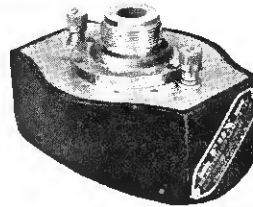
Technical Data on Request

The BRUSH
Development Co.

3314 PERKINS AVENUE, CLEVELAND, OHIO

You Have Been Asking for It!

Here it is . . . the answer to a wide demand!



The new
FOX 10-watt
Alnico Permanent
Magnet Unit
List only \$35

CONTAINS REGULAR FOX DIAPHRAGM
WATER-TIGHT ALUMINUM CASE
GUARANTEED FOR ONE YEAR
STANDARD CONNECTING FLANGE
WEIGHT 6 POUNDS

Send your orders today so as to assure immediate delivery now before the great demand exceeds production.

FOX SOUND EQUIPMENT
"The choice of engineers"

Sells on demonstration and stays sold because it "stays on the job," rendering long satisfactory service.

Fox One-Piece Metal Diaphragm
Fox Electro Dynamic Unit
Fox Aluminum Trumpet Horns
Fox B-5 Universal Baffle Type Horn
Fox Low Level Speaker

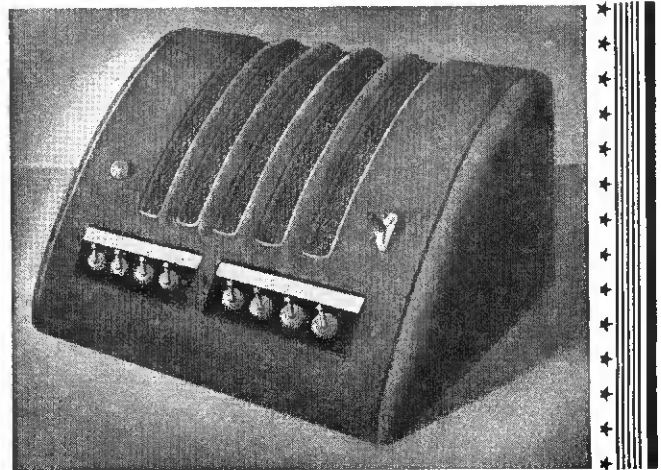
Write for catalog sheets and prices on complete line. It points the way to greater profits.

FOX
SOUND EQUIPMENT CORPORATION
3120 MONROE ST. TOLEDO, O. U.S.A.

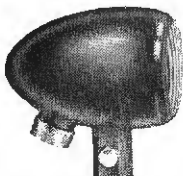
HERE'S A BUSINESS BUILDER!

• The TECHN-TALK intercommunicating or call system appeals to dealer and customer alike. That is why it will increase your profits and sales. Installation worries are eliminated for TECHN-TALK can be easily adapted to serve two to eleven stations without any special engineering. Some exclusive sales territories still open. Wire or write for full details.

TECHNA Corporation
926 Howard St. San Francisco, Calif.



American **DYNAMIC** Multi-Purpose
MODERN IN DESIGN
At a New Low Price



- Semi-Directional
- Close or Distant Pick-up
- Excellent Frequency Response
- Immune to Temperature Changes
- Exceptionally Rugged

The D-5-T List Price \$32.50
High Impedance—10,000 ohms

The D-5 List Price \$27.50
Low Impedance—50 ohms

Both Include 25' Shielded Cable and Plug

Write Today for Complete Catalog

AMERICAN MICROPHONE CO., INC., LTD.
1915 S. Western Ave. Los Angeles, Calif.

DEPENDABLY ENGINEERED
DURABLY CONSTRUCTED

Z-S SOUND
EQUIPMENT PRODUCTS

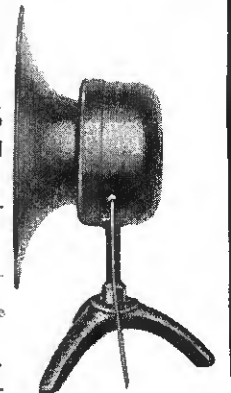
are guaranteed to give lasting service and faultless performance.

Aluminum projector baffles	All Aluminum Trumpets
18" 25" 32"	6' trumpet—22" bell
18" baffle for 8" speaker	5' trumpet—12" bell
25" baffle for 12" speaker	4' trumpet—24" bell
32" baffle for 12" speaker	Electro-dynamic speaker units.

Toledo one-piece diaphragm for Bud units and voice coil assembly.

Z-S Radio Products Co.
1215 Jackson St. Toledo, O.

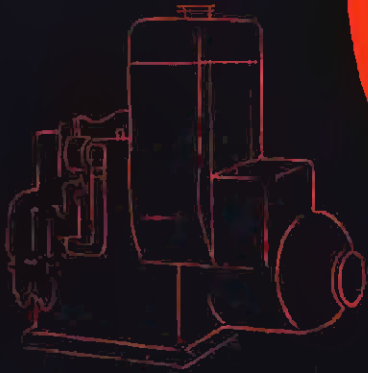
Owners of Toledo Sound Equipment Laboratory



Who Makes Sound and Where

(Continued from page 81)

MANUFACTURER'S NAME AND ADDRESS	P. A. System			Int. Office		Pickup-TurntableCom.	Mikes					Turntables	Horns — Baffles	Recording Blanks	P. A. Amplifiers	Record Changers	Crystal	Pick-ups		Spkrs.		
	Portable	Fixed	Mobile	Wireless	Cable-Connected		Crystal	Dynamite	Carbon	Velocity	Condenser							Magnetic	F. M. Dyn	Dynamic	Magnetic	Recording Mach.
Public-Ad. Inc., 2015 E. 65th St., Cleveland, Ohio.....	•	•	•																			
Quam-Nichols Co., Cottage Grove Ave., 33rd Place, Chicago, Ill.....																						
Racon Elec. Co., 52 E. 19th St., New York, N. Y.....																						
Radio Amplifier Labs, 59 Walker St., New York, N. Y.....	•	•	•																			
Radio Receptor Co., 251 W. 19th St., New York, N. Y.....	•	•	•																			
Radio Speakers, Inc., 1338 S. Mich. Ave., Chicago, Ill.....	•	•	•																			
Radiotone Recording Co., 6103 Melrose Ave., Hollywood, Calif.....	•	•	•																			
Rauland Corp., 3341 Belmont Ave., Chicago, Ill.....	•	•	•																			
RCA Mfg. Co., Inc., Front and Cooper Sts., Camden, N. J.....	•	•	•																			
Recording Equipment Mfg. Co., 6611 Sunset Blvd., Hollywood, Calif.....	•	•	•																			
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.....	•	•	•																			
Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.....	•	•	•																			
Segelsound, Inc., Gardner, Mass.....	•	•	•																			
Setchell-Carlson Co., Inc., 2233 University St., St. Paul, Minn.....	•	•	•																			
Shure Bros Co., Inc., 225 W. Huron St., Chicago, Ill.....	•	•	•																			
Signal Elec. Mfg. Co., Menominee, Mich.....	•	•	•																			
Simplex Elec. Co., 100 Fifth Ave., New York, N. Y.....	•	•	•																			
Sonora Electric Phonograph Co., Inc., 160 Varick St., New York, N. Y.....	•	•	•																			
Sound Systems, Inc., 6345 Carnegie Ave., Cleveland, Ohio.....	•	•	•																			
Speedway Mfg. Co., 1834 S. 52nd Ave., Cicero, Ill.....	•	•	•																			
Stromberg Carlson Tel. Mfg. Co., Rochester, N. Y.....	•	•	•																			
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.....	•	•	•																			
Techna Corp., 926 Howard St., San Francisco, Cal.....	•	•	•																			
L. H. Terpening, 220 E. 23rd St., New York, N. Y.....	•	•	•																			
Toledo Sound Equip. Labs., 1215 Jackson Ave., Toledo, Ohio.....	•	•	•																			
Transfone Corp., 14 W. 45th St., New York, N. Y.....	•	•	•																			
Transformer Corp. of America, 69 Wooster St., New York City.....	•	•	•																			
Turner Co., Cedar Rapids, Iowa.....	•	•	•																			
Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.....	•	•	•																			
United Reproducers, Springfield, Ohio.....	•	•	•																			
United Scientific Labs., Inc., 510 6th Ave., New York, N. Y.....	•	•	•																			
United Sound Eng. Co., 2229 University Ave., St. Paul, Inc.....	•	•	•																			
Universal Microphone Co., Inglewood, Calif.....	•	•	•																			
Upco Eng. Labs., Inc., 254 Canal St., New York, N. Y.....	•	•	•																			
Vibro-Master Co., 29 W. 57th St., New York, N. Y.....	•	•	•																			
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.....	•	•	•																			
Victory Speakers, Inc., 7131 E. 14th St., Oakland, Calif.....	•	•	•																			
Webster Co., 5623 Bloomingdale St., Chicago, Ill.....	•	•	•																			
Webster Elec. Co., Racine, Wis.....	•	•	•																			
Western Elec. Co., 195 Broadway, New York, N. Y.....	•	•	•																			
Wright DeCoster, Inc., 2233 University Ave., St. Paul, Minn.....	•	•	•																			
Ward Products Corp., 1523 E. 45th St., Cleveland, Ohio.....	•	•	•																			



RADIO ACCESSORIES



SECTION

SALES DON'T STOP

For the rural dealer, particularly,
the field is rich with accessories

HAND-in-glove with modern radios go modern accessories, giving added convenience, improving performance and, in some instances, rendering important extra services to the home.

For the rural dealer, particularly, an opportunity to swell unit sales is seen and it may frequently happen that profit from accessory turnover equals or even exceeds that returned to the retail till through the sale of the radio itself.

Wind Chargers With Discounts

Following is a rapid-fire review of what's new in accessories. Details about specific products will be found elsewhere in this Radio Accessories Section.

Important is the recent manufacturer trend toward the sale of wind chargers through the retail trade at substantial discounts, as well as through set manufacturers. The accessory now becomes an important profit-builder in its own right, as well as a lever with which new set business may be pried loose.

Wind charger governors have been so improved that there are few rural localities remaining in which they cannot be used with complete satisfaction. Early models charged well at high wind velocities, fell down when the breeze dropped, or hit the high spots under storm conditions. Both weaknesses have been corrected.

In the process, better regulation has been secured, increasing battery life and reducing the consumption of distilled water.

Higher, stronger towers are the order of the day. These do much to increase efficiency, boost original cost very little and upkeep not at all.

New are 2-volt wind chargers. Types designed to be used on trailers are found in greater number than last year. And several companies originally building types just for 6-volt battery charging have now gone in for production of 32-volt equipment, husky enough to handle relatively heavy power requirements and at the same time retaining much of the compactness developed in the course of radio wind charger design.

Gas Chargers More Flexible

Equally important are design advances in the gasoline charger field.

Machines that turn out d.c. for battery charging and also supply 110 volts a.c. are now available. Push-button starters have been incorporated in several modern gas charger types and these may invariably be turned over mechanically by means of auxiliary rope or lever cranks in case the starting battery is low.

Mechanical governors make many new machines extremely stable with respect to output voltage under varying load conditions. Pulleys permit use of most chargers for mechanically

driving machinery. Remote controls are frequently furnished, making it possible to install the chargers out away from the house, turn them on and off automatically by simply plugging in or switching in an appliance. Improved radio frequency filters are found in several machines, are available from all manufacturers where especially quiet electrical operation is desired.

Checking with several companies, we find that knowledge gleaned in the radio gas charger field is inducing them to branch out with special machines incorporating the same principles specifically built to do such things as pump water, light lights and run appliances on boats.

Storage batteries designed exclusively for radio use are now on the market. They say "Radio" plainly on the case, are finished to look well even when right in sight beneath the set, frequently have plated carrying handles. These appearance features obviously give the radio dealer an advantage over ordinary car batteries. And, technically, choice of a battery designed just for radio is a consumer service as such accessories have heavier plates, other design differ-

AFTER AUTOMATIC TUNING—Program-timers represent the last word in convenience. And most people need a good clock anyway—
Here is extra business



WITH THE RADIO



BEHIND THE SCENES—A wind-charger . . . or a gas-charger . . . gives this Oklahoma farmer his radio with virtually big-city convenience—Here is extra business

LIKE WILDFIRE—Top antennas blossoming forth on the Nation's roads snap up pickup, make any good car set sound better—Here is extra business

all wave coverage, automatically adopted to high and low frequency bands through proper impedance matching design. New and novel and of interest to stores with a "ham" following is a flexible concentric line sold in fixed lengths of 50, 75 and 100 feet.

Several antenna manufacturers are putting extra steam behind master systems designed for installation in apartment, office and professional buildings. To make it easy for the trade to get this business individual master antenna system parts, such as couplers, are offered separately.

Noise filters, incidentally, are offered by more companies, for more specific types of appliances, than in any previous year.

Heavy Duty Power Supplies

Great advances have been made by manufacturers of both vibrator and rotating type converters and inverters so that it is now possible to run equipment designed for almost any type of current supply from any

ences which insure lasting and quiet service under the slow, steady drain conditions encountered in the home.

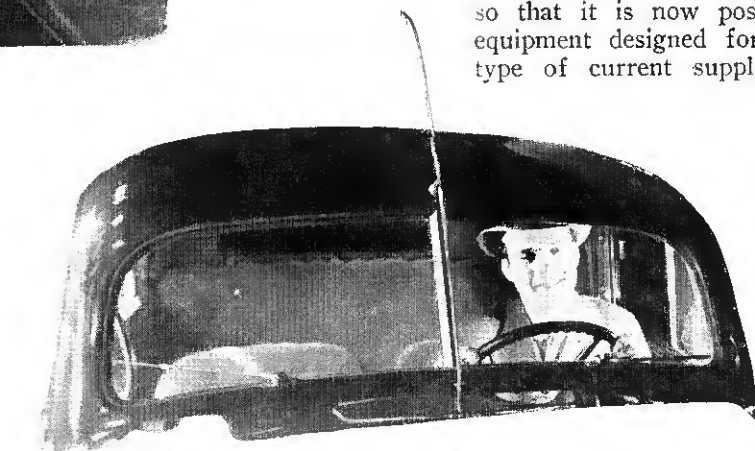
Storage batteries with plates even higher, thicker, are available for use when wind or gas charging equipment is intended to work in combination.

Improvements in design have been made in the 2-volt "A" battery field. This applies to storage types, special non-rechargeable wet types and dry units.

One-shot plug connectors continue to dramatize the "B" and "C" battery. And many "midget" type high-voltage dries not so long ago available only for experimental work are now regular stock items. New midget "B" batteries will be interesting to dealers doing a business with transmitting amateurs as they are especially useful for portable work.

Antennas on Wheels

Once so rare that transmitting amateurs using them for mobile work on the ultra-high frequencies were pestered by cops, rod type auto-radio antennas are now the rule rather than the exception. Seen everywhere, these mount in the top just over the windshield, streamline over turrets,



clip to door hinges, clamp on rear bumpers. Two rods, one on each front-door hinge, are frequently seen, increasing pickup.

Bothersome in connection with a few early rod type car antennas, swaying and interference with forward-opening windshields has been corrected by bracing, sometimes by using tapered rods. In both instances, utility design has been accomplished while at the same time improving appearance.

Giving the consumer his choice, many companies continue to offer under-car types in proven popular varieties.

In the home antenna field emphasis appears to be on systems having good

other. Heavy duty vibrators permit design of equipment putting out up to 500 watts of power. Several units are available which permit radios and similar equipment requiring 110 volts a.c. for operation to be run from a 6-volt storage battery.

Genemotors, dynamotors are available in new, wider input and output power ranges. New filters improve the performance of these devices, especially when desired for operation of ultra-high frequency receiving and transmitting equipment and other exacting services.

Growing popularity of automatic tuning, offered by many set makers, is certain to increase interest in other

(Please turn to page 145)

THE HIGHER THE TOWER
THE GREATER
THE POWER

10 FT. TALL



The
**HY-TOWER
CHARGER**
IS APPROVED BY
14 LEADING RADIO
MANUFACTURERS

SEE THE NEW HY-TOWER ON
DISPLAY BOOTH NO. 8, NATIONAL
TRADE SHOW, STEVENS HOTEL

HY-TOWER
MAKES 10 FOOT INSTALLATION
**World's Best Wind-Driven
BATTERY CHARGER**
Best in 7 Ways

- 1 THE DUNN GOVERNING PRINCIPLE permits the propeller to tilt back and "slip the excess wind" relieving the tower of 690 lbs. of undue strain in 90 mile wind.
- 2 THE DUNN GOVERNING PRINCIPLE requires only 3 simple working parts—contrasted with 25 to 70 parts in other chargers.
- 3 THE DUNN GOVERNING PRINCIPLE utilizes a positively controlled propeller, eliminating propeller breakage in severe winds.
- 4 THE DUNN GOVERNING PRINCIPLE permits the use of a simple throwout collar, that takes the propeller out of the wind when batteries are fully charged, yet permits generator to motor in case of a short circuit.
- 5 THE DUNN GOVERNING PRINCIPLE takes all weight and controls off the propeller, keeping it light and free to run in the slightest breeze.
- 6 THE DUNN PATENTED Automatic Turntable Brake makes the "slip the excess wind" principle of governing, an engineering success. Keep charger always full face into the wind.
- 7 THE DUNN fool-proof collector ring has only two moving parts. No brushes; nothing to wear out.

PARRIS-DUNN CORPORATION
Dept.-30-B CLARINDA, IOWA
*Backed by Over 20 Years of Successful
Manufacturing Experience*

CROWE
**Auto Radio
PANEL
CONTROLS**
for 1935-1936-1937
CARS
NEW DOUBLE UNIT DESIGN

CROWE Auto - Radio Remote Controls are custom-built for all makes of cars — 1935, 1936, and 1937 models — and for the principal makes of radios. Made in either airplane or porthole dial types, to match styling of car on which installed.

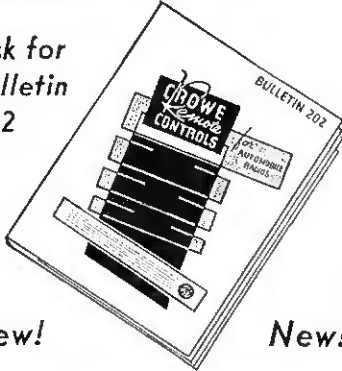
Same Controls for All Cars!

Same controls and shafts can be put on any car and re-used when moving radio to another car. A panel kit is the only new part required on re-installation jobs.

Less Stock Investment

This interchangeable CROWE feature enables the distributor and dealer to have a flexible, readily available stock, with much less investment.

Ask for
Bulletin
202



New!

New!

CROWE NAME PLATE & MFG. CO.
1745 Grace Street
CHICAGO, ILLINOIS

Cashing in on
HOME RADIO WIRING



Here's How . . .

- ★ Install TACO Master Antenna System in apartment houses and individual dwellings. Exposed or concealed wiring.
- ★ It's easy. We supply complete instructions — surveying, estimating, installation, testing, etc. System in kit form.
- ★ Also TACO antenna systems for individual sets. Factory assembled, wired, soldered. Just string up. Foolproof. Profitable.
- ★ Line filters, wave traps and other aids for troublesome locations.

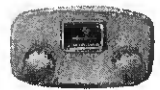
Free MANUAL on Master Antenna System. Get your copy at National Trade Show, or write us direct.

TACO
TECHNICAL APPLIANCE CORP.
Pioneers in Noiseless Antenna Systems
17 E. 16th St. New York City
BOOTH 28

**AUTO-RADIO
Re-Installations**

**TRANSFER JOBS MADE EASY
WITH Pre-Assembled UNIVERSALS**

Universal Dashboard Controls have opened up a rich new market for extra profits. Now you can transfer ANY set to ANY car in only a few minutes' time. Mail the coupon today for illustrated Catalog.



No fussing around with loose parts. Single-unit control head ready to slip into the dashboard opening. Hooks up with any set.

Beautifully-finished dashboard plates custom-styled for perfect match. Stocked for all car models (1937-36-35).

At the Radio Parts Show June 10-13
See the **MAGIC PRE-ASSEMBLER**!
72 different parts miraculously transformed into one single unit! Come to Booth E—Stevens Hotel.

Universal
DASHBOARD CONTROLS

UNIVERSAL CONTROLS, INC.
21-07 40th Ave., Long Is. City, N. Y.



Please send your new Catalog B-3.
Name
Address
 Dealer Serviceman Jobber

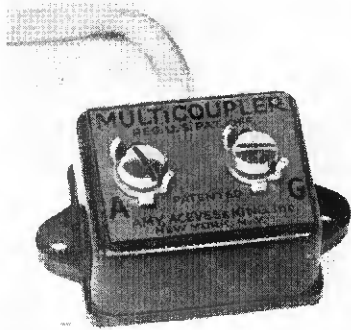
CAMERA CLICKS ON IMPORTANT EXTRAS

Alphabetically by Companies

Numbered card on page 91 brings you additional information

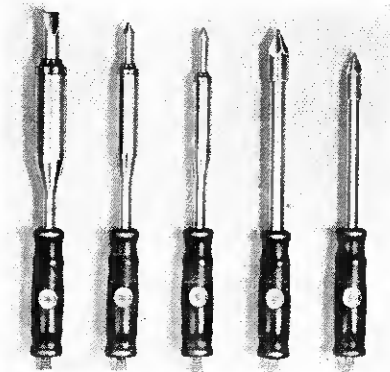
108 AMY, ACEVES & KING Amy, Aceves & King, Inc. 11 W. 42nd St., New York, N. Y.

MULTICOUPLER ANTENNA—All-wave doublet multicoupler antenna system; maximum noise reduction; freedom from interaction in same building and on same antenna system; up to 20 radios



112 DRAKE

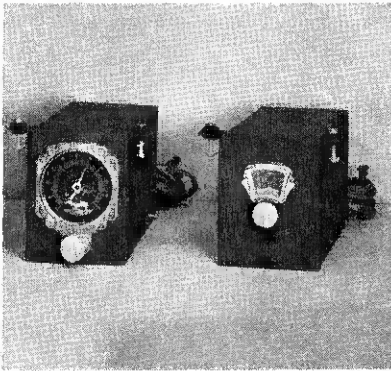
Drake Electric Works, Inc.
3656 Lincoln Ave., Chicago, Ill.



SOLDERING IRONS—60 to 500 watt sizes; wound for 115 volts a.c. or d.c.; seven inch soldering iron stand furnished free with each iron; trade name "Sold-er King"

109 ABC

ABC Radio Laboratories
3334 N. New Jersey St., Indianapolis, Ind.



SHORTWAVE CONVERTER—Makes possible use of standard car radios for police work; band coverage, 1600-6000 kc.; easily attached and when converter is not in use reception on standard band is not affected. \$21.95

113 ELEC. STORAGE BATT.

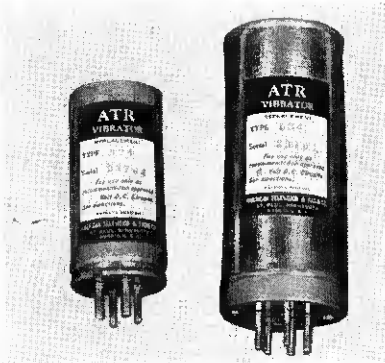
Electric Storage Battery Co.
Philadelphia, Pa.



EXIDE 2R-230—For 2 volt radio use; 230 ampere-hour capacity; full line also made for 6 volt sets; for 12 volt systems two 6-volt batteries are used in series

110 ATR

American Tel. & Radio Co.
128 E. 10th St., St. Paul, Minn.

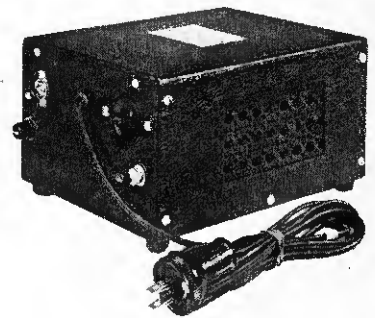


REPLACEMENT VIBRATORS—For auto and farm radios; feature longer life, improved performance, precision construction; prices range from \$3 to \$7.50

114 ELECTRONIC LABS.

Electronic Laboratories
Indianapolis, Ind.

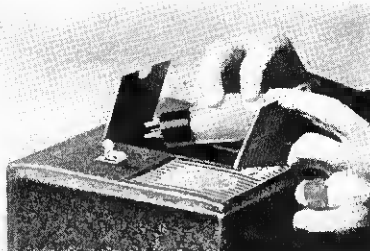
CONVERTER—Converts 32 volt d.c. to 110 volt a.c.; several new models for various applications now ready; will operate radios and other appliances from d.c. ranging in voltage from 6 to 220 volts d.c. and in wattage as high as 500 watts



111 BURGESS

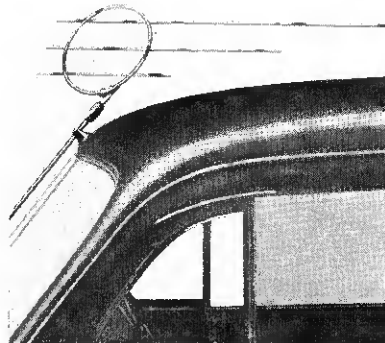
Burgess Battery Co.
Freeport, Ill.

"A" BATTERY—For 2 volt radios; on sets with a built-in ballast tube, the voltage is automatically regulated and no resistor is required; for sets having no means of voltage control, a socket is provided in the battery for a ballast tube



115 GALVIN

Galvin Mfg. Corp.
847 W. Harrison St., Chicago, Ill.



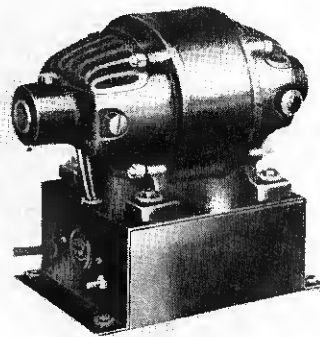
CLIPPER AUTO AERIAL—Roof antenna; modernly styled to match the streamlined vogue; will fit every make of car, whether or not the windshield opens

116 GENERAL CEMENT General Cement Mfg. Co. Rockford, Ill.

SERVICE AIDS — Touch up kit for cabinets; radio dial oil; cement; wrinkle varnish; crystallizing lacquer; solvent; dial light coloring; liquid-dope; non-slip compound for dials

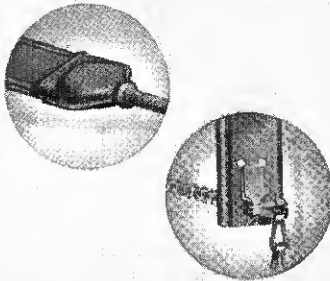


118 JANETTE Janette Mfg. Company 556 W. Monroe St., Chicago, Ill.



CONVERTER WITH FILTER—Converts d. c. to a. c.; filter is standard equipment on all converters purchased for use with radio or sound apparatus; designed for both short and standard broadcast bands from 500-30,000 kc.

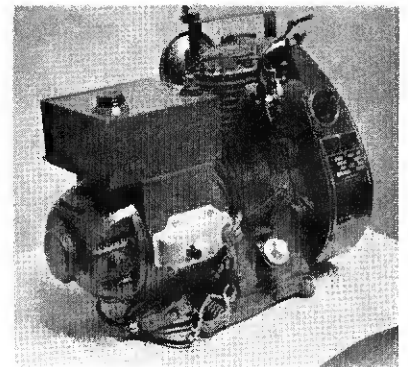
117 INLAND Inland Mfg. Div., General Motors Corp., Dayton, Ohio



INLANTENNA — Two types of under running board and one type of overhead roof antenna; continuous folded rubber covered strip; adjustable chains and brackets; non-directional; connections soldered and rubber booted

119 KATO Kato Engineering Co. Mankato, Minn.

KATOLIGHT JR. PLANTS — Combination 350-watt standard a.c. with 200 watts d.c. at 6 volts for battery charging; radio interference elimination included; 12 to 14 hours per gallon; air-cooled, 4 cycle, single cylinder, magneto ignition engine



CERTAINLY - - - -

we have a Ten-foot Tower!

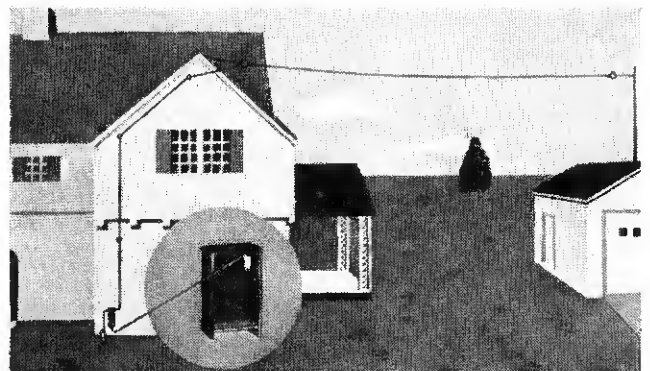
It's ruggedly built from heavy *angle-iron* and it's *galvanized*, not painted. But the thing we're really proud of is the six volt **SUPERCHARGER** on top of the tower.

Here's a unit that actually begins to charge in a four-mile-per-hour wind and has a top output of 25 amperes. Puts out from two to five times as much current as any other wind-charger under identical wind conditions. Look at that 8 foot propeller and massive generator!

Best of all, there's a profit for the dealer and distributor in handling the **SUPERCHARGER** without stocking it! Won't you write for the details? North, East, South, West — **SUPERCHARGER** works anywhere!



BREEZ-ELECTRIC CORPORATION
448 N. Oakley Blvd. Chicago, Ill.



New RCA Magic Wave Antenna System

Assembled in one complete unit, ready for installation. **\$6.95** List Price
Stock No. 9812.

FEATURES: Noise reduction on both standard and international short wave bands (530 to 23,000 kcs.) • Easily installed with antenna lengths from 20 to 120 feet. • Transmission line can be cut to any length without loss of efficiency. • No doublets, no critical lengths, adaptable to existing installations. • Up to 16 outlets on 1 antenna—provided through use of additional special distribution and set coupling transformers.

Ask your RCA Parts Distributor about the new RCA Magic Wave Antenna System—get the new RCA Test Equipment and Accessories Catalog, just off the press.

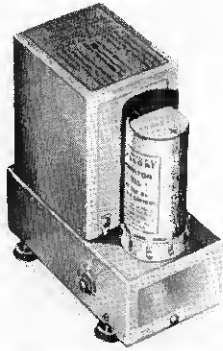
RCA Parts FOR PROFIT

RCA MANUFACTURING CO., INC. • CAMDEN, N. J.
A Service of the Radio Corporation of America

120 MALLORY

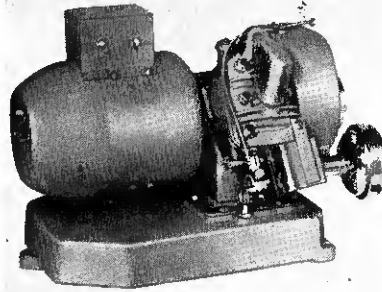
P. R. Mallory & Co., Inc.
Indianapolis, Ind.

VIBRAPACKS—Six volt power supplies to provide portable power for p.a. equipment, transmitters and similar equipment; synchronous, self-rectifying, interrupter and tube rectifying types; all supplied with long-life vibrator; two high and one low voltage models



122 ONAN

D. W. Onan & Sons
43 Royalston Ave., Minneapolis, Minn.



A.C. GENERATING PLANTS—Operate p.a. systems, radio communication systems, etc.; supply electricity for any purpose to places remote from lighting lines; streamlined; fully enclosed; 350 to 1000 watt sizes

121 MILLER

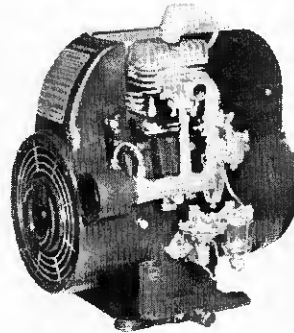
J. W. Miller Co.
5917 S. Main St., Los Angeles, Cal.



ELECTRIC SHAVER FILTER—Complete line filter—both duo-lateral wound chokes and a bypass condenser are used; plugs into convenience outlet and no ground connection is needed; \$1.25

123 PIONEER

Pioneer Gen-E-Mtor Corp.
464 W. Superior St., Chicago, Ill.

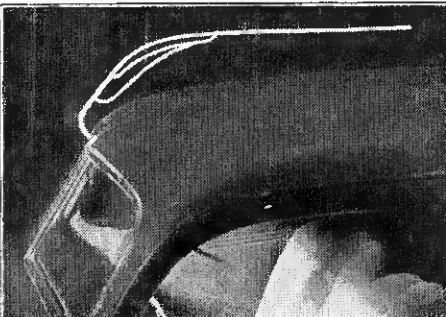


RED TOP POWER PLANT—Combination ac-dc Gas-O-Lectric light and power plant; provides ample electricity for radio, household appliances and small electric tools; pulley is furnished to drive washers, pumps, separators by means of a "V" belt

America Responded to TICHENOR "Over-Car" AERIALS
Style of the Highways • Boss of the Skyways

Three Leading Radio Manufacturers Approved and Recommend TICHENOR Type "Over-Car" AERIALS for 1937!

Thousands of Distributors and Dealers now recognize TICHENOR "Over-Car" AERIALS as the REAL PROFIT MAKER!
Exposed Metal Chrome Nickel and Rustless Non-ferrous Alloys. Positively Rust Proof!



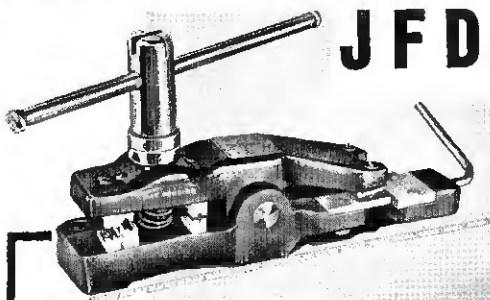
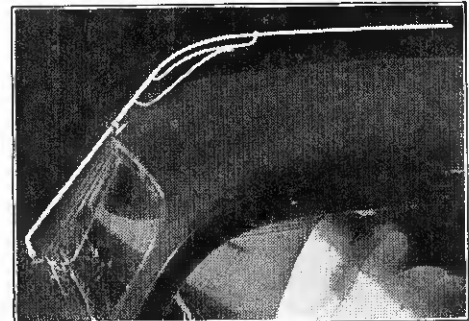
Exclusive "Jiffy Plug-in" Installation Feature. Adjustable Long Range Adapter.

Practical — Beautiful — Efficient

Six Models cover the Entire Field

- "Ace" Side Mount.....\$2.95
 - "Arrow" Side Mount..... 3.50
 - "Commander" Top Mount..... 3.50
 - "Chief" Cowl Mount..... 3.75
 - "Raider" Cowl Mount..... 4.50
 - "Imperial" Top Mount..... 5.50
- "Finest the Market Affords"

Write to **TICHENOR CO.**
7323 W. Chicago Blvd. Detroit, Michigan



J F D

AUTO RADIO REMOTE-O-CABLE REPLACER

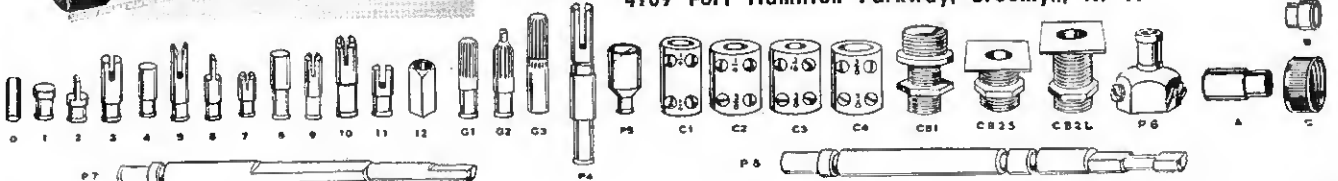
With the Remote-O-Cable Replacer, a supply of shafting and casing, same as used by leading Auto Radio manufacturers and an assortment of fittings, you can immediately deliver any length or type of Auto Radio Control Cable. Properly connect any auto radio to any dashboard head.

Auto radio jobbers, distributors and servicemen write for full particulars.

\$47.50

LIST

J. F. D. MANUFACTURING COMPANY
4109 Fort Hamilton Parkway, Brooklyn, N. Y.



J. F. D. SHAFTING AND CASING

124 RADIO ELECTRIC

Radio Electric Service
Newton at Rust, Saginaw, Mich.

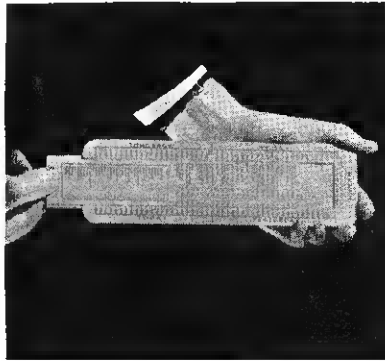


MAGIC ROD AUTO AERIAL—Easily attached to any type or make of car; can be installed straight up for maximum performance, held down to the car roof or attached to the side of car in which windshield opens out

125 REEKS

W. H. Reeks
5653 N. Talman Ave., Chicago, Ill.

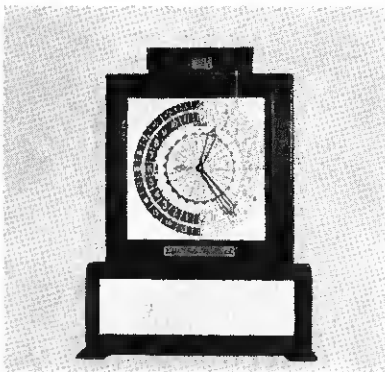
TIME CONVERTER—Sliding scale for converting time and date of any one country to that of any other or G.M.T. to local time the world over; booklet supplied giving interesting account of world time, etc.; both contained in a durable container



126 SKY PILOT

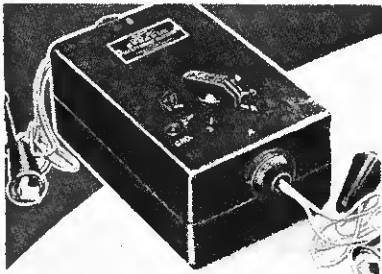
Sky Pilot Organization
Radio Park, Pearl River, N. Y.

WORLD TIME CLOCK—In addition to the home model, this advertising clock is made; serves as a regular time piece, world time piece and international clock; place for advertising card below clock proper; 12 in. face



127 SPRAGUE

Sprague Products Co.
North Adams, Mass.

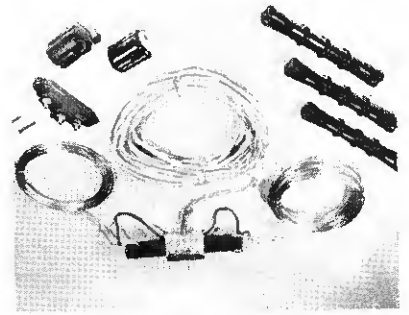


INTERFERENCE ANALYZER—Not only simplifies elimination of interference but also affords easy means of demonstrating to set owner just how and where noise originates; helpful to those who install oil burners and other electrical equipment

128 TACO

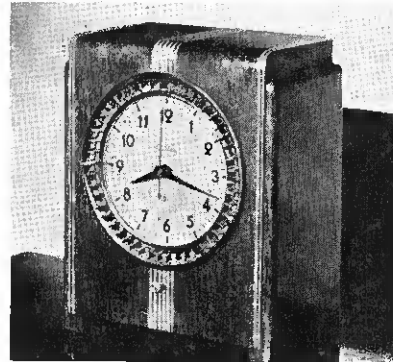
Technical Appliance Corp.
17 E. 16th St., New York, N. Y.

MASTER ANTENNA SYSTEM—Takes the form of a foundation kit comprising the needed components and materials for aerial and downlead and individual outlet units; for apartment houses or large buildings as well as private dwellings



129 TELECHRON

Warren Telechron Co.
Ashland, Mass.



CONTROLLA—Equipped with switch to automatically turn radio or electrical appliances on and off, 15 minute intervals; programs may be arranged ten hours in advance; may be used in place of alarm clock

130 TICHENOR

Tichenor Co.
7323 W. Chicago Blvd., Detroit, Mich.

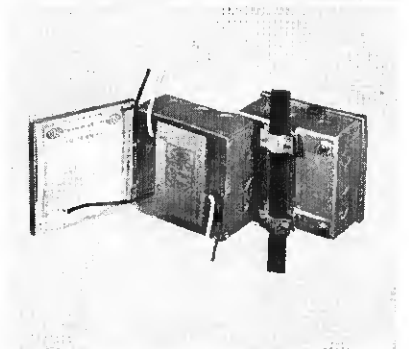


COMMANDER AERIAL—Six models for top, side or cowl mounting; "jiffy plug in" for quick installation; adjustable adapter for long range; triplex chromium finished; all adapter tips and bases are Catalin ivory. \$2.95 to \$5.50

131 TOBE

Tobe Deutschmann Corp.
Canton, Mass.

FILTERETTE—Standard Filterette for electrically ignited oil burners; identical in circuit constants with unit supplied to leading oil manufacturers



Numbered card on page 91 brings you additional information

RADIO RETAILING

Brings all the Manufacturers' "Exhibits" Right to Your Store!

—and it doesn't cost you a penny



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TO OPPORTUNITY

This perforated postcard is your ticket to opportunity. It's the connecting-link between yourself and the industry's leading manufacturers. You don't even have to pay the postage (and there's no "tax"). Simply circle—sign—send—and sit back and enjoy this new "Radio Industry Trade Show in Print" at your leisure and pleasure.

RADIO RETAILING has taken on the big job of bringing together makers, sellers and servicers in a new kind of "convention"—"The Radio Industry Trade Show in Print."

This big book, therefore, is the industry's "Exhibit Hall" for what's new and news in radio for 1937-8. The manufacturers' announcements are the "exhibits". And you can take in this entire "Show" without leaving your easy chair!

Instead of lugging along the literature you used to collect at each "booth" (when you could get it, due to the crowds) now all you need do is sign this simple card and Radio Retailing will pass it on to the proper parties and any additional information you want will be brought to you.

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330 West 42nd Street

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Right now, with the trade eager to know what's new in radio products, selling policies and plans, with a new selling season ahead, more readers of Radio Retailing than ever are going to make use of this free clearing-house service.

Radio Retailing is the only publication in the radio field to inaugurate this service on a sustained basis. It was first to gather and publish the vital statistics of the industry. That's why Radio Retailing is the Industry's preferred, authoritative journal. It is founded on service—and dedicated to the development of more and better business for its readers and its advertisers.

THIS CARD IS OPPORTUNITY

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PERSON TITLE

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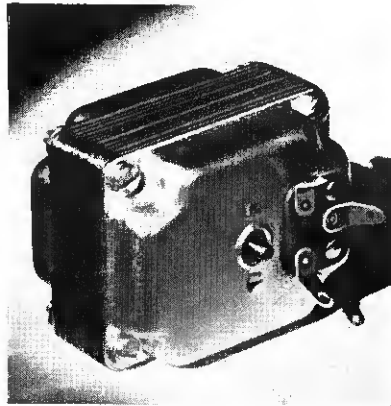
THERE is a number on this card for each "new product" and "dealer literature" item described in this book.

To secure complete details on any and all items in which you are interested simply circle the numbers on the card to tally with the numbers of the items described on the editorial pages. Then sign and mail the card. Radio Retailing will do the rest. No postage is needed unless you are outside the United States. In this case, use postage stamp.

132 UTAH

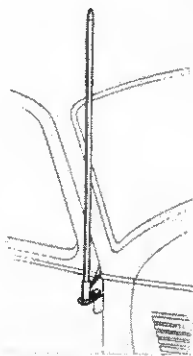
Utah Radio Products Co.
812 Orleans St., Chicago, Ill.

REMOTE CONTROL MOTOR—Designed especially for use in remote radio controls; shaded pole induction motor of the 3-wire brushless reversible type, unusually compact but with a high torque for its size; 3 sizes— $\frac{3}{4}$, $\frac{7}{8}$ and 1 in. rotor diameter, 6 to 110 v. a.c.



133 VICTORY

Victory Mfg. Co., Inc.
2021 S. Michigan Ave., Chicago, Ill.

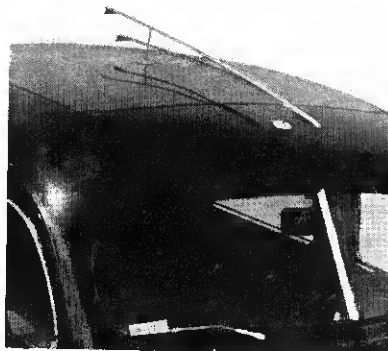


BULLET DOOR ANTENNA—Rust proof satin finish; fully insulated; will not "whip" while in motion; can be mounted in five minutes; rubber-sleeved lead-in included

134 WEDGE

Wedge Mfg. Co.
2334 S. Michigan Ave., Chicago, Ill.

ARROW AUTO AERIAL—For steel top cars; mounts on rubber vacuum cups; wide, semi-rounded strips afford large area of effective surface for pick up power; location and proper shielding reduces interference from ignition system and eliminates wheel static



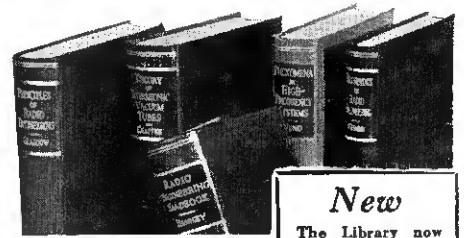
135 WINCHARGER

Wincharger Corp.
Sioux City, Iowa



DELUXE WINCHARGER 37—Six volt model; designed for low wind velocity; equipped with centrifugal air brake; foil propeller; low speed generator; 5 $\frac{1}{2}$ ft. rigid angle iron tower all ready for mounting

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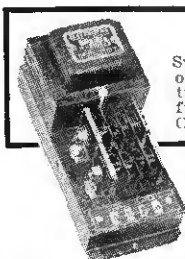
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Delivers 10 amps at 6 volts pure filtered D.C. from 110 volts A.C. Adjustable voltage provides proper current for any type radio. Completely dependable. Ends forever messy battery charging nuisance. Also efficient as a battery charger (high rate).



ELECTROPAK

Supplies D.C. (Rectified A.C.) for operating solenoids and remote controls. Available in voltage ranges from 60 to 24 volts at 2 to 5 amps. Operates on 110 volts A.C.

ADAPTOPAK

Operates A.C. radios in D.C. districts and 110 volts A.C. radios in autos and trailers.

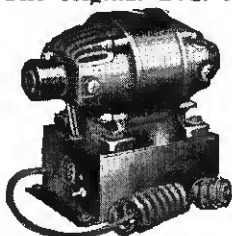
ELECTRICAL PRODUCTS CO.

6537 RUSSELL AVENUE

DETROIT, MICHIGAN

Janette Rotary Converters

The original D.C. to A.C. converters with all wave filters developed exclusively for radio and sound apparatus.



CAPACITIES:

35 to 3250 watts.
6, 12, 32, 115 and 230 volts D.C. to 110 or 220 volts, 1 phase, 60 cycle A.C.

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Here Comes the MAINLINER.

MODEL M.L. \$2.95

A New WARD AERIAL

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The WARD PRODUCTS Corp.
WARD BUILDING CLEVELAND, OHIO

BOOKLETS BROUGHT TO YOU

136

An interesting circular on the new Mallory Vibrapack is ready for trade distribution.

137

The general catalog of Electronic Laboratories, in which appears a description of the new TimeOmeter, an automatic clock mechanism for measuring the time of operation of an intermittently operated electrical device, will be sent if you circle this number.

138

The complete line made by JFD Distributing, including auto aerials, the Remote-O-Cable replacer and auto-radio tuning wrenches, is covered in its catalog.

139

A handy size instruction sheet and give-away circular may be obtained from Victory on its bullet door antenna.

140

A complete service information manual on Parris-Dunn's 6 volt wind driven battery chargers is ready for distribution. Most of the tests and other information in this manual will apply to almost any wind electric equipment.

141

For counter or direct mail use, Tichenor will supply a folder on its full line of auto aerials.

142

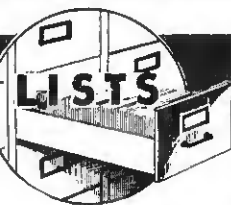
Dealers interested in the possibilities of the master antenna system as applied not only to apartment houses but also in individual dwellings, may have a copy of Technical Appliance's latest manual on the subject.

143

Wedge has just prepared a new catalog on its power unit. Circle this number if you'd like a copy.

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144

An instructive and useful folder on Onan's alternating current electric plants is ready for distribution. Complete mechanical and electrical details are included.

145

An interesting and colorful portfolio on the "Wind Electric Farm Market" is offered by Wincharger; also a helpful 32 page portfolio for dealers entitled "More Farm Radio Sales."

146

An 8-page, 2 color broad-side describing its AC and DC units may be obtained from Kato.

147

There is place for the dealer's card on the 3 x 6 in. counter piece Supreme has made up to advertise its soldering tool.

148

Sky Pilot offers a bulletin on its commercial world time clock. Free upon request.

149

For consumer use, Radio Electric Service has prepared a colorful give-away circular printed in bright yellow and black. It is called "The Solution to the Car Aerial Problem."

150

Bulletin 13-1, put out by Janette, illustrates connections for gaseous electric sign transformers and converters, give overall dimensions and weights of its line of converters.

151

Pioneer Products offers envelope enclosures to the trade. A catalog sheet on its products will also be sent upon request.

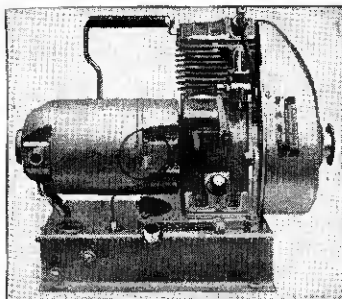
152

Inland Mfg. Div. of General Motors has a small counter size leaflet on its many types of auto antennas. Sent upon request.

153

A mailing piece on ABC Radio Lab's short wave converters for car radios has been made available by this company.

110 VOLTS AC ANYWHERE with KATOLIGHT Combination AC & DC PLANTS



See our display at Congress Hotel during June National Radio Show in Chicago.

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Self-cranking 300 watts, and rope-cranking 350 watts. Also 6, 12, 32 and 110 volt D.C. models.

300 to 10,000 Watt AC Plants Specially designed for Sound-truck, Amplifier, P.A., Radio and other work. Self-cranking by connecting to auto batteries.

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The Kraeuter Line has always been the favorite of experienced radio mechanics. And these tools will help YOU turn out better work with less time and trouble. For full information write: Kraeuter & Company, Dept. "R".

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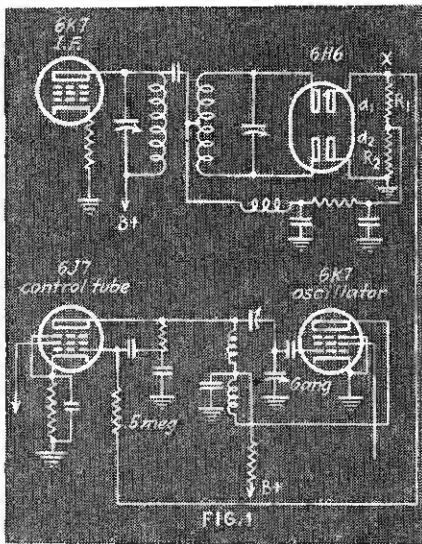
MANUFACTURER'S NAME AND ADDRESS	Wind Chargers	Gas Chargers	Batteries	Antennas	Noise Filters	Converters	Cabinets	Earphones	Clocks & Timers	Tuning Aids & Jobs
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Acme Speciality Co., 1770 W. Berteau Ave., Chicago, Ill.										
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Aerovox Corp., 70 Washington St., Brooklyn, N. Y.										
Alden Corp., Asheville, N. C.										
Alden Products Co., 715 Center St., Brockton, Mass.										
American Radio Hardware Co., 476 Broadway, New York, N. Y.										
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Amy, Aceves & King, 11 W. 42nd St., New York, N. Y.										
Audio Development Co., 4351 France St., So. Minneapolis, Minn.										
Automatic Elec. Devices Co., 324 E. 3rd St., Cincinnati, Ohio										
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Bodine Elec. Co., 2254 W. Ohio St., Chicago, Ill.										
Bond Elec. Corp., 146 Munson St., New Haven, Conn.										
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Breez-Electric Corp., 440 N. Oakley Blvd., Chicago, Ill.										
Briggs & Stratton Corp., Milwaukee, Wis.										
Brush Development Co., Cleveland, Ohio										
Bud Radio, Inc., 1937 E. 55th St., Cleveland, Ohio										
Burgess Battery Co., 111 W. Monroe St., Chicago, Ill.										
C. F. Cannon Co., Springwater, N. Y.										
Carter Motor Co., 369 W. Superior St., Chicago, Ill.										
Caswell Ruman Co., Huanan, Ind.										
Charlotte Furn. Co., Charlotte, Mich.										
Chillicothe Furn. Co., Chillicothe, Mo.										
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Clock Control Corp., 2003 W. 48th St., Los Angeles, Cal.										
Consolidated Wire & Assoc. Corps., 512 So. Peoria St., Chicago										
Continental Carbon Co., 13906 Lorain Ave., Cleveland, Ohio										
Continental Motors Corp., 12801 Jefferson St., Detroit, Mich.										
Continental Wire Co., 110 Lafayette St., New York, N. Y.										
Corbett Cabinet Mfg. Co., St. Marys, Pa.										
Cornell Dubilier Corp., South Plainfield, N. J.										
Cornish Wire Co., 30 Church St., New York, N. Y.										
George F. Cram Co., 30 E. Georgia St., Indianapolis, Ind.										
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D & H Mfg. Co., Inc., 1519 California St., Denver, Colo.										
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Diehl Mfg. Co., Elizabethport, N. J.										
Dumont Elec. Co., 514 Broadway, New York, N. Y.										
Electric Speciality Co., Stamford, Conn.										
Electric Storage Battery Co., Philadelphia, Pa.										
Electrical Products Co., 6537 Russell Ave., Detroit, Mich.										
Electronic Labs., W. New York St., Indianapolis, Ind.										
Espey Mfg. Co., Inc., 124 E. 25th St., New York, N. Y.										
Farmpower Products Corp., 2525 Clybourn Ave., Chicago, Ill.										
Ferranti Elec., Inc., 30 Rockefeller Plaza, New York, N. Y.										
F & H Radio Labs., Fargo, N. D.										
Fishwick Radio Co., 407 E. 8th St., Cincinnati, Ohio										
M. M. Fleron & Sons, 113 N. Broad St., Trenton, N. J.										
Fordson Export Corp., 2111 Woodward Ave., Detroit, Mich.										
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General Winding Co., 234 W. 31st St., New York, N. Y.										
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Haynes Radio Log, 161 W. Harrison St., Chicago, Ill.										
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Illinois Wood Products Corp., 2512 S. Damen Ave., Chicago, Ill.										
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Insuline Corp. of America, 25 Park Pl., New York, N. Y.										
Janette Mfg. Co., 553 W. Monroe St., Chicago, Ill.										
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Johnson Motors Co., 1930 Pershing Rd., Waukegan, Ill.										
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Melburn Radio Mfg. Co., 2218 S. Hoover St., Los Angeles, Cal.										
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J. W. Miller Co., 517 S. Main St., Los Angeles, Cal.										
Monark Battery Co., 4556 W. Grand Ave., Chicago, Ill.										
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Philmore Mfg. Co., 113 University Pl., New York, N. Y.										
Pierson Co., Rockford, Ill.										
Pioneer Genemotor Corp., 406 W. Superior St., Chicago, Ill.										
Porcelain Products, Inc., Findlay, Ohio										
Potter Co., 1950 Sheridan Rd., No. Chicago, Ill.										
Premax Sales Co., Chisholm-Ryder Co., Niagara Falls, N. Y.										
Quam-Nichols Co., Cottage Grove Ave., Chicago, Ill.										
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W. H. Reeks, 5553 N. Talman Ave., Chicago, Ill.										
Republic Elec. Mfg. Co., 114 E. First St., Davenport, Iowa										
M. H. Rhodes, Inc., Rockefeller Plaza, New York, N. Y.										
Schiffman Bros., 3840 N. Ashland Ave., Chicago, Ill.										
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Sky Pilot Organization, Radio Park, Pearl River, N. Y.										
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Sprague Products Co., N. Adams, Mass.										
Standard Cabinet Co., 543 Union St., Brooklyn, N. Y.										
Steezer Furn. Mfg. Co., Steezer, Ill.										
Steitner Corp., 669 Kent Ave., Brooklyn, N. Y.										
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L. Tatro Bros., Inc., Decorah, Iowa										
Technical Appliance Corp., 17 E. 16th St., New York, N. Y.										
Tlehonor Co., 7323 W. Chicago Blvd., Chicago, Ill.										
Tillotson Furn. Corp., Jamestown, N. Y.										
Tork Clock Co., Mt. Vernon, N. Y.										
Trimmm Radio Mfg. Co., 1770 W. Berteau St., Chicago, Ill.										
Ultramar Mfg. Corp., 1160 Howe St., Chicago, Ill.										
Union Chest and Cab. Corp., Rochester, N. Y.										
United Transformer Corp., 72 Spring St., New York, N. Y.										
Universal Battery Co., 3410 S. LaSalle St., Chicago, Ill.										
U S L Battery Corp., Niagara Falls, N. Y.										
Victory Mfg. Co., Inc., 2621 S. Michigan Ave., Chicago, Ill.										
Ward Products Corp., Ward Bldg., Cleveland, Ohio										
Warren Furn. Co., Warren, Pa.										
Warren Telechron Co., Ashland, Mass.										
Weber-Costello Co., Chicago Heights, Chicago, Ill.										
Wedge Mfg. Co., 234 S. Michigan Ave., Chicago, Ill.										
White Wind Elec. Co., 2300 E. Douglas Ave., Wichita, Kan.										
Willard Storage Battery Co., Cleveland, Ohio										
Winchareer Corp., Sioux City, Iowa										
F. C. Worrick & Co., Tully, Mass.										
Z & S Radio Products Co., 1215 Jackson St., Toledo, Ohio										

TEST EQUIPMENT SECTION

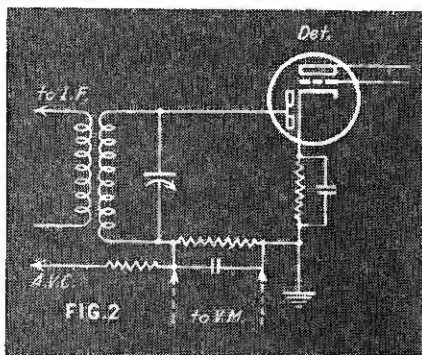


Save Their Cost

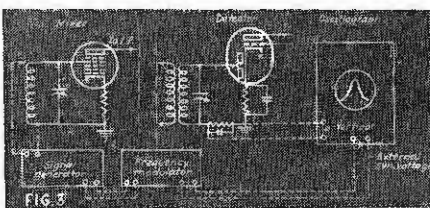
And proper adjustment of some new set circuits is virtually impossible without test equipment designed to do the job



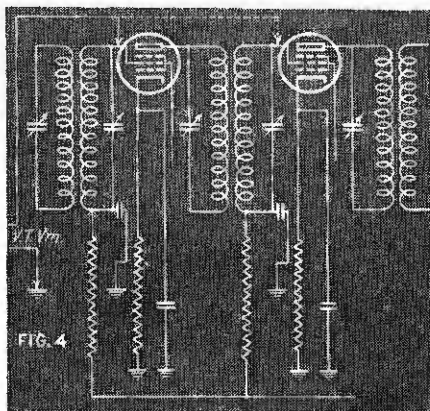
A.F.C. Circuit



Typical Detector



Oscillograph Alignment



A.V.C. Measurement

COMPLICATED as many modern circuits may be, adjustment is rarely difficult . . . if the serviceman possesses equally modern test equipment and knows how to use it.

One important instrument requirement is high sensitivity. Automatic frequency control, automatic volume control and noise silencer circuits, to name just a few now in general use, operate on minute rectified voltages supplied by the received signal. Voltage and current measurement in such circuits with power-consuming instruments is, to say the least, misleading.

Aligning A.F.C. Circuits

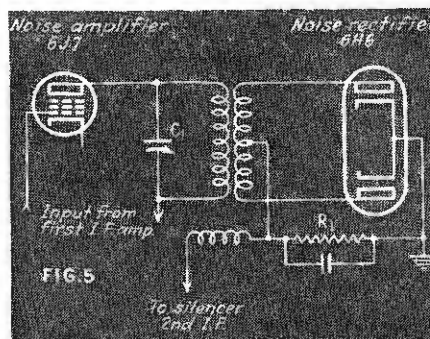
Referring to Fig. 1, a typical a.f.c. circuit, the signal voltage delivered from the i.f. stage is rectified by diode plates d_1 and d_2 .

In adjusting such a circuit it can be seen that since the control voltages encountered are very small, a sensitive measuring device is necessary. The equipment may be a good high resistance analyzer or vacuum tube voltmeter. It is essential that little or no load is placed on the circuit. Measurement can be made from (x) in Fig. 1 to ground or from the grid of the control tube to ground.

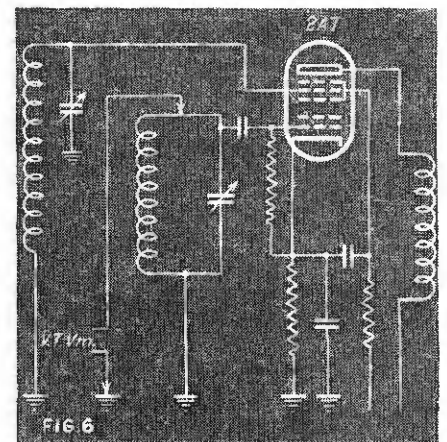
Alignment is as follows: With the a.f.c. turned off, align the entire receiver. Then loosely couple the signal generator to the last i.f. stage, the one that drives the discriminator. This may be done by bringing the output leads close to the grid cap. The signal generator should be unmodulated and tuned to the i.f. frequency. Tune in a station and adjust for zero beat between the station's carrier and signal generator. Then switch in the a.f.c. and retune the discriminator for zero beat. It should now be possible to obtain zero beat at both positions of the a.f.c. switch. If a beat signal is heard the entire process should be repeated. In the final analysis the voltage across each diode resistor should be measured with an analyzer to see that they are equal.

I.F. Aligning

Superhet receivers may be aligned by several methods. In order of maximum accuracy a few are as follows: modulated signal generator, frequency modulator and oscillograph; modulated signal generator and sensitive voltmeter or vacuum

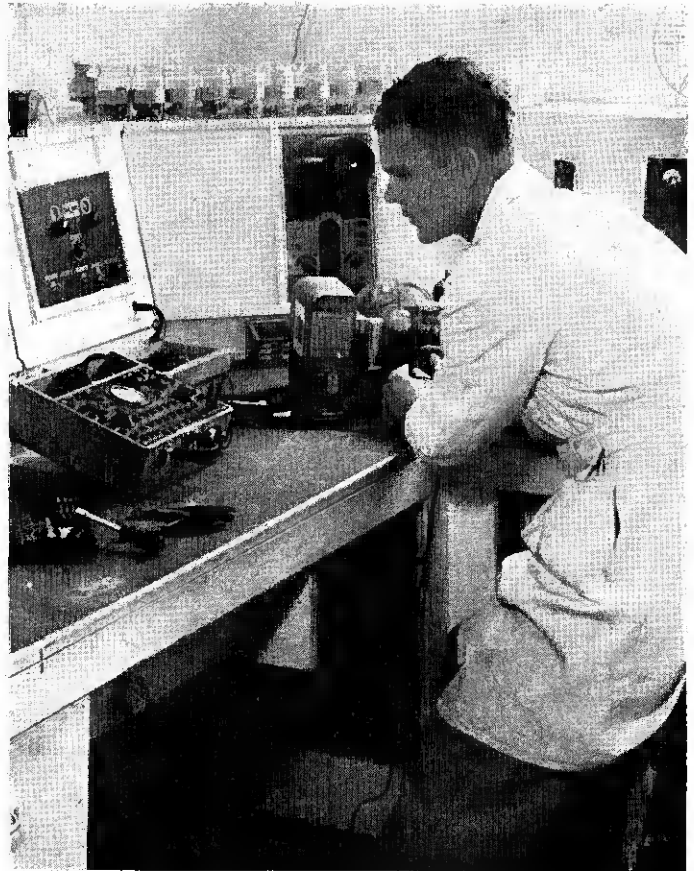


Basic Noise Silencer Circuit



Testing Oscillators

I N T I M E



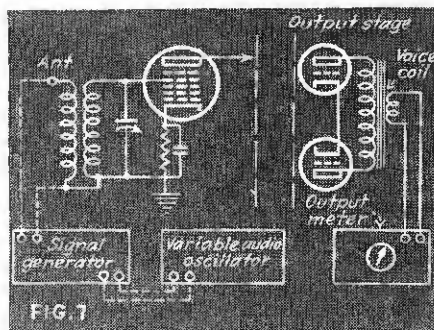
tube voltmeter tapped on a.v.c. network; modulated signal generator and output meter.

The output meter method aligns the circuits for maximum audio output only. This method was quite satisfactory a few years back, but modern circuit design frequently requires greater accuracy. The second method, a sensitive voltmeter, is more accurate. Connections to a circuit is shown in Fig. 2. With this method the r.f. circuits are aligned to full sensitivity. However, it is impossible to get maximum selectivity but it can be approached very closely.

Fig. 3 shows the use of a cathode ray oscillograph, signal generator and frequency modulator for peak sensitivity and selectivity. This method has many advantages; the fidelity characteristics of a receiver can be adjusted to suit the individual taste or full sensitivity can be obtained. Circuits using a.f.c., a.v.c., tuning meters or noise silencer devices should have their i.f. circuits aligned by this method.

A.V.C. Measurement

Alignment and adjustment of a.v.c. receivers can be handled rapidly by making use of a vacuum tube voltmeter as an a.v.c. indicator. Re-



Fidelity Measurement

ceivers equipped with a.v.c. will frequently cause trouble due to erratic operation of decoupling resistors and bypass condensers. If a particular tube grid is not being a.v.c. controlled, the action of the other tubes will tend to try to make up for the high gain in this stage. This will usually result in distortion and broad tuning.

In some cases it is found that the ground end of the coil in an i.f. stage is shorted, causing this tube to operate at full gain all the time. By connecting the vacuum tube voltmeter to the grid of this tube (Fig. 4) and supplying a strong signal from an oscillator the trouble can be checked. If there is no change in grid bias as a signal is tuned in, trouble can be suspected at this point.

On some receivers a.v.c. amplification is used. In such cases, with the oscillator connected to the first detector tube and a signal tuned in, the trimmers that tune the amplifier tube circuits should be adjusted for maximum a.v.c. voltage. The v.t. voltmeter may be connected in any part of the a.v.c. network. By running the signal generator up and down over the resonant frequency, the a.v.c. action may be completely checked for smooth action.

Noise Silencer Circuits

Noise elimination has been a constant objective of radio manufacturers. Present day practice is to use a noise rectifier to control the bias on the last i.f. stage.

Adjustment of a noise silencer circuit is a simple matter with a high resistance voltmeter or vacuum tube voltmeter. Fig. 5 shows the fundamental design of such a circuit. A special transformer is used to couple the noise amplifier to the noise rectifier. The secondary of this transformer is untuned but closely coupled to the tuned primary, resulting in a low "Q" circuit.

The trimmer condenser C_1 is the important adjustment necessary to peak the unit. Connect the test instrument across the 6H6 load resistor R_1 and rotate C_1 for maximum output.

Servicing Superhet Oscillators

All wave receivers often cause service difficulties which were almost unknown to the older broadcast sets. It is quite common for an oscillator to stop functioning or oscillate weakly on one or more sections of the short

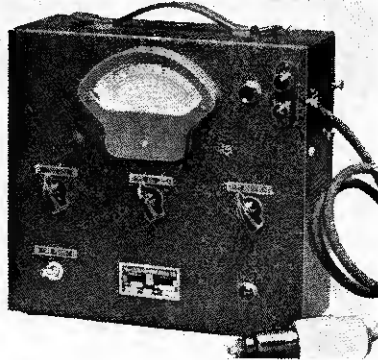
(Continued on page 146)

SEE LATEST APPARATUS THROUGH OUR EYES

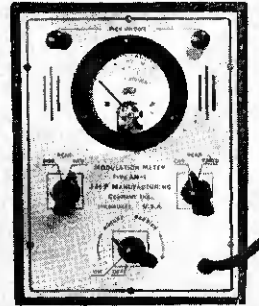
Alphabetically by Companies

154 CLOUGH BRENGLE Clough Brengle Co.,
2815 W. 19 St., Chicago, Ill.

VACUUM TUBE VOLT-METER—High sensitivity; low scale 0-1.2 r. m. s. volts; can be read accurately down to .1 volt; additional ranges 0-10-100 volts; uses 6F5 on extension 30 in. cable for working on r. f. circuits; error is 2 per cent at 4 mc., 5 per cent at 30 mc.

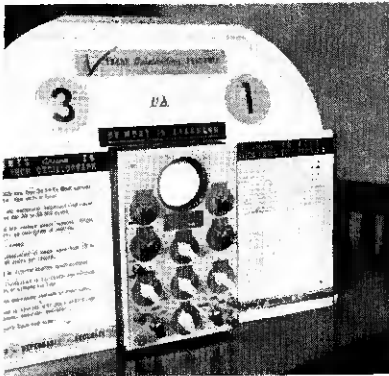


158 J. M. P. J. M. P. Mfg. Co., Inc.
Milwaukee, Wis.



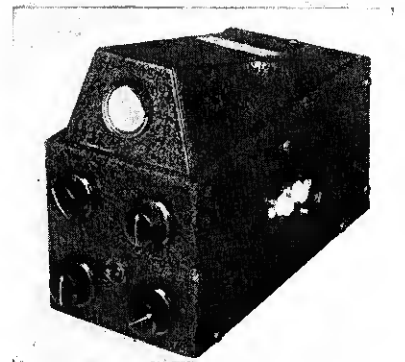
MODULATION METER—High speed indicating meter; 0-120 per cent scale calibration; carrier voltage reference control; positive and negative peak check; r. f. line filter; operates from 115 v. a.c. or d.c.; price \$18.75 and \$19.75

155 DU MONT Allen B. Du Mont Labs., Inc.
Upper Montclair, N. J.



OSCILLOGRAPH—Model 164; 3-in. tube; vertical and horizontal amplifiers flat from 30 to 30,000 cycles; high and low-voltage supplies; frequency range of observation from 15 to 30,000 cycles; price \$54.50 complete

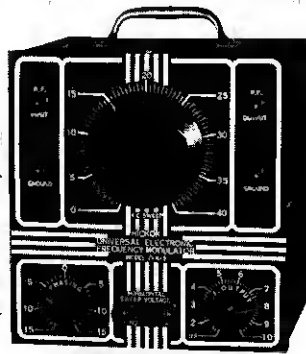
159 NATIONAL National Co., Inc.
61 Sheridan St., Malden, Mass.



OSCILLOSCOPE—Compact type; uses 1 in. 913 tube; controls for horizontal and vertical deflection; built in 60 cycle sweep; uses only two tubes; ideal for checking modulation; provision for external sweep circuit; price, less tubes, \$11.10

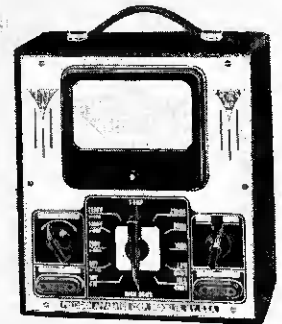
156 HICKOK Hickok Elec. Inst. Co.
Cleveland, Ohio

FREQUENCY MODULATOR—Electronic modulator; works in conjunction with any oscillator; calibrated sweep from 5 to 40 k.c. and calibrated phasing control; output continuously variable from 1 microvolt to over 1 volt; give direct reading selectivity measurements; no moving parts; self contained

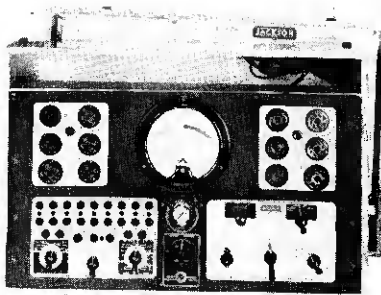


160 PRECISION Precision Apparatus Corp.
821 E. New York Ave., Brooklyn, N. Y.

MULTIMETER—Sensitive 1000 ohms per volt meter; a.c. and d.c. volts, 10, 50, 250, 1000 and 2500; d.c. current 10, 50, 250, 1000 ma.; resistance 0-400—1 meg—10 meg; decibel range—10 to +63 output range 10 to 1000 v.; metalized multipliers and individually wound shunts, leatherette covered lock-cornered carrying case



157 JACKSON Jackson Elec. Inst. Co.
Dayton, Ohio



TESTER-ANALYZER—Dynamic output tube tester; tests over 200 tubes; measures d.c. volts from 7.5 to 1500; a.c. volts from 15 to 1500; ohms up to 10 meg; microfarads from .001 to 15; decibels 10 to +18; all ranges direct reading; price \$59.50

161 RADIO CITY Radio City Products Co., Inc.
88 Park Place, New York, N. Y.

SIGNAL GENERATOR—Model 701; attenuation from 1 microvolt to 1/2 volt. Constant impedance ladder network; output for cathode-ray modulation; direct reading 4 1/2 in. dial; multicolor frequency band indicator; range from 125 kc. to 60 mc; provision for external modulation



Numbered card on page 91 brings you additional information

EVEN IF NEXT YEAR'S TUBES LOOK LIKE THIS
THE NEW

SUPREME

502
WILL TEST THEM!



ONLY \$49.95
\$5.50 DOWN
\$4.95 FOR 10 MONTHS

FEATURING:

- 1 Tube testing circuit uses exclusive "Floating Filament" return selector circuit which deals old man "obsolescence" a knockout blow. It will test any 4, 5, 6, 7 or 8 prong tube regardless of whether the filament terminates on the regular two pin terminations or not. It could even test any future tube with one of the filament connections terminating on a "top cap"!
- 2 Supreme Square meter with large easily read scales and 1 m. a. movement (1000 ohms per volt).
- 3 New tube testing circuit which is easier to operate and more accurate than ever before. Sells more tubes. Results shown on English reading "Good Tube—Bad Tube" scale.
- 4 Tests all elements for opens; tests shorts and leakages between any two elements, all while the tube is HOT and on neon bulb.
- 5 Simple tube testing system requires minimum controls, maximum saving of time and more profit to you.
- 6 Primary Volts adjuster using tapped transformer, the most accurate line voltage adjustment method.
- 7 Extra multimeter ranges too! A combination tube checker and multimeter—just the instrument to carry on service calls.
- 8 Four A. C. Voltage ranges of 0 7/140 350/1400 volts.
- 9 Four D. C. Voltage ranges of 0 7/140 350/1400 volts.
- 10 Three Ohmmeter ranges—0 200/2000/20,000 ohms.
- 11 Two Megohms ranges—0/2 megs, 0/20 megs.
- 12 Electrolytic Filter Capacitor leakage test on "Good-Bad" English reading scale.
- 13 Electrostatic Capacitor leakage test on neon bulb.
- 14 Four Output measuring ranges, 0 7/140/350 1400 A. C. volts.
- 15 Nineteen multimeter ranges and functions besides the best tube tester design ever offered the serviceman.
- 16 Only six sockets test all tubes. No question as to which is the proper socket to use.
- 17 Panel only 13 3/8 inches by 9 inches of Beautiful Antique Bronze.
- 18 Golden Oak Carrying Case.
- 19 Low ohms 0/200 ohm range has center scale reading of only 3.5 ohms! Just the unit to accurately measure voice coil and R. F. coil resistances, first division on this range is 0.1 ohms!

SOLD ON SUPREME S. I. C. TERMS—THE WORLD'S EASIEST INSTALLMENT TERMS!

SUPREME INSTRUMENTS CORP.

TODAY'S MOST POPULAR VOLT-OHM-MILLIAMMETER USED FOR RADIO SERVICING

This is a Triplett
Master Unit.



DEALER
PRICE

\$21.67

TRIPLET MODEL 1200-A

- Separate A.C. and D.C. Instrument Movements
- Tilting Feature for More Accurate Readings
- 2% Accuracy — Both A.C. and D.C.
- Ohm Scales Separately Adjusted to Zero
- Low Loss Switch (Contact Error on Milliampere Measurements Less than 1/2%. No Contact Error on Voltage Measurements)
- Metal Case with Black Wrinkle Finish

Model 1200-A scales read as follows: D.C. 10-50-250-500-1,000 Volts at 2,000 ohms per volt; 1-10-50-250 M.A.; Low ohms backup circuit .5 to 500; 1,500 ohms, 1.5 and 3 megohms, A.C. 10-50-250-500-1,000 volts. Contains 22 1/2 and 1 1/2 volt batteries.

REMEMBER BOOTH 79, RADIO PARTS SHOW, HOTEL STEVENS. MANY NEW ITEMS IN THE EVER-ENLARGING TRIPLET LINE WILL BE DISPLAYED.

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Write for Catalog



The Triplett Electrical Instrument Co.
206 Harmon Ave., Bluffton, Ohio

Without obligation please send me more information on — Model 1200-A.
— I am also interested in —

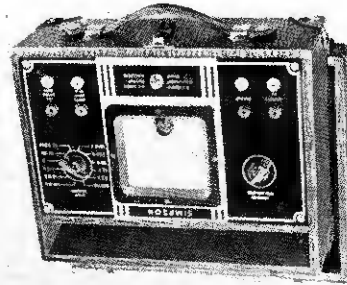
Name

Address

City State

162 SIMPSON

Simpson Elect. Co.
5216-18 W. Kinzie St., Chicago, Ill.

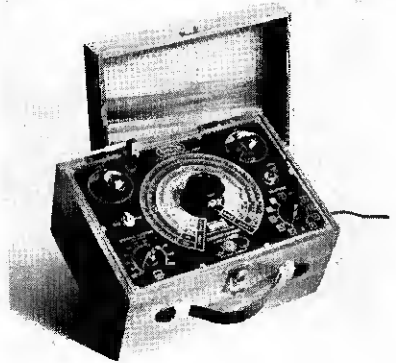


ANALYZER—High sensitivity; 20,000 ohms-per-volt; a.c. and d.c. volts 2.5 to 1000 in 5 ranges; current from 1 to 1000 ma; microamperes 50, 100; amperes 25; decibels 10 to + 55 db; output volts 2.5 to 1000

163 SOLAR

Solar Mfg. Corp.
599-601 Broadway, New York, N. Y.

CAPACITY ANALYZER—In two models, CB-1-60 for 110 v., 60-cycles and CB-2-U for 110-220 v., 25-60-cycles. Capacity, power-factor, leakage and resistance tests are read directly on panel. Sensitive cathode-ray tube for balancing. Dials are color-coded



164 SUPREME

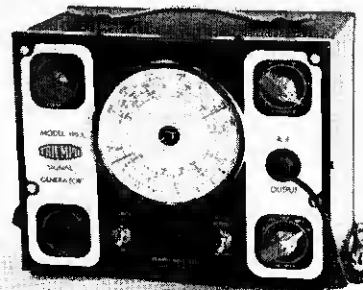
Supreme Inst. Corp.
Greenwood, Miss.

OSCILLOSCOPE — Model 535, 2 in. screen return sweep eliminator; snap-lock synchronizer; uni-control allows adjustment of two potentiometers from one shaft; antique bronze panel; indicator lamp; tip jack connections; maple carrying case with leather handle



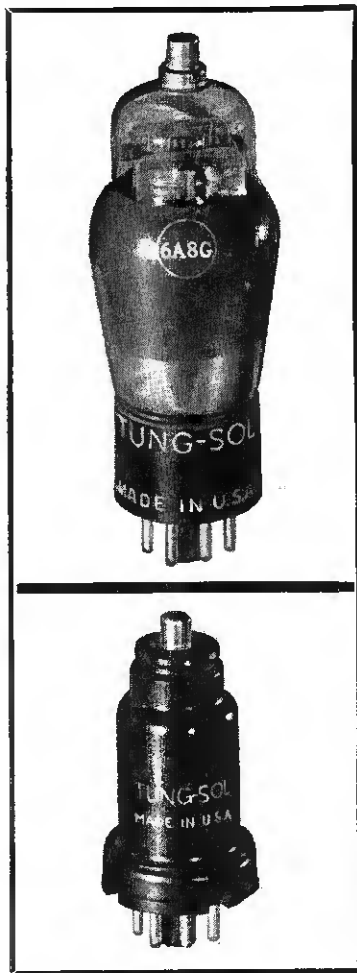
165 TRIUMPH

Triumph Mfg. Co.
4017 W. Lake St., Chicago, Ill.



SIGNAL GENERATOR—Model 120A; portable; accurate to 1/2 of 1 per cent; full vision dial; true microvolt attenuators; pure sine wave 400 cycle optional modulation; completely shielded; ideal for all oscillograph use; price complete \$29.95

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Under the TUNG-SOL CONSIGNMENT PLAN more than 8000 dealers and service organizations in the United States are drawing daily dividends from every tube sale . . . without tying up their capital in stocks.

They have no investment . . . yet they carry adequate stocks with no fear of loss from obsolete numbers.

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Tone-flow radio Tubes

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**AN ENTIRELY NEW CONCEPTION
IN TUBE SELLERS . . . new in eye
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. . . operating simplicity . . .
and low obsolescence features!**



WESTON Model "773"

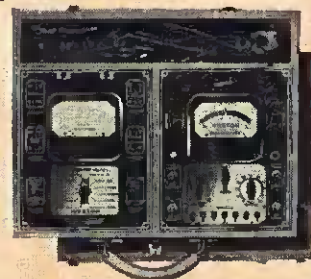
Entirely different . . . in a handsome, solid-wood case, with attractive 3-color panel, and a big, sensitive WESTON Meter . . . Model "773" commands instant attention. Gives customers the impression of true, scientific accuracy . . . an instrument they can trust! And "773" is a perfected emission type tester which tests metal, glass, spray shield and "MG" tubes (all electrodes) under standardized load resistance . . . provides noise test for each electrode . . . neon short check on each electrode while tubes are hot . . . cathode leakage test, etc. Exclusive WESTON circuit takes care of changing filaments; and with its spare socket, forestalls obsolescence. All electrode switches are grouped for maximum convenience; and the new, exclusive WESTON Rotator Type Tube Chart saves time in testing. The coupon will bring complete information.

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Above—Model 773 is also furnished in this handsome, solid-wood, portable carrying case. Below—Model 773 in the combination, solid-wood carrying case, with the Model 772 (20,000 ohm-per-volt) Analyzer. A perfect servicing combination.

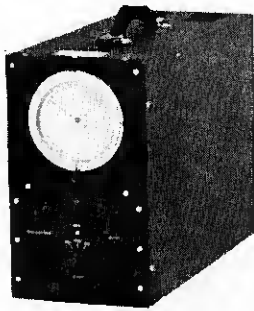


Weston Electrical Instrument Corporation,
561 Frelinghuysen Avenue, Newark, N. J.
Send data on Model 773.

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

167 UNITED

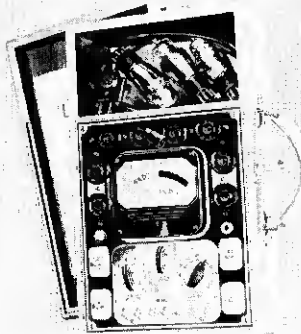
United Sound Eng. Co.
2233 University Ave., St. Paul, Minn.



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—Model CR-4; 10 to 20,000 cycles; 120 cycle reed for calibrating from line; 10,000 and 500 ohms output; above 100 cycles harmonics are less than 5 per cent; self contained; 6 tubes; price complete \$89

168 WESTON

Weston Elect. Inst. Co.
Newark, N. J.



TUBE CHECKER—
Model 771; portable emission-type; a.c. operated; Good-Bad scale; hot short check. Voltage ranges 10-100-1000 volts. Resistance ranges 20,000-200,000-2,000,000 ohms. 3-inch meter. \$45 net price

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Handles with un-failing accuracy every radio testing job. Hundreds from coast to coast—everyone speeding work towards new profits.

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- Has Line Voltage Adjustment
- Has Leakage and Short Test
- Uses Triplett Direct Reading Instrument (GOOD-BAD Scale)

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Only
\$1800
for this TUBE TESTER

Model 430 is an up-to-the-minute 1937-38 Tube Tester. Five flush type sockets provide for all tubes. The tester operation is very simple and indicates condition of the tube for dealer and customer on Direct Reading (GOOD-BAD) colored scale of Triplett Instrument. Will also test for inter-element shorts and leakages. Complete in attractive, sturdy, quartered-oak case. Sloping panel of silver and black. Suitable for portable and counter use.

Dealer Price\$18.00

Model 431 same as 430 except has Readrite (GOOD-BAD) Meter.

Dealer Price\$14.40

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READRITE METER WORKS

620 College Drive, Bluffton, Ohio

Without obligation please send me more complete information on Model 430; Model 431; I am also interested in

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Address.....

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

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Listed below are some of the things you can have free with your purchases of National Union radio tubes. If you don't see what you want, ask for it!

Equipment You Can Have	Tubes You Buy Per Week	
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Clough-Brengle OM-A Freq. Modulator.....	11 For 2 Years	<input type="checkbox"/>
Clough-Brengle 81-A Freq. Modulator.....	6 For 2 Years	<input type="checkbox"/>
Clough-Brengle Signal Generator.....	6 For 2 Years	<input type="checkbox"/>
Clough-Brengle 85-A.....	5 For 2 Years	<input type="checkbox"/>
Clough-Brengle CRA Oscillograph.....	15 For 2 Years	<input type="checkbox"/>
Clover Remote Control Cable Kit.....	4 For 1 Year	<input type="checkbox"/>
Communication Inst. Audio Oscillator.....	3 For 2 Years	<input type="checkbox"/>
Electric Clock.....	4 For 1 Year	<input type="checkbox"/>
Hickock OS-11 Oscillator.....	8 For 2 Years	<input type="checkbox"/>
Hickock No. 99 Tube Tester.....	8 For 2 Years	<input type="checkbox"/>
Hobart Cabinet (100 Drawer).....	5 For 2 Years	<input type="checkbox"/>
J.F.D. Remote-O-Cable Replacer.....	7 For 2 Years	<input type="checkbox"/>
Precision No. 600 Electronometer.....	7 For 2 Years	<input type="checkbox"/>
Ranger 640-740 Volt-Ohm-Milliammeter....	4 For 2 Years	<input type="checkbox"/>
Ranger 557 Signal Generator.....	3 For 2 Years	<input type="checkbox"/>
Ranger 735 Volt-Ohm-Milliammeter.....	3 For 1 Year	<input type="checkbox"/>
Readrite No. 430 Tube Tester.....	3 For 2 Years	<input type="checkbox"/>
Royal Portable DeLuxe Typewriter.....	10 For 2 Years	<input type="checkbox"/>
Service Manual (any volume except 2 & 7)...	3 For 1 Year	<input type="checkbox"/>
Simpson All-Wave Signal Generator.....	8 For 2 Years	<input type="checkbox"/>
Simpson Set Tester No. 225.....	5 For 2 Years	<input type="checkbox"/>
Simpson Set Tester No. 250.....	6 For 2 Years	<input type="checkbox"/>
Simpson Roto-Ranger Tester No. 220.....	9 For 2 Years	<input type="checkbox"/>
Simpson Roto-Ranger Milliammeter No. 201.	5 For 2 Years	<input type="checkbox"/>
Simpson Roto-Ranger Milliammeter No. 202.	5 For 2 Years	<input type="checkbox"/>
Shop Coat.....	2 For 1 Year	<input type="checkbox"/>
Supreme No. 525 Soldering Tool.....	2 For 1 Year	<input type="checkbox"/>
Supreme No. 450 Set Analyzer.....	6 For 2 Years	<input type="checkbox"/>
Supreme No. 510 Meter Kit.....	3 For 2 Years	<input type="checkbox"/>
Supreme No. 400 Tube Tester.....	7 For 2 Years	<input type="checkbox"/>
Supreme No. 590 Multi-Meter.....	8 For 2 Years	<input type="checkbox"/>
Supreme No. 580 Signal Generator.....	10 For 2 Years	<input type="checkbox"/>
Supreme No. 550 Radio Tester.....	10 For 2 Years	<input type="checkbox"/>
Supreme No. 500 Automatic.....	12 For 2 Years	<input type="checkbox"/>
Supreme No. 585 Diagonometer.....	17 For 2 Years	<input type="checkbox"/>
Supreme No. 585 Diagonoscope.....	26 For 2 Years	<input type="checkbox"/>
Triplet 1503 Multipurpose Tester.....	8 For 2 Years	<input type="checkbox"/>
Triplet 1250 Vacuum Tube Voltmeter.....	6 For 2 Years	<input type="checkbox"/>
Triplet 1240 Condenser Tester.....	4 For 2 Years	<input type="checkbox"/>

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171

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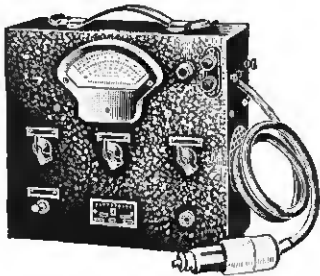


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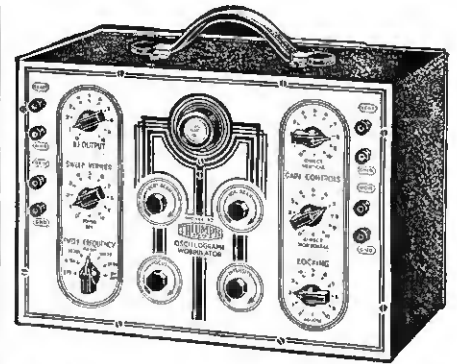
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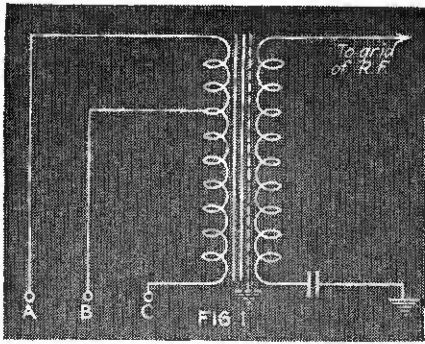
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SECTION

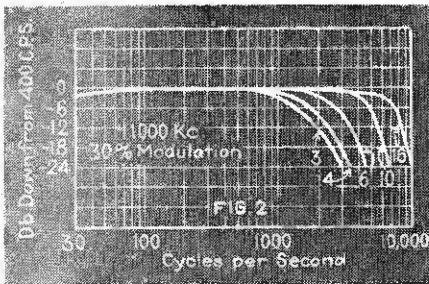


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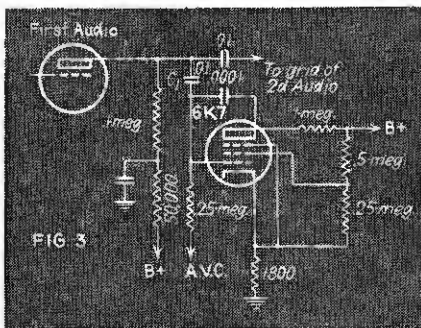
Parts values become more critical, necessity for quality replacements and thorough understanding of their function increases as 1938 chassis are further refined



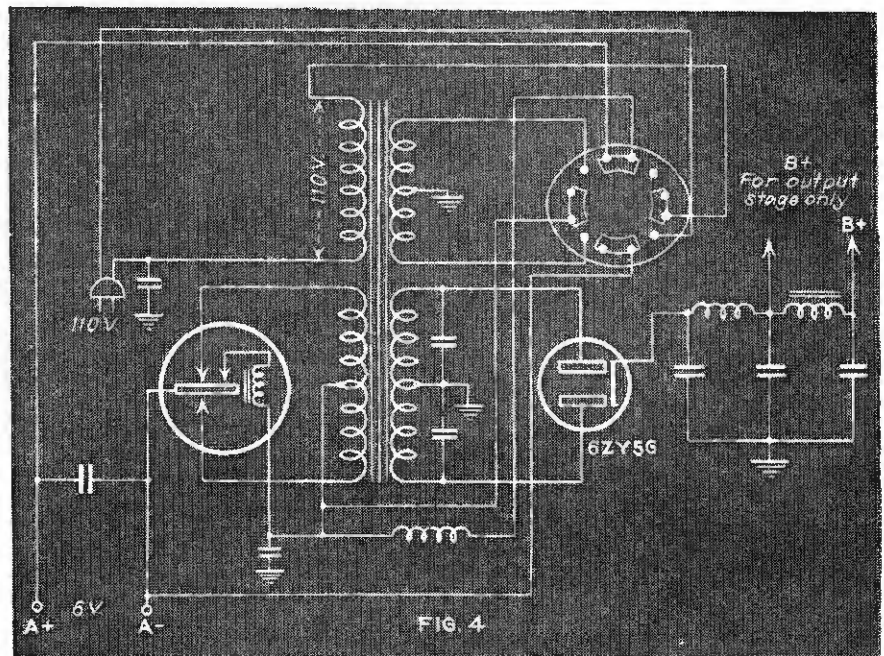
Matching antenna coil



I.F. tone control characteristics



Tone control circuit



Supply for 6 d.c. and 110 a.c.

ADVANCES in circuit design throw the spotlight on this year's new models. New lines are turning to automatic frequency control, automatic tone compensation, remote control tuning and many other devices that do everything *automatically*. Remote control tuning will probably be the rage this year, thus converting the kilocycles into push buttons; at least as far as the listener is concerned.

Rumors have been circulating the past few months that not a few manufacturers will go "whole hog" with remote tuning. Up to the present time no definite word has been received as to details of operation. Each manufacturer is secretly guarding his own system.

Meager releases and laboratory gossip inform us that one system will make use of a torque motor to drive the tuning mechanism. This is not a motor driven affair as have been

some of the earlier tuning systems. The torque motor is comparable to a meter movement, a moving arm in a magnetic field. The armature does not revolve completely but moves only in a short arc, the length of movement depending on the strength of the magnetic field. If the armature is connected to the tuning condenser and the strength of the magnetic field varied by push buttons, we have a logical answer to remote tuning. Any slight inaccuracy in tuning is discounted by the a.f.c.

It is not definite that this will be the exact method in which the torque motor will be used. Complete details are lacking. The new lines will also contain other improvements.

Matched Antenna Coupler

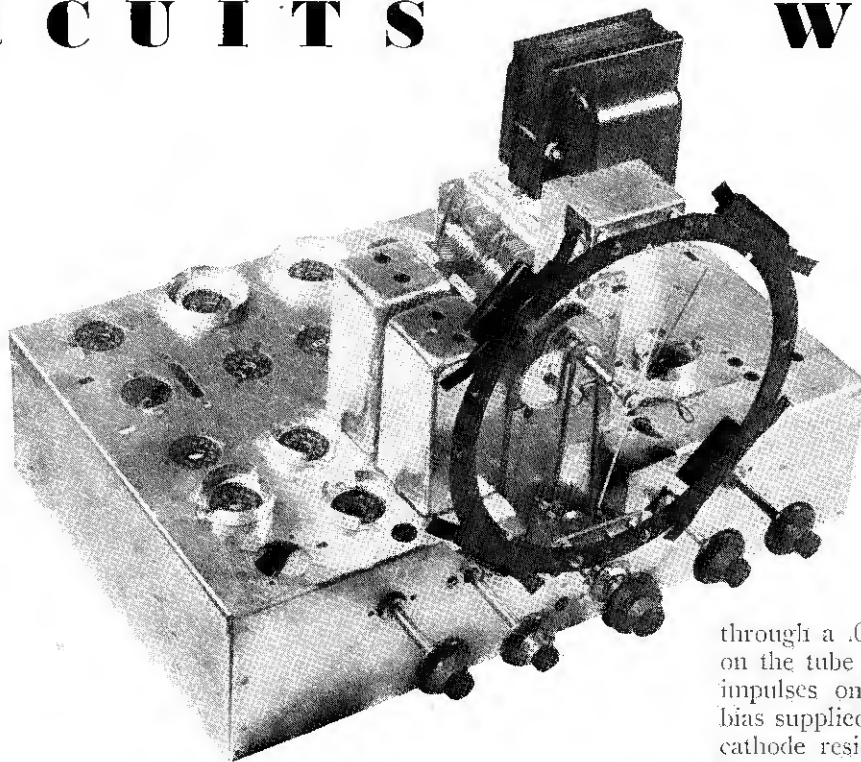
The great diversity of auto antennas with their different electrical values is the reason for a special

tapped antenna coil in Automatic's auto receivers.

When a high capacity antenna such as a built-in roof or running board type is used, the antenna is connected to the A terminal, B terminal is grounded. With this connection the antenna is equivalent to a low impedance circuit (Fig. 1). As the small section of the tapped coil is low impedance also, there is a good impedance match between the antenna and the set.

An overhead antenna such as the rear mounted fishpole or streamline type are considered as medium capacity antennas. Connection B and C will give maximum transfer of energy for this type. Normally, such an antenna has a capacity to ground ranging from 150 to 300 mmf.

For antennas with short connecting leads, hinge mounted vertical rods or cowl rods, the capacity to ground

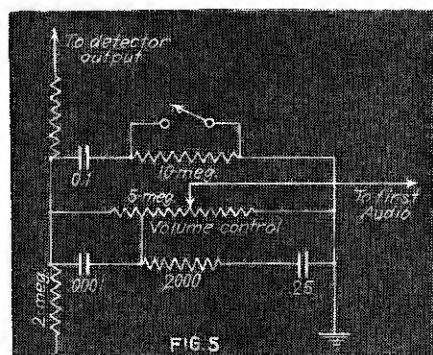


is quite low, below 150 mmf. As this system is of a higher impedance than the others the entire coil is used, connections being made to A and C.

In addition to providing maximum coupling to the antenna, a static shield removes all danger of extraneous noise pickup and capacity coupling through the windings of the transformer.

I. F. Tone Control

The variable band width control of the new Hammarlund receiver, in addition to controlling selectivity, serves also as a tone control. Change of band width is accomplished by varying coupling between the primary and secondary of the i.f. transformer. This is the same method used in previous models of this receiver. However, older models had a tone control built in also.



Interstation silencer switch

The front panel calibrations of this control ranges from 3 to 16 for band widths of 3 k.c. to 16 k.c. The curves of Fig. 2 show the fidelity characteristics for settings of 3 k.c., 4 k.c., 6 k.c., 10 k.c. and 16 k.c. Fidelity tests were made between 30 and 10,000 cycles with a 30 per cent modulated signal at 100 microvolt input. With the variable band width control set at the above positions cut-off began at 1400, 1750, 2750, 4800, and 7500 cycles respectively.

The audio system is designed to handle this order of fidelity without any adjustment. If high fidelity on a program is desired the band width control is set to 16. If noise is present or more bass wanted the band width may be reduced to 3 or 4 k.c.

The advantage of this method of tone compensation is obvious. Since all adjustment is made directly in the r.f. circuits, the background noise will be lower when set to the bass position than with other types of audio stage control.

Automatic Tone Control

From the list of automatic gadgets in modern receivers comes an automatic tone control system built in a Universal battery receiver.

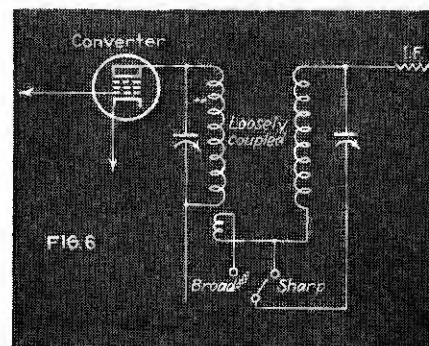
A 6K7 tube, with its grid circuit in the a.v.c. network, is the controlling factor. The grid circuit at the same time (Fig. 3) is shunted across the output of the first audio tube

through a .01 mfd. condenser. Bias on the tube is adjusted so that audio impulses on the grid overcome the bias supplied by the a.v.c. circuit and cathode resistor when a weak signal is tuned in. Under these conditions the grid is driven positive. When this occurs, the lowered resistance of the tube circuit shunts the high frequency part of the audio signal to ground. The action of the 6K7 control tube is identical to the usual variable resistance in a tone control circuit. However, it is automatic and requires no attention.

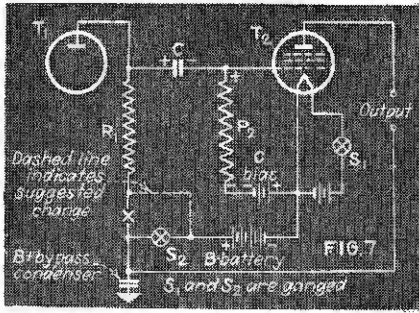
Tone compensation takes place in proportion to the strength of the station received. The function of the circuit is to reduce the high frequency response on weak stations. The weaker the station the more the high frequencies are reduced. This gives the effect of compensating for the loss of low notes which is experienced while receiving weak signals. Thus the tone balance is more nearly uniform regardless of the strength of the received station.

DC-AC Power Supply

Popularity in combination 6 V.D.C. and 110 V.A.C. receivers for portable, trailer and universal use



Variable fidelity I.F. stage



Battery receiver cutoff switch

brings the following schematic (Fig. 4) of the power supply unit in a new Zenith. The entire receiver is self-contained; for 110 v. operation the rotary switch on the right is thrown to one position, six volt operation takes place in the other position.

The design of the power transformer is of special interest. Four windings are used; a centertapped vibrator primary, 110 v. primary, 6 v. secondary for the rectifier filament when used on 110 V.A.C., and a high voltage winding. On 6 v., the non-synchronous vibrator breaks up the d.c. flowing through its winding, energizing the remaining windings. High voltage impressed on the plates of the rectifier is rectified, filtered and passes out to the rest of the circuits. In this position the filament of the rectifier is taken directly from the 6 v. input, flowing through the rotary power switch.

For a.c. operation the 110 v. primary energizes the transformer. The vibrator is unused when a.c. is available and is switched out of the circuit by the rotary switch.

The entire battery drain at 6.3 volts is slightly over 3 amps. for the plate and filament power of a 6 tube receiver.

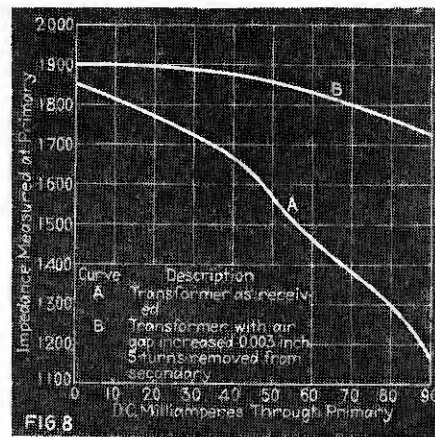
Interstation Silencer

Sensitivity of receivers has reached a point where tremendous gain is available when the a.v.c. is inoperative. In tuning between stations in an average location background noise is usually so high as to make unpleasantly loud blast of volume. Present a.v.c. systems function with remarkable effect in leveling off a signal. However, the delay in this method of control is too great to operate on short burst of static. In the new Wells-Gardiner models a switch on the dial shorts out all signals until the desired one is tuned in.

The switch, which works in conjunction with the pressure on a telephone tuning dial is connected across the volume control in the

second detector load circuit (Fig. 5). When the switch is open the tone balancing circuit consists of a 10 megohm resistor in series with a 0.1 mfd condenser. Closing the switch shorts the resistor, leaving the 0.1 mfd condenser shunted across the audio output of the detector. The high frequency response is sharply attenuated, eliminating the hiss and scratching of the interstation noise level.

Another feature of some of these sets is the adjustable i.f. coupling. Normally, with the switch shown in Fig. 6 thrown to "sharp" position the coupling between the primary and



Core adjustment of output transformer

secondary windings is loose. The spacing between these coils is pre-adjusted for maximum selectivity. By switching to "broad," a link winding connected to the secondary and inductively coupled to the primary overcouples the transformer. A broad resonance curve is obtained, giving greater fidelity on the higher audio frequencies.

New Circuit Tricks

1) Simple circuits often develop "bugs." Modern design, leaning toward simplicity and compactness, should be studied carefully for trick operation. A bulletin by RCA outlines a few novel circuit complications and their remedy. They are of special interest to servicemen.

Many battery-operated receivers employ a dual off-on switch in order to control filament and B-supply voltages simultaneously. Such receivers may block when this dual switch is opened and closed rapidly. The reason for the blocking can be seen from the a-f portion of a receiver circuit, shown in Fig. 7.

When the ganged switches S_1 and S_2 have been closed for some time, the temperature of the filament is normal and the circuit is in operating condition. When S_1 and S_2 are

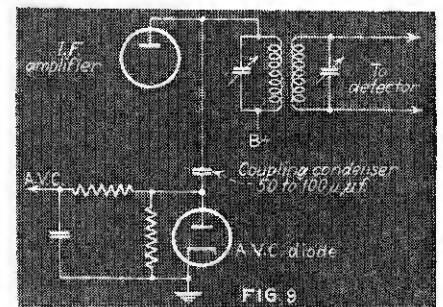
opened, the temperature of the filament decreases and condenser C discharges almost immediately. When S_1 and S_2 are closed before the temperature of the filament reaches a very low value, the charging current from the B-battery through circuit R_1, C, R_2 causes the grid of the tube to become positive by an amount equal to the voltage drop across R_2 , and the temperature of the filament starts to increase. Thus, due to the heating lag of the filament, it is possible for the grid to be highly positive while the temperature of the filament is less than normal.

The grid may emit secondary electrons under such conditions. This secondary-emission current flows in the same direction as the charging current; thus, the positive potential of the grid increases to a high value. The transconductance and, hence, the output of the tube is low under these conditions. Normal operation can be restored by turning the receiver off long enough for the filament to cool to a low temperature and then turning it on again.

Two methods may be used to eliminate this undesirable blocking. The lead to R_1 may be broken at x, Fig. 7, and R_1 connected directly to B+, as shown by the dashed line. With this connection, the B-battery is connected to T_1 through R_1 at all times; hence, no charging current flows through C when S_2 is closed.

A second method of eliminating the trouble is to delay the closing of S_2 until the temperature of the filament is high enough to avoid secondary-emission from the grid.

This secondary-emission effect is not peculiar to the output stage or



Low capacity a.v.c. circuit

to a particular tube type; it may occur in any resistance-coupled-amplifier stage.

2) Measurements on a number of output transformers designed for a-c/d-c receivers indicate that an appreciable improvement in performance may be obtained by increasing the length of the air gap. The improvement obtained in one case is

(Continued on page 114)

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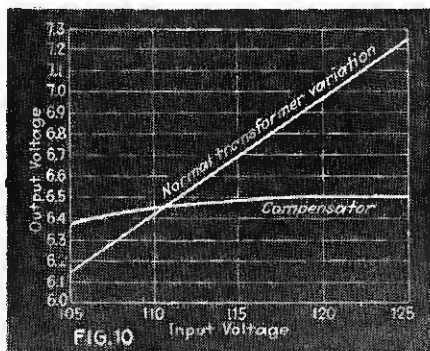
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"16 YEARS OF LEADERSHIP"

shown by the curves of Fig. 8. The proper load for the transformer was connected to the secondary; the total impedance across the primary terminals was measured at 420 cycles for different values of direct current through the primary with normal field current. The total impedance should have been approximately



Regulation of new transformer

2000 ohms for a direct current of 50 milliamperes through the primary; the measured value was found to be 1560 ohms.

The variation in impedance with current is more important than the absolute value of the impedance. When the load impedance of a single-tube amplifier varies with current, the output is distorted; this distortion cannot be minimized by an adjustment of the bias of the load impedance.

The impedance characteristic shown by curve A of Fig. 8 was corrected to that of curve B by an increase of 0.003 inch in the length of the air gap. A few turns were removed from the secondary in order to raise the impedance to a higher value. The important result, however, is the reduced change in impedance with current, because distortion is introduced by a load impedance which varies throughout the signal cycle.

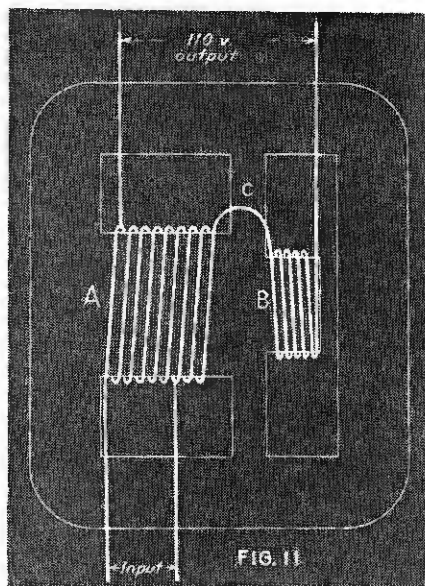
Difficulty is often experienced in lining up the oscillator and signal circuits of a pentagrid converter due to coupling between oscillator and signal sections of the tube. This difficulty is most noticeable at the high-frequency end of the high-frequency band. It has been found that a resistor of approximately 50 ohms connected in series with the signal grid (No. 4) and the tuned circuit reduces lining-up difficulties.

When separate diodes are used for detection and avc, and the i-f transformer is connected through a condenser to the diode, it is desirable to employ a condenser of 50 to 100 mmf. Values greater than 100 mmf. cause an appreciable decrease in out-

put at the higher audio frequencies. The avc diode loads the i-f transformer to which it connects (Fig. 9). Increasing the value of the coupling condenser increases the loading; for a given value of coupling condenser, the loading increases with modulation frequency. A 50 to 100 mmf. coupling condenser is suitable for most purposes. In one instance, a decrease in the value of this condenser from 250 mmf. to 50 mmf. doubled the voltage output at 5000 cycles. This change in output does not include the attenuation at 5000 cycles due to the selectivity of the i-f transformer.

Difficulties due to oscillation in the output stage may be experienced when the transconductance of the output tube is high. In the case of the 25L6, 6L6, 6L6G, or 6V6G, it may be necessary to shunt the bias resistor with a small mica condenser, approximately 0.001 mfd., in order to prevent oscillation. The usual electrolytic bypass condenser is also used across the bias resistor when degeneration is not desired.

Another aid in suppressing oscillation is to ground the shell of each metal tube with a short, heavy wire.



Design of transformer core

When the impedance in series with the shell is appreciable, spurious oscillations at high frequencies may occur. This type of oscillation may be detected by an oscillograph or by measuring the screen current; the screen current will be appreciably higher than normal when the tube oscillates.

The following suggestions have been effective in suppressing oscillation in push-pull output stages using glass-type tubes. Connect a 500-ohm resistor in series with the control grid

of each output tube; each resistor should be mounted as close as possible to the grid terminal of the socket to which it connects. Mount each plate bypass condenser as close as possible to the plate terminal of the socket to which it connects. The purpose of the suppressor resistor and the plate by-pass condenser may not be served when they connect to a tube through comparatively long leads.

Automatic voltage compensator

The fundamental principle in accomplishing automatic voltage regulation lies in the ingenious design of the core in a new transformer by Sola Elec. The voltage output is practically constant at 110 v. while the line voltage fluctuates between 95 and 135 volts. Other sizes for various voltages show equally good regulation as illustrated in Fig. 10.

The shape of the core and position of the windings are shown in Fig. 11. Portion A of the core functions as a standard step-up auto transformer when the line voltage drops below predetermined limits. This action builds up low voltage to the normal limits.

Arm C of the core begins to operate slightly under the saturation point of the iron core. When the line voltages rise, the increase in saturation of this section forces a greater portion of the flux through the higher reluctance path B, thereby an auxiliary coil, wound in the opposite direction counteracts the excess voltage, thus delivering a corrected and steady flow of current.

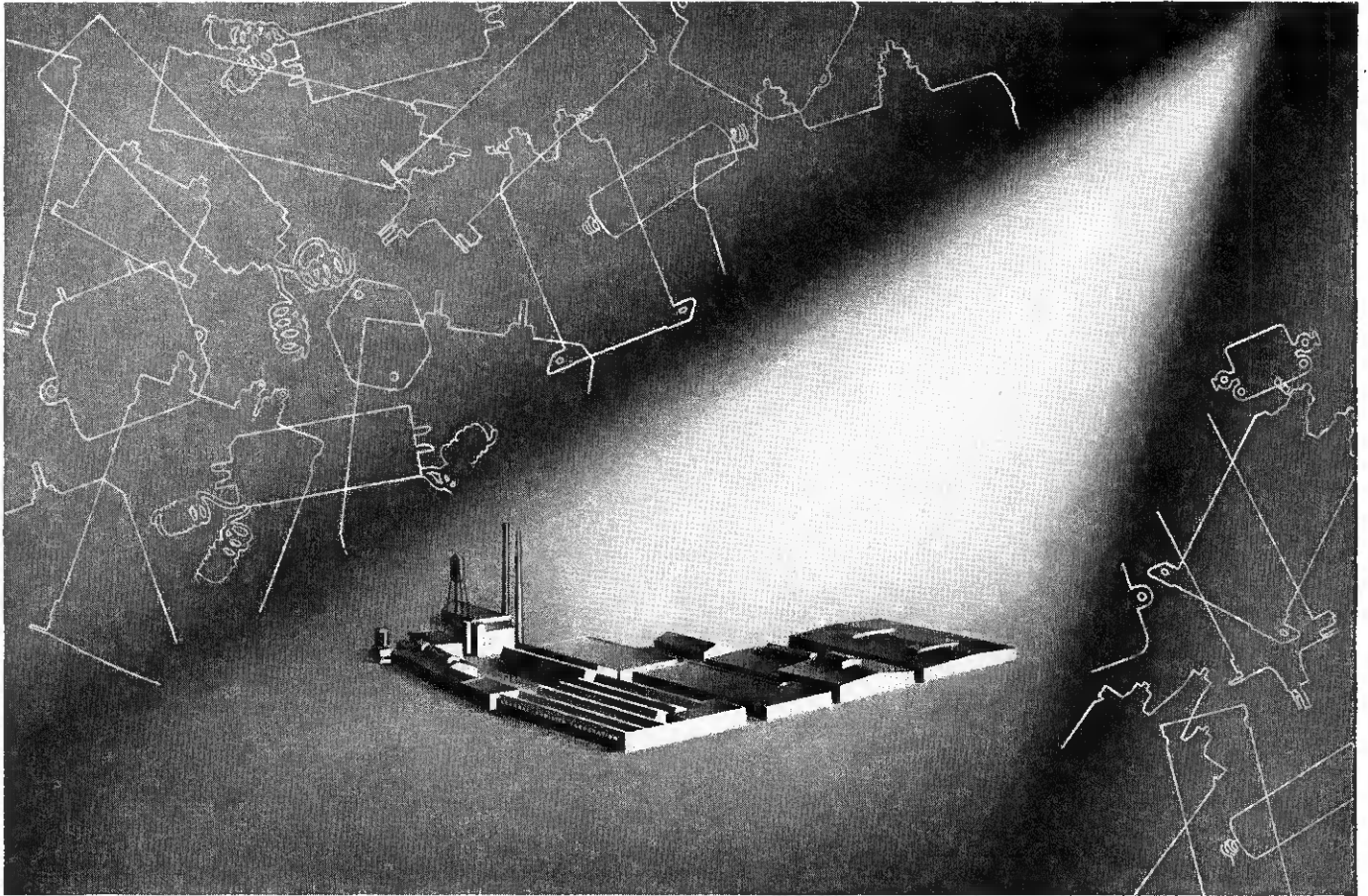
The advantages of this method of regulation are many: instantaneous, automatic and foolproof compensation is demanded by many commercial instruments, not to mention receivers and sound systems using plate current fluctuating amplifiers.

And still they come

New circuits are followed by new tube design. New tube ratings follow the demands of certain circuit characteristics. Such is the following:

6ZY5G—A heater type, high vacuum, full wave rectifier by Sylvania. Designed especially for receivers equipped with low current drain tubes. If a Class B output stage is employed, this rectifier is capable of maximum currents up to 40 ma.

Heater Voltage.....	6.3
Heater Current.....	0.3
Plate Voltage (A.C.).....	400
Output (D.C.).....	25 ma.
Peak Plate Current per Plate.....	150 ma.
Peak Inverse Voltage.....	1,000
Voltage drop (at 35 ma.).....	16.5



THE SHOW IS ALWAYS ON AT **CORNELL-DUBILIER**

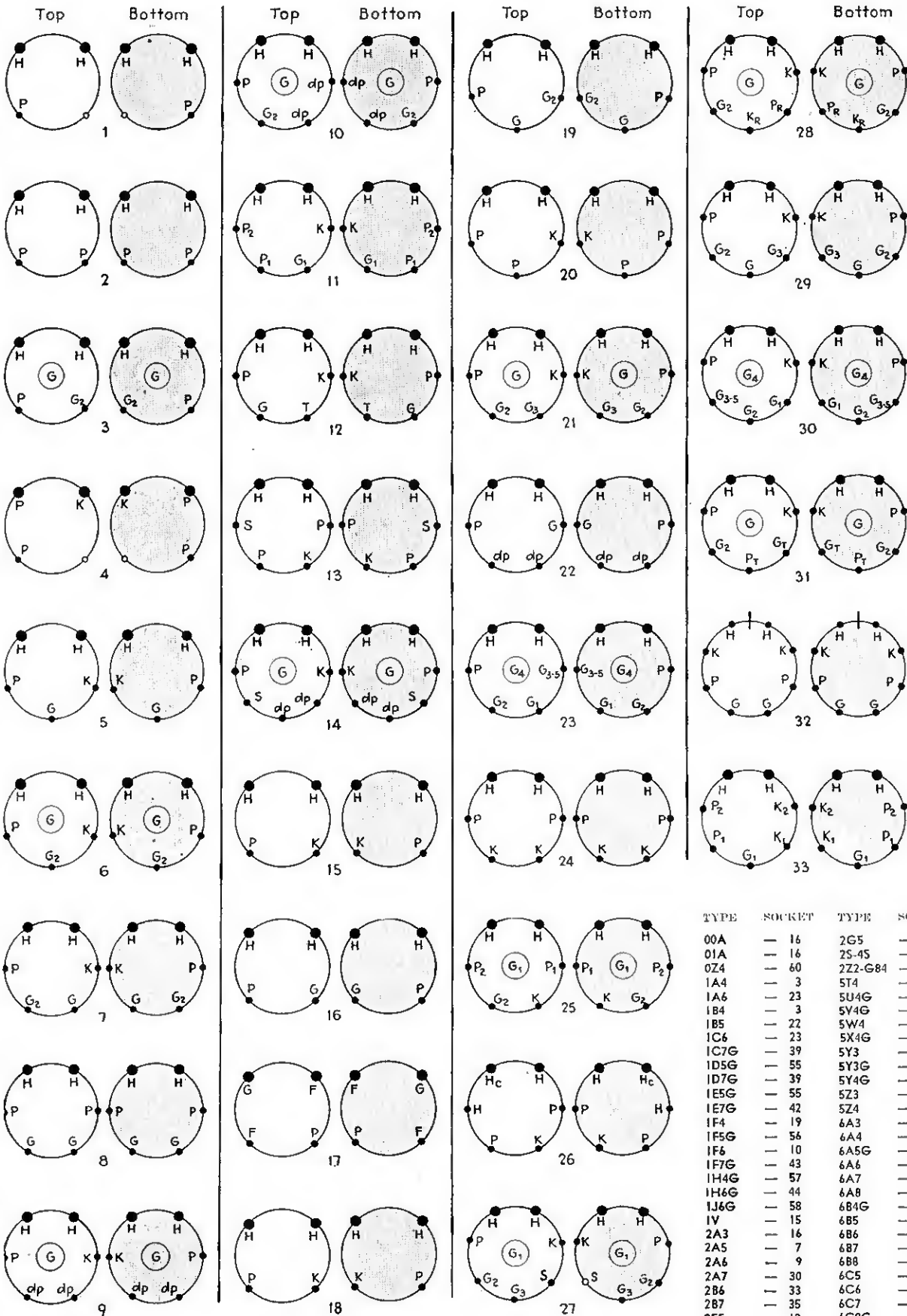
Who gives fairly on the principle that to him that giveth shall be given, leaves the quality of his products as memories long after the price is forgotten. Assembled at the Chicago Convention is a group of manufacturers, all of whom have served their industry unselfishly and faithfully. Among these Cornell-Dubilier is outstanding in win-

ning the approbation of the field. Cornell-Dubilier is a name which has gained the respect and admiration of servicemen; a name never lacking in the priceless ingredients of honor, character and integrity; which has filled its niche and accomplished its task by the production of the finest condensers on the market today.

A CAPACITOR FOR EVERY CIRCUIT REQUIREMENT
MICA • DYKANOL • PAPER • WET AND DRY ELECTROLYTIC

CORNELL-DUBILIER
CORNELL-DUBILIER CORPORATION SOUTH PLAINFIELD, N. J.

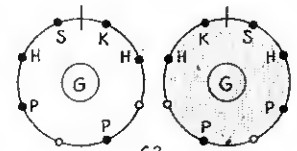
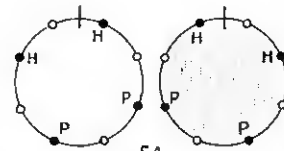
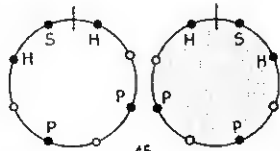
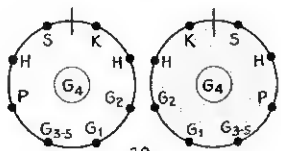
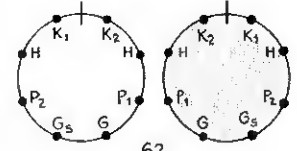
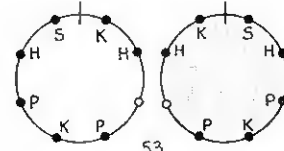
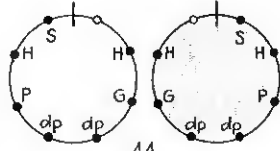
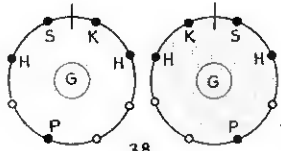
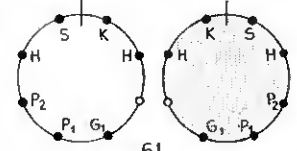
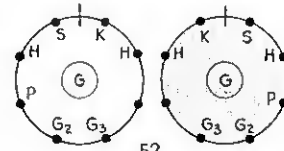
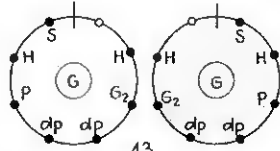
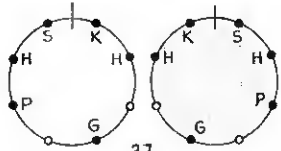
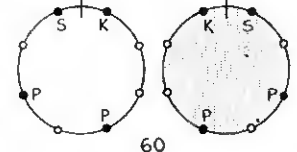
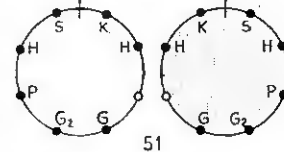
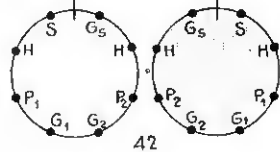
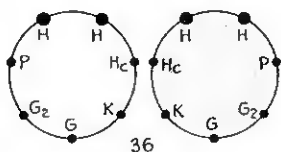
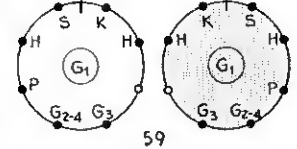
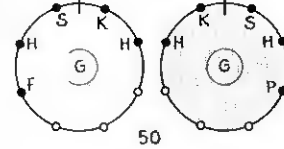
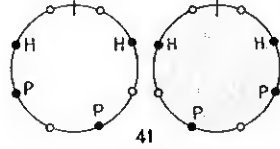
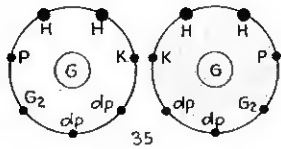
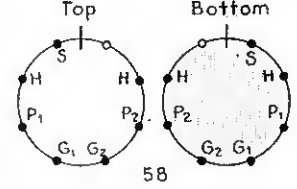
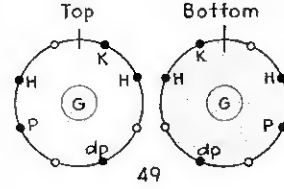
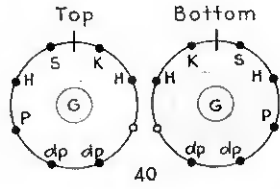
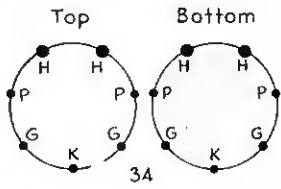
Socket Tops



©Radio

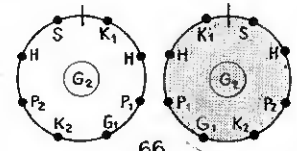
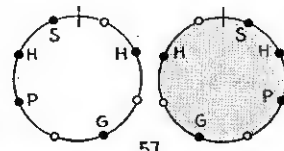
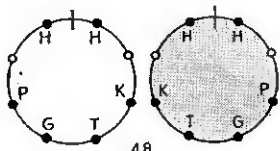
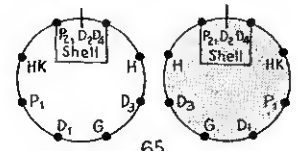
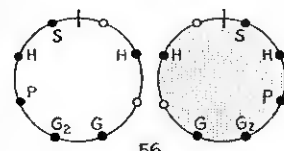
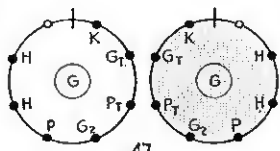
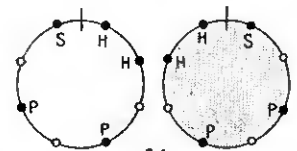
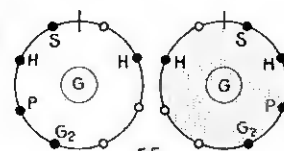
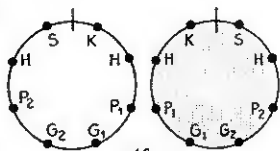
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01A	— 16	2S-4S	— 20	6D6	— 21
0Z4	— 60	2Z2-G84	— 1	6D7	— 27
1A4	— 3	5T4	— 45	6D8G	— 39
1A6	— 23	5U4G	— 54	6E5	— 12
1B4	— 3	5Y4G	— 54	6E6	— 34
1B5	— 22	5W4	— 45	6E7	— 27
1C6	— 23	5X4G	— 64	6F5	— 38
1C7G	— 39	5Y3	— 45	6F6	— 51
1D5G	— 55	5Y3G	— 54	6F7	— 31
1D7G	— 39	5Y4G	— 64	6G5	— 12
1E5G	— 55	5Z3	— 2	6H5	— 12
1E7G	— 42	5Z4	— 45	6H6	— 53
1F4	— 19	6A3	— 16	6J5G	— 37
1F5G	— 56	6A4	— 19	6J7	— 52
1F6	— 10	6A5G	— 37	6K5G	— 50
1F7G	— 43	6A6	— 34	6K6G	— 51
1H4G	— 57	6A7	— 30	6K7	— 52
1H6G	— 44	6A8	— 39	6L5G	— 37
1J6G	— 58	6B4G	— 57	6L6	— 51
1V	— 15	6B5	— 11	6L7	— 59
2A3	— 16	6B6	— 40	6N5	— 12
2A5	— 7	6B7	— 35	6N6	— 61
2A6	— 9	6B8	— 43	6N7	— 46
2A7	— 30	6C5	— 37	6P7G	— 47
2B6	— 33	6C6	— 21	6Q6G	— 63
2B7	— 35	6C7	— 14	6Q7	— 40
2E5	— 12	6C8G	— 66	6R7	— 40

a n d B o t t o m s



Retailing

TYPE	SOCKET	TYPE	SOCKET	TYPE	SOCKET
6S7G	— 52	26N6	— 61	55	— 9
6T5	— 12	25Y5	— 24	56	— 5
6T7G	— 40	25Z5	— 24	57	— 21
6U7G	— 52	25Z6	— 53	58	— 21
6V6G	— 51	26	— 16	59	— 29
6V7G	— 40	27	— 5	71	— 16
6X5	— 63	30	— 16	75	— 9
6Y5	— 13	31	— 16	76	— 5
6Y7G	— 46	32	— 3	77	— 21
6Z5	— 26	33	— 19	78	— 21
10	— 16	34	— 3	79	— 25
11	— 17	35	— 6	80	— 2
12	— 16	36	— 6	81	— 1
12A5	— 36	37	— 5	82	— 2
12A7	— 28	38	— 6	83	— 2
12Z3	— 15	39	— 6	83V	— 2
15	— 6	40	— 16	84	— 20
18	— 7	41	— 7	85	— 9
19	— 8	42	— 7	89	— 21
20	— 16	43	— 7	V99	— 17
22	— 3	44	— 6	X99	— 16
24A	— 6	45	— 16	182B	— 16
24XH	— 65	46	— 19	183	— 16
25S	— 22	47	— 19	485	— 5
25A6	— 51	48	— 7	913	— 65
25A7	— 62	49	— 19	950	— 19
25B5	— 11	50	— 16	BR	— 4
25L6	— 51	53	— 34	LA	— 19



If it's a

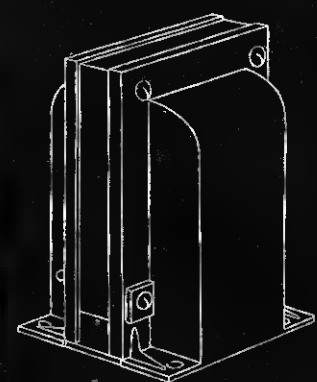
STANCOR
it's Good

It's not only a good product . . . carefully designed, conservatively rated and honestly built . . . but its sale is governed by a firm policy that gives everyone a break.

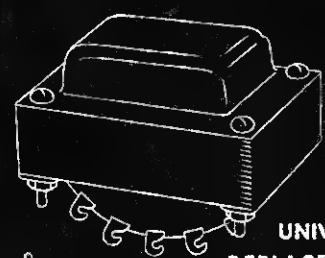
Stancor's insistence that no Stancor product be over-rated — either in performance or price — is your best guarantee of value . . . whether you buy Stancor Products for personal use, re-manufacture or re-sale. Stancor Products are good . . . and it's "good business" to buy them.

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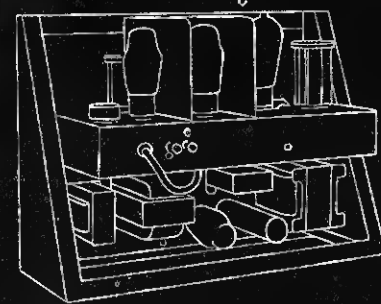
850 Blackhawk Street Chicago



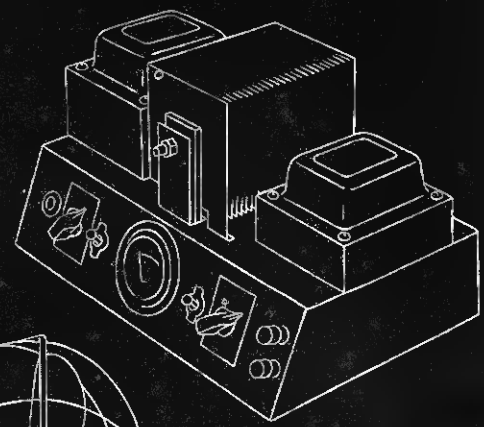
EXACT DUPLICATE TRANSFORMERS



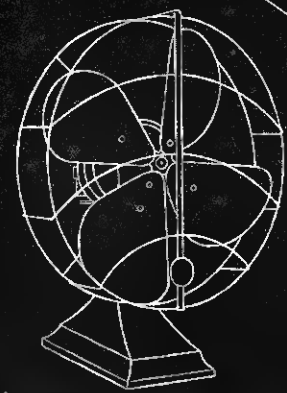
UNIVERSAL REPLACEMENT TRANSFORMERS



AMATEUR RADIO KITS



POWER PACKS



FANS

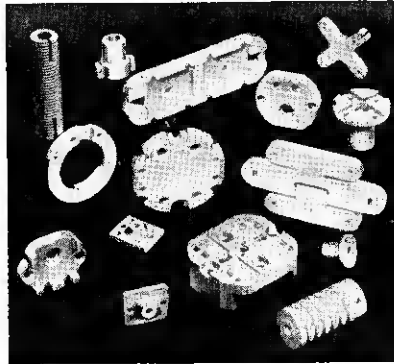
PHOTO-PARADE of PARTS for EVERY JOB

Alphabetically by Companies

177 AMERICAN LAVA

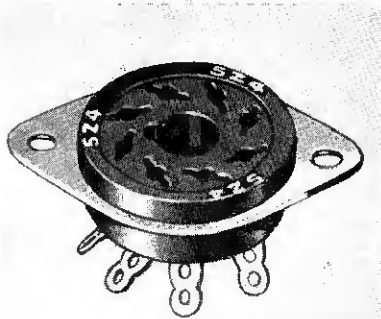
American Lava Corp.
Chattanooga, Tenn.

ALSMAG—New super steatite low loss material; porosity is nil; power factor up to 50 mc. is .04 per cent; strong and solid; may be molded easily into smooth parts and fittings of any size or shape



178 AMERICAN PHENOLIC

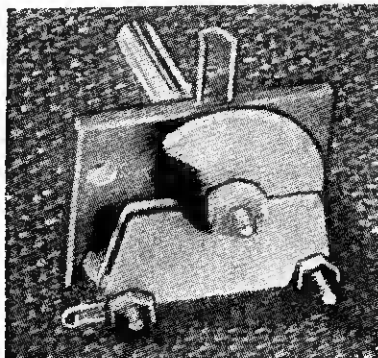
American Phenolic Corp.
500 Thorpe St., Chicago, Ill.



UNIVERSAL SOCKET
—High insulation; may be mounted in any position above or below chassis; steel plate which forms mounting can be removed to facilitate direct mounting in hole in chassis

179 AMERICAN

American Radio Hardware Co., Inc.
476 Broadway, New York, N. Y.

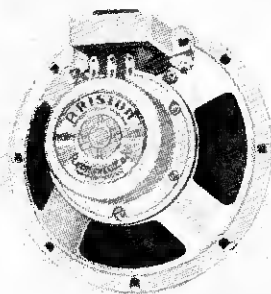


MIDGET CONDENSER
—Precision midget trimmer condenser for short wave and ultra short wave work, Mycallex insulation; can be mounted in any position; lug terminals; low minimum capacity; sizes from 10 to 100 mmf.; prices from 90c to \$1.50

180 ARISTON

Ariston Mfg. Corp.
4045-47 Diversey Ave., Chicago, Ill.

P. M. SPEAKERS—New type p. m. speaker, magnet assembly may be removed from the basket, voice coil and cone assembly without disturbing pole piece location or magnet strength; available in 6½ and 8 in. sizes



181 A.T.R.

American Television and Radio Co.,
1916 University Ave.
St. Paul, Minn.

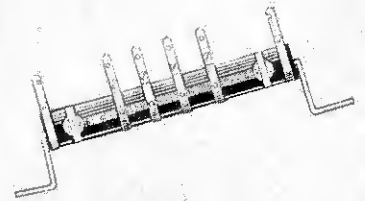


LONG LIFE VIBRATOR
—High quality replacement type; precision construction; standard bases; fully shielded and insulated against mechanical and electrical noise; replacements for farm and auto radio

182 ATLAS

Atlas Resistor Co.
423 Broome St., New York, N. Y.

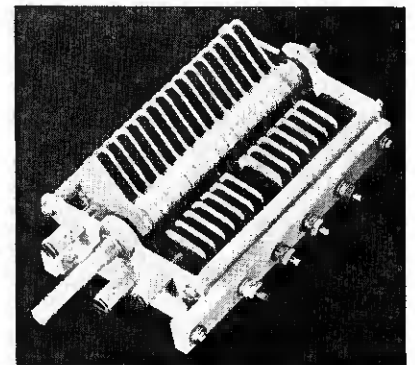
WIRE - WOUND RESISTORS—Heavy duty adjustable divider; pack wound, not space wound; heavy wire; heavy duty chrome oxide coating; one to six sliders supplied with each resistor; accurate to 5 per cent; non-hygroscopic tubing



183 CARDWELL

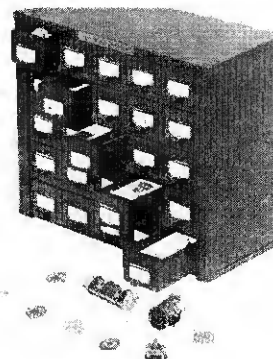
Allen D. Cardwell Mfg. Corp.
81 Prospect St., Brooklyn, N. Y.

HIGH FREQUENCY CONDENSERS—Low loss construction; heavy end plates; standard ¼ in. shaft; polished aluminum plates; isolantite insulation; panel or baseboard mounting; available in all capacities and voltage breakdown



184 CENTRALAB

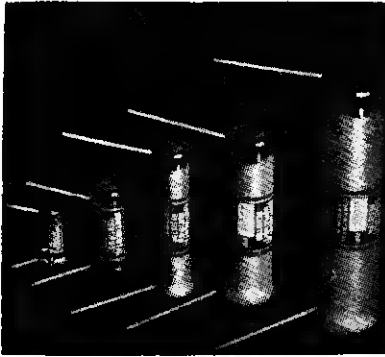
Central Radio Laboratories, Inc.
900 E. Keefe Ave., Milwaukee, Wis.



SWITCH KIT—Indexed cabinet for housing complete wave switch stock and parts; contains sufficient parts to assemble 204,156 different 3 gang selector switches; cabinet made of heavy sheet steel folded and welded; finished in green lacquer; 25 drawers

Numbered card on page 91 brings you additional information

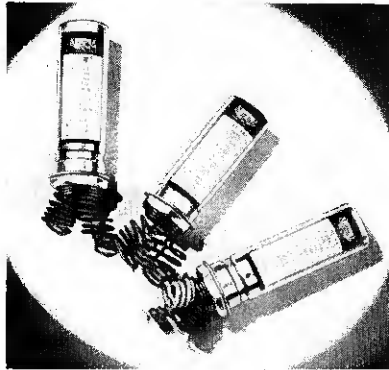
185 CONTINENTAL Continental Carbon, Inc.
13900 Lorain Ave., Cleveland, Ohio



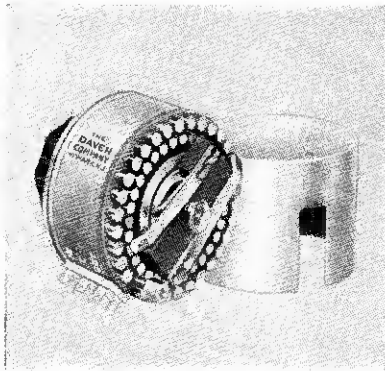
CARBORITE RESISTORS—Triple coated 1000 volt insulation protects against shorts to subpanel and wiring; permanent moulded resistor; leads are copper bonded by oxygen welding process; non-inductive; in all resistance value from 150 ohms to 5 megohms, 1/4, 1/2, 1, 3, and 5 watt sizes

186 CORNELL DUBILIER Cornell Dubilier Corp.
South Plainfield, N. J.

ETCHED ELECTROLYTICS—Compact, efficient etched foil electrolytics; higher power factor than plain types; greater capacity for given size; better filtering; reduced size and weight



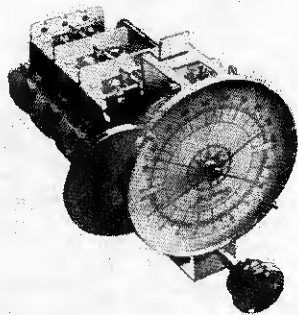
187 DAVEN The Daven Co.
158-160 Summit Ave., Newark, N. J.



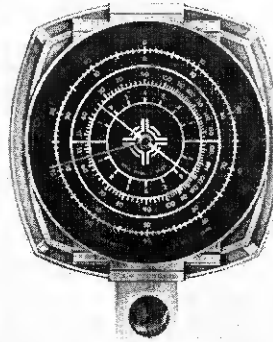
ATTENUATOR—Thirty steps of attenuation; zero insertion loss; calibration accuracy within 5 per cent; no frequency discrimination from 30 to 17,000 cycles; low noise level; supplied in impedances from 30 to 600 ohms; price complete with dial, \$17.50

188 DE ADCO De Adco Products Co.
9 W. Illinois St., Chicago, Ill.

DE JONG TUNING UNIT—Band spread tuning control; accomplishes with one knob which heretofore required several controls; smooth positive action; cable driven; mechanical 9 to 1 ratio over 360 degrees electrical ratio up to 120 to 1; for two or 3 gang coil assembly.



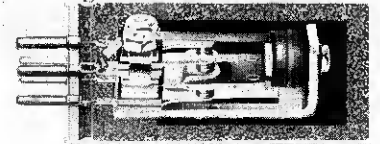
189 EDDIE Eddie Mfg. Co.
235 No. Racine Ave., Chicago



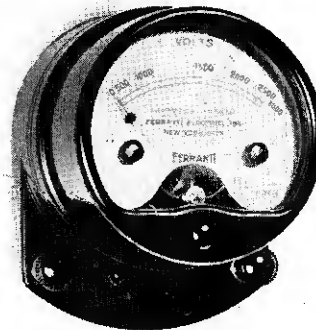
PRECISION DIAL—Divide-A-Meter type; positive tuning accuracy; large band-spread pointer travels 11 1/2 feet for 180 degrees of condenser rotation; ideal for oscillators, receivers, transmitters; solid construction; bronze escutcheon

190 ELECTRONIC LABS. Electronic Laboratories, Inc.
Indianapolis, Ind.

SYNCHRONOUS VIBRATOR—Sturdy construction; Swedish spring steel alloy reed; pure tungsten contacts; square lava bushings used as stack insulators; metal can spun against bottom insures perfect seal; monel metal semi-stationary reed; for all type replacements



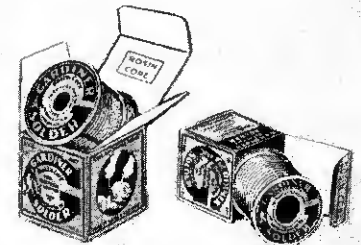
191 FERRANTI Ferranti Elec., Inc.
30 Rockefeller Plaza, New York, N. Y.



R. F. VOLTMETER—For voltage measurement on power, audio, and radio frequencies up to 1500 kc.; electrostatic construction; measures up to 3000 volts; can be direct connected to circuits up to 3500 volts; also available in models up to 150 volts full scale and 25,000 volts

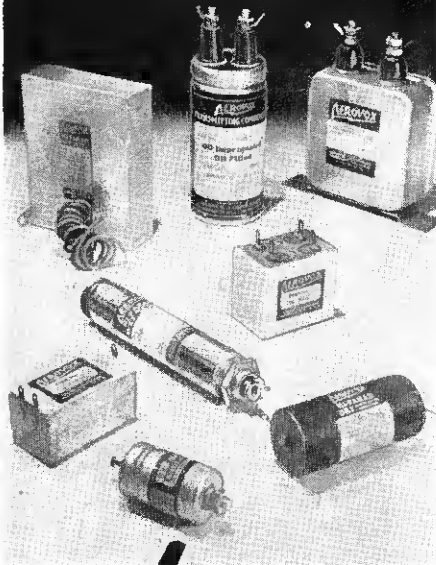
192 GARDINER Gardiner Metal Co.
4820 S. Campbell Ave., Chicago, Ill.

ROSIN CORE SOLDER—A perfect alloy of tin and lead with a pure rosin-flux core; free from corrosion; handy packages of 1, 5, and 20 pound spools; standard 3/32 in. gauge; 45 feet per pound



Numbered card on page 91 brings you additional information

The ONE Complete LINE



plus

- Each AEROVOX condenser and resistor is fully guaranteed for satisfactory service. Why gamble with your time and effort on uncertain components?
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- To aid you in doing still better work, AEROVOX issues practical, helpful literature, including the monthly RESEARCH WORKER.
- Lastly, your AEROVOX jobber has been carefully selected because of his ability to carry an adequate stock and to serve you best.

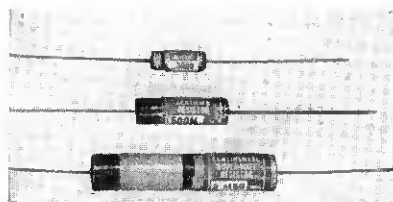


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For Quiet Radio and Amplifier Performance, For Radio Service Work Which Satisfies... CHOOSE CONTINENTAL Carbon Products!



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Quiet, moisture-proof insulated resistors are now the standard of the radio industry. The first insulated resistor was pioneered by CONTINENTAL CARBON, who now offers the choice of bakelite or ceramic insulation.

1/2 Watt, M1/2, 3/8"x7/32", bakelite, list....	\$0.17
1 Watt, M1, 1"x9/32", bakelite, list....	.20
3 Watt, M3, 2"x13/32", bakelite, list....	.30
1/2 Watt, G4, 1"x1/4", ceramic, list....	.17
1 Watt, D2, 1 3/4"x1/4", ceramic, list....	.20
3 Watt, E2, 2"x3/8", ceramic, list....	.30
5 Watt, H5, 3"x9/16", ceramic, list....	.50

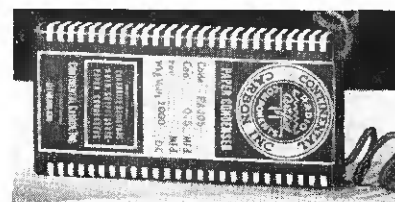
FREE, Service Engineering Bulletin
104-B

Auto-Radio Accessories



Suppressors which do not affect the performance of your car and always improve auto-radio reception are the features of CONTINENTAL'S new 5000 ohm insulated spark suppressors! A complete line of ignition noise suppressors at a list of only 30c each! CONTINENTAL makes Filternoys devices for every circuit of an auto electrical system—offering the certain method of keeping an auto-radio sold—from list prices of 40c to \$1.00 in standard sizes.

FREE, Service Engineering Bulletin
101-A



High Efficiency Capacitors

Charge any CONTINENTAL condenser at full rated voltage. Let it stand an hour and discharge it. The crackling blue-white spark which results is proof of negligible leakage and high efficiency! CONTINENTAL condensers range in size from small tubular T models, to Model P illustrated above, to Models E & L, which are available in standard sizes to more than 20 mids! Special high voltage Model W condensers are designed for transmitters of commercial, police, or amateur design. Ask your jobber to stock CONTINENTAL condensers.

FREE, Service Engineering Bulletin
103-A

Filternoys Suppression Devices



Noise elimination offers the most fertile field for experienced radio servicemen, and CONTINENTAL Filternoys provide the means of capitalizing upon this market. Filternoys are made in three types: Suppressors to block interference at its source; Rejectors to block interference out of a receiver; and Diverters to tune out power line interference. For complete information on interference elimination, send 10c for Handy Pocket Data on Interference, postpaid.

FREE, Service Engineering Bulletin 105



"RED HEADS"



• SERVICE MEN PREFER
"RED HEAD" CONDENSERS
THEY'RE DEPENDABLE

R. M. A. VISITORS

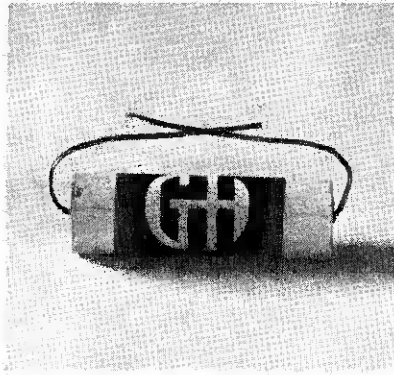
While in Chicago pay us a visit. We would like to show you how "Red Heads" are made. We'll be looking for you!



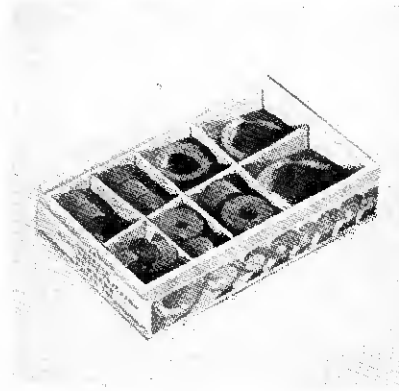
512 So. Peoria Street
Chicago :: :: Illinois

193 GIRARD HOPKINS Girard Hopkins Labs. 1437 23rd Ave., Oakland, Calif.

TUBULAR CONDENSER—Non-inductive; cased in ceramic tube; heat and moisture proof; by special construction leads cannot break loose; small and compact; in all capacities from .0001 to 1 mfd. inclusive; 600 volt breakdown

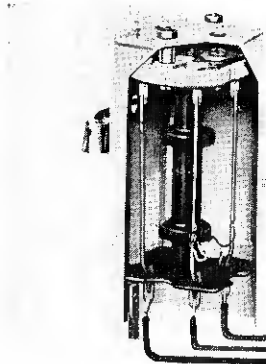


197 J. F. D. J. F. Distributing Co. 4111 Fort Hamilton Parkway, Brooklyn, N. Y.



DRIVE RUBBERS—Friction drive rubbers for replacement work; made in all sizes for standard replacement; for RCA, Olsen, Kennedy, Emerson, Stewart-Warner and others; special knurled edges for positive grip

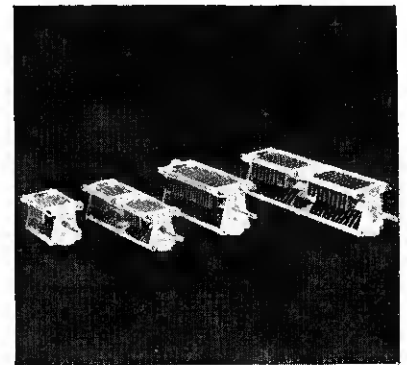
194 HAMMARLUND Hammarlund Mfg. Co., Inc. 424-438 W. 33rd St., New York, N. Y.



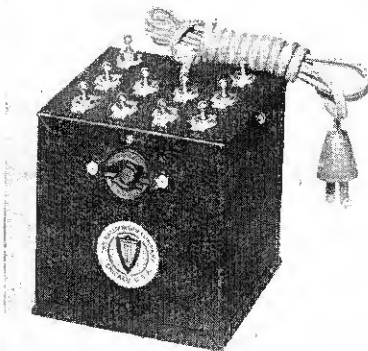
IRON CORE I. F. TRANSFORMER—High gain selective transformer; powered magnesium alloy; rustproof and non-corrosive; may be used in all circuits that tune to 465 kc.; available in five types for single and two stage amplifiers

198 JOHNSON E. F. Johnson Co. Waseca, Minn.

TRANSMITTING CONDENSERS—Type E and F; extremely compact for capacity; uses alsmag 196 insulation, low loss factor; condensers may be mounted with stators upright resulting in short leads; low value of minimum capacity; rotor plates 2 1/2 in. and 1 7/8 in. in diameter



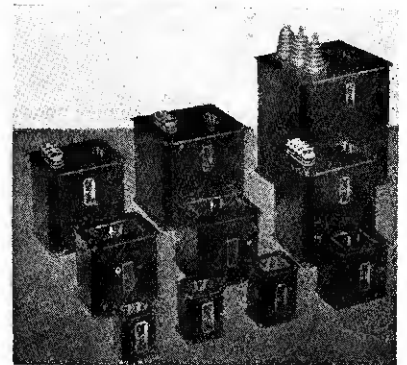
195 HALLDORSON Halldorson Co. 4500 Ravenswood Ave., Chicago, Ill.



VARI-VOLT—New transformers for adjusting line voltage to any value from 0-256 in 2 volt steps or 0-128 in 1 volt steps. Adjustments made simply by throwing switches; maximum power output is 250 watts

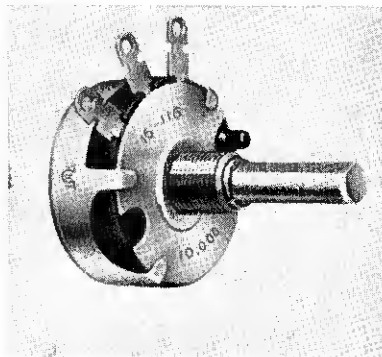
199 KENYON Kenyon Transformer Co., Inc. 840 Barry St., New York, N. Y.

TRANSFORMER LINE—Complete line of transformers for amateur or public address use; each unit is housed in a metal case finished in durable black egg-shell enamel; electrostatic and electromagnetic shielded; supplied lug terminals, high voltage units have glazed ceramic insulators

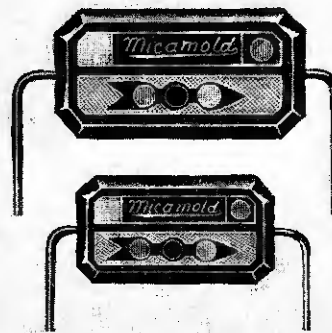


196 I.R.C. International Resistance Co. Philadelphia, Pa.

REPLACEMENT CONTROL—Small compact volume control, available with or with switch; special multiple five-finger silver plated phosphor bronze spring brush; metalized resistance element bonded to bakelite base; smooth, quiet and dust-proof



200 MICAMOLD Micamold Products Corp. 1087 Flushing Ave., Brooklyn, N. Y.



MOLDED PAPER CONDENSERS—Paper dielectric condensers molded in bakelite; perfectly sealed against moisture; adaptable to tuned circuits; long life; low leakage; in 800, 1200, 2000, and 3000 volt sizes; capacity ranges from .001 to .05 mfd.

Numbered card on page 91 brings you additional information

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ATR

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A Complete line of ATR Replacement Vibrators for Auto and Farm Radios featuring:

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Specialty designed for demonstrating and testing auto-radio sets on regular AC lines, 105-125 volts, 50-60 cycles. Has many other uses. Comes completely equipped with On-Off Switch, Pilot Light Indicator, 10-ampere Fuse, Rubber Mounting Feet, 6-ft. Rubber Cord and Plug, Heavy Gauge Metal Cabinet.



ATR Automatic Tapering BATTERY CHARGER

Keeps Auto Battery Fully Charged Right in the Car! Operates from any 110 volt AC 50-60 cycle line. Equipped with a full-wave dry disc type rectifier unit. Current tapers off as battery becomes charged. Comes completely equipped with polarized dash receptacle and plug, fuses, 9 feet DC cord, 12 feet AC cord, on-off toggle switch, and complete instructions.

AC CURRENT ANYWHERE!

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OUTSTANDING FEATURES:

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- Improved Long-Life ATR Vibrators
- Four-Point Voltage Regulators

Available in 16 different types for DC Input Voltages ranging from 6 to 220 volts and having AC Output Voltages of both 110 and 220 volts. Ideally Suitable for Operating Standard 110 or 220-volt A.C. Radios, Public Address Systems, Electrical Testing Equipment, etc.

Write or Wire for Additional Information. Sold by Leading Jobbers Everywhere.

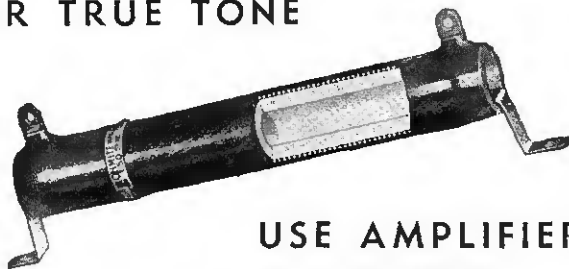
AMERICAN TELEVISION & RADIO CO.

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USE AMPLIFIERS BUILT WITH...

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Good performance, with low hum level, low distortion, depends to a large extent on the resistors in the circuit. That is why the best amplifiers use OHMITE units throughout. Being wire-wound, OHMITE Resistors have no voltage and virtually no temperature characteristics. The specially developed vitreous enamel maintains the uniformity of the winding during and after the manufacturing process. Such built-in dependability assures consistently good performance. Catalog 16 lists OHMITE Resistors for replacement use, as well as every P. A. application.

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Six other volumes covering sets issued between 1920 and 1936—\$7.50 each.

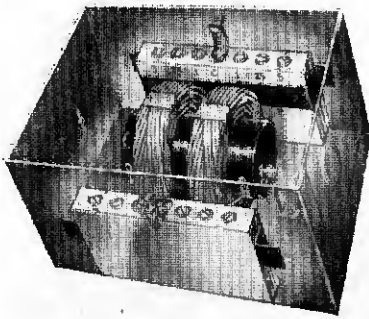
AUTOMATIC FREQUENCY CONTROL SYSTEMS
HARD COVERS — 144 PAGES — \$1.00

A NEW RIDER BOOK JUST OUT!

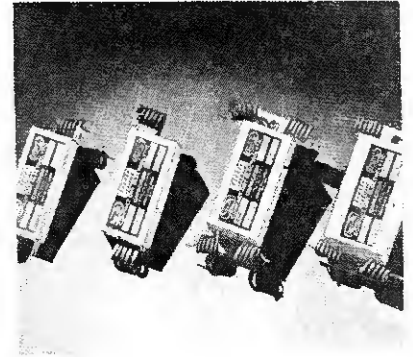
With Automatic Frequency Control Circuits in many new higher-priced models, knowledge of "AFC" means money in your pocket!

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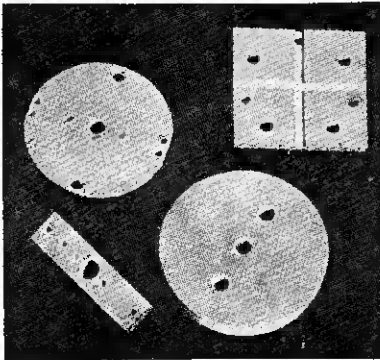
JOHN F. RIDER, Publisher, 1440 Broadway, N. Y. C.

201 MILLERJ. W. Miller Co.
5917 South Main St., Los Angeles, Calif.

UNI-FILTER — Single line filter adapted to filter individual equipment; consists of various size capacitors which may be connected to the circuit in conjunction with two inductances; in current capacities from 5 to 30 amperes.

205 SOLARSolar Mfg. Corp.
599-601 Broadway, New York, N. Y.

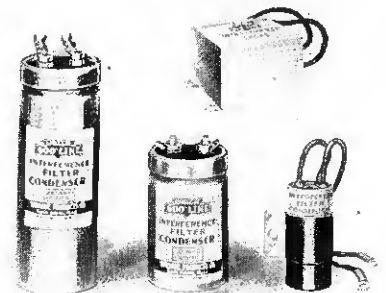
LITTLE GIANTS—Small compact unit; dry electrolytic; treated foil increases surface area and resultant capacity. Electrical characteristics unchanged from larger units but size radically reduced; Flex-Mount tabs; 6 in. leads

202 MYCALEXMycalex Corp. of Amer.
7 E. 42nd St., New York, N. Y.

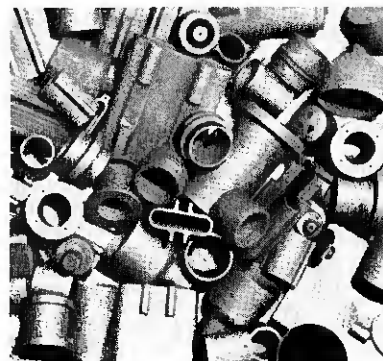
INSULATION — Various sizes and shapes of insulation; in rod or sheet; high insulating properties; unaffected by heat; leadless grade; may be drilled, sawed or machined; hard and durable

206 SPRAGUESprague Products Co.
North Adams, Mass.

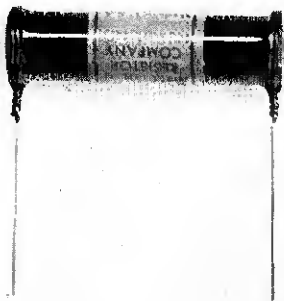
FILTER CONDENSERS — Complete line of filter condensers for the serviceman. No plug-in type filters are offered to the trade, these units shown allow serviceman to install a satisfactory job; cost of individual units is much less than complete filters; for permanent installation

**203 NATIONAL CARBON**National Carbon Co., Inc.
30 E. 42 St., New York, N. Y.

EVEREADY RESISTOR — Flexible filament resistor converts 2 volt receivers to air cell operation. Resistor only five inches long, may be connected to either terminal of battery; available in 5 different values to match current drain of different makes and models of receivers

**207 SPEER**Speer Carbon Co.
St. Marys, Pa.

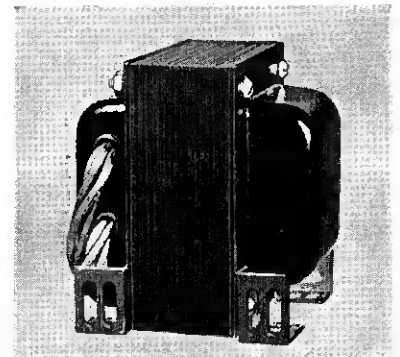
CARBON PRODUCTS — Various types and sizes of carbon items; all size carbon plates for transmitting tubes; plates will not warp or fuse; improves degassing qualities of tubes; decreases gas trouble; minimizes insulator leakage

204 PRECISIONPrecision Resistor Co.
334 Badger Ave., Newark, N. J.

PRECISION RESISTOR — Replacement type for critical circuits; 1 watt; size 3/16 in. diameter, 1 in. long; tinned terminal 1/2 in. long; available in all sizes from 10 to 15,000 ohms; terminals can be supplied at any angle desired

208 THORDARSONThordarson Elec. Mfg. Co.
500 W. Huron St., Chicago, Ill

REPLACEMENT TRANSFORMERS — Universal type replacements; half shell mounting; always fully shielded no matter what the mounting position; universal mounting brackets; minimum number of transformers necessary to service any type receiver



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Paper wound . . . new refinements in design . . . all shapes and capacities. Dependable quality eliminates unprofitable repeat Service calls.

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Absolutely no current leakage . . . certified 100% moisture-proofed by special G-H process.

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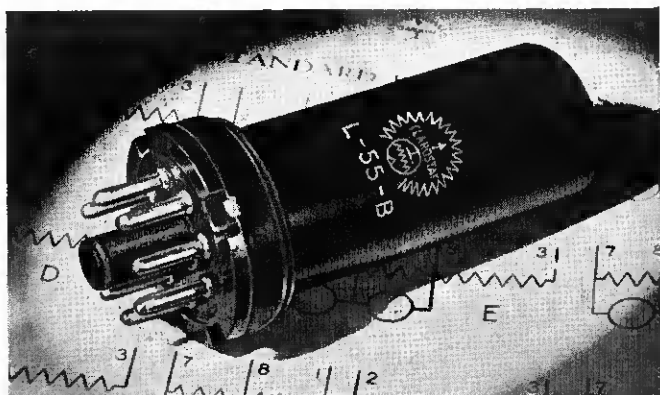
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MOHAG
(See also)

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K. D. T-13R01

C6 St T-13R01

9-6 T-13R01

8-7, *9 T-13R01

TT T-13R01

S T-13R01

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SA-91 T-13R01

8-4 T-13R01

Like a flash your eye spots the exact Replacement Transformer needed. Never before has a radio parts manufacturer given the service man such a value. A servicing helper that will make history. Practically every set mentioned in Rider's 7 volumes is cataloged. Eliminate time wasting check-up of wiring or letters to manufacturers. Now it's in this one book under one cover. No more guessing.

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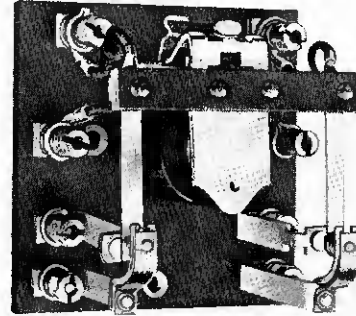
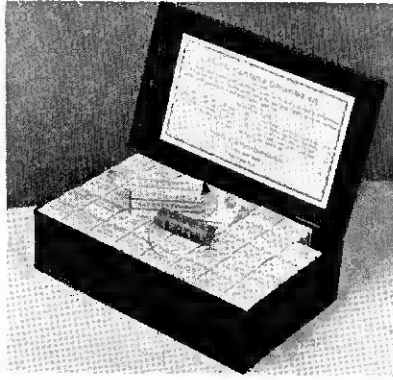
BE SURE TO SEE US AT THE RADIO PARTS SHOW, BOOTH No. 128 STEVENS HOTEL, CHICAGO

THORDARSON ELECTRIC MFG. CO.

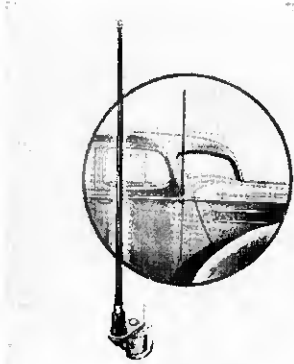
500 W. HURON ST., CHICAGO, ILL.

Demand "Power by Thordarson"

CONDENSER KIT—Model C-40; contains 40 well assorted and most commonly used condensers; in stamped steel box; handy chart on cover lists number of units, voltage breakdown and price; complete kit \$8

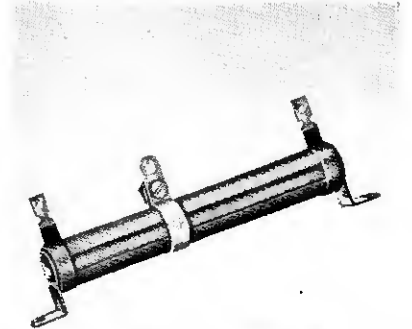


RADIO FREQUENCY RELAY—Midget relay designed especially for use in automatic switching of antenna systems. Large heavy contacts handle up to 4 amperes. Available in 110 v. and 6 v. sizes; a.c. or d.c.

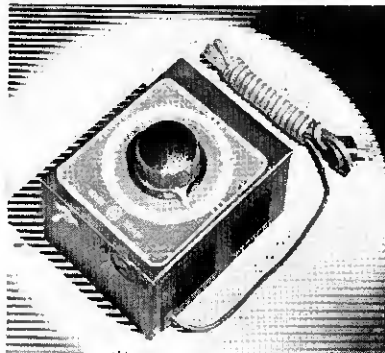


DOOR HINGE ANTENNA—Tapered auto antenna mounts on door hinge; 40 in. long; special heat-treated and tempered steel finished in black enamel; easily mounted; compact; excellent signal pickup; well insulated

ADJUSTABLE RESISTORS—Wound on ceramic tube; protective covering of Rhencote; contact bands are made with small contact button for positive contact and non-shorting; in 25, 50 and 75 watt ratings; resistance ranges from 1 ohm up to 100,000 ohms



VARITRAN — Voltage control unit for stepless voltage variation; non-fusing sliding contact rides over transformer turns; input voltage 115 volts; output voltage is 0 to 130 volts; in sizes from 250 to 5000 watts



DETAILS, BY REQUEST

215

A numerical catalog list and quick index to all Yaxley and Mallory products is given in the back of this company's booklet. Well illustrated with photos and diagrams.

216

A completely revised catalog of the American Phenolic line of parts is ready for distribution.

217

Several interesting charts for determination of proper capacity of tank capacitor for Class C modulated final amplifiers, etc. are shown in Cardwell's new catalog, just off the press.

218

Bulletin PS-401 of United Transformer gives a complete description of its broadcast grade, ultra-compact and p.a. transformers, transmitting components, etc.

219

Speakers and condensers are the subject of the bound leaflet **Ariston** is offering to the trade.

220

Condenser Products is supplying a cardboard wall chart on its line of electrolytic and paper condensers.

221

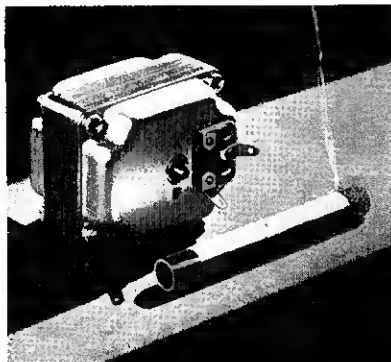
Centralab's switch kit bulletin describes the switchkit in detail and contains valuable schematics.

222

Solar's exact replacement capacitor booklet contains a quick reference guide showing proper condenser to use for trade marked radios.

223

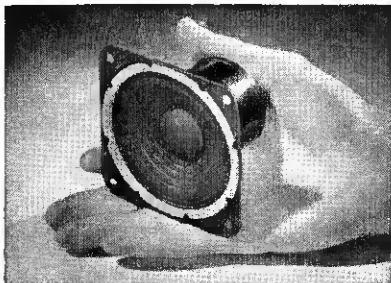
There is plenty of technical data of interest to servicemen in the new **Mica-mold** catalog.



REMOTE CONTROL MOTOR—Motor designed especially for remote control; shaded pole induction, 3 wire brushless type; high torque; compact; available in three sizes of 3/4 in., 7/8 in. and 1 in. rotor diameter; voltages from 6 to 110 a.c.

Numbered card on page 91 brings you additional information

WORLD'S SMALLEST PERMAG SPEAKER



3" OXFORD PERMAG . . . a high quality permanent magnet dynamic speaker with remarkable sensitivity for its size. Has excellent speech range—can serve as both microphone and speaker. Ideal for Inter-Office Communication Systems, and applications where current drain is limited.

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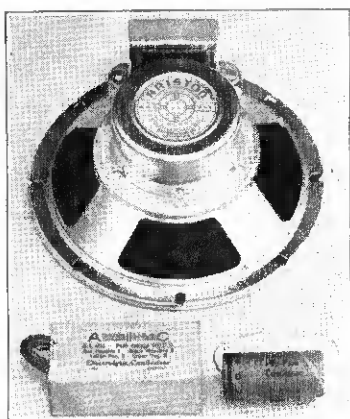
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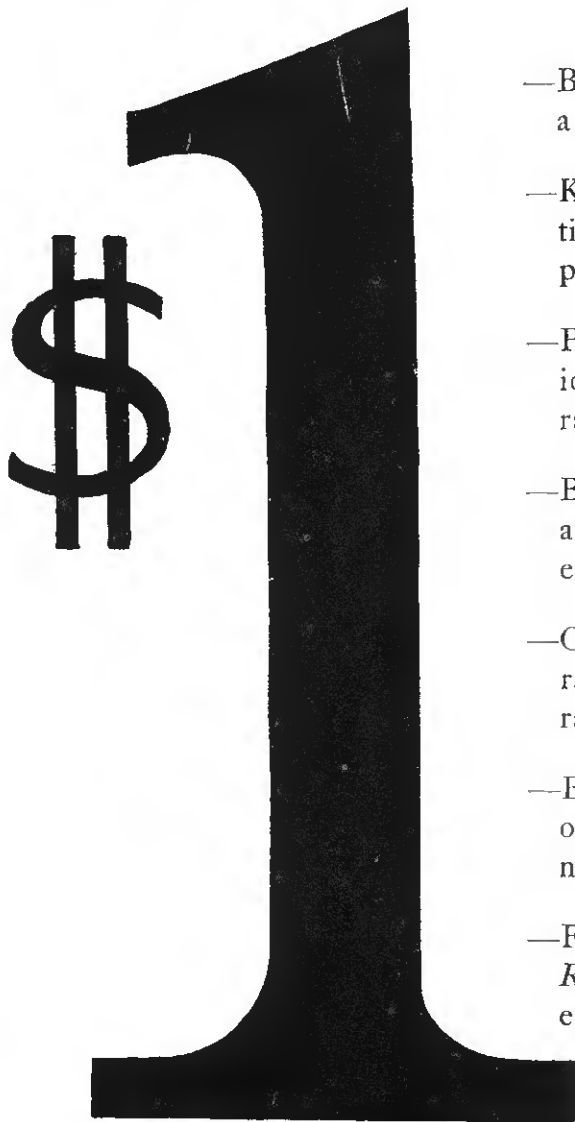
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6-37

WHO'S WHO in the PARTS BUSINESS

MANUFACTURER'S NAME AND ADDRESS	Coils			Condensers				Resistors			Line Cords	Volume Controls	Tone Controls	Sockets	Switches		Transformers		Vibrators	Wire	Cables	Plugs	Dials	Insulation	Flexible-shafts Remote-controls
	RF	IF	Choke	Variable	Mica	Paper	Electrol.	Fixed	Adjustable	Suppressor					Power	Circuit	Audio	Power							
Acme Elec. & Mfg. Co., 1441 Hamilton Ave., Cleveland, Ohio	•																								
Acme Wire Co., 1225 Dixwell Ave., New Haven Conn.	•																								
Aerovox Corp., 70 Wash. St., Brooklyn, N. Y.	•																								
Aladdin Radio Industries, 466 W. Superior St., Chicago, Ill.	•																								
Alden Products Co., 715 Center St., Brookton, Mass.	•																								
Allen-Bradley Co., 1326 S. Second St., Milwaukee, Wis.	•																								
Alloy Transformer Co., Inc., 135 Liberty St., New York, N. Y.	•																								
American Emblem Co., Inc., P.O. Box 116, Utica, N. Y.	•																								
Amer. Lava Corp., Cherokee Blvd. & Mfg. Rd., Chattanooga, Ga.	•																								
America Mica Works Corp., 47 West St., New York, N. Y.	•																								
American Phenolic Corp., 500 S. Throop St., Chicago, Ill.	•																								
Amer. Radio Hardware Co., Inc., 476 Bway., New York, N. Y.	•																								
American Steel Package Co., Defiance, Ohio	•																								
Amer. Televis. & Radio Corp., 123 E. 10th St., St. Paul, Minn.	•																								
American Transformer Co., 178 Emmet St., Newark, N. J.	•																								
Ariston Mfg. Corp., 4045 Diversey Ave., Chicago, Ill.	•																								
Artlab Mfg. Co., 1250 N. Paulina St., Chicago, Ill.	•																								
Atlas Condenser Prod. Co., 548 Westchester Ave., N. Y. C.	•																								
Atlas Resistor Co., 423 Broome St., New York, N. Y.	•																								
Audio Development Co., 4351 France Ave., St. Paul, Minn.	•																								
Automatic Winding Co., 96 Devon St., Newark, N. J.	•																								
Bakelite Corp., 247 Park Avenue, New York, N. Y.	•																								
Bastian Bros. Co., 1600 N. Clinton Ave., Rochester, N. Y.	•																								
Belden Mfg. Co., 23rd & Western Ave., Chicago, Ill.	•																								
Best Mfg. Co., 1200 Grove St., Irvington, N. J.	•																								
Birnbach Radio Co., 145 Hudson St., New York, N. Y.	•																								
Boonton Moulding Co., Boonton, N. J.	•																								
Bud Radio Inc., 1937 E. 55th St., Cleveland, Ohio	•																								
Bull Dog Elec. Prod. Co., 7610 Jos Campeau, Detroit, Mich.	•																								
W. Brand & Co., 268 Fourth Ave., New York, N. Y.	•																								
Carborundum Co., Global Division, Niagara Falls, N. Y.	•																								
Cardwell Mfg. Co., 81 Prospect St., Brooklyn, N. Y.	•																								
Carling Tool & Machine Co., 626 Capitol Ave., Hartford, Conn.	•																								
Carron Mfg. Co., 415 S. Aberdeen St., Chicago, Illinois	•																								
Centralab, 900 E. Keeffe Ave., Milwaukee, Wis.	•																								
Chicago Teleph. Supply Co., W. Beardley Ave., Elkhart, Ind.	•																								
Chicago Transformer Corp., 3501 W. Addison St., Chicago, Ill.	•																								
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.	•																								
Clarostat Mfg. Co., 285 N. Sixth St., Brooklyn, N. Y.	•																								
Concourse Condenser Co., 387 Wales Ave., New York, N. Y.	•																								
Condenser Corp. of Amer., 259 Cornelison Ave., Jers. City, N. J.	•																								
Condenser Products, 1369 N. Branch St., Chicago, Ill.	•																								
Consolidated Condenser Co., 618 W. Elm St., Chicago, Ill.	•																								
Consolidated Radio Prod. Co., 361 W. Superior St., Chgo., Ill.	•																								
Consolidated Wire & Assoc. Corps., 512 S. Peoria St., Chgo., Ill.	•																								
Continental Carbon Inc., 13902 Lorain Ave., Cleveland, Ohio	•																								
Continental-Diamond Fibre Co., Newark, N. J.	•																								
Continental Elec. Co., St. Charles, Illinois	•																								
Cornell Dubilier Corp., S. Plainfield, N. J.	•																								
Cornish Wire Co., Inc., 30 Church St., New York, N. Y.	•																								
Cosmic Radio Corp., 699 E. 135th St., New York, N. Y.	•																								
Coto Coil Co., Providence, R. I.	•																								
Crowe Name Plate & Mfg. Co., 3701 Ravens' d Ave., Chgo., Ill.	•																								
H. L. Crowley & Co., Inc., No. 1 Central Ave., W. Orange, N. J.	•																								
Curtis Condenser Corp., 3088 W. 106th St., Cleveland, Ohio	•																								
Cutler-Hammer Mfg. Co., Milwaukee, Wis.	•																								
DeAdco Products Co., 235 N. Rocne, Chicago, Ill.	•																								
Dejur Amseo Corp., Shelton, Conn.	•																								
Dongan Electric Mfg. Co., 2987 Franklin St., Detroit, Mich.	•																								
Drake Mfg. Co., 1713 W. Hubbard St., Chicago, Ill.	•																								
Dumont Elec. Co., 514 Broadway, New York, N. Y.	•																								
Eby, Inc., 2066 Hunting Park Ave., Philadelphia, Pa.	•																								
Economy Condenser Corp., 3033 N. Pulaski Rd., Chgo., Ill.	•																								
Eddie Manufacturing Co., 235 N. Racine Ave., Chicago, Ill.	•																								
Electrad, 3029 E. Washington St., Indianapolis, Ind.	•																								
Electrom'v'e Mfg. Co., Inc., 797 E. 140th St., New York, N. Y.	•																								
Electronic Laboratories, Inc., 122 W.N.Y.Ave., Indianapolis, Ind.	•																								
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.	•																								
East & Co., John E., 3115 N. Pulaski Rd., Chicago, Ill.	•																								
Federal Instruments Corp., 325 Clason Ave., Brooklyn, N. Y.	•																								
Ferranti Elec. Inc., 30 Rockefeller Plaza, New York, N. Y.	•																								
Filtermatic Mfg. Co., 6913 Ditman St., Philadelphia, Pa.	•																								
Fletheim & Co., Inc., 692 Broadway, New York, N. Y.	•																								
Fox Sound Equipment Co., 3120 Munroe St., Toledo, Ohio.	•																								
Franklin, A. W. Mfg. Corp., 160 Varick St., New York, N. Y.	•																								
Franklin Transformer Mfg. Co., 607 22d Ave., Minneap., Minn.	•																								
Freed Transformer Co., 100 Sixth Ave., New York, N. Y.	•																								
Gaylord Mfg. Co., 605 W. Washington St., Chicago, Ill.	•																								
Gen. Instrument Corp., 829 Newark Ave., Elizabeth, N. J.	•																								
General Mfg. Co., 8066 S. Chicago Ave., Chicago, Ill.	•																								
Gen. Transformer Corp., 500 S. Throop St., Chicago, Ill.	•																								
General Winding Co., 214 Talton St., N. Y. C.	•																								
Girard Continental Cond. Corp., 2341 Wolfram St., Chgo., Ill.	•																								
Girard Hopkins, 1437 23rd Ave., Oakland, Calif.	•																								
Global Corp., Niagara Falls, N. Y.	•																								
Grey Products Co., 19 Academy St., Poughkeepsie, N. Y.	•																								
Guthman & Co., Inc., Edwin I., 400 S. Peoria St., Chgo., Ill.	•																								
Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill.	•																								
Hammalund Mfg. Co., 424 W. 33rd St., New York, N. Y.	•																								
Hass Electric & Mfg. Co., 305 E. Monroe St., Springfield, Ill.	•																								
Illinois Condenser Co., 3252 W. North Ave., Chicago, Ill.	•																								
Inca Mfg. Co., Ft. Wayne, Ind.	•																								
Insuline Corp. of America, 25 Park Pl., New York, N. Y.	•																								
International Resistor Co., 401 N. Broad St., Phila., Pa.	•																								

(Continued on next page)

R A D I O

Trade-In Allowance

BLUE BOOK

Directory of Dealer Maximums for Receivers Made in U. S. A.

YEARS 1931-1932-1933-1934-1935

PUBLISHED June, 1937 — EXPIRES June, 1938

**RADIO
RETAILING**

TRADE-IN BLUEBOOK

Year	Model	Cabinet	Tubes	*A	*B	*C	*D
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* SEE PAGE 145

ALL AMERICAN MOHAWK (Lyric)

1931	S8	Consollette	8	\$1.25	\$1.25	\$2.00	\$2.50
	S61	Consollette	6	1.00	1.25	1.75	2.25
	B34	Lowboy	6	1.00	1.25	2.00	2.50
	S6	Midget	6	1.00	1.00	1.50	2.00
	S7	Midget	7	1.00	1.25	1.75	2.25
	B7	Midget	6	1.00	1.25	1.75	2.25
	S10	Console	10	1.00	1.50	2.50	3.25
	J-3	Midget	6	1.00	1.25	1.75	2.25
	J-8	Consollette	6	1.00	1.25	2.00	2.50
	S-62	Grandfather Clock	6	1.00	1.25	2.00	2.50
	S-9	Console	9	1.00	1.50	2.25	2.75
	S-9	Console	9	1.00	1.50	2.50	3.25
	P-9	Console	6	1.00	1.25	2.00	2.50
	P-4	Midget	6	1.00	1.25	1.75	2.25
	P-8	1.00	1.25	2.00	2.50
1932	SA-65	Mantle	6	1.00	1.25	1.75	2.50
	SA-66	Lowboy	6	1.00	1.25	2.00	2.75
	SA-90	Lowboy	9	1.00	1.25	2.00	2.75
	SA-130	Console	13	1.25	1.75	3.00	3.75
	SW-80	Console	8	1.00	1.50	2.25	3.00
	B-80	Lowboy	8	1.00	1.50	2.25	3.00
	D.C. 65	110 v.	6	1.00	1.25	1.75	2.50
	D.C. 65	220 v.	6	1.00	1.25	1.75	2.50
	SA-91	...	9	1.00	1.25	2.00	2.50
	S-50	...	5	1.00	1.25	1.75	2.50
	S-51	...	5	1.00	1.25	1.75	2.50
1933	S-51 Lyric	Console	5	1.00	1.25	2.00	3.00
	S-50 Lyric	Midget	5	1.00	1.25	2.00	3.00
	U-55	Chest	5	1.00	1.25	2.00	3.00

ANDREA

1931	51	Midget	7	\$1.25	\$2.25	\$3.50	\$4.50
	53	Lowboy	7	1.50	2.50	4.00	5.00
	57	Lowboy	7	2.50	3.50	6.00	7.50
	45	Lowboy	8	1.75	2.75	4.50	5.50
	48	Lowboy	10	2.50	3.50	6.00	7.50
	49	Highboy	10	2.50	3.50	6.00	7.50
	65	Lowboy	10	1.75	2.75	4.50	5.50

APEX

1931	26P	Table	5	\$1.00	\$1.00	\$1.50	\$2.00
	26B	Console	5	1.00	1.25	1.75	2.25
	8A	Table	8	1.00	1.25	1.75	2.25
	8B	Console	8	1.00	1.25	2.00	2.50
	10B	Console	10	1.00	1.25	2.00	2.50
	7A	Midget	7	1.00	1.00	1.50	2.00
	7B	Console	7	1.00	1.25	1.75	2.25
	90A	Midget	5	1.00	1.00	1.50	2.00
	99B	Console	5	1.00	1.00	1.50	2.00
	32A	Midget	7	1.00	1.25	1.75	2.25
	32B	Console	7	1.00	1.25	1.75	2.25
1932	25-A	Table	5	1.00	1.25	1.75	2.50
	24	Midget	4	1.00	1.25	1.75	2.50
	Gloritone
	5-A	Table	5	1.00	1.25	1.75	2.50
	69	Console	9	1.00	1.25	2.00	2.25
	7-D	Table	7	1.00	1.25	2.00	2.25
	9-A	Table	9	1.00	1.25	2.00	2.25
	9-B	Lowboy	9	1.00	1.25	2.00	2.25
	9-B	Lowboy	9	1.00	1.25	2.00	2.25
	12-B	Highboy	12	1.00	1.50	2.50	3.25
	120-B	Highboy	12	1.00	1.75	3.00	3.75
1933	307A	Console	7	1.00	1.25	2.00	3.00
	24	Midget	4	1.00	1.25	2.00	3.00
	3072	Midget	7	1.00	1.25	2.00	3.00
	3040	Console	5	1.00	1.25	2.00	3.00
	3056	Midget	5	1.00	1.25	2.00	3.00
	69	Console	9	1.00	1.50	2.25	3.25
	3084	Midget	5	1.00	1.25	2.00	3.00
	3086	Midget	5	1.00	1.25	2.00	3.00
	3092	Cigar Box	5	1.00	1.25	2.00	3.00

ATWATER KENT

1931	80	Compact	6	\$1.00	\$1.25	\$1.75	\$2.52
	82	Compact	7	1.00	1.25	1.75	2.25
	82	Compact	6	1.00	1.25	1.75	2.25
	82	Compact	7	1.00	1.25	2.00	2.50
	82D	Compact	6	1.00	1.25	2.00	2.75
	83	Lowboy	6	1.00	1.25	2.00	2.50
	84	Midget	6	1.00	1.25	2.00	2.75
	84Q	Midget	7	1.00	1.50	2.25	3.00
	85	Lowboy	7	1.00	1.25	2.00	2.50
	85Q	Lowboy	7	1.00	1.50	2.25	2.75
	87	Lowboy	9	1.00	1.50	2.25	2.75
	87	Highboy	9	1.00	1.50	2.25	2.75
	89	Lowboy	10	1.00	1.50	2.25	2.75
	89	Highboy	10	1.00	1.50	2.50	3.25
	89P	Combination	10	1.25	1.75	3.00	3.75
1932	812	Highboy	12	1.25	1.75	3.00	3.75
	612	Semi-H'b	12	1.00	1.50	2.50	3.25
	260	Semi-H'b	10	1.00	1.50	2.25	3.00
	228	Midget	8	1.00	1.25	2.00	2.75
	469	Lowboy	9	1.00	1.50	2.25	3.00
	480	Semi-H'b	8	1.00	1.50	2.50	3.25
	188	Lowboy	8	1.00	1.25	2.00	2.75
	558	Compact	8	1.00	1.25	2.00	2.25
	82Q	Midget	7	1.00	1.50	2.25	3.00
	86	Console	8	1.00	1.50	2.25	3.00
	627	Compact	7	1.00	1.25	2.00	2.25
	99	Highboy	10	1.00	1.50	2.50	3.25
	96	Lowboy	8	1.00	1.50	2.25	3.00
	558-D	Compact	8	1.00	1.25	2.25	3.00
	98	Highboy	8	1.00	1.25	2.25	3.00
	99	Lowboy	10	1.00	1.50	2.50	3.25
	469-D	Lowboy	8	1.00	1.25	2.25	3.00
	558-Q	Compact	9	1.00	1.25	2.00	2.25
	469-Q	Lowboy	9	1.00	1.50	2.25	3.00

Year	Model	Cabinet	Tubes	*A	*B	*C	*D
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* SEE PAGE 145

587	...	Midget	7	1.00	1.25	1.75	2.50
90	...	Compact	7	1.00	1.25	1.75	2.50
92	...	Compact	8	1.00	1.25	2.00	2.75
93	...	Short wave conv.	4	1.00	1.25	1.75	2.50
94	...	Lowboy	7	1.00	1.25	2.00	2.50
94	...	Highboy	7	1.00	1.50	2.25	3.00
1933	387	Compact	7	1.00	1.25	2.00	3.00
	427-Q	Console	7	1.00	1.50	2.25	3.25
	217	Compact	7	1.00	1.25	2.00	3.00
	427	Console	7	1.00	1.50	2.25	3.25
	667	Console	7	1.00	1.50	2.25	3.25
	510	Console	10	1.00	1.75	2.50	3.75
	275	Compact	5	1.00	1.25	2.00	3.00
	310-T	Console II'b	10	1.00	2.00	3.00	4.50
	310-J	Console I'b	10	1.00	1.75	2.50	3.75
	711-T	Console II'b	11	1.25	2.25	3.75	5.25
	711-R	Console — Modernistic	11	1.25	2.25	3.75	5.25
	711-J	Console I'b	11	1.00	2.00	3.00	4.50
	808-A	Console	8	1.00	1.75	2.50	3.75
	165	Compact	5	1.00	1.25	2.00	3.00
	708	Compact	8	1.00	1.50	2.25	3.20
	217-D	Compact	7	1.00	1.25	2.00	3.05
	427-D	Console	7	1.00	1.50	2.25	3.25
	667-D	Console	7	1.00	1.50	2.25	3.25
	155	Chest	5	1.00	1.25	2.00	3.00
	555	Chest	5	1.00	1.25	2.00	3.00
	246	Chest	6	1.00	1.25	2.00	3.00
	266	Console	6	1.00	1.25	2.00	3.00
	808	Console	8	1.00	1.50	2.25	3.25
	448	Console	8	1.00	1.75	2.50	3.75
	469-Q	Console	9	1.00	1.75	2.50	3.75
	427-Q	Console	7	1.00	1.50	2.25	3.25
	387	Midget	7	1.00	1.25	2.00	3.00
1934	112-N	Console	12	1.75	3.00	5.25	7.50
	112-S	Console	12	1.75	3.00	5.25	7.50
	135	Midget	5	1.25	1.75	2.50	4.00
	145	Midget	5	1.00	1.50	2.25	3.50
	206	Midget	6	1.00	1.50	2.25	3.50
	206-D	Midget	6	1.25	1.75	2.50	4.00
	215-E	Console	5	1.25	1.75	2.50	4.00
	318-K	Console	8	1.25	2.00	3.00	4.50
	318-N	Console	8	1.25	2.00	3.00	4.50
	325-E	Console	5	1.00	1.50	2.25	3.50
	185	Midget	5	1.00	1.50	2.25	3.50
	185-A	Midget	5	1.00	1.50	2.25	3.50
	310	Console	10	1.25	2.00	3.00	4.50
	318C	Console	8	1.25	2.00	3.00	4.50
	525	Console	5	1.00	1.50	2.25	3.50
	788J	Console	8	1.25	2.00	3.00	4.50
	788R	Console	8	1.25	2.00	3.00	4.50
	376-E	Console	6	1.00	1.75	2.50	4.00
	376-DE	Console	6	1.00	1.75	2.50	4.00
	376-KX	Console	6	1.00	1.75	2.50	4.00
	447	Midget	7	1.00	1.75	2.50	4.00
	465-Q	Midget	5	1.00	1.50	2.25	3.50
	511-W	Console	11	1.75	3.00	5.25	7.50
	559-N	Console	9	1.50	2.25	3.75	5.25
	559-S	Console	9	1.50	2.50	4.50	6.00
	655-GE	Console	5	1.25	1.75	2.50	4.00
	768-Q	Midget	8	1.25	1.75	2.50	4.00
	825	Midget	5	1.00	1.75	2.25	3.50
	944	Midget	4	1.00	1.75	2.25	3.50
	978-QK	Console	8	1.25	2.00	3.00	4.50
1935	184	Compact	4	1.25	1.75	2.50	4.00
	545	Compact	5	1.25	1.75	2.50	4.00
	435	Compact	5	1.25	2.00	3.00	4.75
	858	Compact	6	1.25	2.00	3.00	4.75
	976	Console	6	1.50	2.25	3.75	5.50
	317	Console	7	1.50	2.25	3.75	5.50
	337	Compact	7	1.25	2.00	3.00	4.75
	328	Console	8	1.50	2.25	3.75	5.50
	649	Console	9	1.75	2.50	4.50	6.25
	509	Console	9	2.00	3.75	6.00	9.00
	810	Console	10	1.75	3.00	5.25	7.50
	412	Console	12	2.00	3.75	6.00	9.00
	237Q	Compact	7	1.50	2.25	3.75	5.50
	467QH	Console	7				

TRADE-IN BLUEBOOK

* SEE PAGE 145

Table with columns: Year, Model, Cabinet, Tubes, A, B, C, D. Rows include models like 11200D, 868, 1168, 1011, 867, 1050, 67-10AW, 1068N, 11300DN, 1933 10731, 8557, 7558, 1016, 816, 716, 5WB, 4MB, 816-32, 520, 506, 516-Y, 5W, 1054, 1068D, AUTOCRAT 1933 80, 682, 840, 4-DL/LW, 1935 4C, 4M, 42, 40, 40M, 42-S-W, 40-S-W, 52-S-W, 45, 52, 260-UL, 66-US, 61-UL, 661-US, 18-AC-S, 28-AC-L, 51-UL, 25-AC-L, BA-41, 900, 910, 900, BALKETT 1931 L, DP, KP, M, 1932 42E Junior, 52, 55, 742, 1933 41-A, 45-S, 65-S, BM4, 44, 70, 1935 GT-156-BA, GT-33, GT-20, GT-200X, GT-18-A, GT-19B, GT-16-A, AD-150, AD-160, AM-151, AS-152, GT-14-A, GT-15-B, GT-17-B, GT-34-LW, GT-100X, GT-114X, GT-116X, GT-157-BA, GT-118-BX, 155BA, BELMONT 1931 41, 1932 41-A, 51-C, 71-A, 100-A, 46, 1933 425, 525, 530, 545, 625, 1934 575, 775T, 675E.

Table with columns: Year, Model, Cabinet, Tubes, A, B, C, D. Rows include models like 675, 650, 540, 675-E, 1935 401M, 404, 540, 585, 777T, 777L, 1077, 585R, 777T, 777K or L, 1077, COLONIAL 1931 48, 39, 48A, 41C, 47L, 44, 47M, 47, 47H, 36C, 1932 220, C995, 399, C695, C-399, C695, 240, C495, 260, T-397, 280, 1933 250, 300, 301, 400, 500, 501, 279, 71, T-345, C-399, "New World", 1934 601, 600, 650, COLUMBIA PHONO 1931 C82, 991, C84, 939, C22, C-20, C81, C83, C84, C-85, C-103, C-123, C-93, C-95, C-12, C-256, C-559, C-54, C-59, C-53, 1933 C-150, CROSLLEY 1931 77-A Director, 77-B Arbitrator, 121A Troubadador, 121A Minstrel, 127 Happy Hour, 127 Ten-strike, 136-1 Tenace, 132-1-2-W Ambassador, 127-1 Happy Hour, 132-1 Symphony, 136-1 Tenace, 146-1 Congressman, 77 New administrator, 125 Litboy.

TRADE-IN BLUEBOOK

Year Model		Cabinet	Tubes	A	B	C	D	Year Model		Cabinet	Tubes	A	B	C	D		
<i>(CROSLEY 1931, Continued)</i>																	
	120 Super-Adminis-trator	Console	8	1.75	2.75	4.50	5.50		5DL	Midget	5	2.00	3.00	4.50	7.00		
	120 Super-Rondeau	Console	8	1.75	2.75	4.50	5.50		140	Console	14	2.50	4.00	6.00	9.00		
	120 Super-Sondo	Console	8	2.50	3.50	6.00	7.50		4	Midget (Battery)	4	2.00	3.00	4.50	7.00		
	123 Super-Buddy Boy	Midget	8	1.25	2.25	3.50	4.50		5	Midget (Battery)	5	2.00	3.00	4.50	7.00		
	123 Musicale	Console	8	1.50	2.50	4.00	5.00		8	Console (Battery)	8	2.25	3.50	5.00	8.00		
	124J	Highboy	8	1.25	2.25	3.50	4.50		41	Compact	4	2.00	3.00	4.50	7.00		
	124K	Highboy	8	1.25	2.25	3.50	4.50		41DL	Compact	4	2.00	3.00	4.50	7.00		
	124L	Highboy	8	1.50	2.50	4.00	5.00		64MD	Lowboy	6	2.25	3.50	5.00	8.00		
	124M	Grandfathers	8	1.50	2.50	4.00	5.00		70	Midget	7	2.00	3.00	4.50	7.00		
	121-1C	Highboy	10	2.00	3.00	5.00	6.50		10-LB	Lowboy	10	2.50	4.00	6.00	9.00		
	121-1D	Highboy	10	2.50	3.50	6.00	7.50		10	Console	10	2.25	3.50	5.00	8.00		
	124H	Midget	8	1.00	2.00	3.00	4.00		12	Console	12	2.50	4.00	6.00	9.00		
	125N	Midget	5	1.00	2.00	3.00	4.00		70-LB	Lowboy	7	2.25	3.50	5.00	8.00		
	28N	Midget	6	1.00	2.00	3.00	4.00		Fiver	Midget	5	2.00	3.00	4.50	7.00		
1932	141-2-T	Chest	5	1.25	2.25	3.50	5.00		Fiver Jr.	Midget	5	2.00	3.00	4.50	7.00		
	141-2-GA	Chest	5	1.25	2.25	3.50	5.00		Fiver Jr.	Lowboy	5	2.00	3.00	4.50	7.00		
	129-2-BA	Midget	6	1.25	2.25	3.50	5.00		52	Compact	5	2.00	3.00	4.50	7.00		
	129-1-2-K	Chest	6	1.25	2.25	3.50	5.00		4C1	Portable	4	2.00	3.00	4.50	7.00		
	129-2-J	Console	6	1.50	2.50	4.00	5.50		5M3	Table	5	2.00	3.00	4.50	7.00		
	146-2-E	Midget	9	1.50	2.50	4.00	5.50		5V1	Table Console	5	2.00	3.00	4.50	7.00		
	146-2-Q	Console	9	1.50	2.50	4.00	5.50		5C2	Portable	5	2.00	3.00	4.50	7.00		
	136-1-2-S	Chest	10	1.50	2.50	4.00	5.50		5H1	Table	5	2.00	3.00	4.50	7.00		
	158 Septet	Lowboy	7	1.25	2.25	3.50	5.00		6H2	Table	6	2.00	3.00	4.50	7.00		
	158 Septet	Midget	7	1.25	2.25	3.50	5.00		7V2	Table	7	2.00	3.00	4.50	7.00		
	129 Sextet	Midget	6	1.25	2.25	3.50	5.00		7H2	Table	7	2.25	3.50	5.00	8.00		
	129 Sextet	Lowboy	6	1.25	2.25	3.50	5.00		SH1	Table	8	2.50	4.00	6.00	9.00		
	131 Tynamite	Midget	4	1.25	2.25	3.50	5.00		10P3	Console	10	2.50	4.00	6.00	9.00		
	131 Bonni-boy	Lowboy	4	1.25	2.25	3.50	5.00		5B2	Table	5	2.00	3.00	4.50	7.00		
	146 Bigfella	Console	5	1.25	2.25	3.50	5.00		1014	Table	2	2.00	3.00	4.50	7.00		
	148 Fiver	Midget	5	1.25	2.25	3.50	5.00		8B2	Table	8	2.00	3.00	4.50	7.00		
	148 Fiver	Lowboy	5	1.25	2.25	3.50	5.00		1935	425-H New Travo	Portable	4	2.25	3.50	5.00	8.00	
	136-1-2-PA	Console	10	1.75	2.75	4.50	6.00		515-AC	Fiver	Table	5	2.25	3.50	5.00	8.00	
	146-1-2-PA	Console	9	1.50	2.50	4.00	5.50		525-B	Galleon	Table	5	2.25	3.50	5.00	8.00	
	132-1-2-MB	Console	11	1.75	2.75	4.50	6.00		505-MK	Galleon	Console	5	2.25	3.50	5.00	8.00	
	132-1-2-W	Console	11	2.00	3.00	5.00	6.50		1014	Midget	10	3.00	4.50	7.00	11.00		
	128-2-EA	Midget	8	1.50	2.50	4.00	5.50		1014	Lowboy	10	3.00	4.50	7.50	11.00		
	128-1-LC	Console Bat.	8	1.50	2.50	4.00	5.50		545-AD	Privateer	Table	5	2.25	3.50	5.00	8.00	
	9-2-FF	Chest	2	1.25	2.25	3.50	5.00		615-C	Crusier	Table	6	2.25	3.50	5.00	8.00	
	1933	Travo	Midget	4	1.50	2.50	4.00	6.00		617-M	Crusier	Console	6	2.50	4.00	6.00	9.50
		Casa	Midget	4	1.50	2.50	4.00	6.00		935-C	Buccaneer	Table	6	2.50	4.00	6.00	9.50
		Four	Midget	4	1.50	2.50	4.00	6.00		935-M	Buccaneer	Console	6	2.50	4.00	6.00	9.50
		Five	Midget	5	1.50	2.50	4.00	6.00		655-C	Olympia	Table	6	2.25	3.50	5.00	8.00
		Five Lowboy	Console	5	1.50	2.50	4.00	6.00		655-M	Olympia	Console	6	2.50	4.00	6.00	9.50
		Five Sheraton	Compact	5	1.50	2.50	4.00	6.00		715-D	Corsair	Table	7	2.50	4.00	6.00	9.50
Five		Cabriolet	Floor	5	1.50	2.50	4.00	6.00		715-N	Corsair	Console	7	2.50	4.00	6.00	9.50
Travette		Midget	5	1.50	2.50	4.00	6.00		855-D	Merrimac	Table	8	2.50	4.00	6.00	9.50	
Companion		Midget	5	1.50	2.50	4.00	6.00		855-N	Merrimac	Console	8	3.00	4.50	7.50	11.00	
Six		Midget	6	1.50	2.50	4.00	6.00		725-F	Viking	Table	7	2.50	4.00	6.00	9.50	
Seven		Midget	7	1.50	2.50	4.00	6.00		725-P	Viking	Console	7	3.00	4.50	7.50	11.00	
Seven		Lowboy	7	1.50	2.50	4.00	6.00		865-F	Monitor	Table	8	3.00	4.50	7.50	11.00	
Sevette		Floor	7	1.50	2.50	4.00	6.00		865-P	Monitor	Console	8	3.00	4.50	7.50	11.00	
Ten		Compact	10	1.50	2.50	4.00	6.00		915-EK	Clipper	Table	8	3.00	4.50	7.50	11.00	
Ten Lowboy		Lowboy	10	1.75	3.00	4.50	6.50		915-RA	Clipper	Console	8	3.00	4.50	7.50	11.00	
Twelve		Compact	12	1.75	3.00	4.50	6.50		1055-EK	Const.	Table	10	3.00	4.50	7.50	11.00	
Twelve		Lowboy	12	1.75	3.00	4.50	6.50		1055-EK	Const.	Console	10	3.25	5.00	9.00	12.50	
Fourteen		Console	12	2.25	4.00	6.00	9.00		415-AA	Table	4	2.25	3.50	5.00	8.00		
Repose, Jr.		Midg. Chass. Cons. Spkr.	2	1.50	2.50	4.00	6.00		555-KC	Table	5	2.25	3.50	5.00	8.00		
Repose		Console	2	1.50	2.50	4.00	6.00		555-SA	Console	5	2.25	3.50	5.00	8.00		
Fire-Screen		Screen	2	1.50	2.50	4.00	6.00		625-E	Table	6	2.50	4.00	6.00	9.50		
Bat. 5		Midget	5	1.50	2.50	4.00	6.00		625-NB	Console	6	3.00	4.50	7.50	11.00		
Bat. 5 Lowb.		Lowboy	5	1.50	2.50	4.00	6.00		815-EC	Table	8	2.50	4.00	6.00	9.50		
Bat. 8		Compact	8	1.50	2.50	4.00	6.00		815-NC	Console	8	2.50	4.00	6.00	9.50		
Bat. 9 Lowb.	Lowboy	8	1.75	3.00	4.50	6.50		645-CB	Table	6	2.25	3.50	5.00	8.00			
32-DC	Table	5	1.50	2.50	4.00	6.00		645-MB	Console	6	2.50	4.00	6.00	9.50			
32-DC	Lowb.	Lowboy	5	1.75	3.00	4.50	6.50		ECHOPHONE								
Ten	Compact	3	1.50	2.50	4.00	6.00		1931	90	Lowboy	8	\$1.50	\$2.50	\$4.00	\$5.00		
40	Midget	4	1.50	2.50	4.00	6.00		65	Lowboy	7	1.25	2.25	3.50	4.50			
60	Midget	6	1.50	2.50	4.00	6.00		80	Midget	8	1.25	2.25	3.50	4.50			
60	Lowboy	6	1.50	2.50	4.00	6.00		70	Midget	7	1.25	2.25	3.50	4.50			
Totem	Portable	4	1.50	2.50	4.00	6.00		60	Midget	7	1.25	2.25	3.50	4.50			
Totem	Chest	4	1.50	2.50	4.00	6.00		40	Midget	4	1.00	2.00	3.00	4.00			
DeLuxe	Midget	5	1.50	2.50	4.00	6.00		1932	5	Midget	8	1.25	2.25	3.50	5.00		
148 Fiver-D	Midget	5	1.50	2.50	4.00	6.00		10	Midget	8	1.50	2.50	4.00	5.50			
154	Midget	4	1.50	2.50	4.00	6.00		15	Midget	8	1.50	2.50	4.00	5.50			
Leader-D	Midget	4	1.50	2.50	4.00	6.00		20	Lowboy	8	1.75	2.75	4.50	6.00			
157	Midget	10	1.50	2.50	4.00	6.00		4	Midget	4	1.25	2.25	3.50	5.00			
160 Twelve	Midget	12	1.50	2.50	4.00	6.00		44	Midget	4	1.25	2.25	3.50	5.00			
160 Twelve	Lowboy	12	1.75	3.00	4.50	6.50		35	Lowboy	12	2.25	3.75	7.50	9.00			
Dual 10	Console	10	1.75	3.00	4.50	6.50		12	Midget	5	1.25	2.25	3.50	5.00			
1934	Moderne	Console	10	1.75	3.00	4.50	6.50		14	Midget	5	1.25	2.25	3.50	5.00		
	Dual 12	Console	12	2.00	3.50	5.00	7.50		16	Midget	8	1.50	2.50	4.00	5.50		
	814FA	Midget	8	2.50	4.00	6.00	9.00										
	814QB	Lowboy	8	2.50	4.00	6.00	9.00										
	714CA	Midget	7	2.25	3.50	5.00	8.00										
	714NA	Console	7	2.50	4.00	6.00	9.00										
	614BH																

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Year Model		Cabinet	Tubes	A	B	C	D	Year Model	Cabinet	Tubes	A	B	C	D	
17			8	1.50	2.50	4.00	5.50	111	Table	6	2.25	3.50	5.00	8.00	
18	Lowboy		8	1.75	2.75	4.50	6.00	36	Table	5	2.25	3.50	5.00	8.00	
36	Console		12	2.75	3.75	7.50	9.00	108	Compact	5	2.25	3.50	5.00	8.00	
50	Midget		6	1.25	2.25	3.50	5.00	110	Compact	5	2.25	3.50	5.00	8.00	
55	Console, Lowboy		6	1.25	2.25	3.50	5.00	34-C	Table	6	2.25	3.50	5.00	8.00	
25	Console		8	1.75	2.75	4.50	6.00	104	Table	8	2.50	4.00	6.00	9.50	
25	Console (Modernistic)		8	1.75	2.75	4.50	6.00	105	Console	11	3.50	6.00	10.50	15.00	
ERLA								101	Console	6	2.50	4.00	6.00	9.50	
1931	21P	Midget	4	\$1.00	\$2.00	\$3.00	\$4.00	101-U	Console	6	2.50	4.00	6.00	9.50	
	22P	Midget	4	1.00	2.00	3.00	4.00	102	Console	7	3.00	4.50	7.50	11.00	
1933	72	Table	2	2.00	3.50	5.00	7.50	101-F7	Console	7	2.50	4.00	6.00	9.50	
	73	Console	2	2.00	3.50	5.00	7.50	103	Table	5	2.25	3.50	5.00	8.00	
1934	4143	Table	4	2.00	3.00	4.50	7.00	34-17	Table	7	2.25	3.50	5.00	8.00	
	4536	Table	6	2.00	3.00	4.50	7.00	102-LW	Console	8	3.00	4.50	7.50	11.00	
	5211	Table	5	2.00	3.00	4.50	7.00	105-LW	Console	11	3.50	6.00	10.50	15.00	
	5721	Table	5	2.00	3.00	4.50	7.00	104-LW	Table	8	2.50	4.00	6.00	9.50	
	6315	Table	6	2.25	3.50	5.00	8.00	107-LW	Table	6	2.25	3.50	5.00	8.00	
	6317	Console	6	2.50	4.00	6.00	9.00	108-LW	Compact	5	2.25	3.50	5.00	8.00	
	6323	Table	6	2.25	3.50	5.00	8.00	110-LW	Compact	5	2.25	3.50	5.00	8.00	
	6241	Table	6	2.00	3.00	4.50	7.00	111-LW	Compact	6	2.25	3.50	5.00	8.00	
	6232	Console	6	2.25	3.50	5.00	8.00	FADA							
	7741	Table	7	2.00	3.00	4.50	7.00	1931	43	Midget	7	\$1.50	\$2.50	\$4.00	\$5.00
	7732	Console	7	2.25	3.50	5.00	8.00	54	Console	8	1.75	2.75	4.50	5.50	
	5628	Table	5	2.00	3.00	4.50	7.00	1932	73	Table	7	1.50	2.50	4.00	5.50
EMERSON									171	Midget	8	1.50	2.50	4.00	5.50
1931	KS	Midget	8	1.25	2.25	3.50	4.50	85	Lowboy	7	1.50	2.50	4.00	5.50	
	C-2	Console	8	1.50	2.50	4.00	5.00	173	Lowboy	8	1.75	2.75	4.50	6.00	
	E-80	Console	8	1.50	2.50	4.00	5.00	74	Console	9	1.75	2.75	4.50	6.00	
	E	Console	8	1.50	2.50	4.00	5.00	55	Midget	5	1.25	2.25	3.50	5.00	
1932	J-53	Midget	5	1.25	2.25	3.50	5.00	76	Lowboy	9	1.75	2.75	4.50	6.00	
	KS-80	Console	8	1.75	2.75	4.50	6.00	87	Lowboy	9	1.50	2.50	4.00	5.50	
	KS-70	Console	8	1.50	2.50	4.00	5.50	78	Lowboy	11	2.25	3.25	6.00	7.50	
	K-70	Console	8	1.50	2.50	4.00	5.50	79	Highboy	11	2.25	3.25	6.00	7.50	
	K-80	Console	8	1.50	2.50	4.00	5.50	66	Console	7	2.00	3.00	5.00	6.50	
	J-54	Console	5	1.25	2.25	3.50	5.00	76	Lowboy	7	1.50	2.50	4.00	5.50	
	M-755	Midget	7	1.25	2.25	3.50	5.00	85	Lowboy	9	1.50	2.50	4.00	5.50	
	CS-52	Midget	5	1.25	2.25	3.50	5.00	87	Console	9	1.50	2.50	4.00	5.50	
	C-52	Midget	5	1.25	2.25	3.50	5.00	97	Lowboy	9	1.50	2.50	4.00	5.50	
	T-51	Chest	4	1.25	2.25	3.50	5.00	55	Table	5	1.25	2.25	3.50	5.00	
	TS-51	Chest	4	1.25	2.25	3.50	5.00	1933	141	Compact	6	1.75	3.00	4.50	6.50
	L-458	Chest	4	1.25	2.25	3.50	5.00	131	Console	6	1.75	3.00	4.50	6.50	
	L-460	Midget	4	1.25	2.25	3.50	5.00	132	Console	6	1.75	3.00	4.50	6.50	
	L-557	Chest	5	1.25	2.25	3.50	5.00	133	Console	6	2.00	3.50	5.00	7.50	
	L-559	Chest	5	1.25	2.25	3.50	5.00	134	Console	6	2.00	3.50	5.00	7.50	
	20-A	Midget	4	1.25	2.25	3.50	5.00	135	Console	6	2.50	4.50	7.50	10.50	
	JS-53	Midget	5	1.25	2.25	3.50	5.00	106	Midget	5	1.50	2.50	4.00	6.00	
	JS-54	Console	5	1.25	2.25	3.50	5.00	107	Midget	5	1.50	2.50	4.00	6.00	
	L-556	Compact	5	1.25	2.25	3.50	5.00	112	Carrying	5	1.75	3.00	4.50	6.50	
	L-559	Chest	5	1.25	2.25	3.50	5.00	103	Compact	4	1.50	2.50	4.00	6.00	
	L-456	Midget	4	1.25	2.25	3.50	5.00	98	Lowboy	7	1.75	3.00	4.50	6.50	
	L-457	Compact	4	1.25	2.25	3.50	5.00	1934	1462D	Compact	6	2.00	3.00	4.50	7.00
	L-459	Chest	4	1.25	2.25	3.50	5.00	1470E	Console	7	2.50	4.00	6.00	9.00	
	AW-55	Midget	6	1.50	2.50	4.00	5.50	1480C	Midget	8	2.25	3.50	5.00	8.00	
	LB-433	Compact	4	1.25	2.25	3.50	5.00	1470C	Midget	7	2.25	3.50	5.00	8.00	
	LB-460	Midget	4	1.25	2.25	3.50	5.00	1450F	Console	5	2.25	3.50	5.00	8.00	
1933	420	Compact	5	1.50	2.50	4.00	6.00	1452F	Console	5	2.25	3.50	5.00	8.00	
	410	Compact	4	1.50	2.50	4.00	6.00	128	Midget	2	2.25	3.50	5.00	8.00	
	250-AW	Compact	5	1.50	2.50	4.00	6.00	127	Console	2	2.50	4.00	6.00	9.00	
	33-AW	Compact	5	1.50	2.50	4.00	6.00	128	Console	2	2.50	4.00	6.00	9.00	
	30-AW	Compact	5	1.50	2.50	4.00	6.00	1450A	Midget	2	2.00	3.00	4.50	7.00	
	321-AW	Compact	5	1.50	2.50	4.00	6.00	1452A	Midget	5	2.00	3.00	4.50	7.00	
	350-AW	Compact	5	1.50	2.50	4.00	6.00	1935	150T	Midget	5	2.25	3.50	5.00	8.00
	35	Midget	6	1.50	2.50	4.00	6.00	150C	Console	5	2.50	4.00	6.00	9.50	
	375	Compact	6	1.50	2.50	4.00	6.00	150CA	Console	5	2.50	4.00	6.00	9.50	
	20A	Compact	4	1.50	2.50	4.00	6.00	160CA	Console	6	2.50	4.00	6.00	9.50	
	250-LW	Compact	5	1.50	2.50	4.00	6.00	1582H	Midget	8	3.00	4.50	6.00	9.50	
	25A	Compact	4	1.50	2.50	4.00	6.00	1582JK	Console	8	3.25	5.00	9.00	12.50	
	33-LW	Compact	5	1.50	2.50	4.00	6.00	1582J	Console	8	3.00	4.50	7.50	11.00	
	300	Compact	5	1.50	2.50	4.00	6.00	140SW	Compact	6	2.25	3.50	5.00	8.00	
	30-LW	Compact	5	1.50	2.50	4.00	6.00	1460B	Midget	5	2.50	4.00	6.00	9.50	
	409	Midget	4	1.50	2.50	4.00	6.00	1470FK	Console	7	3.25	5.00	9.00	12.50	
	321-LW	Compact	5	1.50	2.50	4.00	6.00	1480E	Console	8	3.00	4.50	7.50	11.00	
	411	Midget	4	1.50	2.50	4.00	6.00	1480EK	Console	8	3.25	5.00	9.00	12.50	
	350-LW	Compact	5	1.50	2.50	4.00	6.00	145	Compact	6	2.25	3.50	5.00	8.00	
	M-755	Midget	7	1.50	2.50	4.00	6.00	145SW	Compact	6	2.25	3.50	5.00	8.00	
	S-755	Midget	7	1.75	3.00	4.50	6.50	162T	Midget	6	2.50	4.00	6.00	9.50	
	L-755	Midget	7	1.75	3.00	4.50	6.50	162C	Console	6	3.00	4.50	7.50	11.00	
	40	Consolette	6	1.50	2.50	4.00	6.00	170C	Console	7	3.00	4.50	7.50	11.00	
	50	Consolette	7	1.75	3.00	4.50	6.50	170CK	Console	7	3.00	4.50	7.50	11.00	
	50-S	Consolette	7	1.75	3.00	4.50	6.50	170T	Table	7	2.50	4.00	6.00	9.50	
	50-L	Consolette	7	1.75	3.00	4.50	6.50	190C	Console	9	3.25	5.00	9.00	12.50	
1934	416	Compact	4	2.00	3.00	4.50	7.00	190CK	Console	9	3.50	6.00	10.50	15.00	
	23	Compact	4	2.00	3.00	4.50	7.00	190T	Table	9	3.00	4.50	7.50	11.00	
	28	Up. Table	5	2.00	3.00	4.50	7.00	192C	Console	9	3.00	4.50	7.50	11.00	
	31-AW	Compact	5	2.00	3.00	4.50	7.00	192CK	Console	9	3.25	5.00	9.00	12.50	
	19	Compact	4	2.00	3.00	4.50	7.00	192T	Table	9	2.50	4.00	6.00	9.50	
	26	Midget	5	2.00	3.00	4.50	7.00	1462D	Compact	6	2.25	3.50	5.00	8.00	
	32	Compact	5	2.00	3.00	4.50	7.00	FAIRBANKS-MORSE							
	39	Midget													

TRADE-IN BLUEBOOK

Year	Model	Cabinet	Tubes	*A	*B	*C	*D
(FAIRBANKS-MORSE 1935, Continued)							
	8218	Table	8	3.00	4.50	7.50	11.00
	4115-B	Table	4	2.25	3.50	5.00	8.00
	6416-B	Table	6	2.25	3.50	5.00	8.00
	5645-A	Console	5	2.25	3.50	5.00	8.00
	5445	Console	5	2.50	4.00	6.00	9.50
	6346	Console	6	3.00	4.50	7.50	11.00
	8247	Console	8	3.00	4.50	7.50	11.00
	8248	Console	8	3.25	5.00	9.00	12.50
	10049	Console	10	3.50	6.00	10.50	15.00
	10050	Console	10	4.00	7.50	12.00	18.00
	6445-B	Console	6	2.50	4.00	6.00	9.50
	5107	Midget	5	2.50	4.00	6.00	9.50
	5112	Midget	5	2.50	4.00	6.00	9.50
	5143	Console	5	2.25	3.50	5.00	8.00
	5312	Midget	5	2.25	3.50	5.00	8.00
	5341	Console	5	2.50	4.00	6.00	9.50
	6010	Midget	6	2.25	3.50	5.00	8.00
	6044	Console	6	2.50	4.00	6.00	9.50
	6616	Midget	6	2.50	4.00	6.00	9.50
	6645	Console	6	2.50	4.00	6.00	9.50
	7042	Console	7	3.00	4.50	7.50	11.00
	7117	Midget	7	2.50	4.00	6.00	9.50
	7146	Console	7	3.00	4.50	7.50	11.00
	8110	Midget	8	2.25	3.50	5.00	8.00
	8141	Console	8	2.50	4.00	6.00	9.50
	9018	Midget	9	3.00	4.50	7.50	11.00
	9047	Console	9	3.25	5.00	9.00	12.50
	9048	Console	9	3.25	5.00	9.00	12.50
	11049	Console	11	4.00	7.50	12.00	18.00
	11050	Console	11	4.00	7.50	12.00	18.00
FRANKLIN							
1933	53C	Compact	5	\$1.50	\$2.50	\$4.00	\$6.00
	44A & 44C	Compact	4	1.50	2.50	4.00	6.00
	44AL & 44CL	Compact	4	1.50	2.50	4.00	6.00
	74L	Compact	7	1.75	3.00	4.50	6.50
	74L	Console	7	1.75	3.00	4.50	6.50
	53A	Compact	5	1.50	2.50	4.00	6.00
	43A	Compact	4	1.50	2.50	4.00	6.00
	43B	Compact	4	1.50	2.50	4.00	6.00
	43C	Compact	4	1.50	2.50	4.00	6.00
	54-A	Compact	5	1.50	2.50	4.00	6.00
	54-C	Compact	5	1.50	2.50	4.00	6.00
	54-CL	Compact	5	1.50	2.50	4.00	6.00
	54-G	Gothic	5	1.50	2.50	4.00	6.00
	64	Moderne	6	1.50	2.50	4.00	6.00
	94	(Custom build)	9	3.00	5.00	9.00	12.00
1934	55CU	Midget	5	2.00	3.00	4.50	7.00
	55EU	Table	5	2.00	3.00	4.50	7.00
	65VU	Table	6	2.00	3.00	4.50	7.00
	65HU	Table	6	2.25	3.50	5.00	8.00
	65HU32	Table	6	2.25	3.50	5.00	8.00
	105C	Console	9	3.50	6.00	10.50	15.00
	105PC	Console	9	3.50	6.00	10.50	15.00
	45E32V	Table	5	2.00	3.00	4.50	7.00
	55D	Midget	5	2.00	3.00	4.50	7.00
	55GU	Table	5	2.00	3.00	4.50	7.00
	94C	Console	9	3.50	6.00	10.50	15.00
	94PC	Console RP	9	3.50	6.00	10.50	15.00
	54-C	Compact	5	2.00	3.00	4.50	7.00
	54-CX	Compact	5	2.00	3.00	4.50	7.00
	54CL	Compact	5	2.00	3.00	4.50	7.00
	54CLX	Compact	5	2.00	3.00	4.50	7.00
	54CSX	Compact	5	2.00	3.00	4.50	7.00
	65VL	Table	6	2.00	3.00	4.50	7.00
	44C32	Table	5	2.00	3.00	4.50	7.00
	55G	Table	5	2.00	3.00	4.50	7.00
	55VU	Table	6	2.00	3.00	4.50	7.00
FREED							
1931	FE97	Midget	8	1.25	2.25	3.50	4.50
	FE98	Midget	8	1.25	2.25	3.50	4.50
	FE96	Midget	7	1.25	2.25	3.50	4.50
	FE94	Midget	4	1.25	2.25	3.50	4.50
1932	51	Midget	5	1.25	2.25	3.50	5.00
	54	Table	5	1.25	2.25	3.50	5.00
	59	Chest	5	1.25	2.25	3.50	5.00
1933	A-7	Compact	4	1.50	2.50	4.00	6.00
	77	Compact	7	1.50	2.50	4.00	6.00
	55P	Portable	5	1.50	2.50	4.00	6.00
	55	Compact	5	1.50	2.50	4.00	6.00
	55	Portable	5	1.50	2.50	4.00	6.00
1934	406	Midget	4	2.25	3.50	5.00	8.00
	367X	Table	6	2.25	3.50	5.00	8.00
	366SW	Portable	..	2.25	3.50	5.00	8.00
	366SW	Compact	..	2.25	3.50	5.00	8.00
	354	Table	5	2.00	3.00	4.50	7.00
	355	Table	5	2.00	3.00	4.50	7.00
	366	Table	6	2.25	3.50	5.00	8.00
	367	Table	6	2.25	3.50	5.00	8.00
	406	Table	4	2.25	3.50	5.00	8.00
	432	Table	4	2.25	3.50	5.00	8.00
	469	Table	6	2.00	3.00	4.50	7.00
GENERAL ELECTRIC							
1931	S42	Lowboy	8	1.50	2.50	4.00	5.00
	H-31	Lowboy	9	2.00	3.00	5.00	6.50
	S42D	Lowboy	7	1.50	2.50	4.00	5.00
	H-51	Highboy	9	2.50	3.50	6.00	7.50
	H-71	Console R-P	9	2.50	3.50	6.00	7.50
	S42B	Lowboy	8	1.50	2.50	4.00	5.00
	T-41	Lowboy	7	1.75	2.75	4.50	5.50
	K62	Lowboy	9	1.75	2.75	4.50	5.50
	H32	Lowboy	10	2.50	3.50	6.00	7.50
	H72	Combination	10	2.50	3.50	6.00	7.50
	T12	Midget	4	1.00	2.00	3.00	4.00
	T12D	Midget	4	1.00	2.00	3.00	4.00
	S22	Midget	8	1.25	2.50	4.00	5.00
	S22D	Midget	7	1.50	2.50	4.00	5.00
	S22X	Midget	8	1.50	2.50	4.00	5.00

Year	Model	Cabinet	Tubes	*A	*B	*C	*D
	K82	Grand. Clock	9	2.50	3.50	6.00	7.50
	H91R	Grand. Clock	10	2.50	3.50	6.00	7.50
	E52	Phonograph	..	1.25	2.25	3.50	4.50
1932	J-82	Table	8	1.50	2.50	4.00	5.50
	J-85	Lowboy	8	1.75	2.75	4.50	6.00
	J-75	Lowboy	7	1.50	2.50	4.00	5.50
	J-80	Table	7	1.50	2.50	4.00	5.50
	J-70	Table	7	1.25	2.25	3.50	5.00
	J-83	Midget	8	1.50	2.50	4.00	5.50
	H-91	Gr. Clock	10	2.75	3.75	7.50	9.00
	J-100	Midget	10	1.50	2.50	4.00	5.50
	K-82	Gr. Clock	9	2.75	3.75	7.50	9.00
	J-107	Lowboy	10	2.00	3.00	5.00	6.50
	J-109	Highboy	10	2.75	3.75	7.50	9.00
	J-125	Lowboy	12	2.25	3.25	6.00	7.50
	J-88	Lowboy	8	2.00	3.00	5.00	6.50
	J-86	Lowboy	8	1.50	2.50	4.00	5.50
	H-72	Lowboy	10	2.75	3.75	7.50	9.00
	J-87	Console	8	1.75	2.75	4.50	6.00
	S-42-B	Lowboy	8	1.75	2.75	4.50	6.00
	J-72	Midget	7	1.25	2.25	3.50	5.00
	A-81	(Portable)	8	1.75	2.75	4.50	6.00
1933	K-126	Console	12	2.50	4.50	7.50	10.50
	K-52	Compact	5	1.50	2.50	4.00	6.00
	K-63	Chest	5	1.50	2.50	4.00	6.00
	K-63	Compact	6	1.50	2.50	4.00	6.00
	K-48	Humidor	4	1.50	2.50	4.00	6.00
	K-68	Lowboy	5	2.00	3.50	5.00	7.50
	K-78	Console	7	2.50	4.50	7.50	10.50
	K-79	Console	7	3.00	5.00	9.00	12.00
	K-107	Console	10	2.50	4.50	7.50	10.50
	K-43	Compact	4	1.50	2.50	4.00	6.00
	BX	Compact	4	1.50	2.50	4.00	6.00
	J-72	Midget	7	1.50	2.50	4.00	6.00
	J-83	Midget	8	1.75	3.00	4.50	6.50
	J-87A	Console	8	2.00	3.50	5.00	7.50
	J-125A	Console	12	2.50	4.50	7.50	10.50
	K-40	Compact	4	1.50	2.50	4.00	6.00
	K-40-A	Compact	4	1.50	2.50	4.00	6.00
	K-41	Compact	4	1.50	2.50	4.00	6.00
	K-50	Midget	5	1.50	2.50	4.00	6.00
	K-51	Compact	5	1.50	2.50	4.00	6.00
	K-53M	Midget	5	1.50	2.50	4.00	6.00
	K-54-P	Chest R-P	5	1.50	2.50	4.00	6.00
	K-60	Midget	6	1.50	2.50	4.00	6.00
	K-64	Midget	6	1.75	3.00	4.50	6.50
	K-65	Console	6	1.50	2.50	4.00	6.00
	K-66	Console	6	1.75	3.00	4.50	6.50
	K-66M	Console	6	2.00	3.50	5.00	7.50
	K-80	Midget	8	2.00	3.50	5.00	7.00
	K-85	Console	8	2.50	4.50	7.50	10.50
	K-106	Console	10	2.50	4.50	7.50	10.50
	L-50	Portable	5	1.50	2.50	4.00	6.00
	L-51	Compact	5	1.50			

TRADE-IN BLUEBOOK

Year	Model	Cabinet	Tubes	A	B	C	D	Year	Model	Cabinet	Tubes	A	B	C	D	
1935	2105AW	Console	10	2.50	4.00	6.00	9.00	1934	19B	Midget	6	1.50	2.50	4.00	6.00	
	3105AW	Console	10	3.50	6.00	10.50	15.00		19H	Highboy	6	1.50	2.50	4.00	6.00	
	4105AW	Console	10	3.50	6.00	10.50	15.00		19X	Console	6	1.75	3.00	4.50	6.50	
	86AW	Chassis	8	2.50	4.00	6.00	9.50		80B	Midget	4	1.50	2.50	4.00	6.00	
	186AW	Table	8	2.50	4.00	6.00	9.50		80P	Portable	4	1.50	2.50	4.00	6.00	
	286AW	Console	8	3.00	4.50	7.50	11.00		37C	Compact	5	1.50	2.50	4.00	6.00	
	386AW	Phono-Comb	8	3.50	6.00	10.50	15.00		57C	Compact	4	1.50	2.50	4.00	6.00	
	106AW	Chassis	10	2.50	4.00	6.00	9.50		26L	Console RP	6	1.75	3.00	4.50	6.50	
	1106AW	Table	10	3.00	4.50	7.50	11.00		81B	Midget	4	1.50	2.50	4.00	6.00	
	2106AW	Console	10	3.00	4.50	7.50	11.00		38B	Midget	5	1.50	2.50	4.00	6.00	
	3106AW	Phono-Comb	10	3.50	6.00	10.50	15.00		48L	Compact	5	1.50	2.50	4.00	6.00	
	126AW	Chassis	12	3.00	4.50	7.50	11.00		48C	Compact	5	1.50	2.50	4.00	6.00	
	1126AW	Table	12	3.00	4.50	7.50	11.00			Century of Progress		3.00	5.00	9.00	12.00	
	2126AW	Console	12	3.25	5.00	9.00	12.50		47X	Inclined	8	2.00	3.50	5.00	7.50	
	3126AW	Phono-Comb	12	4.00	7.50	12.00	18.00		27-L	Lowboy	6	1.75	3.00	4.50	6.50	
	PR16-CTS	Chassis	16	3.50	6.00	10.50	15.00		23-L	Lowboy	9	2.25	4.00	6.00	9.00	
	PR16-CTS.C	Chassis	16	3.50	6.00	10.50	15.00		25-L	Lowboy	8	2.50	4.50	7.50	10.50	
	PR16	Table	16	3.50	6.00	10.50	15.00			200X	Console	10	3.50	6.00	10.50	15.00
	PR16-C	Table	16	4.00	7.50	12.00	18.00		16X	Console	11	3.50	6.00	10.50	15.00	
	PR16-K	Console	16	4.00	7.50	12.00	18.00		118X	Console	8	2.50	4.00	6.00	9.00	
	PR16-CK	Console	16	4.00	7.50	12.00	18.00		144X	Console	6	2.50	4.00	6.00	9.00	
	PR16-KP	Phono-Comb	16	4.00	7.50	12.00	18.00		118MX	Console	8	2.50	4.00	6.00	9.00	
PR16-CKP	Phono-Comb	16	4.00	7.50	12.00	18.00	18MX	Console	6	2.25	3.50	5.00	8.00			
PHILCO									29X	Console	6	2.25	3.50	5.00	8.00	
1931	112	Lowboy	11	\$2.00	\$3.00	\$5.00	\$6.50	12RX	Console	11	3.50	6.00	10.50	15.00		
	112	Highboy	11	2.50	3.50	6.00	7.50	118RX	Console	8	2.75	4.50	7.50	10.50		
	90	Highboy	9	1.75	2.75	4.50	5.50	29TX	Console	6	2.50	4.00	6.00	9.00		
	90	Lowboy	9	1.50	2.50	4.00	5.00	118D	Highboy	8	3.00	5.00	9.00	12.00		
	70	Highboy	7	1.25	2.25	3.50	4.50	118H	Highboy	8	2.50	4.00	6.00	9.00		
	35	Highboy	7	1.25	2.25	3.50	4.50	18H	Highboy	8	2.50	4.00	6.00	9.00		
	46	Highboy	6	1.50	2.50	4.00	5.00	144H	Highboy	6	2.50	4.00	6.00	9.00		
	50	Lowboy	5	1.00	2.00	3.00	4.00	14MX	Console	9	2.50	4.00	6.00	9.00		
	212	Combination	11	2.50	3.50	6.00	7.50	16PX	Console RP	11	3.50	6.00	10.50	15.00		
	270	Combination	7	1.75	2.75	4.50	5.50	17RX	Console	11	3.50	6.00	10.50	15.00		
	90	Baby Grand	9	1.25	2.25	3.50	4.50	28C	Compact	6	2.00	3.00	4.50	7.00		
	35	Baby Grand	7	1.25	2.25	3.50	4.50	28L	Lowboy	6	2.25	3.50	5.00	8.00		
	70	Baby Grand	7	1.00	2.00	3.00	4.00	29X	Console	6	2.25	3.50	5.00	8.00		
	50	Baby Grand	5	1.00	2.00	3.00	4.00	291X	Console	6	2.50	4.00	6.00	9.00		
	46	Baby Grand	6	1.25	2.25	3.50	4.50	44B	Midget	6	2.25	3.50	5.00	8.00		
	370	End Table	7	1.25	2.25	3.50	4.50	16L	Lowboy	11	3.00	5.00	9.00	12.00		
	1932	80B	Midget	4	1.25	2.25	3.50	5.00	45L	Lowboy	6	2.25	3.50	5.00	8.00	
		52-L	Console	5	1.25	2.25	3.50	5.00	89L	Lowboy	6	2.00	3.00	4.50	7.00	
		52-L	Phono Comb	7	1.50	2.50	4.00	5.50	66L	Lowboy	5	2.00	3.00	4.50	7.00	
		15-X	Console	12	2.25	3.25	6.00	7.50	16B	Baby Grand	11	2.50	4.00	6.00	9.00	
		91-X	Console	10	1.75	2.75	4.50	6.00	118B	Baby Grand	8	2.25	3.50	5.00	8.00	
		91-D	Highboy	10	1.75	2.75	4.50	6.00	18B	Baby Grand	8	2.25	3.50	5.00	8.00	
		91-L	Lowboy	10	1.75	2.75	4.50	6.00	144B	Baby Grand	6	2.25	3.50	5.00	8.00	
91-B		Baby Grand	10	1.75	2.75	4.50	6.00	66B	Baby Grand	5	2.00	3.00	4.50	7.00		
71-D		Highboy	8	1.50	2.50	4.00	5.50	89B	Baby Grand	6	2.00	3.00	4.50	7.00		
71-H		Highboy	8	1.75	2.75	4.50	6.00	60B	Baby Grand	5	2.00	3.00	4.50	7.00		
71-J		Lowboy	8	1.50	2.50	4.00	5.50	84B	Baby Grand	4	2.00	3.00	4.50	7.00		
71-B		Baby Grand	8	1.25	2.25	3.50	5.00	48C	Compact	6	2.00	3.00	4.50	7.00		
52-C		Compact	5	1.25	2.25	3.50	5.00	54S	Compact	5	2.00	3.00	4.50	7.00		
52-B		Baby Grand	5	1.25	2.25	3.50	5.00	54C	Compact	5	2.00	3.00	4.50	7.00		
28-X		Console	10	2.75	3.75	7.50	9.00	59S	Compact	4	2.00	3.00	4.50	7.00		
22-L		Lowboy	8	2.25	3.25	6.00	7.50	59C	Compact	4	2.00	3.00	4.50	7.00		
43-X		Console	9	1.75	2.75	4.50	6.00	50CX	Console	11	3.50	6.00	10.50	15.00		
43-H		Highboy	9	1.75	2.75	4.50	6.00	44H	Console	6	2.50	4.00	6.00	9.00		
43-B		Baby Grand	9	1.50	2.50	4.00	5.50	47B	Midget	8	2.25	3.50	5.00	8.00		
4-C		Compact	3	1.25	2.25	3.50	5.00	47H	Console	8	2.50	4.00	6.00	9.00		
36-D		Highboy	7	1.75	2.75	4.50	6.00	47D	Console	2	2.50	4.00	6.00	9.00		
36-L		Lowboy	7	1.75	2.75	4.50	6.00	60MB	Midget	5	2.00	3.00	4.50	7.00		
90X		Console	9	1.75	2.75	4.50	6.00	66L	Console	2	2.00	3.00	4.50	7.00		
36-B		Baby Grand	11	2.25	3.25	6.00	7.50	144B	Midget	6	2.25	3.50	5.00	8.00		
112X		Console	11	2.25	3.25	6.00	7.50	201X	Console	10	3.50	6.00	10.50	15.00		
15DX		Console	11	2.75	3.75	7.50	9.00	569X	Console RP	10	3.50	6.00	10.50	15.00		
47-X		Console	9	1.75	2.75	4.50	6.00	38H	Console	5	2.25	3.50	5.00	8.00		
47-D		Highboy	9	1.75	2.75	4.50	6.00	58C	Compact	4	2.00	3.00	4.50	7.00		
47-B		Baby Grand	9	1.50	2.50	4.00	5.50	501X	Console RP	11	3.50	6.00	10.50	15.00		
1933		57-C	Compact	4	1.50	2.50	4.00	6.00	501X	Console	11	3.50	6.00	10.50	15.00	
		60-B	Baby Grand	5	1.50	2.50	4.00	6.00	507L	Low Console	8	3.00	5.00	9.00	12.00	
		60-L	Lowboy	5	1.50	2.50	4.00	6.00	563L	Low Console	8	3.00	5.00	9.00	12.00	
		54-C	Compact	5	1.50	2.50	4.00	6.00	566L	Low Console	6	3.00	5.00	9.00	12.00	
		59-B	Baby Grand	6	1.50	2.50	4.00	6.00	56S	Highboy	5	2.50	4.00	6.00	9.00	
		59-L	Lowboy	6	1.50	2.50	4.00	6.00	34B	Table	7	2.25	3.50	5.00	8.00	
		19-LZ	Lazyboy	6	1.75	3.00	4.50	6.50	32B	Table	6	2.25	3.50	5.00	8.00	
		18-B	Baby Grand	8	1.75	3.00	4.50	6.50	34L	Console	7	2.50	4.00	6.00	9.00	
		18-L	Lowboy	8	1.75	3.00	4.50	6.50	32L	Highboy	6	2.50	4.00	6.00	9.00	
		18-H	Highboy	8	2.00	3.50	5.00	7.50	38L	Highboy	5	2.25	3.50	5.00	8.00	
		18-D	Highboy	8	2.00	3.50	5.00	7.50	38B	Table	5	2.00	3.00	4.50	7.00	
		18-X	Inclined	8	2.00	3.50	5.00	7.50	49D	Highboy	7	3.00	5.00	9.00	12.00	
		14-B	Baby Grand	9	1.75	3.00	4.50	6.50	49X	Console	7	2.50	4.00	6.00	9.00	
		14-L	Lowboy	9	2.00	3.50	5.00	7.50	49H	Highboy	7	2.50	4.00	6.00	9.00	
		14-X	Inclined	9	2.25	4.00	6.00	9.00	49B	Table	7	2.25	3.50	5.00	8.00	
		14-RX	End Tab. Cont. Cons.													
		17-L	Lowboy	11	2.25	4.00	6.00	9.50								
		17-D	Highboy	11	2.50	4.50	7.50	10.50								
		17-X	Inclined	11	2.50	4.50	7.50	10.50								
		16-B	Baby Grand	11	2.00	3.50	5.00	7.50								
		16-L	Lowboy	11	2.50	4.50	7.50	10.50								
		16-X	Inclined	11	3.00	5.00	9.00	12.00								

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Year	Model	Cabinet	Tubes	A	B	C	D
281.....	Console		6	3.50	6.00	10.50	15.00
341.....	Console		6	3.50	6.00	10.50	15.00
381.....	Console		6	3.50	6.00	10.50	15.00
1935 BT6-3.....	Table		6	2.25	3.50	5.00	8.00
BC6-4.....	Console		6	2.50	4.00	6.00	9.50
BT6-5.....	Table		6	2.50	4.00	6.00	9.50
BC6-6.....	Console		6	3.00	4.50	7.50	11.00
BT7-8.....	Table		7	2.50	4.00	6.00	9.50
BC7-9.....	Console		7	3.00	4.50	7.50	11.00
T4-8.....	Table		4	2.25	3.50	5.00	8.00
T4-9.....	Table		4	2.25	3.50	5.00	8.00
T4-10.....	Table		4	2.25	3.50	5.00	8.00
T5-2.....	Table		5	2.25	3.50	5.00	8.00
117.....	Table		5	2.25	3.50	5.00	8.00
214.....	Console		5	2.25	3.50	5.00	8.00
125.....	Table		6	2.25	3.50	5.00	8.00
225.....	Console		6	2.50	4.00	6.00	9.50
T8-14.....	Table		8	3.00	4.50	7.50	11.00
C8-15.....	Console		8	3.00	4.50	7.50	11.00
C9-4.....	Console		9	3.25	5.00	9.00	12.50
T10-1.....	Table		10	3.00	4.50	7.50	11.00
C11-1.....	Console		11	3.50	6.00	10.50	15.00
C13-2.....	Console		13	4.00	7.50	12.00	18.00
C15-3.....	Console		15	4.00	7.50	12.00	18.00
D9-19.....	Phono-Comb.		9	4.00	7.50	12.00	18.00
D11-2.....	Auto. Comb.		11	4.00	7.50	12.00	18.00
D22-1.....	Auto. Comb.		16	4.00	7.50	12.00	18.00
C7-6.....	Console		7	3.00	4.50	7.50	11.00
103.....	Midget		4	2.25	3.50	5.00	8.00
121.....	Midget		5	2.50	4.00	6.00	9.50
119.....	Compact		5	2.25	3.50	5.00	8.00
226.....	Console		6	3.00	4.50	7.50	11.00
243.....	Console		8	3.25	5.00	9.00	12.50
263.....	Console		10	4.00	7.50	12.00	18.00
REVERE							
1931 39.....	Midget		5	\$1.00	\$2.00	\$3.00	\$4.00
Pat.....	Midget		5	1.00	2.00	3.00	4.00
59.....	Console		5	1.25	2.25	3.50	4.50
79.....	Hall Clock		5	1.50	2.50	4.00	5.00
399.....	Midget		5	1.00	2.00	3.00	4.00
1932 65-S.....	Console		6	1.50	2.50	4.00	5.50
55-S.....	Console		6	1.50	2.50	4.00	5.50
47-S.....	Midget		6	1.25	2.25	3.50	5.00
SENTINEL							
1932 816.....	Console		8	\$1.50	\$2.50	\$4.00	\$5.50
814.....	Midget		8	1.50	2.50	4.00	5.50
1017.....	Highboy		10	1.75	2.75	4.50	6.00
827.....	Highboy		8	2.00	3.00	5.00	6.50
817.....	Highboy		8	1.75	2.75	4.50	6.00
1016.....	Console		10	1.75	2.75	4.50	6.00
826.....	Console		8	1.75	2.75	4.50	6.00
816.....	Console		8	1.50	2.50	4.00	5.50
815.....	Midget		8	1.50	2.50	4.00	5.50
614.....	Midget		6	1.25	2.25	3.50	5.00
513.....	Personal		5	1.25	2.25	3.50	5.00
412.....	Personal		4	1.25	2.25	3.50	5.00
1933 501.....	Midget		5	1.50	2.50	4.00	6.00
551.....	Midget		5	1.50	2.50	4.00	6.00
502.....	Console		5	1.50	2.50	4.00	6.00
561.....	Compact		5	1.50	2.50	4.00	6.00
599.....	Midget		5	1.50	2.50	4.00	6.00
564.....	Compact		5	1.50	2.50	4.00	6.00
623.....	Midget		6	1.50	2.50	4.00	6.00
625.....	Console		6	1.75	3.00	4.50	6.00
634.....	Compact		6	1.50	2.50	4.00	6.00
5001.....	Midget		5	1.75	3.00	4.50	6.50
635.....	Compact		6	1.75	3.00	4.50	6.50
1046.....	Console		10	2.00	3.50	5.00	7.50
1046.....	Console		11	2.00	3.50	5.00	7.50
Doala-A.....	Console		1	1.75	3.00	4.50	6.50
625.....	Console		6	1.75	3.00	4.50	6.50
1934 4143.....	Table		4	2.00	3.00	4.50	7.00
4536.....	Table		4	2.00	3.00	4.50	7.00
5211.....	Table		5	2.00	3.00	4.50	7.00
621.....	Table		5	2.00	3.00	4.50	7.00
6315.....	Table		6	2.25	3.50	5.00	8.00
6317.....	Table		6	2.50	4.00	6.00	9.00
6323.....	Table		6	2.25	3.50	5.00	8.00
6241.....	Table		6	2.00	3.00	4.50	7.00
6232.....	Console		6	2.25	3.50	5.00	8.00
7741.....	Table		7	2.00	3.00	4.50	7.00
7732.....	Console		7	2.25	3.50	5.00	8.00
5628.....	Table		5	2.00	3.00	4.50	7.00
1935 32F69.....	Table		4	2.25	3.50	5.00	8.00
33F70.....	Table		5	2.25	3.50	5.00	8.00
33R71.....	Console		5	2.50	4.00	6.00	9.50
35R70.....	Table		6	2.25	3.50	5.00	8.00
35R72.....	Console		6	2.50	4.00	6.00	9.50
34R73.....	Table		4	2.25	3.50	5.00	8.00
34B71.....	Console		4	2.50	4.00	6.00	9.50
31B74.....	Table		6	2.50	4.00	6.00	9.50
31B72.....	Console		6	3.00	4.50	7.50	11.00
36L73.....	Table		6	2.25	3.50	5.00	8.00
36L71.....	Console		6	2.50	4.00	6.00	9.50
30A83.....	Table		4	2.25	3.50	5.00	8.00
20A73.....	Table		5	2.25	3.50	5.00	8.00
20A71.....	Console		5	2.25	3.50	5.00	8.00
19A68.....	Table		6	2.25	3.50	5.00	8.00
19A71.....	Console		6	2.50	4.00	6.00	9.50
25A74.....	Table		6	2.25	3.50	5.00	8.00
25A72.....	Console		6	2.50	4.00	6.00	9.50
14A86.....	Table		9	2.50	4.00	6.00	9.50
14A72.....	Console		9	3.00	4.50	7.50	11.00
40A.....	Table		6	2.25	3.50	5.00	8.00
40A.....	Console		6	2.50	4.00	6.00	9.50

Year	Model	Cabinet	Tubes	*A	*B	*C	*D
SILVER-MARSHALL							
1931 737 Bearcat.....	Midget		5	\$2.00	\$3.00	\$5.00	\$6.50
714.....	Midget		6	1.50	2.50	4.00	5.00
37.....	Midget		8	1.50	2.50	4.00	5.00
38 Cadet.....	Consolette		8	1.50	2.50	4.00	5.00
39.....	Console		8	1.75	2.75	4.50	5.50
41.....	Console		8	2.00	3.00	5.00	6.50
783 Bearcat.....	Midget		8	1.50	2.50	4.00	5.00
40 DC.....	Console		8	1.75	2.75	4.50	5.50
724 DC.....	Console		8	1.50	2.50	4.00	5.00
716-683.....	Console		10	2.50	3.50	6.00	7.50
714-677B.....	Console		10	2.50	3.50	6.00	7.50
726-SW.....	Console		11	2.00	3.00	5.00	6.50
738.....	Midget		3	1.25	2.25	3.50	4.50
G6.....	Highboy		10	1.75	2.75	4.50	5.50
D1.....	Lowboy		9	1.50	2.50	4.00	5.00
F5.....	Lowboy		7	1.25	2.25	3.50	4.50
F4.....	Midget		7	1.25	2.25	3.50	4.50
1932 Triple Q-34.....	DeLuxe		11	2.25	3.25	6.00	7.50
Twin Q-25-A.....	Console		10	2.00	3.00	5.00	6.50
Q-32.....	Console		10	1.75	2.75	4.50	6.00
V-30.....	Console		10	1.50	2.50	4.00	5.50
Y-39.....	Console		8	1.25	2.25	3.50	5.00
KB-21.....	Console		8	1.75	2.75	4.50	6.00
KB-21.....	Console		8	1.75	2.75	4.50	6.00
C-24.....	Console		12	2.25	3.25	6.00	7.50
727-SW.....	Console		10	1.75	2.75	4.50	6.00
728-SW.....	Console		12	1.50	2.50	4.00	5.50
Q DeLuxe.....	Console		10	2.25	3.25	6.00	7.50
1933 Z-10.....	Console		7	2.00	3.50	5.00	7.50
4810.....	Console		10	2.00	3.50	5.00	7.50
4802.....	Console		10	2.25	4.00	6.00	9.00
HA.....	Console		13	3.00	5.00	9.00	12.00
Z-13.....	Highboy		13	3.00	5.00	9.00	12.00
IIT.....	Midget		5	1.50	2.50	4.00	6.00
HW.....	Midget		5	1.50	2.50	4.00	6.00
HU.....	Compact		6	1.50	2.50	4.00	6.00
HIM.....	Console		12	2.50	4.50	7.50	10.50
HO.....	Console		10	2.00	3.50	5.00	7.50
IIV.....	Midget		8	2.00	3.50	5.00	7.50
HR.....	Midget		8	2.00	3.50	5.00	7.50
HX.....	Midget		7	1.75	3.00	4.50	6.50
1934 All World.....	Table		8	2.50	4.00	6.00	9.00
De Luxe.....	Table		8	2.50	4.00	6.00	9.00
All World.....	Console		8	2.75	4.50	7.50	10.50
De Luxe.....	Console		8	2.75	4.50	7.50	10.50
All World.....	Table		5	2.00	3.00	4.50	7.00
1931 5.....	Midget		5	\$1.00	\$2.00	\$3.00	\$4.00
235.....	Console R-P		10	2.50	3.50	6.00	7.50
410.....	Midget		6	1.00	2.00	3.00	4.00
32.....	Console		..	1.75	2.75	4.50	5.50
9.....	Consolette		5	1.25	2.25	3.50	4.50
10.....	Midget		7	1.25	2.25	3.50	4.50
15.....	Lowboy		8	1.50	2.50	4.00	5.00
25.....	Highboy		10	2.00	3.00	5.00	6.50
26.....	Highboy		10	2.50	3.50	6.00	7.50
30.....	Comb.		10	2.50	3.50	6.00	7.50
35.....	Comb.		13	2.50	3.50	6.00	7.50
51.....	Midget		6	1.50	2.50	4.00	5.00
52.....	Lowboy		6	1.50	2.50	4.00	5.00
9A.....	Midget		6	1.25	2.25	3.50	4.50
1932 14.....	Lowboy		8	1.50	2.50	4.00	5.50
20.....	R-P Comb.		..	2.75	3.75	7.50	9.00
18.....	Highboy		10	1.75	2.75	4.50	6.00
26AW.....	Console		13	2.75	3.75	7.50	9.00
27.....	Console		13	2.25	3.25	6.00	7.50
27-A.....	Highboy		11	2.25	3.25	6.00	7.50
16AW.....	Console		12	2.75	3.75	7.50	9.00
16.....	Console		9	2.00	3.00	5.00	6.50
28.....	Highboy		11	2.75	3.75	7.50	9.00
30.....	Phono. Comb.		10	2.75	3.75	7.50	9.00
30-A.....	Phono. Comb.		10	2.75	3.75	7.50	9.00
1933 71.....	Mantel		6	1.50	2.50	4.00	6.00
18.....	Console		10	2.00	3.50	5.00	7.50
71-B.....	Console		6	1.50	2.50	4.00	6.00
14.....	Console		7	1.75	3.00	4.50	6.50
72.....	Console		7	1.75	3.00	4.50	6.50
74.....	Console						

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Table with columns: Year, Model, Cabinet, Tubes, A, B, C, D. It lists various radio models and their prices, categorized by brand such as SPARTON, STEINITE, STEWART-WARNER, STROMBERG-CARLSON, and TRANSFORMER CORP.-CLARION.

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Year	Model	Cabinet	Tubes	A	B	C	D
	460	Console	14	2.00	3.50	5.00	7.50
	500	Midget	7	1.50	2.50	4.00	6.00
	501	Midget	8	1.75	3.00	4.50	6.50
1934	TC-1	Table	7	2.25	3.50	5.00	8.00
	TC-20	Table	6	2.25	3.00	4.50	7.00
	TC-60	Table	6	2.25	3.50	5.00	8.00
	TC-30	Table	4	2.00	3.00	4.50	7.00
	TC-2	Console	7	2.75	4.50	7.50	10.50
	TC-52	Table	5	2.00	3.00	4.50	7.00
	6A	Console	10	2.00	3.00	4.50	7.00
	7A	Midget	6	2.00	3.00	4.50	7.00
	8A	Compact	5	2.00	3.00	4.50	7.00
	13A	Console	6	2.00	3.00	4.50	7.00
1935	TC-35	Midget	5	2.25	3.50	5.00	8.00
	TC-36	Midget	6	2.50	4.00	6.00	9.50
	TC-37	Midget	8	3.00	4.50	7.50	11.00
	TC-39	Midget	7	2.50	4.00	6.00	9.50
	TC-47	Console	7	3.00	4.50	7.50	11.00
	TC-53	Midget	9	3.00	4.50	7.50	11.00
	TC-59	Compact	5	2.25	3.50	5.00	8.00

TRAV-LER

1931	S9	Highboy	9	\$1.25	\$2.25	\$3.50	\$4.50
	S9	Lowboy	9	1.25	2.25	3.50	4.50
	K	Lowboy	5	1.00	2.00	3.00	4.00
	S9	Midget	9	1.00	2.00	3.00	4.00
	DX	Midget	7	1.00	2.00	3.00	4.00
	K	Midget	5	1.00	2.00	3.00	4.00
	"Trav-lette"	Midget	4	1.00	2.00	3.00	4.00
	L	Midget	4	1.00	2.00	3.00	4.00
1932		Mantel	9	1.50	2.50	4.00	5.50
1935	50A	Compact	4	2.25	3.50	5.00	8.00
	51	Midget	5	2.25	3.50	5.00	8.00
	53A	Midget	5	2.25	3.50	5.00	8.00
	60A	Compact	5	2.25	3.50	5.00	8.00
	76	Midget	7	2.25	3.50	5.00	8.00
	100	Console	6	2.25	3.50	5.00	8.00

UNITED AIR CLEANER

1931	109	Console	8	\$1.00	\$1.25	\$2.00	\$2.50
	108A	Lowboy	7	1.00	1.25	1.75	2.25
	108A	Table	7	1.00	1.25	1.75	2.25
	111	Midget	4	1.00	1.50	2.00	2.50
	106	Portola	8	1.00	1.25	2.00	2.50
	115	Table	5	1.00	1.00	1.50	2.00
	116	Table	5	1.00	1.00	1.50	2.00
	114	Console	9	1.00	1.25	2.00	2.50
	108	Midget	7	1.00	1.25	1.75	2.25
	108A	Console	7	1.00	1.25	2.00	2.50
	118	Lowboy	10	1.00	1.25	2.00	2.50
1932	124	Consolelette	6	1.00	1.25	2.00	2.75
	110	Midget	7	1.00	1.25	1.75	2.50
	110	Console	7	1.00	1.25	2.00	2.75
	140	Console	1	1.00	1.25	2.00	2.75
	145	Midget	8	1.00	1.50	2.25	3.00
	116	Midget	5	1.00	1.25	1.75	2.50
	118	Consolelette	5	1.00	1.25	2.00	2.75
	124	Midget	6	1.00	1.25	1.75	2.50
	120	Console	8	1.00	1.50	2.25	3.00
	125	Console	8	1.00	1.50	2.25	3.00
	140	Midget	1	1.00	1.25	1.75	2.50
	127	Console	9	1.00	1.50	2.25	3.00
	150	Highboy	10	1.00	1.25	2.00	2.75
	155	Highboy	10	1.00	1.50	2.25	3.00
1933	307-II	Console	7	1.00	1.25	2.00	3.00
	310	Console	10	1.00	1.75	2.50	3.75
	500	Compact	5	1.00	1.25	2.00	3.00

UNITED AMERICAN BOSCH

1931	20J	Console	8	\$1.00	\$1.25	\$2.00	\$2.50
	20K	Console	8	1.00	1.25	2.00	2.50
	20L	Console	8	1.00	1.50	2.50	3.25
	311II	Console	6	1.00	1.25	1.75	2.25
	5A	Midget	5	1.00	1.00	1.50	2.00
	5B	End Table	5	1.00	1.25	1.75	2.25
1932	200-A	Chest	5	1.00	1.25	1.75	2.50
	200-B	DeLux	5	1.00	1.25	1.75	2.50
	205-A	Personal	5	1.00	1.25	1.75	2.50
	236-A	Personal	6	1.00	1.25	1.75	2.50
	224-D	Console	9	1.00	1.50	2.25	3.00
	226-F	Console	8	1.00	1.50	2.25	3.00
	242-F	Console	8	1.00	1.25	2.00	2.75
	250-M	Console	10	1.00	1.50	2.25	3.00
	260-C	Console	9	1.25	1.75	3.00	3.75
	280-R	Console	9	1.00	1.50	2.50	3.25
	312-C	Console	12	1.25	1.75	3.00	3.75
	312-G	Console	12	1.50	2.00	3.75	4.50
	40-L	Console	8	1.25	1.75	3.00	3.75
	40-G	Console	8	1.00	1.50	2.25	3.00
	40-H	Console	8	1.00	1.50	2.25	3.00
	40-J	Console	8	1.00	1.50	2.25	3.00
	40-B	Console	8	1.00	1.50	2.25	3.00
	242S Salcn.	Console	8	1.00	1.25	2.00	2.75
	250P Patri-	Console	10	1.00	1.50	2.25	3.00
	5-C	Console	5	1.00	1.25	2.00	2.75
	31-G	Console	6	1.00	1.50	2.25	3.00
	73A	Console	7	1.00	1.50	2.25	3.00
	91	Console	7	1.00	1.25	2.00	2.75
	73B	Console	7	1.00	1.50	2.25	3.00
	133-A	Console	8	1.00	1.50	2.25	3.00
	200C	Chest	5	1.00	1.25	1.75	2.50
	36-A	Midget	6	1.00	1.25	1.75	2.50
	36-B	Console	6	1.00	1.50	2.25	3.00
	91-II	Console	7	1.00	1.25	2.00	2.75

Year	Model	Cabinet	Tubes	A	B	C	D
1933	501	Personal	5	1.00	1.25	2.00	3.00
	350	Personal	5	1.00	1.25	2.00	3.00
	355	Personal	5	1.00	1.25	2.00	3.00
	370-T	Consolelette	7	1.00	1.50	2.25	3.25
	360-T	Consolelette	7	1.00	1.50	2.25	3.25
	370-E	Console	7	1.00	1.50	2.25	3.25
	370-M	Console	7	1.00	1.75	2.50	3.75
	370-S	Console	7	1.00	1.75	2.50	3.75
	360-E	Console	7	1.00	1.75	2.50	3.75
	360-M	Console	7	1.00	1.75	2.50	3.75
	360-S	Console	7	1.00	1.75	2.50	3.75
	260-R	Console	10	1.25	2.00	3.00	4.50
	260-C	Console	10	1.25	2.00	3.00	4.50
	312-C	Console	12	1.25	2.25	3.75	5.25
	312-G	Console	12	1.25	2.25	3.75	5.25
1934	402	Personal	5	1.00	1.50	2.25	3.50
	420	Personal	5	1.00	1.50	2.25	3.50
	357	Personal	5	1.00	1.50	2.25	3.50
	352	Compact	5	1.00	1.50	2.25	3.50
	360W	Midget	7	1.25	1.75	2.50	4.00
	360T	Midget	7	1.25	1.75	2.50	4.00
	360E	Console	7	1.25	2.00	3.00	4.50
	360X	Console	7	1.25	2.00	3.00	4.50
	360Y	Console	7	1.25	2.00	3.00	4.50
	370W	Midget	7	1.25	1.75	2.50	4.00
	370X	Console	7	1.25	2.00	3.00	4.50
	430T	Midget	5	1.00	1.50	2.25	3.50
	430T	Console	5	1.25	1.75	2.50	4.00
	480R	Console	10	1.50	2.50	4.50	6.00
	502	Compact	5	1.00	1.50	2.25	3.50
	440T	Table	6	1.25	1.75	2.50	4.00
	440C	Console	6	1.25	1.75	2.50	4.00
	460A	Table	7	1.25	1.75	2.50	4.00
	460B	Table	7	1.25	1.75	2.50	4.00
	460R	Console	7	1.25	2.00	3.00	4.50
	480D	Console	9	1.50	2.50	4.50	6.00
	376BT	Table	5	1.00	2.50	2.25
	376S	Console	5	1.25	1.75	2.50	4.00
	462A	Table	7	1.25	1.75	2.50	4.00
	462B	Table	7	1.25	1.75	2.50	4.00
	462Y	Console	7	1.25	2.00	3.00	4.50
1935	04	Table	5	1.25	1.75	2.50	4.00
	05	Table	6	1.25	1.75	2.50	4.00
	505	Table	5	1.25	1.75	2.50	4.00
	510	Table	5	1.25	1.75	2.50	4.00
	430T	Table	5	1.25	1.75	2.50	4.00
	510E	Console	5	1.25	1.75	2.50	4.00
	430J	Console	5	1.25	2.00	3.00	4.75
	575F	Table	7	1.25	2.00	3.00	4.75
	585Y	Table	8	1.50	2.25	3.75	5.50
	575Q	Console	7	1.50	2.25	3.75	5.50
	585Z	Console	8	1.50	2.25	3.75	5.50
	595P	Console	10	1.75	3.00	5.25	7.50
	480D	Console	10	2.00	3.75	6.00	9.00
	595M	Console	10	2.00	3.75	6.00	9.00
	385	Table	5	1.25	1.75	2.50	4.00
	386	Table	6	1.25	2.00	3.00	4.75
	376N	Table	5	1.25	2.00	3.00	4.75
	450H	Midget	6	1.25	2.00	3.00	4.75
	450L	Console	6	1.25	2.00	3.00	4.75
	470U	Midget	7	1.25	2.00	3.00	4.75
	470G	Console	7	1.50	2.25	3.75	5.50
	565W	Consolelette	6	1.25	1.75	2.50	4.00
	565K	Console	6	1.25	2.00	3.00	4.75

WELLS-GARDNER & CO.

1932	2322	Mantel	5
	2625	Console	5
	7721	Mantel	7
	7725	Lowboy	6
	9027	Console	10
	2225	Console	12
	2926	Console	5
	2925	Console	9
1934	30A5	Console	10	2.50	4.00	6.00	9.00
	32A5	Console	12	2.75	4.50	7.50	10.50
	35B3	Compact	5	2.00	3.00	4.50	7.00
	36A1	Midget	6	2.00	3.00	4.50	7.00
	36A5	Console	6	2.25	3.50	5.00	8.00
	37A1	Midget	7	2.25	3.50	5.00	8.00
	37A5	Console	7	2.25	3.50	5.00	8.00
	27D1	Mantel	7
	27D5	Console	7	2.25	3.50	5.00	8.00
	20C5	Console	10	2.50	4.00		

TRADE-IN BLUEBOOK

Year	Model	Cabinet	Tubes	A	B	C	D	Year	Model	Cabinet	Tubes	A	B	C	D	
WESTINGHOUSE																
1931	WR5	Console	9	\$2.50	\$3.50	\$6.00	\$7.50	SA-66	Console		6	1.00	1.50	2.25	3.25	
	WR6	Highboy	9	2.50	3.50	6.00	7.50	SA-91	Console		9	1.00	1.50	2.25	3.25	
	WR7	Combination	9	2.50	3.50	6.00	7.50	SW80	Console		8	1.00	1.75	2.50	3.75	
	WR8	Columnaire	9	2.50	3.50	6.00	7.50	SU-5	Console		5	1.00	1.25	2.00	3.00	
	WR10A	Columnette	8	1.25	2.25	3.50	4.50	ZENITH								
	WR12	Midget	8	1.50	2.50	4.00	5.00	1931	LH	Table	7	\$1.00	\$2.00	\$3.00	\$4.00	
	WR14	Midget	4	1.00	2.00	3.00	4.00		WH	Console	7	1.25	2.25	3.50	4.50	
	WR15	Midget	9	1.75	2.75	4.50	5.50		MH	Highboy	7	1.50	2.50	4.00	5.00	
	WR9	Phonograph		1.25	2.25	3.50	4.50		90	Highboy	8	2.00	3.00	5.00	6.50	
1934	WR20	Table	4	2.00	3.00	4.50	7.00		91	Highboy	10	2.50	3.50	6.00	7.50	
	WR21	Table	5	2.00	3.00	4.50	7.00		92	Highboy	10	2.50	3.50	6.00	7.50	
	WR22	Table	5	2.00	3.00	4.50	7.00		103	Highboy	13	2.50	3.50	6.00	7.50	
	WR23	Table	7	2.25	3.50	5.00	8.00		AH	Midget	8	1.50	2.50	4.00	5.00	
	WR24	Console	7	2.50	4.00	6.00	9.00		CH	Lowboy	8	1.50	2.50	4.00	5.00	
	WR27	Table	4	2.00	3.00	4.50	7.00		RH	Highboy	8	1.75	2.75	4.50	5.50	
	WR28	Table	6	2.25	3.50	5.00	8.00		LP	Midget	5	1.00	2.00	3.00	4.00	
	WR29	Console	6	2.25	3.50	5.00	8.00		L	Midget	5	1.00	2.00	3.00	4.00	
	WR30	Console	10	3.00	5.00	9.00	12.00		B	Midget	6	1.25	2.25	3.50	4.50	
1935	WR100	Midget	5	2.25	3.50	5.00	8.00		A	Midget	6	1.25	2.25	3.50	4.50	
	WR101	Midget	6	2.25	3.50	5.00	8.00		C	Semi-Highboy	6	1.50	2.50	4.00	5.00	
	WR201	Table	5	2.25	3.50	5.00	8.00		D	Semi-Highboy	6	1.75	2.75	4.50	5.50	
	WR203	Table	6	2.25	3.50	5.00	8.00		82	Console	10	2.50	3.50	6.00	7.50	
	WR303	Console	6	2.50	4.00	6.00	9.50		89	Highboy	10	2.50	3.50	6.00	7.50	
	WR304	Table	7	3.00	4.50	7.50	11.00	1932	210	Table	7	1.25	2.25	3.50	5.00	
	WR305	Table	7	3.00	4.50	7.50	11.00		210-5	Table	7	1.50	2.50	4.00	5.50	
	WR306	Table	10	3.50	6.00	10.50	15.00		220	Lowboy	7	1.50	2.50	4.00	5.50	
	WR601	Table	5	2.25	3.50	5.00	8.00		230	Table	8	1.50	2.50	4.00	5.50	
WILCOX-GAY																
1932	255-30	Table	5	\$1.25	\$2.25	\$3.50	\$5.00		240	Lowboy	8	1.75	2.75	4.50	6.00	
	2-T-5-30	Table	5	1.25	2.25	3.50	5.00		245	Table	7	1.50	2.50	4.00	5.50	
	2-V-7-31	Table	7	1.25	2.25	3.50	5.00		260	Lowboy	7	1.75	2.75	4.50	6.00	
	2-V-7-510	Console	7	1.50	2.50	4.00	5.50		270	Lowboy	7	2.00	3.00	5.00	6.50	
	2-W-10-515	Console	10	1.75	2.75	4.50	6.00		410	Lowboy	10	2.00	3.00	5.00	6.50	
1933	3J5-55	Midget	5	1.50	2.50	4.00	6.00		411	Lowboy	10	2.00	3.00	5.00	6.50	
	Carillon	Midget	7	1.50	2.50	4.00	6.00		420	Lowboy	10	2.25	3.25	6.00	7.50	
	3S5-66	Midget	5	1.50	2.50	4.00	6.00		430	Semi-Highboy	12	2.75	3.75	7.50	9.00	
	Coronet	Highboy	7	1.75	3.00	4.50	6.50		440	Semi-Highboy	12	2.75	3.75	7.50	9.00	
	3T6-66	Midget	6	1.50	2.50	4.00	6.00		420	Lowboy	10	2.25	3.25	6.00	7.50	
	Cantata	Compact	5	1.50	2.50	4.00	6.00	1933	701	Midget	5	1.50	2.50	4.00	6.00	
	2VB7-67	Compact	7	1.50	2.50	4.00	6.00		705	Midget	6	1.50	2.50	4.00	6.00	
	Hilo	Compact	5	1.50	2.50	4.00	6.00		706	Midget	6	1.50	2.50	4.00	6.00	
	3LB7-22-24	Portable	7	1.75	3.00	4.50	6.50		707	Midget	6	1.50	2.50	4.00	6.00	
	Cameo	Portable	7	1.50	2.50	4.00	6.00		711	Midget	6	1.50	2.50	4.00	6.00	
	3LB7-24A	Table	7	1.75	3.00	4.50	6.50		750	Console	6	1.50	2.50	4.00	6.00	
	Corona	Console	10	2.00	3.50	5.00	7.50		715	Midget	8	1.50	2.50	4.00	6.00	
	3LB7-22-706	Table	7	1.75	3.00	4.50	6.50		755	Console	8	1.50	2.50	4.00	6.00	
	3PA6-66	Table	6	1.50	2.50	4.00	6.00		760	Console	9	1.75	3.00	4.50	6.50	
	3F7-67	Table	7	1.75	3.00	4.50	6.50		230	Midget	8	1.75	3.00	4.50	6.50	
1934	3KE5-26	Midget	5	2.00	3.00	4.50	7.00		240	Console	8	2.00	3.50	5.00	7.50	
	4CD5-29	Table	5	2.00	3.00	4.50	7.00		245	Console	8	2.25	4.00	6.00	9.00	
	36B-566	Table	5	2.00	3.00	4.50	7.00		411	Console	10	2.25	4.00	6.00	9.00	
	3VB6-73	Table	6	2.25	3.50	5.00	8.00		473	Console RP	8	3.00	5.00	9.00	12.00	
	3VB6-710	Console	6	2.25	3.50	5.00	8.00		288	Table	8	1.75	3.00	4.50	6.50	
1935	3JF5-93	Table	5	2.25	3.50	5.00	8.00	1934	801	Midget	5	2.00	3.00	4.50	7.00	
	5B5-89	Table	5	2.25	3.50	5.00	8.00		293	Console	8	2.50	4.00	6.00	9.00	
	5B5-800	Console	6	2.25	3.50	5.00	8.00		725	Console	8	2.50	4.00	6.00	9.00	
	4JC6-84	Table	6	2.25	3.50	5.00	8.00		805	Table	5	2.00	3.00	4.50	7.00	
	4JC6-780	Console	6	2.50	4.00	6.00	9.50		730	Midget	6	2.25	3.50	5.00	8.00	
	5E7-91	Table	7	2.25	3.50	5.00	8.00		735	Console	6	2.00	3.00	4.50	7.00	
	5E7-780	Console	7	2.50	4.00	6.00	9.50		807	Table	5	2.00	3.00	4.50	7.00	
	5A6-89	Table	6	2.25	3.50	5.00	8.00		885	Table	9	3.00	5.00	9.00	12.00	
	5A6-810	Console	6	2.25	3.50	5.00	8.00		970	Console	9	2.75	4.50	7.50	10.50	
	3F4-11	Table	4	2.25	3.50	5.00	8.00		808	Table	6	2.00	3.00	4.50	7.00	
	5F8-90	Table	8	2.50	4.00	6.00	9.50		975	Console	9	2.75	4.50	7.50	10.50	
	5F8-790	Console	8	2.50	4.00	6.00	9.50		10002	Console	25	3.50	6.00	10.50	15.00	
	4H13-840	Console	13	3.50	6.00	10.50	15.00		809	Table	6	2.25	3.50	5.00	8.00	
	4GS-840	Console	8	3.00	4.50	7.50	11.00		811	Table	6	2.25	3.50	5.00	8.00	
WURLITZER																
1933	C-4-L	Midget	4	\$1.00	\$1.25	\$2.00	\$3.00		825	Midget	7	2.00	3.00	4.50	7.00	
	C-4-LI	Midget	4	1.00	1.25	2.00	3.00		827	Midget	7	2.25	3.50	5.00	8.00	
	M-4-L	Midget	4	1.00	1.25	2.00	3.00		829	Table	7	2.25	3.50	5.00	8.00	
	M-4-LI	Midget	4	1.00	1.25	2.00	3.00		835	Table	10	2.50	4.00	6.00	9.00	
	P-5-L	Midget	5	1.00	1.25	2.00	3.00		845	Console	5	2.00	3.00	4.50	7.00	
	U-5-L	Midget	5	1.00	1.25	2.00	3.00		847	Console	5	2.00	3.00	4.50	7.00	
	U-5-LI	Sheraton	5	1.00	1.25	2.00	3.00		850	Console	5	2.25	3.50	5.00	8.00	
	U-5-DP	Side Table	5	1.00	1.25	2.00	3.00		860	Console	6	2.25	3.50	5.00	8.00	
	U-5-QA	Queen Anne	5	1.00	1.25	2.00	3.00		861	Console	6	2.50	4.00	6.00	9.00	
	A-5-L	Midget	5	1.00	1.25	2.00	3.00		870	Console	7	2.50	4.00	6.00	9.00	
	W-88	Midget	8	1.00	1.50	2.25	3.25		871	Console	7	2.50	4.00	6.00	9.00	
	RS-2	Consolelette	1	1.00	1.25	2.00	3.00		880	Console	10	2.75	4.50	7.50	10.50	
	A-46	Consolelette	4	1.00	1.25	2.00	3.00		DeLuxe	Console	25	3.50	6.00	10.50	15.00	
	A-99	Console	8	1.00	1.50	2.25	3.25		1935	4T26	Table	4	2.25	3.50	5.00	8.00
	A-133	Console	13	1.00	2.00	3.00	4.50		945	Midget	6	2.50	4.00	6.00	9.50	
	W-89	Console	8	1.00	1.50	2.25	3.25		4T51	Console	4	2.25	3.50	5.00	8.00	
	A-6L	Console	6	1.00	1.50	2.25	3.25		990	Console	12	4.00	7.50	12.00	18.00	
	A-6L1															

SALES DON'T STOP

(Continued from page 85)

tuning aids. Thus there is a new and justifiable influx of clock program timers. These may be used to control other appliances, as well as radios.

Clocks which show time differences between principal American cities and foreign countries are also on the upgrade, help the shortwave fan tune in when there is something on the air to hear. Slide-rule type time converters, charts that convert time and also show frequencies and operating schedules of distant stations and rotating tape devices serving a similar purpose are offered by more makers than in past years.

Other intriguing accessories on the market include shortwave converters designed for use in automobiles, saleable where state or local regulations permit, remote control units for receivers and generators of various types.

Obviously, sales don't stop with the radio!

INTER-COMMUNICATORS EFFECTIVE

(Continued from page 63)

heading of "merchandise".

Inter-communicator designers are apparently staging a design battle, with straight and slanted-back panels as the chief offensive weapons. Honors appear to be about equally divided at this writing and both cabinet styles have made important strides forward in appearance. Plastics, as well as wood and metal are used as effective cabinet materials.

Starting with simple point-to-point units, most companies in this field have now branched out, offer multi-station setups as well, frequently including "personal" phones in addition to built-in speakers. Communicators using separate amplifiers, control panels and even separate speaker-mike combinations are seen in greater number, indicating that makers apparently will not hesitate to go after big installations even though it involves some sacrifice of simplicity.

Originally designed primarily as desk-jobs, communicators are now available with all sorts of mounting brackets. They may be placed on walls, in trailers and in other locations without the necessity for building special shelves. "Wireless" devices continue but there appears to be a leaning among manufacturers toward cable-connected varieties.

As we go to press the rumour

How to Use Radio Retailing's

TRADE-IN BLUEBOOK

The Bluebook appearing in preceding pages was designed so that radio dealers may show it to their customers while discussing trade-in allowances.

The amount of suggested allowances is based primarily on the list price of the new set as follows:

Column A applies if the new set costs \$50 or less

Column B applies to new sets costing \$51 to \$100

Column C applies to new sets listing at \$101 to \$150

Column D is used on new sets at over \$150

In determining the suggested trade-in allowances consideration was given also to the age and original cost of the old set. Brand names and resale or salvage values of the old set were disregarded.

reaches us that several set makers will enter the communicator field. Several of them appear to be considering purchase of complete units from established sound makers, to be sold under radio trade-names.

Amplifier Trends Highlighted

In the sound amplifier field appearance, styling is once again the first thing striking the eye when reviewing construction of new lines. Amplifiers are almost invariable cased, covered with streamlined tops which are both pleasing and protective. Handles are in many instances designed to streamline right in with the case on portable or semi-portable equipment.

Digging down into technicalities briefly, we find widespread use of volume expanding circuits, some amplifiers with volume compression circuits intended to reduce audio feedback from speakers to mike to the minimum. Electronic-eyes are used in several instances to visually indicate distortion when amplifiers are overloaded. Tone controls of many types are used. Beam-power tubes appear to be quite as popular

here as with 1938 set designers.

In the centralized sound field, perhaps because equipment coming under this classification has in the past been particularly "broadcast station" in appearance, the result of modern styling is particularly striking. New centralized sound units are cased in cabinets that bow to no radio receiver intended for the high-class home, at the same time retain all the utilitarian features required in such exacting service.

Tuner dials are carbon copies of the best in radio receiver design. Turntables, pickups, switches are more often concealed behind well-fitted doors than not. In at least two instances microphones are built-in following inter-communicator practice.

Recorder manufacturers put most emphasis on portable and semi-portable types proving so popular with the radio dealer. Controls have been simplified as far as possible and carrying cases have come in for attention, styling being an important advance in connection with this as in the case of all other 1938 sound equipment.

Mikes, Speakers, Pickups Improved

Microphone manufacturers offer a wide variety of types, playing up particularly directional or non-directional qualities to suit the use. Crystals, velocities, dynamics come in for most attention but carbon types remain in many lines. In the design of microphone stands, particularly, considerable design ingenuity is noted.

Speakers for sound use have been immeasurably improved this season. Several innovations patterned closely after radio receiver baffle design are seen; reflectors, devices simulating infinite baffle commonly used. Small permanent magnet dynamics, probably speeded up in design to accommodate inter-communicator manufacturers, are found in many new lines, range all the way from sizes required for high output down to 3-inch cones. The special magnetic materials introduced about two years ago have proven especially valuable here. We find it used even in horn units designed to drive big exponential speakers.

Pickups, streamlined to the last gasp, operate at higher levels, are balanced to reduce record wear.

All in all, this looks like a good year for the sound business . . . if new equipment is any gauge. For details about specific sound systems or sound accessories read on into the following pages.

NEW FEATURES MAKE OLD RADIOS LOOK OLDER

(Continued from page 21)

values. In almost every group, where new lines were being shown and described, experienced distributors who ventured a guess as to the list price of this or that new model then being shown, found their guess from 10 to 25 per cent above the price that was finally announced.

It is evident that producers were not satisfied with having broken all previous sales records last year and went to their engineers and designers with instructions that stimulated ingenuity and effort to such degree that almost miraculous values have resulted.

However, with several strikes in progress and labor and material costs due for further and possibly quite important advances, many makers have taken the precaution to specify that prices are subject to change. In some cases this safety measure is resulting in a regular distributors' scramble for shipments, as they are eager to get dealers lined up and get

sales and advertising effort launched at present price levels.

Plenty Dealer-Helps

It is significant that despite the fact that super values in merchandise appear to be the order of the day, the manufacturers are not inclined to think that values alone will make sales.

Instead they appear to be preparing for a super battle in competition and they are tuning up their distributors and dealers for intensive and long-sustained sales effort.

This preparation begins right at the bottom of the process with various financing plans that will enable the dealer to carry in stock and display an ample assortment of merchandise—which is the first essential to making the best of every sales opportunity.

Next, the distributors sales force is being geared into the operation and more closely than ever, to make sure

that the dealer really makes the grade. While the dealer is called upon to pay for all such advertising and promotional material as he may use within or without his store, he will get in addition, at no cost more direct and practical display and sales assistance from his distributor than ever before.

Millions of Old Sets

It is certain that regardless of which line may be involved, the dealers will be enthusiastic over the new models, over the way they stand out as NEW, over the way that they contrast with the millions of sets that are being used but actually are out-styled, outdated and obsolete.

Dealers will realize that the 1938 crop of radios provides the best tools they have ever had for making more and better sales at bigger and cleaner profits. The race is on and—as always—the race is going to the strong.

MODERN INSTRUMENTS SAVE THEIR COST IN TIME

(Continued from page 99)

wave bands. The cut and try method of substituting different values of grid leaks and condensers is far from satisfactory on the high frequency bands.

By connecting a vacuum tube voltmeter directly across the oscillating tank (usually the grid circuit) the actual conditions may be viewed. Fig. 6 shows the connection, a reading from 5 to 15 volts will be obtained. As the tuning dial is rotated this voltage will vary, or possibly fall off completely at a given setting. A careful examination of the circuit, coil and connections should be made to locate the cause and effect a remedy. The conditions which give the highest readings with least variation in output as the frequency is changed are the most satisfactory. The advantage of this method of servicing is the ability to see the effect of each circuit change, and to know when highest efficiency is taking place. Oscillator servicing can be a very long and tedious job without the

proper test equipment facilities.

Vibrator Testing

Auto radios have greatly increased the necessity for modern test equipment. Vibrator supplies are almost universally used to deliver plate voltage from the car battery. This type of supply is efficient and foolproof. However, it is usually the first item to require servicing. It is important that the contacts are carefully adjusted for low battery drain, high output voltage, little or no sparking and low mechanical and electrical noise. To do this a vibrator analyzer is a necessity to an auto radio serviceman.

Modern vibrator analyzers perform innumerable tests for proper adjustment of vibrators. They are equipped to test the quality of the unit, to permit adjustment for low voltage starting, to test for shorts, "hash" and to ascertain the most efficient size buffer condenser. The heart of the auto radio is the vibrator. If this

unit is not serviced properly, considerable time, money and labor are lost by frequent attention of the serviceman.

Fidelity Adjustment

Not only must the r.f. system of modern receivers be aligned for maximum fidelity, but the overall response of the entire receiver and audio stages should be adjusted.

A simple check on overall response of a receiver can be made as shown in Fig. 7. The equipment necessary is a signal generator, variable audio oscillator and output meter. The signal generator is connected to the antenna and modulated by the audio oscillator. The output meter across the voice coil will show up any variations in frequency response as the frequency of the audio oscillator is varied throughout the audio range. Coupling condensers, bypasses, plate and grid resistors may be adjusted to level out any noticeable dips or peaks in the output signal.

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED RATE:
 15 cents a word, minimum charge \$3.00.
Positions Wanted (full or part-time salaried employment only) ½ the above rates, payable in advance.
 (See ¶ on Box Numbers.)
Proposals, 50 cents a line an insertion.

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Box Numbers in care of our New York, Chicago and 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).

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 1 inch \$8.00
 2 to 3 inches..... 7.80 per inch
 4 to 7 inches..... 7.60 per inch
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Contract Rates on request.
 Radio Retailing

(New advertisements must be received by July 7 for the July issue)

YOU ARE ONE

of more than 20,000 readers of RADIO RETAILING.

Your problems of selling radio sets, accessories and other home merchandise—whether business or individual—are duplicated with other readers, but—

Still OTHER readers can provide the solution of your problem IF THEY KNOW WHAT IT IS!

Tell them! Here!

Through classified advertising in the Searchlight Section of RADIO RETAILING—your business paper and theirs.

BUSINESS OPPORTUNITY

WELL ESTABLISHED radio and appliance store with fully equipped service shop doing \$4,000.00 a month turnover, will sacrifice to quick buyer. Community Radio Service, Inc., 29 Park Ave., Rutherford, N. J.

SELLING OPPORTUNITIES OFFERED—WANTED

Selling Agencies—Sales Executives
 Salesmen—Additional Lines

OPPORTUNITY OFFERED

NATIONALLY KNOWN radio manufacturer has few territories open for direct representative or manufacturer's agents with radio trade following. Must be able to establish direct dealer outlets for leading radio line. Excellent permanent proposition. State experience, age, employment last five years. Replies confidential. Morris & Davidson Advertising Agency, 430 North Michigan Ave., Chicago, Ill.

WANTED USED AUTO RADIOS

We Pay Cash For Working or Non-Working Sets
 Write

KARAMUS SALES & EXPORT
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RADIO PARTS and EQUIPMENT DEALER
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DYMAC RADIO 216 E. Genesee St. Phone: CL 2080

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Every Confidence and Unameter
TUBE TESTER

can be brought up to date for 1937 octal base and metal tubes by either adapters. Kits, Socket Units or factory re-wind jobs at very reasonable rates. From \$2.00 up. You cannot obtain proper test data for the new tubes from any source other than this factory. Send for FREE SERVICE FOLDER No. 152 which describes fully the requirements to bring every model up to date. Tell your friends who own one of the thousands of Confidence or Unameter testers.

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Little Rock, Arkansas
 Owned and operated by J. R. Williams & Sons

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24-HOUR SERVICE!
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Profitable Items—For Profitable Merchandising

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"When in New York, visit us"



STOP SEARCHING!

HERE IS YOUR "GUIDE"



SEND FOR THE NEWEST BOOK IN RADIO!

THE SUMMER AND EARLY FALL EDITION of the 1937 Radolek Profit Guide is the most complete and up-to-date radio parts book ever published. The only absolutely NEW parts book in Radio! New repair parts. . . . New test instruments. . . . New auto radios. . . . New home receivers . . . and New P.A. equipment. . . . Contains the most extensive listings of replacement condensers, resistors, volume controls, transformers, and auto radio parts and accessories ever assembled under one cover. . . . **RADOLEK SERVICE IS FAST AND DEPENDABLE.** There's no Sit-Down, Lay-Down, or Slow-Down at Radolek—our organization is geared-up to serve you best, to give you what you want when you want it and at the Right Prices. Send for your FREE copy of this Big New Book NOW!

AUTO RADIO HEADQUARTERS

EVERYTHING IN AUTO RADIO—at the right Prices . . . Universal control heads . . . Dash mounting adaptor Kits . . . Every type auto aerial . . . Cables and fittings . . . Complete vibrator guide . . . Everything you need . . . Ready for prompt shipment.

RADOLEK

601 W. Randolph St., Dept. A-8, CHICAGO

Name
 Address
 Serviceman? Dealer? Experimenter?

FASTEST SERVICE

COMPLETE STOCKS

LOWEST PRICES

Rely on Radolek for "Everything in Radio"

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June

NEWS

Mallory Buys Electrad

Moves plant and offices from New York to Indianapolis

INDIANAPOLIS—P. R. Mallory & Co., Inc., this city, announces the purchase of the assets, good will, trade-marks, patents and patent rights of Electrad, Inc., New York City.

L. A. de Rosa, chief engineer, and other key employees of Electrad, Inc., will join the Mallory organization. Plant and offices will be moved to Indianapolis.

Moss Joins Solar

Became sales manager June 1. Harter is now general sales manager

NEW YORK—Arthur Moss, well known throughout the radio industry, has recently resigned at president of Electrad, Inc., with which company he has been



ART MOSS—He's Solar's sales manager now

associated since 1923. The control of Electrad, Inc., has passed to other interests, as announced elsewhere in this issue.

As of June 1, Moss becomes sales manager of the Solar Manufacturing Corporation, New York City, manufacturer of condenser products. Wickham Harter, who has been in charge of sales since this company's organization, has been promoted to the position of general sales manager.

The Solar Manufacturing Corporation has enjoyed a rapid growth in the industry and the appointment of Moss permits even closer contact with many customers in the manufacturing and jobbing fields.

Moss has for many years been actively connected with the RMA, representing on its Board of Directors the interests of parts and accessory manufacturers. He was also recently elected a director and treasurer of the Radio Parts Manufacturers National Trade Show.

Kadette Surprise Due

International's personnel expanded in preparation for grand-stand play

ANN ARBOR—W. Keene Jackson, general sales manager of International Radio Corporation, manufacturer of "Kadette" Radio, is "wearing the smile of the cat which enjoyed the canary." Jack is very "cagey" about specific plans, but intimates

that something truly sensational is about to be announced. Production and sales expansion has attracted to the personnel of International men who have been outstanding successes in the industry. While all names are not announced at this time, it is known that Jack has put Gere Burns in charge of advertising and sales promotion. Glenn Kuffer has been made central division sales manager, with headquarters in Chicago, and C. J. Pilliod is western division sales manager, with offices in San Francisco.

Burns came to the industry in 1927 after five years as manager of the Thurlow Advertising Agency. His association with "Majestic" before, during, and after their branch operation days was a series of marked successes, as was his work as Assistant general sales manager with Hygrade-Sylvania. International earns the goodwill of dealers everywhere through Gere's acquisition, because he enjoys a dealer acquaintanceship enjoyed by few "factory" executives.



CANARY SWALLOWER — W. Keene Jackson, International Radio's GSM, finds it difficult to keep mum about a new development he says is truly sensational, wears the peculiar smile of a man with big news not quite ripe for announcement



NOW BURNS FOR KADETTE—Gere Burns, in the industry since 1927, well known for his association with Majestic and Hygrade-Sylvania, is International Radio Corp's new chief of advertising and sales promotion



CHINESE TAKE NO CHANCES—China, about to manufacture radio tubes, has appointed Arcturus technical adviser. Completing arrangements in the Newark plant, left to right: *Abbott Feindel*, Arcturus chief engineer; his associate *Herb H. Chun*; *P. B. Sze*, Chinese official; *Kyi-Tsing Chu*, of the National Government of China's National Resources Commission; *Charles E. Stahl*, vice-president and general manager of Arcturus and *A. J. Stobbe*, assistant general manager

Kuffer, until recently assistant division sales manager for GE Radio in Chicago, is well known to midwest jobbers and dealers.

Pilliod, by reason of his former "Sparton" duties and long contact with the industry, is known intimately by west coast jobbers and dealers.

Andrea Is Not Fada

RCA suit against Woodside exporter long out of concern to which he gave initials does not affect well-known trademark

LONG ISLAND CITY — Interviewed here, J. M. Marks, general manager of the Fada Radio and Electric Company, expressed concern about a completely unfounded rumor linking the well-known Fada trademark with F. A. D. Andrea, Inc., Woodside exporter recently sued by RCA-Victor.

Clarifying the situation, Marks explained as follows: "When our company took over the Fada setup two and a half years ago Frank Andrea had already been out of the picture for over a year and had started an export company manufacturing radios under the trademark "Andrea". We, the Fada Radio and Electric Company, are sole owner of the Fada trademark and all rights appertaining thereto, both in this country and throughout the world.

"Fada Radio and Electric Company is the original Fada company, controlling all rights and trademarks, patents, etc., dating from its inception in 1921. Frank Andrea has no connection with the Fada trademark.

"Fada Radio and Electric Company is a bonafide licensee of RCA as well as Hazeltine. RCA-Victor's suit against F. A. D. Andrea, Inc., in no way affects us."

Exact Controls By September

IRC to produce entire new line supplementing present standards

PHILADELPHIA—A complete line of metallized volume controls in exact duplicate replacement types, including dual and other special units, is now in production and will be available for trade distribution from stock by September 1, according to an announcement just made by International Resistance Company. Complete guide listings of these new controls will be prepared by early July, thus enabling complete coverage in Fall jobber catalogs.

Previously, IRC metallized controls have been made in thirty-five standard types. The present expansion comes as a result of the widespread popularity of these units and the demand from all sides for a complete line of exact duplicate types for all the wide variety of receivers on which servicemen are called upon to make control replacements.

In addition to this expansion of the line, new dual and triple controls as well as a new development of the Type C Control capable of carrying up to 2 watts, are being introduced in the radio manufacturing and industrial fields.

Wind Charger Makers Form Ass'n

To tell story to ruralites in big way through advertising

CHICAGO—Wish to present the desirability of electricity on the farm through windpower has led five manufacturers of equipment to form the Wind-Electric Manufacturers Association. G. A. Vaughn of Wind-Power Manufacturing Co., Newton, Iowa, is president, W. W. Christensen of Air Electric Machine Co., Jewell, Iowa,

vice-president, and W. G. Dunn of Parris-Dunn Corp., Clarinda, Iowa, treasurer.

"In the efforts of the Rural Electrification Administration to get power into the country, we believe it is overlooking the financing of individual sales of wind electric equipment. We think that our case should be presented to the public, possibly through association advertising of a national nature," President Vaughn told Radio Retailing.

Show For St. Paul

Parts reps sponsor exhibits at Hotel Lowry

ST. PAUL, MINN.—Manufacturer's representatives handling radio parts, sound and test equipment will sponsor the annual convention of radio servicemen and radio trade show to be held at the Hotel Lowry June 20th, 21st and 22nd.

All available booth space has been contracted for and a record attendance from all of the northwest states is assured.

Technical talks will feature the meetings and a John Rider dinner will be the highlight of the convention.

Agents actively sponsoring the show include Merrill Franklin, Fred Hill, Jack Hedquist, Jack Heimann, Tex Leonard, Mel Foster, Flint Harding, Roland Borke, Fred Delaney, Dwight Lindvorg, H. Hildebrandt, James Pope.

New C.I.T. Branch

DECATUR, ALA.—The C. I. T. Corporation, national sales finance company, has just opened a new office in the Dix Building at 519½ Bank Street. A. A. Almand will be in charge. Harry Riddle will continue to contact dealers and manufacturers in this area and O. A. Miller, territorial supervisor will be in charge of operations in addition to directing activities in other Alabama branches.



HEADS WIND CHARGER GROUP—President of the newly formed Wind-Electric Manufacturers Association is *G. A. Vaughn* of the Wind-Power Mfg. Co.

Corona Re-Organized

Same management continues, reporting sales up 20 per cent

CHICAGO—The Corona Radio & Television Corporation on April 21, 1937 filed a petition to reorganize its business and affairs, reports that it is continuing without change in management and without interruption of any kind.

The corporation reports 20% increase in sales over the same period last year. All creditors are cooperating and the corporation is discounting all purchases.

The management is enthusiastic over Corona's prospects and believes that a satisfactory plan of reorganization will be submitted with favorable recommendation to the creditors at a very early date.

The Committee consists of the following: E. F. Bessey—Oak Manufacturing Company, Fred Garner—General Manufacturing Company, and R. J. Thorn—Bell & Thorn Machine Company.

Continental Shindig Well Attended

Announced new line at Medinah Club sales convention May 24-26

CHICAGO—Continental Radio & Television Corporation conducted a well-attended sales convention at the Medinah Club May 24-26. Many prominent jobbers from all parts of the country attended, saw the complete new line of Admiral radios.

A number of important appointments were made during the convention and actual order placed exceeded all expectations. Current bookings for future delivery are, according to company executives, far ahead of last year.

Two At Once For Emerson

Throws new line parties for distributors and dealers at New Yorker

NEW YORK — Emerson Radio and Phonograph Corporation staged another one of its well-known combined conventions and parties for distributors at the Hotel New Yorker June 14 and 15, followed up on the 16th, 17th and 18th with a dealer exhibit of the new Emerson line.

Space reserved by the company for its distributor activities was subsequently turned over to Emerson-New York, Inc., and Emerson-New Jersey, Inc. Metropolitan and Northern New Jersey dealers turned out, stayed until midnight.

Million Moves

CHICAGO—To new and larger quarters at 671-99 West Ohio Street moves Million Radio and Television Labs. John Million, Jr., president, says current business is up five times over that of a year ago, attributes his own personal business boom to introduction of service equipment.

COMING— CANDID-CAMERA CONVENTION CLOSE-UPS

Conventions to the right of us . . . conventions to the left. As we hurry to press with a special Show Number, already swollen twice normal size, some are just over . . . some are in process . . . others are just beginning.

They'll be done up brown in July . . . all together. Our candid-cameramen already have several reels of exclusive and interesting personality shots. And their lenses are still clicking.

Stromberg Line Paraded

New sets well received in major merchandising centers

ROCHESTER—The 1938 Stromberg-Carlson line won the praise of dealers in recent showings in New York, Chicago and Rochester.

Two hundred dealers from the Chicago area gathered at the Medinah Club on May 10, 11 and 12 to view the new models. Meetings were under the direction of W. H. Nolan, Chicago division radio manager, who said the furniture models elicited exceptional applause. These receivers serve an extra-functional purpose and ef-



STROMBERG-CARLSON AT ROCHESTER—At the Hotel Seneca, May 3, Stromberg-Carlson held its 31st annual sales convention. After dinner, the trade posed



ZENITH AT CHICAGO—At the Hotel Stevens, Zenith fascinated distributors with new radios, then fed them. Candid-camera close-ups coming in July



RCA-VICTOR AT CHICAGO—At the Hotel Drake, RCA-Victor flashed new products, told distributors all about 1938 sales, promotion and advertising plans

fectively conceal the identity of the radio. Included among them are a Governor Winthrop Desk, Drop-Door Console, End Table, Coffee Table, and a Half-Round Console.

Wesley M. Angle, Leo McCanne and Jack Kennedy of the Stromberg-Carlson Co. were present.

Beginning May 17th New York dealers viewed the 1938 line in a series of meetings held by Gross Sales, Inc. Ben Gross, who characterized it as the "Best, most complete, and broadest line in years," said dealers not only enthused over the individual models, but also were greatly impressed in view of rising costs that prices had been kept down to last year's level by additional production efficiencies at the Stromberg-Carlson plant.

Close on the heels of the company's Annual Convention, 450 dealers in upstate New York gathered at Rochester to see the new line and discuss sales plans for the coming year. Dr. Manson, vice-president and chief engineer, explained the operating features of the sets, which include such exclusive ones as "Flash Tuning", "Acoustical Labyrinth", Carpinchoe Leather Speakers, and Tri-Focal Tuning. Other new features are Crystal-Type pick-up for radio-phonographs, "Fortified Construction" of chassis, and Automatic Frequency Control.

Jack Kennedy, Sales Promotion Manager, told of the many sales aids that have been prepared to help dealers merchandise the line, supplementing Stromberg-Carlson's increased national advertising for the 1937-38 season.

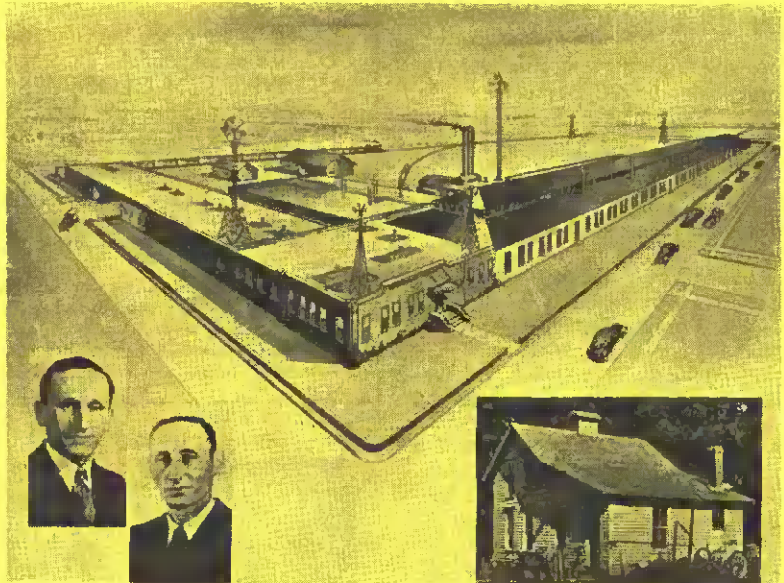
A Los Angeles showing was made later in the month.

Nidisco

JERSEY CITY—Nidisco, aggressive New Jersey parts distributor, has just opened a new branch here. Total is now three. Others are in Passaic and Trenton.



SPENDING TO SELL—George Russell, general sales manager, and Eddie May, advertising manager, approve Sentinel's biggest advertising campaign budget, shoot the works on a complete line of battery sets



BARN TO BLOCK, 10 YEARS—Into a new plant taking up a full block, capable of turning out 2,000 chargers a day, went the Wincharger Corporation of Sioux City, Iowa, June 1. Inserts: John and Gerhardt Albers of Cherokee, who, with E. A. Arndt, founded the company in 1927. And the barn in which early production mystified the neighbors

New Line Plus Fight

Sentinel to show new sets, blow distributors to view of Braddock-Lewis shindig

CHICAGO—Sentinel's 1938 line of farm and a.c. radios will be displayed for the first time at a distributors convention to be held in Chicago June 21 to 22 at the Medinah Athletic Club.

An elaborate program is being prepared by president E. A. Alschuler. Sentinel's merchandising program for the year will be outlined.

Social highlights of the program are to be a banquet on the night of Monday June 21 and the Braddock-Louis fight the following night, which the distributors will attend in a body.

Hardy, First Step

Former Transitone exec joins Simplex as new plant nears completion

SANDUSKY—L. F. Hardy, formerly general manager of Philco Radio & Television Corporation of Illinois, has joined Russell J. Feldmann of the Simplex Radio Co., in the capacity of executive vice-president.

Hardy's appointment is one of the first steps in a large reorganization and expansion program announced by Feldmann immediately after his purchase of the Simplex plant three months ago.

After a complete program of reorganization, new building and installation of entirely new manufacturing equipment, Simplex will produce a full line of home radios in the all-electric and battery set market as well as automobile radios. The com-

pany plans to market a complete line under the Simplex name for distributors as well as promotional merchandise for department stores and large contract users of stencil sets in the home radio and auto radio field.

Construction of an entirely new building is nearing completion. The building will occupy 70,000 square feet of space, all on one floor. It embodies the latest ideas of efficiency and construction, including a saw-tooth roof providing maximum daylight for manufacturing operations.

According to present plans, production will be under way in the new building during June.



BROWN GOES 'ROUND—F. E. Brown, sales manager for Parris-Dunn, spends much time working with his dealers, says this stunt used by one in the middle west is a real promotion idea

★ *Crosley Sets a Sizzling Pace with*
THESE SENSATIONAL RADIO VALUES!



CROSLLEY FIVER

WITH FOREIGN RECEPTION

Always the world's greatest radio value . . . now even greater than ever. The new Crosley FIVER now incorporates Foreign Reception—plus many other new features, new 3-dimensional dial, and beautiful new cabinet design.

CROSLLEY FIVER—5-tube Superheterodyne; 510-1720 Kc., 5300-15,400 Kc.; Illuminated Three-dimensional Dial; 5" Floating Coil, Electro-Dynamic Speaker; Automatic Volume Control; Power Supply Noise Filter; beautiful two-tone inlaid cabinet with matching grille cloth. Dimensions: 12½" high, 10⅜" wide, 6¼" deep.

\$19.99



\$20.99

CROSLLEY TELETUNE FIVER

The new Crosley FIVER is now available also with the Teletune Dial . . . for convenient tuning of your favorite programs. Sensationally priced, yet incorporating all the many fine features of the regular FIVER—including Foreign Reception—the Crosley Teletune FIVER is certain to produce extra FIVER sales for Crosley Dealers.

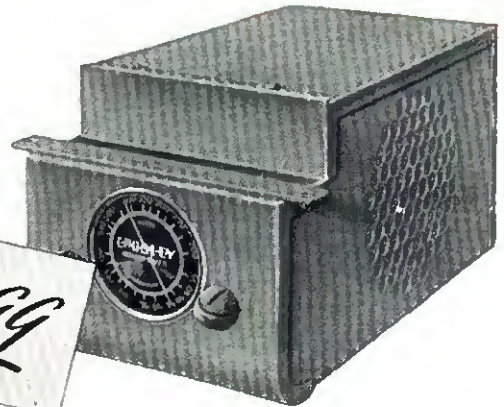
CROSLLEY FIVER ROAMIO

5-TUBE SUPERHETERODYNE AUTOMOBILE RADIO

"It couldn't be done" . . . but Crosley did it!—built a dependable car radio to sell for less than \$20. For the first time in radio history there is a complete car radio, backed by a nationally known name, selling for such an astoundingly low price. The new Crosley FIVER Roamio is the sales sensation of the year . . . initial sales are almost unbelievable . . . eventual sales possibilities tremendous. Check these features; 5 Octal Base Tubes in a Standard Circuit; Full Automatic Volume Control; Sufficient Output to be heard at any speed; large High-Visibility, Illuminated Dial; easy to tune; ONE PIECE INSTALLATION; Low Battery Drain.



\$19.99



THE CROSLLEY RADIO CORPORATION - CINCINNATI POWEL CROSLLEY, Jr., President

Home of "the Nation's Station" — WLW — 500,000 Watts — 70 on your dial

WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLLEY

CROSLLEY RADIO

TAILOR-MADE TO FIT ALL PRICE BRACKETS



GENERAL ELECTRIC

RADIO

A complete line of

SUPER

VALUES



**ONLY THE NEW
G-E RADIO HAS
THE AMAZING
TONE MONITOR**
— the greatest advancement in tone quality ever built into a radio.

MODEL F-665 **6 TUBES** **2 BANDS**
Tone Monitor . . . Louver Dial . . . 540 to 1720 kc.,
2400 to 7000 kc. . . 8-inch Speaker . . . 5 Watts Output.

**PACKED with
MORE EYE APPEAL
MORE QUALITY
MORE PERFORMANCE**

**WATCH FOR YOUR G-E RADIO
DISTRIBUTOR'S ANNOUNCEMENT OF
HIS LOCAL DEALER PREVIEW MEETING**
See the entire new G-E Radio line. Get all the facts about this great exclusive sales opportunity backed by the greatest advertising and promotion program in General Electric Radio history.

**GENERAL ELECTRIC
RADIO**

APPLIANCE AND MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT



MODEL F-86
8 TUBES 3 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 18,000 kc. . . 12-
inch Speaker . . . 5
Watts Output.



MODEL F-75
7 TUBES 3 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 18,000 kc. . . 12-
inch Speaker . . . 5
Watts Output.



MODEL F-66
6 TUBES 2 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 1720 kc., 2400 to 7000
kc. . . 12-inch Speaker
. . . 5 Watts Output.



MODEL F-65
6 TUBES 2 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 1720 kc., 2400 to 7000
kc. . . 8-inch Speaker
. . . 5 Watts Output.



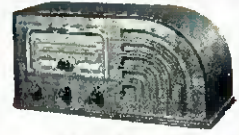
MODEL F-70
7 TUBES 3 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 18,000 kc. . . 8-inch
Speaker . . . 5 Watts
Output.



MODEL F-81
**8 TUBES
3 BANDS**
Tone Monitor . . .
Louver Dial . . .
540 to 18,000 kc.
. . . 8-inch Speaker
. . . 5 Watts
Output.



MODEL E-52
5 TUBES 2 BANDS
Sliding-rule Dial. 540
to 4000 kc. . . 6½-
inch Speaker . . . 2.5
Watts Output.



MODEL F-63
6 TUBES 2 BANDS
Tone Monitor . . .
Louver Dial . . . 540
to 1720 kc., 2400 to 7000
kc. . . 6½-inch Speaker
. . . 5 Watts Output.



MODEL F-53
5 TUBES 2 BANDS
Edge-lighted Sliding-
rule Dial . . . 540 to
4000 kc. . . 6½-inch
Speaker . . . 2.5 Watts
Output.