

The Year's Outstanding
Sales Opportunity



*As beautiful a cabinet as ever housed a radio.
Grained walnut with bird's-eye maple apron and
overlay. Full size. Finely finished.*

Silver-Marshall

LONG wave and
SHORT wave.

Operates with only
ONE chassis and ONE dial.

10 tube

Superheterodyne

\$ 89 50
*Complete
with Tubes*

The exclusive Silver-Marshall patented Rainbow Dial makes tuning short wave easy (see photo of dial on opposite page.) Regular broadcast stations in kilocycles; short wave stations in megacycles on colored bands, giving accurate location of stations without "fishing".

SOLD direct from manufacturers to dealers with absolute territorial protection to the dealers. Liberal discounts.

This is the set that is being merchandised and featured by Platt Music Company, Lyon and Healy, Jenkins Music Company, and largest and most successful merchants all over the nation.

Cinch This Line For YOUR Territory!
ACT QUICK! Use the Coupon (next page)

Write, Wire or Phone Western Headquarters, in Los Angeles

MIRACLE Q RADIO

“The public will buy this radio over ALL others.” That is a strong statement, but you will find it true.

¶ The “Q” is the finest 10-tube superheterodyne that Silver-Marshall has ever built. It has every 1932 sales feature. Visual meter for silent tuning. Automatic volume control to keep both distant and local stations at the same constant volume. Beautiful, well-made, 45-inch walnut console cabinets.

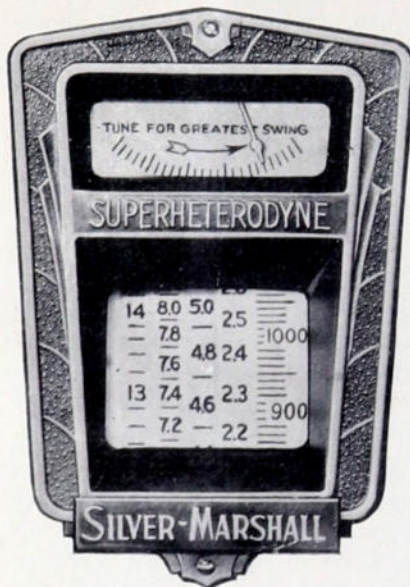
Of course, it has pentodes, screen-grid vario-mu tubes, dynamic speaker, etc. ¶ It has all that—and, in addition, it is a 10-tube short-wave superheterodyne. All on one chassis—with one dial! ¶ The short-waves open up a totally new field of entertainment: Police calls. Telephone con-

versations between ships at sea. Aeroplane pilots talking to their home ports. Foreign short-wave stations broadcasting their native music!

On the “Q”, it is all there with the regular broadcast stations. And only on the short-wave stations calibrated on the dial. Anybody can tune the set and get the short-wave station he wants. It is an exclusive Silver-Marshall development. No other manufacturer has it or

will have it. It is the subject of basic patent applications. ¶ Its list prices are highly competitive with straight broadcast supers. ¶ Someone will clean up with it in your city. Be first.

Send in the coupon NOW



SILVER MARSHALL, Inc.

WESTERN HEADQUARTERS

S-M Sales Co. 224 East 16th Street, Los Angeles
Phone Westmore 8078

S-M Sales Co.
224 E. 16th St.,
Los Angeles

Please send me all details.

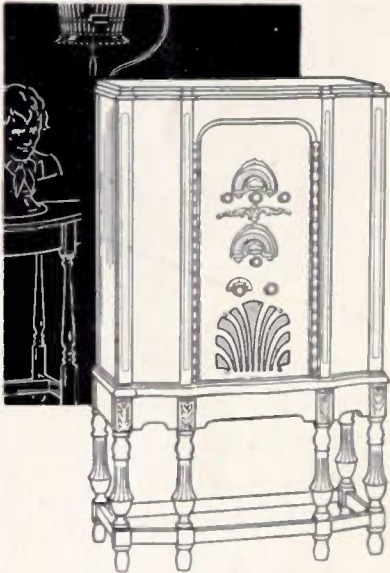
Name

Address

WORLD - WIDE RECEPTION

with True Sparton Performance

Now Completes the Most Salable Line in Sparton History



**MODEL 16 AW
MULTI-WAVE RECEIVER**

A de luxe 12-tube Superheterodyne in a cabinet of characteristic Sparton richness. Two separate tuning controls provide exceptional operating simplicity. A turn of the band selector and control knob instantly adapts this super-modern instrument for either long or short wave reception. Super-sonne chassis, Automatic Volume Control, Tone and Static Control, Phono Pick-up Jack and all other latest Sparton features.

THE new Sparton Multi-Wave sets and the new Sparton Short-Wave Converter have extended Sparton reception around the world.

And they have increased the attractiveness of the Sparton franchise by completing the most diversified and salable line in Sparton history.

Long experience and outstanding success in the development of short-wave receivers for police work provided an unequalled background for this latest achievement by Sparton engineers.

Sparton Automobile Radio has been adopted by more police departments than any other make. And these new Multi-Wave Spartons are certain to be the first choice of discriminating radio listeners, who demand true Sparton quality and performance in both long and short wave reception.

Ask your Sparton distributor for details of these super-modern instruments, which offer new profit opportunity for dealers by opening vast, new fields of radio enjoyment for owners.

THE SPARKS-WITHINGTON COMPANY (Established 1900)
JACKSON, MICHIGAN, U. S. A.

Widest Range of Models and Prices Sparton Has Ever Offered!

Model 9—small console	8 62.50
Model 10—junior Superheterodyne	69.50
Model 12—console Superheterodyne	64.50
Model 15—console Superheterodyne	99.50
Model 16—console Superheterodyne	114.00
Model 16 AW—console multi-wave Superheterodyne	155.00
Model 25—console Superheterodyne	136.00
Model 26—de luxe console Superheterodyne	165.00
Model 26 AW—console multi-wave Superheterodyne	195.00
Model 30—radio-phonograph combination	235.00
Model 30 A—radio-phonograph combination with long-playing attachment	248.00
Model 35—de luxe radio-phonograph combination	585.00
Model 40—automobile radio	99.50
Model 45—Visionola home-talkie	575.00
Model 51—country home battery set—table type	79.50
Model 52—country home battery set—console type	99.50
Model 60—short-wave converter	49.75

Prices include Sparton precision-built, factory-matched tubes. Western prices slightly higher.



**MODEL 60
SHORT-WAVE CONVERTER**

Encased in a beautiful table type cabinet, this 4-tube converter transforms any standard AC broadcast receiver into a short-wave Superheterodyne by simply plugging into light socket and connecting the aerial and ground wires. Full AC operation, with integral voltage and current supply system.

SPARTON RADIO *"Radio's Richest Voice"*

Only Sparton has the Musical Beauty of Sparton



Radio



Refrigerator



Home Movie-Talkies



Automobile Radio



Tubes



Automobile Warning Signals

(769)

WESTERN *Radio and* Refrigeration JOURNAL



“PUBLISHED IN THE WEST FOR THE WEST”

BYAM PUBLISHING CO.

WALLACE M. BYAM

MARION E. BYAM

Don McDowell, Managing Editor

1220 Maple Ave., Los Angeles, Calif.
New York: C. A. Larson, 254 W. 11th St.

Editorial offices maintained in

San Francisco,

Portland,

Seattle,

Salt Lake,

Denver.

—♦—

Dealers in the following states
are regular readers:

Washington

Oregon

California

Utah

Colorado

Idaho

Montana

Arizona

Nevada

New Mexico

Wyoming

How's BUSINESS THIS MONTH?

REPORTS from nine western metropolitan centers of the Pacific and Mountain areas indicates that the total volume of business for February will be somewhat less than January. This is contrary to usual years when February is ordinarily slightly ahead of January. The drop in sales may be attributed to several factors. Probably most important is the severe cold weather, raging blizzards in the mountain states, some of the worst storms in history in the Northwest, and for the first time in history, snow on Hollywood doorsteps. February likewise experienced somewhat of a sales let-down from the strenuous “off-season” selling campaign instituted by a number of manufacturers in January. Sales efforts have likewise been interfered with in February by shifting of interest to refrigeration with most of the larger and many of the smaller companies holding sales conventions, exhibiting new models, and a general refrigeration sales stimulus throughout the West in February, which detracted from radio interest.

Conservative estimates place March business on a par with December which was slightly over January. Estimates are based on manufacturers projected advertising efforts for March, a general clearing up of business conditions, and a widespread pressure put on the sale of all-wave sets and other new models.

This month definitely established the popularity of the all-wave receiver. Although a number of manufacturers had announced all-wave receivers much earlier, sales are now showing an undoubted and genuine public interest in receivers that will get short as well as long wave. Manufacturers are presenting very attractive offerings at prices under \$100.00, and the public is evidencing some of the old time interest in radio. It is to be noted that manufacturers who have been in the market with all wave sets for the past year have enjoyed a relatively high sales volume. Past experience shows that short wave or all wave sets do not undergo the seasonal depression experienced by long wave receivers.

February goes down as a big month for refrigeration, and marks the entry into the field of the \$99.00 refrigerator. Low priced boxes have heretofore been made, but February marks the entry of extensive advertising and wide spread merchandising of the less than \$100.00 box.

Dealer failures for the month are low, being the general opinion that dealers who have lasted this long will live through the season. Jobber failures are relatively high. This month marks the demise of four Western jobbers and the entry into the field of one new one.

VIEWPOINT

The \$99 Refrigerator

THE \$99.50 refrigerator is here. It has been predicted that a box below \$100 would be put on the market for the last several years. Right now four different boxes are being manufactured in the West selling at a list price of \$99.50. This is not dump stock merchandise; the refrigerators are manufactured to sell for \$99.50.

It is interesting to note that all these boxes selling for less than \$100 are of western manufacture. It is to be a repetition of the radio business? This West either knows how to manufacture at rock bottom prices, or to be contented with a small profit, or be in business for their health—or something.

Moreover, just to keep the game interesting, there is reason to believe that at least one western manufacturer, and possibly more will drop the price to \$89.50. Maybe, within another year refrigerators will be selling for \$59.50. Who knows? Stranger things than that have happened in this radio and refrigerator business.

The western made boxes that are selling for \$99.50 are very good value. Their mechanical parts are sturdy and well designed. Most of them use tried and tested systems of refrigeration. The boxes are enameled instead of being porcelain, but at that are better than 99 per cent of the ice refrigerators in use. No one claims that a \$100 refrigerator is as good as a \$200 refrigerator, but it takes all kinds of buyers to make a world, and everyone cannot afford a \$200 refrigerator. So there is undoubtedly a market and an increasing market for the \$99 box, and there is every indication to believe that a new industry will grow up in the West to meet that demand.

O. K. California! On with the jalopy refrigerator!

This Summer—Radio's Best Year

HERB BELL, head of Jackson-Bell, the West's largest radio manufacturer, and one of the old timers in the business, predicts that the coming summer will be one of the best the radio industry has ever experienced. He points to several very strong indications.

The political campaigns of four years ago at the last presidential election resulted in the sale of hundreds of thousands of radios. The coming political campaign will be fought more over the air than any election heretofore. Radio is admirably adapted to political purposes. The big majority of the nation's voters would much rather listen to a political speech with all its colorful phraseology than read one. They want to hear the voices of the men for whom they are going to vote.

The broadcast of the Olympic games will result in the sale of other hundreds of thousands of sets.

The advent of all wave sets, able to tune in all stations, both broadcast and short wave, will convert thousands of short wave enthusiasts and would-be distance-getters to the new all wave sets.

All-wave is the first actually new thing the radio industry has had to offer the radio fan in the last four years. Within a few years all-wave sets will make present receivers obsolete, and their obsolescence will begin this coming summer.

Finally Herb Bell clinches his argument with the statement that business is already obviously on the up-grade. By summer it will be so noticeably on the up-grade that every man in the street will realize that the depression is at least passing. Sets that should have been replaced months ago will find their way into the ash cans this coming summer, and new sets will take their place.

We think Herb hits the nail squarely on the head. All these favorable conditions coupled with the fact that refrigeration will experience a genuine boom this coming spring and summer, should make radio dealers prick up their ears and be tickled to death that they are in the business they are in.

Radios at \$7.95

WHEN the first midget was put on the market a few years ago listing complete with tubes and speaker for \$59.50, radio dealers and manufacturers held up their hands in holy horror and wondered what the business was coming to. Last year when several Western manufacturers startled the Chicago Show with a \$24.50 four tube radio, and a darn good radio at that, many of the nation's radio wise ones predicted that the end was in sight. Maybe they were right, but before the year was out it was conservatively estimated that a million and a quarter dollars worth of them were sold.

At the same Chicago Show last year, one manufacturer jokingly exhibited a radio set which was to sell for \$10. It had four tubes, some sort of a magnetic speaker, a station selector, but no dial. It was obviously a joke.

Yet, in Los Angeles today, anybody with \$8.00 (\$7.85 to be exact) can lay it on the counter of any number of Southern California radio "manufacturers" and walk off with a four tube set with screen grid tubes, a 45 output tube, and a dynamic speaker. Likewise in several Western cities radio stores are advertising sets complete at \$12.50 and in one instance \$10.

The manufacturer who sells a radio set for \$7.95, it is estimated, makes about \$1.00 profit. At a recent meeting of small radio manufacturers, one operator exhibited cost sheets showing that he could produce a radio for \$6.81, not counting his overhead. He estimated that his overhead was about \$30 a month.

The radio manufacturing business in the West is increasing in number of manufacturers. There are now 217 radio manufacturers in the eleven Western states who are buying parts at manufacturers' prices, and operating as manufacturers. A year ago there were approximately 33. Of the 33 that existed a year ago, a dozen, however, were fair sized concerns employing an average of 25 men regularly. Of the present 217 manufacturers there are not over 6 that employ an average of 25 men.

Most of the new manufacturers that have started up within the last year are former employees of the larger manufacturers that existed a year ago. Equipment of many of them consists of a garage in the back yard (the car is parked outside), and the manufacturing machinery consists of one soldering iron. In the larger factories they have two soldering irons). Parts are bought from eastern manufacturers through local agents or direct from Western manufacturers. Coils, transformers, speakers and cabinets are bought from the West. Most of the other parts including tubes are bought from the east. Western parts manufacturers supplying so many set manufacturers are doing a fair volume of business. They have so simplified their operation, standardized their output, and reduced their overhead, that they can turn out parts at an unbelievably low price. In practically all instances they sell for cash, and the set manufacturers sell for cash. It is entirely an assembling proposition.

The set manufacturers make all the way from a bare living to fair wages and some make several hundred dollars a month. Most of them are unlicensed, but whether or not they are licensed, seems to make little difference.

Now what does all this mean? Western Radio and Refrigeration Journal presents these facts and draws no inferences. We leave it up to each dealer to reach his own conclusion. Many dealers refuse to sell merchandise at such a low figure. They claim that they can only make a two or three dollar gross profit on a sale, and that does not cover the cost of handling. They claim, moreover, that a sale of such merchandise

spoils the sale of better and higher priced merchandise that could be made at a profit. On the other hand, there are dealers who do sell such merchandise, claiming that they do it to beat competition, and to make sales where they could not make them otherwise.

The manufacturers cannot be eliminated, and even if they could, who is to say whether a manufacturer is to live or not to live. Whether or not manufacturers can continue to stay in business with a gross profit of only \$100 on an \$8.00 sale is questionable. Whether or not a dealer can remain in business at a gross profit of \$2.00 or \$3.00 on a \$10.00 sale, we believe is very doubtful.

On the whole business men are in business to make money. We believe that most radio men, whether manufacturers, jobbers, or retailers could make more money herding goats, or playing stud poker, than by selling radios at such prices.

New Millionaires

THIS month marks the entry of several prominent Western radio men into businesses of their own. Otto May, Bob Bird, Claude Foote, and Mark Smith, all are hanging out their own shingles. These veterans are old war horses of the game. They know the radio and refrigeration business up one side and down the other.

It is being said that a new crop of millionaires will grow up in the United States in the next ten years.

Well, boys, here's our every wish that you will be amongst them. All together. Give them a hand.

Does The East Want Western Gold?

BY starting just three days too early, the Chicago radio trade show this year will cost every westerner that goes to the show approximately \$50 extra.

Heretofore western radio men have been able to travel on the "summer" rates which the railroads put into effect on May 22. Round trip fares from the West Coast to Chicago now are approximately \$140. When the summer rates go on they will be \$90. And the difference between \$90 and \$140 is considerable these days.

Even with the \$90 summer rate, Westerners still pay more train fare to attend the Chicago show than dealers from any other part of the country. It is a long, hard, and usually hot trip at best. Spend three days and nights on a transcontinental train and you know you've been somewhere. That should be enough of a sacrifice in itself.

Adding this \$50 additional tax makes

it just about too much. It will undoubtedly stop many a westerner from attending the show.

Possibly the managers of the Chicago Trade Show had no other choice. Possibly the dates they have were the only dates they could get. Possibly they had pressure from the powers that be forcing them to have an early show. But many a western radio man is going to think that very likely the show authorities don't care much whether westerners come to the show or not. They are going to think that the East doesn't care much about the West's business.

As one western dealer tritely remarks, "There's Gold in these here hills. Boys, but I guess those fellows in the East are on the silver standard and don't want it."

Secretaries of Western Radio Trade Associations have protested, but so far with no result.

In any case it is a very unfortunate situation.



Harry G. Sparks, vice-president of the Sparks-Withington Company of Jackson, Fich., in a recent address to western dealers, looks for a distinct upturn in business by the third quarter of this year.

Harry Sparks

Says:

"IT CAN safely be said that we are half way through the woods as far as the depression is concerned," said Sparks. "We are now on the way out. In all probability the change will not be noted until 90 days or more after it actually starts, and the United States will undoubtedly lead Europe out of the present general depression and will do so independently of foreign contacts.

"Americans are extremists. For the past two years we have withheld buying to the point of depriving ourselves, yet on the otherhand when the time is opportune—a time which is rapidly approaching—then the buying power of the American public will be keenly felt. Inventories are at their lowest in years—that they

must be replenished soon is becoming more apparent every day.

"Eastern business conditions have been gradually improving for the past four months and collections for the past 60 days have been better than at any other time in the last six months.

"Major wage adjustments throughout the country are over. Although there may be minor adjustments in a few cases it is nevertheless recognized by the close observer that there will be no further reactionary moves in this phase of the economic set-up.

"The people who do the digging—who do the work on the firing line in the next four months are the ones who will reap the rewards in the next two years."

When hard times refused to blow over, Dealer Brown—whose name isn't "Brown", but who is a real progressive western dealer—decided the best thing to do was to slash his overhead down to the bone. He cut out every expense not absolutely essential, ate cheaper lunches, let his serviceman go, moved to cheaper rent, and withdrew his checking account. That's Brown's system—and he's still in business.



DEALER BROWN—Got out his books and began using the blue pencil on expenses. Pulled in his neck and played his cards close to the table.

Here's How TWO Dealers

WHEN the depression came along, Brown decided the wisest thing to do was to pull into his shell and play the cards close to the table. When hard times refused to blow over, and it became obvious that business was in for a longer siege, he called a meeting of his Ways and Means committee of one, and went into a huddle.

He laid out a campaign of overhead cutting, and started in—not in the business, but at home. The family expense budget was given the third degree and came away considerably leaner. He began eating less expensive lunches and had the old hat reblocked.

Slashed Expenses

From there, he carried the battle into the store. He sold his lease, and moved into cheaper quarters. He found that his service business didn't warrant the maintenance of a serviceman and truck, gave his man a chance to get another job, sold the truck, and figured he had saved around \$2000 for the year. He made arrangements with another serviceman to do his work and make deliveries at a nominal cost, and accompanies the deliveries and installations himself.

It had been part of the service-

man's job to sweep out and clean up in the morning, so Brown came down earlier in the morning and swept out the store himself. He let one girl go, and helped the remaining one with the dusting. He found that he could save by doing away with bottled water, and reverting to the good old faucet. "If you're going to cut overhead", Brown declares, "you've got to start at the bottom and weed out the little expenses".

Cut Down Stock

He has cut his stock to the bone, retaining only the models that he knows he can sell, but makes it perfectly clear to the prospect that he can get him any model he wants immediately.

"In abnormal times like these", Brown observes, "people do and expect abnormal things. I firmly believe the average buyer today would go to a barn to get a radio, if he thought he could get a better deal. I'm half tempted to move into a still cheaper place until this blows over".

Brown bewails the credit system. "I wish there weren't any such thing as a checking account. If people had to take their money out of a purse, they'd be more careful about buying. It's so easy to write out a check here,

a check there, and when the pay-off comes, somebody is out in the cold. If it weren't for collections, a lot of us could manage to get along pretty well, depression or no depression. Believe me, I'm watching credit ratings now, and following up collections as fast as I can".

Pays Cash

To bear up his stand on the checking account question. Brown has taken his own money out of a checking account, and pays cash for everything he buys, from the family groceries on down. While not actually depriving his family of necessities and comforts, he has demanded that they toe the mark in helping keep living expenses down. He asks them to do nothing he isn't willing to do himself.

Brown doesn't claim to be solving the depression. He, as well as others, are taking the best course as they see it, figuring that even a minimum amount of sales will carry them over, providing the cost of operation can be kept low enough to balance it.

Everyone, no matter what system he uses, has been trying to hang on until the storm is over. But Brown's policy is to "hang on, but take off your shoes and overcoat".

IN 1928 Black did \$46,000 worth of business. In 1929 he did \$52,000 worth. Last year his sales amounted to \$18,000, about a third of his business in 1929. And this year, while his business can't compare with that of three years ago, he is still aggressive and can show profit on his books.

Black's store is small, consisting of one narrow display room, and a service room in back. His personnel consists of himself, his wife and one serviceman. He's happy, confident and busy. He is plowing along just as he did three years ago—same crew, same store, same set-up and same enthusiasm. There are several other dealers within a few blocks of him, yet they don't worry him—some of his customers live 30 miles away.

When the depression hit, Black made up his mind to disregard it, shaving a little off his overhead by closer buying and smaller budgets, but with hardly a let-up in other respects. He handles three lines, all

substantial brands. The big dealers downtown don't bother Black; he tells his customers, "Of course I can't compete with them on terms, but I can give you service and personal attention that will be worth a lot more to you in the long run". If a downtown store runs a local ad, Watson promptly takes space right beside it and shows where he can provide the same merchandise, with added advantages.

Public Not Chiselers

He thinks people aren't all chiselers, and that when a man is in the market for a set, he wants a good radio first, and a bargain second. Since he's been in business, he can point to 17 families to which he has sold at least six sets apiece.

Black uses his serviceman as a salesman, not a source of direct profit. He can trace hundreds of sales to his serviceman, who is the last thing in his store he would do without. He and his serviceman collect all the

latest dope on servicing and can repair any set under the sun. Black thinks too many dealers have concentrated on their own lines so long they've grown rusty on other makes. He has a standard rate of \$1.50 a call but refuses to do away with free service. He's as proud of his class of customers as a kid, and will replace a burnt-out transformer after four months without batting an eye. He won't replace tubes if they don't need it, and you won't find any disconnected wires left behind when Black's serviceman leaves a job. "And laugh all you want," he declares, "at 'Service with a Smile', but I never let my serviceman or myself forget it for a minute".

Steady Advertiser

Last year Black spent \$1200 on advertising. He doesn't use manufacturers' mats, but does get some of his ideas from their copy. "They know how to write ads", says he, "so why not?"

Licked the DEPRESSION

DEALER BLACK—Rolled up his sleeves when the depression hit, and went out and dug up the business with no let-up in his organization or expense budget.



His ads, many of them alongside downtown ads, have brought him lots of business; the overflow from the big ad that comes to him is considerable.

There is a highboy in Black's store, original list \$140, that a downtown store recently dumped for \$89.50. But he won't let it go for a cent less than \$125, and declares "I'm going to get it"!

Much as he would like to, he feels he shouldn't push refrigerators, because his set-up isn't right. "Radios and refrigerators are a great

(Continued on Page 28)

Black—that's not this western dealer's name either—began his depression campaign by forgetting there was any. He continued his advertising, strengthened his service department, kept the same store, the same crew, the same set-up, and plowed ahead with the same old aggressive confidence. He's still in business too. Here are two different systems—and they both worked.

Here's A Merchant for Refr

By J. M. TENNEY
General Sales Manager
Copeland Schlageter Company



J. M. Tenney

STANDING alone, like a frosted mountain top, the Electric Refrigeration Industry in 1931—a year of sad depression—enjoyed a tremendous increase in sales over the year 1930. It showed by far the most remarkable increase over any domestic appliance during the past twelve month period. A few of the others held their own, while the great majority suffered curtailment of sales.

This phenomenal increase in sales of electrical refrigerators, year after year—in good times and in bad, is clearly a true barometer by which the alert dealer today may accurately gauge his potential market for this product during the coming year of 1932.

Air Conditioning

There is, however, another electrical refrigeration product with which many of the dealers today are not so familiar. Air conditioning, having successfully emerged from the experimental stage, now is a most welcome member to the refrigeration family—especially to the live energetic dealer who is constantly on the lookout for choice franchises. This new member of the refrigeration family is now available for homes, stores, beauty and barber shops, restaurants, etc., and offers to the commercial refrigeration dealer a vast new field of sales and profits.

Active dealers in every line of business have long since realized that the public is refrigeration minded—in other words the *market is at hand!* Already a great army of dealers in radio, electrical appliances, hardware and domestic appliances, together with department stores, have become a most important factor in the electrical refrigeration industry and a

great many other dealers are now keenly alert to their opportunity and have definitely decided to get into this business now.

As was to be expected, a number of dealers failed to realize profits from refrigeration franchises. This writer has called upon many such dealers who unfortunately had listened to the rose-colored picture painted for him by a misinformed distributor's representative—ordered a floor stock of electric refrigerators—displayed them on his sales room floor—and awaited the public to eagerly come in his store and buy them. The inevitable result of such disillusionment reflects the entire stock of the initial order still standing upon such a dealer's floor. Dealers contemplating this type of merchandising will do well to refrain from seeking refrigeration franchises, which undoubtedly will prove unprofitable to them.

That's a Sure
Presented by

Entering Big Year

Unquestionably the ice machine business is now entering its most successful season thus far, not alone for the large key dealer, but for the small dealer as well, providing he follows the practice of maintaining a live aggressive sales organization, which thousands of successful dealers are utilizing today.

To these prospective dealers, confronted with the myriad of problems in selecting their franchises, the writer suggests that they carefully consider the following:

Product

1. Which line shall I handle?
2. Shall I handle more than one line?
3. Who is the manufacturer behind the product?
4. Financial strength of manufacturer?
5. Scope of manufacturer's line
6. Advertising behind product—national and local?
7. Has the product exclusive features?
8. Does the product have eye appeal?
9. Is the price comparable with competitive lines?
10. Does the product have public acceptance?

Having decided upon the franchise from the manufacturer's standpoint, let him next consider the following:

DISTRIBUTOR

1. Who is the distributor?
2. Financial strength of distributor?
3. Personnel of distributor's organization?
4. Sales promotional help from distributor?
5. Competition from distributor?

Advertising Plan for Refrigerator Dealers

Fire Profit Builder
Shrewd Sales Manager

6. Service problem policies of distributor?
7. Discount policy of distributor?
8. Shall I handle my own service?
9. Shall I have the distributor handle the service?
10. Number of competitive dealers in my territory.

Having carefully considered these problems, let the prospective dealer next give careful consideration to the all-important work of developing an alert sales organization. In spite of all that has been said and done to the contrary, a great many dealers still talk about "natural-born salesmen". The writer has never discovered whether these alleged natural-born salesmen begin showing sales ability while still hugging the milk bottle, or whether they waited a few years until they were able to talk. It is apparent though that the successful dealer of today is no longer looking for the man who may be born with natural selling ability.

Trained Salesmen

This fact is evidenced in the expenditure of millions of dollars annually in training salesmen. These men are taken from all walks of life and developed into real producers. The successful and well trained salesman today leaves a trail of friendly buyers behind him, while the "star" of yesterday left buyers who are still wondering "why they bought".

The importance, therefore, of a well trained sales organization is paramount and should be carefully weighed by the prospective dealer, especially in relation to the degree of assistance he may rightfully expect to receive from the distributor toward this end. The answer to his sales organization policy will spell success or failure in his refrigeration franchise.



"... Dealers in every line have realized that the public is refrigeration-minded—the market is at hand"

Outside Selling

Experienced refrigeration merchandisers have found that haphazard outside selling won't do. It takes whirlwind, intensive, thorough personal solicitation to put over sales. Here are the figures and facts to prove it, and I've seen it work out time and time again as the only sane method of merchandising refrigerators: If each salesman makes 100 calls, survey averages show he will only get a chance

to actually speak to 50 prospects. He will only get an opportunity to talk for a few minutes with six persons out of that 50. Out of these six, he can get appointments for later calls out of only three, and of the three, only one will buy. One out of a hundred.

Obviously, the best way to sell refrigerators is to contact as many prospects as possible, as fast as possible—and what is more important as hard as possible.

ESTIMATED DOLLAR VALUE PER UNIT \$ _____															
PERCENTAGE MO. VOLUME	5	6	9	11	13	13	12	8	7	6	5	5	ACC.	FXD.	VAR.
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC			
NO. UNITS QUOTA															
DOLLAR VALUE SALES															
COST OF SALES															
(a) Mdse FOB Distr.															
(b) Frt. & Handling															
TOTAL COST OF SALES															
GROSS OR OPERATING PROFIT															
EXPENSE															
ADMINISTRATION															
Management Salary															
Clerical Salary															
Stationery & Supp.															
Light, Heat, Water															
Telephone & Teleg.															
Rent & Taxes															
Insurance															
Miscellaneous															
CAPITAL COST															
RETAIL SALES COST															
Salesmen's Salary															
Salesmen's Com'n															
Demonstrator Expend.															
Misc. Expense															
OFFICE SALES COST															
Sales Mgr. Salary															
Sales Mgr. Com'n															
ADVERTISING - SALES PROM															
SERVICE COST															
DEPRECIATION															
BAD ACCOUNTS															
NET PROFIT OR LOSS															
CAPITAL INVESTED															
PERCENT. PROFIT OR LOSS															

Tenney's suggested budget for refrigerator dealers



Four Big Store Executives' Answers to the Question: “*What* Would YOU Do If YOU Were A Small DEALER?”

Show Profit—Or Else

“**D**EPENDS on many conditions. If I could handle my own paper, and could scrape along and make even a bare living, I would hang on. It all depends on how much net profit there would be in my business. If I could not carry my own paper, and was going under every month, I'd close up the shop and get another job.

I'd cut down my overhead and keep cutting until I showed a profit—and if I didn't see any chance then, I'd quit business.”

One of the best known merchandisers and financial leaders in the West.

Harder Work Possible

“**I**N THE first place, none of us works as hard as he is capable. Last year I did more work than I have ever done in any previous three—scheming, planning and scraping to try to make the most out of a lean year. I discovered I could accomplish more than I'd ever imagined.

“Years ago, when I was in charge of a field crew of salesmen, I found that just as much, or more, could be accomplished in five hours of intensive work as in eight or ten of haphazard selling. If I was a small dealer, I'd tell my salesmen, or salesman, that I didn't want him to try

and contact as many prospects as he could, but to give his best to each sale, even if it took a little more time.

“I'd do everything I could to make myself known in my community. I'd have a hand in every civic movement, belong to organizations and keep in close contact with all public affairs, from the P.T.A. to the fire department. That's where a small town dealer gets his most valuable contacts.

“In times of poor business, such as the one we are all going through, I'd cut my overhead, wherever I could, and get out and work like the devil. I can name several small town dealers who have pulled through as tough times as this by sacrificing some of the comforts of life and doubling their work. Many of them owe their success to their wives and families, who chipped in and helped out at the store, or cheerfully moved to a less comfortable place to live for awhile.

“While collections are a tough proposition, I'd have no choice but to get out and go after them tooth and nail. And I wouldn't let a single set stay overnight in anybody's house. Right now, we could have \$10,000 worth of merchandise out on demonstration, but we make it clear that we'll be glad to demonstrate in the home whenever the purchaser is present, will stay as long as they like, but when we go, the set goes too.

“I'd keep a serviceman if I could,

but it would depend on whether or not I had, or could get, enough business to allow him a decent living. Otherwise, I'd contract my service work to a reliable man. I wouldn't cut out advertising altogether, but would spend for only what pulled best.

“A small dealer can handle about two lines very nicely. But if I had several competitors, I wouldn't handle the same lines they did. I'd go to some distributor whose line wasn't represented in my territory and say, “Here; you've got a good line and I want to take it on. I'll push it to the limit and give it everything I've got, if you'll guarantee not to place any sets with my competitors or anyone else in my territory.”

Prominent Retail Merchandiser and Association Executive.

Scarcity of Merchandisers

“**E**VERYONE knows there are too many dealers. But there aren't too many legitimate, well-financed, dependable dealers. If some of the little, half-starving, shoe-string dealers that are cluttering up the industry today would close up and get jobs, everyone in the trade would be better off.

“Most of the smaller dealers have the idea that everyone in the big stores is a gyp-artist. Many of them have decided to use gyp methods in retaliation for what they imagine the downtown stores are doing to them.

“We lost three sales on a \$350 set recently, because the prospect could get it from a little dealer cheaper. I made up my mind to find out what it was all about. We picked out eight neighborhood dealers, whose standing was at all questionable, and I called them up, pretending I was a custo-

(Continued on Page 28)

Foote Organizes New Company

Claude Foote, known to every radio man in the South as the former Southern California manager for the H. R. Curtiss Company, with two of his old friends, has launched Kirkpatrick, Foote and Auerback, a sales organization handling the popular-priced Buck-Eye refrigerator. Offices and sales rooms have been opened in the Terminal Warehouse in Los An-



Claude Foote

geles. Kirkpatrick was for several years with Copeland and more recently with the Platt Music Co.

The Buck-Eye is manufactured by the Domestic Industries Company, having been on the market three years, selling mainly to "key" outlets in large cities, as the May Co., and Peoples Outfitting Co., Detroit; Macy's, New York; Stern Co., Philadelphia; Hartman's of Chicago, etc.

Two sizes of box are offered; the 5½ ft. at \$119 list and the 7½ at \$179 list. Specifications include a sixth horsepower motor, American Radiator expansion valve, Ramco, 8 point thermostatic control, porcelain interior, dry zero insulation, chromium hardware. The unit is manufactured by the Dayton Pump and Motor Company.

L. F. Riley, formerly with H. R. Curtiss, is handling Pasadena, San Diego and the "kite". M. F. Farrell is handling the Los Angeles territory.

Flynn Adds P.A.

C. C. Flynn, Western representative for Magnavox, has announced his acquisition of a line of public address equipment manufactured by the Electro-Acoustic Products Company. Flynn is out for sound equipment business in a big way in a typical Flynn manner, and announces that his first big sale was equipping the Orpheum Theatre in Los Angeles.

Figures show that the refrigeration field at present has a market saturation of 17.12 per cent.

Radio Television Company Distributes Jackson-Bell

Mark Smith, one of the best known radio merchandisers in the West, on March 1 went into business for himself as head of the Radio Television Company at 1728 South Flower Street, Los Angeles, and has announced his appointment as distributor for Jackson Bell for Southern California. B. C. Shelley, former distributor, has been forced through illness to remain at a sanitarium constantly.

Mark Smith has been in charge of the radio division of Ray Thomas, Inc., Atwater Kent distributors in Southern California. Previous to his connection with Ray Thomas several years ago, he was West Coast manager for E. T. Cunningham, where he gained a wide reputation and a host of friends in the radio industry all over the West. He has been prominent in Association activities in both San Francisco and Los Angeles, at one time being chairman of the San Francisco Radio Show.

Everett, Washington newspapers will please copy this notice of Mark Smith's entry into business for himself, for Mark is one of the home town boys who have made good. He was formerly a star half-

back on the Everett, Washington football team.

Typical of good sales managers he is very enthusiastic over his new Jackson-Bell line. He claims the new models he is presenting to the trade offer as much value as money can buy and at prices that guarantee a profit to the retailer. And profit appeals tremendously to Mark's Scotch instinct. He is featuring Jackson Bell's all wave receivers combining both long and short as well as their new short wave converter which can be attached to any set. New cabinet models are very attractive.

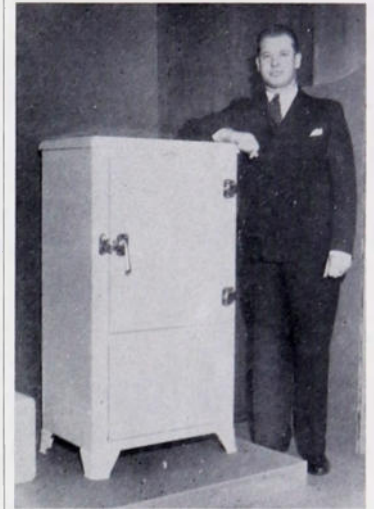
Mark announces that he is ready to receive floral offerings, congratulatory telegrams, and orders at 1728 So. Flower Street, Los Angeles, where the shingle over the door announces "Radio Television Company, Inc.; Mark Smith proprietor."

Scotch vacation: Stay at home and let your mind wander.

Export sales of Majestic radios increased over 120 per cent, according to Harry Scheel, export manager, bringing export shipments up to 10 per cent of total shipments.

Olympic Line In Production

Mel Rogers of the firm of Rogers & Goetz, Ltd., at 311 West 12th Street, announce that they are in full production and making deliveries on their new Olympic Electric Refrigerator listing at \$99.50. The preview of the new model held at the Biltmore hotel attracted record breaking crowds to view what has been claimed to be a forerunner of a popular priced refrigerator manu-



Melville Rogers

facturing business in Los Angeles.

It will be remembered that Mel Rogers, more than anyone else, deserves credit for the invention of the original midget radio, first made by Echophone. Rogers & Goetz are distributors for Echophone radios in Southern California.

The new Olympic Refrigerator is being manufactured in Los Angeles and is built particularly for the Western market.

The capacity is 4.35 cubic feet, and the shelf area is seven square feet. Two ice trays freeze, 56 cubes of ice or 5½ pounds. Provision is made for regulating the temperature to eight different cold adjustments. There is also a defrosting switch combined with temperature regulating.

In size, the Olympic is designed to take the place of the average ice refrigerator of similar capacity. It is 48 inches high, 18 inches deep and 25 inches wide. Its total weight is 253 pounds. The case is enameled inside and out and a massive single door swings on large chromium hinges.

The Olympic '32 is guaranteed by the manufacturers for three years.

Harry Demerest, associated with Bill Cooke in the Sylvania Pacific Company is on an extensive trip east contacting the various factories represented by Sylvania Pacific in the West; National, Polymet, Electrad, and Sylvania. The Sylvania Pacific Company have recently been appointed distributors for Electrad in the eleven Western states.

All Metal Solder Discovered

The discovery of an all metal solder, "Alumaweld," that repairs aluminum, pot metal, die castings and steel, has been made by the Allied Research Laboratories of Glendale, Calif.

As the name Alumaweld implies, the solder actually breaks down the structure of the metal being repaired and fuses or welds with it to form a single, solid piece. It is not to be confused with a surface solder.

Alumaweld is applied to any metal with an ordinary soldering iron or blow torch. It melts at an exceedingly low temperature, but

once applied, requires a much higher temperature to melt again. The fact that it has a tensile strength of 12,000 lbs., which is over ten times that of ordinary solder, indicates its permanency.

Alumaweld is now being used extensively in radio work for the repair of aluminum cabinets, aluminum housings, and other metal work. Average repairs take from 10 to 12 minutes, and there is no need to tear down the set or remove any parts. Alumaweld is quite ductile, machines easily, and will take a nice polish over which chromium plating or any other plating can be applied.



Using Alumaweld

JACKSON-BELL

Something Your Customers will want to Buy!

You don't have to sell . . . they sell themselves

The radio scoop of 1932. The most sensational dealer opportunity since the all-electric radio.

A real receiver combining short-wave and broadcast, on one dial —all bands on one circuit.

The old style "double decker" type is out, doomed to pass into oblivion. Your customers are not technicians, they want to enjoy and play short-wave and broadcast without experimenting.

Be among the first to feature this amazing new revelation.

**MODEL 28
MIDGET**
\$59⁹⁵
LIST

8 tube
Superheterodyne
Complete with
Cunningham tubes



**MODEL 28
CONSOLE**

\$74⁵⁰
LIST

8 tube Superheterodyne
Complete with Cunn-
ingham tubes

No radio on the market today will out-perform these models. There is nothing left to sell. Every feature that the best radio minds have to offer is built into these combinations. PLUS — the exclusive short-wave and broadcast on one dial and equipped with "tone control", as originated by Jackson-Bell engineers.

WRITE . PHONE . TELEGRAPH

Your inquiry will bring prompt response and full particulars.

ACT QUICKLY . . FRANCHISES GOING FAST

LEADS AGAIN!

WITH THEIR CONTRIBUTION TO THE

**REVIVAL
OF THE
RADIO
BUSINESS**

**NEW!
DIFFERENT!**

**BROADCAST and SHORT-WAVE
combination all on ONE DIAL**

Instead of just selling a radio, now Jackson-Bell gives you something your customers are looking for. Everywhere, everyone who has seen this new combination wants to buy one.

Simplicity... beauty... ultra-performance, something entirely different and as modern as your daily paper.

First come, first served. Our dealer map is showing lots of new "pins"... Act at once, delay means loss in profits.

FAR DISTANT RECEPTION THE
NEW WAY

France... England... Russia... Italy... Germany, opera... orchestras... police calls... weather reports... world wide news events from foreign lands and all other short-wave stations any place in the universe, with this new combination short-wave and broadcast, on one dial.

YOU ARE PRACTICALLY SELLING YOUR
CUSTOMER 2 RADIOS FOR THE ONE PRICE

JACKSON BELL CORPORATION, Ltd.

MANUFACTURERS

6500 MCKINLEY AVENUE, LOS ANGELES, CALIFORNIA PHONE TW. 9101



Getting the Jump On REFRIGERATOR *Service Calls*

Most of them are unnecessary and can be stopped before they start at the time of sale

TO the average dealer, handling a good line of refrigerators, the question of servicing is one of the least things he has to worry about. Modern units are, for the most part, trouble-free, and the dealer seldom has to make many calls for repair.

Many of the service calls a dealer receives result from some minor mistake on the part of the customer ignorance in operating, or as a result of over-selling. Where a customer is led to believe that his unit will do everything under the sun except talk, will never wear out, and has nothing to go wrong, that customer is very liable to be the first to call up for service.

Some of the most common troubles encountered by the refrigeration serviceman can be traced to faulty installation. And while all factory manuals have most of the information necessary for correct installation and servicing, practical experience uncovers some things that every dealer often overlooks and should stress.

Location

Often a service call can be averted by the correct placing of a unit when installed. It should always be where there is plenty of fresh air, and in a cool place. A location close to a water heater, or where the sun strikes it for part of the day, must be avoided. A screen porch isn't always desirable, either; usually being too hot in the summer and too cold in winter. The best place for a box is in the kitchen, as far away from the stove as possible.

Air Circulation

Movement of air must be free, and the inlet and outlet of the unit unobstructed. If the outlet is in the back, the box shouldn't be placed so close to the wall that circulation is restricted. Heat increases the operating time and shortens the life of the unit, when the air circulation is not free.

Over-Selling

A lot of service calls can be eliminated at the time the box is sold. Over-selling too often results in the customer expecting too much of the box, and he is dissatisfied if it won't do all the salesman claimed for it. When he is told that he can get all the ice he wants whenever he wants it, and one winter evening discovers that there's no ice in the trays, he calls up the dealer and complains. There's no harm in telling the customer at the start that the unit freezes more often in summer than in winter, and explaining why.

Often such a call is the result of the location of the box outdoors on a screen porch. Moving it in to a warmer spot

in the kitchen is the answer—where it should have been in the first place.

Thermometers

Unnecessary service calls can arise from over-use of a thermometer by the customer. While some companies advise the placing of thermometers with every purchaser of a unit, this can often cause trouble. If the housewife has been told that an electric refrigerator will always

The Customer Should Know That . . .

1. Hot food should be cooled before putting in box. Doors kept closed as much as possible.
2. The bottom of the box under the chilling unit is the coldest part and should be used for meat, milk, butter and eggs. Cooked food above.
3. Moist food should be covered.
4. Circulation of air must not be blocked.
5. The defrosting tray is only for ice-cubes or frozen dishes.
6. Ice picks and sharp instruments should not be used to pry trays loose—use hot water.

keep a constant temperature, with only one or two degrees variation—more over-selling—putting a thermometer in her hands is unwise. Whenever she finds several degrees natural variation—caused by opening the doors, changing outside temperature, warm food—she's liable to think something is wrong. She should have been told that a variation between 40 and 48 degrees is natural. A thermometer only calls her attention to it.

To the dealer or serviceman, however, the thermometer is his most valuable tool. He ought to buy a good one, and never use one of the cheap advertising thermometers. Accurate temperature readings are one thing he can't afford to economize on. One large refrigerator manufacturer conducted a survey and found that a large percentage of dealers and serviceman didn't even own thermometers.

The proper way to get a correct thermometer reading in the food-compartment is to immerse the thermometer in a liquid—milk, water, etc.—that has been in the refrigerator for some time. Many servicemen have the bad habit of merely laying the thermometer on one of the shelves, closing the door and waiting until they think it has had time to register. They don't take into consideration the fact that the temperature of the shelves and that of

the inside air is changed as soon as the door is opened to take out the thermometer. A liquid that has been in the box, however, holds its temperature longer and gives a more accurate reading. Even warm air rushing in won't have much effect on the liquid.

Sanitation and Neatness

Experienced refrigeration servicemen take extreme care on a field job, that nothing is done to offend or antagonize the housewife. Just as radio servicemen learned that a woman doesn't want her tables or chairs scratched up with sharp tools, or her rugs smeared with grease from overalls, so have refrigeration servicemen learned to be careful. It's a good idea to have several mats of heavy white canvas, so that a clean mat is always available to take out on a field job. Canvas is a good material because it is durable and easy to launder. Spread the canvas out on the floor in front of the box, and lay the kit and tools out on it. If the job requires and dismantling, of motor units, either take it out on the porch, or ask the housewife for some old newspapers. Jobs like these occur seldom, but it's best to be prepared.

A good point not to forget is that a woman is impressed by things that the average man probably wouldn't notice. Dirty hands handling the lettuce or a smudgy thumb in the butter doesn't make much of a hit with the lady of the house. Either let her remove the foods, or be sure you have clean hands and handle the dishes with care.

A bottle of polish is handy to have along to clean up the box after the job is finished. Even wiping the refrigerator
(Continued on Page 28)



Record Hits of the Month

You Can't Go Wrong on This List of Best Sellers, Reviewed Exclusively for Western Radio & Refrigeration Journal

BRUNSWICK

"Can't We Talk It Over?"—Bing picked a knockout in this new ballad, and his style goes swell with pipe organ accompaniment. Helen Crawford, Jesse's wife, is at the console—no mean organist in her own right. Bing fans will eat this one up. (Bing Crosby).

"Dinah"—The famous Mills brothers and Bing. What a combination! A plenty hot recording with more trick vocal combinations than you can shake a stick at. (6240).

"An' Evening in Caroline"—Martha, Connie and Vet step right up to the mike to take the kinks out of your legs with a hot, swaying rendition of one of the year's best tunes. Never a dull moment. (Boswell Sisters).

"River, Stay 'Way From My Door"—Another one. (6218).

"Baby Won't You Please Come Home"—This novelty quartet sounds like a complete dance band, yet they use no instrument except a guitar. They take an old standby and dress it all up. (Mills Brothers).

"You Rascal You"—Not a new tune, but brand new the way these colored lads put it over. (6225).

"Gems from George White's Scandals"—This is probably one of the best recordings of the year. In two parts. On one side, "Life is a Bowl of Cherries", "This is the Missus", "The Thrill is Gone", "My Song"—played by Vic Young's orchestra, and sung by none other than Bing Crosby, The Boswells, and Frank Munn.

Part 2—"That's Love", "That's Why Darkies Were Born", "Life's a Bowl of Cherries"—by Bing, the Boswells, Frank Munn and the Mills boys. A 12-inch record. (20102).

"The Wooden Soldier and the China Doll"—"The Old Maestro puts his band through its tricks in this unusual number, with monologue by the inimitable Ben himself. On the order of "Sleepy Time Express" (Ben Bernie).

"Can't We Talk It Over?"—A class arrangement of a popular radio tune. (6250).

"Just Friends"—A famous radio band in a nice arrangement of another season's hit. Sentimental and sweet, with plenty of smooth dance rhythm. Baritone chorus. (Jacques Renard).

"How Long Will It Last?"—A melancholy foxtrot, with a continental tang to it. (6244).

"Snuggled on Your Shoulder"—Accompanied by the orchestra this time, Bing puts all he has into it. This one hits the gals between the eyes. (Bing Crosby).

"I Found You"—Mrs. Crawford again takes her place at the organ to accompany Bing in this sentimental radio ballad. A real melody. (2248).

"Auf Weidersehen, My Dear"—A melody that ought to last a good long time. A sweet love song with something out of the ordinary in it. Tenor vocal. (Abe Lyman).

"Delishious"—A clever foxtrot. (6255).

COLUMBIA

"You're My Everything"—Here's a rolling, sweet foxtrot, with soprano song chorus by that popular radio singer, Jackie Miller. (Ben Selvin).

"When We're Alone"—Beautiful arrangement of Penthouse Serenade, now so popular on the air. Jackie Miller sings here, too. (2596-D).

"Creole Love Call"—Lazy, swinging and lowdown, this foxtrot has plenty of hot instrumental licks in it—trumpet, clarinet and trombone. The old "wa-wa" is back in all its glory to grace this hot dance number. (Clyde McCoy).

"Old Fashioned Love"—Faster, hot with more lowdown arrangements. (2597-D).

"All of Me"—Good old Louis is back again with this recording. While the style of the number isn't quite suited to his singing, he turns it inside out and back again with his hot "crooning" and trumpet licks. (Louis Armstrong).

"Home"—The same thing goes for this number. (2806).

"Was That the Human Thing to Do"—This one's taking 'em by storm on the radio, and Selvin makes the most of it. (Ben Selvin).

"Delishious"—(2604-D).

"Between the Devil and the Deep Blue Sea"—Louis picked one that's more in his line for this recording. (Louie Armstrong).

"Kickin' the Gong Around"—A typical Armstrong number. (2600-D).

VICTOR

"Paradise Waltz"—An unusually sweet melody, with soprano vocal in clever humming and words combination. From the Pathe' Picture, "A Woman Commands." Francis Maddux sings. (Leo Reisman).

"Someday I'll Find You"—Waltz again. (22904).

"A Rose and a Kiss"—A sweet, Spanish type of foxtrot that shows Whiteman up at his best—surprises at every phase and something always new in arrangements and artistry. Jack Fulton sings the chorus, to a lazy, dreamy tempo. (Paul Whiteman).

"I Don't Suppose"—Slow and sweet. Another Whiteman hit. (22882).

"Stepping Into Love"—Here's a new type of foxtrot—the "Colinstone," whatever that is. Has an odd, off-beat rhythm at unexpected spots that resembles the rumba. Vocal by Harold Arlen. (Leo Reisman).

"Tango Americana"—Paul Whiteman does this side of the record. (22-913).

"Call Me Darling"—This is the first recording Crawford has made for months and the second for a year. It's a beautiful job, and pipe-organ lovers ought to go for it. (Jesse Crawford).

"Carolina's Calling Me"—Jesse uses more frills and tone effects in this dreamy southern melody. (22901).

"Just Friends"—Russ has a lot of radio friends who will want this one. A sweet, sentimental foxtrot, with a drifting tempo that's good for dancing in some spots, and straight ballad verses in others. Russ hums. (Russ Columbo).

"You're My Everything"—From the musical comedy "The Laugh Parade." (22909).

Take the Guesswork out of Receiver Design

We maintain a complete
laboratory of precision
standards to serve you.

Radio Engineering Company

CONSULTING RADIO
ENGINEERS

1646 W. Adams Parkway 4443
Los Angeles

Show Them What they're Missing— and they'll buy SHORT-WAVE

YOU'RE not selling an instrument when you sell short-wave converters. What you **ARE** selling is a great entertainment and educational **IDEA**. If your customer is made to realize that every minute of the day and night his room is filled with the best music, the best in news and educational features, romance and voices from foreign lands, **THAT HE CAN'T GET ON HIS OWN RADIO**, you have sold a converter without even mentioning the article.

Never before has there been such an opportunity to sit in one's home and keep in actual, instant contact with the whole world. Never before has there been so

much worthwhile and interesting to "fish for" in the air. Short-wave has opened an entirely new world of entertainment, and the modern converter has brought it within the reach of everyone.

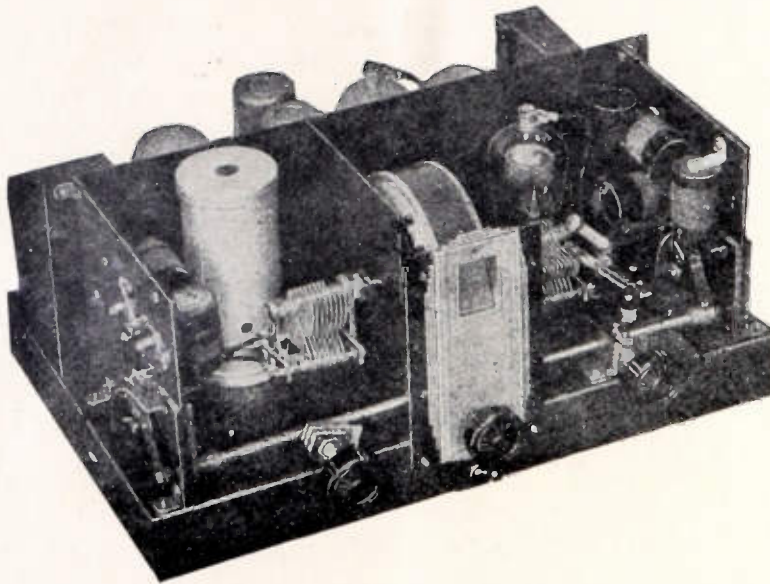
If you aren't familiar with the thrills of short-wave listening, spend an evening with a converter yourself, and the next day you'll have an interesting story to tell your customers. You can tell them how it seems to actually hear Russia, China, Japan, South America, Norway, and all the rest of the world, each one different, and each one thrilling. **SHOW THEM WHAT THEY'RE MISSING!**

Easy to Use
and Connect

No Plug-in
Coils

Colored Dial

No Inter-
coupling



NC-5 short wave converter. Size, 8"x17½"x12". Beautifully finished in metal cabinet..... **\$75**

De Luxe model in hand rubbed solid mahogany with genuine inlay on front panel ... **\$85**

THE NATIONAL CO., Inc.

"Specialists in Short-Wave Equipment"

Bill Cooke, Western Manager

3440 South Hill St., Los Angeles

Present 25-Plan At G-E Meet

The first big General Electric refrigerator sales convention on the Pacific Coast was held February 19 at the Los Angeles Biltmore Hotel. The meeting was sponsored by the George Belsey Company, Southern California G-E distributor.

This year three groups of junior executives of the home office at Detroit were sent out to cover the entire country and present a spectacular and impressive sales plan, known as the "25 plan" to distributor organizations. Each group consisted of seven men, all highly trained specialists from the G-E central organization. The Western group consisted of A. M. Sweeney, production manager; Thomas Millott, commercial division; Harold Hulett, commercial division; K. R. Davis, sales promotion; M. J. Young, apartment house division; Charles Enderle, central station; and Paul Dow, merchandising division.

The Los Angeles meeting was attended by 486 dealers and salesmen from Southern California.

Instead of the usual speeches and pep talks, the program was arranged in the form of a court trial, with defense and prosecuting attorneys arguing heatedly over the claim "G-E has no right to advertise and sell under the assertion that it is the best refrigerator". Sales points and advantages were brought out skillfully by the attorneys and witnesses for the defense. A whole carload of stage settings, a talking picture machine, costumes and apparatus accompanied the troupe. All parts were taken by members of the executive group.

Add Ranges

The H. R. Curtiss Company has just taken on a new line of electric ranges. The line, called the "Electrochef", is manufactured by the Electromaster, Inc., Detroit. The Curtiss company is exclusive distributor in both Northern and Southern California. The line begins at \$169.50, with prices ranging up to \$468.

Cathode Ray Television is being taught by Arthur H. Halloran, who has opened correspondence school offices at 430 Pacific Bldg., San Francisco. The course consists of 30 lessons, sent by mail to those who have a working knowledge of trigonometry and radio.

The Radio Pioneers of Los Angeles have scheduled a dinner dance to take place at the Turn Verein in Los Angeles on Friday, April 27. The committee in charge, Al Ravenscroft, Les Taufenbach, and headed by R. B. Yale, promise that this affair will out-do any of the already famous social functions staged by the Pioneers. An elaborate entertainment is being planned and some very splendid radio entertainment innovations are promised. Members of the Pioneers are inviting the radio trade of Southern California as their guests.

CALIFORNIA

New Company Organized To Distribute Copeland

With an aggressive sales plan, spacious new quarters and an efficient personnel, the Copeland-Schlageter Company has been formed to handle distribution of

they do not carry in stock. Localized advertising is also a part of the Schlageter plan.

One of the phases of the new company that is being emphasized is



Copeland-Schlageter personnel, left to right: B. Wineberg, O. G. Tinky, L. D. McClellan, Jay Kennedy, D. O. Schlageter, J. M. Tenney, E. W. Eisenhower, G. P. Sheehan, V. E. Kirkpatrick, C. W. Woodhouse, L. D. Robertson, R. B. Terry

Copeland refrigerators in Southern California and Arizona.

The new company, with headquarters and warehouse in the modern Overland Terminal Building, 1807 E. Ninth Street, Los Angeles, is headed by G. O. Schlageter, president, with J. M. Tenney acting

an abundance of trained manpower, recruited from among experienced experts in specialized fields. President Schlageter is well-known as an experienced refrigeration executive in the West, while Jack Tenney has an enviable record as sales director of refrigerators,



President Schlageter (left) and Coast Regional Manager Jay Kennedy talking things over

as general sales manager.

With a completely rounded organization, the Copeland-Schlageter Company has made provisions to carry out an aggressive and practical dealer plan of dealer cooperation. A merchandising and training school has been established for dealers and salesmen, and a separate school for supervisors and field men is also maintained. The company also maintains a complete display room with all 14 Copeland models for the benefit of dealers who wish to demonstrate models

having been actively engaged in selling for 15 years. Jay Kennedy, Pacific Coast Regional Manager for Copeland, is cooperating with the Schlageter company.

Mrs. G. O. Schlageter is in charge of the credit department. The field representatives include V. E. Kirkpatrick, George Sheehan, Otto Tinkey, E. W. Isenhower, C. W. Woodhouse, R. B. Terry, and L. V. McClellan. Larry Robertson is in charge of the complete parts and service department.

Majestic Head Visits Coast

President B. J. Grigsby and Sales Manager J. F. Ditzell, of the Grigsby-Grunow Company, Chicago, recently met with all Pacific Coast Majestic distributors at Del Monte, Calif., in connection with the presentation of the new Majestic refrigerators.

There were 18 men present, including President Grigsby; Ditzell; Lou Willis, Pacific Coast Sales Manager, Howard Threlgerld, Pa-

cific Service Manager, in addition to representatives from distributors.

Sales plans for 1932 were discussed, and new lower prices on the refrigerator line were announced. Recent additions to the line include two new models, one a 10-foot and the other a 12-foot box, and also three new porcelain-finished models.

The meeting was a part of Majestic's national spring offensive. According to Don Compton, vice-president and general manager, the personnel at the Majestic factory has been greatly enlarged and rearranged, so that all departments in the refrigeration division are completely separate from like departments in the radio division.

Help Jobless

The Radio Manufacturers' Agents Division of the Southern California Radio & Music Trades Association have appointed an unemployment committee headed by Bill Cooke. The committee is listing all members of the radio trade, particularly service men and engineers who have been employed by manufacturers, and who are now out of work. The manufacturers' agents are using their influence to secure employment for these men and have been very successful. They are assisting in caring for those for whom they cannot find jobs, funds being provided through contributions, a tax on luncheons, and fines. This is one of the first instances in the West of an Association body taking an active and financial interest in their unemployment.

Design New Type All-Wave Set

An entirely new type of super-heterodyne all-wave receiver, manufactured by Silver-Marshall, Inc., Chicago, has been announced to the trade by E. M. Jacobson, western manager for Silver-Marshall, 224 E. Sixteenth Street, Los Angeles.

The distinct advantage and big selling feature of the new set known as the "Miracle Q", which lists at \$89.50, is the unique quick-vision, four color illuminated dial. This dial, no larger than ordinary, is divided into five vertical sections, four colored sections for each of the short-wave bands, calibrated in megacycles, and one standard kilocycle band in black and white for broadcast tuning.

A single chassis is used in the Miracle Q, consisting of 10 tubes, which can be used both for broadcast and shortwave reception, the switch-over being done with a single knob. An unusual feature of the hook-up, exclusive with Silver-Marshall, is that one two-gang condenser is used, yet the selectivity on the broadcast band is excellent, with a 10-kilocycle separation.

Orders may either be placed with Jacobson at the Los Angeles warehouse, or with any of the Silver-Marshall branches in the West. Don Burcham represents Silver-Marshall in Portland and the Northwest.

As Silver-Marshall has no jobbers, distribution is direct from the factory.

Fisher Auto Radio Announced

The Fisher Radio Company of 9035 Venice Blvd., Los Angeles who has become widely known as manufacturer of short wave equipment for airplanes have launched into the automobile radio market with a five tube set, featuring automatic volume control listing at the popular price of \$57.50. The model has been designed by Doctor Gearhart Fisher who for many years was associated with the Kolster Radio Laboratories in development of the Kolster radio compass.

H. G. Blakeslee is in charge of sales.

May and Bird In New Company

Otto May, unquestionably one of the most prominent radio men in the western music and radio industry, recently western manager for Radio Corporation in the West and one-time president of the California Victor Distributing Company has joined forces with his old buddy, Bob Bird and organized the May-Bird Company, a sales agency and distributing company.

The May-Bird Company are representing Gilfillan refrigerators in Northern California and Nevada.

May & Bird are doing business under their own names at 1315 Howard St., San Francisco, California.

Give the little boys a hand.

Norge Factory Officials Attend Series of Dealer Meetings

Beginning in Los Angeles, a series of dealer meetings for Norge refrigerator sales plans this year, are being held throughout the Pacific Coast.

The first meeting, sponsored by the Leo J. Meyberg Company, Los Angeles, started the ball rolling with a bang, with about 200 inter-

ested Norge dealers from all parts of Southern California attending. Although heavy rains threatened the success of the meeting, nearly all of the invited dealers attended.

H. E. Sherman, Jr., vice-president of Leo J. Meyberg Company, opened the meeting, and introduced R. E. Densmore, western sales man-



Even a heavy downpour of rain couldn't keep these Southern California dealers away from the recent Norge dealer meeting sponsored by Leo J. Meyberg



Left to right: R. E. Densmore, Norge western sales manager; George Snider, factory engineer; and George Pizarro, western division manager

ager for Norge. Densmore explained the sales and promotion plans of the factory, and outlined the activities of Norge, stressing the unusual record made by the company last year.

George Snider, Pacific Coast Field Engineer, spoke briefly on service problems, and later in the evening held a discussion meeting for servicemen at the Jonathan Club.

George Pizarro, West Coast Sales manager, then presented the 1932 Norge line, and gave a detailed explanation and description of specifications, improvements and list prices. After the presentation, the formal meeting broke up and the dealers inspected the new boxes.

Further meetings of the same type were held in San Francisco and Portland.

Eliminator Factory Established

Motor Car Device Co., 1455 Venice Blvd., Los Angeles, has gone into production of the first eliminator to be used in conjunction with radio sets for motor cars, motor boats, aircraft and other uses in places where electric current is not available.

The device will list at \$18.50 and will be distributed through the usual channels of the radio and automobile trade. Additional jobbing franchises, it is said, will be available in several parts of the country.

The new patented device, called the Aut-O-Bee, will eliminate B and C battery operation in radio sets on automobiles. The shipping weight approximates five pounds with dimensions of 4½x4½x3¼ inches.

Particularly compact, the Aut-O-Bee can be installed in a few mo-

ments either under the floor boards, back of the dash under the hood or at some other convenient part of the machine.

Under the former B-C battery hookup, the radio set began to lose its pep almost as soon as installed.

But with the Aut-O-Bee the set retains the peak heights of performance over a long period of time. There are no rotating parts to cause friction and make replacements necessary. The compactness of the new invention makes it possible to use a small amount of space, and it actually takes up about one eighth of the space that the B batteries formerly used. In cost it runs not so very much more than the cost of a good set of heavy duty B batteries.

The Radio Television Company, headed by Mark Smith, has been appointed exclusive distributors.

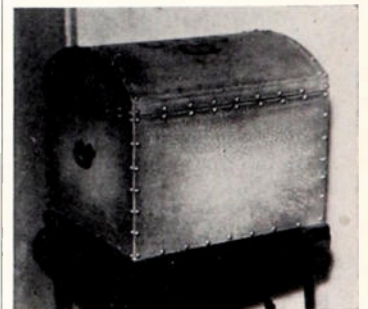
Stackman Goes to Bosch Factory

George W. Stackman, who has been for several years San Francisco branch manager for American Bosch, has been brought in to the central Bosch offices at Springfield, Mass., to head the Sales Operating Division as trades sales manager for both radio and automotive products.

Westport Presents Refrigerator

Two outstanding developments of the Westport Manufacturing Company, 1477 West Adams, Los Angeles, just announced are the new Westport electric refrigerator and the unique Westport "Treasure Chest" model radio.

The Westport line of refrigerators includes four models, ranging



Westport "Chest Model"

in price from \$99.50 to \$199.50. The \$99.50 model has 4¼ cubic feet capacity and 7 square feet area; the \$119.50 model is the same size, with porcelain interior; the \$159.50 model is a 5½ cubic foot, 9¼ square foot box, porcelain interior; and the \$199.50 model is a 7 cubic foot, 13 square foot box.

The Treasure Chest radio, the other Westport innovation, is a \$37.50 midget, housed in an attractive leather-covered chest, bordered with brass studs, with handles on the ends. The top lifts back, revealing the control panel face-upwards.

Gilman Speaks on Television

Don E. Gilman, vice-president of NBC, who was a luncheon guest of the Portland City Club last month, believes that television for the public will be a reality within the next two or three years. In his address before the club on "What We May Expect of Radio in the Future," Gilman explained that the matter of transmission is giving the research engineers some difficulty, in that the television signal travels like light, in a straight line and that this creates a problem which has not as yet been thoroughly conquered.

Gilman told of the growing importance of the radio in the home as an educational ally and of the superiority of the American system of broadcasting over that of some foreign systems which, he said, do not take the public's likes into consideration. He declared that the radio will play a more important part in the presidential campaign this year than it did four years ago.

Passes Away

Word has been received of the recent death of Mrs. Ella D. Wedel, wife of G. A. Wedel, president of Wedel Company, Inc., prominent Northwest distributor.

Mrs. Wedel, who in addition to being the mother of 10 children, was also secretary and treasurer of the Wedel Company. In addition to her personal friends, she made many friends among the radio trade in her business relations with the firm, all of who deeply regret her passing. The Wedels were to have celebrated their fortieth wedding anniversary next May. She is survived by Mr. Wedel and eight children, from 18 to 39 years in age.

Tobin Joins K-R

Thomas J. Tobin, formerly of the sales promotion department of the Harper-Meggee Company, Seattle, has joined the staff of Kierulff & Ravenscroft, Inc., Mayflower distributors, Los Angeles. Tobin is in charge of regional dealer sales meetings, and of sales promotional work.

Charles "Bud" Coker and George Coker have opened a new store "Bud's Radio Service", at 5441½ South Tacoma Way, South Tacoma, Wash. Bud has been connected with the Brickley Radio Service for three years as serviceman. The boys expect to carry a line of sets soon.

L. S. Culp, who has been with a La Grande music store for several years, has opened a music store of his own in Enterprise, Ore.

R. F. Meggee, of Harper-Meggee, Inc., Seattle, Servel distributor in Washington and Oregon, was a recent visitor in the Servel factory at Evansville, Ind.

NORTHWEST

Wenger Succeeds Marvin As Association Head

Vern L. Wenger of the Vern L. Wenger Company, Portland, has been elected president of the Oregon Radio Trades Association to succeed D. S. Marvin of the Marvin Radio Company. Marvin had held office only two months, having been named early in the year to complete the unexpired term of Joe Hallock of Hallock, Watson & Younge.

Other officers elected at the annual meeting are George Hansen of Hansen Company, vice-president; H. P. Harrison, manager of the radio department of J. K. Gill Company, secretary; O. F. Tate, secretary of the Oregon Fuel Merchants Association, executive secretary; and J. A. Wilson of Wilson's, treasurer. Carl Englebart of Englebart & Saelens Radio Service; A. G. Oslow, Arrow Radio Company; Mr. Marvin, Harold Krass, Broadway Radio Service; Loren W. Finch, Star Electric Company; E. E. Hol-

man, Wave King Radio Shop; J. W. Bingham, Bingham Radio Service; and C. M. Weagant of the Dutch Village Radio Company were named directors.

A new constitution and by-laws were adopted, effecting a reorganization by which only retail dealers will be members of the association, no jobbers or wholesalers being included this year. Membership will be further limited to only such persons as have an established business, thus excluding those with no invested capital.

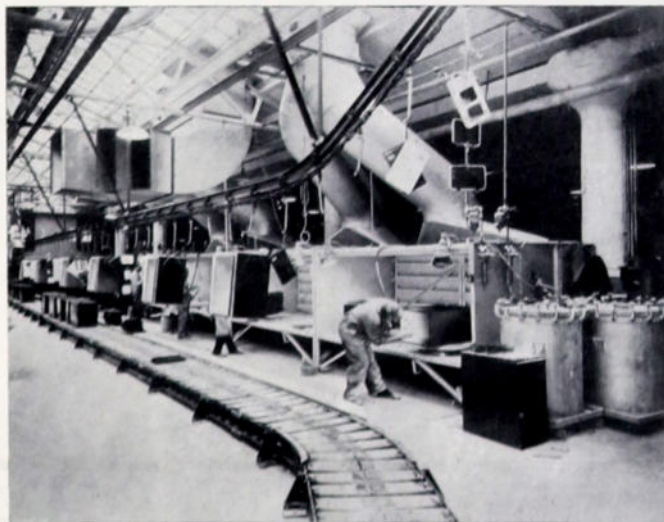
"Our aim will be to put the local retail radio business on a higher plane and to build up confidence of the public in our organization members," declared Wenger. "We plan to continue our collective advertising program in the local telephone directory, since we feel we are getting definite results from this medium."

Northwest Radio Expands

The Northwest Radio Supply Company, Portland, has completed an expansion program which provides for a material addition of floor space to be utilized for display purposes and stock room. A special showcase near the front of the store for display of meters is a feature of the new layout. According to N. A. Hayes, sales manager, the precaution of displaying meters, a rapidly increasing department, insulates against handling as is the case when the units are on open display.

"While we give some attention to

the attractive display of our stock in the store, we realize we can't extend volume from this source alone. Accordingly, early this year we introduced the idea of taking our merchandise in the Portland trade territory to the dealer's door by truck, with each car carrying a representative stock valued at about a thousand dollars. In carrying out this new merchandising program, we are pushing the more profitable sets and items. We are also developing service and repairs, as well as giving special attention to the short wave business.



The final coat of white enamel is applied in the completed food compartment of Majestic refrigerators in these spray booths from which they go to monster ovens in a continuous stream

Samis Host to Norge Dealers

George L. Samis, general manager of the Sunset Electric Company, Portland, distributors for the Atwater-Kent radio and Norge refrigerators, was host to 100 Norge dealers at a luncheon meeting held February 22 at the Multnomah Hotel in that city. R. E. Densmore, salesmanager, George Pizarro, Pacific Coast manager, and representatives of the company's advertising and service departments were among the principal speakers.

The guests were given a preview of the 1932 Norge models, while executives explained the program for the current season. It was pointed out that refrigeration was one of the very few industries showing a gain in 1931 over 1930, this gain being in excess of 40 per cent nationally. Norge national sales advanced from 7th place to third place, it was said.

The refrigerator company in question recently purchased 3,000,000 feet of lumber in Portland, and it is understood that the purchase of several million additional feet of lumber from that territory is planned.

Philco Meeting

More than 400 Philco dealers from Oregon and Washington were guests of Philco distributors at a general sales meeting and dinner at the Portland hotel recently.

R. W. Neighbor, who returned from Philadelphia where he attended the annual Philco convention, spoke at the meeting, predicting that 1932 would be a better year.

C. L. McWhorter of San Francisco, Pacific Coast divisional manager, and Sam Phelps, Seattle, northwest manager, were the principal speakers. H. D. Hansen presided.

Becomes Jobber

Harry A. West, for the past 20 years president of the Red Rock Dairy, Portland, has organized the H. A. West Co., for west side distribution of the Frigidaire. Display and sales rooms were opened late in February at Tenth and Washington streets. West's long familiarity with refrigeration for cottage cheese and frozen fruits gives him a practical background which he is putting to good use in his new venture.

Glenn E. Deamer, who for several months has conducted a radio repair shop in his home in Vernonia, Ore., has opened a new shop on Bridge Street, Vernonia, in the building occupied by Eugene Shipman. Shipman continues to sell radios and parts from this store, while Deamer handles the servicing.

The Pacific Refrigeration Sales Corp. was recently formed in Seattle to sell and install refrigeration machinery and equipment. The new company is headed by P. Wightman and Gordon W. Howell.

Dealer Sponsors Bridge Parties

Taking advantage of the popularity of subscription bridge parties, the Household Appliance Company, Denver Westinghouse refrigerator dealer, has offered the use of its auditorium free for this purpose.

The auditorium accommodates 10 tables, and the company furnishes the cards, score pads and everything that goes with it. In addition, a contract bridge expert has been hired, who gives 45-minute instruction and afterwards circulates among the tables answering questions of the players. So far, 26 parties have been booked for 13 weeks.

During the course of the party, a talk on refrigerators is given while refreshments are provided.

Distribute Norge

Strevell-Paterson Hardware Company, Salt Lake City, has been appointed Norge distributor for the Salt Lake district. In a recent visit with G. A. Rogers, president of Strevell-Paterson, J. N. Knapp, Norge vice-president and sales manager, stated: "Salt Lake and Utah have made a very creditable showing, in spite of adverse conditions, and our survey shows that your state is in better shape than many states in the east".

Change Name

The John Elliott Clark Company, 16 So. West Temple, Salt Lake City, has changed its name to the Mountain States Distributing, Inc., continuing at the same address. Newton Congdon is manager in place of Clark, who resigned some time ago to go into the finance bonding business.

The company is continuing to handle Victor. The Paris Company, with Bob Nevins at the head of the radio department, has taken over the Victor line, and is the newest and largest dealer.



Dell Smith, Los Angeles' newest manufacturer celebrates a birthday and Dick Leitner, technical editor and radio engineer presents him with a specially engineered "jology", that it is claimed can be built and sold for \$1.98, (complete with re-fill.)

MOUNTAIN STATES

Midwest Distributors Add American Bosch Radio Line

Midwestern Distributors, Inc., subsidiary of the Knight-Campbell Music Company, Denver, have been appointed distributors for American



George Hopkins

Bosch Radio in the territory covering Colorado, Wyoming, West Nebraska and New Mexico.

Midwestern is also engaged in the distribution of electric refrigerators, washing machines and other electric home appliances. C. R. Baker, for many years vice-president of the Knight-Campbell Music Company, is president of Midwestern Distributors, Inc., and George

Hopkins, successful wholesaler, is vice-president. C. G. Campbell, president of Knight-Campbell, is actively interested in Midwestern.

Knight-Campbell Company, parent organization of the Midwestern Distributors, has been in the musical merchandising business in the West for 58 years, and is now head-



C. R. Baker

quarters for 15 home-owned, affiliated stores throughout Colorado, Wyoming and Nebraska, all of whom will handle Bosch, in addition to a large number of franchised dealer outlets.

Kelvinator Begins Campaign In Intermountain District

The Kelvinator Corporation of Detroit fired their opening gun for the campaign in the intermountain territory, by holding a convention with 100 dealers of the products manufactured by this corporation. Salt Lake City was the meeting place and the Z.C.M.I., local distributors for Kelvinator, were hosts to the outside representatives who met in the educational rooms and listened to a movietone picture lecture of the plant, plans for the coming year and sales discussions.

Representing the factory at the conference were J. S. Cortines, regional manager, J. S. Sayre, genial sales manager and V. C. Woodcock, sales promotion manager, W. L. Walker, manager of the Z.C.M.I., made the welcome to delegates and was host to all those present at a luncheon in the cafeteria of the store.

Cortines at the morning session told about the 1932 line of products. At the afternoon session speakers were R. F. Perry, Kelvinator division Z.C.M.I., Lee Wright, of the

wholesale department and W. W. Beattie, sales manager. Floyd Goates, Z.C.M.I. and William R. Milliken, Kelvinator district manager from Denver, N. J. Newton commercial supervisor for Z.C.M.I. and Walker spoke.

Other cities included in the Kelvinator tour are: Boise, Spokane, Seattle, Portland, San Francisco, Sacramento, Stockton, Fresno, San Jose, Los Angeles, San Diego and Phoenix.

A short wave station for use by the Salt Lake City police department, will soon be underway, according to Chief W. L. Payne. In preparation for the installation, the city already has been zoned. Call letters of the station are KGWP.

John Walters, Jerry Rosenberger, and Jack Horner, all of Shelby, Mont., are the owners of a new store known as the Shelby Radio Shop. They handle Crosley sets, and a full line of tubes and accessories.

Committee Fights Interference

The Mountain States Music & Radio Trades Association has been very active lately in trying to solve radio receiving problems. The following ad was recently run in all three Salt Lake papers: "RADIO FANS—A Test Program Will be on the Air over KSL Tonight. Listen in and Learn Whether Your Radio is Bringing to You the Full Range of Radio Enjoyment. Do You Know Your Radio? Interesting Information for Everyone Who Listens in Tonight. Mountain States Music & Radio Trades Association."

Time on the air and the program were donated by KSL. Bob Nevins headed the committee in putting over the event, and \$50 was allowed him for advertising.

Comes in Second

L. E. Raymond, salesman for the Radio Specialty Shop, Sandpoint, Ida., received notice from the district manager that he had been successful in winning second place in the Atwater Kent radio contest conducted by the company last November-December. Raymond was surpassed in number of sales by only one salesman in his territory, who sold only four more sets than Raymond. The contest included the entire Northwest.

Shorts from Salt Lake: Bob Nevins, manager of the radio department of the Paris department store, at a recent Chicago convention, is reported to have been discovered at midnight trying to climb the flagpole of the Stevens hotel. . . . Bill Smith, manager of United Electric, it is said, went into a drugstore for remedy for baldheadedness, and got the wrong medicine; woke up next morning with two large lumps on his head, and on checking up on the drug clerk, found he had given him bust-developer by mistake. "The joke's on us," apologized the drug-store proprietor.

Keeps Lambs Cool

The Frank Edwards Company, Salt Lake distributor for G-E refrigerators, recently supplied electric refrigerators for exhibits during National Lamb Week, as well as for the exhibits of the Utah Wool Growers Association. The company also furnished refrigerators for the Utah Poultry association and Utah Farm Bureau exhibits.

KSL, Salt Lake station, which was recently granted permission to build a 50,000-watt station, has the money subscribed and preparations are underway. It was decided first to build in a new location, but later thought advisable to make additions to the existing quarters. KSL is jointly owned by the Mormon church and the Salt Lake Tribune.

The Sampson Music Company, Buhl, Ida., moved to a new location at 908 Main Street. Charles L. Johnson, the present manager, has had charge of the store for the past year.

Characteristics of the Electrolytic Condenser

In a previous article some of the characteristics of electrolytic condensers were discussed and comparisons drawn with paper condensers. In this paper the subject is covered in detail and a practical measuring instrument is described.

By

RICHARD G. LEITNER

Technical Editor

DUE to the fact that electrolytic condensers pass a certain amount of leakage current, their losses as compared to those of paper condensers are high. However, since it is possible to manufacture electrolytics of very high capacities at very low cost, and in very small space, these losses become unimportant.

It is customary to use as the figure of merit of a condenser its power factor, the perfect condenser having zero power factor and 100 per cent power factor representing zero condenser.

That this cannot be held strictly true for filter condensers in power pack circuits has been aptly shown by

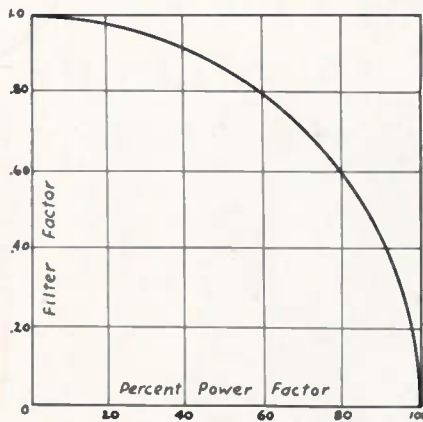


Fig. 1

Mr. W. Garstang, engineer for Elkon. The result of his exposition is shown in Fig. 1. "Filter Factor" in this curve represents the actual effectiveness of an electrolytic condenser in a filter circuit as compared to a theoretically perfect condenser with zero power factor. Since any good electrolytic condenser will have a power factor lower than 40 percent, and many of them under 20 percent, the average filter factor will be well in excess of 90 per cent. Generally,

the dry type of electrolytic has better power factor than the wet type.

The serviceman has generally been at a loss to determine the capacitance

way. A special bridge set-up can be made, but for practical purposes a much simpler arrangement can be used.

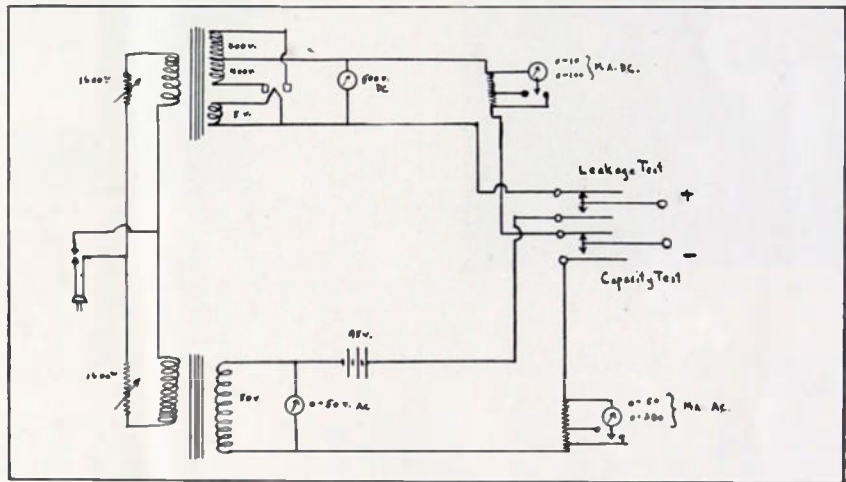


Fig. 2

of electrolytic condensers. Those who have been fortunate enough to have access to a standard capacity bridge have found to their sorrow that these condensers cannot be measured that

Fig. 2 shows the fundamental diagram for such a capacity measuring circuit. In this circuit the capacity of the condenser is computed from its impedance, which is actually meas-

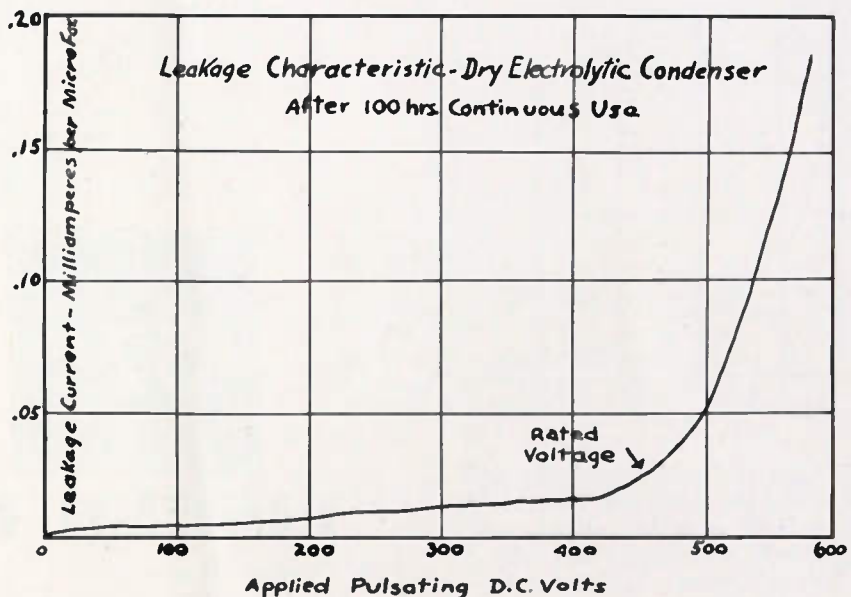


Fig. 5

Electrolytics

(Continued from Page 25)

ured by the instrument. Since the impedance of the condenser is equal

to $\frac{1}{2\pi FC}$ (neglecting power factor)

then where the voltage and frequency are known the capacity can be computed by measuring the alternating



Fig. 3

current through the condenser and substituting in the equation

$$C = \frac{1 \times 10^6}{E \times 2\pi F}$$

The purpose of the B battery in the circuit is to keep the condenser polarized during the measuring period, as erroneous results would be obtained otherwise. The voltage of

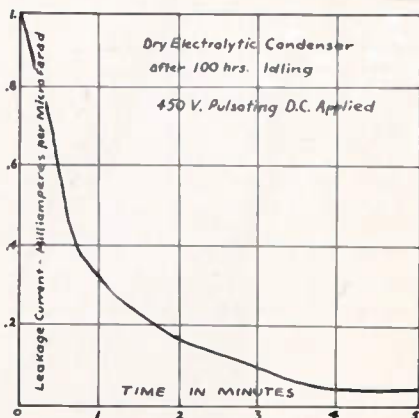
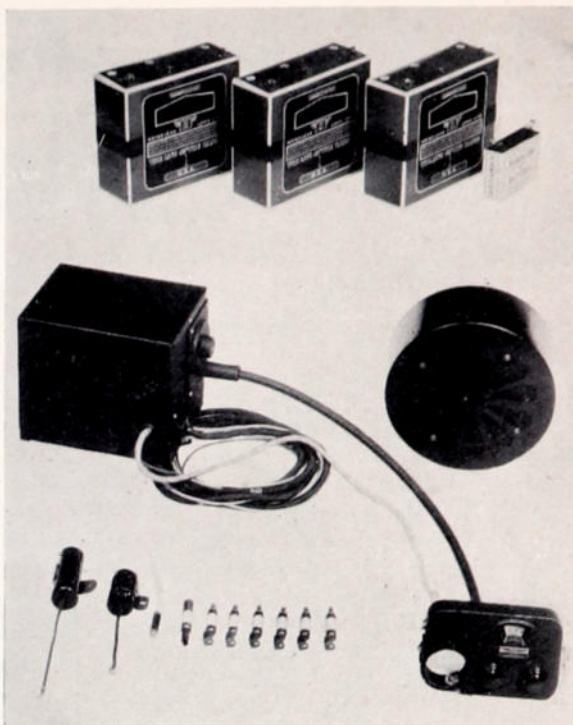


Fig. 4

this battery should exceed the peak voltage of the measuring AC supply. Thus, if 25 volts AC is used, a 45-volt B battery should be used with it.

The milliammeter has two scales—
(Continued on Page 28)



Now...

AUTOMATIC— VOLUME CONTROL

FISHER "TRAVELTONE" Motor-car radio is by far the easiest to install, sensitive so that only a single wire under the car, step plate-antenna or the conventional type screen top antenna will give sufficient signal strength to pick up the distant stations. The new Model 52 TRAVELTONE uses the latest special automobile tubes, thereby the lowest drain on the car battery of any successful motor-car set.

Remote control easily attached to any car, illuminated dial, complete set ignition suppressors, generator condenser, fuse block condenser, and antenna condenser with "B" and "C" batteries make the FISHER TRAVELTONE a complete installation.

\$57⁵⁰

HAVE you yourself installed a motor-car radio on your personal car, if not send for a FISHER TRAVELTONE and place it at your own disposal so you will know the pleasure and thrill of hearing the best programs even when you travel, and then and only then can you get enthused so you can sell and demonstrate to your customers.

FISHER RADIO CO.

9035 Venice Blvd.
Los Angeles, Calif.

Telephone
Parkway 7266

Months of Investigation Behind New Sparton Merchandising Help

ONE of the most complete and elaborate dealer helps ever distributed to the radio and refrigerator trade by a manufacturer is now being placed in the hands of Sparton dealers, jobbers and salesmen by the Sparks-Withington Company, known as the "Sparton Plan for More Profitable Radio Retailing."

Pointing the way to increase profits through better salesmanship, the Sparton merchandising course is contained in some 16 or more books, pamphlets and portfolios, expensively made up and printed. It supplies, for the dealer's own use, the facts about successful management of a store. These facts, drawn from outstanding stores in representative sections of the United States and Canada, are presented in a clear, concise summary of the tested and proven methods of successful dealers, on such vital points as: correct policies on stock control, trade-in allowances, time payments, home demonstrations, outside selling, methods of analyzing local markets, how to find and hire good salesmen, how to train and su-

pervise salesmen, how to build up prospect lists, how to build sales through advertising and display, and how to make service profitable.

The plan gives the dealer a simple and practical way of developing his employees and increasing their sales ability. The actual selling methods of successful salesmen are described fully and accurately in the New Manual of Radio Salesmanship, contained in six small booklets dealing with every phase of the salesman's daily work.

With the salesmanship manual, there is also provided a 52-page demonstration portfolio, based on the methods of successful salesmen for use in the store and in the field. In addition, there is a completely organized series of sales-meeting guides for use in conducting informal, interesting meetings of dealers and salesmen.

The plan is based on a wide and thorough investigation of actual radio selling methods. Trained investigators visited the most successful radio stores in the country. They watched the sales methods of radio men who

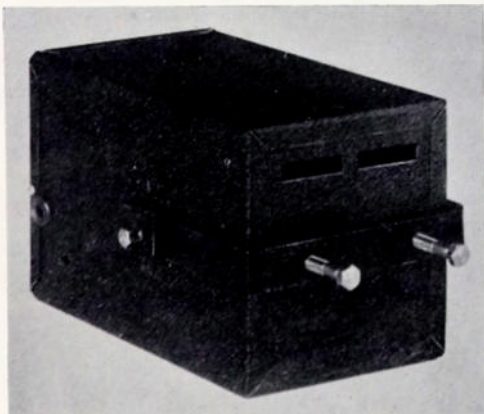
make money both in good times and bad. They wrote word-for-word accounts of what these men are doing to make profits.

Trained shoppers posing as typical prospects went to the stores of outstanding retailers. They raised objections, brought on arguments, gave hundreds of dealers in all parts of the country a chance to do some first-class selling. These shoppers also reported word-for-word, the selling procedures of the men visited.

Speaking of the new plan, Captain William Sparks says: "We are facing facts squarely. What happens in the retail store is what governs the success of the retailer, distributor, and jobber. We're all in the same boat. "We believe that this new plan is a well-balanced merchandising program. We have spared no effort in going straight to the field for accurate information. The result is that we are giving the dealer a full statement of the facts about successful store management; we are giving him a means of training and developing employees. And there isn't an ounce of guesswork or theory in the whole plan. Everything that has gone into it has come right from dealers and salesmen who are making sales and making money."

"ALL ELECTRIC" B-C POWER

for Automobile Radios



B-C Power Unit (Rotary)

Compact Durable
Quiet Easy to Install
Low Current Consumption

LIST PRICE

\$29⁵⁰

Carefree, dependable auto-radio reception is now positively assured through the use of the Keller-Fuller B-C Power Unit.

The Keller-Fuller exclusive design employs a G. E. motor to convert the D. C. battery power to sine wave A. C. for input to standard full wave rectifier-filter unit.

Specifications

Rotary converter giving positive action and long life.
Sine wave output easily filtered.
Generously rated plate supply transformer.
Full wave tube rectification.
Supplies C bias for output amplifier tubes.
Terminals brought out for adjustment of B voltage.
Fused for protection of unit and car.
Fully automatic.
Easily mounted by two bolts.
Drain on battery less than 4 amperes when delivering 180 volts of B and 28 volts of C.
Size 5½x6x9 inches. Net wt. 12 lbs.

Keller-Fuller Mfg. Co., Ltd.

1573 WEST JEFFERSON BLVD.
LOS ANGELES, CALIFORNIA, U. S. A.

Getting the Jump on Service Calls

(Continued from Page 18)

with a wet cloth is a good idea, whether the box looks soiled or not. This cleaning up is especially important after an installation, when polish ought to be used, and the box cleaned thoroughly all over.

Checking the Job

A refrigerator can't be checked as easily and as quickly as a radio. You can't turn on the refrigerator and immediately tell whether your job is right. To protect his reputation, it's a good plan for the refrigerator serviceman to explain to the housewife that it is necessary to wait awhile after the job and check again to make sure. He will often have to wait for an hour or two to get the right check, but it's better than to put an O. K. on it and have to be called back.

The dealer can't be too careful in explaining to the customer that she must be careful in following the instructions that come with the box. Where oiling is required, she should be impressed with the fact that it is necessary to oil at the time instructed, and to use no more and no less oil than is specified.

Unnecessary Calls

Sometimes a serviceman, in response to a call that the unit "won't work," finds that someone has kicked the electric cord loose, or that a hidden plug has become loose and has dropped out of the socket.

An inexperienced customer usually has the idea that the more frost on the unit, the more refrigeration, and that when the coils are bare, something is wrong. That

should have been taken care of at the time of installation. Frost shouldn't be more than from $\frac{3}{8}$ to $\frac{1}{2}$ inches thick at any time. A considerable number of needless calls can be eliminated by an explanation of defrosting at the start.

Nothing is more aggravating to the customer than sticking ice-trays. Unless he or she is warned, they'll usually try to pry them out with an ice-pick or some other instrument, endangering the chilling unit, while hot water poured over them or a hot towel will do the trick.

Delivery

Great care is necessary in delivering a box to the customer, or the unit and motor are liable to be damaged. It is a good plan to check the box thoroughly for 24 hours just before delivering it, and make exact recordings of its running time and temperature chart as a protection to the dealer. The box must always be carried in an upright position, with the hold-down shipping bolts tightened securely to the frame, until it is installed; then loosen the bolts the first thing. A wooden or rubber-wheeled dolly is handy in installing a box, castors and legs often cutting into the linoleum. Pad covers are best, but rugs and blankets will serve the purpose if arranged securely on the truck.

Side-Money

A dealer can pick up extra money from the sale of refrigeration accessories not supplied with the unit. Such items as vegetable pans, watercoolers, and in some

cases, deodorant eliminators during certain seasons when extremely odoriferous foods are popular, are all profitable.

Electrolytics

(Continued from Page 26)

200 mils. and 50 mils., and is charged by a single pole double-throw switch. The other circuit shown in this instrument is for measuring leakage current at known DC pulsating voltages. A completed test set is shown in Fig. 3.

The voltmeter in the leakage current test has a 500-volt scale and the milliammeter two scales—100 mils. and 10 mils. The rheostats are shown here in the primary circuits of the exciting transformers, but may be arranged in the secondary circuits if so desired. The results obtained with the test set are quite accurate.

Figures 4 and 5 show some typical leakage curves taken with a well-known brand of dry electrolytic condenser. Note that after a period of idling the leakage current reaches quite high values for a short period of time, and that after 100 hours of continuous service the leakage drops to an entirely negligible figure.

Dealer Black Licks the Depression

(Continued from Page 11)

combination if you have the room to display them separately, but my place is too small. I've got one box on the floor. And right after I get a customer all talked into the warmth and beauty of a radio's tone, and the soft attractive lines of the cabinet, they turn around and see a polar bear and a stiff, cold, white refrigerator staring them in the face. Unless they

can be separated, it hurts both lines".

Jobbers' salesmen find Black on his toes when it comes to buying. "A retailer has to be just as good a salesman when a jobber's salesman comes in as when one of his own prospects comes in", he maintains. "I don't buy what the jobber wants me to buy, but what my own figures show I should buy".

Black is known and liked in his neighborhood. He has sold more radios to other merchants in the district than any of the other dealers. And when he buys anything himself, he goes to one of these merchants for it—not clear across the city to find a bargain. And things like that get around. A doctor, with offices above Black's store, who had never been in the store, never spoken to Black especially, phoned down one day. "Send up a radio. Whatever you think I ought to have".

"If You Were a Small Dealer"

(Continued from Page 14)

mer. I asked each what was the best price he would make me on the \$350 set in question, and I got prices ranging from 10 per cent to 15 per cent below list. And I hadn't even tried to chisel!

"Some of these small dealers, with a half dozen sets in stock, no capital, with little more reason for being in business than the sign over the door, are worrying about what they'll do. If they'd close up and get a job, the legitimate, dependable dealers would not be worrying so much about what

they're going to do. And if a man has enough experience to own and operate a radio store, he can find plenty of jobs selling radios for other fellows who are stable. Three-fourths of the "salesmen" who apply to me every day for jobs want to know first how much floor time they will get. They don't want to get out and sell.

"Where would the automobile industry be if there were as many car dealers as there are radio dealers?"

A shrewd, hard-headed salesman.

Dumpless Distributors

"I THINK the main thing I'd think about if I were a small dealer is trying to get a line that I could be sure wouldn't be dumped. Frankly, I can't understand many jobbers' attitude toward small dealers. The distributors' biggest business is with the little fellows, and when he dumps, it is the little fellow, his best customer, that he hurts. The big store is able to take care of itself, but the small dealer is left holding the sack.

"If I had a small store I'd carry the line that had the slightest chance of ever being dumped."

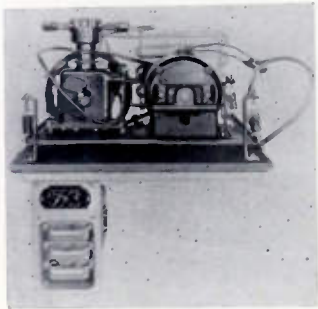
One of the three men who have done the most radio business in the West.

New Merchandise

from the FACTORY

Crosley Refrigerator

The C-12, a 4½ cu. ft. model, made by the Crosley Radio Corporation, contains 9 sq. ft. of shelf area, is 57¾ inches high, 25¾ inches wide and 20¾ inches deep. The unit is housed in a cabinet of white lacquered steel exterior, white porcelain interior, broom-high legs, and stamped brass chromium hardware. The C-12 is provided with walls and doors of three and a half



Crosley Unit

inch thickness, filled with Dry Zero insulating material. The unit is compact, simple and sturdy, the motor, compressor and condenser being supported on four springs. The compressor is the slow speed reciprocating type. Power is obtained from a one-eighth horsepower repulsion-induction motor, holding a three year's supply of oil. List price, \$99.50.

Portable Recorder

A new portable and completely self-contained unit for reproducing records through radios and power amplifiers is being produced by the Operadio Manufacturing Company, St. Charles, Ill. Housed in the leatherette carrying case are an electric turntable and motor, and a sensitive electro-magnetic pickup. A carrying case in the cover provides for storage of several records. Available with 78 or 33-½ r.p.m. motors, for 25 or 60 cycle, 110-volt power supplies.

Aut-O-Bee Eliminator

A new patented device which eliminates B and C batteries in radio sets in automobiles. It is compact, being 4½ by 4½ by 3¾ inches in size, and weighs about five pounds. Can be installed in a few minutes under the floor boards, back of the dash or wherever convenient. No rotating parts, and draws only one ampere from the storage battery. List price, \$18.50. Manufactured by the Motor Car Devices Company, 1455 Venice Blvd., Los Angeles.

Fada All-Wave Model

The latest addition to the Fada radio line, manufactured by F. A. D. Andrea, Inc., Long Island City, N. Y., is a 10-tube superhet short-long wave set, known as the "Round the World Receiver."

The new model, No. 66, has a tuning range of 15 to 550 meters, no plug-in coils, one knob tuning, slow

motion shaft rotation, automatic volume control and other modern features. Cabinet is a round-edged, open faced type, with three knobs arranged horizontally across the panel, and two just above them. Double-dials. List price, \$99.50, complete with tubes.

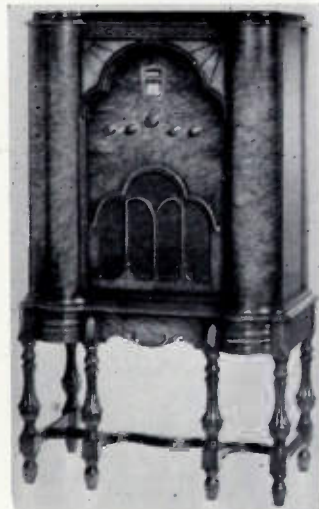
Sparton Models

Included in the new 1932 line manufactured by the Sparks-Withington Company, Jackson, Mich., are several Multi-Wave models. Model 60 is a four-tube converter encased in a beautiful cabinet with butt walnut panel, 18 inches wide, 10 inches deep, and 10½ inches high; weight, 24 lbs. List, \$49.75, with tubes.

Model 16-AW is a 12-tube superhet Multi-Wave receiver, listing at \$155, with tubes. Model 26-AW is a 13-tube Multi-Wave set, with automatic volume control that operates in both short and long wave bands. New models in the standard line are Model 12, a five-tube superhet console at \$64.50, and Model 16, a nine-tube console at \$114, with tubes.

Miracle Q All-Wave

Silver-Marshall, Inc., 6401 W. Sixty-fifth Street, Chicago, are now in production and distribution of their new Miracle Q All-Wave set. A distinctive feature of the new model is the



Silver-Marshall

exclusive Silver-Marshall quick-tuning colored dial, which is divided into five vertical bands, each a different color, representing the four short wave bands and the broadcast band. Kilocycles and megacycles are clearly readable. One 10-tube superhet chassis is used for both short and long wave reception. There are five knobs, at the left the on-off switch and volume, next the tone control, center the tuning control, next the short wave trimmer, and the right knob is the band selector. The switch-over is done with a single knob. One two-gang condenser is used, yet on the broadcast band there is only a 10-kilo-cycle separation. List price, \$89.50.

1932 Majestic Line

Nine standard models, two all-wave sets and a converter, with such features as automatic volume control, Image rejector circuits, new push-pull detector, the "Duo-Diode"; twin power detection, twin speakers, spray shield tubes and 15-200 meter coverage.

The Ardmore is a 6-tube superhet midget at \$44.50; the Berkshire, a 6-tube lowboy at \$59.50; the Sheffield an 8-tube table model at \$59.50; the Fairfax, an 8-tube console at \$69.50;



Abbeywood

the Whitehall, a unique highboy with 10 tubes at \$89.50; and the Stratford, a 10-tube console at \$99.50.

In the two-speaker group, there is the Crocyden, a 10-tube highboy at \$119.50; a massive console, the Collingwood at \$165; and the radio-phonograph combination, the Abbeywood, 10-tube at \$290.

A self-powered short-wave converter at \$38.50 is included. The 6-tube chassis and converter have been combined into another cabinet, the Viking, at \$84.50. The Explorer contains the 8-tube chassis and converter at \$94.50, frequency amplifier, and first detector in

A-to-B Power

Recently developed by the Janette Manufacturing Company, 556 West Monroe Street, Chicago, this new device eliminates B battery replacements, B battery fading and B battery expense. It consists of a Janette dynamotor and filtering device mounted in



Janette

a strong, attractively finished steel box. Transforms the six-volt current of the car battery into 180-volt current. Capacity, 50 milliamperes. May be placed under the hood, seats, or floor boards. Dimensions: 12 inches by 5½ inches by six inches. Weight 20 pounds. Steel frame, laminated steel pole pieces, dynamically balanced armature, and ball bearings that require oiling once a year. List price, \$29.50.

Olympic 32

Manufactured by the Gero Corporation, Los Angeles, with sales division under Rogers & Goetz, Ltd., this new refrigerator has a 4.35 cu. ft. capacity, shelf area of 7 sq. ft., two ice trays, 28 cubes each, box size: 48 inches high, 18 inches deep and 25 inches wide. Weight, 235 lbs. Has temperature regulator providing eight cold adjustments. Defrosting switch combined. List price, \$99.50.

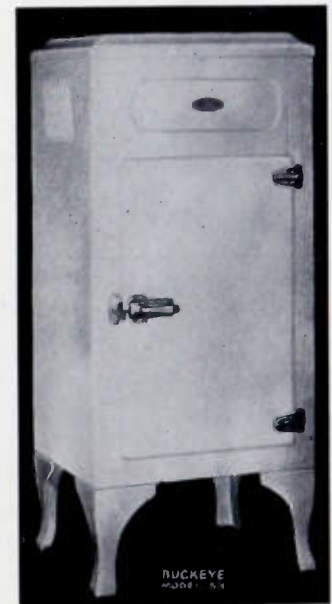
Speed Triple Twin Tube

Cable Radio Tube Corporation, Brooklyn, N. Y., has developed a new tube, with triple the output of the 2A5 Triode, and double that of the Pentode on AC models without increased plate voltages. Flat frequency response, from 30 to 50 thousand cycles. Developed to replace audio frequency amplifiers and also the detector tube.

Buckeye Refrigerator

Designed in two models. Model 53 is 7½ inches high, 25½ inches wide and 21½ inches deep. Has 5.47 cu. ft. capacity and contains 54 ice cubes in three ice trays. List price, \$119.50. Model 71 is also 57½ inches high, is 35 inches wide and 22½ inches deep, having a capacity of 7.1 cu. ft., and holding 90 ice cubes in three shallow trays and one deep tray. List, \$179.50.

The cabinets are massive, with snow-white baked lacquer exterior and one-



Buckeye 53

piece porcelain interior. Buffet top, 11-inch legs, and heavy chrome hardware. The unit is full floating and spring mounted. Has eight speed freezing control. Distributed by Kirkpatrick, Foote and Auerbach, 1350 East Sixth, Los Angeles.

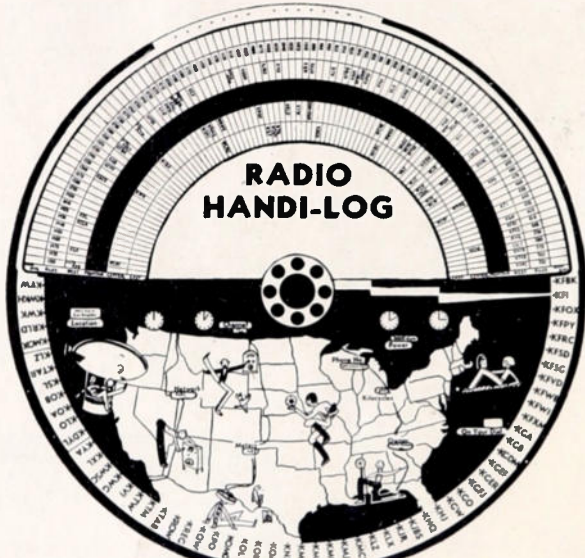
UNIVERSAL MODEL "X"
Startlingly! **2-BUTTON** **\$10⁰⁰**
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Advanced 1932 superiority at today's rock-bottom prices. Same high standards, same exclusive features. Pure gold contacts. Duralumin diaphragm. Is exceptionally rugged. Model X sets a new high standard for quality, at a price that defies competition. . . . For sale by dealers everywhere. . . . New catalog with diagrams now ready.

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FOR SALE—Radio and Music Store in small progressive country town in Los Angeles county. Electric refrigerators, etc. Invoice \$4500, cash price \$4000. Owner has other interests. Box 6, Western Radio & Refrigeration Journal, 1220 Maple Ave., Los Angeles.



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THIS clever new radio log shows your customers where to look for distance, tells them all about every station. Hundreds of western dealers are rubber-stamping their name on them, selling them, building prospects, clinching sales. 25c list. Attractive dealer discounts. Two spinning disks, no pages to turn. Printed in four colors.

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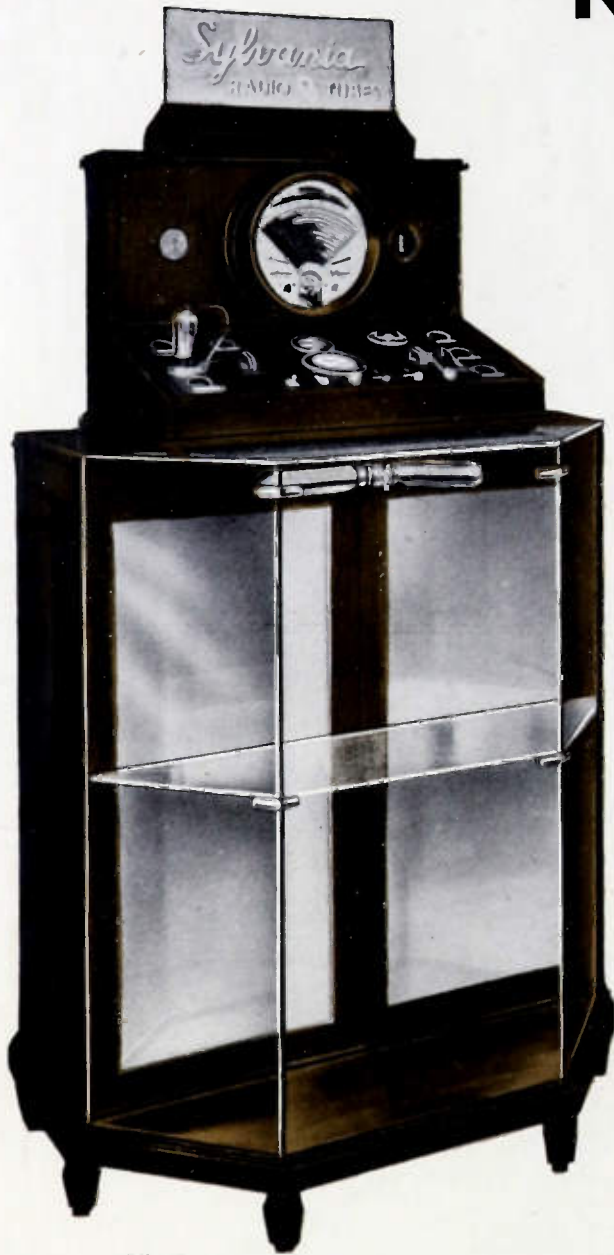
Radio Connections in Rooms

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Sylvania offers you the Aristocrat of Tube Analyzers at NO ACTUAL COST

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(Above)
SYLVANIA COMBINATION DISPLAY ANALYZER
 Showcase dimensions: width 34"—depth 20"—height 40". Clip the coupon. Learn how to get this combination unit AT NO ACTUAL COST TO YOU.

Tube testing means . . . **1. More tube sales—2. Steadier profits—3. More customers in your store . . . they buy more of everything you sell.**

Here's the last word in scientifically designed tube analyzers . . . one that truthfully measures tube conditions! It's the Sylvania Analyzer . . . and here's what you get under the Sylvania plan . . . **AT NO ACTUAL COST TO YOU.**

- 1. ANALYZER**—Beautifully finished in genuine walnut . . . gleaming with chromium plated fittings. Meter readings are clear, simple to understand. Red—defective; Pink—doubtful; Green—satisfactory. Customers understand quickly.
- 2. DISPLAY MERCHANDISER**—Brilliantly illuminated and mirrored interior display make this combination unit one that any dealer is proud to show. At one glance customers see both the need for new tubes and the new tubes that they need. A complete tube stock may be kept in the merchandiser under lock and key.
- 3. SALES-HELPS**—Sylvania supplies 19 DIFFERENT TESTED SALES-HELPS for direct mailing to your customers. They bring new customers to your store . . . they make tube testing pay big dividends.

In addition—newspaper advertising . . . a simultaneous campaign running in 30 leading cities . . . makes more sales for you.

Get your share of 1932 Sylvania tube sales. Clip the coupon NOW for full information on this profit-making plan. Join Sylvania . . . associate your business with the **SUCCESSFUL** tube line!

(Right) **THE SYLVANIA COUNTER ANALYZER** for use in stores where floor space is too limited to permit the use of the Combination Display Analyzer. Overall dimensions: width 25"—depth 14½"—height 16½".



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 Sylvania Division, Dept. W2-2, Emporium, Penna.

Please send me full details of the Free Sylvania Analyzer Plan.

My principal Jobber is.....City.....

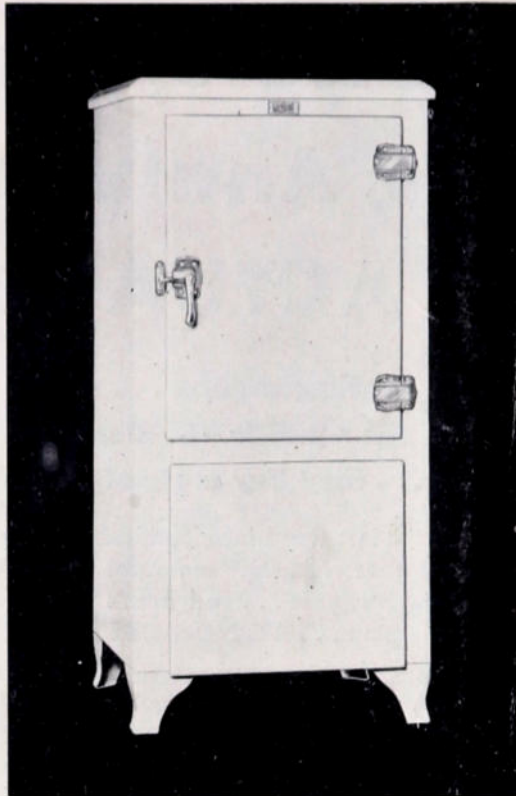
My Firm Name.....

Address.....

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

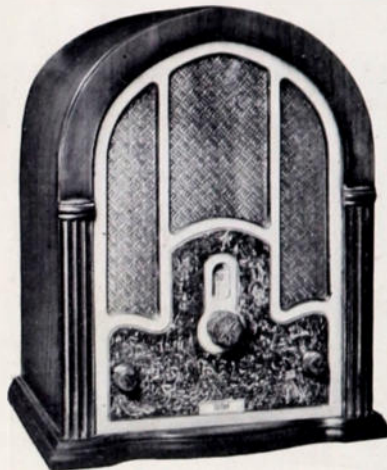
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REGISTERED U. S. PAT. OFF.
THE SET-TESTED TUBE



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F. O. B. Los Angeles

Westport Products



Model 25

TWO PROFIT MAKERS!

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Sales possibilities of this new Westport electric refrigerator line are causing rapid dealer action. Secure your franchise; first, because the low consumer prices are going to swing public attention to these new refrigerators. Second, the amazing operating efficiency and engineering worth of these units is going to make them leaders. And third—You can get delivery on boxes NOW! There are 19 features about this new refrigerator line that cannot be illustrated here. If you are looking for new profit channels you'll visit Westport showrooms and see these boxes. A major consumer campaign breaks in newspapers, soon.

They
Both
Answer
Public
Demand

THE RADIO

It has buying appeal, backed by astounding performance value. Wherever this Westport midget super-heterodyne 5-tube is displayed it receives instant admiration. The most important feature from a dealer standpoint is that the unit sells fast, if demonstrated. The price is ridiculously low yet the dealer makes an exceptionally good margin of profit. Of course it is modern in every detail of design and engineering, with tone and distance heretofore unavailable in a small set. That is why customers who see and hear it usually buy this new high radio value.

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Westport showrooms

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