

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

Formerly "The Talking Machine World" (Est. 1905) : : Including "The Music Trade Review" (Est. 1879)

Announcing **A NEW AUTO RADIO**
that will sell . . . and how!

ONLY \$**34.95** Complete, less antenna
and installation

LOOK AT THESE 10 FEATURES

- 1 Chassis, speaker and "B" eliminator all in one case. Size only 8 $\frac{1}{4}$ inches wide, 3 $\frac{3}{4}$ inches high, 7 $\frac{1}{4}$ inches deep.
- 2 Easily installed in 30 minutes—only one hole to drill.
- 3 Just two electrical connections—no soldering necessary.
- 4 Full electro dynamic speaker.
- 5 Only one in its price class with Tone Control.
- 6 New type, double shielded vibrator "B" eliminator without tubes.
- 7 Control box fitted for three-way steering post and dash mounting—no drilled holes necessary.
- 8 Efficient, automatic volume control.
- 9 Positive, flexible shaft from control box operates tuning without backlash; the only mechanical connection between control and receiver.
- 10 Non-glare illuminated dial, calibrated in kilocycles.



*"His Master's Voice"
on the Road*



Model M-34
—List Price
\$31.95



RCA Victor Auto Radio

RCA Victor Company, Inc. (A Radio Corporation of America Subsidiary). Camden, N. J.

APRIL, 1933

World Radio History

WHY *Emerson* LEADS IN SALES...

Because:

In our "NEW DEAL" we did not forget THE DEALER!

Beauty-Performance-Profit

In creating these new and fast moving models, Emerson has embodied all the elements necessary to ensure immediate consumer acceptance, BEAUTY—PERFORMANCE—PRICE. We have not forgotten to count the dealer in too. Emerson is distinctly a long profit line. No short "Loss Leader" discounts.

The new Emerson AC-DC Universal Compact Sets have opened up a tremendous new market. Millions of homes, already equipped with "Big Sets" are ready prospects for the second and even third of these personal radios. The goal is, "A Radio For Every Room." Emerson makes it possible to go after this great new market on a profitable basis. We have not forgotten the Dealer.



DEALERS Jobbers handling Emerson Radio are now located in every large center. If you don't know your nearest jobber, write us for his name and full particulars on the Emerson 1933 line.



Emerson Model 35

Most unusual radio cabinet, of Sheraton design. Solid walnut construction, with finest burl walnut veneers, hand rubbed finish. Circuit uses the following latest-type tubes: 3-78, 1-75, 1-43, 1-25Z5. Exceptional tone quality.

6-Tube SUPERHETERODYNE, Dynamic Speaker, 3-Gang Condenser, Automatic Volume Control

Operates from any lamp socket on either AC or DC current—110 volts—25 to 60 cycles.

All Emerson Radio Sets are also adaptable for 220 volts.

8 $\frac{3}{4}$ " wide
10 $\frac{1}{2}$ " high—5" deep
Weights only 9 pounds

\$3250

COMPLETE with Cunningham tubes and Aerial.

EMERSON RADIO AND PHONOGRAPH CORPORATION
641 Sixth Avenue :: NEW YORK, N. Y.

5-Tube Superheterodynes with Dynamic Speakers

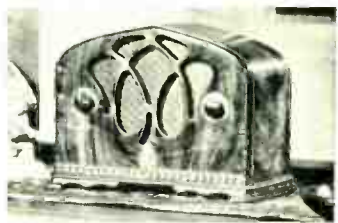
(Operate on both AC and DC—110 volts—25 to 60 cycles.)



MODEL 30 — A smart Portable that's "at home" anywhere. Complete with tubes and aerial..... **\$30**



MODEL 300—Superb Radio Chest in Sequoia burl veneers. Complete with tubes and aerial..... **\$30**



MODEL 250—Handsome design in modified Gothic. Furl walnut. Complete with tubes and aerial..... **\$25**

Operate on ANY Current ANYWHERE—6 volt and 32 volt as well as 110 and 220—AC and DC—any cycle



MODEL 25A — the radio that set a new style. Complete with 4 tubes and aerial..... **\$25**

MODEL 20A — finest grade bakelite cabinet. Amazing value. Complete with 4 tubes and aerial..... **\$1795**

Look WHAT GIBSON OFFERS!



A light press of the toe and the door swings open.

PRESTOE! IT OPENS

EIGHT MODELS and TWO CABINET STYLES

Series L

Stream line design, flush fitting, curve-top door, embossed door panel and semi-concealed hardware. Two popular size models. A definite forward step in low cost refrigeration.

Series H

The last word in refrigeration for the home. Combines all the outstanding features. Nothing has been overlooked. Offers all the advantages of custom-built refrigeration at very moderate prices. Six models.

GIBSON ELECTRIC REFRIGERATOR CORP.

Greenville - Michigan

A Size for Every Family

A Price for Every Budget

- The Most Beautiful Refrigerator in the World
- Door Lock and Keys
- Adjustable Shelf (Patent Pending)
- Removable Shelf Section
- Butter and Egg Tray
- Rubber Foot Pads
- 13-in. Legs
- Life-Time Recipe File
- Interior Light
- 12 Point Temperature Control
- Refrigerates While Defrosting
- MonoUnit Power
- Twin Cylinders
- Hermetically Sealed

**NEW
LOW PRICES
EFFECTIVE
AT ONCE!**

MAIL THIS COUPON!

GIBSON ELECTRIC REFRIGERATOR CORP. Greenville Mich.

Please send me complete details regarding a Gibson Dealer Franchise.

Name

Address

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

Now... *Hygrade Sylvania* Announces

A Complete Electronics Department

■ full production facilities ■ leading electronics engineers

FOR more than 30 years, the Hygrade Sylvania Corporation, and its predecessors have supplied the electric light industry with standard lamps of highest quality and uniformity. And since earliest days of radio, this company has pioneered in the development of radio tubes.

Now, with the formation of its new Electronics Department, the Hygrade Sylvania Corporation expands to meet the newer demands of electronics. In addition to lamp bulbs and radio set tubes, this company now produces radio transmitters, transmitter tubes, special receivers, industrial tubes and custom-built electronic devices of every specialized nature.

A technical staff composed of William J. Barkley, General Manager; D. F. Replogle, Chief Engineer; Victor O. Allen, Assistant Chief Engineer; and 22 other electronics engineers and executives, all formerly associated with the DeForest Radio Company; a complete research laboratory fully equipped for any purpose required in the electronic art; and ample production facilities insured by a new fully equipped plant where all electronics work will be coordinated—all of these factors add to the Hygrade Sylvania resources the same skill and knowledge responsible for today's most important commercial applications of electronics.

The Hygrade Sylvania Corporation invites you to avail yourself of its technical experience, and vast production and research facilities. For consultations, write to:



THE HYGRADE SYLVANIA CORPORATION

Electronics Division

64 Lakeview Avenue

Clifton, New Jersey

© 1933, T. H. S. C.

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Vol. XXIX. No. IV

New York, April, 1933

Price Twenty-five Cents

What the Dealer Wants

ALTHOUGH RADIO MERCHANT does not pretend to present in its entirety the complete, unabridged news reports of the radio industry at home and abroad, every month's issue contains the important happenings of the month, in addition to presenting a folio of merchandising articles designed to assist retailers in overcoming sales resistance.

ON numerous occasions we have queried the 11,000 some-odd dealers who are readers of RADIO MERCHANT as to what features they desire in their trade paper. The answers always reveal that three types of material are most welcome. The order of preference may vary, but they always include merchandising articles, descriptions and illustrations of New Products and the Servicing features.

MERCHANDISING articles have appeared in every issue of RADIO MERCHANT (formerly Talking Machine World) since its first appearance some twenty-eight years ago. Since 1930 the "RADIO SERVICING" section has been a monthly feature. As regards the presentation of "New Products" to the retail trade we feel that we have more than met the demands of the trade for information.

IN the first quarter of 1933 there have appeared in RADIO MERCHANT complete and detailed descriptions of more than 150 radio receivers and allied products. Illustrations of ninety-nine of these products appeared in order that the merchant might visualize the cabinet design, outward appearance, etc.

IN giving space to our "New Products" department we may have neglected other, and what seem to us, minor happenings. However, we are confident that to our 11,000 dealer readers the complete descriptions of radio, electric refrigerator and allied products, together with reproductions of the various models, are more interesting and more valuable than is a Department of Commerce report on the falling market for phonographs and records in Syria, France or Abyssinia.

Les Robinson

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Built for PERFORMANCE COLONIAL



Really DIFFERENT in Design!

COLONIAL **\$30**
Model 300

COMPLETE

with R.C.A. Tubes and Built-in Aerial

[10 $\frac{1}{4}$ " wide—8 $\frac{1}{2}$ " high—
4 $\frac{3}{4}$ " deep]

Designed in the popular contemporary style, this cabinet will immediately take the fancy of owners of modern furnishings, or of those who want to add a modern touch to a room. Constructed of satin finished ebony black Durez with polished chromium grille and trimmings. Here is a headliner for window display—advertising feature—SALES—and PROFIT!

(Prices slightly higher
West of the Rockies)

NOW . . . through the engineering genius of Dr. Fulton Cutting and his associates, every limitation commonly found in compact receivers has been overcome. Here is PERFORMANCE that will satisfy, even under the difficult reception conditions of the summer months. *Consult the nearest of the 76 Graybar branch houses for full details.*

COLONIAL RADIO CORPORATION
Buffalo, New York

...these smart new AC-DC COMPACTS



WE OFFER

THESE BIG FEATURES:

POWER for Nationwide Use...

This set is a powerful radio receiver. Into it has been built both power and extreme selectivity. Designed by Dr. Fulton Cutting, it utilizes the most thorough application of every electrical and mechanical development. *It will deliver satisfactory performance in the districts requiring consistently good distance reception, as well as the crowded broadcasting areas requiring fine selectivity.*

5-tube SUPERHETERODYNE .. Full DYNAMIC Speaker ..

Operates from either Direct or Alternating Current on any commercial frequency. Complete engineering knowledge has made possible the utilization of all the new tubes to their maximum efficiency. Tube complement: 1-6A7, 1-6B7, 1-77, 1-43, 1-25Z5. The 25Z5 tube in this set actually **DOUBLES** the voltage and increases the power output. (1½ watts output on DC—2 watts on AC).

3-Gang Condenser...

Broadcasting conditions make necessary the use of 3-gang condenser to insure universally satisfactory selectivity.

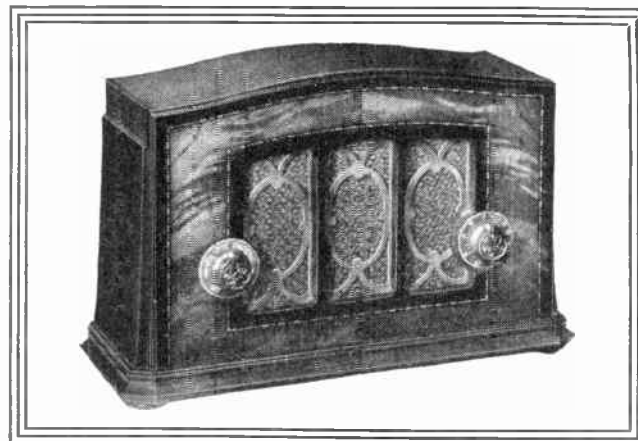
Automatic Volume Control...

To prevent fading and blasting, an extremely efficient A. V. C. method is incorporated.



**COMPLETELY
SHIELDED
CHASSIS**

A ruggedly constructed steel enclosed chassis. Mechanically sound—scientifically designed for proper heat dissipation and electrical shielding. Full Dynamic Speaker. Reduction drive station selector permits ease in tuning. Range includes many police calls.



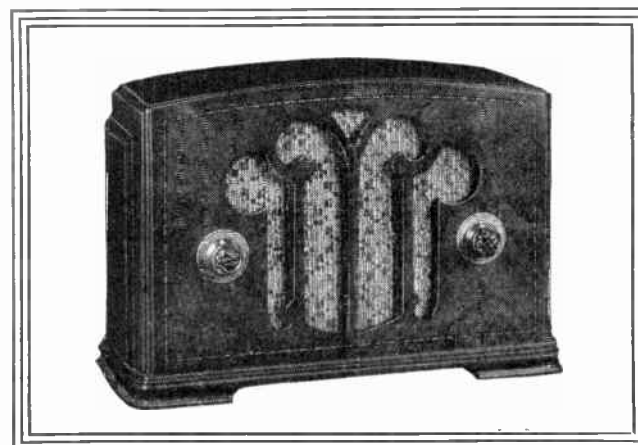
Colonial Model
279

\$27⁹⁵

COMPLETE
with
R.C.A. Radiotrons
and Built-in Aerial

[11½" wide—7¾" high—5½" deep]

A cabinet of universal appeal—designed in the restrained early 19th century English tradition. Strongly constructed of solid American walnut, with choice figured butt walnut veneers, inlaid with marquetry of holly, ebony black and vermillion. Attractive pieced-hardwood grille.



Colonial Model
250

\$25

COMPLETE
with
R.C.A. Radiotrons
and Built-in Aerial

[11¼" wide—7¾" high—5½" deep]

Handsome butt-walnut cabinet, in simple, popular design that appeals to everyone, harmonizes with any surroundings. Durably built of selected walnut veneers. Marquetry inlay of holly, ebony black and vermillion.

TRADE NEWS IN PICTURES



1. Sylvania Foresters basketball team, sponsored by the Hygrade Sylvania Corp., winners of the Gold Medal championship of the North Central and Northwestern Pennsylvania League. 2. Mearl L. Bussard, being presented with a check for \$1,000, by Edward J. Power, Grigsby-Grunow representative for ownership of the "Oldest Majestic." 3. M. F. Burns and R. C. Graver, of the Chicago office of the RCA Radiotron Co., winners of first and second prizes for the best men's

costumes at the twenty-fifth wedding anniversary of Mr. and Mrs. F. W. Greusel, at Milwaukee, Wis. Mr. Greusel is appliance sales manager of the G. E. Milwaukee branch of the G. E. Supply Corp. 4. Officials of F. D. Pitts Co. welcoming Grunow Corp. executives to Boston on occasion of recent Grunow dealer meeting. Left to right: W. J. Parker, assistant to the president, F. D. Pitts Co.; Dr. J. D. Jordan, physicist, Grunow Corp.; H. C. Bonfig, general sales man-

ager, Grunow Corp.; F. D. Pitts, president of the distributing company bearing his name, and H. B. Griggs, pilot of W. C. Grunow. 5. Zenith radio and BeeVac cleaner display of Shapiro Sporting Goods Co. at recent Newburgh electrical show. 6. ABC washer display at the Famous-Barr Store, St. Louis, Mo. 7. New models of Majestic "Electro-Sealed" refrigerators coming off the production line.

FADA
Radio

Priced to retail
at only

\$24⁹⁵

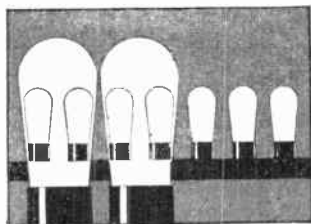
COMPLETE WITH TUBES

The only receiving set — regardless of size — that combines: A *Fantom Dial* for Short and Long Wave-Length Reception, AND 7-tube Operation in a 5-tube Set, AND Super-Heterodyne Circuit, AND Full Dynamic Loud Speaker, AND Automatic Volume Control, AND Genuine Art Leather Finish Cabinet.



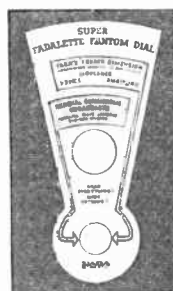
FADA adds the "Fourth Dimension" to Radio Reception with the brilliant new *Super FADALETTE*

Here's news — spot news — *hot news!* News that ushers in an entirely new era in miniature radio performance! . . . With the introduction of the amazing new SUPER FADALETTE, Fada puts the whole Radio Universe at the command of listeners — adds to general long wave-length reception the mysterious "*Fourth Dimension.*" The industry has long been asking for "something new." Here it is . . . and beyond anything dreamed of in miniature radio before!



"FOURTH DIMENSION" Reception of Short Wave-Length Broadcasting! Switch the Fada "Fantom Dial" to the right. Tune in on Police Calls, Aircraft Stations, Amateur Voice Transmissions, Steamship Phones and all broadcasting on 75-200

meter wave-lengths. 7-Tube Performance in a 5-Tube Set! The new SUPER FADALETTE is equipped with only five tubes. But two of these tubes have a



dual set of elements, making possible a clarity of tone and reception of distant stations equalled only by a 7-tube set!

In addition to these exclusive SUPER FADALETTE features, this amazing new radio boasts a Full Dynamic Loud Speaker, self-contained antenna, and automatic volume control. It operates on both A. C. and D. C. current — 90 to 130 volts. Choice of vari-colored Genuine Art Leather finishes. Or in Genuine Walnut at a slight increase in price. Outside dimensions 9³/₄" x 7" x 4³/₄." Write or wire now for information.

FADA RADIO AND ELECTRIC CORPORATION, LONG ISLAND CITY, N. Y.

RIGHT OUT IN FRONT!

The Quality is
the Same - - But
the New Price is—

\$97 Installed
PLUS FREIGHT



IN keeping with its policy of giving Leonard dealers every possible competitive advantage, the Leonard Refrigerator Company has made sweeping price reductions on its entire line—with a new low base price of \$97.00 installed (plus freight), for Model L-425.

This is not a special model, designed for competition purposes. It's exactly the same beautiful, dependable 1933 Leonard that was recently introduced with such spectacular success at a much higher price. It has not been cheapened or changed in any detail. This fact gives Leonard dealers a real advantage in selling against refrigerators *designed* or *built* to meet a price.

Model L-425 has the sturdy one-piece steel exterior finished in hard, non-fading Leonard lacquer—one-piece interior of famous Leonard porcelain—all-porcelain cooling unit—Chillometer with 8 freezing speeds—Steady Kold Defroster (refrigerates while it defrosts)—exceptional shelf room and ice capacity.

Leonard offers equally spectacular value in 9 other standard models (4 all-porcelain). At former, higher prices Leonard sales were the sensation of the industry—now the dealer opportunity for volume and profit is, we believe, unique. Write or wire for information, as desirable territories are rapidly being closed.

LEONARD REFRIGERATOR COMPANY
14293 Plymouth Road, Detroit (563)

LEONARD

ELECTRIC REFRIGERATOR

Please send me details regarding the new Leonard franchise.

Name _____

Address _____

City _____ State _____

(14293)

UNITED STATES OF AMERICA

Nº 15373

\$ 10⁰⁰

THE SENTINEL RADIO CORPORATION

CHICAGO, ILLINOIS

Guarantees that this Gold Trade-In Bond, properly endorsed, together with Sentinel Radio Set, type number 561, serial number 57,822, purchased by John Doe on April 15, 1933, will be accepted at its face value in lieu of cash on the purchase of a new Sentinel radio (at list price) listed by us at \$ 25⁰⁰, or higher, at any time within one year from date of purchase, subject to the terms and conditions on the back hereof and made a part hereof.

COUNTERSIGNED:

THE SENTINEL RADIO CORPORATION

DEALER

E. Alschuler
TREASURER

DEALER'S ADDRESS

PURCHASER

(THIS SENTINEL GOLD BOND ACCOMPANIES EVERY SET)

Again Sentinel leads

with the most Astounding and Progressive Merchandising Plan in Radio History!

2 PROFITS *for* **DISTRIBUTORS**
ON SALE *and* **DEALERS**
THE SENTINEL GOLD BOND PLAN

Has tremendous consumer appeal.
We allow credit for the trade-in set.
You assume no risk!

WRITE TODAY FOR COMPLETE DETAILS

SENTINEL RADIO CORPORATION 9705 Cottage Grove Ave., Chicago

GOLD TRADE-IN BOND

THIS GOLD TRADE-IN BOND IS WORTH MONEY TO YOU. IT MEANS THAT YOU CAN OWN A NEW SENTINEL RADIO WITH ALL UP TO THE MINUTE IMPROVEMENTS EACH YEAR AT A COST SCARCELY MORE THAN THAT OF A SET OF REPLACEMENT TUBES WHICH YOUR OLD RECEIVER WOULD NORMALLY REQUIRE. This bond is subject to the following terms and conditions:

1. It is null and void after:
2. It may be declared null and void unless the radio set is registered with us by means of the card provided for that purpose within thirty days from the date of purchase. Mail your Registration Card immediately.
3. There is no obligation expressed or implied herein on the part of any individual or corporation other than ourselves, to perform the terms of this bond. Its acceptance is optional with any Sentinel dealer, but it will be honored by us direct under the terms and conditions herein stated.

SENTINEL RADIO CORPORATION
Chicago, Illinois

First endorsement _____

Second endorsement _____

NOTE: If the set is bought for a gift, original purchaser should endorse this certificate.



**THE
SENTINEL RADIO
CORPORATION**

**GOLD
TRADE-IN
BOND**



**THE SENTINEL RADIO CORPORATION
9705 COTTAGE GROVE AVE.
CHICAGO, ILL.**



New Sentinel Models Sold on the **GOLD BOND PLAN**



MODEL 574

COMPLETE WITH
RCA TUBES **\$27.50**

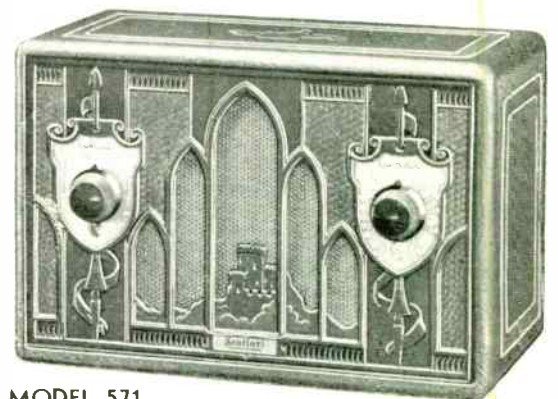
Model 574 is designed for operation on 110 to 125 volts, AC or DC, 25 to 60 cycle, and is also adaptable for use on 220 volts AC or DC. It is housed in a beautiful burled walnut cabinet with marquetry inlay and piano finish, measuring only 11" wide, 7 1/2" high and 5 1/2" deep.

MODEL 564 Complete with Radiotron tubes—\$27.50.

Model 564 is identical to Model 574 except that it uses a slightly different complement of tubes and is adaptable for 6 volt and 32 volt operation.

Improved Features

- 5 latest type RCA tubes
- Superheterodyne circuit
- Electro dynamic speaker
- Vernier dial
- Kilocycle calibration
- Police call reception
- Built in aerial
- RCA licensed
- Leatherette cabinet trimmed in colors
- A beautiful walnut cabinet
- Adaptable to all voltages
- Weight only 7 1/2 pounds
- Tube equipment: 1—6A7, 1—78, 1—75, 1—43 and 1—25Z5.
- Beautiful suede carrying case with pigskin handles lists at \$2.50 each



MODEL 571

COMPLETE WITH
RCA TUBES **\$25.00**

Model 571 is designed for operation on 110 to 125 volts, AC or DC, 25 to 60 cycle, and is also adaptable for use on 220 volts AC or DC. It is housed in a quality leatherette cabinet of unique design available in brown or autumn green. The frame of the cabinet is wood especially selected for its acoustical property. All cabinets are beautifully decorated in several colors. This model is extremely compact, measuring only 10" x 7" x 4 1/2".

MODEL 561 Complete with Radiotron tubes—\$25.00.

Model 561 is identical to Model 571 except that it uses a slightly different complement of tubes and is adaptable for 6 volt and 32 volt operation.

**DISTRIBUTORS AND DEALERS WRITE TODAY FOR COMPLETE
DETAILS OF THE SENTINEL GOLD BOND PLAN**

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

To Greater Heights of Performance— and Lower Depths of Price

AND radio continues to grow apace in value, in power, and in usefulness.

For more than a decade the world has been regaled by entertainment features gathered from the far corners of the earth. It has been kept informed of important current happenings as they occurred while resting at ease in the comfort and security of the home. Whether the event that quickened the pulse of the nation was the attempted assassination of the President-elect, or the quake that wrought havoc in southern California, or the host of other happenings that were of vital interest to the people—radio announcers broadcast the facts and the world was informed.

The quality of the broadcast material, the improvement of broadcasting facilities has been so consistent, the perfection of the radio art has become such that with few exceptions the public has taken radio as a matter of course, with a matter-of-factness that betokens but dim appreciation.

DESPITE its glorious history of ten years and more, radio during the past month or six weeks has won new laurels for itself and performed incredible feats. In the midst of a national banking crisis with fear rampant in the minds of the people and with a cloud of uncertainty hanging over the land, a President spoke to his people, telling them what had been done, and why; dispelling their fears, engendering new hope, imbuing them with new confidence. The result of this radio message of the Chief Executive to his people was so great, so far-reaching in its effects, that it was announced that President Roosevelt would continue to use the agency of radio in making frequent reports of what is happening at Washington in order that the public might continue to keep in touch with governmental affairs.

Thus radio continues to grow in stature. It is performing mightier tasks than of yore, linking the people to their elected representatives in the nation and in the several states. Witness the recent message of Governor Lehmann of New York over a

state-wide network, followed in a few hours by his political opponent, setting forth their respective views on beer legislation.

THE wider use of other utilities by families results in greater expenditures on their part. Use more than the allotted number of telephone calls and the fact is made known on the monthly bill; the same applies to a greater use of electricity or gas for household purposes. Yet radio receivers, performing greater functions, in improved and refined form—and a recognized utility—are selling at prices that are approximately one-tenth or less of the prices of a comparatively few years ago. The dollar has increased in purchasing power, yes, but not to the extent that radio list prices would indicate. It's high time for the industry, all factors of it, to win its way back to prices that insure commensurate profit possibilities.

A Cry from the Depths

“WE have put our sales department in charge of the Boy Scouts and deliver our radio in the mail boxes. The samples are free, all we ask is the user's tube business at 39 cents per tube, giving two years' free tube replacement before it becomes necessary to buy any. Next month we expect to have a better proposition for the public with the assistance of the radio manufacturers.

“Frankly, selling methods will have to change or there will be neither dealers nor jobbers. We quit — — tubes for good on account of the price and proposition changes. Publish this if you wish. Cite one jobber with the intestinal fortitude ‘to throw off the yoke.’ Look up our rating if you think they didn't want us.”

This communication recently received by us was signed by a prominent mid-Western distributor who has been identified with the radio industry since its infancy. The firm is rated at \$200,000, first credit.

Street Demonstrations

By H. P. Bridge, Jr.

WAIT for people to come in and buy automobile radio and you'll very likely be disappointed. Go out after 'em, however, and things will be decidedly different—providing, of course, you put the right "twist" to your selling.

Such has been the experience of Sam Goldberg, proprietor of the Tioga Electric & Radio Co., 3245 North Front street, Philadelphia. Proof of the efficacy of his aggressive selling, which is just now getting well under way, is indicated by the fact that fifteen sets were sold in September—and this record was even bettered in the

workers are in the habit of congregating during the noon hour or where they will pass on their way home from work. The set is kept in operation and invariably draws a large crowd of interested listeners. Advertising matter is distributed to all of them, and, whenever the opportunity is afforded, Mr. Goldberg takes prospects for a spin in his car, which is kept at the curb. Thus they can see just how the set works under actual running



Every one of the owners of the more than twenty-one million passenger automobiles in this country is a prospect for the new and improved automobile radio receivers which are now on the market. The open season is starting. Get your share

following month. Now, with the advent of Spring, motor radio sales are again on the up-grade.

Outside selling of the usual hit-or-miss, cold turkey variety plays no part in this line. Selling an auto radio is much more carefully directed for the simple reason that, because prospects are easier to locate and because the market is practically a virgin one, it is considerably easier to direct it. Two plans form the basis for Mr. Goldberg's activities in this direction:

Under the first, he is making dozens of demonstrations to factory employes and obtaining numerous good leads accordingly. Besides having his own car equipped with radio, Goldberg has a set (Philco Transitone) mounted ready for operation on a "Demonstration Board" which he can stand up and demonstrate wherever desired.

There are dozens of factories—some of them among the largest in the Quaker City—within a comparatively short distance of the Tioga Electric & Radio Co. store, and it is in connection with these that the "Demonstration Board" is proving unusually effective.

Almost every day Mr. Goldberg selects a factory and mounts the board on the sidewalk where the

conditions. Or, he will offer to drop around in the evening and take them out for a longer ride and an even more convincing demonstration.

Under the second plan, this aggressive dealer cooperates with automobile dealers throughout the city—or, rather, gets them to cooperate with him. Few of the latter sell automobile radio, so that, in numerous instances, it has proved readily possible for Goldberg to arrange to have his "Demonstration Board" either in the showroom or outside on the sidewalk when a display of new automobile models is being made or a special sales event staged.

He goes direct to the sales manager in making arrangements for these tie-ins. Generally the manager is glad to cooperate—especially when he learns that he will be given a commission on every radio sold to a prospect obtained as a result of the demonstration. In many cases managers have given Goldberg the names of those to whom they have sold cars recently or have made up lists of others whom they consider to be good radio prospects. Others even suggest radios for cars they sell and recommend that the purchase be made from the Tioga Electric & Radio Co. Then they either send the prospect around

Make Automobile Radio Sales for Tioga Company

to see Goldberg or arrange to have the latter call on them.

Commissions to automobile men vary according to what is deemed necessary to insure their continued cooperation. The average ranges around 5 per cent. In some instances 2½ per cent will suffice, but where their interest is more active or when a car salesman will actually go out of his way to help sell a radio, commissions of as high as 7½ per cent or even 10 per cent are warranted. Goldberg does all of his own outside work in contacting leads and thus is well able to absorb this expense. Moreover, the plan enables him to make sales that he certainly could never hope to land otherwise.

DURING the first nine months of last year he made more than thirty demonstrations at as many automobile showrooms in all parts of the city and landed sales accordingly. One sales manager not only sanctioned the use of the demonstration board at one of his new car showings but likewise turned over a list of fifty likely prospects of his acquaintance. Goldberg lost no time in calling on these people and, as a result, made four quick sales besides paving the way for others at a later date. This may not be a record-breaking performance, but it is a typical instance of the manner in which this dealer is building a profitable business.

"The important thing," says Goldberg, "isn't so much the number of sales we're making now, although they're certainly not to be ignored. Nevertheless, we regard demonstrations at factories and automobile showrooms especially valuable, for through them we're doing infinitely more than building a few immediate sales. We're making our store known as a leader in the auto radio field and building for a big share of the business to be done in the near future.

"In fact, if business conditions had been even slightly better last year, I'm convinced we would have sold four sets for every one we did sell. These demonstrations have given us dozens of the finest kind of prospects who are now thoroughly sold on auto radio and many of whom will soon be on our customer list.

"The interest in our demonstrations is really surprising. People who used to laugh at the idea of 'radio while you ride' are now the most likely buyers. Others who had not thought much about auto radio quickly become enthusiastic over its possibilities when they hear our demonstration.

"Given any sort of a 'break' in general conditions, I expect to do two or three times as much business this year as I did last year. Before long, I wouldn't be sur-

prised if the number of automobile sets handled is greater than those sold for home use—temporarily at least. This is a market that hasn't even been scratched yet. That is why we're doing everything possible now to get in on the ground floor.

Sam Goldberg, owner of the Tioga Electric & Radio Co., of Philadelphia, starting out to demonstrate the latest model of auto radio. Mr. Goldberg feels that a vast market is opening up and that for a time the sale of auto radios will equal if not exceed the sale of instruments for the home. He is not only selling sets at the present time, but is building good will for the future



"As for immediate sales, that's just a matter of plugging away on our demonstrations. It all means a lot of hard work, but it does produce results. A sale here and a sale there more than pay for the cost of demonstrations, and, best of all, are putting us in line for better volume."

SALES made as a result of Goldberg's demonstrations have proved particularly satisfactory from a profit standpoint. It is self-evident that those who hear the "Demonstration Board" when it is placed in front of a factory are employed and therefore well qualified to pay for a set if they decide to buy. The same holds true of prospects uncovered at automobile showrooms. Moreover, a person who has just bought a new automobile is much more likely to equip it with a radio than one who has had his car for some time. And it pays to catch him as early as possible—while the car is still regarded as a new toy and while the additional expenditure necessary to equip it with radio will not loom large.

Mr. Goldberg has handled automobile radio for three
(Continued on page 13)

Merchandising Ideas

• **Employing School Teachers to Sell School Teachers**

HERB BAILEY, manager of the Hollywood store of the Platt Music Company, 6614 Hollywood boulevard, sees a good market for electrical refrigerators among school teachers and with the thought of interesting such a clientele has two former teachers on his staff of salesmen.

The plan is working out well. One man who taught for several years and who has a host of friends among the teachers of Los Angeles has given much of his time to canvassing them and during the past season has made a record. "The teaching force of any city," says Mr. Bailey, "is quite closely knit and one teacher is apt to take the advice of another on an article like an electric refrigerator. Our salesmen know the home conditions of a large number of teachers and that fact offers a nucleus for their lists of prospects. When one from the known group is sold he, or she, is pretty apt to have suggestions for other prospects.

"Not only are the men teachers who are married good prospects but there are groups of women teachers who club together and keep house. These are also good prospects and their combined income is apt to be a goodly sum so they have no trouble in meeting payments. Salaries are regular and assured, and in this state at least after the probation period of three years is past the job is a life job. This makes them exactly the type of people who can and will handle a contract purchase as it ought to be handled.

"Some may say that it is difficult to get teachers who are adapted for salesmanship. This is true, but when you do find one you find a very effective and high-class salesman, as good as the best. Even if former teachers who make good salesmen are scarce they are worth searching for—that has been our experience."

• **How Silver Builds Repeat Business From Radio Customers**

BUSINESS cards are easily mislaid and an address or telephone number is sometimes difficult to find in the telephone book or city directory, but this information can't be lost if it is stamped in a machine.

That is why the Silver Auto, Music and Radio Supply Company of Denver, Stewart-Warner and Crosley dealer, stamps its name, address and telephone number in the back of every radio set sold or serviced. This "reminder" has proved a highly effective sales producer, bringing the company a great deal of extra repair business.

The plan has recently been carried a degree further by placing on the back of every machine a tag bearing this information. No customer can fail to find the information in one of the two places.

At the time a machine goes out, the two identifications are pointed out to the customer and he is urged to refer to them whenever he needs service or is in the market for another set.

"Today people are more than ever before inclined to do the easiest thing," Manager Morris Silver pointed out. "If they are in need of a repairman, they are likely to pick the first one listed in the directory—unless there is a quicker way of finding someone. Our stamps and tags provide that quicker way. The same principle holds true in a lesser degree on buying machines."

• **Four Methods Used by Kahn & Levy to Increase Set Sales**

"THE best prospect for a new and better type radio is the man who has just paid the last instalments on a small unit, or on some other article of furniture or home equipment," declares Matthew Kahn, of Kahn & Levy's, Galveston, Texas.

These furniture merchants have their general offices and cashier located on a mezzanine. When a customer finishes paying a final instalment on a radio or other major piece of furniture, the cashier presses a button which rings in the radio section located on the first floor. Two rings indicate payments completed on a radio, one ring indicates final payments on furniture.

The cashier presses the button all unknown to the customer making a final payment. The same procedure is gone through in the event that any customer makes any sort of complaint to the cashier while paying a monthly instalment. In this way, one of the store executives or trained salesmen meets the customer and is able to adjust the complaint or pave the way to the sale of a new and larger radio unit.

Another method this store has of increasing radio sales is that of getting salesmen in all departments of the store to pass along tips and leads to radio salesmen and vice versa. All salesmen of all departments are paid a straight sales commission, but where a salesman of one department gets a good lead to an article in another department, he passes along the tip, he is accredited with the tip, and if a sale is made, the man giving the information is given a two per cent commission, and the salesman making the sale gets his usual commission. This policy has resulted in store cooperation and increased sales.

Sales teams, too, are organized and sales contests sponsored to play one side against the other. The winning

That Have Proven Profitable

team gets to share a bonus of one and one-half per cent extra sales commission earned on the sales made by the team; the losing team must pay the cost of a dinner to all salesmen.

One girl is employed by this store to make telephone contact, and much of this contact is devoted to radios. No other line of merchandise is better adapted to telephone selling and many worth-while leads are gleaned by this girl with cold turkey telephone solicitation and turned over to radio salesmen who then have an entree to the prospect's home.

• **Street Demonstrations Sell Automobile Radios**

(Continued from page 11)

years, but has been pushing it aggressively only during the past year or so. While he still finds there is much work of an educational nature to be done, people in general are becoming much more "auto-radio-minded" and sales are much easier to make than they were even a few months ago. Thus he plans to devote more and more of his attention to car installations. Not only does he see a vast new market opening up, but, thus far, has found it one wherein price is less of a factor and competition less severe.

Sales average about \$80 installed. Set prices range from \$65 to \$105, Philco, American Bosch and Crosley products being featured. Installation charges average \$12.50, these costs being determined by the type of car and number of cylinders which require shielding. Particular care is taken with installations and both of Goldberg's service men have made a special study of this phase of their work. Because of care exercised in this respect, complaints from customers have been conspicuous by their absence and service costs have been kept at a negligible minimum.

THEN, too, Goldberg is careful not to over-rate automobile radio when selling it. He informs the customer fully as to its limitations as compared with home radio and then proceeds to give a convincing demonstration of its possibilities in adding to the joys of motoring.

"Auto radio," he explains, "needs no apology—only a clear understanding of what can reasonably be expected of it in the way of distant reception, interference in certain localities, etc."

About half of his auto radio sales are made for cash. Payments on instalment sales are extended over a six-

months' period with the down payment covering the installation charge plus a substantial amount on the set itself.

Mr. Goldberg tried the refinancing of both car and radio in several instances where financing was desired, but found this unsatisfactory. Usually balances were too large and involved more of a responsibility on his part than was warranted in disposing of a comparatively low-priced radio. Now he sells them on an outright lease, which is the same as that used on home radio save for a clause which makes it possible for him to reclaim his property and remove the set in case the car is repossessed.

Although the potential market for automobile radio has hardly been scratched, Mr. Goldberg has already handled several trade-ins—and has done it on a profitable basis. Old sets for which he allowed \$10 were resold for \$20 plus the regular installation charge. For the present he regards the trade-in market as unimportant and makes no direct effort to reach it.

"Personally, I've been sold on auto radio ever since I put one in my car two and one-half years ago," he declares. "Now I'm convinced that the time has come to feature them. It took people a long time to accept the idea, but they're accepting it now. The result is a splendid opportunity for the dealer who is geared up to the type of outside demonstrating that is necessary."

• **Knight-Campbell Uses Clever Display to Sell Auto Radio**

A GROUP of assembled parts resembling very accurately the dashboard of an automobile have had much to do with the large monthly sales of automobile radio sets at the Knight-Campbell Music Co., Denver. A steering wheel, dashboard, brakes, etc., have been put together inexpensively. Together with them is a radio set, all rigged up and installed in the "car."

The display gives the prospect a true idea of how the radio is connected in the car and how it may be fitted in without reducing the comfort or space of the front seat. Moreover, it enables the salesman to devote his time to the selling of the radio instead of carrying the affair to a table, where, being so large and cumbersome, it cannot be properly shown.

Connected, the radio's many parts may still be shown, as well as how it operates. Unquestionably the difference in the value of this display and other forms is settled by the fact that this store has done no promotion on automobile sets at all, and still leads in city sales. Knight-Campbell carries the Majestic, American Bosch and Philco lines.

Combining Radio *and*

Schoenfelds', Seattle, Wash., centralized the management of the radio, electrical refrigeration and appliance departments, gave them a better location, and sales jumped

THERE'S a reason why the radio and home appliance department has the most expensive location in the layout of Schoenfelds' Standard Furniture Co., Seattle, Wash. Business is good! Better, in fact, than for the same mid-winter periods a year ago!

Occupation of the new location on the first floor of this big furniture house, strategically to the right of the main entrance, means that this department must achieve volume-at-a-profit, to be able to carry the correspondingly large overhead. How this is achieved under the management of Perry West will undoubtedly be interesting to others in the field, for certainly the questions of "what" and "how" are pertinent during this transition business era.

PREVIOUS to the existent arrangement at Schoenfelds', radio was separate from home appliances in location and departmental management. Washing machines and electric refrigerators were displayed in the basement housewares, and radio occupied a mezzanine location. Now radio is at the forefront of this distinctly front-rank department, and electrical refrigerators, washing machines, ironers and vacuum cleaners are at the rear—yes—the rear of the section but not at the rear of the store! Instead, every part of the department derives the benefit of first-floor traffic, to the elevators and to the cashiers and offices on the mezzanine.

The management of the various units is centralized, at the same time that selling is decentralized, by having specific salesmen assigned to the three types of merchandise—home appliances, electrical refrigeration and radio.

The strategic first-floor location, unusual in a furniture house or department store, is backed by a selling program carefully grooved to the contemporary business era. But—this doesn't mean that the department is shouting price until it is hoarse from the effort, nor yet that it is "stepping-up" quite regardless of customer fatalities! Concisely, Mr. West focuses his advertising on a price which the greatest number of people can afford to pay! A common denominator! In his territory this spotlighted radio price is \$79.50, the washer price about the same, and \$150 the popular price in electric refrigeration. These featured price ranges indicate that the Schoenfeld appliance section is dedicated to a program of quality—but quality that is not above the capacity of the popular pocketbook. At that, the eighty dollars for a radio is

above the average of many a merchant. The lines carried are: Radio, RCA Victor, General Electric, Atwater Kent, Philco and Sperton; refrigerators, Frigidaire, GE and Norge; washers, Conlon, ABC and Easy.

ORDINARILY, the midget and compact radios are at the front door of the department. Not so at Schoenfelds', where the incoming customer's eye first encounters the de luxe console models.

"It really works automatically," says Mr. West. "The customer who is interested in a radio of this type will not walk further, but if a more popularly priced console is the objective, he will not pause before these de luxe models, but will look further. If a compact is the objective, the gaze will wander until it lights upon the compact models displayed at the rear of the radio unit. All this happens in a very brief period of a moment or two, of course, while the salesman is greeting his customer—genuinely greeting him, with a smile. No, that smile of greeting is not 'old stuff'—it's just as effective as a sincere mark of interest ever was and always will be!

"After the greeting is over, and the customer has or has not indicated what radio type she is interested in, the next step is to discover what she wishes to pay for a radio (or any other appliance). Yes, I know that this statement will engender opposition, but here we find that the effective procedure is to always 'ask the question' at the very beginning of the interview. 'How much do you want to pay for a radio?'

"Isn't that a natural thing to ask? And why are salesmen so afraid of asking it? That it offends the customer is often the excuse for not asking it. We do not find it so—rather, the offense will be much more vicious later on, if the asking has been omitted! I am referring to 'stepping-up' the customer beyond her ability to pay. 'Stepping-up' too much is just too far! Ten chances to one the customer who is traded-up without predetermination of her budget requirements will not pass the test of the credit office. And then—both the store and the department have lost a customer!

"Our program of selling quality takes care to sell Mr. and Mrs. Customer the grade of quality they can afford to buy—and which the store can profitably sell them. We state frankly what is being purchased in the respective price ranges—and then it is put squarely up to the customer—what does she want to pay? A prospect who

Allied Line Sections in Central Location Increased Sales

is traded-up with too much gusto—so that the credit office is forced to turn down the contract, remembers that the salesman pressured her into the higher-priced brackets. Taking care to discover the desired price range, and then concisely telling her what she is buying at that price, sells quality without a penalty."

As this sketch indicates radio and allied electrical merchandise occupy the "best seat" in the house. It commands heavy traffic from all points in the house and since the arrangement was made sales have increased consistently

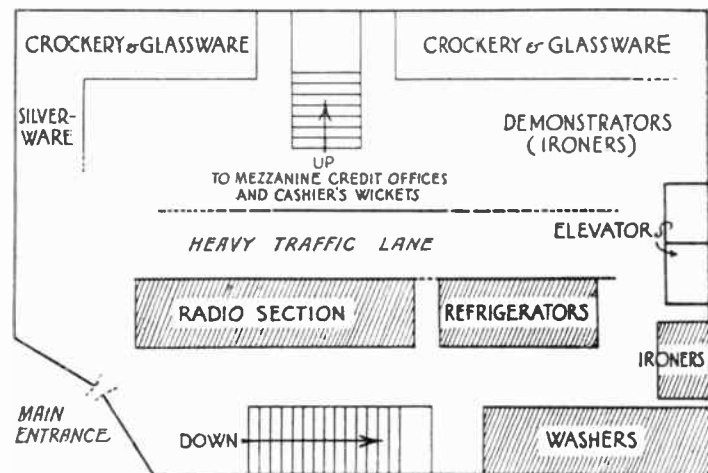
Of course, Mr. West's advertising emphasis is on quality, not price, bringing in a type of customer who is readily sold on the quality article. Price ballyhoo can do only one thing—bring in the "price-at-any-price" customer.

Schoenfelds' radio advertising stands out above much blatant price advertising, as does the location of the department, the "quality layout" of the department, the handling of the mooted price problem. Here is a radio and electrical appliance department successfully selling quality because it is not afraid of it, at the same time that each customer is sold the particular quality that fits his or her purse.

It is ably seconded in this program by the product of reputable manufacturers. Broadly advertised national lines are featured—each one of them so dependable that

Schoenfelds' finds it necessary to employ but one service man to care for its extensive clientele.

"This is a transition era," points out Mr. West, "the change from the times which have been labeled 'depression' to the better times definitely in sight; the better times, indeed, which our volume of business is reflecting right



now. It seems to me that it is essential to span this transition with quality-selling—with merchandise selling at a price that is neither too high nor too low—the happy medium. A primary step in such a program is to detour price advertising, and advertise radios with higher price tags consistent with greater quality. If the merchant is afraid of quality, the customer will reflect this attitude. The only way to have a radio and home appliance section pay dividends to the firm in dollars and cents and good will is to have it do its major volume on quality merchandise—merchandise in which the store can take pride. When low-, medium- and high-priced merchandise is sold strictly on relative merits, and the customer's ability to pay, selling smooths itself into a sane and simple course to profits. It's high time to forget high-pressure and get down to facts!"

Notes of the Trade

H. E. Sherman, Jr., vice-president of the Leo J. Meyberg Co., Inc., RCA Victor distributor, Los Angeles, Cal., reports a 10 per cent increase in March business over that of February.



The Commercial Radio-Sound Corp., New York City, has been appointed a distributor of RCA Victor centralized radio and public address sound distribution systems.



E. E. Forbes, of E. E. Forbes & Sons Piano Co., Birmingham, Ala., reports that conditions have improved considerably in his territory and sales are in excess of those in the past month. He further states that refrigerator season is starting out much better than last year. This company distributes Grunow refrigerators and Zenith radios.



Altorfer Bros. Co., Peoria, Ill., manufacturer of ABC washers and ironers, have announced the appointment of Ballou, Johnson & Nichols Co., Providence, R. I., and the Morris Distributing Co., Syracuse, N. Y., as distributors of ABC products.



The refrigerator division of the Radio Trades Association of Wilmington, Del., held its annual refrigeration show at the Hotel DuPont-Biltmore, March 29, 30 and 31. Eleven manufacturers were represented and attendance was particularly good.



One of the very first dealers to sign a Grunow refrigerator franchise in the Northwest was M. J. Werges, Crosby, N. D., who traveled 900 miles to attend the Roycraft-Grunow meeting at Minneapolis the early part of last month.



E. P. Zachman, president of the radio

RMA Directors to Meet

President Fred D. Williams, of the Radio Manufacturers Association, has called a special meeting of the association board of directors on Tuesday, April 25, at the Stevens Hotel, Chicago, Ill., to consider a comprehensive plan for initiating merchandising and sales activities next Fall in which all radio interests would participate.

A program for the Ninth Annual R. M. A. Convention at Chicago, June 5-6, also will be presented for the approval of the board, together with several other important matters of industry interest. There will be coincident meetings of several R. M. A. committees.



Fada Sales Staff in the Field

Top row, left to right: W. R. McAllister, Thomas R. List, L. H. Bushnell, Robert Reilly, Frank Fagan. Bottom row, left to right: T. E. Shortell, Fillian J. Moran, P. J. Rundle, H. Falter and S. R. Denham. Other members of the sales staff, photos of whom were not available, include W. J. Croke, F. D. Beebe, Bert Scouler and Guy W. Johnson

division of the Cincinnati Electric Club, has been chosen chairman of the Electric Progress Exposition to be held May 8 to 13. Electrical devices for home and commercial use will be displayed.



The Times Appliance Co., Inc., New York City, announces the affiliation of the Commonwealth Radio Distributing Corp. with it. O. W. Ray, former president of Commonwealth, becomes vice-president and general manager in charge of Westinghouse electrical appliance, radio and accessory distribution. Announcement was also made of the company's appointment as metropolitan distributor of Pierce-Airo and DeWald radio sets.



The F. B. Connelley Co. has been appointed Zenith distributor for the States of Washington, Oregon, Idaho, Montana and part of Wyoming. This company was also recently appointed a distributor of Sylvania radio tubes and Hy-grade lamps.



The Smith Radio Corp., Louisville, Ky., recently sponsored a meeting of some 100 Leonard refrigerator dealers at the Brown Hotel, Louisville. Officials of the manufacturing concern were among the principal speakers.



The Apollo Radio Co., Inc., Newark, N. J., has been appointed Cunningham tube distributor for northern New Jersey, Orange and Rockland counties, New York.



The Eastern Radio Co., Boston, Mass., was formed recently by Alan Steinert,

formerly manager of the Eastern Talking Machine Co. The new company has acquired the RCA Victor Co. distributorship for radios, records and Radiotrons in eastern Massachusetts, southern New Hampshire, Maine and Rhode Island.

Wurlitzer Opens Headquarters in Philadelphia

The Lyric radio, Mohawk refrigerator and Mohawk washing machine (wholesale division) of the Rudolph Wurlitzer Mfg. Co., has established headquarters at 1033 Chestnut street, Philadelphia, Pa.

"Lou" Sullivan, who has been directing activities for the past three years from the factory at North Tonawanda, will now make Philadelphia his general sales headquarters.

This move, according to those acquainted with present Wurlitzer plans, presages a concentrated and persistent drive on the eastern market. The new arrangement lends authority to reports that Wurlitzer's combination of Lyric radio, Mohawk refrigerators and Mohawk washers has proved a particularly effective vehicle in the east.

Detrola in New Home

The Detrola Radio Corp., Detroit, Mich., has moved to new and larger quarters at 3630 West Fort street, where both office and manufacturing plant are located.

W. L. Dunn, one of the outstanding engineers in the radio industry, has joined the Detrola organization as vice-president in charge of engineering.

NOW! ARVIN CAR RADIO

By the Makers of Arvin Hot Water Car Heaters



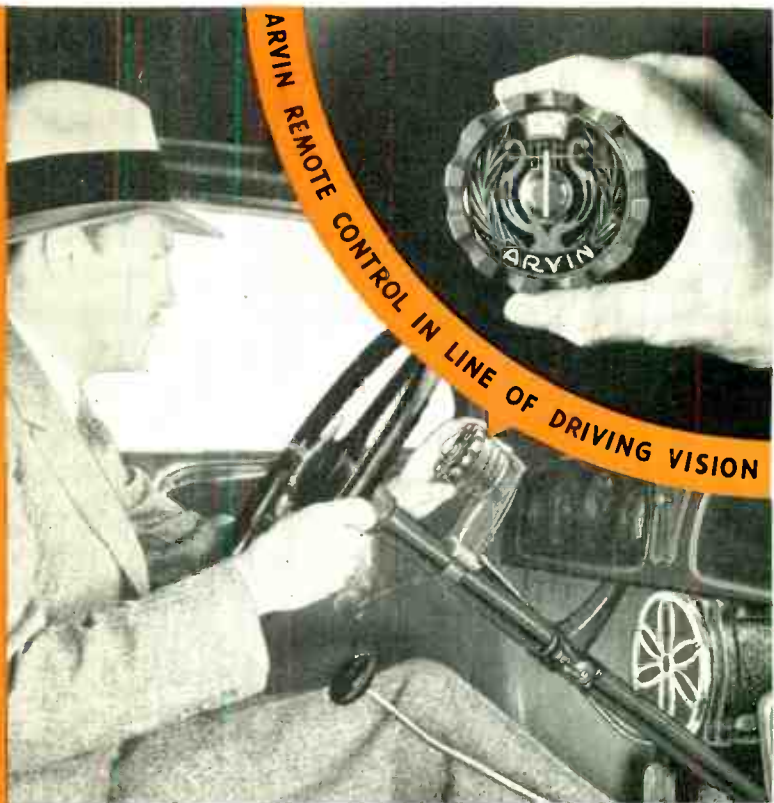
A Radio That Is
Really Designed and
Built for Motor Cars



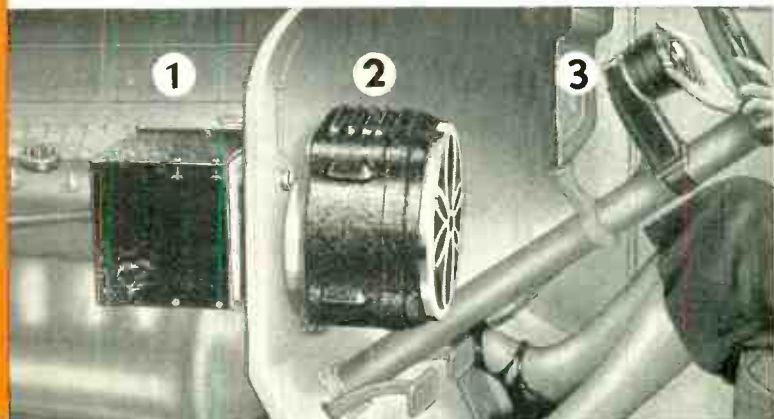
ALL-ELECTRIC
SUPERHETERODYNE
With Marvelous Performance



Many Features That
Simplify Installation
and Operation



These illustrations show how the Arvin goes on any car. There are only three parts. (1) The receiver unit on the engine side of the dash. (2) The speaker, amplifier and 6V battery eliminator, all combined in one small unit on the dash, right in front of the driver but well up and out of the way. (3) The remote control which clamps on the steering column in the line of driving vision.



Here is the car radio you want to make sales at a profit and cash in on a fast-growing market that offers you a big opportunity now . . . The Arvin is really designed and built for motor cars. It is an automotive accessory that goes on a car in much the same manner as the well-known Arvin Hot Water Car Heater. And one does not prevent the installation of the other . . . From the

standpoint of the trade as well as the consumer, the Arvin offers everything that is wanted in a car radio. First of all, it is easy to install and service. You're interested in that. And the Arvin has the consumer appeal you want—with its marvelous performance and many advanced features . . . The Arvin Car Radio is available in two models—6 and 7-tube all-electric, su-

perheterodyne sets to sell at popular prices. To thousands of automotive dealers who have been selling Arvin Car Heaters—and to countless radio dealers who have never been able to reap the benefits of an Arvin merchandising job until now—the new Arvin Car Radio means extra profits. You want full information now. Just sign and mail the coupon below.

MAIL COUPON FOR
PRICES AND FULL
INFORMATION NOW

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind.

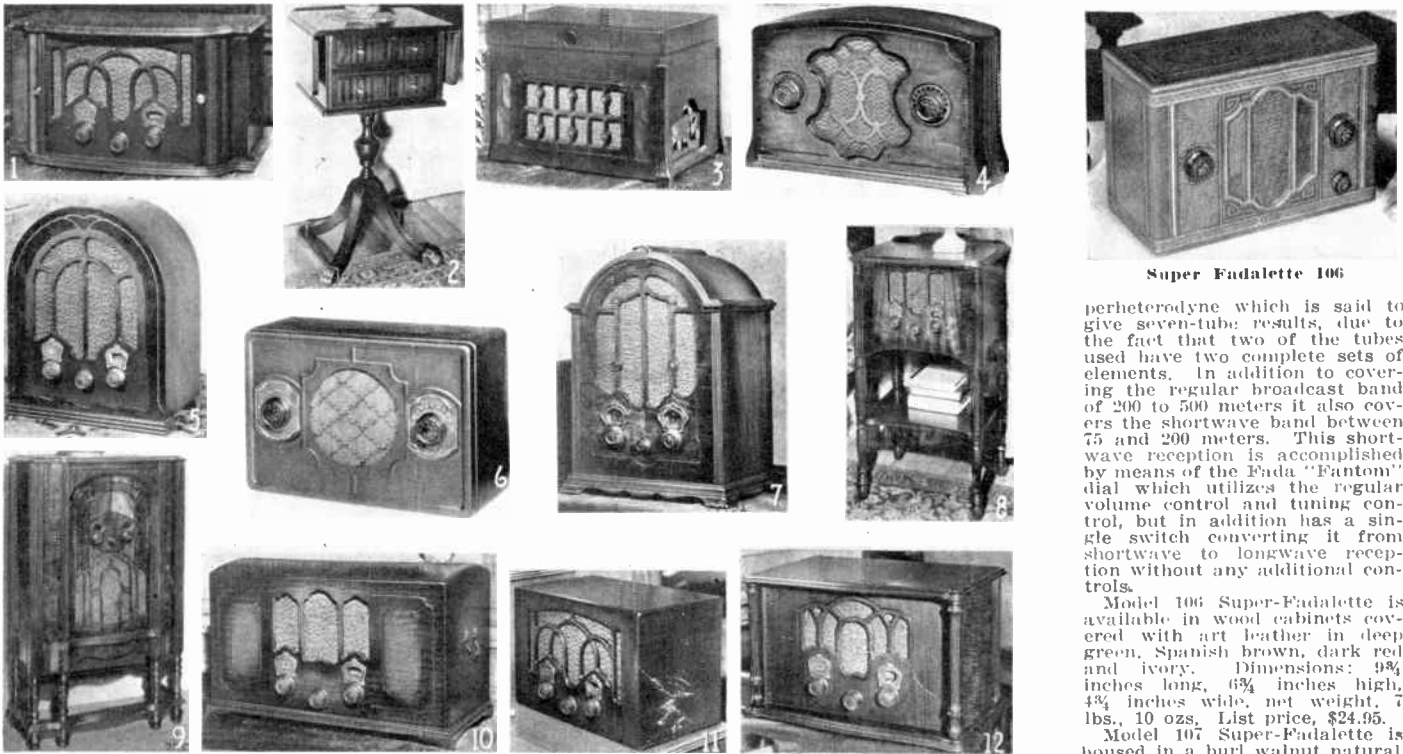
Send us prices and full information on the Arvin Car Radio.

Firm Name _____

Address _____

Check whether you are retailer () or wholesaler ().

New Products



RCA Victor Models: 1. No. R-28-D; 2. R-28-F; 3. RE-40; 4. R-17; 5. R-28; 6. R-17; 7. R-37; 8. R-28-G; 9. R-38; 10. R-28-C; 11. R-28-A; 12. R-28-E.

RCA VICTOR CO., Camden, N. J. Complete line of receivers designed to meet summer-time requirements, including eleven receivers, one combination phonograph and radio, and an automobile set. Beginning with the lowest priced model R-17, a 4-tube AC-DC radio available in either a two-toned metal case or walnut finished wood cabinet and operating on any 110-125 volt AC or DC current. List prices \$12.95 and \$19.95.

Six "Carryette Chest" mod-

model; \$26.95 for the R-28-C Early American maple chest model housed in a quilted and curly maple veneered cabinet with slightly rounded top and brass handles on ends; \$29.95 for the R-28-D housed in a mahogany veneered table type cabinet with Tambour front; when open for playing, doors are backed inside cabinet; \$29.95 for R-28-E housed in a table-type cabinet of butt, heart and stripe walnut veneers. Cabinet, hand finished and waxed, is provided with pivoted doors.

drawers. List price \$44.50, complete with tubes. The R-28-G model is a night-table of walnut veneer with a lower shelf for telephone or other books. List price, with tubes, \$37.50.

Model R-37 is a 6-tube superheterodyne with automatic volume control, tone control and visual volume indicator. Housed in table type cabinet with walnut finish. List price, complete with tubes, \$29.95.

Model R-38 is a 6-tube superheterodyne with automatic volume control, tone control and visual volume indicator. Housed in a walnut finished console cabinet. List price, complete with tubes, \$49.95.

The RE-40 is a table model combination radio-phonograph. Radio receiver is a 5-tube superheterodyne with tone control. Controls are located on side of cabinet. The phonograph is equipped with a two-speed ball-bearing turntable and automatic stop. Housed in a walnut veneered, hand-finished and waxed cabinet. List price, complete with tubes, \$49.95.

Model M-34 automobile receiver is a 4-tube superheterodyne employing the new double efficiency tubes. The chassis, eliminator (new vibrator type using no tubes) and speaker are in one self-contained unit, mounted in car by only one bolt through the firewall. Control box may be mounted to the left, right or front of steering post or on instrument panel. Automatic volume control, tone control and full electro-dynamic speaker are features of this set. List price, with standard equipment, \$34.95. RADIO MERCHANT, April, 1933.

Further information on RCA-Victor products appears in advertisement on front cover.

FADA RADIO & ELECTRIC CORP., Long Island City, N. Y. Super-Fadalette is a 5-tube su-

Super Fadalette 106

perheterodyne which is said to give seven-tube results, due to the fact that two of the tubes used have two complete sets of elements. In addition to covering the regular broadcast band of 200 to 500 meters it also covers the shortwave band between 75 and 200 meters. This shortwave reception is accomplished by means of the Fada "Fantom" dial which utilizes the regular volume control and tuning control, but in addition has a single switch converting it from shortwave to longwave reception without any additional controls.

Model 106 Super-Fadalette is available in wood cabinets covered with art leather in deep green, Spanish brown, dark red and ivory. Dimensions: 9 3/4 inches long, 6 3/4 inches high, 4 3/4 inches wide, net weight, 7 lbs., 10 ozs. List price, \$24.95.

Model 107 Super-Fadalette is housed in a burl walnut natural

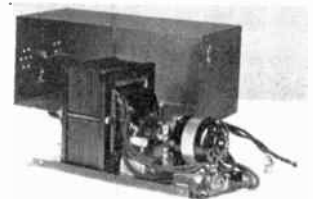


Super Fadalette 107

wood grain cabinet, hand rubbed, polished, finished with genuine wood inlay border. Dimensions: 10 3/4 inches long, 7 3/4 inches high, 5 1/4 inches wide, net weight, 8 1/4 lbs. List price \$26.95. RADIO MERCHANT, April, 1933.

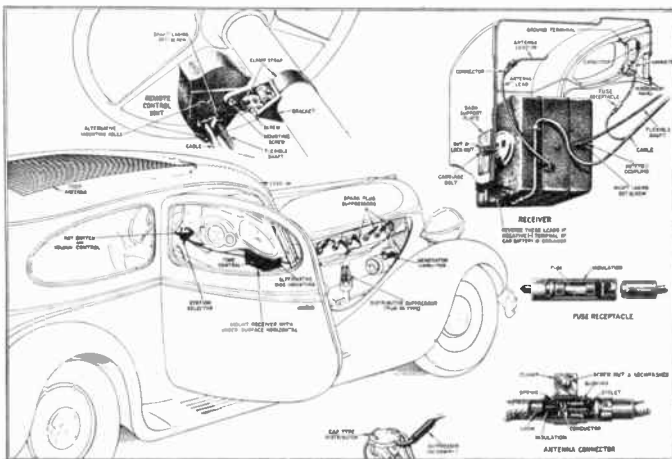
Further information of Fada products appears in advertisement on page 7.

UNIVERSAL MICROPHONE CO., Inglewood, Cal. Universal battery converter operates six volts, giving AC 110 output. Was given a thorough tryout



Universal Battery Converter

by aircraft carrier Lexington, being used to operate a neon gas tube signalling device to direct pilots on deck. Universal converter and neon tube carried correct and visible signals during night-time flying, dense fog and other poor weather conditions. RADIO MERCHANT, April, 1933.



RCA Victor M-34 Auto Radio

els have a 5-tube superheterodyne chassis, dynamic speaker and tone control. List prices, complete with tubes, are \$19.95 for cathedral model R-28; \$21.50 for the Mignon model, R-28-A, in walnut finished table type cabinet; \$24.95 for the chest

Two "furniture" models are included in the R-28 line. The R-28-F model is a Duncan Phyfe table of mahogany veneer, with drop lids on either side and a disguised drop lid in the front which, when not in operation, gives the appearance of two

Majestic's

NEW POLICY

—to provide fast-selling, profit-making, quality merchandise to meet the demands of the times.

Radio—Home radios, portable radios and auto radios—every one a Majestic in tone, selectivity and sensitivity. Cabinets surpassing anything else in the field in design, character and sales appeal.

Refrigeration—with the exclusive Electro-Sealed principle, which minimizes service worries—plus a wealth of sales features of immediate consumer appeal including strictly modern cabinet design.

Profits—Margins for distributors and dealers geared to 1933 operating requirements.

We submit tangible results of this policy. They speak for themselves.

GRIGSBY-GRUNOW COMPANY, CHICAGO

THE NEW MAJESTIC

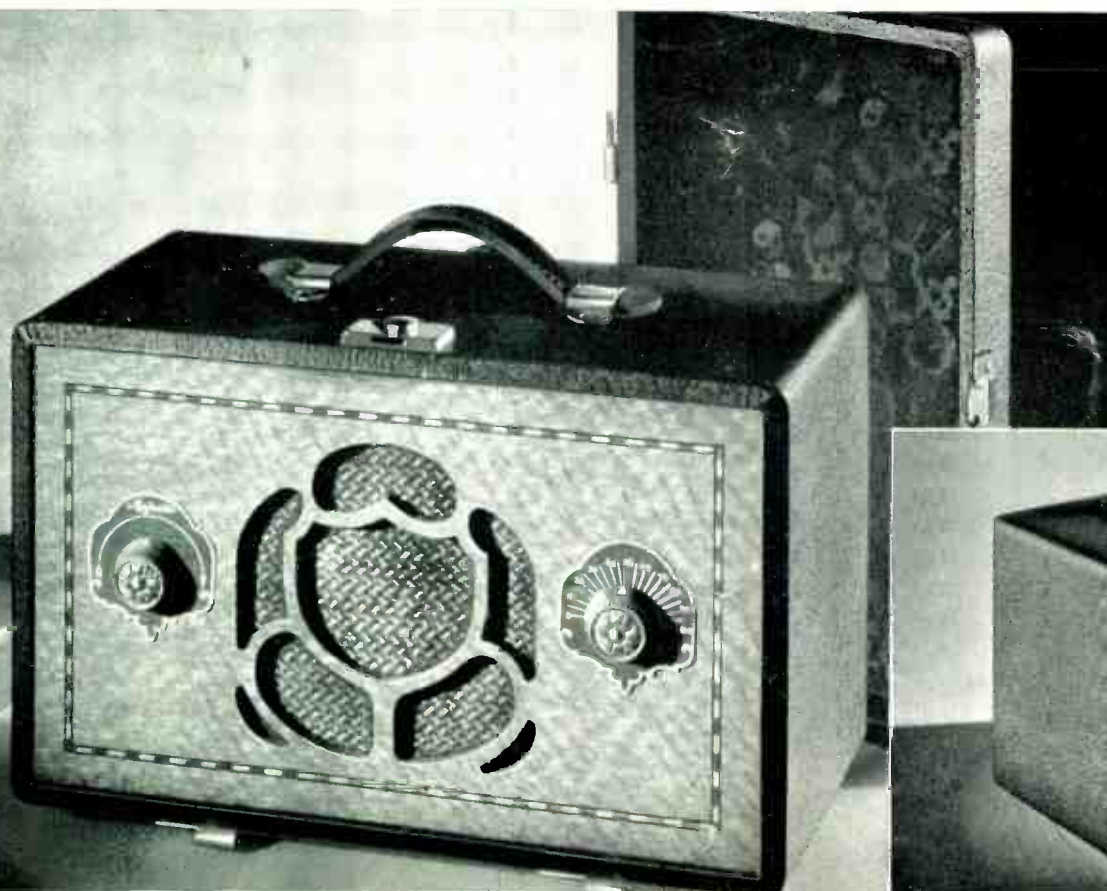
SUPER-SIX AC-DC PORTABLES



Operates on
AC or DC 110 volts
... Superheterodyne ... 6
tubes ... Dynamic Speaker ...
Receives Police Calls ... Self-Con-
tained Aerial ... No Ground ... Com-
pact ... Light Weight ... Sensitive ...
Selective ... Powerful ... Marvelous
Tone ... Most Distinguished Cabinet
Ever Given to a Small Radio ... Ideal
"All Purpose" Radio for Home ...
Office ... Hotel ... School ... Summer
Home ... Tourist Camp ... Sick Room.

*Dimensions 6 $\frac{7}{8}$ " high; 10 $\frac{1}{2}$ " wide; 5 $\frac{5}{8}$ "
deep. An attractive suede zipper
carrying case is available.*

THE AC-DC SUPER-SIX DE LUXE



A companion set with
all mechanical features
of the De Luxe in a
handy leatherette car-
rying case. A big radio
in performance, com-
pacted to the size of an
overnight case.

*Dimensions: 6 $\frac{3}{8}$ inches
high; 10 $\frac{3}{8}$ inches wide;
6 $\frac{1}{2}$ inches deep.*

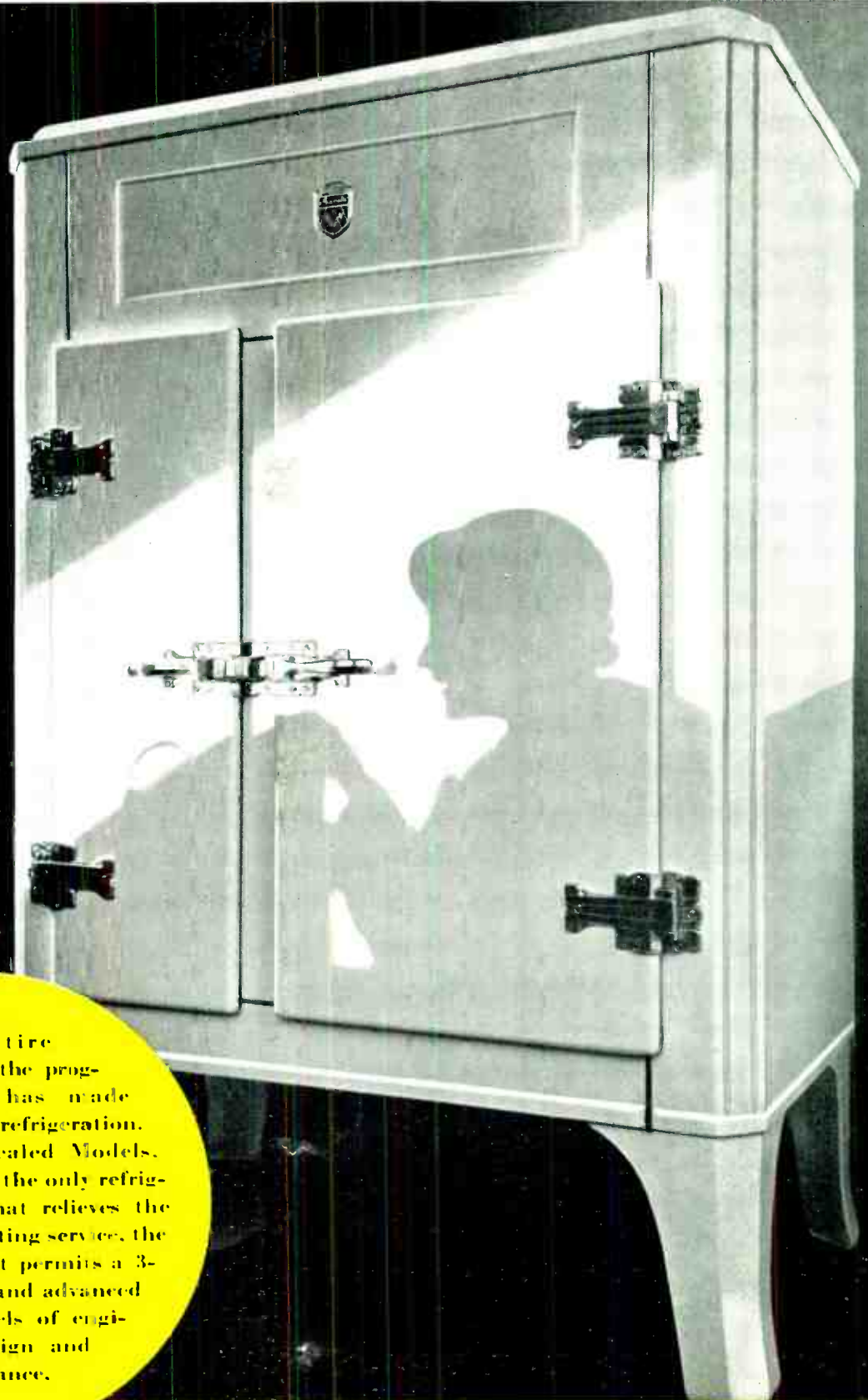


THE AC-DC SUPER-SIX KNOCKABOUT



MAJESTIC *ELECTRO-SEALED* REFRIGERATION

Model 900—The Lowest-Priced Two-Door Hermetically-Sealed Refrigerator Ever Offered (\$35 to \$60 Under Competition)



The entire trade knows the progress Majestic has made in the field of refrigeration. In its Electro-Sealed Models, Majestic has taken the only refrigerating principle that relieves the dealer of profit-wasting service, the only principle that permits a 3-year guarantee, and advanced it to new levels of engineering design and performance.

MODELS AND SIZES FOR EVERY NEED

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THE NEW "ALL-IN-ONE" AUTO RADIO

THE NEW ALL-IN-ONE AUTO RADIO

An all-electric, all-in-one radio which can be installed in half an hour. A superheterodyne with dynamic speaker and automatic volume control—all enclosed in a trim metal cabinet under the dash (except tuning control on steering column).

Another example of the new Majestic policy—fast-selling, profit-making, quality merchandise to meet the demands of the times.



C
O
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Majestic

New Products

UNITED STATES RADIO & TELEVISION CORP., Marion, Ind. Model 3086 battery operated 5-tube superheterodyne, furnished complete with batteries which are contained in a specially designed table-type cabinet. Standard Burgess Batteries are supplied as follows: One No.

is supplied without batteries. Tube equipment: One 250, two 232s, one 234 and one 233, all 2-volt tubes. List price \$19.95, complete with tubes, less batteries. Model 3092 is a 5-tube superheterodyne for AC or DC operation. Features include dynamic



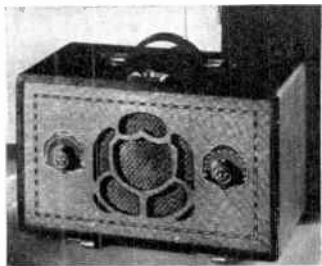
U. S. Radio & Television Models

1254 A Battery, three No 2308 B batteries, one No. 5156 C battery. The chassis is engineered for sensitivity and selectivity and a voltage control compensates for decrease of A battery with use. Dial calibrated in kilocycles. List price \$29.95, complete with tubes and batteries.

Model 3084 has a chassis identical with model 3086, but model

speaker, built-in aerial, no ground required, dial calibrated in kilocycles, combination switch and volume control, and resistor type cord to dissipate heat. Cabinet is of figured stump walnut, with genuine inlay, hand rubbed and solid walnut back. Latest type tubes used. Weighs less than 7½ pounds. List price, complete with tubes, \$19.95. RADIO MERCHANT, April, 1933.

GRIGSBY - GRUNOW CO., Chicago, Ill. Majestic De Luxe Travel Super-Six and the Super-Six Knockabout AC-DC models incorporate superheterodyne circuit employing six tubes, three of which are Spray-Shield and full-pentode amplifier. A



Majestic Knockabout

super-dynamic speaker and self-contained aerial, with no ground required, are features. Both models operate on AC or DC 110 volts and the range covers police as well as broadcast wavelengths.

The De Luxe Travel Super-Six is housed in a cabinet finished in striped walnut, beautifully in-



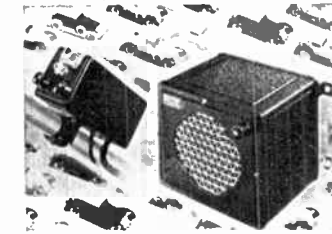
De Luxe Travel

laid with Harewood and marquetry.

The Super-six Knockabout is finished in leatherette traveling case. Release the catch and the dials and speaker are revealed. RADIO MERCHANT, April, 1933.

Further information on Grigsby-Grunow products appears on pages 19, 20, 21, 22.

ZENITH RADIO CORP., Chicago, Ill. Zenith auto radio receiver, featuring direct and positive drive on the tuning dial. The condensers, located in the control box, eliminate less efficient remote controls. Receiver is a 7-tube superheterodyne employing latest type pentode tubes throughout autodyne first detector, two sets of I.F. amplification, push-pull output tubes



Zenith Auto Radio

and specially designed dynamic reproducer. A stabilized automatic volume control holds output volume constant through wide variations of signal strength. Operation is all-electric, no "B" batteries or eliminators required. It has a low battery consumption with fused battery leads protecting the receiver from short circuit. An accurately calibrated dial permits easy location of stations. Set has a black crackle finish with a chrome-plated speaker grill. The escutcheon is monernistically chrome plated. All major components are triple shielded. Set has automatic voltage regulation and tuning range 1600 to 535 kilocycles. Only two units to install. Provision for transverse of parallel steering column mounting of control head provides greater adaptability. Set incorporates a lock switch preventing operation by unauthorized persons.

Model 701, an AC-DC 5-tube superheterodyne with automatic volume control and 5-inch dynamic speaker. Housed in attractive cabinet with solid walnut top, figured butt walnut front, imported marquetry inlay on front and top, the entire cabinet hand rubbed and pol-



Zenith No. 701

ished. Is 11¾ inches wide, 7½ inches high, 5 inches deep. Weighs slightly over 8 pounds. List price, complete with tubes, \$24.95. RADIO MERCHANT, April, 1933.

PINES WINTERFRONT CO., Inc., Chicago, Ill. Pines automobile radio receiver is a 6-tube superheterodyne with automatic volume control. Has Pines double drive tuning control with full hand-size tuning knob. Secured to the post just below the steering wheel the illuminated dial is in convenient sight of the driver. The double drive with the special take-up insures exactness of tuning. The high voltage is supplied by

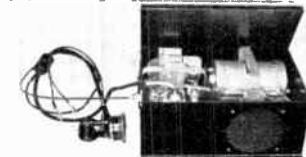


Pines Model 1

Pines "B" eliminator, a rotating converter that delivers full voltage to set. No. 1 model is designed for mounting in floor openings or under the car. The radio set and "B" eliminator are in separate seamless drawn cans. Cadmium plated, with water-tight cable and control connections. Set is shipped complete with all necessary cables, wire clips, spark plug and distributor suppressors and condensers.

No. 2 model is for mounting through the floor openings of the car. Radio set and "B" eliminator are combined in a single water-proof can with water-tight cable and control connections. The speaker is in a walnut finished wood case for mounting under the cowl, with Pines tuning control arranged for the steering post.

No. 3 model is a compact unit in which the radio, the "B"



Pines No. 3 Model

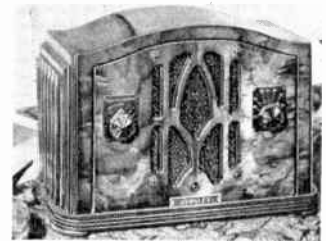
eliminator and the speaker are all assembled into a single black enameled baked-on can for mounting under the cowl, with the Pines tuning control arranged for the steering post. The installation requires only the drilling of two holes in the dash for the ¼-in. bracket bolts.

No. 4 model is for installation under the cowl. The radio set and the "B" eliminator are contained in a black enameled can arranged with bracket bolts to be secured to the dash, and the speaker is separate in a walnut finished wood case.

Pines "B" eliminator: the transformer and the converter

are mounted integral with the motor armature on a single shaft, resulting in a very steady high voltage supply. The high voltage commutator has only four segments, which insures long, continuous operation without necessity of frequent replacing of contact brushes, or dressing down the commutator. List price \$21.95. RADIO MERCHANT, April, 1933.

CROSBLEY RADIO CORP., Cincinnati, O. Model 163 is a 5-tube superheterodyne AC-DC receiver designed to fill the dual purpose of a traveler's set or a second set for the home, operates on any 110-volt current, either alternating or direct current. Tube complement in-



Crosley Companion

cludes one 77, two 78s, one 38 and one 12Z3. Is equipped with full floating, moving coil dynamic speaker and a 20-ft. antenna wire. Model is available in two cabinet styles, the "Companion," a wooden cabinet of hand-rubbed walnut finish; and the "Travette," a compact metal case which may be had in any one of three color combina-

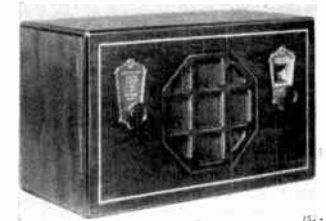


Crosley Travette

tions; walnut with brown trimmings, green with silver trimmings or black with chromium trimmings. An attractive carrying case is provided for the "Travette." List price complete with tubes \$19.95. RADIO MERCHANT, April 1933.

Further information on Crosley products appears in advertisement on inside back cover.

UNITED AMERICAN BOSCH CORP., Springfield, Mass. New type Personal radio, classified as a super five, is a superhetero-



American Bosch Super-Five

odyne with full automatic volume control and full sensitivity. The circuit in this new model is built around the new double diode triode type tube. RADIO MERCHANT, April, 1933.

New Products

EMERSON RADIO & PHONOGRAPH CORP., New York City. Model 35 is a 6-tube superheterodyne with dynamic speaker, 3-gang condenser, automatic volume control. Operates either AC or DC, 110 volts, 25 to 60 cycles. Also adaptable for 220 volts. Cabinet is of Sheraton design of solid walnut



Emerson Model 35

construction with burl walnut veneers hand-rubbed finish. Uses three 78s, one 75, one 43 and one 25Z5. Is 8¾ inches wide, 10½ inches high and 5 inches deep. Weighs 9 pounds. List price, complete with tubes and aerial, \$32.50. RADIO MERCHANT, April, 1933.

Further information on Emerson products appears in advertisement on inside front cover.

SENTINEL RADIO CORP., Chicago, Ill. Model 571 is a 5-tube superheterodyne, operating on either AC or DC, 110 volts to 220 volts, 25 to 60 cycles. Has full electro dynamic speaker, vernier dial with kilocycle calibration and built-in aerial. Equipped to receive police calls. Housed in an embossed leatherette cabinet of unique design, trimmed in four colors. Dimensions: 10 by 7 by 4½ inches; weight, 7½ pounds. List price, complete with tubes, \$25.

Model 574 uses the same chassis as model 571 but is housed in a beautiful stump walnut cabinet with marquetry inlay, hand-carved moulding and hand-rubbed piano finish. List price, complete with tubes, \$27.50. RADIO MERCHANT, April, 1933.

Further information on the sentinel products appears in advertisement between pages 8 and 9.

COLONIAL RADIO CORP., Buffalo, N. Y. Three new Colonial AC-DC-Avc compact models: all three models are 5-tube superheterodynes with



Colonial 250

automatic volume control, dynamic speakers and 3-gang condensers. Tube line-up includes one 6A7, one 6B7, one 77 and one 25Z5. As used in this circuit the 25Z5 actually doubles the voltage and increases the power output. Model 300 is a striking chromium and black



Colonial 279

design in popular contemporary style. Is constructed of satin-finished black Durez, with polished chrome grille and trimmings.

Model 279 is designed in the restrained early nineteenth century tradition of English furniture. Is built of solid American walnut with choice figured matched walnut stump veneers and marquetry inlays.

Model 250 has simplicity and



Colonial 300

grace that harmonizes with all types of settings. It is built of butt walnut, with walnut veneer ends and top, marquetry inlay of holly, ebony black and vermillion. RADIO MERCHANT, April, 1933.

Further information on Colonial products appears in advertisement on pages 4 and 5.

PREMIER RECORDING STUDIOS, Inc., New York City. Premier recorder consisting of microphone, amplifier, loud speaker, electrical phonograph,



Premier Recorder

radio receiver, switches for convenient control and a recording

head for recording sound on phonograph records. The Premier recorder is designed to record and reproduce any sound, vocal or instrumental. The purposes to which it can be put include: recording on phonograph records any radio program, recording by microphone on phonograph records any lecture or musical program, reproducing any program recorded



Portable Recorder

on the Premier reproducer, reproducing any other phonograph record, duplicating any record played on another phonograph, tuning in radio programs, addressing a group through use of microphone, amplifier and loud speaker and reproduction of artists' improvisations for future reference. Uses patented aluminum records ready to play back immediately, used with fibre needles. Available in two models, a portable and a console. Each model is equipped with a standard precision recording turntable driven by a powerful, constant speed motor. RADIO MERCHANT, April, 1933.

Further information on the Premier Recording Studios products appears in advertisement on page 37.

INSULINE CORP. OF AMERICA, New York City. Short-wave "Scout" designed to operate with any AC or DC radio receiver. Contains its own power supply, utilizing the 37 tube as rectifier and also the new 6A7 Pentagrid converter tube. Has range of from 60 to 200 meters, police calls, amateur bands, airplane reports, etc..



ICA Scout

and extra plug-in coil, 20 to 60 meters supplied as desired for experimental work in European band. Housed in burl walnut cabinet, 6¾ inches high, 7¾ inches wide, 4¾ inches deep. Vernier tuning control, on and off switch, switch for changing from shortwave to regular broadcast band. List price, complete with tubes, \$16.50. RADIO MERCHANT, April, 1933.

Further information on ICA products appears in advertisement on page 32.

FORDSON RADIO MFG. CORP., Detroit, Mich. Model 6T "Goldentone" is a 6-tube



Fordson Goldentone

superheterodyne using the latest type tubes. Has automatic volume control, station selector which uses a traveling spotlight dial, tone control and manual volume control. Speaker is a 6-inch Sonochrome which has a different cone suspension. Cabinet is a walnut veneer, hand rubbed. Height, 16 inches; width, 14 inches; depth, 9 inches. RADIO MERCHANT, April, 1933.

RCA RADIOTRON CO., Inc., E. T. CUNNINGHAM, Inc., Harrison, N. J. Four new types of tubes, namely, 2A7, 2B7, 6A7 and 6B7. The 2A7 Pentagrid converter is a multi-electrode type of vacuum tube designed to perform simultaneously the functions of a mixer tube and of an oscillator tube in superheterodyne circuits. Through its use, the independent control of each function is made possible within a single tube. The 2A7 is intended especially for use in AC receivers having a 2.5-volt heater supply.

The 2B7 duplex-diode pentode is an AC heater type of tube consisting of two diodes and a pentode in a single bulb. It is recommended for service as a combined detector, amplifier (r-f, i-f, or a-f), and automatic-volume control tube.

The 6A7 is a multi-electrode type of vacuum tube designed to perform simultaneously the function of a mixer tube and of an oscillator tube in superheterodyne circuits. Is especially suited for receivers of an automobile type and for receivers in which the heaters are operated in series from the power line.

The 6B7 is an AC heater type of tube consisting of two diodes and a pentode in a single bulb.

PIERCE-AIRO, Inc., New York City. New AC-DC receivers, including three compacts, one mantel and one console model. Model 551 is a superheterodyne covering the entire broadcast and police call range. Is equipped with latest type tubes; heatless chassis; operates on 110-120 volts, 25-60 kilocycles, AC or DC. Weighs 7½ pounds. Housed in cabinet of hand rubbed walnut, unique in design. List price, \$30.

Model 550 is the same as the 551 as to general chassis design and performance characteristics. Chief changes are in cabinet appearance. List price \$25.

Model 54-A is a 5-tube receiver, operating on 6, 32, 110, 220 volts AC-DC, either 25 or 60 kilocycles and functions on farm lighting circuits, in automobiles, yachts, etc. List price \$25. Carrying case available at slight extra cost. RADIO MERCHANT, April, 1933.

Radio Servicing

Influence of the Service Man in Building Good Will

(Continued from March)

By PAUL J. MCGEE

President,
Institute of Radio Service Men, Inc.

Taking the country as a whole, there are four chances to one that the service man will be inefficient and unreliable and in some of the metropolitan areas the ratio will run as high as ten to one. Let us say, also, that the service man diagnoses the trouble to be a burned out trans-

THAT a disorganized and uncontrolled service personnel has an appreciable effect upon the industry as a whole cannot be denied. It affects the broadcast field because of the ill will created by those who fail to follow ethical practices in their dealings with the clientele of the industry. It affects the manufacturers because of the use of inferior products in the servicing apparatus.

A client of the radio industry may submit to the injustices of an unscrupulous member of the service field once. A second time, however, there is a hesitancy if not an absolute refusal to being made a victim of practices that are not in keeping with good business. It is at such a time that the broadcasters lose the little band of listeners that surround that radio receiver, which small band is, in itself, of little consequence, but taken in the aggregate (all set owners who have become disgruntled or dissatisfied because of unethical tactics at the hands of either service men or dealers) there is an audience that the broadcasters can ill afford to lose.

FROM the manufacturer's standpoint, the effect is more pronounced. Every set that is laid aside by its owner because of unsatisfactory service (and the numbers are surprisingly great) represents a case of ill will so far as that producer is concerned, to say nothing about the ill feeling toward radio in general. The set owner actually looks upon the service man as the personal representative of the manufacturer, or of the industry for that matter, regardless of his status, and along with the loss of good will go the prospects for repeat business.

It is not a matter of price as some of the manufacturers would have us believe. It is a question of satisfaction and nothing short of the highest degree of satisfaction will suffice. No matter how little the set owner may pay the service man for his work, if the job is not done satisfactorily he is dissatisfied, and rightfully so.

In order to show definitely and conclusively the effect of an uncontrolled service personnel upon the set manufacturers, let us assume that the owner of a nationally known receiver finds it necessary to call a service man.

former, inasmuch as that particular sort of deficiency will usually net a high financial return.

Most set manufacturers have made provision for replacement transformers and, besides, transformer manufacturers of repute have distributed units that meet the specifications of the circuits. Consequently, if the service man is unable to secure the genuine replacement part, he still has an alternative. Or, failing to locate either of those mentioned, he can, upon application to the transformer manufacturer, secure a unit that will conform to the circuit requirements.

HOWEVER, a service man, such as the one under discussion, is selfish and does not have the interests of the set owner, the set manufacturer, the broadcasters, or the industry at heart. He knows that he can get transformers down in "gyp row" and that the cost of these transformers ranges from 49 cents up. He can and does find one that has the proper number of leads and, so far as he is concerned, that is all that is necessary.

The improper transformer is placed in the chassis. The set plays, but because of the failure of the specifications of the transformer to meet those of the circuit, the set cannot and does not perform with maximum efficiency. Notwithstanding, the service man places the blame for the inaccurate operation upon either the set or the broadcasting stations, collects his fee and vanishes. The set owner, however, has a set, upon the front of which appears the name of a reputable manufacturer, purchased from one of his dealers, so that not only to that set owner, but to all his friends, erratic performance and all, that receiver is still the nationally known set that it was before the unscrupulous service man worked upon it. Therefore, who is there can say that the manufacturer does not suffer?

There is only one solution to the problem. Concerted effort on the part of the industry.



Price
\$15.00
each

The International Tube Tester and Rejuvenator has heretofore only been known to the most able and critical radio tube engineers the world over. Concentrated efforts of our engineers over a period of three years of hard laboratory experiment has enabled us to achieve a simple mechanical device such as we offer.

The construction of this instrument is very simple and does not confuse the user in the operation.

The instrument does the job!
It tests and rejuvenates tubes!
It is a two unit outfit in one!

Our efforts with this particular item are offered to you, and we assure you that its purpose will more than merit its purchase.

Shipping Weight—10 pounds
Size 8 x 10 x 4 inches

PRICE \$15.00 each

Smart dealers are grabbing their chances at Big Profits with our latest improved International Tube Tester and Rejuvenator for A.C. tubes—All makes—It does the work in quick time. Complete instructions—Very simple to operate.

This rejuvenator and tester is in big demand by all service men.

Get in on the profits! Act Now!

PATENTS APPLIED FOR

Manufactured by

**INTERNATIONAL RADIO
PARTS CORPORATION**
1621 So. Michigan Ave. Chicago, Ill.

Bringing the Antenna Up to Date

There Are Three Angles Which Must Be Taken Into Account in Tackling the Antenna Problem

By Arthur H. Lynch
President, Lynch Mfg. Co.

While the modern receiver boasts of a signal sensitivity measured in a fraction of one microvolt per meter, little engineering effort has been expended to make this potential performance usable through the development of an equally modern receiving antenna. It is interesting to know that an automobile can travel 272 miles an hour—but this fact contributes little to the facilities of actual transportation. Similarly, the capability of a receiver to respond to an infinitesimal field is of no practical significance when the ordinary antenna system picks up noise interference of a magnitude greater than the weaker signals.

Consideration of the factors involved indicates that the antenna problem should be attacked from three angles. The design of an aerial which will provide adequate pick-up, the conservation of energy through the use of sufficient insulating materials, and the elimination of noise pick-up by that portion of the aerial system which passes through an interference area.

The first problem is most readily solved by a long, horizontal stretch of wire strung clear of all shielding obstacles, or, where reception of a specific frequency may be desirable, an antenna favorable to that frequency, such as a doublet of the correct dimensions.

The problem of efficient insulation begins at the far ends of the aerial and ends at the receiver proper. While the voltages induced are necessarily small, thus lessening the actual magnitude of losses, the effect of such losses may be relatively great. The following considerations are involved in an aerial system which can be depended upon for consistently excellent reception over a period of years: Stranded, enameled wire of high tensile strength but light weight should be employed. All insulating material should be absolutely non-hydroscopic and particularly in the case of short-wave reception should introduce a minimum of capacitative effects. The new ceramic insulating material, called Lynchite, combines practically perfect electrical characteristics with a mechanical strength heretofore attained only in metals.

Noise interference fields are usually confined close to their sources—electrical wiring and machinery, passing automobiles, etc. Their average altitude is generally much less than that of the antenna proper, and the pick-up of these disturbances is effected for the greater part by the down lead. Obviously,



The Grigsby-Grunow Co., manufacturer of Majestic radios and refrigerators, recently announced the appointment of H. M. Pauley as radio service manager. With the exception of a brief period in 1932 Mr. Pauley has been a service engineer with Majestic for four years. His radio experience dates back to 1918 when he served in the U. S. Army Signal Corps

elimination of any pick-up by the lead-in, both signal and noise, will result in vastly improved signal to noise ratio and usable sensitivity.

The use of a transmission line lead-in is the most effective method of achieving this desired result. A shielded transmission line offers the most simple sort of installation, and with properly designed impedance matching couplers at the antenna and receiver ends, provides suitable noise reduction characteristics for regular broadcast reception. In short waves, however, the impedance characteristics of the shielded line are such that appreciable noise pick-up and rather severe losses occur in the shielded lead itself and are transferred to the receiver

Electrad Issues 1933 Replacement Handbook

Electrad, Inc., New York, N. Y., has just issued the 1933 edition of the Electrad Resistor Replacement Handbook. The new edition has been prepared in an entirely different manner than was last year's edition and the wealth of information contained is presented in an extremely concise and detailed fashion.

All types of resistors including those of the carbon variety are analyzed. From the data given it is possible to determine what replacement resistor or volume control value and types is required for any current model receiver, and a great many receivers which might be considered obsolete are also listed.

Three supplements are included in the purchase price.

Paul J. McGee Joins RADIO MERCHANT Staff

New Editor of "Radio Servicing"
Section Has Had Wide and Varied
Experience in the Industry

Paul J. McGee, president of the Institute of Radio Service Men, and one of the most capable and experienced radio service men in the country, is now editor of the Radio Servicing Section of RADIO MERCHANT. This will be welcome news to the readers of this paper for Mr. McGee has been identified with the radio industry since its inception. For five years Mr. McGee was associ-



Paul J. McGee

ated with the Zenith Radio Corp. and affiliated companies. In 1925 he was the chief radio operator on the famous McMillan-Byrd expedition and in 1925 was similarly honored on the McMillan Sub-Arctic expedition. For three years Mr. McGee was associated with Thomas A. Edison, Inc., as technical assistant to Arthur L. Walsh, vice-president of that company. For the past several years Mr. McGee has functioned as an independent radio service man, doing splendid work in New Jersey territory and building up an important clientele. He is a lieutenant in the U. S. Naval Communications Reserve.

As editor of the "Radio Servicing" section of RADIO MERCHANT, Mr. McGee will work in close cooperation with the readers of our paper. His exceptionally wide experience in every phase of the technical and practical developments of the radio industry will enable him to give authoritative information to service men, dealers, jobbers and manufacturers. Inquiries concerning any phase of radio servicing may be directed to Mr. McGee care of RADIO MERCHANT, and will be answered immediately. His services are at your command.

Low Resistance Contact a Feature of IRC Product

Solid one-piece construction to withstand the most severe vibration is a feature of IRC motor radio suppressors made by the International Resistance Co. of Philadelphia, Pa. Recent refinements in manufacturing and design have also resulted in unusually low resistance contact between terminal and resistor element, thus avoiding sparking under ignition voltages.

Another important development is that electrical contact is made direct from the one-piece terminal to the resistor element. There are no springs, steel wool or other intermediate elements to corrode and cause imperfect contact and consequent poor radio reception.

Rivets, cement and solder are conspicuous by their absence in IRC suppressors. There are no parts that can



IRC Motor Radio Suppressor

be mechanically changed by moisture and no cement to be softened by high humidity. A special moisture-proofing compound serves as a further safeguard against this unfavorable element of motor car operation. Exceedingly low temperature coefficient makes IRC suppressors practically unaffected by high temperatures while their low capacity—less than one-half micro-microfarad—is assurance of absolute noise suppression.

These suppressors are made in spark plug, distributor and cable types. They are available singly or in handy Certified Kits.

IRC officials view the auto radio market as offering a real opportunity to dealers and service men alike.

"So far the market for motor radio installations has barely been scratched despite the thousands which have been sold," says Sales Manager Harry Kalker. "With improvement in general business, this field should represent one of the most important phases of radio.

"From the standpoint of the man who installs and services them auto radios are a real opportunity. Noise elimination on

the various types and makes of cars requires careful study and attention to detail and the service man who gives this work the attention its possibilities warrant stands to show a real profit."

Arcturus Names J. J. Glauber as New Chief Engineer

The Arcturus Radio Tube Co. has announced the appointment of John J. Glauber, M. E., as chief engineer. Having been with Arcturus since its early days, Mr. Glauber has developed many of the new tubes pioneered by that company. Through his extensive contact with set manufacturers, having visited most important plants, Mr. Glauber is well versed in receiver and circuit design and in their problems.

Service Men Hold Meetings

The New York chapter of the Institute of Radio Service Men held a meeting at the Hotel Pennsylvania, New York City, on Monday, April 10. The principal speaker was Irvin Nevins of the American Microphone Co., who delivered an interesting address on the subject of "Microphones—Their Uses and Applications."

The Newark section of the Institute recently held a meeting at the Hotel Robert Treat in Newark and the same speaker delivered a similar address.



\$1
a year
with 3
Supplements

The Service Man's
Most Useful "Tool"

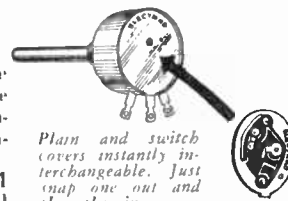
1933 RESISTOR HAND BOOK

PRaise flowed in from more than 10,000 users of the 1932 Hand Book. They called it the "finest service ever given to the service man." And, of course, we were pleased. But, we know that the 1933 Hand Book is so much BETTER, BIGGER and MORE COMPREHENSIVE—so much more USEFUL, we're counting on at least 10,000 additional subscribers.

The 1933 edition lists in easy, readable form, full data on all resistors (including carbons) and volume controls, used in the receivers you are called on to service. Only \$1 (check, currency or money-order) brings you the complete Hand Book, including three supplements, as issued.

Replacement VOLUME CONTROLS That SAVE TIME and TROUBLE

You can insert a complete power-switch assembly in place of the standard end cover, without disturbing the control connections. Also, extra long ALUMINUM shafts—easy to cut to desired length.



Plain and switch covers instantly interchangeable. Just snap one out and the other in.

Write Dept. MM-4 for
Complete New Catalog.

175 Varick St., New York, N.Y.
ELECTRAD

Questions and Answers

Control Resistors

Q.—When using a shunt wound motor to drive a generator, should the control resistor be placed in series with the motor field, or armature? The generator output was used on a transmitter.—W. F. B., Washington, D. C.

A.—When using a shunt wound motor the speed control resistor should be con-

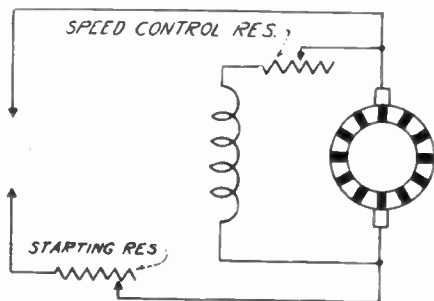


Figure 1

nected in series with the shunt field winding. The starting resistor should be connected in series with armature (see figure 1).

Test Antenna Coil

Q.—A model 20 Atwater Kent receiver which I was called upon to service failed at times to bring in signals and the customer stated that formerly by shifting the antenna 3-point switch back and forth a few times the signal would come in O. K. Finally this method failed and I have been unable to get a "peep" out of it. A new set of tubes has been installed in the set. I tried contacting the antenna lead-in directly to the primary caps of the first r.f. coil and before testing I removed all tubes, disconnected all leads at the set, disconnected all B+ terminals from the transformer primaries, disconnected all A— or ground leads from the transformer secondaries, disconnected one side of all condensers and made various other tests. They all proved O.K. The coils all proved continuity but not between each other; the grid suppressors tested continuous; the filament rheostats proved O.K. by increasing and decreasing the brilliance of the filaments as required. I tried a set of ear-phones but obtained no response.—H. N. H., Lake Benton, Minn.

A.—Your analysis of the Atwater Kent model 20 receiver seems to have been quite thorough. Often when we are stumped it is well to consider carefully the history of performance as related by the customer. Therein will usually be found the really simple solution of a seemingly impossible problem. In this case the customer informs that signals did not come in very strongly sometimes and that by shifting the antenna 3-point switch signal intensity would build up to normal. In your analysis you do not state that you tested the antenna coil for continuity. This test

should be made between antenna and ground posts, while rotating antenna switch in each of the three positions. If no reading obtains in either position the antenna lead to switch lever is open, and no signal voltage is being impressed on the antenna coil.

GE T-12-D

Q.—Could you supply me with a schematic diagram of the General Electric set named "LaSalle." I cannot find any chassis number but there is a No. T-12 alongside of the G.E. name. The set contains two 36s, one 37 and two 38s. The wattage capacity of the set is 65.—W. F. B., Washington, D. C.

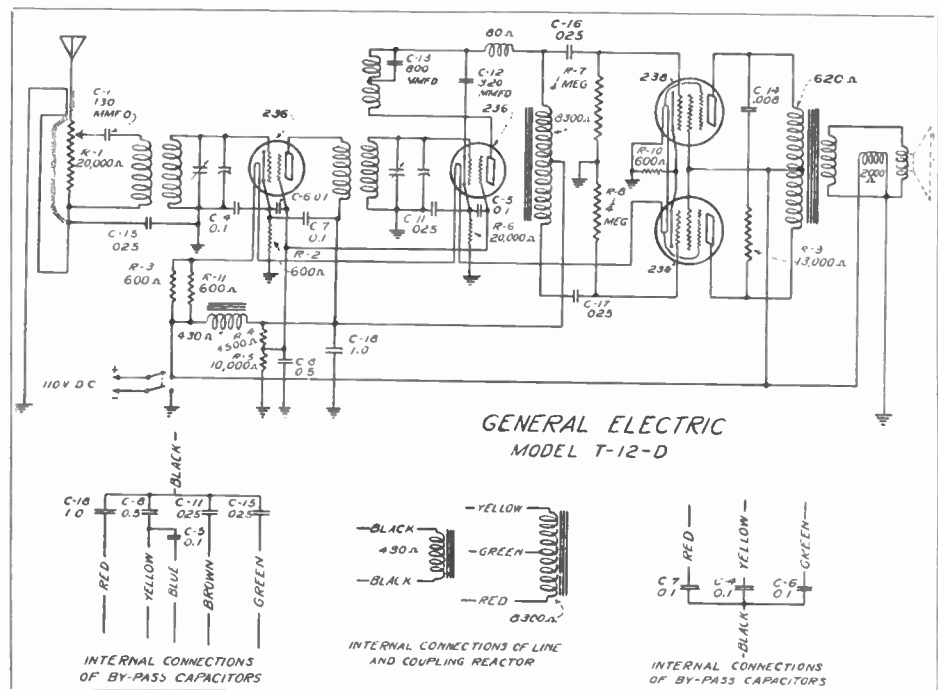
A.—From the data contained in your let-

ances and condensers. What is the difference between class "A" and class "A" prime amplifiers? How do you figure the load resistance of a transformer for stated output of a tube? Is this AC resistance? This amplifier is to run two AC dynamic speakers and one 500 ohm air column magnetic speaker.—T. L., Omaha, Neb.

A.—Type 57 tubes cannot be transformer coupled due to high plate resistance and deliver in sufficient power to drive class "B" tubes or "A" prime, due to grid current drawn by the power tubes. In class "A" amplification the tube is not permitted to operate on its grid characteristic in such a way as to draw grid current or show any change in plate current.

In class "A" prime amplification essentially the same conditions are true excepting the signal voltage overcomes bias and grids become positive, permitting grid current to flow.

For matching into loud speakers or power speaker lines, the impedance of transformer should be approximately twice



Schematic Circuit Diagram of GE T-12-D

ter, we assume that you desire service notes for the General Electric radio T-12-1) which is a direct current model. The General Electric Co., we are informed, has never marketed a receiver under the trade name "LaSalle." The "LaSalle" escutcheon plate and possibly enlarged cabinet were no doubt supplied by an enterprising dealer.

On this page you will find a schematic circuit diagram for the GE T-12-D. Likewise we are showing internal connections and values of by-pass capacitors and internal connections of line and coupling reactor.

Amplification

Q.—Could you publish a circuit diagram of a class "A" prime power amplifier using a type 56-line amplifier feeding into two push-pull 57s feeding into two push-pull 250s? Please state values of the resist-

the plate impedance. Impedance is AC resistance. Suggest you consult RCA tube chart for ohms load for power stated.

From detector to first audio frequency, for interstage coupling, values of primary impedance may be as high as ten times the plate impedance. For tubes and push-pull the load impedance from plate to plate will be twice the load impedance from one load.

Blueprints of any circuit drawings appearing in this section are available, letter size, 8½ by 11 inches, at cost price. Also other circuit drawings which have not yet been published.

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

Leonard Announces Price Reductions

New Low Price Scale Places Lowest Cost Model at \$97 Installed—In- creased Sales Volume Responsible

Substantial price reductions in its entire 1933 line of electric refrigerators have been placed in effect by the Leonard Refrigerator Co. of Detroit and Grand Rapids, in anticipation of increased volume as the natural sequence of an already evident public willingness to buy manufactured commodities.

The new low price scale, which is effective immediately, places the lowest cost model at \$97 installed, plus freight, said by company officials to be the lowest price ever set on a standard, quality-built electric refrigerator with features formerly found only on more expensive models.

In commenting on the reductions, R. I. Petrie, general sales manager, pointed out that restored buyer confidence is already stimulating retail sales to such an extent that the company felt justified in passing back to its customers the savings this new volume will make possible.

"Unusual conditions now prevailing are responsible for this exceptional opportunity which is being offered persons interested in buying an electric refrigerator," he explained. "Raw materials on hand at both our Detroit and Grand Rapids factories were purchased at the low cost which prevailed before the passing of the banking crisis. This fact, coupled with the sales volume which already has started to mount, makes possible manufacturing economies we are able to pass along to customers in the form of the present unprecedentedly low prices."

Mr. Petrie pointed out that the new prices are effective on all 1933 models manufactured by his company and recently introduced at higher figures.

"There are no models built down to a price," he said. "The lowest-cost model in the line is a quality refrigerator in every way and we are gratified at being able to offer such an exceptional value to prospective purchasers at the present time when prices generally are reflecting an upward tendency."

Carba Refrigerator Marketed by Fleetwood Sales

The International Carbonic Engineering Co., possessor of American rights on Carba Solid CO₂, has placed the design, manufacturing and sales of the

new Carba household refrigerator in the hands of Fleetwood Sales, Inc., Philadelphia, Pa., of which W. P. Sechrest is vice-president. Description and illustration of the Carba refrigerator appear in the "New Products" section of this issue of *RADIO MERCHANT*. Mr. Sechrest advises that various factory tests have been made and that the unit is being applied to all types of ice cream dispensing cabinets and various kinds of showcases for the handling of both fresh and frozen foods.

Grunow Corp. to Launch National Ad Campaign

The Grunow Corp., Chicago, manufacturer of Grunow refrigerators, will launch its national advertising campaign in consumer magazines on May 6 with a two-page advertisement appearing in the *Saturday Evening Post* on that date.

This announcement advertisement will be followed by full-page copy in *Colliers* and *Good Housekeeping* magazines.

Early in April the Grunow Corp. launched its newspaper campaign with striking advertisements appearing in leading mediums in the various distributing centers.

"Play Grunow Across the Board"

"Jim" Davin, sales promotion manager of the Grunow Corp., Chicago, Ill., and a veteran of many "wars" in the music, radio and allied industries for the past twenty years, post-carded us recently from Louisville, Ky., as follows: "Holding 40th Grunow distributor meeting here since February 21 in New York City. Kentucky Derby dope — Play Grunow to win 1933 Derby Refrigerator Stakes—All stiffs will erupt after April 7 and give forth beer—so 16,000,000 refrigeratorless homes will need Grunows for Bottled Beer. Jim Davin."

Roycraft Sponsors Meeting

Approximately 200 dealers from all sections of Minnesota, North and South Dakota attended a showing of the new Grunow refrigerator line on March 1 at the Radisson Hotel, Minneapolis, Minn.

Gibson Reduces Prices

The Gibson Electric Refrigerator Corp. has announced price reductions on five popular models: the 4 cu. ft. box now lists at \$89.50, the 4.5 cu. ft. box at \$99.50, model L535 at \$109.50, model L710 at \$139.50 and model LH54 at \$139.50.

Kentucky Housewife Gets First Shelvador

John R. Coppin Co. Sells First of New Crosley Refrigerator Line to Mrs. H. D. Finnigan

The first of the new Crosley "Shelvador" electric refrigerators to be installed in the United States is shown in the accompanying photograph together with its owner, Mrs. H. D. Finnigan, 25 Holmesdale court, Covington, Ky.

The smiling gentleman is J. O. Tibbs, manager of the refrigerator and radio



Gets First Shelvador

department of the John R. Coppin Co., oldest department store in northern Kentucky, to whom goes the credit for making this first Crosley Shelvador sale. The confidence Mrs. Finnigan has both in Mr. Tibbs and the Crosley company is evidenced in the fact that the sale was virtually one of those "sight unseen" affairs, Mrs. Finnigan having purchased her Crosley without having actually seen it. The sale was made from a set of photographs Mr. Tibbs had obtained from the Crosley company.

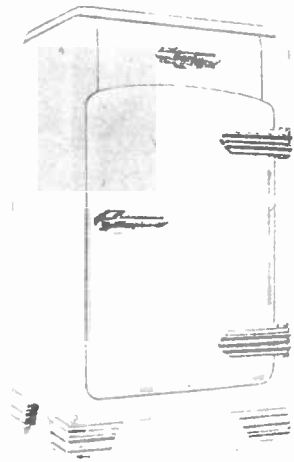
"I was never more proud of anything we have ever had in our home, and I know I could never go back to the old style electric refrigerator," Mrs. Finnigan said one week after the Shelvador was installed in her kitchen. As the result of the exclusive "Shelvador" feature incorporated in the 1933 Crosley Electric Refrigerator line, Mr. Tibbs predicts an unprecedented sales record for the new model in his territory during the coming season.

Buy Dayton Refrigerator Corp.

An announcement was recently made that the Dayton Refrigerator Corp., Dayton, O., has been purchased by Heinz & Munschauer, Buffalo, N. Y.

New Products in the Allied Field

FLEETWOOD SALES, INC., Philadelphia, Pa. Carba household refrigerator operating by the use of solid CO₂ (dry ice). Only one icing of twelve to eighteen pounds



Carba Household Refrigerator

per-week is required. The temperature control is non-mechanical with a range of fifteen degrees below zero to 40 degrees above zero. The refrigerating unit is housed in a dome

on the top of the refrigerator (concealed), so that the entire cubical content of the refrigerator is available for food storage, and at the same time this unit produces fast frozen ice cubes. Unit has no moving parts and is absolutely trouble free. List prices range from \$10 to \$90, in the various popular sizes. **RADIO MERCHANT, April, 1933.**

LANDERS, FRARY & CLARK, New Britain, Conn. Universal oven toaster, toasts both sides of two slices at the one time. Has Nichrome wound mica unit, 6-foot art silk cord, Chromium plate, blue diamond finish. List price \$6.95.

Universal electric casserole of 3-quart capacity. Two heats, watts, low 100, high, 325. Finished in ivory enamel with green enamel top. Has heavy aluminum lining, surrounded with a thick wall of high insulating material and encased in a steel outer shell. Inside diameter 6 3/4 inches; outside diameter, 9 inches. List price \$4.95.

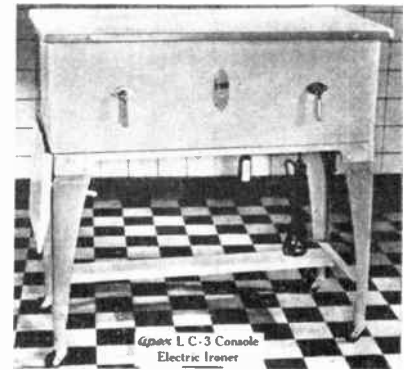
Universal model 95 vacuum cleaner. Weighs less than 8 pounds; has specially designed nozzle, hand cleaner convenience, extra powerful motor, adjustable nozzle, 20 feet of non-kinking cord, soft rubber castors, attractive dust proof bag, and conveniently located toggle switch. List price \$16.95. **RADIO MERCHANT, April, 1933.**

APEX ELECTRICAL MFG. CO., Cleveland, O. LC-3 console ironer so well balanced that a touch swings the cabinet to the rear exposing the ironer for operation. Also has a convenient shelf to provide rest for large pieces while ironing. Is 36 inches wide, 17 inches deep and 36 inches high. List price \$84.50.

LC-3 folding ironer, when closed occupies

no more space than a kitchen chair. Mounted on easy-rolling, adjustable rubber castors. A durable tailored cloth cover keeps it clean when not in use. Is 36 inches wide, 16 inches deep, 36 inches high. List price \$79.50.

LL-3 table type ironer is quiet in operation. Four graceful steel legs support the



main frame and are firmly anchored with a cross frame brace, which also may serve as a foot rest. At the left or full open end a folding tray of 161 square inches of area is provided to provide rest for larger pieces while ironing. Is 36 inches wide, 16 inches deep and 36 inches high. List price \$69.50. **RADIO MERCHANT, April, 1933.**

National Electrical Exposition to Be Held

Electrical Association of N. Y., Inc., Announces Plan for Show to Be Held in Madison Square Garden

The Electrical Association of N. Y., Inc., announced this week that it is sponsoring the National Electrical Exposition for 1933 to be held at the Madison Square Garden, New York City, from September 20 to 30, inclusive. This exposition will feature the following products: Radio, refrigerator, air conditioning and domestic and industrial appliances. This National Electrical Exposition will be under the management of the Madison Square Garden Corp. Joseph Bernhardt, who has been identified with this organization for many years and who is one of the most competent and experienced show executives in the country, will be in charge of the exposition.

The committee on arrangements for the 1933 National Electrical Exposition comprises some of the foremost members of the industries which will be represented at this show, including the following: D. W. May (chairman), president, May Radio & Television Corp.; J. H. McKenna (vice-chairman), Eastern sales manager, A. J. Lindemann & Horvarson Co.; J. H. Joseph (advisory), president, E-J. Electric Installation Co.; J. J. Donovan, general manager, Air Condition Div., General Electric Co.; E. J. Hegarty, Eastern merchandise manager, Westinghouse Electric & Manufacturing Co.; B. R. Gates, Eastern manager, Premier Vacuum Cleaner Co.; E. G. In-

graham, president, Allen-Ingraham, Inc.; H. C. Callahan, N. Y. manager, General Electric Supply Corp.; A. Lincoln Bush, treasurer, Commercial Radio Sound Corp.; H. Linde, president, Triangle Radio Supply Co.; Ralph Neumuller, Electrical Association of N. Y., Inc.

In a chat with **RADIO MERCHANT**, Mr. Bernhardt states that commitments for space already received from leading manufacturers in the various industries indicate that the show will be a distinct success. It is generally believed among the manufacturers that a public show in

the Fall of 1933 will attract a record-breaking attendance and in order to cooperate with the manufacturers Mr. Bernhardt has arranged for a 25-cent admission price to the public.

The trained personnel of the Madison Square Garden, which has been responsible for some of the greatest and most successful shows ever staged in this country, will be at the disposal of the National Electrical Exposition and under Mr. Bernhardt's direction nothing will be left undone to provide efficient cooperation at a minimum cost.



Effective ABC Washing Machine Display at the Boston Store, Milwaukee, Wis.

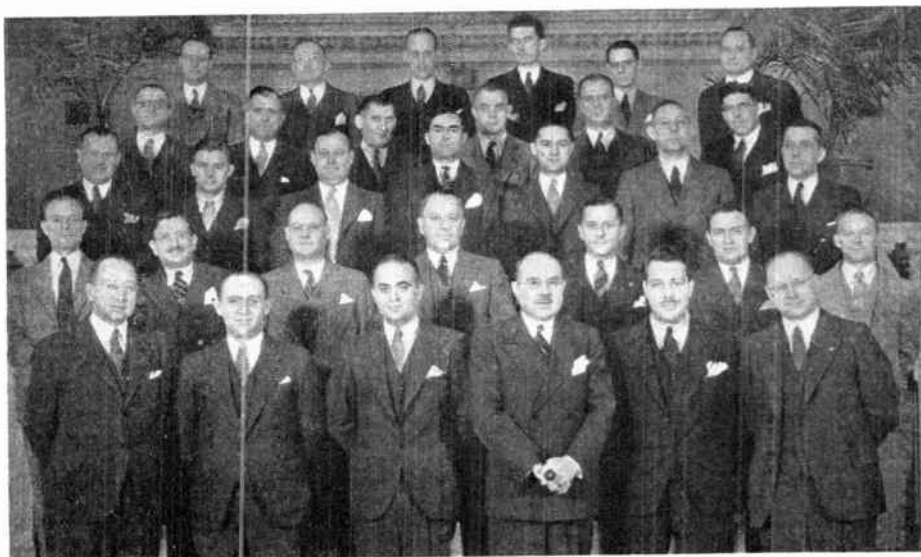
Grigsby-Grunow Factory Field Men Attend Week's Sales School

Executives and Department Heads Address Conferences at Which Sales Policies for Coming Season Were Presented

For a full week, starting with Monday, March 6, the Grigsby-Grunow Co. conducted a sales school and general conference of all factory Field Men, which was held at the Edgewater Beach Hotel in Chicago, and addressed by prominent executives and department heads. Occa-

best man was not so thoroughly efficient that his batting average couldn't be increased."

In a leisurely and thoroughgoing manner each subject was presented and comprehensively studied. Skilled department executives were assigned the spe-



Grigsby-Grunow Executives and Field Men at Sales Meeting at Edgewater Beach Hotel

sional "skits" of an entirely impromptu character between two men, one of whom was cast as the buyer, contributed variety to the day's work and kept wits well sharpened.

"From the viewpoint of results accomplished, the meeting just concluded was the most successful ever held by the company," in the opinion of Harry Alter, assistant general sales manager, who presided at most of the sessions. "What were some of the results accomplished?" Mr. Alter was asked.

"Well, in the first place, the new company policy of coordinating the manufacture and sale of all products under one general executive control very naturally necessitated radical changes in the sales organization set-up. In the past, you know, we have had a Radio Division and a Refrigeration Division, with a corps of Field Men operating in both divisions and—to a sense, at least—competing one with another. Henceforth, there is no such division of effort. All factory representatives will represent all Majestic products.

"Consequently, the radio men had to study refrigeration, and the refrigeration men to study radio, auto radio and tubes. All of them had to become familiar with new plans and policies formulated for the organization and operation of the unified sales activities. And even the

specific task of drilling the men completely on the product or procedure concerned. One after another Majestic refrigerators, radios, automobile rad-oes and tubes were minutely described from the standpoint of design, manufacture, distribution and service.

Acting on the assumption that many points which any salesman already knew should be known much better, no limit was placed on the length of time to be devoted to each subject—either in initial presentation or later discussion. Consequently, many features of importance were given entirely new significance in the minds of the men whose job it is to interpret these features to distributors and dealers.

The greater part of two days was consumed in presenting and discussing new sales direction routines. This part of the meeting was in the hands of Charles R. Klopp, field sales manager. "One reason so much time was devoted to this subject," explained Mr. Klopp "is the change in policy with regard to the operation of the field force. Henceforth, the ability of Majestic Field Men will be measured more in terms of sales for dealers than sales to distributors, based on the simple conclusion that if the dealer sells he will buy, and if the dealer buys the distributor will buy also.

"We are putting our men in the front

line trenches. Consequently they have to be exceptionally well equipped. They have to know how to meet any resistances the dealers may have, and to help the dealers to present the merchandise that every question in the prospect's mind will be intelligently answered. In order to make sure that dealers do not overlook any 'bets' every Field Man will be equipped with data on territorial possibilities based upon the dealers' past practice and many other definite factors.

"A much more thorough system of follow-up and check-up is also being instituted, providing each man with records which will enable and encourage a higher standard of efficiency on his part. You can see from this that nothing is to be taken for granted from now on. We are anticipating considerable natural sales activity in 1933, and the plans we have presented to our men will assure that Majestic will derive every possible advantage from this activity."

Considerable time was devoted to advertising and sales promotion in order that all men might be completely posted on every item available. This part of the meeting was in charge of Earl L. Hadley, advertising manager, who addressed the men on general policy and emphasized the important position which advertising should occupy in their daily contacts with dealers. C. C. DeWees, assistant advertising manager, and A. R. Johnson, sales promotion manager, discussed each piece of material individually, informing the men why it was provided and how it could most effectively be used.

"You can tell your readers that no group of salesmen ever left a meeting with more enthusiasm and determination than these Grigsby-Grunow Field Men," said John F. Ditzell, general sales manager. "With a brand new set-up to encourage them, an executive reorganization which assures closer coordination of all activities, and a far wider latitude of individual operations, every man left the meeting with renewed zeal and a spirit which is certainly going to mean big things for Majestic in 1933."

Capitol Radio Corp. to Manufacture Sets

The Capitol Radio Corp., set maker, with headquarters at 1411 South Michigan avenue, was recently formed and manufacturing operations started the middle of March. Frank P. O'Hara, president, John Q. Adams, vice president, and Frank Lund, secretary-treasurer and engineer, are all well known in the radio field and have been active in the industry for the past ten years.

The company is producing a line of AC-DC universal receivers, consisting of both four-tube T.R.F. and five-tube superheterodynes. All sets are equipped with dynamic speakers. In addition, the firm is introducing an automobile receiver, a superheterodyne which is said to contain several innovations in design and construction.

Sentinel Gold Trade-in Bond Plan Designed to Make Repeat Sales

Definite Trade-in Value Guaranteed Purchasers of Every Sentinel Receiver—Must Be Traded in Within Year

By R. W. Camfield,
President, Sentinel Radio Corp.

The Sentinel Radio Corp., in introducing its Gold Bond merchandising plan, is doing so as a result of our realization that the future of the radio business depends on the industry taking definite action to establish a practical method of selling new radio sets every year to set owners. Naturally repeat business of this type would tremendously benefit all factors of the radio industry, including dealers, distributors and manufacturers.

Briefly summed up, the Sentinel Gold Trade-in Bond is part of a merchandising plan designed to increase and perpetuate dealers' sales of Sentinel merchandise. It opens the door to repeat sales year after year.

The Sentinel Gold Trade-in Bond is a certificate issued by the Sentinel Radio Corp., Chicago, Ill., guaranteeing the purchaser of every Sentinel receiver a definite trade-in value for that set any time within one year from the date of purchase. The amount of the trade-in (face value of the bond) is equal to 40

per cent of the original purchase price. The bond states that the trade-in should preferably be made with the dealer from whom the set was originally purchased but that its acceptance is optional with the dealer and is only definitely binding on the Sentinel Radio Corp.

We feel that the following are some of the outstanding advantages which the trade-in bond plan will accomplish: Eliminate sales resistance by establishing a pre-determined resale value; eliminate the necessity of price-cutting; furnish salesmen with an outstanding talking point; give the dealer the opportunity to sell a customer two sets within a year, and provide new advertising features of unusual appeal.

If a radio merchant has an established policy of not accepting trade-ins he can still sell Sentinel merchandise on the Gold Bond Plan without changing that policy. In the first place, the bond is binding only on the Sentinel Radio Corp. and the dealer, if he chooses, may refer all trade-ins direct to the factory,



R. W. Camfield

or else we will take used sets off the dealer's hands.

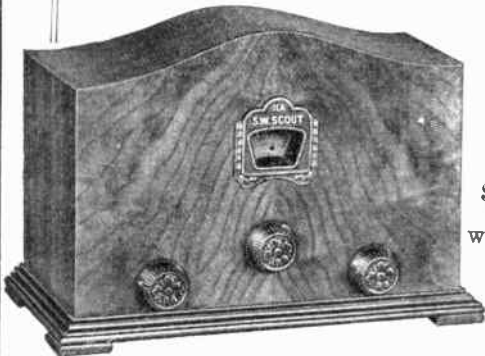
Kimball in New Quarters

The Kimball Piano Co., St. Paul, Minn., has moved to the building at 64 East 6th street, which houses the Vavro Music Co., selling band instruments and musical merchandise and John McGowan handling radios, refrigerators, etc. E. C. Bodine is manager of the Kimball company store.



Short-Wave SCOUT

An A.C.-D.C. Converter that operates with any radio—even the tiny universal midgets



LIST PRICE
\$1650
WITH RCA TUBES

Contains its own power supply—using the 257 as rectifier and the new 6A7 Pentagrid Converter tube as amplifier.

Range 60 to 200 meters. For experimentation in European band an extra plug-in coil—20 to 60 meters—supplied if desired at \$1.00 list.

Attractive hurl walnut cabinet—6¾ in. high, 7¾ in. wide, 4½ in. deep. Vernier tuning control, on and off switch, switch for changing from Short Wave to Regular Broadcasting.

Rush your order to us. Additional information on the Scout and the entire ICA line on request

Manufactured by

INSULINE CORP. OF AMERICA
23-25 PARK PL. NEW YORK, N. Y.

The Name

Ken-Rad

backed by

Long Established Reputation
Supreme Quality

Effective Merchandising and Advertising

helps Ken-Rad dealers and distributors to get more than their share of the enormous available tube business.



Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, INC., OWENSBORO, KY.

Division of Ken-Rad Tube & Lamp Corporation

Premier Recording Studios Organized

Is Manufacturing a Combination Recording Machine Which Reproduces Any Sound, Vocal or Instrumental—Two Models Available

The Premier Recording Studios, Inc., New York City, has been organized to manufacture a combination recording machine which will reproduce any sound, vocal or instrumental, and which is applicable to any type of program. Complete descriptions and illustrations of two models of the Premier recorders appear in the "New Products" Section of this issue of RADIO MERCHANT.

The studios of the Premier organization, located in the Pershing Square Building, which are equipped with the most modern of devices, will also be available for voice and radio recording. Negotiations are practically complete for the installation of a direct wire from a local broadcasting station. A radio artists' service bureau is being formed, further details of which will be announced at an early date.

The direction of the Premier Recording Studios is in the hands of a staff of specialists. Harold Gitskey, president, has had considerable experience in the financial field, having been associated as treasurer of one of the largest printing

establishments in New York. The sales department is directed by Gene M. Latham, pioneer in the phonograph industry and more recently active in the electrical transcription field. Philip Traversi, musical director, was musical

and Astor theatres, New York City. Alfred J. Zwickert, consulting engineer, who after three years of experimentation, has developed the Premier recorder, has had wide experience in radio and electrical transcription work for



Harold Gitskey



Philip Traversi

director for Paramount-Publix in South America, and was also connected with RKO as musical director in charge of the club department. He was leading organist at the Strand, Rivoli, Rialto

more than twenty years.

Mr. Traversi will organize and direct the artists' service bureau which will be a feature of the Premier Recording Studios organization.

Announcing

The NATIONAL ELECTRICAL EXPOSITION

for 1933

RADIO, REFRIGERATION, AIR CONDITIONING, DOMESTIC and INDUSTRIAL APPLIANCES

Sponsored by

The ELECTRICAL ASSOCIATION OF N. Y., Inc.

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N. Y. Manager, General Elec. Supply Corp.
A. LINCOLN BUSH
Treasurer, Commercial Radio Sound Corp.
H. LINDE
President, Triangle Radio Supply Co.

RALPH NEUMULLER
Managing Director, Electrical Ass'n. of N. Y., Inc.

WHEN? September 20th to 30th, Incl., 1933.

WHERE? Madison Square Garden, New York City.

WILL YOU BE THERE? A complete folder, showing floor plans of exposition space, costs, etc., is yours for the asking.

Write to JOSEPH BERNHART, Manager

National Electrical Exposition Madison Square Garden, New York, N. Y.

1933 WILL REWARD COURAGE

Colonial Radio Corp. Introduces Three New AC-DC Compact Models

Fred G. Carson, Vice-President, Says Aim of Company Is to Build Up to Quality Standard and Not Down to a Price

The Colonial Radio Corp., Buffalo, N. Y., has announced the introduction of three AC-DC compact models, all of which are 5-tube superheterodyne receivers, using the new type tubes. Detailed descriptions and illustrations of the new models appear in the "New



Fred G. Carson

Products" section of this issue of RADIO MERCHANT.

F. G. Carson, vice-president of the Colonial organization, states that in

developing these compact models the aim of Colonial engineers under Dr. Fulton Cutting has been to achieve efficient performance in all sections of the country despite difficult reception conditions. Mr. Carson further states:

"Our entire viewpoint on this line has been to build up to a quality standard rather than down to a price. We know that our sets will deliver excellent performance, we know that they have real eye-appeal. Great advances have been made in engineering since the inception of the compact receiver several months ago. New tubes have been developed and intelligent engineering has made possible the application of these tubes to a point where new standards of performance have been reached. Greater selectivity and sensitivity were necessary to insure good performance in all sections of the country. The use of the 3-gang condenser as well as an efficient automatic volume control method, was essential. A scientifically designed chassis for the proper heat dissipation was a requirement. All these features have been incorporated in the new Colonial line. Further than that, we have felt that compact receivers should be more than merely small radio sets. They should be decorative, just as a chest or table cabinet or boudoir lamp is decorative. We have produced artistic cabinets in order that the dealer may take full advantage of the consumer demand for beauty as well as size."

Fada Campaign Features Radio's "Fourth Dimension"

The Fada Radio & Electric Corp., Long Island City, N. Y., has inaugurated a vigorous campaign in behalf of the recently introduced Super-Fadalette. The outstanding feature of this model is the "Fantom" dial which, according to Fada officials, makes possible incursions into the "fourth dimension" of radio, the vast field of short-wave-length (75-200 meters) broadcasting. It comprises police calls, airplane messages, ship to ship and ship to shore communication, trans-Atlantic broadcasting, the entire television sound channel and amateur radio conversations.

On the Super-Fadalette the set owner snaps the "Fantom" dial to the right and can then explore the fourth dimensional world of short-wave lengths throughout the entire field; switch the "Fantom" dial back to the left and the familiar voices of the regular broadcast range are at the command of the listener. The Fada executives feel that the Super-Fadalette will bring back the

same interest that was manifested in the early days of radio when the quality of the program was not as important as the quantity of DX stations which could be picked up in a single evening.

While short-wave reception is the most spectacular feature of this new Fada model, it is unique in a number of other respects. Detailed description and illustration of this model appears in the "New Products" section.

Ansley in New Quarters

The Ansley Radio Corp., New York, N. Y., manufacturer of the Ansley Dynaphone, AC-DC portable phonograph, has moved to larger quarters at 240 W. 23rd St., New York City.

Andy P. Frangipane With Lipton

Andy P. Frangipane, for many years connected with the radio and talking machine industry, is now associated with the Lifton Mfg. Co., New York City, as sales representative on behalf of the Lifton carrying cases for midget radio sets.

INSIST ON THE
PACKARD
RECORD CHANGER
No. 8
RADIO-PHONOGRAPH COMBINATIONS
YOU HANDLE
LOW PRICED—SIMPLE, STURDY
PACKARD MFG. CORP.
H. E. Capoberti, Pres.
FORT WAYNE, IND.



plays perfectly both
NEW and OLD
records . . .

Now, tell your customers that they can play the OLD (78 r.p.m.) records, and the NEW (33 1/3 r.p.m.) records, on their old phonographs . . . by simply pressing a lever!!! DISKADAPT, a rugged, easy-to-handle invention, perfected in our own laboratories, makes this magic possible. It's BIG news for the trade!

List Price **\$6.00**
\$6.50 west of the
Rockies

Fits ANY standard make electric phonograph. Works like a charm, and the music they get is faultless. Your customers will welcome DISKADAPT . . . it is what they have wanted . . . let your jobber, or us, demonstrate promptly!

NEW ERA
SPECIALTIES
CORPORATION

EXECUTIVE OFFICES
120 Broadway, New York City
SALES OFFICES
21 Spruce Street, New York City

NEW ERA
SPECIALTIES CORP.

Hygrade Sylvania Corp. Forms Complete Electronics Section

William J. Barkley Is Manager of New Department with D. F. Replogle As Chief Engineer—Will Produce New Electronic Items

The Hygrade Sylvania Corp., New York City and Emporium, Pa., has announced the formation of a complete Electronics department to meet the newer demands of electronics. This organization and its predecessors have for more than thirty years supplied the electric light industry with standard

Barkley has been appointed general manager of the new department with D. F. Replogle as chief engineer, Victor O. Allen as assistant chief engineer, and twenty-two other electronics engineers and executives cooperating with him in manufacturing and research activities. All the members of the staff were for-



William J. Barkley

lamps of high quality and since the early days of radio has pioneered in the development of radio tubes. It will now add to these products new items including radio transmitters, transmitter tubes, special receivers, industrial tubes and custom-built electronic devices of every specialized nature. William J.



D. F. Replogle

merly associated with the DeForest Radio Co. The Hygrade Sylvania Corp. has at its command a complete research laboratory fully equipped for any purpose required in the electronic art and ample production facilities insured by a new fully equipped plant where all electronics work will be coordinated.

L. H. Ragsdale With Stewart Radio & Television

The Stewart Radio & Television Co., Detroit, Mich., recently announced the election of L. H. Ragsdale to the post of vice-president in charge of sales and advertising. Mr. Ragsdale brings to the Stewart organization an experience dating over a decade in many phases of the radio business.

The Stewart company manufactures automobile sets exclusively and recently announced an increase in price on the Stewart Companion model which now lists at \$49.50. A recent refinement added to both the Companion and Aristocrat models is a noise suppressor which is a horizontal reduction in the sensitivity of the receiver, controlled by a toggle switch mounted on the underside of the remote control; by flipping this switch the operator may have quiet

reception from nearby stations or, on the other hand, have sensitivity for distant reception.

E. T. Van De Marks Dead

E. T. Van De Marks, pioneer talking machine dealer, who for thirty-one years conducted a retail and repair store in Chicago, Ill., died a short time ago after an attack of lobar pneumonia. Mr. De Marks first established his store at 305 East 43rd street, Chicago, in 1902, and after nineteen years at that address moved to 4309 Prairie avenue, same city, where he engaged principally in the accessory supply and motor repairing end of the business.

Mr. Van De Marks was sixty-two years old at the time of his death. He is survived by his widow, two sons and two daughters who are carrying on the business.

RCA Victor Announces Summertime Models

Complete Line of New Instruments to Meet Seasonal Requirements Marketed—Plan Aggressive Drive

With the announcement of an aggressive campaign to create new radio sales during the summer months, the RCA Victor Co. has introduced a complete line of new instruments especially designed to meet summertime requirements, which from the standpoint of price, timeliness and adaptability has never before been equaled in the history of this company.

The new line of merchandise, according to RCA Victor officials, especially the handy little models and the new automobile set, offers a powerful incentive to both the dealer and consumer for maintaining interest in radio during the hot season. These models are ideally suited to the season and the time so that there is now a low-cost radio for every summertime requirement whether it be at the seashore, on the sun porch, the summer cottage or in the automobile. According to the announcement, the new merchandise opens up a practically untapped market of sales, at prices that will attract buyers. This year, more than ever before, the dealer will be enabled to go after "plus" business, by reaching out into an entirely new market with merchandise especially designed for it, in addition to the higher-priced home radio market; and the consumer may now purchase merchandise which represents the most economical, convenient and adaptable form of radio ever available to him, which he can take with him everywhere he goes. There are strong indications that this summer the handy little radios are destined to play an important role in the entertainment and recreation of the vacationist at the summer resorts and on the automobile highways.

In addition, the RCA Victor Co. is preparing an elaborate and extensive program of advertising and sales promotion with which to back up the new products. The high spots of this promotional campaign include space in the principal national magazines, big newspaper space throughout the country and a wide variety of dealer helps and sales promotion material. Descriptions and illustrations of the new models appear in the New Products section of this issue.

New Philco Selling Plan

The Philco Radio & Television Corp. has just completed arrangements with Western Union and Postal Telegraph Co.'s whereby anyone wanting a free demonstration of a Philco radio simply calls the telegraph company office and tells them. Next day the nearest Philco dealer completes the arrangement and installs a Philco on trial.

Emerson Official Comments on Factors That Influence Set Sales

Ralph B. Austrian, Emerson General Sales Manager, Says Beauty, Performance and Profit Are Essentials Dealers Demand

Ben Abrams, president of the Emerson Radio & Phonograph Corp., New York City, returned to his desk a few days ago after spending a week calling upon Emerson jobbers in Chicago territory. He found conditions in this part of the country steadily improving with the distributors and dealers making plans for an intensive spring and summer sales drive in behalf of the new Emerson sets.

Quite a number of the Emerson jobbers commented upon the recent letter received from Ralph B. Austrian, general sales manager of the Emerson organization, with reference to the company's sales and marketing plans for the coming season. In this letter Mr. Austrian pointed out that the new Emerson line is based on the findings of trade surveys and investigations which indicate conclusively that the dealer is interested in three vital factors when marketing the present-day compact type of radio set—namely, beauty, performance and profit.

With reference to beauty Mr. Austrian

said: "The public today is exceedingly style conscious. The old idea of just housing an article in a conventional dress no longer interests the consumer. He and she have been made extremely style conscious. Every magazine, every new automobile, every motion picture, all of the most common every-day contacts have silently, constantly, firmly changed his conception of what is pleasing and what is displeasing to his eye. Unknowingly, his taste and desires have been radically changed for the better during the last five years that this educational campaign has been in progress. To prove this, just think back five years, try and remember how our most common requirements looked in those days, and compare them with their present-day outward form. Therefore, Emerson decided that it would design its cabinets in accordance with modern tendencies, and yet not go to the extreme and make them of the so-called 'modern' period. As a result we have spared no expense in building the housings for our sets."

On the subject of performance, Mr.

Austrian pointed out that thousands upon thousands of guarantee cards have been received at the Emerson headquarters referring to the satisfactory performance of the company's product under the most exacting conditions.

With reference to profit, the letter to Emerson distributors conveyed a number of sound thoughts and in the course of his sales message, Mr. Austrian said: "In the old days when a maker priced a set at \$150.00 and a competitor put out a similar set in a slightly different cabinet at \$99.00, there was something for the purchaser to stop and think about. \$51.00 was a lot of money. He had to be sold that one set which looked about the same was worth that much more. Down in the levels we are trading in now, does two or three, or even five dollars represent such an obstacle, especially if the set has outstanding eye appeal and performance? We think not. There comes a time when prices cannot be lowered, without taking away from your distributing organization and your dealers what is rightfully theirs. There is only one other way, and that is to cheapen the product, ruin its performance and kill its eye value. We know you do not want us to do that, for that would surely be harmful and would be opposed to the facts established."

All of this interesting sales information is being compiled in a sales manual that Mr. Austrian is planning to furnish to jobbers and their salesmen in the course of the next few weeks.

It's Here!

America's Finest Sales Builder!

Stewart
ALL-ELECTRIC
AUTO RADIO



The Only Radio With
The New Patented*
Floating TONE CONTROL

Stewart blazes the way with the greatest array of super features ever offered in any auto radio!
We invite inquiry so that you may enjoy a demonstration of these powerful all-electric superheterodynes—the marvels of the radio world!

DISTRIBUTORS—DEALERS:
Wire or write for prices and details of the Stewart Companion and Stewart Aristocrat—They're Sensational!

STEWART RADIO & TELEVISION CO.
Dept. 100
40 Milwaukee West, Detroit, Mich.
*Pat. Applied for

Stewart takes the "DRIVE" out of Driving!



• In Choosing Your New York Hotel

REMEMBER THESE SPECIAL FEATURES of the NEW EDISON

- Sun - Ray Health Lamps
- New York's Newest Hotel
- In the Heart of Times Square
- Five Minutes to 50 Theatres
- 1000 Rooms • 1000 Baths
- 1000 Radios
- Extra - Large - Sized Rooms
- Many Windows — Large Closets
- Extremely moderate rates—

the new

HOTEL

EDISON

Single from \$2.50 day
Double " \$4.00 "

47 ST. JUST WEST OF B'WAY
• NEW YORK •



PREMIER CONSOLE
Model E-C
Performance same as
Portable Model E.

PREMIER "FOUR-IN-ONE"

**RADIO SET
RADIO RECORDER
MICROPHONE RECORDER
ELECTRICAL PHONOGRAPH**

The New Premier consists of Microphone, Amplifier, Loud Speaker, Electrical Phonograph, Radio Set, Switches for Convenient Control, Recording Head for Recording Sound on Phonograph Records.

*Some desirable territory still open
for progressive jobbers. Write today.*

Premier Recording Studios, Inc.
100 East Forty-second Street New York City



PREMIER PORTABLE—Model E
Turntable, microphone, pickup, speaker, recording head and amplifier are all contained in a single carrying case 10 1/2" x 20" x 24". Instrument is AC operated. No batteries are required. Ideal for use in lecture rooms, survey recording, detective use or for classroom service. Employs patented aluminum records.

Fada Advertising Handled by United

**Louis deGarmo, Vice-President of
United Advertising Agency, Is
Contact and Directional Head**

L. J. Chatten, vice-president and general sales manager of the Fada Radio & Electric Corp., Long Island City, N. Y., announced on April 1 that Fada advertising will be directed, prepared and placed by the United Advertising Agency, 8 West 40th street, New York City. This announcement marks the close connection of two of the oldest personalities in the radio business, for the Fada account will have as a contact and directional head Louis deGarmo, vice-president of the United Advertising Agency.

"Lou" deGarmo, who is known from one end of the country to the other among manufacturers, jobbers and dealers in the radio industry, is one of the veteran promotional men connected with the radio field. His commercial experience dates back to the days of 1920 and 1921 when he assisted in cleaning up the government supplies of radio

and became identified with such well-known radio men as Gordon Sleeper and David Grimes. During the early days of the Sleeper Monotrol, Mr.

or distributor with such lines as the Acme speaker, Sleeper radio, Temple speakers and radio sets, Perryman tubes, Zenith, Presto and Brunswick. In addition to his exceptional knowledge of merchandising and advertising as applied to the radio field, Mr. deGarmo has a practical understanding of radio engineering.

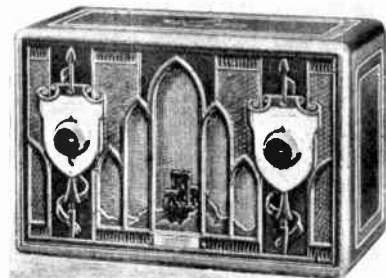
Prior to his identification with the radio industry Mr. deGarmo was a well-known factor in the automotive field, starting as a dirt track driver, motorcycle racer and promotional man for such well-known old-timers as Billy Knepper, Bob Burman, Spencer Wishart, Louis Disbrow and other giants of the early days of automobile racing. He was also in close and intimate contact with such famous automotive figures as Ralph DePalma, Eddie Rickenbacker, Hughie Hughes, Dario Resta and Earl Cooper. During the war Mr. deGarmo was a member of the 85th S.P.A.D. Escadrille in the French Army and afterwards Lieutenant of Naval Aviation.



Louis deGarmo

deGarmo was advertising counsel and publicity man for that firm and since that time he has worked at one time or another on the various ramifications of merchandising, dealer promotion, copy and space selection for either factory

SENTINEL RADIO CORP., Chicago, Ill.
The photographs of the models pictured here were received too late for inclusion in the regular section. Full descriptions appear on page 24.



Sentinel Model 571



Sentinel Model 574



Introducing
**TELEFUNKEN
RECORDS**

German drinking songs.
Folk music.

Beautiful Gypsy melodies.

Classical music, modern and old compositions. New recordings issued every month.

Unsurpassed quality with extremely smooth surface.

General representative for the U. S. A.

FRANZ GREENZWEIG
Room 719

75 West St. New York, N. Y.



**PACKARD
RECORD CHANGER**

BY
Homer Capehart

MOST SIMPLE -- LOWEST PRICED -- MODERNIZES OBSOLETE MACHINES

PACKARD MFG. CORP., Fort Wayne, Ind.
H. E. Capehart, Pres.

Hygrade Sylvania Corp. Reduces Prices of Lamps

That the spectre of inflation is not looming over home lighting costs was made evident when the Hygrade Sylvania Corp., one of the largest producers of incandescent lamp bulbs, announced severe cuts in the list prices of two increasingly popular types.

This cut, which went into effect on April 1, reduces the cost to the consumer of a 100-watt bulb from 35 cents to 25 cents, or practically 30 per cent; the 75-watt bulbs, formerly listing at 35 cents, will now sell for 20 cents, a reduction of better than 40 per cent.

At the same time it is announced that these same lamps are being manufactured to operate at a considerably increased rate of efficiency, which means that the lamp user not only has a lower initial cost, but that he also gets a greater amount of light with no increase in his light bill.

Increased demand has made the reduction possible, an official of the company said.

Irwin J. Mendels Elected President of Balkeitt

Irwin J. Mendels, who has been general manager of the Balkeitt Radio Co., Chicago, for several years, has been elected president. He will continue his duties as general manager. The factory has been moved from North Chicago to new and larger quarters at 904-920 Blackhawk Street, Chicago. This firm is now developing a number of new features in radio construction which will be introduced to the trade within a very short time.

The Frank H. Clay Co., Kalamazoo, Mich., sponsored a dealer's meeting on March 2 at which the new Crosley Shelvador electric refrigerator line was presented. The line was enthusiastically received and a number of new dealer accounts opened up.

Majestic Refrigerator Demand Shows Big Gain

J. F. Ditzell, assistant vice-president and general sales manager of the Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radios and refrigerators, recently announced that collections from Majestic distributors have increased by 50 per cent since the end of the banking holiday and are now better than at any time during the past twelve months. Mr. Ditzell also stated that employment in the Grigsby-Grunow plants which dropped from 2,500 to below 1,000 at the end of the radio season had increased again to 2,500 and is now in excess of a year ago at this time. He said that orders for refrigerators received on April 3 were the largest in a single day in the past two years.

NEW LOW PRICED RECORD-CHANGER
By Homer Capelhart
1/2 USUAL PRICE--SPACE-PARTS
LIBERAL DISCOUNTS
LIST PRICE \$50 TAX PAID
DETAILS ON REQUEST
PACKARD MFG. CORP.
H. E. Capelhart, Pres.
FORT WAYNE, IND.

PHONOGRAPH
ELECTRIC MOTORS
one and two speeds
SPRING MOTORS
one and two speeds
TONEARMS
REPRODUCERS
HERMANN THORENS
S. A.
STE-CROIX SWITZERLAND
AMERICAN BRANCH HOUSE
THORENS, Inc.
450 FOURTH AVENUE
NEW YORK, N. Y.

The H. M. Tower Corp., Boston, New Haven and Springfield, is now covering Maine territory on American Bosch and Essex radio from its Boston office.

All the Leaders Can't Be Wrong!
The leading phonograph record manufacturers come to the leading flock manufacturers for their supplies of **COTTON FLOCKS of SUPERIOR QUALITY**
Write for samples and quotations
CLAREMONT WASTE MFG. CO., Claremont, N. H.

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The Music Trade Review

PIANOS
ORGANS
SUPPLIES

Serving
the National



Music
Industry

MUSICAL
MERCHANDISE
SHEET MUSIC

FOUNDED 1879

B. BRITAIN WILSON, Editor

• Millions of Piano Pupils Represent Vast Market

IN 1870 there were 24,300 pianos made and sold in the United States to a population of about 38,500,000. In 1932 about the same number of pianos were made and sold to a population of 124,000,000. During the sixty-two-year period, between 1870 and 1932, piano sales have gone as high as 360,000 or more. On the face of it this seems somewhat discouraging, while actually it has a distinct flavor of encouragement, for it means that the demand has reached bottom and must unquestionably start on an upward climb.

Right now there are close to 1,000,000 youngsters of school age studying piano either in elementary or advanced classes. Much of this study is being done on the group plan and the same activity has been shown for some years past. Here is the market for piano sales in the near future as those who have mastered the instrument in even a minor degree will continue to have interest in it. The result is that parents are going to buy for their children as soon as their financial condition warrants or else the children themselves are going to purchase pianos when they reach the earning stage and can do so.

During the past two or three years new pianos have been put into only about one out of each 500 homes in the country and used pianos into about as many more. In other words, only one in each 250 homes is supplied with a piano each year—a ratio that does not even keep up with the new homes established during the period and actually accounts for only a very small fraction of those homes in which there exists some knowledge of and desire for piano music.

APPROXIMATELY 95 per cent of all music is written for the piano; this includes operas and great symphonies which are first written for that instrument and later orchestrated. Certainly with millions of students learning its mysteries and millions of compositions fitted to its keyboard the piano is an instrument of

great opportunity. The present market is tremendous and the volume of profit is high.

What is needed is a closer contact between the makers and sellers of pianos and the public. If the old established piano dealer is showing poor results that is the more reason for the dealer in other lines who has built up his entrée into the home to capitalize that entrée through piano sales.

• Return of Beer Has Helped Sale of Instruments

THEY'VE begun to sing "Sweet Adeline" again which means that there is not only the necessary lubricant available in the form of 3.2 beer, and what have you, but that there is a real need for musical instruments to insure the observance of the proper key and to promote harmony.

When it first seemed probable that there was to be a lifting of the ban on beverages of small alcoholic content it was predicted that the result would be a greater demand for music but the prophets frankly were looked upon as being somewhat optimistic. Developments have proved, however, that they were right and although the return of beer cannot be expected to rejuvenate the music industry it is at least bringing in more business.

Manufacturers and wholesalers of band and orchestra instruments have, within the last month or so, noted a marked improvement in demand, a large part of it coming from professional musicians who, after months of idleness, have been engaged to play in various public resorts, particularly of the summer garden type, where beer will be served. Even a number of hotels and established cabarets are arranging to install orchestras or enlarge their present groups.

There is another reaction that is encouraging. Numerous theatres which, some time ago, dispensed with their orchestras have either reinstalled them or are arranging to do so, not as a gesture of good will but because they are fearful that the orchestras in drinking-places will draw away from their audiences to a heavy extent. As a great majority of these orchestras also use pianos this section of the music trade is likewise being benefited.

Imperial Industrial Corp.
Manufacturers

Q. R. S. Imperial
and

Recordo Reproducing Rolls

New York, N. Y., E. 135th St. & Walnut Ave.

Chicago, 4829 S. Kedzie Ave.

Pacific Coast, LOUIS F. GOELZLIN
138 McAllister St., San Francisco, Calif.

HARDMAN, PECK & Co.

Manufacturers of

Fine Pianos for 91 years

433 Fifth Avenue

New York

Arrange Plans for Music Merchants' Convention

Plans are being completed rapidly for the thirty-second annual convention of the National Association of Music Merchants which is to be held at the Hotel Stevens on June 5, 6 and 7 at the same time the annual convention of the Radio Manufacturers Association is being held at the same hotel.

A feature of the meeting will be the Federal Trade Practice Conference at the Stevens on June 5, to be attended by Musical Merchandise wholesalers and retailers and at which various distribution problems of that industry will be considered.

The convention proper will start off with a general luncheon over which President E. R. Weeks will preside and there will also be other less formal gatherings. The fact that the Century of Progress Exposition will be open is expected to result in a large attendance of dealers particularly as railroad rates to Chicago will be extremely low.

Arrangements have been made for the holding of trade exhibits on the fifth and sixth floors of the Stevens. The exhibits will include musical instruments and accessories of all types, radios and electrical home accessories. Reservations for exhibit rooms may be made through John F. Bowman, director of conventions and exhibits at the Stevens.

Nahum Stetson Dead

Nahum Stetson, formerly secretary and a director of Steinway & Sons, New York City, died in the New Rochelle Hospital on April 11 after a brief illness; funeral services being held in New Rochelle on April 13. Mr. Stetson entered the employ of Steinway & Sons in 1876 as a salesman and was so successful that he soon became salesmanager of the company. He was later advanced to other responsible positions and finally made a member of the directorate. He retired from business eight years ago.

The deceased is survived by his widow, a daughter and three grandchildren.

San Antonio Music Co. Chartered

The old established San Antonio Music Co., San Antonio, Tex., has been incorporated with capital stock of \$100,000 by Isaac Bledsoe, founder of the business, Emma L. Bledsoe and Elmer Reinarse.

Philip Wyman Heads Cincinnati Convention

Philip Wyman, vice-president of the Baldwin Piano Co., and one of the most active figures in the piano trade today, has been elected president of the Cincinnati Conservatory of Music, Cincinnati, O., one of the largest of its kind in the country.

Mr. Wyman succeeds Robert A. Taft, son of the late president of the United States, William Howard Taft. The Conservatory is now a part of the Cincinnati Institute of Fine Arts which includes the Taft Museum and the Cincinnati Symphony Orchestra. The institute was endowed by the late Charles P. Taft, step-brother of the President.

Mr. Wyman's election to the presidency is in recognition of the long and active interest he has taken in the promotion of music and his energy and ability to prove a distinct asset to the Conservatory.

Peffer Music Co. Expands

The Peffer Music Co., Stockton, Cal., recently purchased the stock of Meyers-Barnett Hardware Co., which includes household articles, farm implements and office equipment and will continue this business as a department of the music company.



Mrs. Marvel McCready, manager of the accordion department of Knight-Campbell, Denver, Colo., whose enthusiasm for the La Tosca accordion line has been rewarded by a fine volume of business for the organization

Discuss Handling of Illinois Sales Tax

At a meeting of the music trade of Chicago, held late last month to consider the handling of the 3 per cent sales tax put in effect by the state of Illinois, the following procedure was agreed upon by the various music houses:

"The 3 per cent sales tax is to be paid by the customer in addition to the price paid for the article—not to be included in the price. Example: If net sale is \$400, the tax would be \$12, down payment \$50—amount of tax to be collected—\$1.50 at the time the sale is made, balance of the tax to be collected during the life of the contract, the mechanics of bookkeeping to be decided by each individual concern."

Preston Pond Dead

Preston Pond, a director of the Ivers & Pond Co., died recently at his home in Winchester, Mass. He was a native of Wrentham and his parents were Handel and Susan Pond, the father being one of those to found the Ivers & Pond Co. Mr. Pond had been vice-president of the Dennison Manufacturing Co., but had been retired from active business for some years. He was uncle to Clarence H. Pond, the president and Shepard Pond, the treasurer of the Ivers & Pond Co.

TO PIANO MAKERS, DEALERS AND TUNERS

A few sample prices on my specialty as a keymaker of 20 years' experience. All work guaranteed, discount on large quantities.
Recovering tops with grained Ivoire \$5.00 set
Rebush entire set 3.00 set
Scraping and polishing 2.00 set
Broken keys carefully repaired.

VICTOR E. NELSON
904 So. 6th Avenue St. Charles, Ill.
Phone: St. Charles 374-R

The Piano-Moth-e-X Method

Quickly—Festively doubles tuners' incomes.

Dealers—Tuners, write

THE BOHALL LABORATORIES
Madison Avenue LaCrosse, Wis.

WEAVER

Pianos of Quality.

Complete line of attractive and up-to-date styles.

Liberal live and let-live financing plans.

Weaver Look & Play Plan for Creating Prospects and Retailing Pianos.

Quality and Reputation developed over a period of sixty-two years.

The line that contributes to the success and profits of progressive dealers.

Investigate.

Weaver Piano Co., Inc.
YORK, PA.

The **DIACOUSTIC SOUNDING POST**
This exclusive method of Sounding board construction gives the small grand piano a finer quality and a greater volume of tone.

WURLITZER

SOLE AMERICAN LICENSEE for this IMPROVED METHOD OF CONSTRUCTION

+

COMPLETE INFORMATION ON REQUEST

WURLITZER GRAND PIANO COMPANY - DEKALB ILLINOIS



LOOK

The

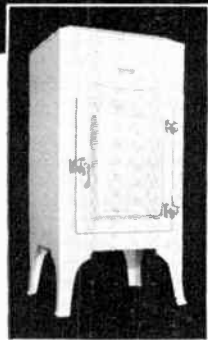
SHELVADOR

U. S. PATENT 1898922

An exclusive patented feature of the

New CROSLEY
Electric
REFRIGERATOR

See at a glance the wonderful convenience of the SHELVADOR



Here is the most sensational selling feature ever thought of in ELECTRIC REFRIGERATION... the most sensational advance in cabinet design since the first ice-box was brought out... a feature so self-evident, so new, so convenient and helpful that every housewife after one glance will say: "That's what I must have!"

NOW the housewife merely opens the door... and *there is* the egg, bacon or the orange, or the butter, or any other small and ordinarily hard-to-find thing. It's on its shelf in the door. No reaching. No searching. No stooping. No lost time. No spilled food. *There is what you're looking for.*

SHELVADOR is an exclusive, patented feature of the new Crosley Electric Refrigerator. No other refrigerator manufacturer dare use it.

Low Cost—High Quality

When you buy a Crosley Electric Refrigerator, you not only save money on first cost, because of Crosley's quality-mass production methods; but you also save money because of the greatly enlarged "usable" capacity of the Crosley Electric Refrigerator due to the Shelvador. If the Crosley Electric Refrigerator did not have the Shelvador, it would still be the world's most remarkable refrigerator value. With the Shelvador, it goes far beyond the ordinary concept of "your money's worth" that there is nothing with which the value may be compared.

Increases "Usable" Capacity 50%

Shelvador makes the "small" refrigerator "larger" by increasing its usable capacity. Try to put everything that goes into the Shelvador into your refrigerator and you'll be amazed. An orange takes as much "shelf room" as a bottle of milk in the ordinary refrigerator... in the Shelvador it only takes as much room as an orange should.

The Crosley Electric Refrigerator, famous last year for its trouble-free, service-free operation, has this year been refined in several points to make it even better. It is not possible, at any price, to get a better refrigerator value than the Crosley. It is not possible, in any other refrigerator to get the Shelvador.

An Exclusive Crosley Feature

Shelvador is the newest and most important improvement in electric refrigeration since the invention of this great home necessity. To buy an electric refrigerator without the Shelvador is not only to deprive oneself of the great convenience and economy of Shelvador, but is to buy something already outdated. For no electric refrigerator can possibly be modern in the fullest sense without this feature.

See your Crosley distributor. Study the Shelvador. Instantly you can see its advantages and convenience. Instantly you can see how annoying and unnecessary it is to have electric refrigeration without the Shelvador.

MODEL D-35 NET contents—3½ cubic feet. Shelf area—8 square feet. Overall Dimensions: Height, 50½"; Width, 23½"; Depth, 24"; Leg Height, 10¾"; No. ice trays 2; No. ice cubes 42.



WITH SHELVADOR
\$95

MODEL D-45 NET contents—4½ cubic feet. Shelf area—10.6 square feet. Overall Dimensions: Height 56½"; Width, 23½"; Depth, 24"; Leg Height, 10¾"; No. ice trays 3; No. ice cubes 63.



WITH SHELVADOR
\$105

MODEL D-60 NET contents—6 cubic feet. Shelf area—11.5 square feet. Overall Dimensions: Height 57½"; Width, 29½"; Depth, 25½"; Leg Height, 10¾"; No. ice trays, 3; No. ice cubes 63.



WITH SHELVADOR
\$130

ALL PRICES INCLUDE DELIVERY..INSTALLATION..ONE YEAR FREE SERVICE

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.
The Crosley Radio Corporation - Cincinnati
POWER CROSLEY, JR., President. The Home of "the Nation's Station"—WLW

CROSLEY *Electric* **REFRIGERATOR**
WITH SHELVADOR

U. S. PATENT 1898922

★★ NEWS

OF IMPORTANCE
TO ALL DEALERS

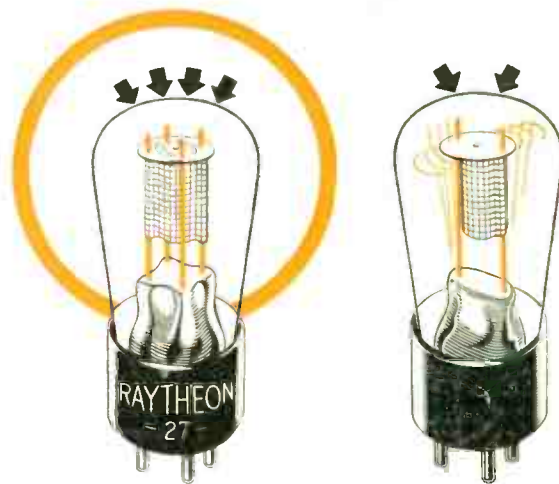
★ ★ BEGINNING April 1, 1933, Eveready Raytheon 4-pillar Tubes will be sold and distributed by their manufacturer, the Raytheon Production Corporation. They will be known and advertised, from that date forward, as Raytheon 4-pillar Radio Tubes.

This change in sales and distribution will not mean a change of existing policy in the slightest degree. The sound, aggressive methods which to date have made Raytheon 4-pillar Tubes second to none in dealer and consumer acceptance will be pursued with full vigor through the same channels as before.

Among other epochal developments in radio, the Raytheon Production Corporation is responsible for the famous BH tube, which made possible the first commercial all-electric sets. With intensive engineering and research activities behind it, it will continue the manufacture of Raytheon 4-pillar Tubes with the same care and precision that have made them, in the past, pre-eminent among radio tubes

for stability of performance and long life. Because of this, and their unique, patented four-support construction, you can continue to recommend them as the one tube in which better performance can be proved over longer periods of time, at no extra cost.

RAYTHEON PRODUCTION CORPORATION
30 East 42nd St. 55 Chapel Street 445 Lake Shore Drive
New York City Newton, Mass. Chicago
555 Howard Street, San Francisco, California



4-PILLAR TUBE

OTHER TUBES

RAYTHEON

④ -PILLAR RADIO TUBES