

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

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



## WORTHY

OF THE MASTERS OF MUSIC

● Physically a radio tube may be just so much glass and metal. But put it to work reproducing music . . . and it becomes a fine musical instrument!

The makers of Sylvania Tubes are therefore determined that their product shall be worthy of the masters of music. Sylvania engineers put the same care into the designing, manufacturing, and inspecting of radio tubes that the old craftsmen put into the finishing of a fine violin.

There is a reason why this is so. Hygrade Sylvania Corporation is

management owned. The men who control its destinies have only one loyalty . . . to the success of their business and its customers.

When you buy Sylvania Tubes you have the whole-hearted support of the financial, engineering and sales departments of a company whose financial rating has never varied from the highest . . . AaA1! Hygrade Sylvania Corporation, Emporium, Penna.



# Sylvania

(Reg. U. S. Pat. Off.)



THE SET-TESTED RADIO TUBE

© 1934 M. S. C.

JANUARY, 1934



DETROIT GAVE THE WORLD THE  
FIRST STREAM-LINED AUTOMOBILES

# NOW

DETROLA in DETROIT  
CREATES A NEW VOGUE  
IN RADIOS FOR 1934

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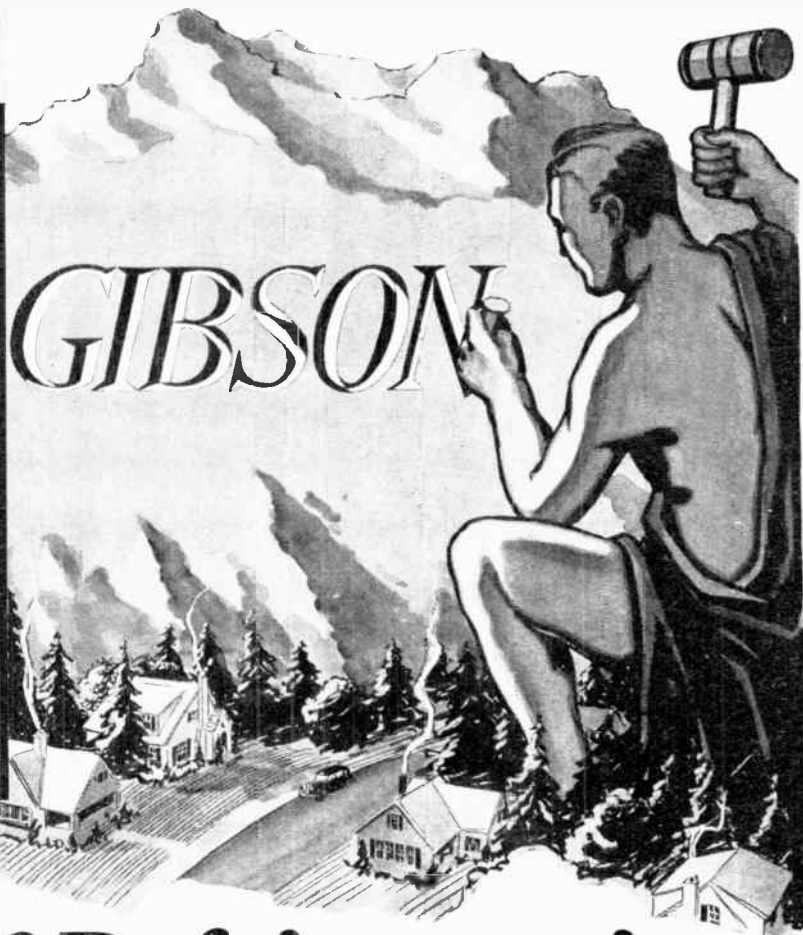
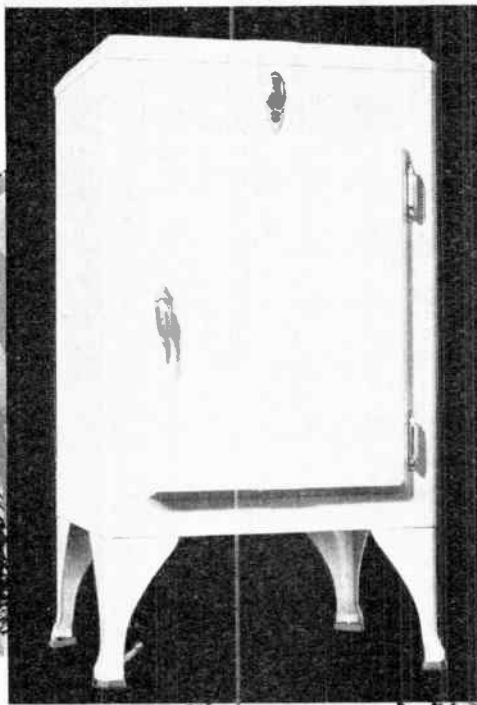
Under Patents of R.C.A., Westinghouse,  
General Electric and Associated Companies.

# DETROLA

## RADIO CORPORATION

CORNER FORT and W. GRAND BLVD. DETROLA BLDG. . . . DETROIT

# 1934



# GIBSON

## 58 Years of Refrigeration

Gibson is now engaged in producing the best refrigerators in all its fifty-eight years of refrigeration experience. The Gibson Corporation is one of the oldest and largest manufacturers of refrigerators in the world. It builds refrigerators only and never has built anything else. Gibson knows refrigeration from A to Z.

The new 1934 Gibson MonoUnit electric refrigerators are designed and built for *Sales Leadership*. For the past two years Gibson has been acclaimed "The Most Beautiful Refrigerator in the World". That's not just an advertising phrase. Expert stylists, designers and others, who have no connection whatever with Gibson, have expressed it as a fact. We believe you will say that the 1934 Gibson Models live up to that reputation admirably.

Beauty goes a long way in closing sales, but beyond that, Gibson Electric Refrigerators, backed by 58 years of exclusive refrigeration experience, have unexcelled quality values.

When Gibson builds a refrigerator it is right

in every detail. Gibson compromises not one iota with quality. Exhaustive quality tests are made of everything that goes into a Gibson from the condensing unit to the smallest screw. Compare the Gibson point by point with any other refrigerator.

The completed 1934 models have all the outstanding features which make electric refrigeration an absolute necessity in the home. Every feature is practical, and a real talking point. Gibson features are the features women demand and can use every day of the year.

During the ensuing selling season, every Gibson Dealer will be fortified with advertising and merchandising helpfulness that never before has been duplicated in Gibson history. It is a plan best calculated to aid each individual dealer in making sales, and will be liberally applied to each Dealer's territory.

The Gibson Plan for 1934 is one which no Dealer can afford to overlook.

**GIBSON** ELECTRIC REFRIGERATOR CORPORATION  
GREENVILLE, MICHIGAN

# TO-DAY—It's Brunswick

## Bing Crosby

Recorded in Hollywood. Bing calls it one of his best. **Dream Walking and Let's Spend an Evening at Home**, on Record No. 6724. Another of his new big selling records is No. 6695, **Temptation and We'll Make Hay While the Sun Shines**, from the talking picture "Going Hollywood," starring Bing Crosby.

"Sales Sing With Bing"



## Guy Lombardo

In his typical "Hit" Style, Guy offers **Inka Dinka Doo** and **Night on the Water**, on Record No. 6714. Also the two big fox trot hits, **Dream Walking** and **I Raised My Hat**, on Record No. 6713.

"Guy Makes the Public Buy"



## Ruth Etting

It bubbles—it swings—it flows—**Everything I Have Is Yours**, the hit song from the hit picture, "Dancing Lady" and **Dancing in the Moonlight**, on Record No. 6719. Also two more picture songs from "Roman Scandals"—**No More Love and Build a Little Home**, on Record No. 6697.

"Dealers Are Betting on Ruth Etting"



## Leo Reisman

Two suave recordings as smooth as silk. From "Blackbirds of 1934"—**Record No. 6742—1 Just Couldn't Take It, Baby** and **Your Mother's Son-in-Law**. From "Ziegfeld Follies"—**What Is There to Say and Suddenly**, on Record No. 6721.

"Reisman Is Always in Demand"

## Glen Gray

and his

Casa Loma Orchestra

Two more polished, danceable records in the sophisticated Gray rhythm. No. 6738, **You Have Taken My Heart** (Waltz) and **Shadows of Love**. Also two fox trot hits from **Hips Hips Hooray** on Record No. 6726—**Tired of It All** and **Dixie Lee**.

"Glen Gray Makes Dealers Gay"



## Hal Kemp

Zip — Tang — Swing in **Don't You Remember Me and One Minute to One**, on Record No. 6707. Also **The Boulevard of Broken Dreams**, from the picture success "Moulin Rouge," on Record No. 6734, with a splendid recording of **Coffee in the Morning**, by Gus Arnheim and his Orchestra on the reverse side.

"Hal Kemp's Records Set Sales Records"



## Wayne King

Presenting two more sure fire Hit Records in his own scintillating rhythm—No. 6735, **Song of Surrender**, picture song from "Moulin Rouge" and **One Morning in May**. Record No. 6712, **Our Big Love Scene** and **After Sundown**—two lilting fox trots.

"Wayne King Makes Your Register Ring"



## Ted Fio Rito

Now scheduled for the **Old Gold Hour**, you will find a big demand for these "easy to listen to" records. No. 6736, **My Little Grass Shack in Kealahou Hawaii** and **What's Good for the Goose Is Good for the Gander**, and No. 6706, **We'll Make Hay While the Sun Shines and I'd Be Telling a Lie**.

"Ted Fio Rito Will Sell From Maine to Rio"

TO-DAY it's Brunswick—Because to-day's Brunswick Record Artists are the headliner favorites of the millions of Radio and Record fans of this country. The artists listed above, together with Gus Arnheim, Mildred Bailey, Boswell Sisters, Connie Boswell, Cab Calloway, Dorsey Brothers, Duke Ellington, Al Jolson, Abe Lyman, Freddie Martin, Mills Brothers, Red Nichols, Don Redman, Lee Sims, Ethel Waters, Anson Weeks, Mae West and Victor Young are the ones whose Brunswick Records are selling in VOLUME to-day!

## BRUNSWICK RECORD CORPORATION

1776 BROADWAY

NEW YORK CITY

New York, N. Y. Chicago, Ill. San Francisco, Cal. New Orleans, La. Dallas, Texas Los Angeles, Cal.

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXX. No. 1

New York, January, 1934

Price Twenty-five Cents

## Circulation

**D**URING the past ninety days we have been busily engaged in revising our circulation lists, eliminating the names of those dealers who are no longer desirable outlets for radio and allied merchandise, and adding the names of comparative newcomers in the field who have proved their merchandising ability and financial responsibility. In our activities we have had the welcomed cooperation of the leading distributors of the country and hundreds of letters attest their praise of RADIO MERCHANT'S plan of circulation which directs the distribution of the publication, avoiding topheavy concentration in crowded areas and wasteful coverage among salespeople who have no voice in ordering for re-sale.

The following letter from a leading distributor on the West Coast (name on request) is typical of the letters received: "Replying to yours of the 25th, we will send to you some time within the next week or ten days a list of all our dealers who are being regularly contacted by our outside force.

"We think this is a very excellent gesture on your part to send these accounts a copy of your magazine. There is a great need on the part of all these dealers for a live trade paper, in view of the fact that the leading Coast paper to which the majority of these accounts subscribed for several years has passed out of the picture. This list has been revised and corrected several times this year by our own men, so we feel quite certain that the names listed thereon are responsible and active merchants. We will be most happy to cooperate with you in every way we possibly can."

RADIO MERCHANT is being distributed to the responsible, active dealers from coast to coast, accredited so by their distributors.

And remember that the circulation is audited regularly by CCA, with a statement available at all times.

LEE ROBINSON.

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# Men in the Month's News



**WILLIAM E. ERSKINE**, eldest son of B. G. Erskine, president of the Hygrade Sylvania Corp., died at Buffalo, N. Y., on December 23, of a heart attack. He was born at Warren, Pa., on December 14, 1905, his parents moving to Emporium, Pa., shortly afterward, where B. G. Erskine entered the employ of the Novelty Incandescent Lamp Co., which later became the Nilco Lamp Works, Inc., now a component of the Hygrade Sylvania Corp. William E. Erskine entered the Nilco plant at St. Marys, Pa., when he was seventeen and later joined the Ken-Rad organization. In 1930 he returned to the Sylvania organization. In May, 1931, he married and is survived by his widow and a son.



**POWEL CROSLY, JR.**, pioneer radio manufacturer, operator of broadcasting station WLW, and for the past few years a leader in refrigeration manufacturing circles, called Crosley distributors and their staffs to Cincinnati, O., early this month for the annual sales conference. The outstanding feature of the gathering was the introduction of the new Crosley Tri-Shelvador refrigerator models. In 1933, the Shelvador models represented an innovation in refrigerator design and were accorded an enthusiastic reception by the public. The new Tri-Shelvador models have three additional features which are certain to appeal to a wide section of the public. The models are illustrated and described elsewhere.



**JACKSON H. PRESSLEY** has been appointed chief engineer of the Zenith Radio Corp., in charge of the entire engineering department and laboratories, it was recently announced by E. F. McDonald, Jr., president of the Zenith organization. During the World War, Mr. Pressley served in the Army radio laboratories, part of his time being spent with E. H. Armstrong in the development of the first superheterodyne receiver. After the war he entered the U. S. Army Signal Corps as radio engineer and served until 1928. He then became assistant chief engineer of the Hazeltine Corp. In 1929, he went with the U. S. Radio & Television Corp. as chief engineer and later as vice-president.



**HARRY G. NEU**, one of the pioneers in the talking machine record industry, is one of the small group of record executives who are in a large measure responsible for the revival of interest in record sales which is manifesting itself in all sections of the country. Their faith in the future of recorded music never faltered and theirs is the credit for the industry's remarkable comeback. Mr. Neu is now vice-president and sales manager of the Brunswick Record Corp. He started his career in the record business with the Emerson Record Co. Following this connection he achieved notable successes with the Regal Record Co. as vice-president, and with the American Record Corp.



**E. R. KUHN**, better known as "Manny" to thousands of dealers and jobbers throughout the radio industry, has joined the sales organization of the Emerson Radio & Phonograph Corp. Mr. Kuhn, who will make his headquarters in Chicago, will cover Northern Illinois, Wisconsin and Michigan in behalf of Emerson products and his intimate familiarity with every phase of merchandising insures an outstanding success for Manny in his new work. Mr. Kuhn has been identified with radio activities for the past decade, being associated years ago with the Mohawk Corp. of Illinois, subsequently the All-American Mohawk Corp., and more recently the Rudolph Wurlitzer Co.



**A. M. TAYLOR**, well-known in refrigeration circles throughout the country, has been appointed marketing director of the Potter Refrigerator Corp., Buffalo, N. Y., it was recently announced by T. Irving Potter, president of the refrigerator organization. Mr. Taylor's most recent connection was as merchandising director of the Leonard Refrigerator Corp., Detroit, Mich., in which connection he visited and kept close contact with distributors and retailers of Leonard units. Prior to his association with Leonard, Mr. Taylor was advertising manager of the Kelvinator Corp. and held a similar position with Copeland Products, Inc. He is well equipped for his new post.

Our "Destruction Tests" Prove  
**WASHING LIFE OF CLOTHES TRIPLED**  
*... Washing time reduced one-third*

IN THE  
 NEW **EASY** *Spiralator*

Trade Mark Reg. U. S. Pat. Off.

**EASY Washer announces  
 the Spiralator  
 A Protected Profit Opportunity**

What the dealer has needed in the under-water impeller field is what EASY dealers have had right along in their stable, profitable vacuum-cup business. The dealer has needed a washer whose obviously superior performance would quickly win both an eager acceptance and a profitable price from the consumer . . . a washer which at the same time would surely brand as misrepresentation the claims of others that theirs was just as good!

Five years ago when EASY entered the popular under-water impeller field, the need was recognized for such a protected profit opportunity. Intensive research in our own laboratory in this direction has now come to a brilliant conclusion . . . the new EASY SPIRALATOR! Here at last is a washing principle better in 31 ways, each point of difference being covered by a separate allowed claim in Patent No. 1,923,580. The SPIRALATOR is not only *different in appearance*, but *obviously different in results*. These worthwhile results are so startling as to be completely revolutionary, and yet so obvious that any home-maker can discern them in a five-minute demonstration.

The dealer has a new volume opportunity . . . with profit protection . . . in this new, exclusive, patented washing action. The price will be higher than that of ordinary under-water impellers, but still low enough for the consumer eagerly to pay the difference for the extra functions secured . . . the margin will be sufficient for advertising, canvassing, demonstrations and creative sales programs. The EASY factory organization will help in the creation and conduct of this profitable selling program.

**5 Years' Laboratory Research  
 Developed this Amazing Invention**

**6 Months' Gruelling Tests  
 Proved the Sensational Improvements**

**WHAT THE SPIRALATOR IS** A new, exclusive patented washing action . . . an entirely new washing principle . . . better in 31 ways than ordinary types of under-water impeller machines. Clothes and water move constantly in one course, with each piece of clothing flexing constantly as it moves with a speed two to three times greater than in ordinary types. *The Spiralator washes all the load, all the time!*

**WHAT THE SPIRALATOR DOES FOR THE USER**

1. Gives fabrics three times the washing life.
2. Thoroughly cleanses 50% more pounds per hour.
3. Complete cleansing through constant rapid action.
4. Greater quietness and freedom from vibration.
5. No tangling! No care needed in loading.
6. Saves soap, hot water. Lengthens life of washer.

The reputation of this sound and conservative institution is behind these claims.

**WHAT THE SPIRALATOR DOES FOR YOU, MR. DEALER**

Here's the first and only protected profit opportunity in the under-water impeller field! Demonstrate the Spiralator . . . show its amazing extra advantages . . . create the desire for its extraordinary performance. For here's the important thing about the SPIRALATOR . . . no one down the street will have anything that can even be remotely claimed as imitating the Spiralator's performance. You will get the sale, for your customer will at once recognize as false the "just as good" claims made for cheaper washers! And there's a real profit wrapped in every sale!

**WHAT TO DO ABOUT IT** By all means, see the Spiralator at once and witness for yourself the proof of these amazing claims. If you are not already a regular EASY Dealer, get in touch with our nearest representative for a demonstration. Or write directly to L. R. Boulware, General Sales Manager,

EASY WASHING MACHINE CORPORATION, Dept. 801, SYRACUSE, NEW YORK

# With the Jobbers and Dealers

## Trade Notes

Thomas H. Maginniss has been appointed manager, Louis J. Stutz sales manager, and Leslie Marsh sales manager of the contract division of the Northern Illinois Division of Majestic, Chicago, Ill. Mr. Stutz reports that business has been most satisfactory and that the Fair Store recently featured the Majestic console line in a full-page advertisement in the Chicago Sunday Tribune.

George A. Pelgrim of the Bay View Furniture Co., Grand Rapids, Mich., has announced the appointment of Don Leenhouts to the sales staff. This company, which distributes Zenith radio and Gibson refrigerators, recently added the Meadows washer and ironer lines.

Chanrose Radio Stores, Inc., Jamaica, N. Y., distributor of radio parts, recently issued its new price catalog of accessories and replacement parts. A copy will be sent upon application.

A. K. Sutton, Inc., Charlotte, N. C., Philco and Norge distributor, has added R. B. Smith to its sales staff.

George W. Proudfit, president of R. S. Proudfit Co., Lincoln, Neb., reports that more than seventy-five new accounts have been opened on Majestic farm radios since November. He announces that L. R. Bickley has joined the sales force.

Paul R. Krich, vice-president of the Radio Distributing Corp., Newark, N. J., announces that a new department has been organized to handle the ABC Mistolator oil burner line. The members of the new staff are A. Ireland, H. Grapel, J. Goldberg and William Doermann.

B. & O. Radio, Inc., Newark, N. J., reports that Fada radios were in great demand during the holiday season, so much so, in fact, that a showroom window was broken on Christmas Eve and several Fadalettes were stolen. The company also reports that a great number of dealers have added Norge Broilators.

Max E. Hegleman of the Capital City Distributing Corp., Albany, N. Y., RCA Victor radio, Gibson refrigerator and Automatic washer distributors, reports that on December 21 the wholesale organization in conjunction with its dealers ran a four-page section in the Albany Evening News. The four pages were devoted to advertisements of the RCA Victor radio line and the newspaper carried news items regarding radio activities to round out an attractive and interesting section. Officials of the Capital City organization were so

enthused with results that they are planning to duplicate the activity in other sections of the territory.

The Beller Electric Supply Co., Newark, N. J., has been appointed a distributor of Cunningham radio tubes.

A general sales meeting of all branch managers, nine in number, and the entire sales force of Sidelis-Duda-Myers Co., Grunow radio and refrigerator distributor, covering Iowa, Nebraska and South Dakota, was held at Lincoln, Neb., the latter part of last month. H. C. Bonfig, sales manager of the Grunow organization, addressed the seventy-five who attended the meeting.

Bihl Bros., Buffalo, N. Y., distributors of Lyric radios, Mohawk washers and refrigerators, announce that Ray Robinson, well known in the radio and electrical appliance field, has joined the sales staff.

A. J. Koepsell, president of the J. J. Koepsell Co., Sheboygan, Wis., Lyric radio and Mohawk refrigerator distributor, announces the appointment of E. A. Winter as refrigeration engineer and M. A. Winter as sales manager of the distributing organization. This company recently added the National Union radio tube line.

B. D. Levin, Jr., sales promotion manager of Hamburg Bros., Pittsburgh, Pa., announces that the company has been appointed a distributor of Columbia portable phonographs and records. This company covers Pennsylvania, Ohio and West Virginia territory.

F. L. Holland, manager of Hughes-Bozarth-Anderson Co., Oklahoma City, Okla., reports that during a seven weeks' drive approximately 134 dealers were franchised on the Grunow radio line.

## Entertain Dale-Sylvania Contest Winners

The five leaders of the Dale-Sylvania prosperity contest were entertained late last month at a luncheon given by the Hygrade-Sylvania Corp. at the Western Universities Club at 500 Fifth avenue, New York City. Oscar Nadel, Ralph Neeter, M. W. Obermiller, C. O'Riordan

The contest ran from September 15 to December 15, during which time a total of fifty-five prizes were distributed by the Dale Radio Co., exclusive distributor of Hygrade-Sylvania tubes in Greater New York and New Jersey, among their dealers. Thirty monthly



Contest Winners and Sylvania Officials

and Lou Kessler, who placed in the order named, in the contest, and Maurice Despres and John Kline, of Dale Radio, together with C. G. Pyle, sales supervisor; Paul S. Ellison, radio advertising manager, and Everett B. Boise, of the engineering staff of the Hygrade-Sylvania Corp., gathered to present to the first five grand prize winners the rewards they had won.

prizes, divided into ten each month, and twenty-five grand prizes kept the contestants at high speed during the months of the contest. To make sure that the smaller dealers were not handicapped because of differences in sales volume, one-half of the prizes were distributed on a basis of total sales volume, while the other half were rated on a percentage of sales increase during the contest.



# What we mean



# They're HOT!

... and, furthermore, *all* the Hot Bands are exclusively Victor

DO you want the latest, hottest, spine-tickling, hair-raising numbers? The kind that make your customers buy ... and buy ... and buy? Naturally, you do. And just as naturally you turn to RCA Victor. For Victor Records have exclusive rights on *all* the real hot bands. Look 'em over ... Duke Ellington ... Cab Calloway ... Louis Armstrong ...

Mills Blue Ribbon Band ... and a host of others. Victor Records are top-notch in more than artists, too. They're long wearing, warp resisting, beautifully recorded platters—sales points you can pass along to your customers. Get a list of the latest Victor releases ... and you'll get records that mean money to you! Write or see the Victor distributor nearest you.



# Victor Records



RCA Victor Company, Inc., Camden, N. J. "Radio Headquarters"

ATLANTA, GA. . . . .	POLK MUSICAL SUP. CO., 29 Pryor Street, N. E.	MADISON, WIS. . . . .	TAYLOR ELECTRIC COMPANY, 201 E. Washington Ave.
BALTIMORE, MD. . . . .	OLLENDORF & HIRSCH, Inc., Candler Bldg.	MEMPHIS, TENN. . . . .	RIECHMAN-CROSBY CO., 723 S. Front St.
BOSTON, MASS. . . . .	EASTERN RADIO COMPANY, 88 Pearl Street	MILWAUKEE, WIS. . . . .	TAYLOR ELECTRIC CO., 730 N. Jackson Street
BUFFALO, N. Y. . . . .	NEW YORK TALK. MACH. CO., 321 Washington Street	MINNEAPOLIS, MINN. . . . .	LUCKER SALES CO., 608 First Ave., N.
CHARLOTTE, N. C. . . . .	SOUTHERN RADIO CORP., 208 S. Tryon Street	NEWARK, N. J. . . . .	RADIO DIST. CORP., 558 Broad Street
CHICAGO, ILL. . . . .	CHICAGO TALK. MACH. CO., 111 N. Canal Street	NEW ORLEANS, LA. . . . .	PHILIP WERLEIN, Ltd., 605 Canal Street
CLEVELAND, OHIO . . . . .	MIDLAND RADIO COMPANY, 725 St. Clair Ave., N. W.	NEW YORK CITY, N. Y. . . . .	BRUNO-NEW YORK, Inc., 460 W. 34th Street
DALLAS, TEX. . . . .	SOUTHWESTERN MUSIC CORP., 517-A So. Ervay Street	OKLAHOMA CITY, OKLA. . . . .	HUGHES-BOZARTH-ANDERSON CO., 15 E. Grand Ave.
DENVER, COLO. . . . .	HENDRIE & BOLTHOFF MFG. & SUP. CO., 1635 17th Street	PHILADELPHIA, PA. . . . .	WEYMANN COMPANY, 13th & Arch Streets
DETROIT, MICH. . . . .	GRINNELL BROTHERS, 1447 First Street	PITTSBURGH, PA. . . . .	LUDWIG HOMMEL & CO., 929 Penn Avenue
DETROIT, MICH. . . . .	RADIO DISTRIBUTING CO., 129 Selden Avenue	ST. LOUIS, MO. . . . .	AEOLIAN CO. of MISSOURI, 1004 Olive Street
EL PASO, TEX. . . . .	W. G. WAEZ COMPANY, 500 San Francisco Street	SALT LAKE CITY, UTAH . . . . .	ZIONS COOPERATIVE MERCANTILE INSTITUTION
GRAND RAPIDS, MICH. . . . .	RADIO DISTRIBUTING CO., 235 Market Street	SAN FRANCISCO, CAL. . . . .	LEO J. MEYBERG CO., 70 Tenth Street
LITTLE ROCK, ARK. . . . .	GUNN DISTRIBUTING CO., 417 Capitol Avenue	SEATTLE, WASH. . . . .	HARPER-MEGGEE, Inc., Republican & Terry
LOS ANGELES, CAL. . . . .	LEO J. MEYBERG CO., 1022 S. Wall Street	SYRACUSE, N. Y. . . . .	DNONDAGA AUTO SUP. CO., 351 E. Onondaga Street
	WASHINGTON, D. C. . . . .		OLLENDORF & HIRSCH, Inc., 932 "H" Street, N. W.

# With the Jobbers and Dealers

## Lewis & Carnell Actively Promoting Crosley Lines

M. J. Lewis, president of Lewis & Carnell Co., Philadelphia, Pa., announces that his company is planning active sales promotion on Crosley Shelvador refrigerators and Toridheet oil burners.

Mr. Lewis attended the Crosley distributors' meeting in Cincinnati the first week in January, and after the Crosley convention visited the factory of the Cleveland Steel Products Co., at Cleveland, O., manufacturer of Toridheet oil burners.

Mr. Lewis made the following statement: "With the close of 1933 we had close to 400 Crosley dealers who are sold on Crosley quality and Crosley prices. These dealers form the nucleus for outstanding refrigerator set-up in the merchandising of the Crosley Shelvador line. We look forward to one of the biggest refrigerator seasons the trade has ever had."

## Grunow Dealer Meetings Held Throughout Country

A "Grunow Week" observance featured numerous dealer and salesman's rallies held recently in various parts of the country on the Grunow radio and refrigerator, manufactured by General Household Utilities Co.

Dealers in Omaha, Neb., under the auspices of the Sidles-Duda-Myers Co., Grunow distributor, staged the observance with special displays of Grunow radios and refrigerators and other attention-getting activities. As a result of this special effort the dealers enjoyed a gratifying response in sales.

"Grunow Week" was sponsored by the following dealers: Orchard & Wilhelm, A. Hospe Co., Schmoller & Mueller Piano Co., Union Outfitting Co., Glen A. Cramer, Brandies Stores and the Ed. Patton Music Co.

Duane Wanamaker, advertising manager of General Household Utilities Co., joined George S. Coit, southern district manager of the company, at two southern dealer meetings, one in Norfolk, Va., and the other in Atlanta, Ga. Approximately 100 dealers from Norfolk and vicinity met at the Fairfax Hotel, under the auspices of the Benton-Bailey Co., distributor of Grunow products, and heard Mr. Wanamaker and Mr. Coit discuss the line, its development and the organization behind the products. In Atlanta the speakers presented the line to dealers and salesmen of the Peaslee-Gaulbert Corp., State distributor for Grunow products. High enthusiasm marked both meetings.

With Joseph R. Good, Altoona, Pa., Grunow dealer, presiding, dealers from

fourteen counties gathered at the Penn Alto Hotel and "met" the new line. George Gaidzik, of the General Household home office, discussed the products and methods of consumer sales approach.

A state-wide dealer meeting was held in Oklahoma City, Okla., under the auspices of Hughes-Bozarth-Anderson, distributor of Grunow products, with Lee Holland, sales manager, presiding. H. T. Stockholm, of General Household, was one of the speakers.

Watson & Wilson, Inc., Grunow distributors in southern California and Arizona, sponsored a meeting for some 250 dealers in Los Angeles for an introduction to the complete Grunow radio line. Demonstrations and talks were given by several speakers, among them being James J. Davin, sales promotion manager for General Household; W. E. Darden, Pacific Coast manager for the company, and W. E. Wilson, vice-president and general manager of Watson & Wilson.

## Roycraft Co. Is Host to Sales Contest Winners

Over 300 Philco radio dealers and their salesmen gathered in the Gold Room of the Radisson Hotel, Minneapolis, early this month to celebrate "A Night in Monte Carlo" as guests of the Roycraft Co., Northwest distributors of Philco radio. Those in attendance represented the qualifying winners in a state-wide Philco sales contest which terminated Christmas eve.

Gambling of every description was in evidence and held the guests' attention for the greater portion of the evening, the medium of exchange being "Philco stage money" lavishly provided by the sponsors of the event.

## New LeWol Distributors

H. L. Wolper, president of the LeWol Mfg. Corp., of Chicago, Ill., manufacturer of LeWol radio sets, announced this week the appointment of the Hyland Electric Co., Chicago, Ill., and the Fisher-Aeschbach Co., Cincinnati, O. Both of these jobbers are among the most successful radio distributors in their respective territories and they have already inaugurated intensive sales plans in behalf of LeWol product.

The Times Appliance Co., New York metropolitan jobber for LeWol radio sets, has just made arrangements to occupy new and enlarged quarters at Albany, N. Y., and will distribute LeWol sets in this important territory. This jobber has been phenomenally successful with these sets during the past sixty days and in addition to metropolitan New York territory and Albany territory, they are also distributing LeWol products in Northern New Jersey.

## Majestic Jobbers Visit Factory During Holidays

Officials of the Majestic factories played host to a large number of visiting distributors during the holiday season and for several days thereafter.

Among the distributors who stopped for an informal chat with the Majestic executives on various days were Harry Moll, of Denver, Col.; Elmer Hamburg, Pittsburgh, Pa.; B. D. Colen, New York City; Harry Lever, of Capital Electric Co., Atlanta, Ga.; W. B. Davis, Memphis, Tenn.; B. M. Meyers, New Orleans, La.; A. D. Brownell, accompanied by Mr. Reider, Buffalo, N. Y.; H. S. Hollander, St. Louis, Mo.; C. T. Naddy, Columbus, O.; F. C. Hayer, Minneapolis; W. M. Longmire, Oklahoma City, Okla.; J. P. Awalt, Dallas, Tex., and J. B. Blaugrund, El Paso, Tex.

While John F. Ditzell, Majestic general sales manager, did not divulge all of the plans and models for the new 1934 refrigerators and radios, he did give the visiting distributors an inkling of what they could expect. This partial revelation was sufficient to whet their appetite and they left with the Majestic officials their full and enthusiastic approval, and carried away with them the firm conviction that "Majestic is going places in 1934!"

E. L. Weldie, Majestic representative for Brazil and Argentine, South America, is also spending some time at the Majestic factories, to acquaint himself with Majestic's forthcoming plans for 1934.

## Trilmont Contest Winners Return From Bermuda Cruise

Headed by Dave Trilling and Harry Montague, Norge distributors for this territory, 107 representatives of the Trilling & Montague dealer organization returned early this month from a New Year's cruise to Bermuda on the United States liner "Manhattan."

The party comprised winners in the "Trilmont New Year's Cruise Contest" on Norge refrigerators, conducted from October 16 to December 23, 1933.

## Indiana Majestic Distributors Are Appointed

John F. Ditzell, Majestic general sales manager, recently announced the appointment of the Interstate Distributing Co., of South Bend, Ind., and the Auto Electric Service, Inc., of Fort Wayne, Ind., as Majestic distributors. The former will serve the northwestern section and the latter the northeastern section of Indiana. Both companies will handle the distribution of all Majestic products in these territories.



● The camera catches a group of Majestic executives "previewing" one of the new models for 1934. The last word in refrigeration—climaxing months of work by Majestic engineers and designers . . .

We believe you are going to agree with us that these new refrigerators are the finest the industry has ever produced. The most efficient, the most beautiful.

In both performance and appearance they are as far in advance as the new Majestic "Smart Set" radios—and that is a high compliment.

Majestic Dealers in 1934 will be offering the most salable refrigeration line in America. Wait and see!

*Majestic*  
REFRIGERATION

# ATWATER KENT RADIO

**and now 2 NEW "sweeteners"  
FOR THE 1934 LINE**

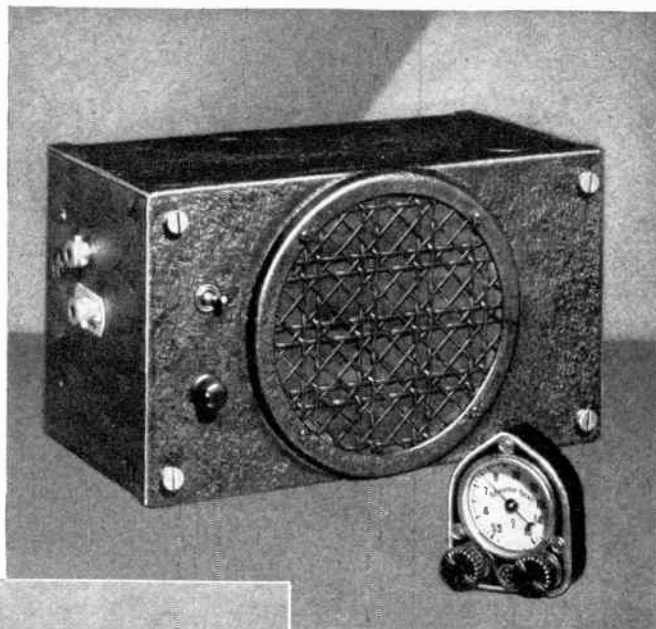
Thousands of new dealers have "taken on" the Atwater Kent line during the past six months.

Why?

Because to please the radio-buying public today you need Atwater Kent Radio.

AND—any one of the many dealers who are helping to make 1934 a big success for Atwater Kent Radio will tell you, an Atwater Kent sale is a profit sale—not a service sale.

Atwater Kent Radios give satisfaction.



**\$59.50** (F. O. B.)

*Above*

Model 816—Powerful 6-tube Auto Radio. Designed not only for metropolitan use, but to capture distant stations with ease. Mounted on live rubber, protected by triple shielding, 3 watts output, it is capable of truly fine radio reception. Its tonal excellence is such as is usually found only in home sets.

**\$39.90** (F. O. B.)

*At left*

Model 185—A striking new 5-tube compact that delivers the finest performance of any 5-tube set in existence today. Full sized electrodynamic speaker with ample baffle area for perfect acoustical quality. Police calls, automatic volume control, tone control. Beautiful cabinet of matched and contrasting woods with metal inlay.



ATWATER KENT  
MANUFACTURING COMPANY  
A. Atwater Kent, President  
Philadelphia, Pa.

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

## **Confidence Renewed**

**A** NEW year has started and the New Deal has made vast strides toward its avowed destination. Assuredly 1934 has started in auspicious fashion! The feeling of uncertainty that reared its head during the latter part of last year has given way to renewed confidence and optimism due in large measure to the message of President Roosevelt on monetary policies in which he turned down all projects for uncontrolled inflation and gave assurance that gold will be the standard of the United States dollar, when it is developed at between fifty and sixty cents.

**T**HE prior message of the President dealing with budgetary matters likewise gave renewed hope to the people of the country. It meant new money was to be put into circulation. Six billion dollars are to be spent by the Administration during six months, over and above the usual government expenditures. A billion dollars a month! Money that will find its way into every town and hamlet of the country. Money that will be spent to satisfy the backlog of demand which has been built up during the past four years. The period which we are entering may be compared to that in 1914 when an industrial crisis threatened and a minor depression had started. Then the World War began and the United States became the source of world supply. Billions of dollars found their way into American pocketbooks and the period of plenty was inaugurated which lasted, with one exception, until 1929.

**F**ORTUNATELY the radio merchant is dealing in merchandise which has a strong appeal. Radio receivers, electrical refrigerators, washing machines are items which are essential in every modern home. Lack of purchasing power on the part of the masses has been the great impediment to a larger volume of sales. In 1934 this resistance to sales will be removed in large measure. Real efforts will be rewarded in this new year and new era.

## **Radio Expectations**

**T**HE radio industry is looking forward to the coming twelve months with great expectations. And there is ample basis for the most optimistic opinions. With more money in circulation it is ex-

pected that replacement sales to the home market will be greater than those made in several years; auto radio sales will undoubtedly play a greater part in the radio picture in 1934 than in any previous year. and, to round out the picture, the farm market is to be subjected to an intense sales barrage by radio manufacturers and dealers in presenting the new, improved air-cell battery receiver.

**S**ALES to these three markets of the present-day receivers will, in all probability, increase the total unit sales for 1934 over those of the past year. In addition, the coming Fall or Winter will see the introduction to the public of a new type receiver which will be introduced by the entire industry acting in concert with the Radio Manufacturers' Association. Discussions regarding the launching of this "High-Fidelity" broadcast set took place at a recent meeting of the RMA Board of Directors and it will, beyond doubt, play a major part in the radio merchandising picture this year. It is too early to enter into detail on phases of this new type of receiver, but dealers can rest assured that manufacturers and their engineers are steadily going forward in experimentation and research to produce merchandise which is better, more salable and with greater profit potentialities than that marketed in previous years.

## **What? No Dumping?**

**W**E are agreeably surprised that the dire predictions which were rife in the trade that the first two weeks of January would see a repetition of the practice of "dumping" which so often has spread gloom through the trade have thus far come to naught. Perhaps the rumors were ill-founded, or perhaps they were premature. Maybe overproduction during the latter part of 1933 was more a myth than a reality. *A lot of radio sets were purchased the last six months of the past year!* Whatever the answer it is heartening to realize that thus far prices are being maintained and the industry is taking steps, through codes and organized action, to avoid the profitless periods of mad price-slashing which marked the past few years. Elimination of "dumping" would indeed insure a New Deal to the industry.



*The lure of all-wave programs will hasten replacement sales of radio receivers*

# *Billion Dollar Markets*

By  
**V. E. Moynahan**

**The surface of the home entertainment and electric appliance markets has scarcely been scratched. 1934 promises greater sales and bigger profits**

**T**HERE are thirty million homes in the United States and twenty-nine million have no electric range or dishwasher, twenty-seven million have no electric refrigerator, twenty-four million have no electric fan or percolator, twenty-four million have no washing machine, fifteen million have no radio receiver, twenty-one million have no electric toaster, twenty-one million have no vacuum cleaner, and eleven million have no electric iron." So spoke Preston Arkright at the Merchandising Clinic, held at Nela Park, Cleveland, Ohio, under the auspices of the specialty appliance division of the General Electric Co. He, with other speakers, outlined the five-billion-dollar potential market for household electrical appliances which exists in the United States.

Despite the fact that approximately one-third of the homes of the country are not wired and thus cannot be considered immediate prospects for electrical appliances it is obvious that there need be no fear of saturation of the markets supplied by radio merchants, who now sell electric refrigerators, washing machines and a host of other major and minor electrical appliances in addition to radio receivers.

It is generally admitted that the American family is desirous of possessing those appliances and instruments which add to the joy and comfort of living. Ownership of the most modern pleasure-giving and labor-saving devices by the John Does and Richard Roes throughout the length and breadth of the land is limited only by lack of purchasing power. It follows therefore that for 1934 the extent of the increased business, and resultant profits, of the trade depends on the growth of purchasing power among the masses of the people.

That the outlook for a tremendous expansion in busi-

ness in 1934 is bright cannot be doubted. President Roosevelt in his initial message to Congress earlier this month pointed out that we have made great strides toward our objectives with several millions of the unemployed being returned to work and with 600 millions of dollars of frozen deposits in closed banks being restored to depositors with the assistance of the national government.

**B**UT even before this heartening message of the President was flashed to all corners of the world it was evident that the upward climb was well under way. Take our own and allied industries as examples. Radio sales volume for 1933, despite a disheartening start, was greater than that of 1932 and dollars and cents volume was far better. The electric refrigerator industry had a record year in 1933, according to J. E. Davidson, executive chairman of the National Electric Refrigeration Bureau, who announced that total sales of household units in the first eleven months of the year were 1,029,271. He made a conservative estimate of total sales of December of 20,000 units, bringing the year's total to approximately 1,050,000 which compares with 950,000 units sold in 1931, the previous peak year of the industry.

More than a 55 per cent increase over 1932 was reported

for the washing machine industry by J. R. Bohmen, secretary of the American Washing Machine Manufacturers' Association, who states that the household washing machine industry in 1933 completed its second greatest year, being exceeded only by the boom days of 1929. With complete figures reported for eleven months, the total sales volume for the year was approximately 970,000 units.

And so we enter 1934 with a good start on the road to increased business, more profits and in general a better return for efforts and money expended. Unless some unexpected and unforeseen series of events retard the recovery which is under way it seems safe to predict that every industry with which the radio dealer is concerned will fare better in 1934 than during the past year.

**D**ESPITE the high percentage of radio ownership the industry should enjoy the best year since 1929. It is estimated that between six and seven million of the sets now in homes are out-of-date or obsolete and replacement of millions of these receivers awaits only increased buying power. The strides made in the development of the automobile radio receiver during 1933 and the public acceptance of this type instrument promise a decided expansion of this market during the coming year. The surface of this market has scarcely been scratched and sales of auto receivers during 1934 should approach, and perhaps exceed, the million mark. Sales to the 10,000,000 unwired homes of the nation should bulk larger during the next twelve months than at any time in the past. Spendable income of the residents of the agricultural sections increased during 1933 by some 25 or 30 per cent and the indications are that the Administration at Washington is going to persist in its efforts to raise the income of the rural sections to an equal level with that of the industrial centers. The development of the Air Cell battery and the engineering by manufacturers of radio receivers of the battery type which in appearance and performance compare favorably with all-electric sets have made the unwired home market one of great promise.

The growing popularity of the all-wave and duo-wave receivers augurs well for a greater amount of replacement business during 1934. People whose receivers are equipped to receive only those programs which are on the regular broadcast band are beginning to feel that they are missing part of the thrill and enjoyment of radio when they hear friends with up-to-date models talk of listening in on Europe or South America or discussing the "kick" to be had from listening-in on police calls. The infinite variety and general excellence of programs being broadcast merit faithful reproduction in the home and the trade should place more stress on the entertainment value in its merchandising appeals. Giulio Gatti-Casazza, general director of the Metropolitan Opera House, in a recent interview stated that the results of the broadcasts from the stage of the Metropolitan had been excellent and that no

*(Continued on page 16)*

*The electric refrigerator and the electric washing machines industries in 1933 showed big increases over the previous year. During 1934 it is expected these boons to housewives will reach even greater demands with increased profits to all*

*Photos used on these pages courtesy of Stewart-Warner Corp., Leonard Refrigerator Corp. and Rudolph Wurlitzer Mfg. Co.*

*Radio Merchant, January, 1934*



# Window



*This excellent tube display of Earl Marks, Portland, Ore., attracted considerable attention and won first prize in a nation-wide contest*

**W**INDOW displays! Billions of words have been written exalting their virtues, their inexpensiveness, their eye-arresting qualities, their unique qualities as silent salesmen; manufacturers have spent untold sums on display material, yet thousands of dealers neglect entirely the possibilities of the proper utilization of their window display space. Yet there is not one of these dealers who would not agree that advertising is necessary to merchandise properly. They seem to feel, however, that printed advertising covers the entire range of such publicity, totally overlooking the fact that in their store windows they possess a medium that is far more valuable in many instances than is the printed word or picture.

Reams of statistics could be quoted to prove that so many hundreds of people pass an average window in an average town during a given period. Also that a definite portion of each month's rent should be apportioned against the window display space. But if the fact isn't self-evident to a dealer that such space is valuable and should be made to bear its proportionate share of expenses, bales of statistics would not have the slightest influence. A few fundamental facts might bear repeating, however. The store front is that part of the establishment which

most people, prospective customers, see. Keep the window panes cleaned on both the inside and outside, at all times. Make arrangements so that the windows are lighted at night, so that they can be seen by passers-by who have no occasion to view displays during the daytime.

Manufacturers are spending thousands of dollars in maintaining staffs to design and produce window display material which, if properly used, cannot help but benefit merchants. Some of this material is available without cost; the balance is sent to dealers at cost or less than cost. Make use of this lithographed matter and other aids in



*Action was the keynote of this eye-arresting Lyric radio window sponsored by the R. F. Burns Co.*

conjunction with backgrounds, valances, draperies, etc., and make your windows pay.

There are many in the radio trade, however, who have learned the value of an eye-arresting display. They know that a radio receiver set in home surroundings permits the prospect to visualize the instrument as it would appear in his own home. They have profited from using their windows to dramatize some feature or other of the products they sell. On these pages are shown several such displays devoted to products now being carried by the majority of merchants in the radio and allied industries.



*The "Gibson Girl" and her modern counterpart helped draw attention to this Barker Bros. Gibson window*

*Radio Merchant, January, 1934*



# Displays that Make the Passer "Buy"

THE very effective tube display, showing a receiver in agony due to the failure of tubes to function in the midst of an exciting broadcast, occupied the show window of Earl Marks, of Portland, Ore., and was adjudged the winner in a contest recently sponsored by the National Union Radio Corp. Prizes of \$100 and twenty-five autographed tubes were awarded to the proprietor of this enterprising shop. A glance at the display tells the story and persons viewing could not help but give



"Two-in-one" entertainment is featured in this RCA-Victor radio and record setting

thought to the condition of the tubes in their sets at home. It is an excellent example of merchandising through show windows.

Action in a window is always desirable, and action was the keynote of the Lyric radio display which was sponsored by the R. F. Burns Co., of Johnstown, Pa., a reproduction of which is shown. The center of the window was laid out as a modern dance floor with an orchestra playing in the background. The dancers went through all the motions of a modern dance. This action was obtained through the use of a motor which

*This Majestic Christmas display was shown throughout the United States and won high praise for its simplicity*

*Radio Merchant, January, 1934*

drove turning pins at the feet of the dancers. The turning pins were magnetized and the feet of the dancers were fastened to flat metal bases. These bases were cut into various shapes and thus caused the dancers to go through hundreds of different motions. The orchestra performed in a similar manner.

"Two-in-one" entertainment was the theme of the RCA Victor display. With the Duo instrument as the central element, the cutout of a pretty Victor record girl and the side cards explain the advantages of "two-in-one" entertainment. Some standard and long-playing records and the Victor dog complete this simple and inexpensive display which puts over its story with telling effect.

Barker Bros., of Los Angeles, Cal., in its Gibson Girl window, took the opportunity of calling attention to its fifty years of success and progress as well as proclaiming the fact that the Gibson Electric Refrigerator Corp., whose product was being featured, had a half-century of experience and success behind them in the manufacture of the Gibson refrigerator. The cutouts of the Gibson Girl of the Gay 90's and the modern housewife beside the refrigerator were attention-compelling.

The modernistic models of the Majestic radio line lend themselves admirably to simple but effective displays as witness the Christmas display shown on these pages. The material supplied by the manufacturer was lithographed in several colors and certain pieces were designed to tie in with recent advertisement in national magazines. Window streamers accompanied the display.

Are your windows being used to produce sales? Are they paying their share of the overhead?



# Billion Dollar Markets (Continued from Page 13)

person need be apprehensive concerning the quality of the music they heard. The merchant might use such a statement in his promotional efforts but should add a clause to the effect that but a small percentage of radio listeners are equipped to properly enjoy the broadcast of the opera because of faulty reproduction by out-of-date sets.

**P**REDICTIONS of the probable sales of electrical refrigerators in 1934 made by leaders of that industry range as high as 1,600,000. There seems to be no doubt but that it will be a record-breaking year and there is ample basis for such assumptions. People want mechanical refrigeration. They are convinced that it is economical, lessens the housewife's drudgery, provides more appetizing foods, is an aid to health because of proper preservation of foodstuffs, and is invaluable as a handy social adjunct in supplying ice cubes and providing frozen desserts. In addition there is an element of pride of possession that might be likened to the ownership of a grand piano in olden days.

With such a degree of public acceptance established it is obvious that the one factor that will influence the number of sales of electric refrigerators this year is the extent of purchasing power.

The growing popularity of washing machines is said to be causing much concern to laundry owners throughout the country. The freedom from drudgery gained through the ownership of an electric washing machine is a boon to housewives. Those who purchased the machines were little loath to spread the glad tidings and more and more housewives returned to doing their own washing, but doing it without the back-breaking labor which accompanied such tasks in days past. And the tide in favor of washing machines is still running strong and so this industry is entering 1934 with optimism and the expectation of a record-breaking volume of sales.

And so it is with all of the other products which are sold by merchants in the radio field. Oil burners, electrical table appliances, phonographs and records, their desirability is growing day by day.

**A**S mentioned before the one factor that will wield the greatest influence is the purchasing power of the people. And every indication points to an increase in the buying power that was undreamed of but a few months ago. In his budget message to Congress President Roosevelt explained that he plans to get into circulation a billion dollars a month for the next six months. Six billion dollars is a lot of money and when actively circulating will benefit a lot of industries. BUT when the Does and Roes get their share of that money, will they satisfy their desires for a new radio receiver, or an electric refrigerator or washing machine or other product in our field, or will the persuasive salesmanship of the automobile dealer, or the real estate agent, or furniture merchant woo and win their dollars? The answer is up to the thousands of

radio and electrical merchants. They must be alert and alive to every opportunity and compete not only with one another but with every merchant in town. *It looks like a great year for those who will work to make it so.*

## • With the Record Makers

**B**RUNSWICK outstanding record releases of the month include a number of hits from recent film successes with the featured stars of the films recording the songs with which they've scored on the screen. This type of release has been welcomed by dealers inasmuch as the tie-up which can be made with the local theatres invariably causes profits to mount. Bing Crosby has recorded "Beautiful Girl," "After Sundown," "Temptation," "We'll Make Hay While the Sun Shines" and "Our Big Love Scene" from the score of the picture "Going Hollywood," in which he is starred. The Radio Rogues, who are featured in the same film, have recorded for Brunswick "The Radio Party," a 12-inch disc filled with imitations of well-known broadcasting personalities. It is a most unusual recording and promises to be a "best seller." Ruth Etting, co-star of "Roman Scandals," records the hit-song of this film, "No More Love," in the identical manner in which it is rendered in the picture.

**C**OLUMBIA continues its policy of adding big orchestra names to its list of recording artists. Ben Selvin, musical director of the recording laboratories, recently announced the signing of Emil Coleman, Ben Pollack and Benny Goodman to the Columbia roster. Emil Coleman, now playing at the Palais Royale, New York, has been popular for years as a society orchestra leader. His forte is show music. Ben Pollack, now at the Casino de Paree, plays smart, hot music. He has a following in all the big cities of the country. Benny Goodman, famous clarinetist, does the sophisticated type of dance music to perfection.

**V**ICTOR releases for February are of exceptional interest and variety. The Masterpiece Sets include a symphony in modern style, the Symphony No. 1 of Szostakovicz, played by Stokowski and the Philadelphia Orchestra; a quintet for piano and strings by Ernest Bloch, played by Alfredo Casella and the Pro Arte Quartet, and the comic opera, "The Bartered Bride," sung and played by the National Opera Company of Prague, conducted by Prof. Otakar Ostrcil. The Red Seal listings include baritone solos by Conrad Thibault, dramatic readings by Henry Ainley, soprano solos by Luīsa Tetrzzini, two piano recordings by Leonard Shure and Karl Schnabel, orchestral sketches by the Bleck-London Symphony Orchestra, tenor solos by Nino Martini, a revival of "The Merry Widow" and band marches by the Monahan Post Band.

# Trade News in Pictures



1. Exhibit of Ford auto radio, made by Majestic, at the Ford Exposition of Progress in New York City. 2. "Chick" Meehan and Ed Thorpe, famous football personalities, with Grunow Si-Lec-Trol radio receiver. 3. Robert Simmons, noted radio singer, turned Victor record salesman as a means of determining public tastes in music. 4. Phillip Lord,

*Radio Merchant, January, 1934*

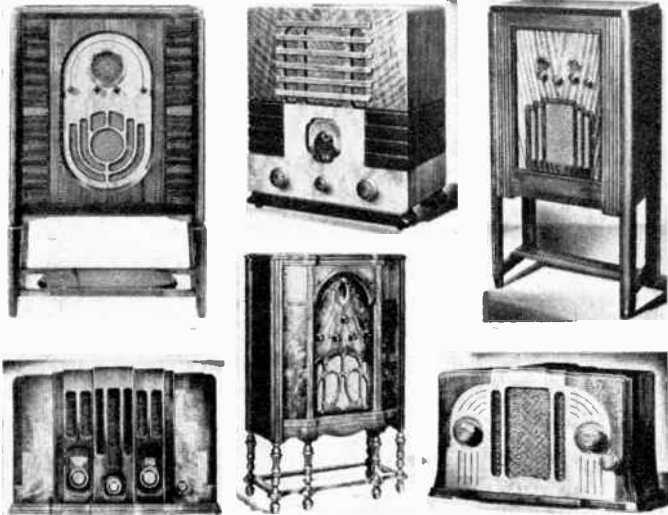
radio artist, with RCA Victor all-wave radio that is accompanying him on world cruise. 5. Zenith auto radio exhibit at the New York and Chicago automobile shows. 6. This packing case, set up in the main office of Stewart-Warner, holds the first 1934 model of the Stewart-Warner refrigerator line. 7. Tom Sheehy, three times president of the

Dancing Masters Association, teaching ballet routine to a group of his students, controlling the music with the Grunow remote control Si-Lec-Trol. 8. Beautiful showroom of Harry Alter, Inc., Chicago distributor of the products of the General Household Utilities Corp., manufacturer of Grunow radios and refrigerators.

# New Products

**RCA VICTOR CO., INC., Camden, N. J.** Model 115 is a 5-tube superheterodyne Moderne table model. Top and ends are of solid mahogany, front panel of mahogany veneered, with a large central walnut finished

speaker and set has police call reception. List price \$33. All prices slightly higher in West. Portable phonograph, model 219, is compact, lightweight with clock-type spring capable of playing two records without



**RCA Victor Line:** Upper—Models 222, 101, 210. Lower—Models 115, 26, 114

overlay and contrasting aspen overlay at sides. Has police band switch for tuning up to 2800 kilocycles; 5-inch electrodynamic speaker; continuously variable tone control; illuminated dial, kilocycle calibration. List price \$35.95.

Model 210 is a 5-tube superheterodyne Moderne console with cabinet of Oriental wood and heart walnut veneers, hand rubbed. Has police call reception, illuminated volume control and full-sized, 10-inch electrodynamic speaker. List price \$52.50.

Model 26 is a 10-tube superheterodyne, equipped with dual

rewinding. Other features include improved soundbox, moulded horn of fibrous material which eliminates metallic harshness, conveniently located crank, and a leather-covered holder capable of carrying twelve 10-inch records. Encased in a Fabrikoid-covered case of black or blue. List price \$19.75. Slightly higher in West.

Model 222 is a 6-tube superheterodyne console of modified Moderne design. Cabinet is of aspen, walnut and oriental wood veneers, hand rubbed. Has new type full-vision airplane dial with dual range; continuously variable tone control; automatic volume control; vernier tuning, from 540 to 3500 kilocycles; dial illumination, and full-sized 10-inch electro dynamic speaker. List price \$77.95. All prices slightly higher in West. **RADIO MERCHANT, January, 1934**

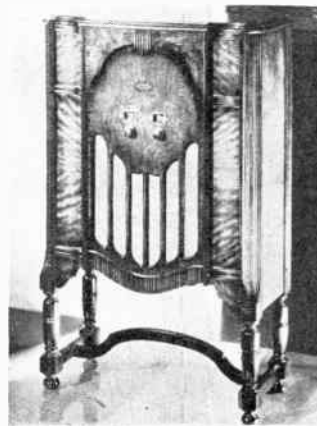
Further information on RCA Victor appears in advertisement on page 7.

**MAJESTIC, Chicago, Ill.** Air-cell receiver employing Majestic Duo-Valve superheterodyne circuit, self-shielded tubes and permanent-magnet dynamic



**Majestic Model 105**

speaker. Automatic volume control is provided. Operates on regular broadcast band and also receives police calls. Housed in console cabinet which holds complete outfit of batteries.

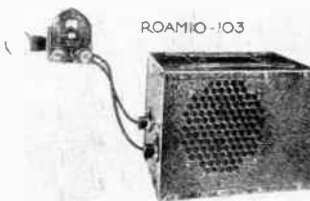


**Majestic Model 95**

Cabinet has all-over walnut finish with side panels of cross-banded sliced birch and a butt-walnut overlay on center panel. Same chassis is available in table model. **RADIO MERCHANT, January, 1934.**

Further information on Majestic products appears in advertisement on page 9.

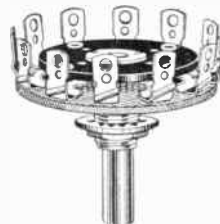
**CROSELY RADIO CORP., Cincinnati, O.** Crosley Roamio "103" auto radio receiver has such features as the Crosley Synchronode "B" eliminator, automatic volume control, tone control, 6-inch full floating mov-



**Crosley Auto Set**

ing coil dynamic speaker. Crosley Tenna-flex and under-car antenna. The Roamio "103" uses two double-purpose tubes in its 5-tube superheterodyne chassis. The set is housed in a small metal cabinet, 10 1/2 by 7 1/2 by 7 1/2 inches, and can be installed beneath dash by means of a single bolt mounting. List price \$44.50, complete with tubes. **RADIO MERCHANT, January, 1934.**

**H. H. EBY MFG. CO., INC., Philadelphia, Pa.** Model 34 wave band switch. Among characteristics are: Compact design, definite indexing, low capacity, single hole mounting, silver-plated

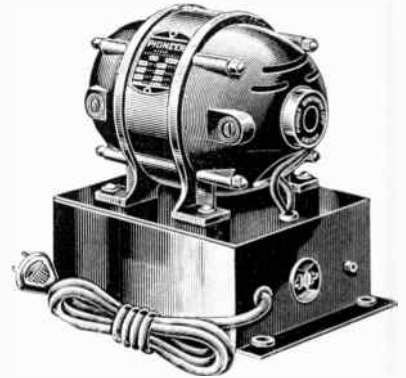


**Wave Band Switch**

contacts, low contact resistance, and floating contacts, grounded or ungrounded. Furnished in all combinations from single-pole single-throw to four-pole double-throw. **RADIO MERCHANT, January, 1934.**

**PIONEER GEN-E-MOTOR CORP., Chicago, Ill.** Conver-

ters for changing 32-volt and 110-volt direct current to 110-volt alternating current. Two series are available: Standard, which has a 110-volt, ampere rating which supplies ample power for operating all usual size AC radio receivers and most light electrical appliances, and



**Pioneer Converter**

the heavy duty series which has an output of 150-volt amperes and will operate the largest radio sets and many electrical appliances. Units are provided with complete filter systems and have many additional features. **RADIO MERCHANT, January, 1934.**

**SOUND ENGINEERING CORP., Chicago, Ill.** Test instruments: No. 90 unit is a multi-range Universal AC-DC voltmeter, milliammeter, and ohmmeter, providing 7 voltage ranges and 3 resistance ranges as well as means for measuring inductance, capacitance and impedance; No. 91 analyzer utilizes the versatility on the No. 90



**Test Instruments**

tester in providing a simple, direct point-to-point analyzer suitable for rapidly testing and locating troubles in radio receivers, audio amplifiers and vacuum tube apparatus in general; No. 92 oscillator is a modulated electron coupled signal generator, 110-volt AC and covers frequencies 90 to 1600 KC without use of harmonics when required; harmonics may be used to cover the higher frequencies. Units may be obtained separately or together in a carrying case with cable and adapters. **RADIO MERCHANT, January, 1934.**

**HYGRADE SYLVANIA CORP., New York City.** Several new type Sylvania tubes. Type 1A6 is a five-grid, electron-coupled detector-modulator tube, designed with a 2.0 volt filament especially for battery operation. This tube takes the place of two tubes required in conventional circuits; Type 2A6 is a 2.5-volt, double-diode, high-mu, triode tube identical with type 75 of the 6.3-volt group, except for the heater rating; it performs

*Radio Merchant, January, 1934*

# New Products

the duties of detector, amplifier and automatic volume control tube in receivers designed around its characteristics.

Type 6F7 is a pentode-triode tube, combining in one bulb an r.f. pentode unit and a triode unit which are independent of each other except for the cathode, which is common to both; has a wide range of circuit applications.

Type 53 is a complete Class B tube with two sets of triodes in one bulb. When employed in output service, no grid bias is required and a large power output is obtainable.

Type 76 is a general purpose triode tube of the 6.3-volt group and may be employed as an oscillator, detector or audio amplifier in either AC or DC service; except for heater rating this tube is similar to type 56 of the 2.5 volt group.

Type 35/51 tube is now being offered in place of types 35 and 51. RADIO MERCHANT, January, 1934.

Further information of Sylvania products appears in advertisement on front cover.

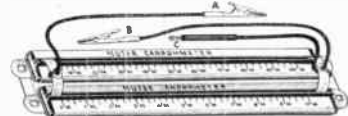
**RCA RADIOTRON CO., INC.,** Harrison, N. J. Four new types of cathode-ray tubes, a high voltage rectifier and a gas tri-



**Radiotron 903**

Ray Tube (high-vacuum electrostatic-magnetic type with 5-in. screen); RCA-905 Cathode-Ray Tube (high-vacuum electrostatic type with 5-in. screen); RCA-906 Cathode-Ray Tube (high-vacuum electrostatic type with 3-in. screen); RCA-878 High-Voltage Rectifier (high-vacuum), and RCA-885 Gas-Triode (sweep-circuit oscillator). RADIO MERCHANT, January, 1934.

**MUTER CO.,** Chicago, Ill. Muter candohmeter is a uniform, wire-wound resistor insulated from and enclosed within a metal housing with a narrow slot on top permitting contact with the resistor at any desired point. A contactor or test prod. mounted in an insulated handle, is furnished with each candohm-



**Muter Candohmeter**

eter. The device was designed for the service man to serve the following purposes: to determine the proper resistance to replace a defective resistor; as a voltmeter multiplier, enabling measurement of high voltages with a low range voltmeter, and as a calibrated resistor for use in experimental work. RADIO MERCHANT, January, 1934.

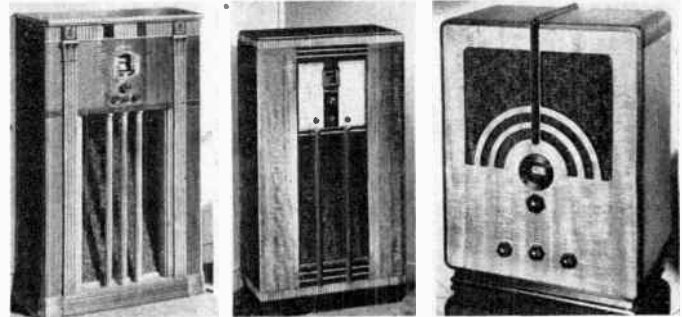
**PHILCO RADIO & TELEVISION CORP.,** Philadelphia, Pa. Model 14 MX, available in four cabinet styles, is a 9-tube receiver with super class "A" audio system, inclined sounding tone control, shadow tuning, manual tone control, automatic volume control, illuminated station recording dial, full floating chassis and patented floating

condenser. Receives all police calls. List price \$100.

Model 19X, available in two cabinet styles, is a 6-tube receiver with pentode audio system, standard speaker, bass

police calls. List price \$75.

Model 60MB is a 5-tube table model, available in two cabinet styles with pentode audio system, standard speaker with manual tone control, automatic

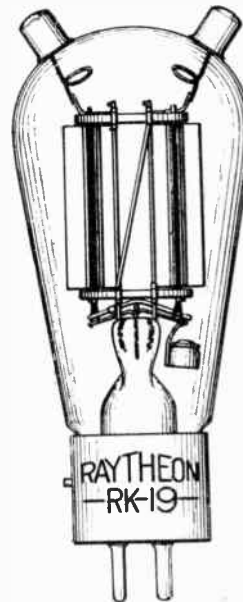


**Philco Models, Nos. 19X, 14MX, 60MB**

compensating tone control, shadow tuning, manual tone control, automatic volume control, illuminated station recording dial, full floating chassis and floating condenser. Receives

volume control, illuminated station recording dial, full floating chassis and floating condenser. Receives police calls. List price \$37.50. RADIO MERCHANT, January, 1934.

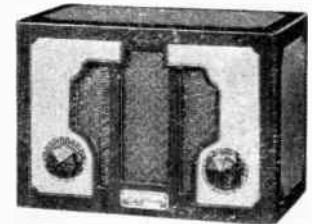
**RAYTHEON PRODUCTION CORP.,** New York City. Vacuum-type, high-voltage rectifier tube for the amateur, Raytheon RK-19. It is a full wave vacuum rectifier, having the advantage of low voltage drop, ap-



**New Raytheon Tube**

proaching that of the mercury vapor type, combined with freedom from RF noise generation. RK-19 is a narrow space rectifier of the same general class as the Raytheon type 83-V but with much heavier plates and better insulation. Fills the gap between types 866-A and 83-V. RADIO MERCHANT, January, 1934.

**HI-LO RADIO CO.,** Chicago, Ill. Model TMMA is a 4-tube receiver employing t.r.f. circuit using Litz coils; operates on AC or DC and covers range from police calls to top of broadcast band; 5-inch magnetic speaker is used. Housed in satinwood and walnut case, measuring 8 inches by 5 1/2 inches by 4 1/2 inches, weighs 5 1/2 pounds. Model TDDA is a 4-tube t.r.f.



**Model TMMA**

receiver with full pentode amplification, 5-inch dynamic speaker and built-in aerial. Covers police calls and regular broadcast channels. Housed in



**Model TDDA**

cabinet of burl-buttnut; dimensions are 8 inches wide by 5 1/2 inches high by 4 1/2 inches deep; weighs 6 pounds. RADIO MERCHANT, January, 1934.

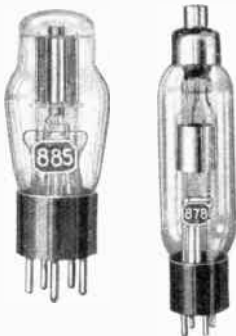
**N. Y. I. R. S. M. Meetings**  
The New York Section of the Institute of Radio Service Men report that meetings during February will be held at the Pennsylvania Hotel, New York. On the 12th Victor Mucher, of Clarostat Mfg. Co., will speak on the subject: "Volume Controls and Associated Circuits." On the 26th Frederick L. Horman, of R.C.A. Institutes, will conclude the lecture he delivered recently on "A. V. C. Circuits."

The Brooklyn Chapter will hold its meeting in the office building of the Brooklyn Edison Co., 350 Pearl St., near Boro Hall, on February 15.



**Radiotron 905**

ode. The designations for these six types follow: RCA-903 Cathode-Ray Tube (high-vacu-



**Radiotrons 885, 878**

um electromagnetic type with 9-in. screen); RCA-904 Cathode-

Radio Merchant, January, 1934

# News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

## Majestic Officials Enthuse Over New Refrigerator Models

Mailing Pieces Sent to Majestic Dealers and Prospective Dealers Promise "Most Salable Line in America"

Majestic, which won high honors at the Direct Mail Advertising Convention in 1933 for the excellence of its direct mail campaign, is continuing to maintain

its lofty standard, judging by two mailing pieces which were sent to all Majestic refrigeration dealers and prospective dealers earlier this month. One entitled "Preview" showed the group of Majestic executives examining a new Majestic refrigerator. This photograph



Majestic officials view new refrigerator

is shown herewith. In the brochure it was reproduced in sepia and on the opposite page were given the comments of the various officials. Le Roi J. Williams, general manager, said: "The finest refrigerator this industry has ever seen"; John F. Ditzell, general sales manager: "Majestic dealers are going places with this line"; M. E. Paradise, general works manager: "We've got more than style—we've got everything"; George Bryant, assistant sales manager: "As smart as our 'Smart Set' radios"; Earl L. Hadley, advertising manager: "Style is selling refrigerators—and we've got it"; R. C. Haimbaugh, chief refrigeration engineer: "By far the most efficient models we've ever had"; Floyd Masters, assistant sales manager: "They're knockouts — for beauty and performance." B. J. Grigsby, in a memorandum to friends of Majestic, said: "When Majestic executives gathered to inspect the first 1934 Majestic refrigerator, the comments were the most enthusiastic that I have ever lis-

tened to in all my long manufacturing experience. I can only say that this enthusiasm is justified by the facts. You can expect great things of Majestic refrigeration in 1934—and you will not be disappointed."

These messages were enclosed in a striking cover of red and white with inside covers of red and silver. All in all the mailing piece was unusually attractive. Equally effective was the second mailing piece, titled, "Ready for '34." This caption appeared in yellow on a black background on the cover. Inside one page printed in sepia are three photographs showing manufacturing processes, and on the opposite page is a message to "Friends of Majestic." This message reads in part: "With a new year at hand, we want to tell you what Majestic is doing, has been doing, in refrigeration.

"For months we have been getting ready for 1934. For months our engineers and designers have been working, night and day, on our new line.

"And we can tell you, in all candor, that they have accomplished great results.

"They have taken every strong point in Majestic refrigeration and made it stronger. They have studied every criticism, however trifling, and answered it by an improvement that puts Majestic ahead of competition. . . .

"We want you to feel that you are an 'insider' in these developments. Important news about them will be on its way to you soon. But the biggest thing we can tell you now is that Majestic dealers in 1934 will be offering the most salable refrigeration line in America.

"That is our firm conviction—and we believe that in a very few weeks you'll feel like wiring us: 'You're right!'"

tened to in all my long manufacturing experience. I can only say that this enthusiasm is justified by the facts. You can expect great things of Majestic refrigeration in 1934—and you will not be disappointed."

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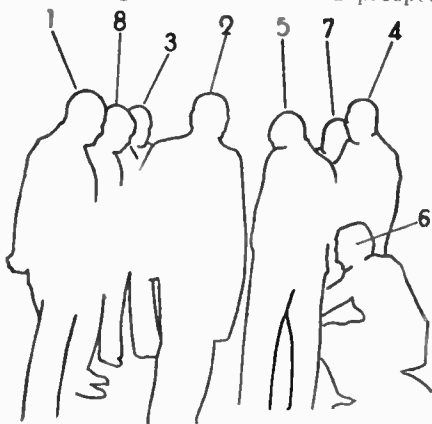
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"That is our firm conviction—and we believe that in a very few weeks you'll feel like wiring us: 'You're right!'"

## Majestic Factories Report Increase in Employment

During the first week of January more than 600 employes were added to the payrolls of Majestic, manufacturer of radios and refrigerators, according to a statement issued by Le Roi J. Williams, the company's general manager. With this added force upwards of 2,000 employes are engaged in the manufacture of Majestic products, with every indication that the present number will be further augmented as production is increased for the refrigeration season.

During its peak seasons, spring and fall, Majestic is one of the city's largest employers of labor, more than 5,000 being employed at such times. Through its huge purchases of raw materials this company contributes greatly to the gainful employment of thousands of people in many industries throughout the country.



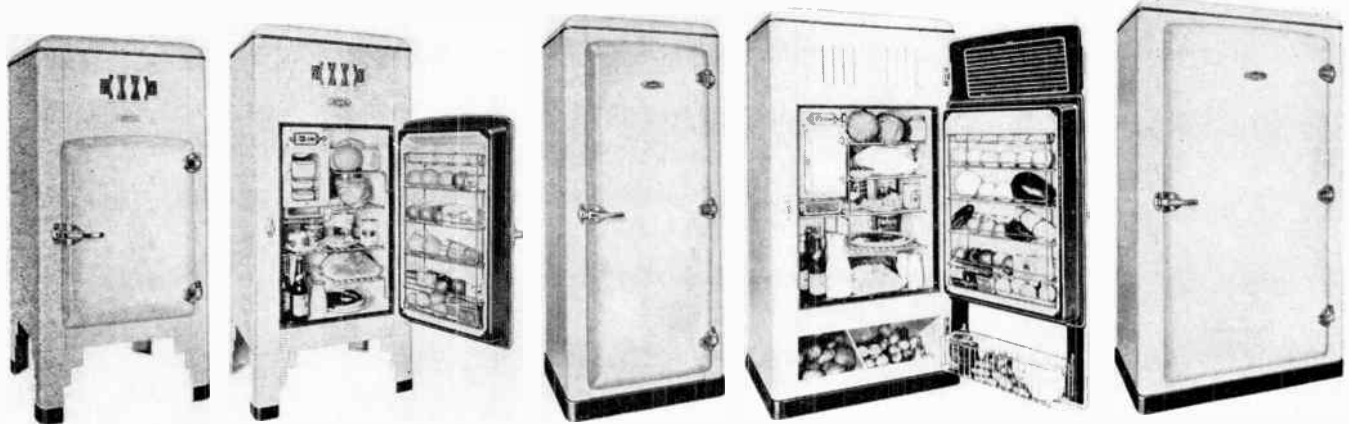
Key to above illustration: 1, Le Roi J. Williams; 2, John F. Ditzell; 3, M. E. Paradise; 4, George Bryant; 5, Earl L. Hadley; 6, R. C. Haimbaugh; 7, Floyd Masters; 8, B. J. Grigsby

# New Products in the Allied Field

**CROSLY RADIO CORP., Cincinnati, O.** Five new models of Crosley electrical refrigerators including three new Tri-Shelvador models. The Tri-Shelvador units include the Shelvatray, a convenient shelf-tray which

has several exceptional features. Chief one is ability to create a general circulation of warm air, thus providing a uniform heat throughout room rather than concentrating it in one spot. This circulation is estab-

lished by means of an electrical fan built into the unit. Accurate automatic thermostatic control is another feature. Is housed in an insulated metal case and may be carried from room to room while still hot. A heavy grill prevents contact with heating elements. Unit is light in weight and its dimensions are 10 $\frac{1}{4}$  by 7 by 5 $\frac{1}{4}$  inches. Temperature with 1000-watt coil, complete



**New Crosley Refrigerators: Shelvador Models EA-35, EA13; Tri-Shelvador Models, E13, E55, E70**

may be lowered when door is opened, filled with articles of food and carried on the tray from refrigerator in one trip; the Shelvatray for non-perishables a handy open grill container attached to lower portion of door, and the Storabin, a roomy space for non-perishable vegetables, etc. The additional space required for these features has been provided by building the cabinet down to the floor. The Tri-Shelvador is available in three sizes: Model E-43, net storage capacity 4.3 cu. ft.; shelf space 9.15 sq. ft.; 42-cube ice freezing capacity; dimensions, 56 $\frac{1}{2}$  by 23 $\frac{1}{2}$  by 24 $\frac{1}{2}$  inches; list prices,

with cord, lists at \$7.50; another model, equipped with 600-watt coil and without thermostat, lists at \$5.50. RADIO MERCHANT, January, 1934.

lished by means of an electrical fan built into the unit. Accurate automatic thermostatic control is another feature. Is housed in an insulated metal case and may be carried from room to room while still hot. A heavy grill prevents contact with heating elements. Unit is light in weight and its dimensions are 10 $\frac{1}{4}$  by 7 by 5 $\frac{1}{4}$  inches. Temperature with 1000-watt coil, complete

**GIBSON ELECTRIC REFRIGERATOR CORP., Greenville, Mich.** New Gibson refrigerator line, model LR 634, has gross capacity of 6.32 cu. ft.; net capacity, 6.05 cu. ft.; shelf and floor area 11.62 sq. ft.; ice cubes, 77, has two single and one double depth trays; exterior finish, lacquer. Model PR 634 has same specifications with porcelain exterior.

Model L 2-864 has gross capacity of 8.6 cu. ft.; net capacity, 8 cu. ft.; shelf and floor area of 14.103 sq. ft.; ice cubes, 98; has three single and one double depth trays; exterior finish, lacquer. Model P2864 has same specifications as above with porcelain exterior.

Model LR 504—gross capacity, 4.97 cu. ft.; net capacity, 4.72 cu. ft.; shelf and floor area, 8.08 sq. ft.; ice cubes, 63. Trays: One single and one double depth. Exterior finish, lacquer.

Model SR 534—gross capacity, 5.22 cu. ft.; net capacity, 4.94 cu. ft.; shelf and floor area, 8.69 sq. ft.; ice cubes, 56. Trays: One single and one double depth. Exterior finish, lacquer.

Model SR 724—gross capacity, 6.86 cu. ft.; net capacity, 6.56 cu. ft.; shelf and floor area, 11.77 sq. ft.; ice cubes, 77. Trays: Two single and one double depth. Exterior finish, lacquer.

Model LR 774—gross capacity, 7.65 cu. ft.; net capacity, 7.36 cu. ft.; shelf and floor area, 13.10 sq. ft.; ice cubes, 98. Trays: Three single and one double depth. Exterior finish, lacquer. Model PR 774—Same specifications as above with Porcelain exterior.

Model LR 574—gross capacity, 5.76 cu. ft.; net capacity, 5.51 cu. ft.; shelf and floor area, 9.33 sq. ft.; ice cubes, 63. Trays: One single and one double depth. Exterior finish, lacquer. Model PR 574—Same specifications as above with Porcelain exterior.

Model LR 504—gross capacity, 4.97 cu. ft.; net capacity, 4.72 cu. ft.; shelf and floor area, 8.08 sq. ft.; ice cubes, 63. Trays: One single and one double depth. Exterior finish, lacquer.

Model LR 494—gross capacity, 4.71 cu. ft.; net capacity, 4.50 cu. ft.; shelf and floor area, 7.41 sq. ft.; ice cubes, 63. Legs (Standard), 11 in.; also available in legs of 2 in. to 13 in. lengths. Trays: Three single depth. Exterior finish, lacquer. RADIO MERCHANT, January, 1934.

Further information on Gibson products appears in advertisement on page 1.

**EASY WASHING MACHINE CORP., Syracuse, N. Y.** Two new Easy models, incorporating new Spirallator principle, an underwater impeller type of washing said to have thirty-one improvements over previous types. Easy officials list six advantages which are a direct result of this new type of action. They are: gives fabrics three times the washing life; increases speed 35 to 50 per cent by thoroughly cleansing 50 per cent more pounds per hour; accomplishes real thoroughness in cleansing; freedom from



**Easy Spirallator Model**

noise and vibration; extra conveniences; performs extra savings.

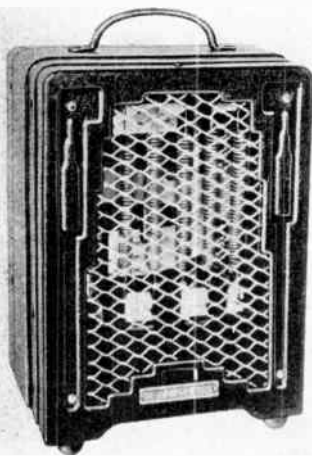
Models with Spirallator have capacity of from 9 to 9 pounds and each piece is being



**Easy Spirallator Model**

washed at the time with constantly flexing motion. Clothes and water move in one course with no reversing avoiding tangling and permitting clothes to be picked up rapidly for feeding into wringer or dryer. Spirallator models have adjustable capacity and so less soap and hot water are needed for small loads. RADIO MERCHANT, January, 1934.

Further information on Easy products appears in advertisement on page 5.



**New Crosley Tempetator**

white lacquer exterior, \$135; porcelain exterior, \$160.

Model E-55, net storage capacity 5 $\frac{1}{2}$  cu. ft., 11.6 sq. ft. shelf space, 63-cube ice freezing capacity, dimensions 57 $\frac{1}{2}$  by 29 by 25 $\frac{1}{2}$  inches; list prices, white lacquer exterior, \$157.50; porcelain exterior, \$185.

Model E-70, net storage capacity 7 cu. ft., shelf space 14.9 sq. ft. 84-cube ice freezing capacity; dimensions 58 $\frac{1}{2}$  by 32 $\frac{3}{4}$  by 26 $\frac{1}{2}$  inches; list prices, white lacquer exterior, \$185; porcelain exterior, \$215.

Two less expensive models, without the Tri-Shelvador features except the Shelvador itself are: Model EA-35, 3 $\frac{1}{2}$  cu. ft. net storage capacity, 7 $\frac{1}{2}$  sq. ft. shelf space, 42-cube ice freezing capacity; dimensions, 48 $\frac{1}{2}$  by 23 $\frac{1}{2}$  by 24 $\frac{1}{2}$  inches; list price, white lacquer exterior, \$99.50; porcelain exterior, \$119.50.

Model EA-43, 4.3 cu. ft. net storage capacity; 9.15 sq. ft. shelf space, 42-cube ice freezing capacity, dimensions 54 $\frac{1}{2}$  by 23 $\frac{1}{2}$  by 24 $\frac{1}{2}$  inches; list price, white lacquer exterior, \$117; porcelain exterior, \$139.50.

Among features found in all Crosley Shelvador models are included: self-contained removable refrigerating unit, ventilated front, temperature control, no-stop defrosting control, white porcelain interiors, flat bar shelves, interior illumination, brass chromium-plated hardware, and the Shelvador.

New Tempetator, portable electrical heater,

Radio Merchant, January, 1934

## Gibson Girl Contest Stimulated Sales for Refrigerator Dealers

Zone Winners Chosen—Charles Dana Gibson to Make Final Selection  
—Window Display Awards Made

For several months Gibson electric refrigerator dealers throughout the United States in cooperation with local motion picture theatres, newspapers, amusement parks, etc., have been seeking to find the

Booth, Omaha, Neb., were chosen. The zone winners will receive \$250 each in cash, and the final winner will receive \$1,250 in cash and a free trip to some interesting, historic city in the United



Selecting the winners in the Gibson Girl Window Display Contest. Left to right, Frank S. Gibson, Jr., Earl Wilson, Meredith Dick, Louis Hamper, Verna Kraft, William Browne

modern counterpart of the famous Gibson girl of the gay '90s. Thousands of beautiful young ladies entered their photographs in this unusual contest being conducted by the Gibson Electric Refrigerator Corp. and the judges, including Frank S. Gibson, Jr., vice-president in charge of sales; Earl Wilson, Meredith Dick, Louis Hamper, Verna Kraft and William Browne, were hard put to select the zone winners, so charming and beautiful were the entrants. However, the job was finally done and Gertrude A. Baker, of Irving, N. J.; Jean Corrigan, of Kansas City, Mo.; Dorothy Mac Pierce, of Los Angeles, Cal., and Frances

States as the guest of the Gibson Corp. Charles Dana Gibson, the creator of the original Gibson girl and world-famed artist, has consented to select the winner from the zone leaders.

The contest has been eminently successful in securing publicity for Gibson dealers who participated. Local newspapers gave the contest columns of free publicity and in many instances local screen theatres were glad to cooperate.

Union-May-Stern, St. Louis, Mo., Altenberg Piano Co., Elizabeth, N. J., and Barker Bros., Los Angeles, Cal., were the winners of the Gibson Girl window display contest.

### Grunow Refrigerator Production Being Increased

Production of the 1934 line of Grunow electric refrigerators started the first week in January with a schedule of 250 units a day, which will be increased progressively to the productive capacity of 1,500 a day, it is announced by William C. Grunow, president of General Household Utilities Co.

At the same time Mr. Grunow forecast a year of good business for the industry and estimated that 1934 will see the sale of approximately 1,250,000 units compared with somewhat over 1,000,000

refrigerators in 1933.

Several hundred workers will be put back on the payrolls of General Household in January, with renewal of refrigerator production which was halted temporarily to allow installation of new and additional machinery and expansion of factory facilities. The number will be gradually increased until the anticipated productive force of approximately 3,500 workers is employed, Mr. Grunow stated.

The company, which also manufactures Grunow radios, has increased its refrigerator production space to 350,000 square feet and spent some \$500,000 for machinery and other expansion work.

## May Corp. Jobbing Wurlitzer Lines

Newly Formed Distributing Firm Is  
Wholesaling Lyric Radios and Mohawk Washers and Refrigerators

Homer E. Capehart, director of sales for the Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y., has announced the appointment of the D. W. May Corp., New York City, as distributor of Wurlitzer Lyric radios, Wurlitzer-Mohawk electric refrigeration and Wurlitzer-Mohawk electric washers in the Metropolitan New York and New Jersey territory.

This arrangement becomes effective the latter part of January and brings to light for the first time the creation of a new distributing organization of major importance. D. W. May, who heads the newly incorporated D. W. May Corp., is widely and well known, having been long identified with radio distribution in the Metropolitan New York area, and the more recently organized May International Corp., the latter specializing in the importation and distribution of a quality group of wines, beers and liquors on a national scale.

The sales department of D. W. May Corp. is being enlarged and organized so that it will be in full readiness to launch its initial drive on the trade. Unusual and striking promotional effort is promised when the first advertising and marketing campaign is launched. This will not be exactly surprising because May originality and May thoroughness have long been models in the radio and electric trade.

Under May leadership the Wurlitzer



D. W. May

line becomes a real factor in the New York area. With May methods and May enthusiasm back of Wurlitzer products, real competition and an awakening of sales effort will be felt throughout the entire field, with welcome and stimulating effect.



## Easy Introduces the Spiralator, an Exclusive Washing Principle

New Action, Claimed to Be Better in Thirty-one Different Ways Than Former Methods—Extensive Campaign Planned

The Easy Washing Machine Corp., Syracuse, N. Y., has just announced two new models, both of which are provided with the Spiralator, a new exclusive patented washing action, said by officials of



L. R. Boulware

the company to be better in thirty-one different ways than former washing methods. The Spiralator principle is said to keep each piece of fabric in constant action along a constant path, flexing gently, with several times the number of passages across the impeller as would occur in the ordinary type.

L. R. Boulware, general sales manager of the Easy organization, in commenting on the new models and the introduction of the new Spiralator principle, said:

"What the dealer has needed in the under-water impeller field is what Easy dealers have had right along in their stable, profitable vacuum-cup business. The dealer has needed a washer whose obviously superior performance would quickly win both an eager acceptance and a profitable price from the consumer—a washer which at the same time would surely brand as misrepresentation the claims of others that theirs was just as good.

"Five years ago, when Easy entered the popular under-water impeller field, the need was recognized for such a protected profit opportunity. Intensive research in our own laboratory in this direction has now come to a brilliant conclusion—the new Easy Spiralator! Here at last is a washing principle which can not be even remotely imitated by cheap competition. It is different and better in thirty-one ways, each point of difference being covered by a separate allowed

claim in Patent No. 1,923,580. The Spiralator is not only different in appearance, but obviously different in results. These worthwhile results are so startling as to be completely revolutionary, and yet so obvious that any home-maker can discern them in a five-minute demonstration.

"The dealer has a new volume opportunity—with profit protection—in this new, exclusive, patented washing action. The price will be higher than that of ordinary under-water impellers, but still low enough for the consumer eagerly to pay the difference for the extra functions secured—the margin will be sufficient for advertising, canvassing, demonstrations and creative sales programs. The Easy factory organization will help in the creation and conduct of this profitable selling program."

Among the advantages said to be possessed by Spiralator models over other types are that they give fabrics three times the washing life, increase the speed 35 to 50 per cent; wash 50 per cent more load at a time, and effect economies in time and money. Descriptions and illustrations of the two new Easy models in the "New Products in the Allied Field" section of this issue.

Mr. Boulware states that a comprehensive and continuous trade and consumer advertising campaign will be carried on the Spiralator. This will be supported in each territory by the Easy field organization.

### Easy Declares Dividend

The Easy Washing Machine Co., Syracuse, N. Y., has declared a dividend of 50 cents on the common stock, payable January 15, to holders of record as of January 5. J. C. Nelson, vice-president and general manager, stated that the dividend had been amply covered by earnings for 1933. He said the company's current ratio is approximately ten to one, cash and liquid securities having a value of \$1,500,000. The Easy organization is introducing new models incorporating a new washing principle. Details concerning this appear in the New Products Section of this issue.

### Voss Has Record Month

Edward F. Voss, sales manager of the Voss Bros. Mfg. Co., Davenport, Ia., reports that November, 1933, was the largest production month in the fifty-seven years of history of the company. He gives credit for the showing to the Government's recovery program and the NRA set-up.

## Sparton Launches Series of Broadcasts

Wide Network of National Broadcasting Co. Engaged for Series—Well-known Stars to Entertain

Prompted by the success of its Christmas season series of radio programs, the Sparks-Withington Co., maker of Sparton radios and refrigerators, automobile horns and radio tubes, launched a new series of programs over the Red Network of the National Broadcasting Co., Sunday afternoon, December 31.

The Sparton program is a new addition to the group of "Big Time" radio programs on the air at present and brings Richard Himber's famous Ritz-Carlton Orchestra to the air. Frances Langford, one of radio's newest stars, who was discovered by Rudy Vallee and is known as the "little girl with the deep voice," is the featured singer. The Three Scamps, Jay Fallon, Dal Calkins and Edwin MacDowell, who are well known to NBC audiences, add a lively touch to this program. Joey Nash, popular vocalist, also appears on the Sparton program, which is heard from 3:30 to 4:00 p. m., E.S.T., every Sunday throughout the country.

### Grunow Programs on the Air

More than fifty radio stations in all parts of the country are broadcasting high-class entertainment and messages on behalf of Grunow radios and electric refrigerators, manufactured by General Household Utilities Co., Chicago, Ill.

Many Grunow distributors and dealers are now using the programs and the number is increasing rapidly.

The programs, known as the "Grunow Varieties," are by electrical transcription and were made by General Household, under the direction of Duane Wanamaker, advertising manager, as another of the many effective promotion helps supplied to distributors and dealers.

### Resumes Original Name

Candidly admitting that a mistake was made when the company's name was changed to "Tricold," in 1932, President T. Irving Potter announces resumption of the original designation, Potter Refrigerator Corp.

"Not until it was pointed out to us recently that the Potter is one of only six recognized refrigerators on the market which were being manufactured in 1926," says Mr. Potter, "did we realize that in adopting the name 'Tricold,' we had unwittingly sacrificed a valuable business asset—the public consciousness of the unbroken continuity of tradition and progress which lies behind our product."

## Sylvania Tube Engineers Form Technical Society

For the purpose of fostering a better understanding of tube research and manufacturing activities, a greater knowledge of radio advances, and a splendid spirit of good fellowship, the engineers of the Sylvania radio tube plant at Emporium, Pa., have formed the Sylvania Technical Society.

The new organization is headed by Raymond Hoffman, as president; Ray Carlson, vice-president; C. Ross Smith, secretary, and Willis Toner, treasurer. There is an advisory council of five, representing all technical groups in the factory, such as engineering, chemical laboratory, test, tube application, and factory engineering. The present active membership is sixty, with ten to fifteen more members anticipated.

The Sylvania Technical Society meets once a week as a discussion group. A formal meeting is held each month, featuring the presentation of a technical paper by a local or visiting engineer or authority. Interesting papers have already been delivered.

## New York City Radio Dealers Organize

The New Deal Radio Retailers' Association has been organized in New York City and for the past two months the officers and directors have been busy day and night in working on matters of vital importance to the trade. This executive board has studied the rejected Code of Fair Competition of the distributors' division and will very shortly report progress on the work it has undertaken. The officers and directors of the new organization are: President, P. R. Bowers, Aeolian Co.; vice-president, Louis Leibowitz, Leibowitz Radio Corp.; treasurer-secretary, Jules Frank, Michaels Bros.; directors, Robert Howard, Howard Radio Co., Inc.; Louis LeWinter, LeWinter Radio Stores; Alf. Hanssen, C. A. Hanssen & Bro., and David Feiner.

## Utah Introduces Battery Charger With New Features

The Utah Radio Products Co., Chicago, Ill., has just introduced a battery charger suitable for any type automobile. It has a charging rate of three amperes, tapering to one ampere as the battery approaches full charge. It has a receptacle attachment bracket which mounts on the steering post and both A.C. and D.C. circuits are fused. Other features include a safety pilot light and a 19-foot high quality rubber covered cable with an unbreakable rubber plug. It is 7 inches long, 2¾ inches wide and 4¼ inches deep. Henry C. Forster, chairman of the board of the company, anticipates a large demand for the new product in view of the popularity of auto radio.

## RMA News

As a special and effectual measure to assist RMA manufacturers of parts, accessories and raw materials, a plan to have all RMA members "Buy RMA" in their purchases was adopted unanimously by the association's board of directors at their meeting January 11 in New York City. The movement also is designed to increase RMA membership.

By joint action of the radio industry, both manufacturers and distributors, at a meeting of the RMA board of directors, a far-reaching step for a national clean-up and wide improvements in radio merchandising practices was taken. Through the operation of NRA codes for radio manufacturers and also wholesalers, it is hoped to wipe out many of the damaging practices prevalent in merchandising radio. RMA directors discussed in detail the industry's many harmful selling practices and joined with the Radio Wholesalers Association toward development through the NRA in Washington of a code for wholesaling and retailing of radio which will eliminate widespread evils in radio selling.

A plan recently discussed by leading radio engineers for commercial development next fall or winter of high fidelity receiving sets was presented in detail to the RMA board of directors on January 11 by Dr. Alfred N. Goldsmith, prominent consulting engineer of New York. Cooperation between the RMA, the Institute of Radio Engineers, the National Association of Broadcasters, and, in fact, all radio interests in development and commercial presentation of a greatly improved type of receiving set was outlined.

## Lou deGarmo Buys Into Firm

Louis deGarmo, vice-president of Hirshon-Garfield, Inc., well-known advertising agency at 10 E. 40th St., New York, has acquired an interest in the firm and the name of the agency has been changed to Hirshon-Garfield & deGarmo, Inc. "Lou" deGarmo needs no introduction to the radio industry for he has been identified with merchandising and advertising activities in this field for the past ten years.

## Brunswick Holds Sales Meeting

Managers of the Brunswick Record Corp.'s branches attended a general sales conference in New York City during the period from December 27 to January 4. Plans for the coming year were thoroughly discussed and all branch managers as well as executives of the corporation were highly enthusiastic over the possibilities of 1934 record business. Visits to the company's factory at Scranton, Pa., were made.

## Verdict Against Grigsby- Grunow Co. Is Set Aside

The verdict rendered in the Municipal Court on November 19, in favor of Jos. H. Tigerman against Grigsby-Grunow Co. for \$26,250, was set aside on January 3 and a new trial ordered by Judge Justin F. McCarthy.

Tigerman is one of the parties who joined in the bankruptcy petition recently filed in the Federal Court and dismissed by Federal Judge Barnes. His claim is for royalties alleged to be owing under a contract relating to an alleged invention for battery eliminators. No patent was ever granted to him, however, and the company claims that the contract was terminated in accordance with its terms.

Judge McCarthy, in vacating the verdict and ordering a new trial, stated he was firmly convinced that the verdict should have been for the defendant and not for the plaintiff. The Grigsby-Grunow Co. was represented by its general counsel, Albert F. Mecklenburger and Thorley Von Holst.

## J. E. Otis, Jr., Elected Stewart-Warner President

Joseph E. Otis, Jr., has been elected president of the Stewart-Warner Corp., Chicago, Ill., manufacturer of Stewart-Warner radios, refrigerators and automotive products. Mr. Otis has been executive vice-president since last July and has been connected with the affiliated Alemite Corp. since 1921. He fills the position vacant since the resignation last July of C. B. Smith. Directors of the company elected T. T. Sullivan as acting secretary.

## Sets Aside Claim Against Victor

The United States Circuit Court of Appeals has set aside the claim of David Graves George, of Richmond, Va., against the Victor Talking Machine Co., that he was the author of the famous folk ballad "The Wreck of the Old 97."

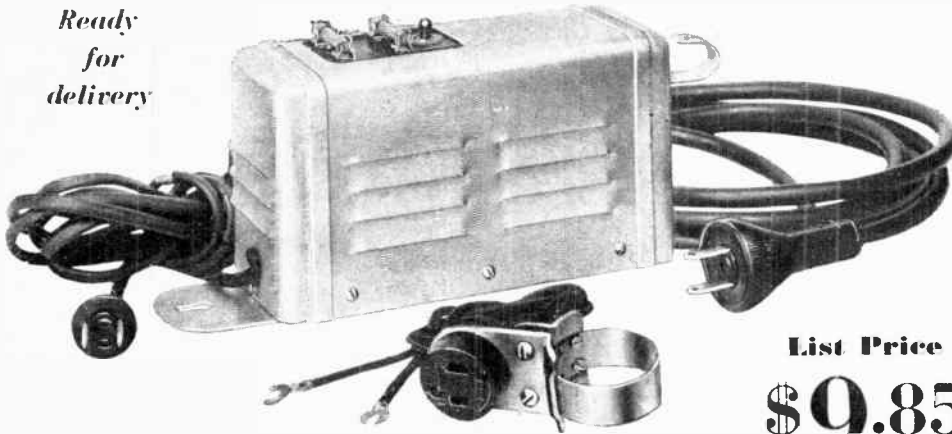
This decision completely reverses the decision of the United States District Court, which found for the plaintiff and ordered an accounting by the Victor company on the number of records sold. In a unanimous opinion written by Judge J. Warren Davis, the court declared "The evidence establishes without a doubt that George was not the author of the ballad" and decided that George had obtained the words of the song from an old record made by Victor.

## H. E. Richardson in Crosley Post

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., recently announced the appointment of H. E. Richardson as assistant to the president in charge of sales. Mr. Richardson was formerly a member of the firm of Young, Lorish & Richardson, Chicago distributors of radio electric appliances.

# UTAH Battery Charger

Ready  
for  
delivery



Size—7" long, 2 3/4" wide, 4 1/4" high. Weight 6 lbs.

List Price  
**\$9.85**

Packed one to a carton

**C**HARGING rate—3 amperes, tapering to one ampere as battery approaches full charge • Receptacle attachment bracket—mounts securely on steering post. Fits all cars • Both AC and DC circuits fused • Safety Pilot Light • Equipped with 19 ft. of high quality rubber covered cable and non-breakable rubber plugs.

**Order out samples and cash in on a live item.**

**UTAH RADIO PRODUCTS COMPANY • 820 Orleans Street. CHICAGO**

## L. M. Guth Rejoins Emerson Organization

**Well-known Credit Executive Who Has Been Active in Credit Association Work Again With Firm**

One of the important features marking the Emerson new program for 1934 is the addition of Miss L. M. Guth to their executive force. Miss Guth is well known to the trade throughout the music industry through her many years of contact with dealers and jobbers. She started her business career with the Emerson Phonograph Co. at the time of its inception and her diligent and efficient service as credit manager played a great part in their growth at that time to the position of third largest manufacturer of phonograph records.

In 1922, when Ben Abrams took over the affairs of the Emerson Phonograph Co. and formed the Emerson Radio & Phonograph Corp., Miss Guth worked with him several years and helped him establish the new company. Miss Guth then accepted the post of credit manager with the Plaza Music Co., with which company she was connected for nine years.

Among Miss Guth's outstanding achievements is her active work with the New York Credit Men's Association, serving on numerous committees of this nationally important unit. She has also served the National Credit Women's

Groups throughout the country for eight years, acting as their chairwoman.

With Miss Guth again assuming her duties as head of the credit and order departments for the Emerson Radio & Phonograph Corp., Mr. Abrams feels confident that the numerous Emerson accounts throughout the country will be satisfactorily served. Miss Guth takes up the work heretofore conducted by Charles Robbins, who is now devoting all his time to the development of Emerson sales in conjunction with Ralph B. Austrian, sales manager.

## Zenith Opens Detroit Office for Auto Set Division

The opening of a new sales and engineering office in Detroit for the Automobile Radio Division of the Zenith Radio Corp. was announced by Ray S. Erlandson, manufacturer's sales manager.

Spacious quarters with equipment to carry on engineering and design directly to the car manufacturers located in the Detroit area are located at Suite 874 of the Maccabee Building. Grant Eller and L. L. Kelsey, well known in the radio trade, are in charge of the Detroit activities for Zenith.

Prospects for a most successful year among car manufacturers are very bright, according to reports from Zenith headquarters. Substantial orders have already been received from a leading auto manufacturer and a number of others are now pending.

## IRSM to Hold Second Regional Convention

The general office of the Institute of Radio Service Men is busily engaged in making preparations for the Second Annual Regional Convention to be held at the Hotel Sherman in Chicago, Friday, Saturday and Sunday, February 23 to 25. The interest in this convention and exhibit surpasses that of last year. It is evident that, like last January, there will be a complete sell-out of display space inasmuch as 40 per cent of the available booths had been subscribed within ten days after the announcement.

## Grunow Distributors to Meet January 22, 23

The General Household Utilities Co., Chicago, Ill., will hold a distributors' sales convention at the Lake Shore A. C., Chicago, Ill., on January 22 and 23. The highlight of the meeting will be the introduction of the new Grunow Carrene refrigerator models which officials of the firm feel will make Grunow the leader in the industry in 1934. Complete advertising and sales programs for the year will be outlined.

## Emerson Moves to New Home in Port Authority Commerce Building

Offices and Factories Occupy More Than 50,000 Square Feet—Layout of Plant Is Model of Efficiency

On January 2, 1934, the Emerson Radio & Phonograph Corp. moved into its new home on the fourth floor of the Port Authority Commerce Building, 111 Eighth avenue, New York City, one of the newest and most modern buildings in the country. The Emerson executive offices and factories occupy over 50,000 square feet of space and the layout of the factory is a marvel of efficiency and up-to-dateness. John Hawkins, factory engineer, directed the removal of the factory and it is a tribute to his capabil-

has been identified with musical and radio activities since 1915. Mr. Abrams numbers among his personal friends jobbers and dealers from one end of the country to the other who regard him as one of the foremost factors in the radio industry. The company's manufacturing and marketing policies were all conceived by Mr. Abrams and carried out under his personal direction so that the new Emerson home is a personal tribute to his tireless efforts in behalf of his company and its products.



*New Home of the Emerson Corp.*

Associated with Ben Abrams in the executive direction of the company is



*Ben Abrams in His Spacious New Office*



*Showroom at Emerson Headquarters*

ity that not even five minutes were lost in the transfer of the plant to its new home.

The Port Authority Commerce Building, which is located at Fifteenth street and Eighth avenue, is adjacent to all modes of travel and during the past few weeks the Emerson offices have been visited by dealers and jobbers from all parts of the country who have congratulated Ben Abrams, president of the company, upon the tremendous strides attained by his organization the past ten years. The efficiency of the factory itself is equaled by the exceptional attractiveness and artistic arrangement of the executive offices, showrooms and reception room. The accompanying illustrations will give some idea of the individuality of the office layout and its modern conception.

The phenomenal success of the Emerson Radio & Phonograph Corp. since its inception in 1915 is one of the outstanding achievements in the musical and radio worlds. The company is considered today as the leading manufacturer of universal compact sets and Emerson radio products are being sold in every part of the civilized world. The remarkable strides made by the company since 1923, when it entered the radio business, may be attributed to the merchandising and executive ability of the president of the organization—Ben Abrams—who

The Emerson jobbing organization comprises leading distributors in every trade center throughout the country and the dealer organization has been going ahead by leaps and bounds so that Emerson products are on sale today in every city, village and town of any importance from one end of the country to the other.

### Mary Frances Zwart Wins Laurels as Essayist

Mary Frances Zwart, eleven-year-old niece of John F. Ditzell, president of the Columbia Phonograph Co., New York City, attends public school in Kansas City. Mary Frances is naturally very much interested in Uncle John's business and has a remarkable knowledge of what goes on behind the scenes in the making of a phonograph record. Recently she used this knowledge in the preparation of an essay for which she received honorable mention. Here is the essay which was entitled "The First Step in the Making of Phonograph Records."

"In a small soundproof room, without fans or ventilation of any kind, sat Paul Ash and his orchestra before a microphone. In an adjoining room was a small radio cabinet and the recording machine. Beside the machine stood Ben

his brother, Max Abrams, who, as treasurer and export manager, has contributed materially to the success of the company. Ralph B. Austrian, who has been identified with music and radio activities for the past fifteen years, is general sales manager of the company and an invaluable aid to Ben Abrams in carrying out his merchandising policies.

Selvin, watch in hand, looking through a large glass window into the room in which the orchestra sat awaiting the signal which was soon given. Immediately they burst into the smooth melody of "Blue Roses," which floated through the microphone into the cabinet in the adjoining room. Here the recording machine caught the sounds and recorded them on a large wax record. The first recording was not perfect as to timing and the players gathered anxiously around the speaker as the recording was played back to them, in order that they also should see their mistakes. It required several recordings before it was perfected. This perfected record is the pattern from which thousands of the graphophone records are made."

The Peaslee-Gaulbert Corp., handling the Grunow products line in the Atlanta, Ga., and Louisville, Ky., areas, has taken over the radio line for the Jacksonville, Fla., area.

## View New Crosley Radios, Refrigerators

### Introduction of New Tri-Shelvador Refrigerator Models Is Feature of Distributors' Meeting

More than 150 Crosley distributors and their staffs, representing every section of the United States, attended the two-day annual sales convention of the Crosley Radio Corp., Cincinnati, in that city on January 3 and 4. The outstanding feature of the gathering was the introduction of thirteen new radio set models, three new Tri-Shelvador refrigerators and two new models of the Shelvador line by Powel Crosley, Jr., president of the company. Mr. Crosley pointed out that the Crosley refrigerator sales for 1933 showed a gain of more than 300 per cent over the previous year and predicted that "if conditions continue to improve it seems entirely probable that 1934 will establish new records."

H. E. Richardson, newly appointed assistant to the president in charge of the sales division, outlined merchandising plans for Crosley products in 1934. Fred Johnston, chief engineer, explained technical features of the radio models. Other speakers included C. C. Matthews, sales manager of the Ken-Rad Corp., who discussed sales plans for Crosley

tubes, urging the distributors to merchandise tubes in the same fashion as they now sell radios and refrigerators; Lewis Crosley, vice-president and general manager of the Crosley Radio Corp., and Leonard Kellogg, vice-president and general manager of the Crosley Distributing Corp., discussed methods of distributing the products.

The new Tri-Shelvador refrigerator line, which is illustrated and described in the New Products Section of this issue of RADIO MERCHANT, has a great number of features, many of which are exclusive. Outstanding are the Shelvabasket, Shelvabasket and Storabin, all exclusive Crosley developments. The new radio models form an entirely new line of Crosley receivers and are modern in design. All of the latest engineering developments are incorporated.

The visiting distributors were guests of Col. Crosley at a dinner and entertainment at the Hotel Netherland Plaza on Wednesday night. The outstanding stars of Station WLW, operated by Col. Crosley, supplied the entertainment. After the final business session on Thursday, the visitors were taken on an inspection trip to the new Crosley 500,000-watt transmitting station which went on the air for the first time on New Year's Eve.

The distributors were enthusiastic over the new merchandise and expressed themselves as being anxious and eager to secure models in order that their dealers might get into action and start rolling up sales volume.

### Majestic Distributors to Hold 4-Day Conference

A four-day sales conference of Majestic distributors will be held at the Edgewater Beach Hotel, Chicago, on February 12, 13, 14, 15. This meeting has been scheduled to permit a complete presentation of new radio merchandise, which will include, it is promised, a most sensational radio development, and to introduce the new refrigerator models. The importance of the presentation of the new lines makes it advisable, state Majestic officials, that distributors bring as many "key" men as possible to the gathering. Earl Hadley, Majestic's advertising manager, is sending out reservation forms and requests that they be returned at the earliest possible moment.

### Sprague Opens Chicago Office

Irving J. Kahan, of the Sprague Products Co., North Adams, Mass., has been making trips throughout the country establishing jobbing distribution for the company's line of "600" line condensers. He recently opened Chicago offices at 333 No. Michigan Ave. to enable him to keep in better touch with the company's representatives

## In Miami Beach its *The Fleetwood*

Opening for the Winter Season  
January first. European Plan.

An Exclusive Winter Resort Hotel, on Biscayne Bay, with Ocean Bathing, a Private Dock and every facility for the comfort and entertainment of its exclusive and discriminating clientele.

Rates Double from \$8.00 to \$20.00 per day.  
A la carte service and Fixed Price Meals.



THOMAS CAGWIN  
Resident Manager

Other DeWitt Operated Hotels include:

In Cleveland Its  
THE HOLLENDEN

In Chicago Its  
THE LASALLE

In Columbus Its  
THE NEIL HOUSE

In Akron Its  
THE MAYFLOWER

FENWAY HALL,  
Cleveland's High Class  
Residential Hotel is  
also under  
DeWitt  
Management.



## Forging Ahead!

ATTRACTIVE dealer helps, constructive merchandising and resultful advertising have boosted Ken-Rad sales. Ken-Rad Radio Tubes are built carefully and skillfully according to the highest requirements and are worthy of your selling efforts.



## Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, Inc., Owensboro, Ky.  
Division of Ken-Rad Tube and Lamp Corporation  
Also Mfrs. of Ken-Rad Incandescent Electric Lamps

## New December Record for Majestic Radios

More Than 20,000 Shipped During Month—Sales for Year in Excess of 370,000 Sets—New Radio Rumored

Indicative of generally improved conditions throughout the country is the report just issued by Le Roi J. Williams, general manager of Majestic, Chicago. This company, whose products are distributed in more than fifty key cities and sold through some 15,000 dealers, has reported a consistent gain in sales for the past several months.

"The month just closed was the largest December in point of sales in the history of our company," stated Mr. Williams, "and our final report for the year of 1933 shows a splendid increase over the years of 1931 and '32. Total sales of radios for the past year were in excess of 370,000 sets while December showed better than 20,000 radios shipped from the factories. The latter figure is in excess of the combined Decembers of the previous two years. Of great significance is the last minute reports we have received from our distributors and thousands of dealers throughout the country. They have expressed a confidence in the coming year that is indeed encouraging, and we look forward in anticipation that 1934 will be the best year in Majestic's history."

For the past two months it has been rumored that Majestic is to bring out a new line of radios that will revolutionize radio reception. In commenting on this Mr. Williams stated: "While it is too early for me to say anything at this time about this new radio, I can, however, assure you that it will represent the first real major advancement in radio since the advent of the dynamic speaker which Majestic pioneered some years back, and that it will have a far-reaching effect on the radio industry and place our dealers in an enviable position."

### Predicts Auto Radio Sales Will Exceed Million in '34

That the sale of automobile radio sets will exceed the million mark by a comfortable margin during 1934, is the firm conviction of B. G. Erskine, president of the Hygrade-Sylvania Corp., the second largest radio tube manufacturer in the

world. "Automobile radio has firmly established its place in the field of modern motoring," states Mr. Erskine, "beginning in 1930 with some 34,000 sets. The following year the sales volume went up to some 110,000 sets. In 1932 close on to 150,000 new sets were installed. A marked reduction in the price of automobile radio sets, together with the general acceptance of the idea of enjoying radio programs while riding or parked, caused a terrific upswing of the sales curve to approximately 750,000 sets installed in 1933. I venture to state that we shall easily surpass the million mark in 1934, due not only to general public acceptance and popular price, but largely to the keen interest and cooperation displayed by the automobile industry in this added enjoyment to modern motoring."

### Farm Radio Contest Sponsored by National Carbon

Backed by a national farm radio contest for cash prizes totaling \$6,750, two-page advertising in seventeen national and state farm papers, and volume production in the factories of eighteen leading set manufacturers, the new Air Cell receiver makes its entrance this month into rural territories from coast to coast.

The contest is sponsored by National Carbon Co., Inc., and heralds the most extensive campaign for new radio territory in the history of air reception. It is directed at the 10,000,000 homes which, according to the U. S. Department of Commerce, are without any electric service. For the best letters from farm paper readers on "What Air Cell Radio Means to Me"—letters of one sentence or 100 words—winners will receive 383 prizes, with the first three \$1,000, \$500 and \$250.

Judges of the contest are Senator Arthur Capper, of Kansas; Judge John Barton Payne, chairman of the American Red Cross; and Harold A. Lafount, of the Federal Radio Commission. Every state is represented among the thousands of contestants, and the importance of dealer cooperation is paramount. Contestants are instructed to get their information about Air Cell from their local dealers—how the Air Cell runs without a storage or dry "A" battery; how it sounds and looks; how much it costs; and where one can be bought.

The Orgill Brothers, Grunow refrigerator distributors in the Memphis, Tenn., territory, have taken over the radio distributorship in Jackson, Miss.

### New York Chapter, IRSM, Elects Officers for 1934

The New York Section of the Institute of Radio Service Men, meeting in the Pennsylvania Hotel, on Monday evening, January 8, elected J. Howard Sack of Newark, N. J., to the post of chairman for the coming year. Mr. Sack succeeds Arthur E. Rhine of the Bronx. Mr. Rhine declined nomination for re-election. He was, however, nominated and elected to the post of vice-chairman. Harold W. KaDell of Mt. Vernon, N. Y., held the vice-chairmanship last year.

Other officers elected were R. M. Palmer of Princes Bay, Staten Island, re-elected to the post of treasurer; Forrest B. Arnold of Brooklyn re-elected to the post of secretary, and William J. Healey of Bloomfield, N. J., re-elected to the post of recording secretary.

### Charles B. Snow Dead

Charles B. Snow, prominent in the radio and music industry throughout Maine and president of the Maine Music Co., died recently after an illness of two months. He was born in 1878 and for a number of years was wholesale manager of Crosley & Allen. He also was connected with the Victor Talking Machine Co. He is survived by his widow and three sisters.

**PHONOGRAPH**  
**ELECTRIC MOTORS**  
 one and two speeds  
**SPRING MOTORS**  
 one and two speeds  
**TONE ARMS**  
**REPRODUCERS**

HERMANN THORENS  
 S. A.  
 STE-CROIX  
 SWITZERLAND

AMERICAN  
 BRANCH  
 HOUSE

**THORENS, Inc.**  
 450 FOURTH AVENUE  
 NEW YORK, N. Y.

## 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.**



# A new and dramatic leader for your full line sales!

**G**ENERAL ELECTRIC started something three months ago . . . gave the radio business the lift it needed.

Introduced thrillingly new all-wave sets that reach out across the world for new entertainment.

Of course, these dramatic sets sold—sold big. But they also generated new buying enthusiasm for every set that General Electric makes.

The standard-range sets swung right into line. The popular-priced table models, the stately consoles, the distinguished radio-phonograph combinations all kept sales' pace with the all-wave leader.

And at this time of year, when buying normally falls off, the demand for all G-E sets, short-wave and standard-range alike, continues to climb.

• • •

Tie up with today's most enthusiastic buying market. See your nearest G-E distributor. Or write the General Electric Co. Section R 371 Merchandise Dept. Bridgeport, Conn.

*"Now is the time to buy"*



**MODEL K-85** (above)—All-wave deluxe console. A-C superheterodyne. Covers American and foreign stations, police and aviation calls, amateur signals. . . . Lists at **\$128.75**.



**MODEL K-64** (center)—Dual-wave table model. A-C superheterodyne. Brings in American and foreign stations, aviation and amateur signals. . . . . Lists at **\$54.50**.

**MODEL K-80** (left)—All-wave table model. With the same chassis and broadcasting range as Model K-85. . . . . Lists at **\$92.50**.

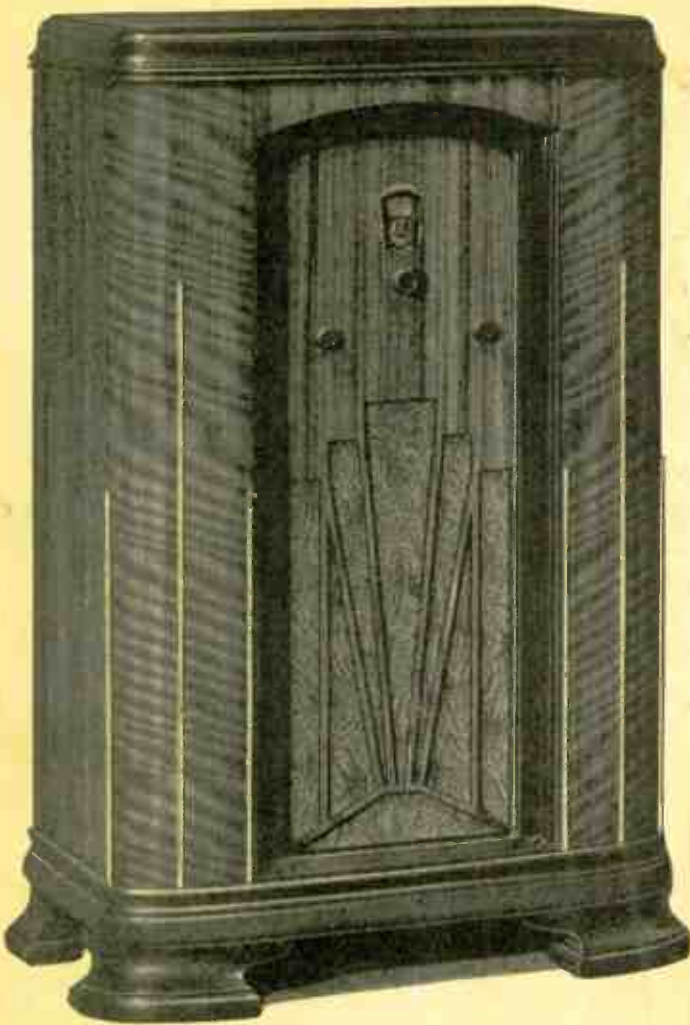
**GENERAL**  **ELECTRIC RADIO**



“It is our task to perfect, to improve, to alter when necessary, but in all cases to GO FORWARD”



—said PRESIDENT ROOSEVELT in his message to Congress



# Emerson GOES FORWARD



... with the tremendously increased manufacturing facilities of our new plant in the great Port Authority Commerce Building ... with an outstanding line of Compact Radios that take advantage of every new engineering improvement ... with a selection of distinguished Consolettes and a brand new Console that is a masterpiece in both appearance and performance. . . .

We take this opportunity to invite dealers and jobbers to visit our new quarters and learn at first hand our forward-looking plans for 1934.

## The New *Emerson* Model 77—

—housed in an exquisite cabinet of restrained modern design, embodying the latest expression in furniture mode. The entire cabinet is made of imported Oriental wood—finger-rolled figured walnut—used on top, sides and front. Chromium trimmings, beautiful piano finish. Stands 39" high. ENGINEERING FEATURES of this 7-tube Superheterodyne include: 12-inch Dynamic Speaker, A.V.C., Duo-Diode Detector, Stage of R.F. ahead of First Detector, Seven Tuned Circuits, Super-Control R. F. Pentodes, Pentode Output Tube. Operates on 110-120 Volts, A.C., 50-60 Cycle. (Adaptable for 220 volts at slightly higher price.) . . . . **\$69.50**

Complete with Cunningham Tubes

*Emerson features AC—DC Compacts for every purse and purpose*

Prices are COMPLETE with Cunningham Tubes—West Coast Prices Slightly Higher.



Model 375—Superb 6-tube Universal Superheterodyne . . . . \$42.50

Model 250 AW — The world's most popular Universal Compact . \$33



Model 411—Famous Mickey Mouse Universal Radio . . . . \$25

NEW! Universal Model 414 — A sensation at . . . . \$19.95



# Emerson Radio and Phonograph Corporation

NEW HEADQUARTERS ♦ 111 Eighth Avenue ♦ NEW YORK CITY