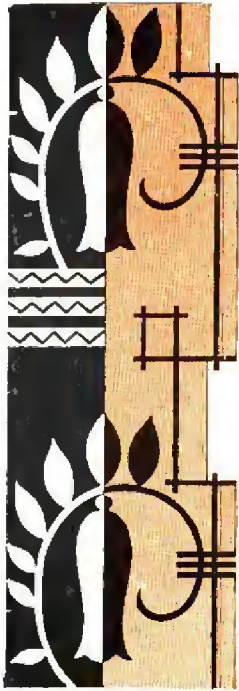


RADIO RETAILING

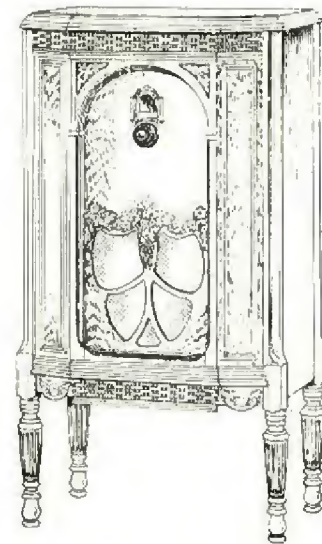
HOME ENTERTAINMENT MERCHANDISING



RADIO'S MOTIVE POWER SINCE 1915



THIS fine instrument, due to its large speaker and greater number of tubes permits greater volume... 9 tube Super-Heterodyne circuit equipped with latest Screen-Grid, Variable-Mu, and Pentode tubes, together with Uni-Selector, Tone Control, Turret-type Tuning Condenser, Automatic Volume Control, Power Detector, and DeLuxe 12" Dynamic Speaker... Cabinet, lowboy of unusually distinctive appearance.



MODEL 17

List price \$139.50 · Complete with Brunswick Tubes

Other models \$39.50 to \$225.00

BRUNSWICK RADIO



THERE are eight new models in the Brunswick line—priced so as to enable you to prosper, yet give your customers the ultimate value for their dollars... If you want to sell radios profitably during these times, let us lay before you the 1932 Brunswick sales and merchandising plans... They are simple, constructive, and profitable. Write!

BRUNSWICK RADIO CORPORATION

Division of Warner Bros. Pictures, Inc.

NEW YORK · CHICAGO · TORONTO

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

Vol. 14

No. 4

Contents for October, 1931

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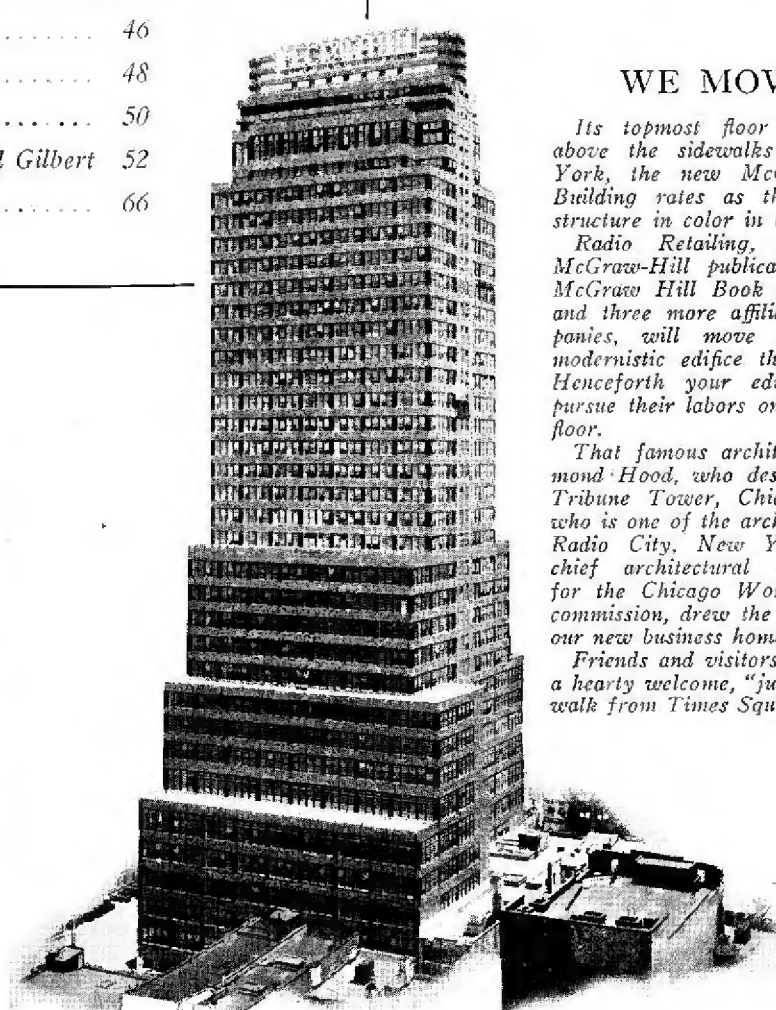
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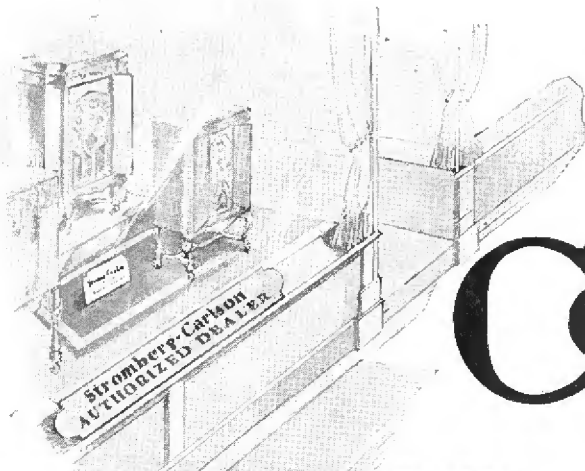
WE MOVE

Its topmost floor 480 feet above the sidewalks of New York, the new McGraw-Hill Building rates as the largest structure in color in the world.

Radio Retailing, 33 other McGraw-Hill publications, the McGraw Hill Book Company, and three more affiliated companies, will move into this modernistic edifice this month. Henceforth your editors will pursue their labors on the 30th floor.

That famous architect, Raymond Hood, who designed the Tribune Tower, Chicago, and who is one of the architects for Radio City, New York, and chief architectural consultant for the Chicago World's Fair commission, drew the plans for our new business home.

Friends and visitors will find a hearty welcome, "just a short walk from Times Square."



MEETING COMPETITION



No. 22 Superheterodyne. A point of attraction on your store floor. Cabinet of softly colored solid walnut with gently curving front and sides, and curved legs reminiscent of age old palace pieces. This receiver has provision for connecting *Electrical Remote Control*.

"There is nothing finer than a Stromberg-Carlson"

FOR the battle of the salesroom floor, a powerful weapon lies in the Stromberg-Carlson line.

You don't have to prove the performance quality of the Receivers—that's recognized. Nine out of ten have a yearning to own a telephone-built Stromberg-Carlson if they can. You don't have to argue appearance—workmanship—long life. A single glance tells more than you can say.

Price? You meet competition there just as easily. The difference in worth is so decided; the difference in cost is so little that the buyer congratulates *himself* upon his favorable purchase.

A Stromberg-Carlson franchise gives you the security of direct-to-factory dealing. Means sales units large enough to leave a fair margin above overhead expense. Helps you in the collection of a reasonable finance charge on every time-payment sale.

Write for details of this franchise which is being sought week after week by more high grade merchants than ever before in Stromberg-Carlson history.

Stromberg-Carlsons range from \$175 to \$375 (time prices) including tubes. Multi-Record Radio, \$660. East of Rockies.

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



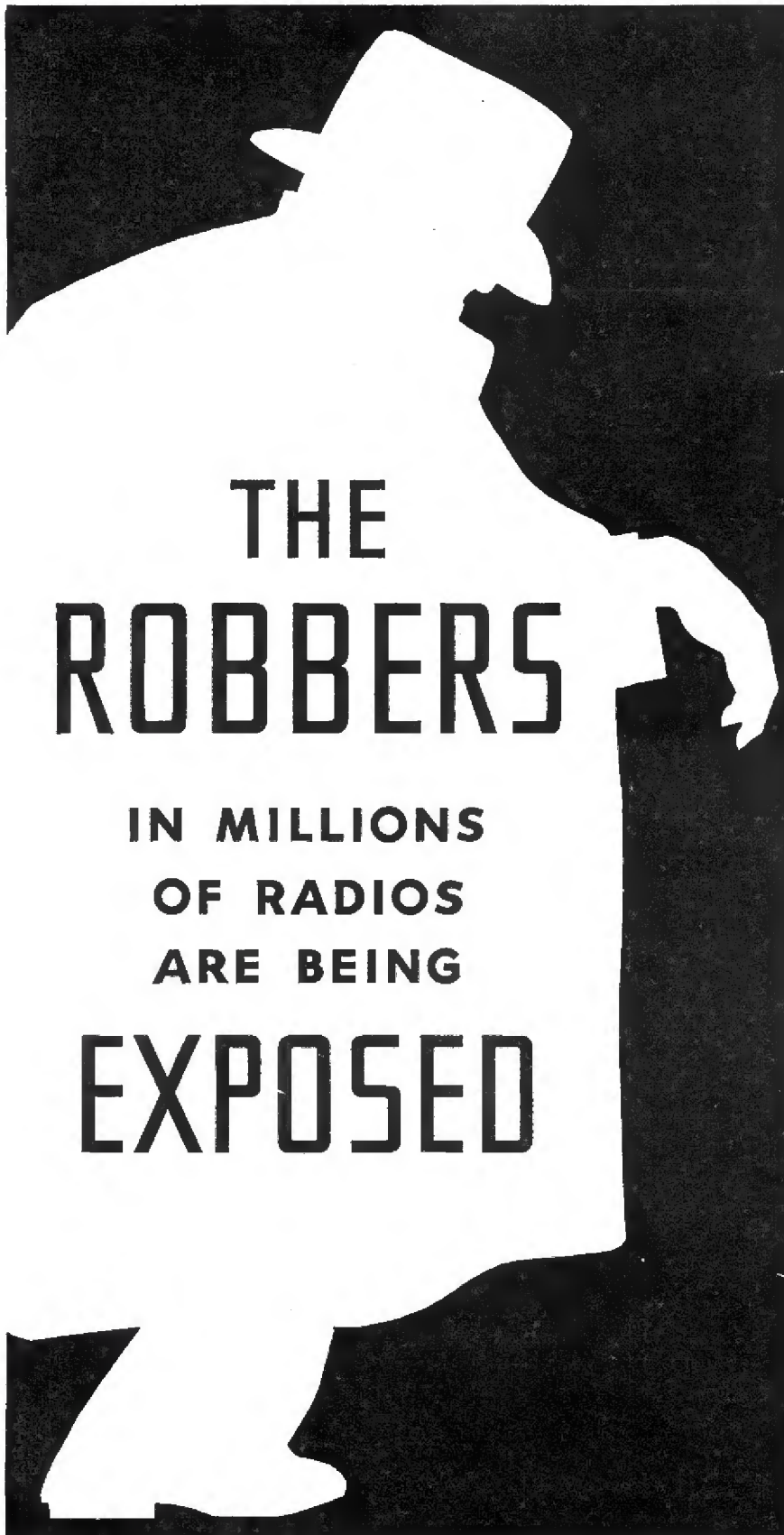
1894

Stromberg-Carlson

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



1931



THE ROBBERS IN MILLIONS OF RADIOS ARE BEING EXPOSED

THRILLING NEWSPAPER ADVERTISING
At the right is a miniature reproduction of one of a series of newspaper advertisements featuring the radio robber and Acremeter service. This is beyond a doubt the biggest selling idea ever put into radio tube advertising.
THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY

Sensational Ken·Rad Merchandising Plan

SWEEPS NATION

KEN-RAD distributors and dealers throughout the nation are rolling up amazing tube sales volume through the marvelous Acremeter and the sensational Ken-Rad Merchandising Plan. Sales increases so great that they are absolutely without precedent in radio history are being recorded in scores of cities. Signed proof of these successes is available to all who may be interested. A tremendously gripping series of newspaper advertisements to back up live distributors and dealers is now being released. Be one of those who will profit hugely from it. Write or wire for the whole story.

© 1931

**THE
*amazing
ACREMETER**
*will point out the thieving
tube that is robbing you of
perfect radio reception*

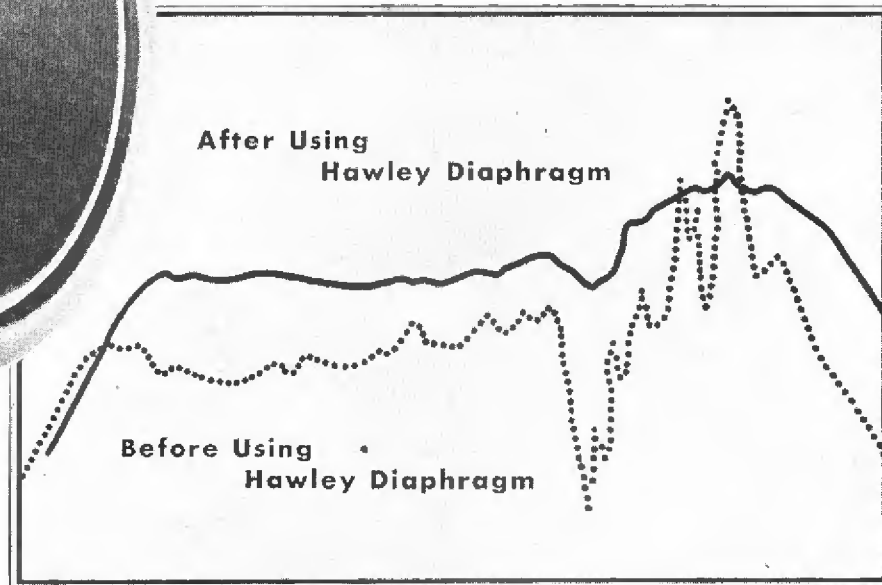
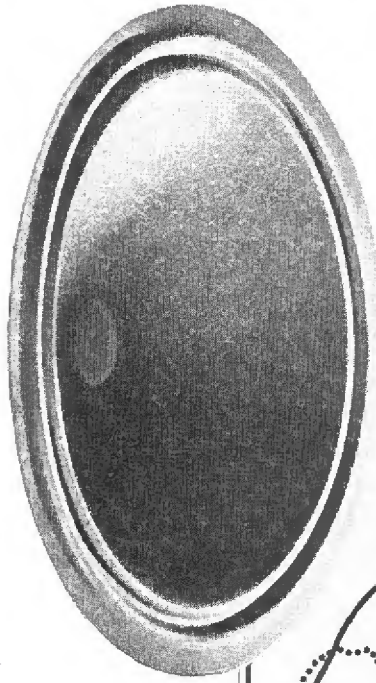
**EXPOSE
THE
ROBBER
IN YOUR
RADIO**

**Ken·Rad
Fine Radio Tubes**

ONLY AT THESE LEADING STORES IN AGREEMENT SERVICE AVAILABLE
DEALER'S SIGNATURE TO GO HERE

The Hawley Moulded Diaphragm

is the supreme achievement
in modern speaker design »



The old "pasted-up" and unscientifically made diaphragms are as out-of-date as one-tube sets. The modern diaphragm is engineered to the speaker and moulded in one piece, from flexing ring to voice coil support, by the exclusive Hawley process.

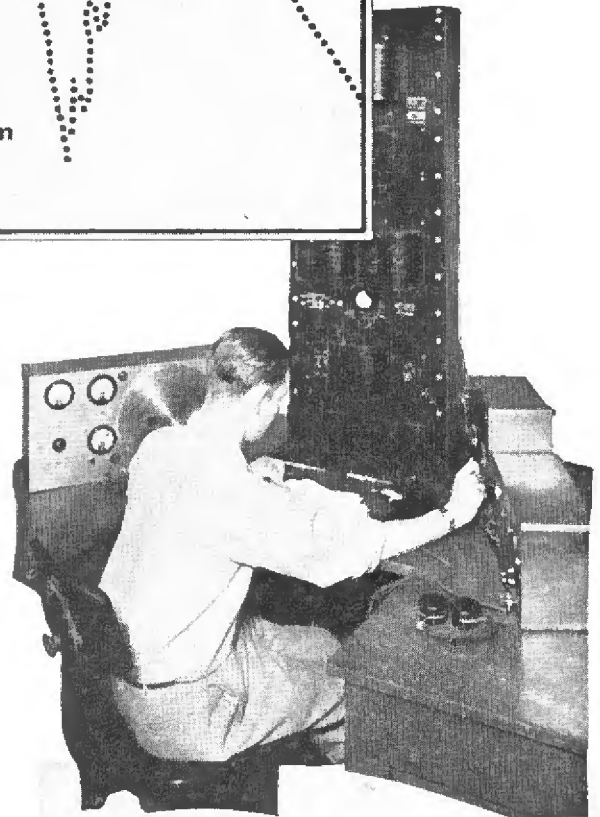
So superior is speaker performance with the Hawley Moulded Diaphragm that leading radio manufacturers of the United States and Europe have standardized on Hawley Diaphragms. They are engineered and moulded to suit the individual characteristics of each make of speaker.

Radio sets equipped with Hawley Moulded Diaphragms are easier to sell. Their response curves show none of the exaggerated distortions of "pasted-up" diaphragms. The Hawley Moulded Diaphragm is a valuable sales asset. Feature it in your store demonstrations.

HAWLEY

MOULDED  DIAPHRAGMS

PRODUCTS AND PROCESSES FULLY COVERED BY PATENTS AND APPLICATIONS

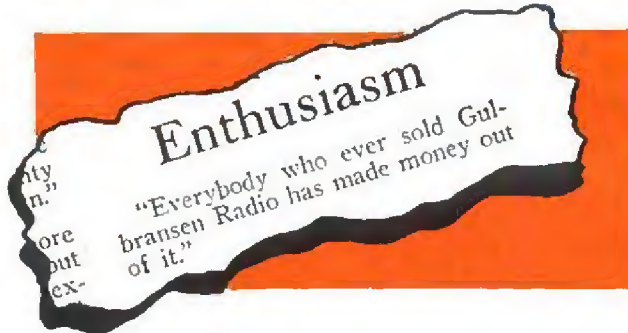


THE HAWLEY HALL OF FAME

These famous radio set and speaker manufacturers equip their speakers with Hawley Moulded Diaphragms

Magnavox	Jensen	Majestic
Utah	Rola	Stromberg-Carlson
Stewart-Warner	American Bosch	Crosley
Operadio	Trans. Corp. of Am.	Melber (Germany)
Lansing	Boudette	Sachsenwerk (Germany)
Colonial	P. Smith Stamping	Feldman (Germany)
LaCrosse	Imperial	Neufeldt & Kuhnke (Germany)
Best	Angsten	Platon Texido (Spain)
	Quam-Nichols Co.	

HAWLEY PRODUCTS COMPANY, 205 N. FIRST AVENUE, ST. CHARLES, ILLINOIS



They say we're
enthusiastic

...and we *are* ...we caught it from

GULBRANSEN

Dealers and Jobbers

AN unbroken record of "no distress merchandise" . . . a service history, certified by scores of jobbers and dealers, to the effect that Gulbransen Radio very rarely requires a service call after installation . . . these are the reasons why we are "enthusiastic", as a trade magazine commented recently in quoting from a Gulbransen advertisement.

The Gulbransen line, with its background of nation-wide goodwill, is today one of the surest profit producers in the industry. These modern Superheterodynes have *everything* that is new and wanted . . . EVERYTHING.

There is no *cheap* Superheterodyne, because you know and we know that a *good* Superheterodyne cannot be built and sold cheaply. The low-priced Gulbransen receiver is a time-tried TRF set of splendid performance—better than a cheap "Super" could possibly deliver.

Another fact which you know and we know, is that "most service calls start in the factory production line". Gulbransen stops 99% of them there, by the simple means of employing two inspectors for every three producing workers.

That's why Gulbransen dealers are "sitting pretty" . . . and we'd appreciate an opportunity of proving this to you. Wire or write—

GULBRANSEN COMPANY
Factory and General Offices: 816 N. Kedzie Ave.
CHICAGO, ILLINOIS

GULBRANSEN

SUPERHETERODYNE

Radio

TUNED RADIO FREQUENCY

Console DeLuxe Model 235. 10-tube Superheterodyne (four '35 Vari-mu, two '47 Pentode in push-pull, three '27 and one '80). Compensating Dynamic Speaker, Visual Tuning meter (simplified distance tuning), Automatic and Manual Volume Controls, Tone Control, Full-floating Tuning Condenser, Power Switch. No "blasting," no fading, no "tube" noises, no cross-talk. Price, complete with R. C. A. tubes, \$113.50.

Console Receiver Model 135. Seven-tube Superheterodyne, same chassis as Model 130, in beautifully designed cabinet, 40 inches high. 2 to 5 micro-volt sensitivity (per meter). Tone Control. No tube noises or cross-talk. Price, complete with R.C.A. tubes, \$79.50.

Mantel Receiver Model 130. Seven-tube Superheterodyne (two '35 Vari-mus, one '47 Pentode, two '24 screen grid, one '27 and one '80). 10-kilocycle separation. Full-floating Tuning Condenser. Completely selective, beautiful in tone. Finest cabinet work. Price, complete with R. C. A. tubes, \$69.50.

Mantel Receiver Model 330. Six-tube, tuned radio frequency, including four '24 screen grids, one '45 power tube. Powerful Dynamic Speaker. Selective, sensitive, ample volume and pleasing tone. Price, complete with R. C. A. tubes, \$48.00.



When a manufacturer spends \$16,000 a page to advertise in **THE AMERICAN WEEKLY** he is telling 5,500,000 families, located in every corner of the country, to buy his products at the nearest store. Many of these families are your customers.

THE AMERICAN
*Greatest
Circulation
in the World* **AWEEKLY**

Main Office: 959 Eighth Avenue, New York City

*Branch Offices: PALMOLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . INTERNATIONAL OFFICE BLDG., ST. LOUIS*

BIGGER, QUICKER SALES for Radio Dealers who Amaze and Thrill the Public with this NEW RECEIVER...



PILOT "ALL-WAVE" Super-Heterodyne

11-TUBE SUPER-WASP

Here is the leader in a line of radio sets that you can sell at a profit! Pilot's new 11-tube Superheterodyne SUPER-WASP is the *most powerful* combined long and short wave receiver ever built. A standard 7-tube superheterodyne chassis in combination with a 4-tube converter. Pulls in everything from 11 to 550 meters. No coils to plug in. Nothing to change. Just a flick of a switch to turn from long-wave to short-wave. As simple to operate as an ordinary receiver. Converter has own power pack and rectifier tube, and more signal strength than ever before possible. Six wave-length tuning stages. No regenerative distortion. With the SUPER-WASP you can turn your back forever on profitless volume and stimulate a new buying interest in radio. *Demonstrate it!*

10 TUBE
SUPER-MET.
\$128 COMPLETE



CONSOLE
7 TUBE SUPER
\$89.50 COMPLETE



MODERNISTIC
7 TUBE SUPER
\$79.50 COMPLETE



5 TUBE
T. R. F. MIDGET
\$42.50 COMPLETE



Table Model Lists at
\$99.50

Complete with tubes

Pilot Radio & Tube Corp.
Lawrence, Mass.

Send me complete information about the new 11-tube Superheterodyne SUPER-WASP all-wave receiver.

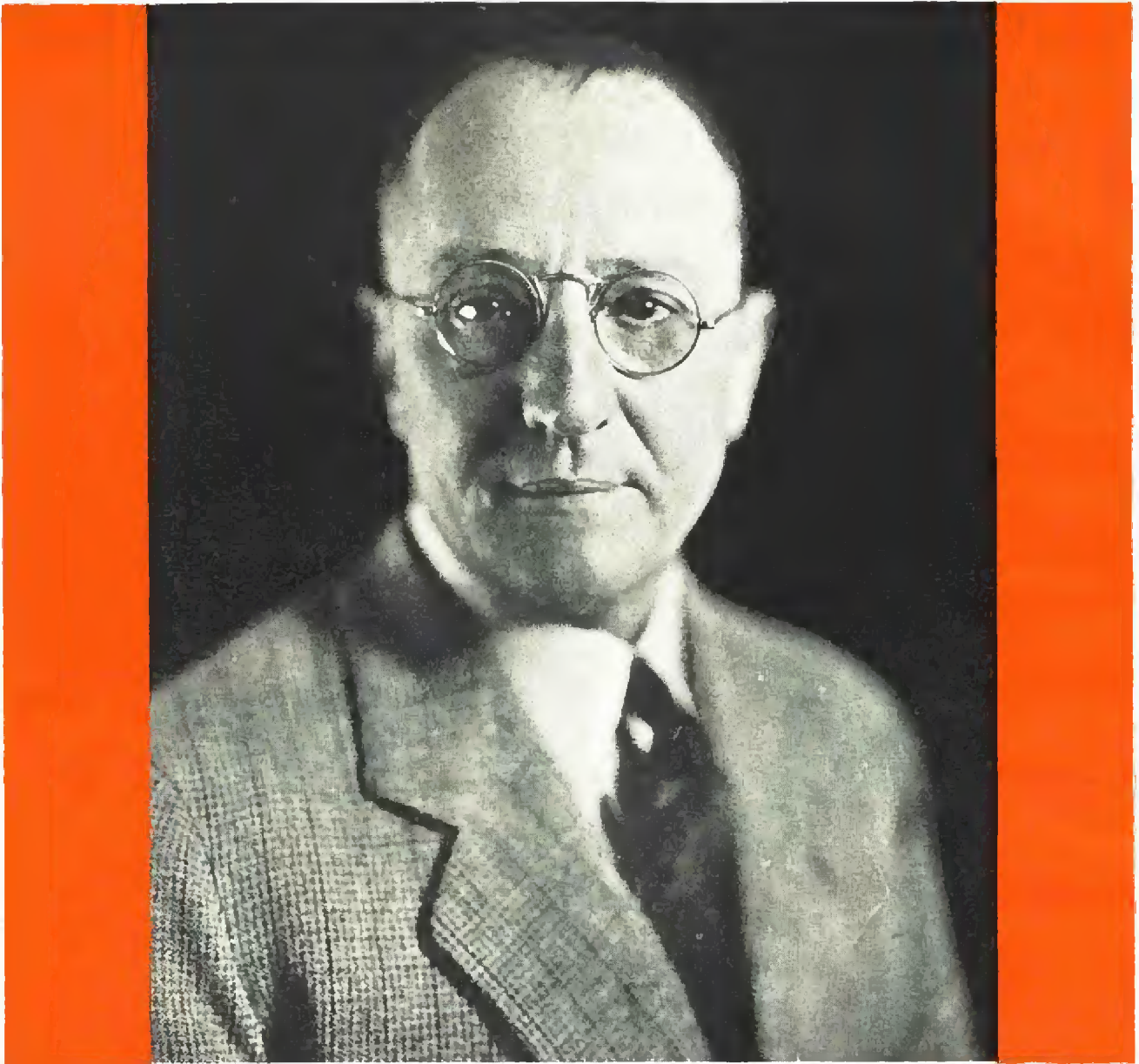
Name

Address

PILOT VALUE IS MORE



THAN PRICE DEEP



B. G. ERSKINE

PRESIDENT OF THE HYGRADE SYLVANIA CORPORATION
FOUNDER OF THE SYLVANIA PRODUCTS COMPANY AND NILCO LAMPWORKS 1901
CHAIRMAN OF RADIO TUBE GROUP AND 1932 R. M. A. SHOW COMMITTEE

**"I FIRMLY BELIEVE THAT THE FUTURE
OF EVERY DISTRIBUTOR'S RADIO
PROFITS WILL BE BUILT UPON CON-
STANTLY INCREASING TUBE SALES."**

An Open Letter to 502 Jobbers

Hygrade Sylvania Corporation
SYLVANIA DIVISION
EMPORIUM, PENNA.

TO AN EXCLUSIVE LIST OF JOBBERS SELECTED
FOR THEIR HIGH STANDING, KEEN FORESIGHT,
AND SOUND BUSINESS JUDGMENT

Today more than ever before the fundamental factors of the Radio Tube Industry all point to an era of unprecedented growth and dependable profits:

Experience shows that tube sales are stable, without seasonal fluctuations or "off years".

In addition tube sales are constantly growing as the number of set owners increases. This year tube sales will constitute approximately one-third (over \$60,000,000) of the nation's total-radio-purchases.

The modern receiver is a dependable and serviceable instrument - a necessity in every normal home. The consistent use of the receivers sold means greater tube sales as well!

.

Thus the radio tube, broadly speaking, is actually an article of consumption. And the success of your radio tube business is guaranteed by the continued operation of twelve million radio receivers.

To secure your share of this tube business we are presenting through our representatives in the field a novel, powerful and far-reaching plan. You have my personal assurance that every second of the time necessary to cover this plan will be of real interest and profit to you and to your entire radio business.

Sincerely yours,
B. J. C. Moore
PRESIDENT
HYGRADE SYLVANIA CORPORATION

OF RADIO TUBES AND LAMPS IN U.S.A.

Be sure
to see this plan
when the
SYLVANIA
representative
calls

DEALERS: ASK YOUR JOBBER ABOUT THIS PLAN

COLUMBIA Tele-focal Radio

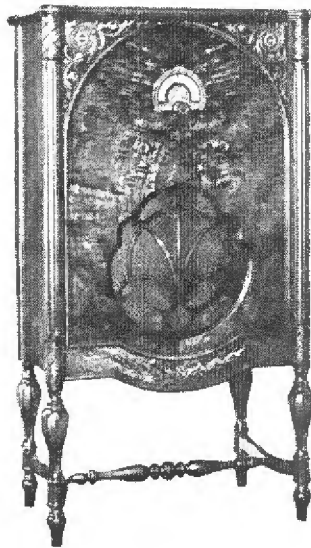
The line of least sales resistance!

Here is the new Columbia Tele-focal Radio—priced right for easy profitable sales. Four great models comprise this fast moving line, each with an eye, ear and purse appeal that drives sales resistance out as you tune the set in. There are

two low-boys and two compact models. Two have Superheterodyne circuits—two carry T. R. F. equipment. All are up-to-the-minute with Pentode and Multi-Mu tubes and all have tone, "like life itself."

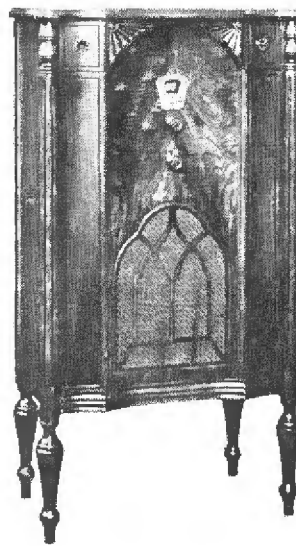
Model C-34

Low-boy cabinet, Sheraton style of design, of rich walnut veneers . . . seven-tube Superheterodyne circuit with Multi-Mu, Pentode, and Screen Grid Tubes. Translucent tuning dial with moving light ray (an invention of Columbia engineers — pat. pending) . . . 10 in. dynamic speaker . . . static suppressor with tone control . . . complete with Columbia Rapid-Heating tubes.



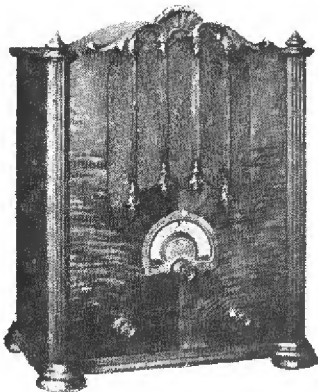
Model C-32

Beauty in simplicity is the keynote of this rich Columbia Console . . . the cabinet, early American in type, is of walnut veneers . . . the Columbia Radio is a tuned radio frequency circuit, five tubes including Multi-Mu and Pentode . . . static suppressor combined with tone control . . . vernier adjustment . . . illuminated dial . . . complete with Columbia Rapid-Heating Tubes.



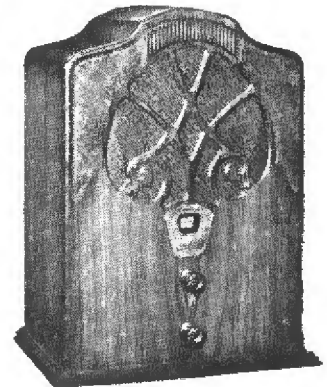
Model C-33

The Columbia Compact . . . walnut cabinet of distinctive design . . . seven-tube Superheterodyne circuit with all features identical with those of Model C-34. In this model the dynamic speaker is 8 in. in diameter . . . supplied complete with Columbia Rapid-Heating Tubes.



Model C-31

This Columbia Compact has a walnut cabinet of graceful design. Burl maple and reeded overlays add just the right touch of ornamentation. The radio equipment used is the same as is found in Model C-32 . . . the dynamic speaker is 8 in. in diameter . . . supplied complete with Columbia Rapid-Heating Tubes.



Write for details of the Columbia Radio Line, also for information on the new Columbia Home Dry Cleaner and Washer, Columbia Dry Cleaning Fluid, Radio Tubes, Viva-tonal Phonographs and New Process Records.

Columbia Phonograph Company, Inc.
55 Fifth Avenue, New York City

Columbia Radios



*All Trade Marks Reg. U. S. Pat. Off.
M. R. M. Trad. Reg. No. 16415; 16406 & 16416.
Appl. 1920 & 10768 & 25 & 26. Appl. 1920, Mexico.
Federal Register Reg. No. 1696, 1648 & 2672.

Packed with PROFITS

for YOU, Mr. Radio Dealer

BIG 2-COLOR ANNOUNCEMENT OCT. 19

THE SATURDAY EVENING POST

Display the Stewart-Warner Home Movie Camera in your window and tie-in with this ad

The Nationally Accepted

STEWART-WARNER

four speed

Home Movie Camera

HOLLYWOOD MODEL—With every essential for taking perfect pictures—complete with sporty leather-bound, waterproof carrying case

Only \$ **50**

Already accepted by the established 16-mm. camera trade as a product of outstanding merit, the new Stewart-Warner four-speed, spring-wound Home Movie Camera offers you an amazing profit opportunity.

Why? Because this is the camera long wanted by the masses. It is the *first* and *only* home movie camera on the market, which combines simplified operation, fine quality of workmanship and results, and low price. And that's what the public is *buying*.

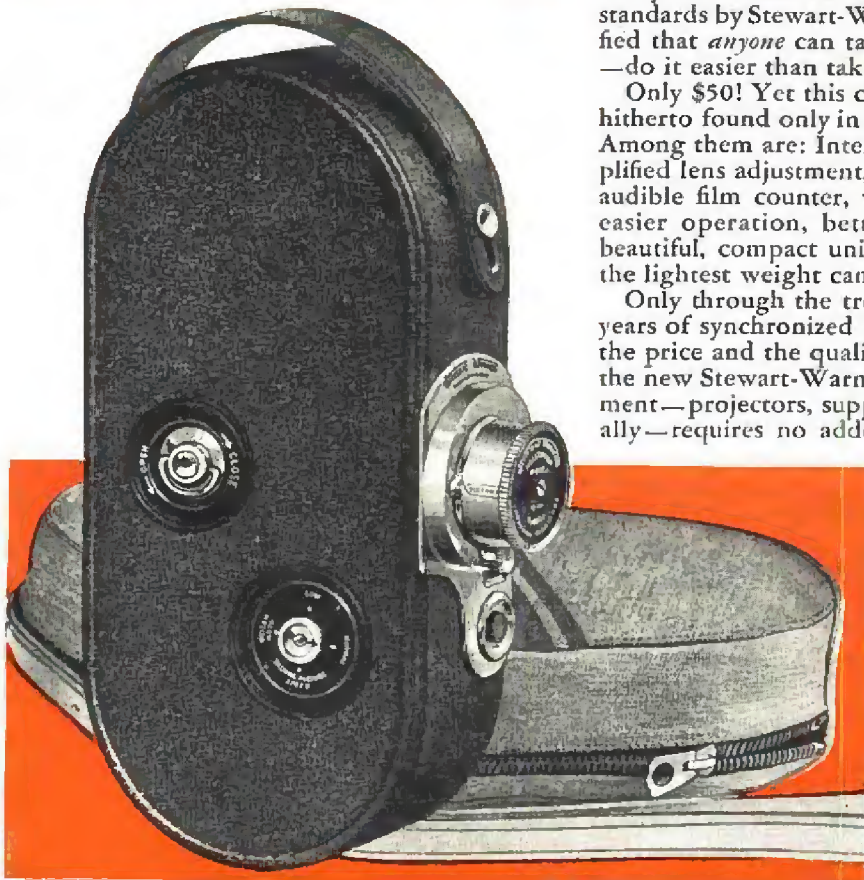
The Stewart-Warner Camera was designed by professional Hollywood cameramen for amateur use, and built to precision standards by Stewart-Warner. So amazingly has it been simplified that *anyone* can take movies of true professional quality—do it easier than taking snapshots.

Only \$50! Yet this camera incorporates feature after feature hitherto found only in high-priced, semi-professional cameras. Among them are: Interchangeable lens mount, exclusive simplified lens adjustment, four speeds including s-l-o-w motion, audible film counter, visible footage meter. All making for easier operation, better pictures. And all combined in a beautiful, compact unit weighing only 2 pounds, 10 ounces, the lightest weight camera of its kind made.

Only through the tremendous production facilities and 25 years of synchronized gear experience of Stewart-Warner is the price and the quality of this camera made possible. Heads the new Stewart-Warner *Line* of Home Entertainment equipment—projectors, supplies, etc.—is heavily advertised nationally—requires no added overhead or servicing—is sold by

simple store or home demonstration further utilizing present sales force, insures a steady flow of profit all the year around.

Send the coupon now for complete details of the camera and the liberal franchise going with it.



STEWART-WARNER CORPORATION RR
1826 Diversey Parkway, Chicago, Ill.

Your camera proposition sounds interesting. Without obligating us in any way, please send complete details.

Name

Street

City State

● PUBLIC DEMAND for consoles increases daily

Boost Your Profits by Pushing This Popular Model.

● Feature the Lyric S-61, Console—see how its performance, tone and cabinet beauty will bring you business. S-61 has true superheterodyne selectivity and sensitivity. Seven tuned circuits—large dynamic speaker — hum-free — beautifully designed console cabinet. It's a real leader at \$69.50 — complete with tubes.

● the Lyric S-6 is still Radio's Greatest Small Set VALUE

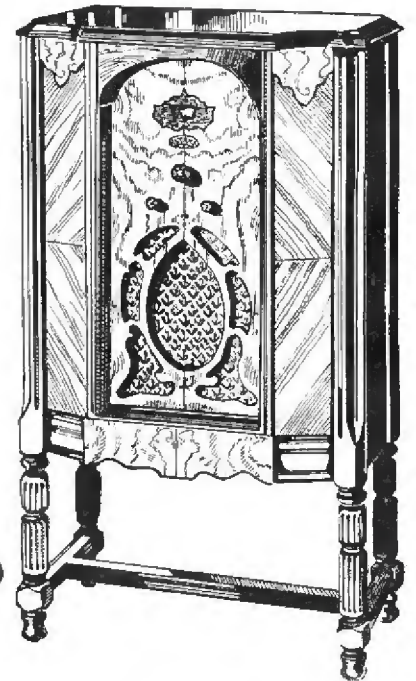
● Big set tone, selectivity and all round performance in a small set. That's Lyric S-6. Full superheterodyne with seven tuned circuits. Pentode and variable mu tubes. Beautifully designed and finished cabinet. At \$49.50 S-6 is radio's greatest small set.

ALL-AMERICAN MOHAWK CORPORATION
North Tonawanda, New York

LYRIC

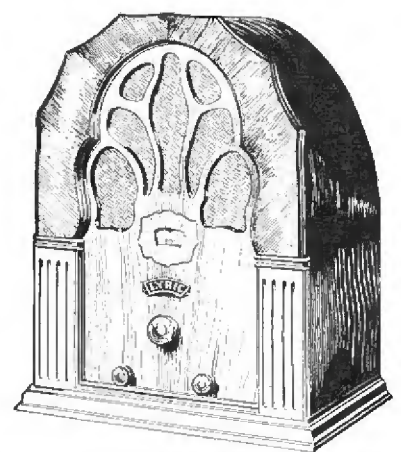
RADIO

PRODUCT OF WURLITZER



\$69.50

MODEL S-61 with 7 tuned circuits



\$49.50

MODEL
S-6
with 7 tuned
circuits

WATCH FOR
Announcement of Higher Priced
Models in Lyric De Luxe
Superheterodynes

These
SET OWNERS
 BUY
KELLOGG Tubes
Only



EVERY one in your community who owns or operates any one of these sets, is a sure prospect for Kellogg 401 A.C. tube sales.

KELLOGG Sets — 510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. McMILLAN Sets — 26, 26PT. MOHAWK Sets. SPARTON Sets — 62, 63, A-C7. DAYFAN Sets — 5143, 5144, 5145, 5148, 5158. MARTI Sets — TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console. CLEARSTONE Sets — 110. And the first A. C. models of the following: Bell, Walbert, Wurlitzer, Pathe, Shamrock, Bush & Lane, Minerva, Crusader, Liberty, Metro, Supervox, and Case.

Every set listed here was actually designed for and equipped with Kellogg 401 tubes by the manufacturers. Consequently, it is the *only* tube that this tremendous market can use to maintain the good performance of these sets. Take advantage of this opportunity. These set owners *must* buy 401 A.C. tubes. Get your share of this business by stocking and displaying Kellogg A.C. tubes now. Write department 56 for the name and address of your nearest jobber.

KELLOGG
 SWITCHBOARD & SUPPLY
COMPANY

1066 W. ADAMS ST.

CHICAGO, ILL.



ATWATER KENT RADIO

"Bargains" vs. **VALUES**

THE ONLY BARGAIN that looks good to a real radio dealer is the one that lets him put away a decent profit and keep a customer's friendship.

And the only sale that brings both profit and friendship is the sale based on **VALUE**.

"That transaction makes me feel good all over," said a dealer as the customer smiled his way out of the store. "He bought an Atwater Kent, and that means satisfaction for him. I made a fair profit, and it's not going to be frittered away in service expense. That means satisfaction for me."

It's a one-way street to two-way satisfaction, when you join up with Atwater Kent to sell radio for its **VALUE**.

"In times like these," or any other times, the best deal for your customers is the best deal for you!

ATWATER KENT MANUFACTURING COMPANY
4700 Wissahickon Avenue *A. Atwater Kent, President* Philadelphia, Pa.

GOLDEN VALUES with

ATWATER KENT RADIO



COMPACT MODEL 80—New standard of small-set values . . . amazing example of Atwater Kent workmanship. \$62.00, complete with tubes.

NINE NEW UP-TO-THE-MINUTE 1932 MODELS

Every one a super-heterodyne—tone control and static reducer . . . **AUTOMATIC VOLUME CONTROL**, optional, to counteract "fading" . . . variable-mu and pentode tubes . . . screen-grid . . . 10-kilocycle selectivity . . . adjuster for any length of antenna . . . Quick-Vision dial . . . velvet-action station selector—the smoothest, easiest control in the world . . . volume control and on-and-off switch combined . . . Golden Voice electro-dynamic speaker . . . special Atwater Kent single-spot circuit, eliminating interference . . . weight-saving armored chassis . . . cabinets of grace, beauty, and good taste—a further refinement of the characteristic Atwater Kent design, approved by famous interior decorators as the kind of radio one likes to live with . . . every model complete with tubes.



CONSOLE MODEL 85—Exquisite American walnut low-boy with automatic volume control and antenna adjuster. \$96, complete with tubes.



CONSOLE MODEL 89—Hand-rubbed walnut high-boy with sliding doors. With automatic volume control and antenna adjuster. Tubes include variable-mu's and two pentodes. The finest radio that can be built. \$132, complete with tubes.

Other models, including battery sets using the new 2-volt tubes and air-cell battery.



COMPACT MODEL 82—Automatic volume control and other big-set features. Gothic arch of zebra wood. \$69.00, complete with tubes.

the GOLDEN VOICE

Now! a *new* Fada with Automatic Flashograph

New Model No. 65
(illustrated at right)

\$124.50

Complete with Tubes

★

A Flashograph Model at this Popular Price Doubles Your Sales and Profit Possibilities.

★

The new Fada AUTOMATIC FLASHOGRAPH is taking the radio world by storm. "It's the biggest thing offered in years," agree dealers. And now, so you can capitalize still further on this attractive feature and dip into another and bigger market, we have built a model equipped with the new AUTOMATIC FLASHOGRAPH to sell for \$124.50 complete with tubes.

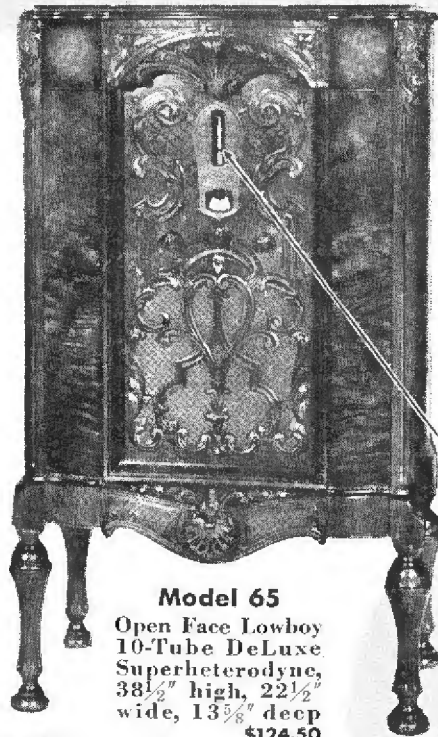
This gives you a Flashograph model at three decided price levels—\$124.50, \$147.50, \$175.00—an all-inclusive market on the most popular feature in radio today.

If you have not seen and heard a demonstration of this newest method of visual tuning, write or wire us today.

Other new features of the new 1931-32 DeLuxe Fada: Improved Superheterodyne Design, Pentode Tubes in Pushpull, Multi-Mu Screen Grid Tubes, Automatic Volume Control, Tone Filter and Noise Suppressor, Tuning Silencer.

Prices of the new Fada line—\$69.50—\$89.50—\$112.50—\$124.50—\$147.50—\$159.50—\$175.00—all complete with tubes.

Manufactured by F. A. D. ANDREA, INC.
Long Island City, New York



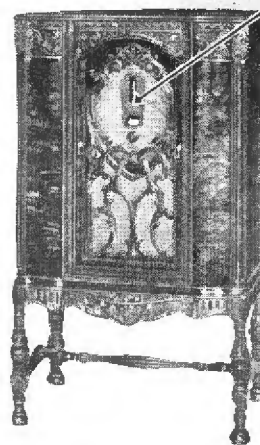
Model 65

Open Face Lowboy
10-Tube DeLuxe
Superheterodyne,
38½" high, 22½"
wide, 13⅝" deep
\$124.50

3 MODELS WITH AUTOMATIC FLASHOGRAPH

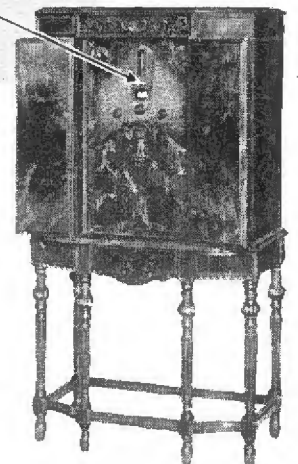
Fada now makes three models with the new AUTOMATIC FLASHOGRAPH. Models 65-48-49.

The AUTOMATIC FLASHOGRAPH names your favorite stations by lighted call letters and also, by a rising column of red light, tells you when you have perfect tuning. When the red light reaches the highest point in the neon tube for any given station, it means you have that station "right on the button!"



Model 48

10-Tube DeLuxe Superheterodyne, 41½" high, 24½" wide, 15¼" deep
Sliding Door Lowboy
\$147.50



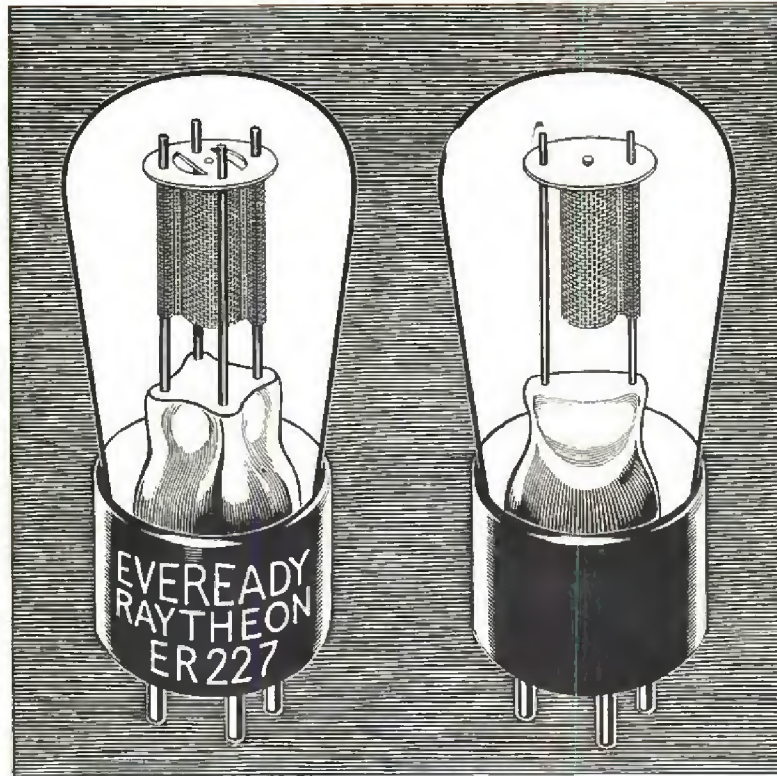
Model 49

DeLuxe 10-Tube Superheterodyne, 47½" high, 25½" wide, 15¼" deep
French Door Highboy
\$175.00



1920 SINCE BROADCASTING BEGAN 1931

"MADE TO ORDER" FOR AUTOMOBILE RADIO SETS, AND ALL OTHER SETS . . . 4-PILLAR TUBES



★
Notice the *four* strong pillars. With this solid foundation the many fragile parts in the tube can be assembled with watch-making accuracy, and cannot move a hair's breadth from their fixed position!

★
In ordinary tubes the many delicate parts have only a two-legged foundation. *Two* supports instead of *four*! Jolts, bumps, rough handling, vibration from dynamic speakers—all can impair their *vital* accuracy.

4-PILLAR TUBES are built to stand rough treatment . . . the kind *all* tubes receive in shipment and handling. That's why these tubes are always in good condition . . . ready to give such superb performance when you demonstrate them in a customer's radio set, at home . . . and it's why Eveready Raytheon home demonstrations make sales.

Now there is a new field for 4-pillar tubes, where their superiority is even more striking. Automobile radios! They put a tube "on the spot." Engine vibration, constant bumps and jolts . . . it takes a good radio, and a better than average tube, to stand up under such conditions. Then there are those new tall, vertical radios, where tubes are mounted on their sides—these sets need a sturdy, strong tube too. Eveready Raytheon tubes, with their patented 4-pillar construction, are just "made to order" for this type of service!



All your customers want extra-fine reception . . . clearer, more natural tone, quick action, and long life . . . and you can sell it to them in 4-pillar tubes, by giving home demonstrations.

4-pillar tubes come in all types, and fit the sockets of every standard A. C. and battery-operated receiver, including the new Air Cell sets. Ask your jobber or write our nearest branch.

★ ★ ★

Service-men! Information and sales helps, designed for your use, will gladly be sent to you free. Among them is a blueprint, giving complete engineering data on 4-pillar tubes. Thousands of service-men are using this material to advantage. Write our nearest branch.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.

Branches: Chicago Kansas City New York
San Francisco

Unit of
Union Carbide and Carbon Corporation

**Dormeyer
announces**

A new opportunity for you in this sensational introductory offer

Here is a fast-moving specialty—nationally advertised—that you can sell.

You can share at once in sales that are advancing by leaps and bounds! The portable Dormeyer combination Food Mixer, Juice Extractor and Drink Mixer offers you a *new* source of profit. All you need is *one* Mixer. Buy it today for \$10.00. Display it—see how it sells! You'll order many more before Christmas! Use the coupon below.

During October Only

Here is our proposition:

List price on the new Dormeyer.....	\$18.75
Special introductory price to you (with attractive display stand).....	10.00
Your Profit.....	\$ 8.75

This offer represents the greatest food mixer value on the market today. You can buy only one at this price.

Adjustable fingers on ball-bearing turn-table hold practically any size bowl. Mixer instantly detachable from stand—can be used anywhere in kitchen.

Your only opportunity to buy a genuine nationally advertised Dormeyer for

\$10

Special Introductory Price (\$10.50 Denver and West)



Instantly convertible to fruit juice extractor

A. F. DORMEYER MFG. CO.
2628 Greenview Avenue, Chicago, Illinois, U. S. A.

Yes ship open account on 10 days net basis. I will pay transportation charges.

Ship C. O. D. M. O. or check enclosed. You will prepay transportation charges.

Name.....

Address.....

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

Note: Special introductory price effective October only.

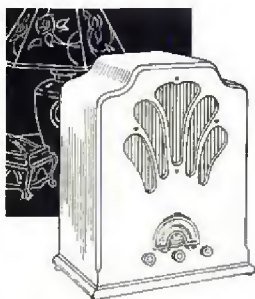
Dormeyer

THE NEW SPARTONS

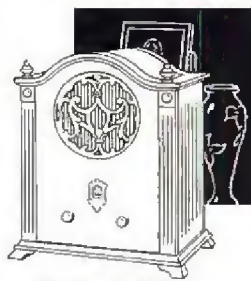
Wide Range of Models and Prices—the Greatest Values in Sparton History



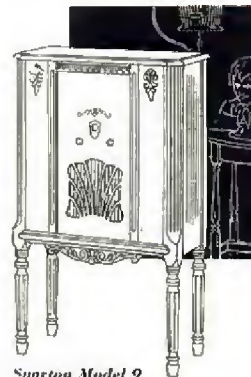
Sparton Model 5



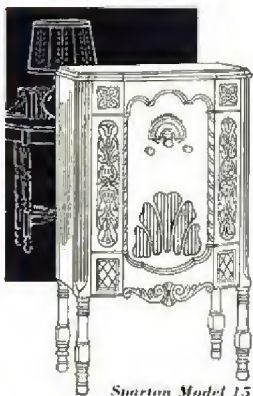
Sparton Model 10



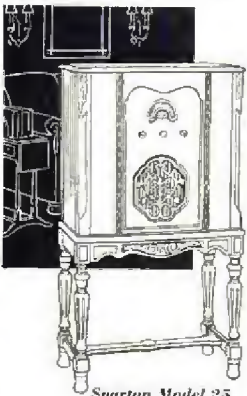
Sparton Model 410



Sparton Model 9



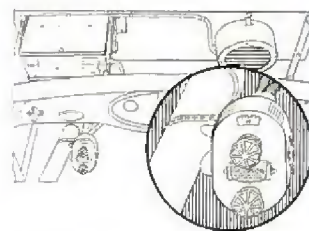
Sparton Model 15



Sparton Model 25



Sparton Model 26



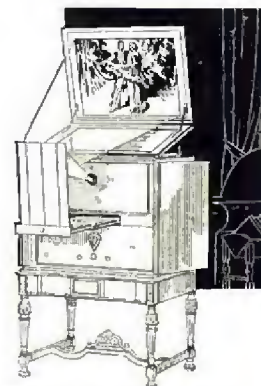
Sparton Automobile Radio Model 40



Sparton Radio-Phonograph Model 30



Sparton Radio-Phonograph Model 35



Sparton Visionola Model 45

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

Only Sparton has the Musical Beauty of Sparton

SPARTON RADIO

"Radio's Richest Voice"

(716)

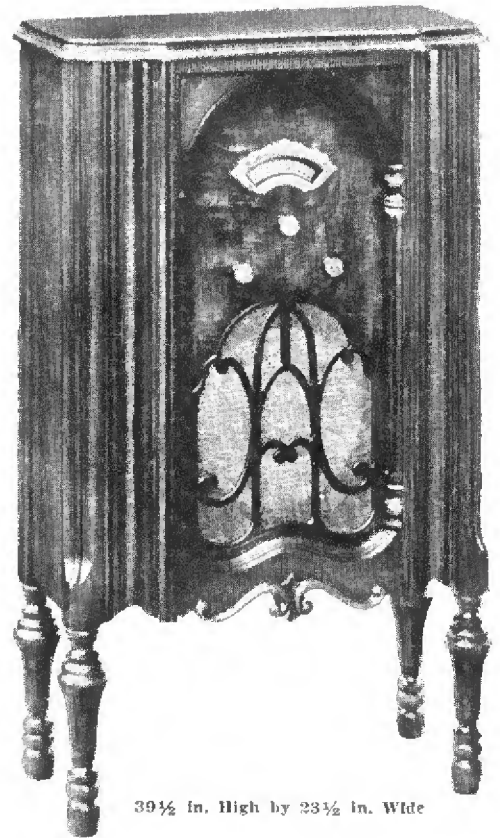
SUPERHETERODYNE CONSOLES

are the Sets to Sell

Audiola sales are at a high peak for two reasons—1st, Console sets are the big sellers today. 2nd, Audiola Console sets win customer approval. Here are the Audiola features—12 reasons why you should begin an active selling campaign with Audiola Consoles. PENTODE. VARIABLE-MU. FULL RANGE TONE CONTROL. FULL VISION DIAL. PHANTOM LIGHT INDICATOR. R.C.A. TUBES. JENSEN DYNAMIC SPEAKER. BEAUTIFUL CABINETS. SUPERB TONE QUALITY. EXCEPTIONAL PERFORMANCE. EXTREME VALUE. 10 YEARS' EXPERIENCE.

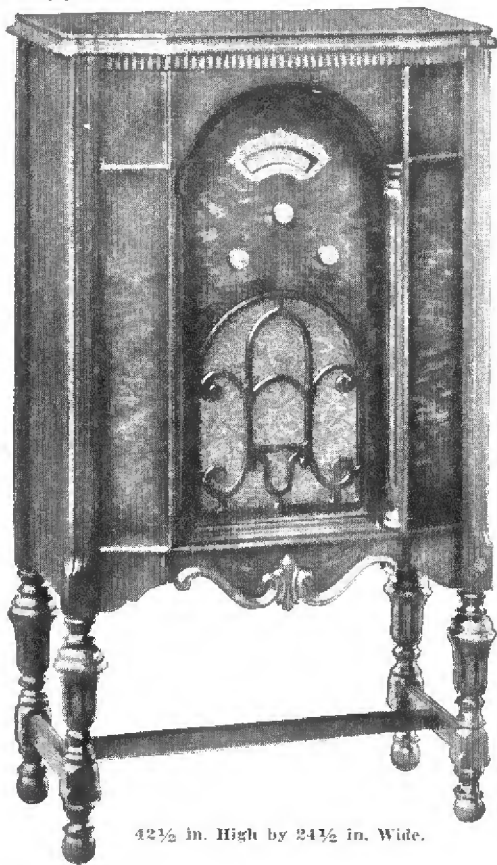
AUDIOLA

Known For Its Tone



39½ in. High by 23½ in. Wide

Model 712 Seven tube FULL SIZE Superheterodyne employing both Pentode and Variable-Mu tubes. Equipped with tone control, full vision dial, phantom light indicator and dynamic speaker. The above Console is FULL SIZE with beautiful front panel of figured stump walnut and decorative panels of lacewood and burl walnut. Uses the following tubes: 2—35; 2—24; 1—27; 1—47; 1—80. List price complete with genuine Cunningham or Radiotron tubes **\$69.95**



42½ in. High by 24½ in. Wide.

Model 914 Nine tube FULL SIZE sturdily constructed superheterodyne, employing in addition to two Variable-Mu tubes, also two Pentode tubes in push-pull, preceded by a first audio stage. A powerful receiver with tremendous volume output. Tone control, full vision dial, phantom light indicator and large 12 in. dynamic speaker. Beautiful substantial cabinet. Uses following tubes: 2—35; 1—24; 3—27; 2—47; 1—80. List price complete with genuine Cunningham or Radiotron tubes..... **\$89.00**

10 YEARS ago AUDIOLA first made its appearance. AUDIOLA now has this record—10 years of successful manufacturing and merchandising—10 years of good radio business and profit for Audiola dealers and jobbers. Master radio engineers have continued to increase Audiola quality from year to year. Since the 1921-1922 interval, Audiola has made an amazing gain in popularity. Today Audiola is creating and maintaining a strong consumer demand by sheer value and performance.

An Audiola franchise today is of great value—there are territories available for jobbers—don't overlook this outstanding radio opportunity.

AUDIOLA RADIO CO.

430 SO. GREEN ST.

CHICAGO



Pattern 538

A Jewell Tube-Seller that embodies the utmost in confidence-building selling appeal. Housed in a massive ebony black finished cabinet with chromium meter trim—it tells every customer who enters your store that you have a modern tube department.

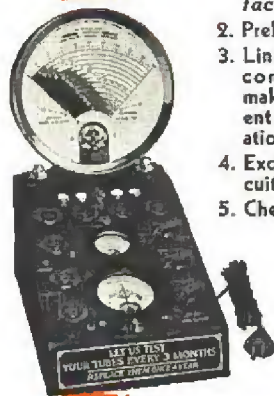
Features of the Patterns 538 and 214:

1. Read in terms of tube performance: *Satisfactory*, *Doubtful*, and *Unsatisfactory*.
2. Preheater and short check.
3. Line voltage indicator and compensating adjustment make operation independent of line voltage fluctuations.
4. Exclusive zero-reset test circuit.
5. Check all types of tubes.

Pattern 214

A compact Jewell Tube-Seller with every test feature of the Pattern 538, including the 9-inch

"Index of merit" test meter. Housed in an attractive cast aluminum case.



The TUBE-SELLER that Convinces Customers

Tube testing that your customers can understand is the most effective weapon to defeat your worst competitor—worn-out tubes.

When your customers see their tubes tested on the impressive Jewell Tube-Seller they are convinced by the simplicity of the operation and the ease with which they can actually read tube worth!

When the "Index of Merit" pointer stops at the *Unsatisfactory* mark, the customer buys new tubes willingly, because the Jewell Tube-Seller has won his confidence.

Only One Meter to Read

—and that one reads directly in terms of tube performance: *Satisfactory*, *Doubtful*, and *Unsatisfactory*. The customer has no doubts, nor need you—for the operation of a Jewell Tube-Seller is so simple you can't go wrong, and Jewell's exclusive zero-reset test provides the most accurate tube test available at a cost within the reach of the radio dealer.

Mail This Coupon Today!

Jewell Electrical Instrument Company,
1642-A Walnut Street, Chicago, Illinois.

Of course I'm interested in increasing tube sales. Send me descriptive literature and the name of a jobber where I may see Jewell Tube-Sellers.

Name

Address

31 YEARS MAKING GOOD INSTRUMENTS
JEWELL

THE NEW *Style Note* IN RADIO
IS A SELLING NOTE FOR YOU

A broader radio market—easier radio sales—that's what the new Westinghouse Columaire Jr. and its companion sets in the Columaire series and conventional designs mean to radio dealers.

NEW BEAUTY—A new note of style in radio that gives you a powerful new sales appeal.

IMPROVED PERFORMANCE—Better tone and better tone distribution through the use of the long column of air in the upright cabinet.

POPULAR PRICES—Models priced from \$37.50 up. The Columaire Jr. Deluxe illustrated is priced at \$125.

A COMPLETE LINE—Including the Midget, the Columette, the Columaire Jr., the Columaire Jr. Deluxe. Also conventional models.

NATIONAL ADVERTISING—Featuring the new style note—six powerful advertisements in four months in Collier's.

A NEWSPAPER ADVERTISING PLAN—Ask your Westinghouse Radio distributor about the plan for newspaper advertising in your territory.

COLORFUL DISPLAYS AND POSTERS—Here's more material to flash the Westinghouse style message before your prospects. Ask about the plan for billboard display.

LITERATURE—Selling folders in generous quantities that tell of the smartly styled beauty of the Westinghouse line.

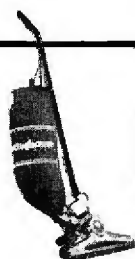
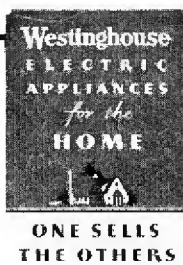
WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
MERCHANDISING DEPARTMENT MANSFIELD, OHIO



The Columaire Jr. Deluxe—a completely screened 9-tube super-heterodyne set with automatic volume control, fully graduated tone control, Multi-Mu and Push-Pull Power Pentode tubes.

Westinghouse

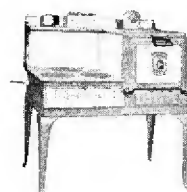
Radio



New Super-Suction Vacuum Cleaners, including a low priced, motor-driven brush model.



The Westinghouse "Completely Balanced" Refrigerator with amazing improvements and new discoveries.



The famous Flavor Zone Ranges in types, sizes and prices for every home.

The Newest 30 Series D.C. TUBES...

with ARCTURUS improved features

These tubes are built to the same rigid specifications that make *blue* tubes the decided preference of critical engineers and progressive jobbers and dealers.

The types 136, 137 and 138 are of the heater-cathode construction. This is the construction developed by Arcturus in pioneering the first standard base a.c. tube. Rugged construction that resists shocks and jolts—low current consumption—longer life make these tubes the best yet for automobile sets. They have the usual quick action of all Arcturus Tubes.

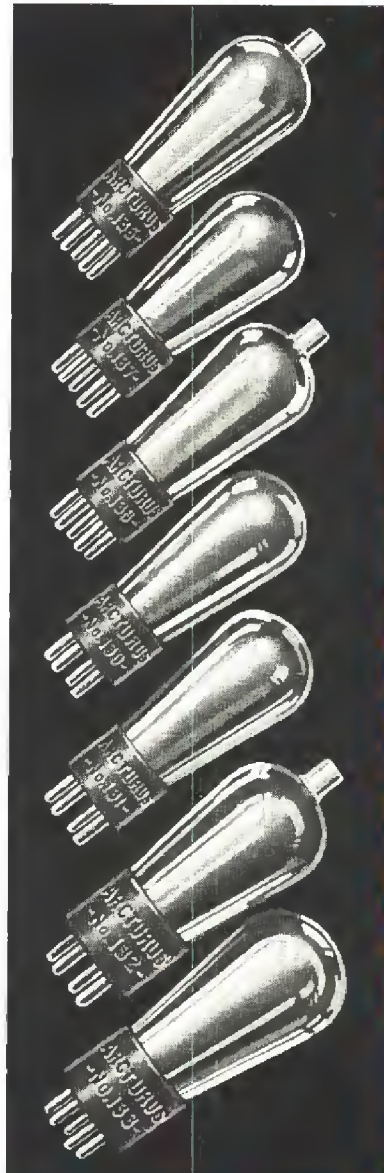
The low drain of 130, 131, 132 and 133 types meets the exact needs of battery sets, and their sturdy construction assures efficient portable set performance.

Arcturus Blue Tubes are the standard tube equipment of more manufacturers than any other tube. Most of this year's sets will be equipped with *blue* tubes. What a tremendous market for renewals that means!

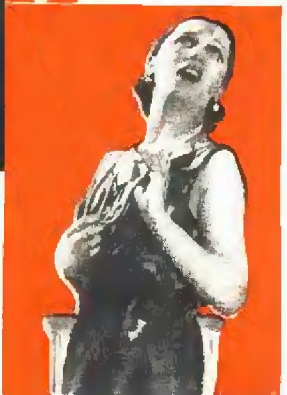
Dealers who push these quality tubes find they reduce expensive service calls, keep sets sold and win the confidence of their trade.

Arcturus jobbers have now added the new d.c. series to their regular stocks of Arcturus Blue Tubes. Stock Arcturus Tubes early and prepare for this new market—and for the big renewal business in Arcturus equipped sets.

Arcturus Radio Tube Co., Newark, N. J.



The BLUE Radio Tube!



ARCTURUS

The TUBE with the LIFE-LIKE TONE

A New Era in recorded music has come

This marvelous new record that plays 30 minutes opens up a new field of home entertainment . . . and a new field of profits for you

RCA Victor now makes the most sensational announcement in the history of recorded music. It presents an ingenious new 12-inch Victor Record that plays half an hour . . . and affords a complete symphony on a single record. A record of a new material that is lighter, flexible, and free of surface noises. Also, a 10-inch record that plays proportionately as long.

Increased Victor Record sales during the past few months prove conclusively that there is a heavy swing back to phonograph music. This revolutionary new record will speed the swing even faster. Sales are bound to jump higher.

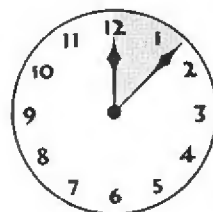
This record will bring people into your store . . . it will create new interest among your old record customers . . . and it will help you sell combinations, on which you can make real profits.

A simple, inexpensive "gear shift" adapts almost any modern electrical phonograph for playing this new record. Thus, you can make an installation profit also.

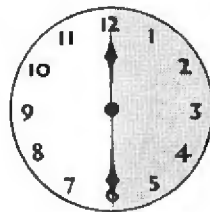
RCA Victor will use big newspaper space to advertise this big news to the public. Thousands . . . in fact, millions . . . of records will be sold. Get your share. Cash in on these new records, and enjoy a profitable repeat business. Put in a stock of records right away. Call up your RCA Victor distributor today. RCA Victor Company, Inc., Camden, New Jersey, a Radio Corporation of America Subsidiary.

Present type
8 minutes

New type
30 minutes



OLD



NEW

**New Long-Playing
Victor Records that
will sell**

1. Selections from "Band Wagon" . . . "High and Low," "Dancing in the Dark," "I Love Louisa," "New Sun in the Sky" and 5 other numbers . . . played by Leo Reisman and 23-piece orchestra . . . 10-inch record . . . \$1.50.

2. Rhapsody in Blue— Parts 1 and 2—by Paul Whiteman's Orchestra, and Victor Prize Selections — "Lights and Shadows," and "Song of Bayou" by Victor Salon Group . . . 10-inch record . . . \$1.50.

3. Victor Herbert Melodies No. 1— Played by Victor Concert Orchestra and Victor Salon Group . . . 10-inch record . . . \$1.75.

4. Symphony No. 5 in C Minor (Beethoven)— Parts 1 and 2 played by Stokowski Philadelphia Symphony Orchestra . . . 12-inch record . . . \$4.50.

5. Nutcracker Suite (Tchaikowsky)— Played by Stokowski Philadelphia Symphony Orchestra . . . 12-inch record . . . \$4.50.



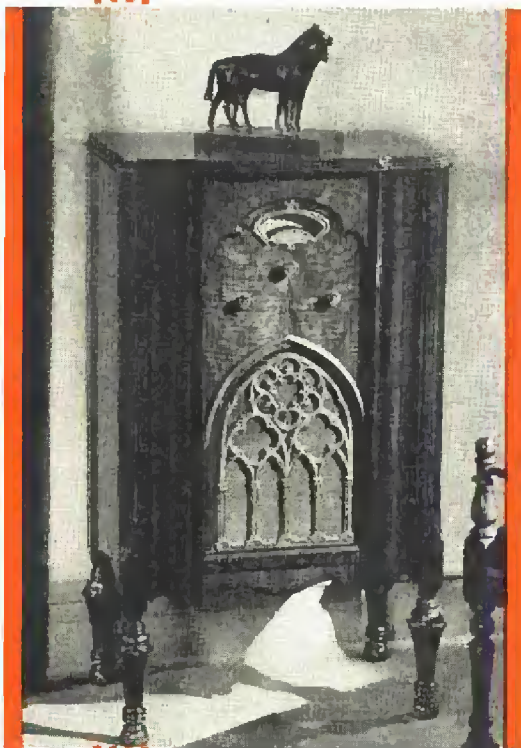
RCA Victor

Victor Records

R A D I O S . . . P H O N O G R A P H C O M B I N A T I O N S

Echophone stops the prospects

»» and Starts «« »» the Sales ««



Model "90" Superheterodyne—Large Type Chassis, Eight tubes including two Pentodes Push Pull and four Variable-Mu, Pre-selector, 4-gang Condenser, 10-inch Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Burl Walnut Panel . . .
\$89.50 Complete

The new Echophone line is now doing business in a big way. It is getting attention in the largest cities and smallest towns. You should take heed—there's worthwhile money to be made with this new line. Echophone receivers have always started and kept the "ball rolling." Echophone has been successful since 1921—you can tie-in with Echophone now and get profitable sales results. Echophone is today's "live-wire" receiver. There's a wide range of models including our "midget" Echoette and beautiful consoles. There's an Echophone to meet every buyer's need. You can stock Echophone receivers in perfect safety—they'll sell—you'll profit.

ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory
WAUKEGAN, ILLINOIS

Export Division—Echophone Company Export
44 Whitehall St. New York, N. Y.



Model "60" Superheterodyne (above) Seven tubes including Pentode and three Variable-Mu, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Walnut Cabinet—6 inches deep . . .
\$53.75 Complete

Echoette Model "40" four tubes including Pentode and Variable-Mu. Dynamic Speaker, Walnut Panelled
\$32.75 Complete

Model "70" direct current superheterodyne—7 tubes including D.C. Pentodes and D.C. Variable-Mu. Jensen Dynamic Speaker.
\$59.50 Complete



Model "80" Superheterodyne (right)—Eight tubes including two Pentodes Push Pull and three Variable-Mu, Pre-selector, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, 4-gang Condenser, Burl Walnut Cabinet—6 inches deep . . .
\$69.50 Complete

Get in touch with our nearest distributor or write us direct for complete details. Our new line represents the best we have yet produced — our 10-year record should convince you that it's wise to act now.

RADIO'S GREAT PROFIT LINE



Where distributor and factory meet

"We have brought you to Dayton not to listen to us, but so that we can listen to you." With some such remark, General Motors Radio executives open the monthly meeting with distributors at the home office in Dayton, Ohio. Thus distributors are invited to lay their cards on the table—and as a result of these conferences, the sales policies of General Motors Radio reflect the wealth of experience which can be gained only through actual sales work in the field and at the point of contact with the prospect. From North, East, South and West, distributors bring in successful merchandising and sales plans which are passed on, along with selling plans laid at the factory, to dealers all over the country . . . The monthly distributor meeting is just one of the



many unique features of the General Motors Radio plan of operation which has led scores of the leading radio distributors and thousands of the leading radio dealers to "sign up" with the industry's "Great Profit Line" . . . This close contact with our distributor organization is also one of the reasons why the new General Motors Improved Super-Heterodyne has already won national recognition in the radio retailing field . . . The eight standard models ranging in price from \$39.50 to \$250, with tubes, the eight custom-built models ranging from \$95 to \$350, with tubes, represent the widest range of cabinet styles and prices offered by any manufacturer. It will pay you to investigate the profit opportunities offered by General Motors Radio.

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

A Model for every Purse and Preference



*"From my
Bleacher seat*

**I GOT A
BIG IDEA"**

"Runners were on second and third and only one man was out, when—Wham! But the second baseman grabbed the ball from the air and retired the side. That play sold me on teamwork—in baseball or in business!"



You can obtain prompt delivery of *everything electrical* from a General Electric Supply Corporation wholesale warehouse near your store.

When manufacturer, distributor, and dealer follow the same plan at the same time, better sales result than when each works a different plan without coordination. Many years of experience have taught us how to correlate sales programs to produce maximum results.

You gain the benefits of these years of learning how . . . and you increase your chances of success for a given sales expenditure . . . when you concentrate your selling effort on the standard well-advertised brands of electrical merchandise distributed by the General Electric Supply Corporation.

GENERAL  ELECTRIC
SUPPLY CORPORATION

SEE THE **NEW** PACENT HOME TALKIES

THE SENSATION OF THE RADIO SHOW

Home Talkies give new life to the Radio business—fertile fields for double profits—profits from the sale of Home Talkie equipment—profits from the rental of Home Talkie films.

The Pacent Home Talkie is a three purpose instrument. It can be used for playing silent motion pictures with incidental music for complete synchronized sound pictures or as an electric phonograph playing standard phonograph records. It presents something new—amusing—instructive—unique in Home entertainment—unfailing in appeal to public interest—a much needed stimulant for your present business.

See and hear the Pacent Home Talkies, Consolette and Portable. You will agree that 20 years' experience in the manufacture of sound reproducing apparatus is plainly evident in the construction, operation, and perfect tone qualities of this latest development. Remember that more than 3000 theatres throughout 44 countries of the world used Pacent Talking Picture Sound Equipment—a perfect background for this miniature model for the home.

Pacent Home Talkies will put money in your till—Stop in at our show-room and learn more of the profit-making possibilities or write us direct if you are unable to take advantage of this splendid opportunity to actually see and hear the greatest value in Home Talkie construction.

PRICES :

Pacent No. 750 Home Talkie Consolette, less tubes and screen but complete with projector, sound pick-up, synchronous turn table, amplifier and loud speaker **\$275.00**

Pacent No. 751 Home Talkie Consolette, without amplifier, and speaker (uses amplifier and speaker of radio set) **\$230.00**

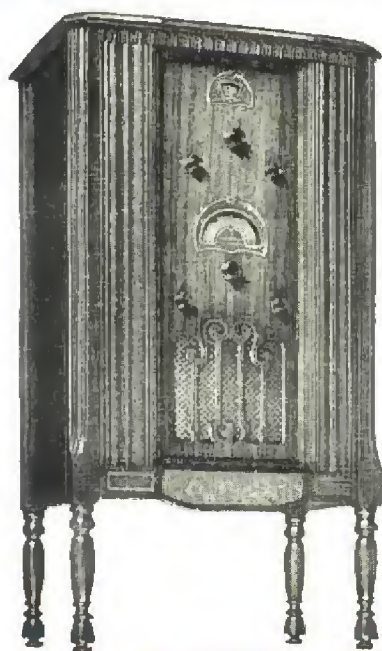
Pacent No. 752 Portable Home Talkie Projector, sound pick-up and synchronous turntable (uses amplifier and speaker of radio set or No. 753) **\$205.00**

Pacent No. 753 Portable Amplifier and Loud Speaker for use with No. 752 projector when not using radio set **\$65.00**

PACENT ELECTRIC CO., INC.
91 SEVENTH AVENUE NEW YORK CITY



BOTH Combined in Stewart-Warner Sets



TUDOR CONSOLE—Only

\$65⁷⁵
with tubes

equipped for standard broadcast reception

Same model equipped for both standard broadcast and foreign or domestic short-wave reception, as shown, complete with tubes, **\$87⁷⁵**. Distinctive walnut cabinet, 36 1/4 inches high. Contains the new Stewart-Warner Simplified Superheterodyne Circuit, using the latest Pentode and Multi Mu tubes. Tone Control, Television Terminals, Full Vision Dial, Electro-Dynamic Reproducer. Other models from \$23.95 to \$104.75 with tubes.

Western prices slightly higher.

Sell World-Wide Reception The Biggest Thing in Radio!

World-wide reception is the biggest thing in radio today. Not in years has there been anything comparable to it as a radio sales stimulant.

But while others are incorporating world-wide reception to meet public demand, Stewart-Warner has again demonstrated its leadership—offers it to you NOW—in the new Stewart-Warner Silver Jubilee Line.

Here are sets that open up an entirely new field of fascination for your customers, and sales and profits for you. For this new line includes sets incorporating BOTH standard and short-wave reception. Not only can your customers hear their favorite *standard* wave programs with the famous Stewart-Warner clearness of tone, but with the same set they can tune in short-wave broadcasts from all parts of the world.

In addition to world-wide reception, these sets embody the most advanced equipment throughout—even to television terminals. Included is a marvelously simplified superheterodyne circuit, so equipped with Multi Mu and Pentode tubes as to raise all previous standards of performance. All in cabinets of irresistible beauty. And all at the *lowest prices in radio history.*

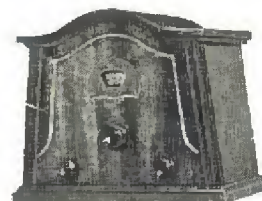
Why sell Radio without the world-wide feature? Sell Stewart-Warner Silver Jubilee Radio—and cash-in on this—the most powerful radio sales appeal of today. Behind this line is heavy national advertising, a liberal franchise, and a name famous for quality the world over. For details, write your Stewart-Warner Distributor—or us, Stewart-Warner Corporation, Chicago, Illinois.

THE STEWART-WARNER SHORT WAVE CONVERTER

converts virtually any A. C. or battery set of adequate sensitivity into a short wave receiver for world-wide reception. Quickly and easily attached. No interchanging of coils and tubes. Only one dial. Housed in attractive walnut finish cabinet only 9 1/2 inches high, 11 1/4 inches wide, 7 3/4 inches deep. Can be set on top of your customer's present radio set.

\$23⁹⁵

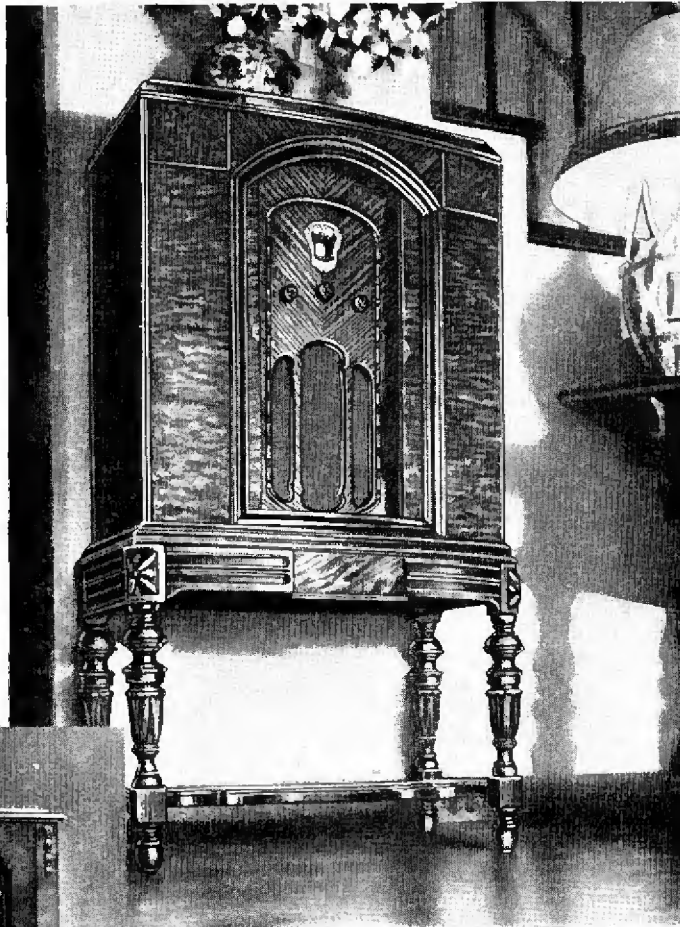
Complete with tubes, only



STEWART-WARNER
Silver Jubilee **RADIO**

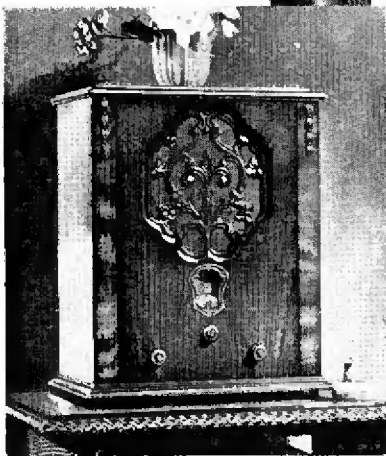
DEALERS EVERYWHERE

ACCLAIM *The New* KOLSTER INTERNATIONAL



MODEL K90

Completely shielded, ten tube, interstage double band pass refined superheterodyne with automatic volume control, push-pull pentode output. List \$149.50 with tubes.



MODEL K60

Completely shielded, seven tube, hand pass refined superheterodyne. Cabinet design has been produced with figured walnut front panel and Oriental walnut pillars with decorative grill. List \$69.50 with tubes.

The Kolster International sets are available for operation on 25 to 60 cycle alternating current circuits. There are also models of these same sets designed for direct current or battery operation.

*Back of the
Kolster International...
the financial and engineering
resources of Mackay Radio
and Telegraph Company*

With an appreciation of traditional Kolster quality and of the significance of the financial and engineering background of Mackay Radio and Telegraph Company, dealers of recognized standing everywhere are welcoming the entrance of the New Kolster International into the field.

The New Kolster International represents the superheterodyne *refined* to new high standards of performance...to new degrees of tone clarity...to new measures of real radio enjoyment. It includes every latest development of the industry. Nothing has been left undone to assure its ready acceptance by the public. Nothing will be left undone to assure a fair profit for every responsible distributor or dealer who sells it.

If you are interested in a set that will be sold only through distributors and dealers of recognized standing and only on a basis that will provide a fair profit for all concerned, write direct to 67 Broad Street, New York City.

KOLSTER RADIO INC.

New York Office: International Telephone and Telegraph Building, 67 Broad Street, New York City

In Canada: Kolster Radio Ltd., Toronto, Canada

Factory: 360 Thomas Street, Newark, N. J.

Years ahead of Competition

Eye appeal that *shouts* . . . LOOK! Graceful lines that *compel inspection*. Mechanical innovations that *convince* the most critical . . . And a PRICE THAT STOPS THEM DEAD IN THEIR TRACKS!

Here's a machine that gives you something to TALK ABOUT! These ABC features will put the needed punch in your selling attack!

\$129.50



ABC Spinner Model 77

Full size—55 pounds per hour capacity. Faster, cleaner, easier washing. Dynamically new in construction and performance, and startling in its beauty.

All surfaces gracefully curved and easy to keep clean.

Both Spinner Basket and Washer are of chipless porcelain inside and out. The most inquisitive child can not be harmed—entire mechanism sealed in. Spinner spins entire tub full of clothes dry in a few seconds.

Four-fin agitator washes the grimmest clothes to a new, unusual cleanliness. Feather pillows may be washed and dried to original fluffiness the same day.

Buttons and metal fasteners are not crushed.

If you wish—wash, rinse, and then damp dry with but one handling of the clothes.

Many items need never be ironed when damp dried with the ABC Spinner 77.

And it's \$35.50 lower in price than any other wringerless washer on the market today.

The complete ABC line includes ABC Spinner model 60, ABC Spinner 77, ABC Companion and ABC Playmayd equipped with gas or electric motors and ABC Apartment washer for the home with small space. The ABC Automatic Ironer and Electrotable round out the famous line of household appliances. Get details NOW!

ALTORFER BROS. COMPANY
(Est. 1909) Peoria, Ill.

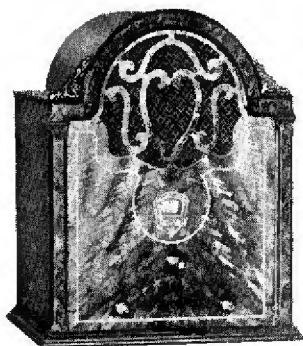
Altorfer Bros. Co., Peoria, Ill.

Gentlemen:
Please send me complete details on the entire ABC line.

Name
Address
Town State

HOWARD

with its 10 Years of Solid, Substantial, and Continuous Growth Now Offers You the Finest Sales Opportunity in Howard History



Howard Compact Model No. 20

New Superheterodyne circuit with Special Howard Dynamic Speaker and Tone Control. Artistic Walnut compact cabinet, 17 1/2 in. high, 14 1/2 in. wide and 11 1/2 in. deep. Tubes employed: 2-27's, 1-30, 3-51's and 1-47.

\$69.50 including tubes

YOUR 1931-1932 radio season is destined for greater selling activity than Howard has ever before made possible. Howard has, since 1921, accomplished the unusual in radio quality. This long Howard experience, ability, and success has led to the present 1931-1932 line. Our latest receiver attainments are outstanding. Present favorable customer comment promises lively sales and dependable profit. We now offer you the highest Howard quality at the lowest prices in our ten years of receiver design and production. Howard has established a very fine name in the radio world — likewise have its dealers — now dealers can carry on with that name Howard behind them and a new Howard line that's bound to produce greater net profits than ever before.

We are ready now to give you complete details on the new Howard line. It is well to remember that Howard has never entered into a program of over production. All models represent the latest developments in Radio Engineering in the scientific employment of the Pentode and Variable-Mu tubes

HOWARD RADIO COMPANY

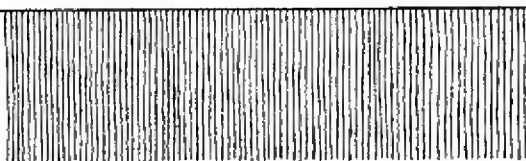
Factory and General Offices
SOUTH HAVEN MICHIGAN



Howard Console Model No. 40

New Superheterodyne circuit with Special Howard Dynamic Speaker and Tone Control. Exquisite Walnut Console Cabinet, 39 1/2 in. high, 22 1/2 in. wide and 16 1/4 in. deep. Tubes employed: 2-27's, 1-30, 3-51's, Variable Mu, and 2-47's Pentodes.

\$119.50 including tubes



THE 1931-1932 HOWARD LINE

- No. 10, Compact Model, TRF Circuit, with 5 tubes, complete..... \$49.50
- No. 20, Compact Model, Superheterodyne, with 7 tubes, complete..... 69.50
- No. 25, Compact Model, same as No. 20, with drawer table..... 79.50
- No. 30, Compact Console, Superheterodyne, with 7 tubes, complete..... 89.50
- No. 35, Console Model, Superheterodyne, with 8 tubes, complete..... 99.50
- No. 40, Console Model, Superheterodyne, with 8 tubes, complete..... 119.50
- No. 45, Console Model, Superheterodyne, with Automatic Volume Control and 9 tubes, complete..... 129.50
- No. 60, Combination Model, Superheterodyne, with Automatic Volume Control, Automatic Record Changing Device, and 9 tubes, complete..... 259.50



Howard Combination Model No. 60

New Superheterodyne circuit with Special Howard Dynamic Speaker, tone control and automatic phonograph record changing device. Walnut console cabinet, 44 in. high, 30 in. wide and 16 1/4 in. deep. Tubes employed: 2-27's, 1-30, 3-51's and 2-47's.

\$259.50 including tubes

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING
Established 1925

O. H. CALDWELL,
Editor

McGraw-Hill Publishing Company, Inc.

So The Customer

May Know

WHAT HE GETS

for the Price He Pays

JOHN CUSTOMER is in the market for a good radio set. For months he has been reading the many conflicting claims and superlatives of nationally known set-makers. For months he has noted also that prices have steadily been dropping, bargain offerings have been numerous. He has read and heard much propaganda to the effect that highly satisfactory outfits may be purchased for \$40, \$50, \$60, \$70. "Why pay more?" Confidence, in other words, has been shaken and ability to measure values destroyed.

DEALER JONES, down the street, carries a full line of radio; four brands, and a sprinkling of mantel models. He happens to know what it costs to do business. Dividing total expenses by total sets sold over a given period he finds that average overhead is \$36 per transaction. For the past six months he has been losing money. Jones, for one, has ceased to kid himself that he can make an actual net profit on any sale less than \$90. What is the answer to his problem?

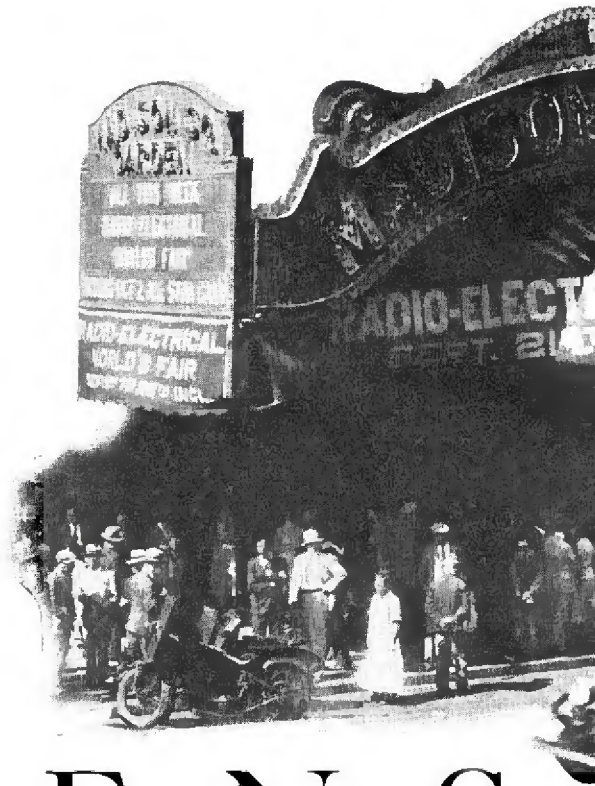
UNTIL recently radio dealers have, to some degree, met the situation created by falling prices and wavering specifications by "selling up." The time has now arrived, however, when "Dealer Jones" needs help from other branches of the industry if he would keep his business on a profit basis. He needs this outside help because he is all but licked by the following factors: (1) The public's low-price complex, its lack of confidence, and its inability to judge true tonal and other quality values; (2) His own inability to demonstrate convincingly the relationship of price to quality.

The time has arrived, therefore, for the industry to set up some common standard for the determination and presentation of comparative values. Difficult as such a remedy appears to be, the need is sufficiently great, and the logic of such a procedure sufficiently clear, to justify every effort to establish such a standard.

We must, in other words, set up an electrical yardstick by which radio sets can be simply and clearly rated in terms of performance and tone quality. This would be analogous to the ways of rating automobiles in performance or horsepower. In the early days of the automobile industry, nothing of this kind was available, and the public was not able to judge the real character or merit of a car. Nowadays all this is standardized, to the benefit of the public, the automobile manufacturer, and the automobile trade.

Such a plan of rating radios would stabilize this overwrought business of ours by revealing clearly to each buyer just what he is getting, for the price he pays.

The Season Opens



RADIO'S ROYAL FAMILY

This year radio not only has a new queen but also a prince and two charming little princesses.

Miss Harriett Lee, contralto soloist of WABC, was voted a fitting occupant for the queen's throne—or booth. Clementine Tourella and Adele Kendler are the princesses. Master George Breakstone, 9-year-old WJZ singer, guards the beauty cups.

CUSTOM has decreed that the fourth week of September shall mark the official start of fall and winter activities for the radio industry. Then it is that Clay Irwin opens the doors of Madison Square Garden to an expectant public, that National Radio Week is celebrated and that the broadcasters trot out their stellar programs.

Despite the predictions of the gloom prophets, the Eighth Annual Radio-Electrical World's Fair, at New York, was genuinely successful. The large public attendance, the interest manifested, and the spirit of determination shown by the many radio men who thronged the "headquarters" hotels, starts the season auspiciously.

But dealers elsewhere first want the news about the technical trends:

Less radio for less money, is an unpleasant observation which must be reported after reviewing the representative lines at the show. Many concerns are out with still smaller midgets—usually embodying 4-tube circuits, including a pentode. The consolette idea is growing, utilizing the midget chassis, priced particularly low, and in cabinets "not so good." Here's a note of cheer, however: Despite these trends, general interest in small sets was slight and less prominence was given these numbers by their exhibitors. These same manufacturers also have added sets at the other end of the line . . . higher priced and worth the money.

It would appear, therefore, that business this fall will be chiefly in the low and high-priced models. To justify these expensive models designers have incorporated phonograph combinations—some of which are automatic—automatic volume control, and similar "de luxe" features. Each manufacturer bringing out such a high-priced set has endeavored to give it individuality. Some use two speakers in one chassis to improve tone quality.

Midget sets less in evidence at New York Show—Success of “Radio World’s Fair” hopeful sign—300 stations announce “Radio Week”

Excerpts from MR. SARNOFF’S Speech

IT IS now just 100 years since Michael Faraday gave to the world his researches in the induction of electric currents. It was in the same year, 1831, that Joseph Henry, the American physicist, tapped the small electric bell a mile away by means of an electric current—the forerunner of the telegraph.

In other ways the results of radio research and development are being manifested. The synchronization of sight and sound on the screen, which revolutionized the motion picture industry, revitalizing it as an agency of public entertainment and education, has led to the production of a great many pictures of unusual merit and high dramatic appeal. This development is now ready for its entrance into the home, and I feel that next year, if one is privileged to indulge in a bit of prophecy, the theater of the home will be established, and on the way to become an outstanding institution.

Nor is the day distant when sight will be transmitted through the air to large numbers. We are on the threshold of television, and just as the shackles of silence were struck from the screen, so will the veil be lifted from our daily broadcast.”



DAVID SARNOFF

Who officially opened the New York Radio Show

Cabinet work is excellent. Every modern improvement is included.

End table models were found in many lines, several new ones having come in since the Trade Show at Chicago. Although for the most part they use midget chassis, the novelty of cabinet design has permitted manufacturers to place a higher list on these models. If they sell they should carry a much more interesting profit margin than the straight midget and consolette jobs. Grandfather clock models were much in evidence.

THE Pentode tube, also the variable-mu type, are used in practically all receivers. So many include them that they have ceased to be particularly strong selling points. One manufacturer uses tubes with the shielding fused directly to the glass of the tube. This eliminates the necessity for can shields.

Automobile radio tubes have found ready use. The perfection of this type, which will operate satisfactorily on d.c. voltages varying within quite wide limits, has caused a number of manufacturers to bring out d.c. electric models at particularly attractive prices. Due to the introduction of these tubes, many more d.c. models were to be seen at this show than heretofore.

Automobile radio has also jumped ahead, so far as design is concerned, and at least half a dozen new lines included auto sets. An accessory manufacturer in the middle West will shortly announce a “B” eliminator, to be used in connection with automobile radio. This, we were told, would replace “B” batteries as it will operate directly from the automobile storage battery and draw only two amperes. When this device is announced it will undoubtedly greatly stimulate the automobile-radio

(Please turn to page 68)

A High-Class

☐ Reinhart's Variety Shop, (Philadelphia)

☐ Gross Radio Sales: (January to June) \$84,819

☐ Average Set Sale: \$80.00

☐ Cash Transactions: 27%

By
F. C. Emmerling



Wage earners shy away from



Harry B. Reinhart's formula: "Spend money for good salesmen and good advertising. Economize on everything else"

HIGH-CLASS business in a low-class neighborhood. Can it be done? Harry B. Reinhart, Philadelphia radio dealer, does it.

He sells, profitably, to those people labeled by the economists as in the "lower-price brackets." Let others slash prices and butcher terms, Reinhart gets his price. He keeps his credit losses down, finances his own installment sales and discounts all bills.

Sales of radio items alone totaled \$147,000 last year and this was ten per cent higher than in 1929. Volume for the first half of this year was \$84,819, with the best half of the year yet to come. And this is clean business. Last year, more than 50 per cent of Reinhart's sales were for cash. This year, 27 per cent has been cash, with many 10 day notes.

Service was responsible for \$5,272 of the gross in the first half of 1931.

Most of his customers are laborers, mechanics, mill workers. At least 25 per cent of these are negroes. Up to this year, half of his sales were to customers living more than a mile away. This year, nearly two-thirds of them are within a mile of the store.

PROMOTION UP, OCCUPANCY DOWN

WAGE-EARNING customers shy away from expensive-looking stores, he observes. If, by the term "model store" is meant high rent, gilded fittings and modernistic displays, then Reinhart wants no model store. He runs an economical place and a place that looks economical. The store is located at 24th and Oxford Streets, removed from shopping centers. Rent is \$75 per month. To offset the disadvantage of an obscure location, to draw more trade from homes within a 5 mile circle, he advertises heavily, having emphatic though somewhat unorthodox ideas on this subject.

Business *in a* *Low-Class* *Neighborhood*



ritzzy stores, this dealer contends

Publicity cost \$11,913 for the first six months of 1931. This runs about 14 per cent of gross sales, at first glance a dangerous expenditure. However, part of it has year round value. The back cover of the city telephone directory is one such item. And it is counter-balanced also by low rent and otherwise economical management.

This dealer considers it not only a duty but also a good investment to advertise over the air. He has three 15-minute periods a week on WPEN and a half-hour weekly over WELK. Other media used are: primary position billboards, newspapers and direct-mail.

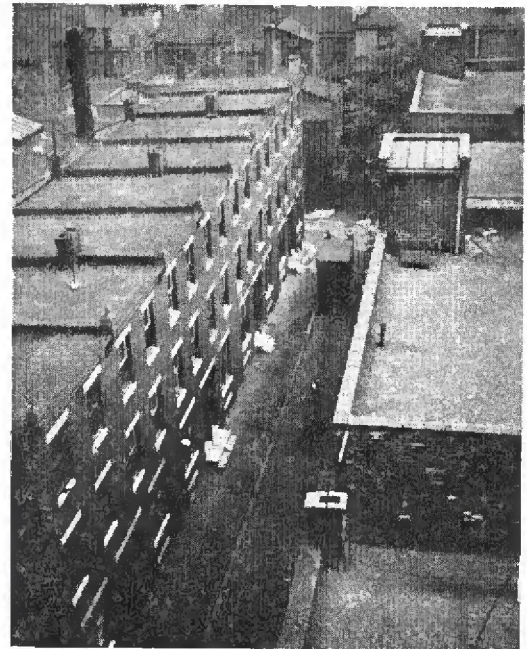
Advertising in all instances stresses completeness of stocks and good service after the sale.

Store salesmen hitch up to this advertising, making it a tool in selling, instead of passively expecting it to work all by itself. Several of them, when impressing on customers the store's reliability, pick up the telephone directory and point to the back cover. "People like to deal with a successful firm," one salesman remarks. "We use this advertising to indicate that our firm is successful. The customer assumes there must be a reason for it."

GOOD MEN, WELL PAID

PRACTICALLY all sales are made in the store. Free trials are advertised, but the set is not left with the prospect unless a lease is first signed. "We find it not only more profitable but also easier to close sales immediately after the demonstration set is installed. In leaving a set in the home over night more sales are lost than are made," says Reinhart.

He has experimented with "cold turkey." Success with this form of selling, so far, has been only fair. The chief reason for this, in his community, is that exceptionally close watch must be kept over credits. One out-



These homes are typical of the district in which the shop is located. They house day-laborers, mechanics and mill-workers, of which at least 25 per cent are negroes

side salesman placed six sets in one afternoon, and five of these had to be pulled later.

Three outside men work five mornings a week. They also work in the store. No drifters are employed, no matter how many "vest-pocket" accounts they may claim to have. Success comes, according to this dealer, when "you build up personal character and business character and the character of your employees." He picks men for their character, rather than for their experience, and then holds them on a salary plus commission basis.

Service men are paid on a salary basis and not a flat-rate of 75 cents per call, as is the general custom in the city. Skimpy rush jobs are avoided. These men are married, substantial, responsible employees. There are three full-time service men and five part-time, operating four trucks. One has been on the payroll seven years, another five and another three.

Reinhart gets list price, despite the fact that every dollar counts with his class of trade. He does it with salesmanship, convincing customers that it is cheaper to deal with him in the long-run.

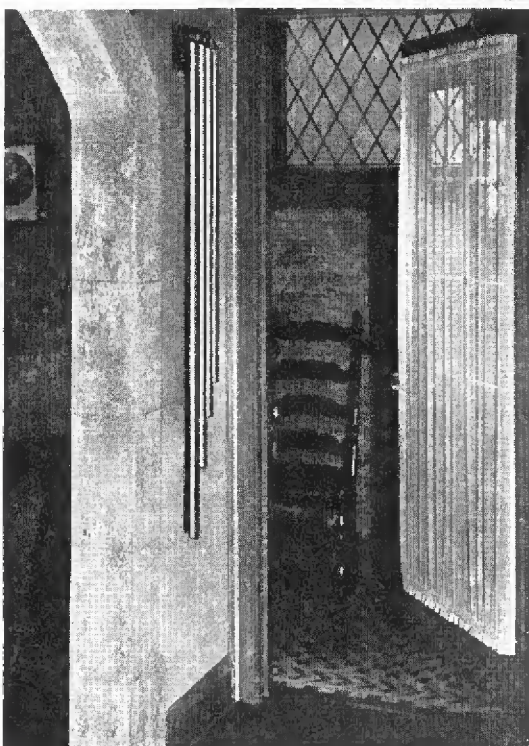
"When a prospect tells us about a bargain we 'call' him

(Please turn to page 65)

Photos through the courtesy of General K o n t r o l l e r C o m p a n y, T e l e c h i m e D i v i s i o n, 200 E a s t F i r s t S t r e e t, D a y t o n, O h i o, a n d J. C. D e a g a n, I n c., D e a g a n B u i l d i n g, C h i c a g o, I l l i n o i s.



A Deagan door chime concealed behind the grille to left of archway



Electric CHIMES

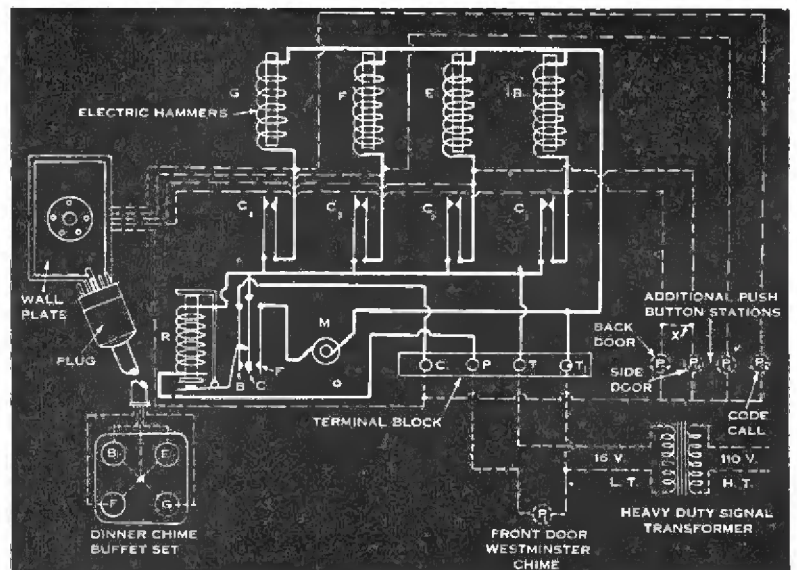
The Modern Sesame

"Open and admit our guests," implies the melodious voice in the hall—Many other uses add to the attractiveness of these newly announced chimes—A high class home accessory whose novelty should prove big attention-getter when displayed in store or window.

These modern "doorbells" automatically sound the sonorous notes of the Westminster chimes, and other pleasing melodies, when the front door button is pressed. In addition single tones may be connected to the rear or service door. Special combinations may be added for the purpose of summoning the maid, calling persons to the telephone, dinner, etc. A striking mallet comes with one type while the more expensive models are supplied with "a trim little keyboard."

These devices may be quickly installed on the present wall or set in a special recess. An artistic Swedish iron grille is available for the latter method if desired (above). Both makes operate from a step-down transformer.

Showing internal and external connections for "Westminster Telechime" door chime, dinner gong, code calls, service doors and other purposes



Hand Tailored Terms

IN which a certain amount of "flexibility" is interjected into customer relations—and with marked success

NOT every dealer is in a position to vary the terms of sale according to the circumstances. Nor, generally speaking, is such a policy to be recommended. But *all* dealers should study each prospect and fit the merchandise to the prospect's ability to pay and to his requirements (see article, "Match the Product to the Prospect," September issue).

In a certain thriving little city in Vermont, however, the livest radio outlet, whose owner knows the "household history" of practically everybody within its trading area, has increased volume and profit by "hand tailoring" its transactions. Sound judgment is, of course, highly essential to such a policy.

The accompanying tabulation and analysis of one month's business tells an interesting story and points many usable morals. Note that this Green Mountain boy adapts *both* the merchandise and the terms to the situation.

IN THE first place it will be observed that while the \$50, or less, set totaled 55 per cent of these 19 transactions the dollar volume was but 35 per cent of this Vermont dealer's August-September, 30-day business. And in no instance was a mantel model sold to a prospect who could afford to buy a better receiver. Furthermore, in one case, it was deemed advisable to persuade an over-ambitious couple that, for the present, they should start with but a \$50 obligation.

Note the merchandising advantages of having available a low priced outfit—in eight instances it produced business not otherwise obtainable; in three cases it led to the sale of larger models, totaling \$327.

Real merchandisers experience no difficulty selling "up" when circumstances warrant it. Occasionally they should deliberately sell "down."

The trade-in "problem" didn't trouble this dealer. Less than 10 per cent of his "New England dickers" included an allowance on an old set. On the other hand

One Month's Business

Date	Type Customer	Type Set	List Price	Terms	The Circumstances
1 Aug. 20	Working folk, steady employment	9-tube lowboy	\$90	\$10 down \$2 a week	Reputation Okeh. Sold up from \$49.50. Watch closely.
2 Aug. 22	Married—poor, credit risk	7-tube baby grand	\$50	\$5 down, \$2 a week special (50c a month) carrying charge	Sold down. Wanted a \$70 outfit—if meets payments will then sell him the larger set
3 Aug. 24	High character clerk, married	11-tube lowboy	\$149	\$20 down, bal. 60 days open credit	A trade-up allowed \$45 on old set. Replacement sale
4 Aug. 26	Clerk, married	7-tube baby grand	\$50	Cash	Sold by rural sub-agent
5 Aug. 27	Laborer, married	7-tube baby grand	\$50	60 days	Sold by rural sub-agent
6 Aug. 28	Newly weds, moderate income	7-tube lowboy	\$70	12-months to pay	Novelty set went well in new home
7 Aug. 28	Fair income and character, married	7-tube midget	\$50	\$20 down, 60 days limit on balance	Good only for low priced sale. A replacement
8 Aug. 29	Maiden lady Business woman	Old ('30) model console	\$47.50	\$5 down, 90 days	Wanted a last year's (bargain) mode
9 Sept. 1	O'Keh married couple	7-tube midget	\$50	Cash—i.e. (30-60 days)	Normal transaction
10 Sept. 2	Married couple in reduced circumstances	7-tube mantel model	\$48	\$5 down, \$2 a week, 50 cents a month	Watch payment closely—Credit questionable
11 Sept. 2	2 working girls	7-tube highboy console	\$69.50	\$10 down \$10 monthly	Sold up—by the truck driver
12 Sept. 5	Farm couple	7-tube mantel model	\$49		Sub-agent made Sale and terms, on own, guaranteed responsibility
13 Sept. 8	18 year old boy	7-tube midget	\$45	Cash	Special inducement for cash
14 Sept. 9	Elderly widow. Never owned a set before	11-tube highboy	\$169	Cash, 90 days	Sold up from \$49.50. Tone "leg room" and cabinet design the deciding factors
15 Sept. 11	Waitress	9-tube console	\$89	Open account \$3 a week	Credit O'Keh. Sold up
16 Sept. 15		7-tube midget	\$49	Cash	Sold by sub-agent
17 Sept. 16	Dr. Rogers	9-tube Consolette	\$69	Cash	Came to dealer because of latter's reputation
18 Sept. 17	A lady	Old model	\$55	120 days	Sold by sub-agent
19 Sept. 18	Widower	11-tube last years	\$147	90-day note	Allowed \$43 for trade-in

four sales were to those who wished to replace their old equipment with the latest wrinkle.

Trade-ins have been held to one in ten transactions.

How many retailers appoint—and train—suburban sub-agents? Here a village "representative" accounted for one out of every four orders.

Don't overlook the sub-agent. But teach him salesmanship.

And give a thought to the widows and orphans.

Married people are not the only ones who want radio.

Then there was the truck driver—who revealed the makings of a first rate salesman. Note that his order, No. 11, was a "sell up."

These are the days when the least shall be first.

While each sale was negotiated on its individual merits, established list prices were always maintained.

There's still "cash money" in the land.

Patients Prefer RADIO

The Experience of a Chicago Dealer Indicates That Flowers, Traditional Gift for the Sick, Now Play Second Fiddle

By Tom Blackburn



CREDIT for introducing radio unofficially into hospitals probably belongs to a nurse who spent her night duty leisure building sets. That was in 1923. Coming off duty one morning, she carried one under her arm, its cabinet painted a neat brown—with iodine.

"Looks tricky, but does it work?" called a patient.

"Work?" replied the nurse. "Say, if you're awake tonight, I'll drop in and let you listen."

The doctors at Henrotin Hospital, Chicago, observed this interest. Later, when a Montgomery-Ward employee was carried in suffering from Pott's disease, and brought his radio with him, they did not scowl at its lack of surgical cleanliness. For they realized it was the sole thing that eased his last days on earth.

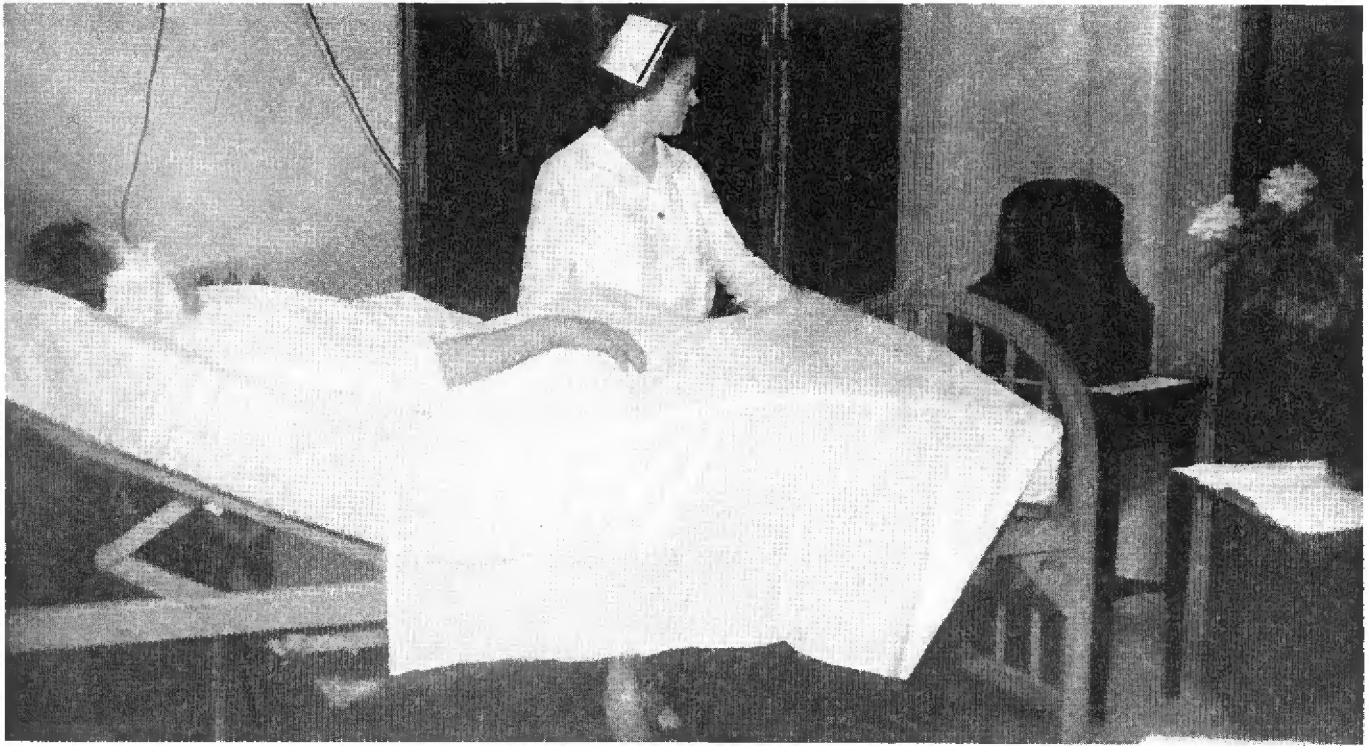
However, it remained for Asa S. Bacon, superintendent of Presbyterian Hospital, Chicago, to pioneer the organization of a radio service for all patients.

Bacon realized that the average patient is in the hospital for ten days. About six of these find him awake and restless. Reading while lying down is difficult. Portable phonographs do not work out, due to the effort required to wind and change records. The battery radio is too cumbersome. But the all-electric, introduced in 1928, fills the bill.

SETS ON ROLLERS BEST

"THERE is an objection to midget radios for hospitals," says Bacon, "as we have to furnish an extra table, and when the tables are not in use it means storing, which adds to the work of hospital employees. A cabinet model mounted on large rubber-tired casters has proved most satisfactory as it does not interfere in any way with the room equipment and can be pushed up beside the patient for him to operate as he chooses."

Miss Veronica Miller, of Henrotin Hospital, Chicago, youngest superintendent in the United States, also believes that the period of probation has passed and that



\$1 per day is the usual charge for a rental. The hospital takes 25 per cent for housing the sets, taking orders and collecting

hospitals all over the country are ready to be converted.

"Nothing has ever rivaled radio in its ability to entertain patients. It takes only a turn of the hand to operate one and this is within the capacity of the sickest man or woman. Nervous people are calmed by soft music and men like to listen to baseball games. Only women with new babies seem indifferent to the charm of radio."

PRIVATE ROOMS BEST PROSPECTS

IT is easy to estimate the hospital rental market. There are 7,420 hospitals in the United States, according to "Modern Hospital" magazine, with a total of 953,383 beds. These beds were 68 per cent filled in 1929 and 57 per cent in 1930.

There are about 200,000 private rooms, and it is from the patrons of this class of service that the radio renters are recruited. Ward beds can almost be ignored in estimating the possibilities of a hospital market. The ward bed is cheaper and by taking it the patient automatically serves notice on the world that he is in no position for frills.

The business of supplying rented sets is a profitable one if the experience of a Chicago firm can be taken as a sample. This company grossed \$21,164 in rentals during 1930.

A dollar a day is its common rental fee for a radio, but at two hospitals with a wealthier patronage, the charge is \$1.50.

The 88 consoles used cost, on the average, \$60 apiece wholesale, and allowing each set eight tubes apiece at \$1—we have a merchandise investment of \$5,984. To this must be added the cost of rubber castors and wiring. Against this can be charged the value of the radios themselves at the end of the year.

The hospitals received approximately 25 per cent commission for housing, taking orders and collecting.

This left a gross return of \$15,180 on an investment of \$5,984. Truly a good business!

ONE YEAR'S RENTALS

Hospitals	No. of Private Rooms	No. of Radios	1930 Rentals
No. 1	83	8	\$1,308
No. 2	115	10	1,700
No. 3	33	3	522
No. 4	213	20	6,843
No. 5	133	12	1,800
No. 6	115	10	1,744
No. 7	60	5	900
No. 8	55	5	872
No. 9	158	15	5,475
	965	88	\$21,164

It is the experience of the Ravenwood Hospital, Chicago, that each radio is kept busy 174 days out of the year. The Presbyterian reported an average of 243 days' work for each instrument during the same period.

HOSPITALS STORE SETS

WHEN a patient is received in a hospital, a card notifies him that a radio may be rented by telephoning the office. The hospital office reports orders to the dealer, who take an instrument out of the storeroom provided, rolls it to the room and hooks it up.

When discharged, the patient finds the rental fee added to his hospital bill. Maintenance is reported to be less than with home-owned radios. Patients are too weak to tamper with them and the rubber-tired castors absorb most of the jolts of moving about.

Part Time MEN

*Generally Speaking, an
Unhappy Economic Trend
BUT
Applied to Present Radio
Conditions*

A SALES OPPORTUNITY

FOR more than five years the Radio Supply Company, San Antonio, Texas, has employed only part-time men on its sales force. During 1929 the firm paid these part-time men more than \$10,000 in commissions. The amount was only slightly less than that in 1930. During 1931, according to present performance, the commissions paid to these men will equal those of 1930.

"Since starting in business in 1925," states Everett E. Moseley, owner of the company, "we have employed salesmen on both full-time and part-time basis. Comparing the performance of the two classes, we began in 1928 to use part-time men only; and we have not used a full-time salesman since.

"We have found it vitally important, however, to exercise fully as much care in hiring men who work only part time for us as should be used in employing full-time men. We believe therein lies the secret of successfully using men only on part-time basis.

"We will not hire a man merely because he has a few friends to whom he thinks he can sell receiving sets. Unless he is a salesman, and is willing to go out and dig up a reasonably large amount of business, we will not consider him. We will not pay a man a commission just to sell a set to a friend or relative and then consider our relations with him closed. We do not deal with anyone unless he signs a pledge to make a consistent effort to find business for us."

Moseley has 10 men on his part-time staff. During the five years he has been handling sales on this basis, he has hired no more than 25 in all. No salesman has



HE quits the shop job every Thursday at noon	BUT	HE finishes each week as some radio dealer's best salesman
--	-----	--

been with him less than a year, and most of them have been selling for the company three years or longer.

"Although we have a great many men apply to us for part-time jobs during the course of a year," explains Mr. Moseley, "most of them simply have in mind selling a few sets to friends and that does not interest us. We train our men as carefully as though they were to give their entire time to our business, and we do not care to train a man unless he intends to devote a part of his time consistently to us."

MEN for this work are selected largely upon the basis of their *natural* contact with logical prospects. Any man whose regular duties bring him in contact with a great many people of the class that can buy good radios is, other conditions being favorable, a good prospective salesman.

One of the most successful salesmen the company has on the staff is a meter reader for the local public service company. He is a young, likable sort of person, and his daily work brings him in contact with many home owners. He makes mental or actual notes of prospects as he sees them during the day; and after finishing his regular job, he starts out after radio business, with his notes on logical leads.

Another highly successful part-timer is a middle-aged well-to-do man who sells radios more or less as a hobby. In addition to his after-hours radio job, he holds a salaried position with a local wholesale house. His business and social contacts give him exceptionally good leads.

Still another man who has been making consistently good money for the company for five years is an accountant. He is in a large office, where he contacts not only his associates but the clients of the concern. During the best part of the radio season this man has made \$300 per month in radio sales commissions, as compared to his regular salary of \$250 per month with the accounting firm.

Another salesman is a sergeant in the Army. Another is in the gas contract department of the local public service company.

And still another case of a logical part-time salesman is that of a successful and exceptionally popular salesman in a local men's wear store. He comes in contact daily with men who are prospects for radio sets.

BEFORE the company will enter into negotiations with a part-time salesman, Mr. Moseley makes a thorough check of the prospective salesman's reputation and background. He employs only men who are reasonably certain to live in the city permanently. They must check favorably at the local credit bureau and otherwise pass inspection as reputable citizens.

The company pays the men a commission of 15 per cent on all sales they originate and close themselves. If they run out of prospects and need help from the office, they receive a list of prospects and are paid 10 per cent commission on sales resulting from these.

Sets are sold on deferred payments, the company handling its own paper.

Salesmen receive all of the down payment on any amount less than \$10. They receive half the following payments until they are paid in full.

In the case of repossession, the salesman stands half the loss in his commission. That is, he receives credit for only half of his percentage of the commission on the amount actually paid in. This basis makes the men

SUN RADIO

Seconds the Motion

The part-time salesman idea is growing! Moseley isn't alone in his enthusiasm for this system. Sun Radio, Akron, Ohio, contributes these further facts to help other dealers get going:

POLICIES

Hires only those already on a part-time employment basis in some other activity—thus gets reliable men

No demonstrations—save on full responsibility, and at expense of salesman.

Men must make own delivery on all small sets

If it is a "referred" prospect—part-time man gets 4 per cent commission

On sales less than \$50—5 per cent commission

Work in store when needed—on 7 per cent basis

Orders over \$50—originating entirely with the salesman—10 per cent

Must have own car—insured

Runs training course—every fall

ADVANTAGES

Men are content—between both jobs earn better than a living wage

Will work conscientiously for moderate commission

Have a worthwhile "following"

Work semi-hot—not cold—leads

be doubly certain that their customers are good credit risks before closing them on credit.

The company allows the salesmen the use of a reasonable number of demonstration sets; but no salesman is either permitted to take out and install a set for demonstration or bring it back in case it is not purchased. All this detail is handled by the service department in order to be certain that reception is at its best and that the sets are carefully and properly handled.

Salesmen are impressed with the fact that no set will be sent out for demonstration unless the person is an actual prospect and is able to buy. If there is any doubt about his buying ability, the company checks up.

No set is permitted to remain out on demonstration longer than three days. Salesmen are urged to be on hand the first night a set is in a prospect's home in order to show him how to operate it for greatest efficiency.

The company holds regular sales meetings at which attendance is required. Each man who joins the organization receives a sheet of instructions as to how he should conduct himself and detailing the policies of the company. It is stressed that he is expected to follow strictly these policies in all dealings with customers of the firm.



**CLAY TOUCHSTONE and BOB HASTY
Have Signed for the Season**

Yes, Manager Jimmie Morgan, of the West End Radio Co., has just signed them up for the winter season to sell *Philco radios* and *Kelvinator Electric Refrigerators*, and if they sell like they've pitched for the Barons this summer, they'll be leading the radio league sure! These boys just won't be satisfied with anything but the best...whether it is pitching ball with *the Southern League's best* or selling Philco radios...*the world's best*, they are going to come out on top!

If you have appreciated their efforts during the summer, give them a break. Call 6-0687 and they will be glad to come to your home and advise you on any of your radio needs.

1228
Tuscaloosa
Avenue

**WEST END
RADIO CO**

Phone
6-0687

Jimmie Morgan, Mgr.

**Jimmie Morgan's
RADIO
COLUMN**

ONE-
BIG FIGHT THAT
WASNT RADIOE!
*You'll hear the
latest clearly
over a radio from*

**WEST END
RADIO CO**
JIMMIE MORGAN, MGR.
1228 TUSCALOOSA AVE.
PHONE 6-0687 FOR BETTER SERVICE

**Jimmie Morgan's
RADIO
COLUMN**

"I'LL TELL YOU WHAT
I DO WHEN I'M OFF
MY GAME."

AFTER DINNER I
GET MY SPLENDID
GOOD NATURE
BACK BY LISTENING
TO THE RADIO.
I GOT AT-

**WEST END
RADIO CO**
JIMMIE MORGAN, MGR.
1228 TUSCALOOSA AVE.
PHONE 6-0687 FOR BETTER SERVICE

A Sporting

THE appeal of radio to the great sports-loving American public is tremendous. Jimmy Morgan, himself a former professional baseball player, appreciates this important tie-up; is working it to the limit—and holding gross sales to \$75,000 per annum because of it.

The West End Radio Company, Birmingham, Ala., James Morgan manager, employs popular baseball players as wintertime salesmen. These fellows, alert, vigorous fighters with a host of followers, average far more sales per week than any other men Morgan has dealt with.

But this is only one angle of the picture. West End is widely known for its broadcasts over local radio stations of leading sporting events including football and baseball games and boxing matches. So successful has the company been in building a business based on the sports appeal that it sells radios and refrigerators in all parts of the city although it is located in a suburb.

"There is a certain psychological selling advantage in linking radio with sports," states Manager Morgan. "The recreational side of a man's nature is his freest and most natural. During his play hours he spends money more freely than when at work. We try to make radio and sports so inseparable that he will buy a radio as cheerfully as he spends his money to see a ball game or a prize fight. The radio is featured as another form of entertainment open not only to himself but to his family and friends as well. Many persons buy radios for the primary purpose of bringing athletic events, such as professional and college games, boxing bouts, track meets, derbies, etc., into their homes. Our selling efforts have been centered on them."

Many well known ball players have sold radios for the company within the last few years. Among them are Ben Chapman, now with the New York Yankees,



Gridiron

- Oct. 10—Northwestern vs. Notre Dame at Chicago. Columbia and NBC.
Princeton vs. Brown at Princeton. NBC.
- Oct. 17—Chicago vs. Yale at Chicago. NBC.
Army vs. Harvard at West Point. NBC and Columbia.
- Oct. 24—Navy vs. Princeton at Princeton. NBC.
Yale vs. Army at New Haven. Columbia and NBC.
- Oct. 31—Notre Dame vs. Carnegie Tech at Pittsburgh. NBC. Also one other game over NBC not yet determined.
Illinois vs. Northwestern at Evanston. Columbia.
- Nov. 7—Navy vs. Ohio State at Columbia, Ohio. Columbia.
Dartmouth vs. Harvard at Cambridge. NBC chain.
Also one other game over NBC not yet determined.
- Nov. 14—Univ. of Pittsburgh vs. Army at Pittsburgh. Columbia.

JIMMY MORGAN'S WINNING OUT BECAUSE HE

Employs professional ball players as wintertime salesmen . . . Sponsors local broadcasts of all leading sporting events . . . Builds newspaper publicity around sports subjects . . . Buys billboard space at all athletic fields . . . Makes his store "sportsmen's headquarters" . . . Makes radio and sports inseparable . . . Features football news

PROPOSITION



Schedule

Nov. 14—Navy vs. Notre Dame at Baltimore and Georgia vs. Tulane at Athens, Ga. NBC.

Nov. 21—Southern Calif. vs. Notre Dame at Chicago. NBC and Columbia.
Yale vs. Harvard at Cambridge. NBC.

Nov. 26—Cornell vs. Pennsylvania at Philadelphia. Columbia and NBC.
Nebraska vs. Pittsburgh at Pittsburgh. NBC.

Nov. 28—Army vs. Notre Dame at New York; Dartmouth vs. Stanford at Harvard Stadium, Cambridge; and Princeton vs. Yale (split network) at New Haven. NBC. Columbia broadcast undecided.

Dec. 5—Navy vs. Pennsylvania at Philadelphia. Columbia and NBC.

Dec. 12—Southern Calif. vs. Georgia at Los Angeles. Columbia and NBC.

Dec. 26—Georgia Tech. vs. California at Atlanta. Columbia.

Ray Caldwell, formerly of the Yankees but now star pitcher for the Birmingham Barons, and Yam Yaryan, former Southern League catcher, now with the Texas League. "Bull" Connor, well known Southern radio announcer of sports events, also helps this concern sell.

"These star athletes have many personal friends and followers who are glad to show their approval of their work on the diamond by buying a radio from them," Morgan continues. "The players are thus enabled to add to their annual income and have steady employment the year round. Our store is the natural gathering place of sports followers. This gives us plenty of prospects to work on and much advertising as well."

THE West End Radio Company will broadcast some of the leading southern football games this fall. Since such broadcasts are considered a station feature the cost to the radio concern is only a minimum amount, yet it gets full credit for the entertainment furnished. When a southern track meeting was held in Birmingham during the summer a similar broadcast was sponsored. A number of Young Stribling's matches were broadcast to his host of followers in Alabama and Georgia.

The company's newspaper advertising also carries the link up with sports. An illustration of David meeting Goliath with the caption "One Big Fight That Wasn't Radioed," constituted one newspaper display. Sign boards at the stadium, baseball diamonds and football gridirons are favorite advertising mediums used by the West End Company. One of the billboards says: "Next time you are unable to attend the game, you may listen in over the radio through the courtesy of the West End Radio Company."

Manager Morgan was a traveling salesman for several years after he left the Southeastern League. He believes in going out after business and his connection with the sport world in Birmingham has enabled him to keep up his volume in the face of a general business depression.

IT'S a

HAYNES-GRIFFIN, Inc.
The Home of Radio Service
41 West 43rd Street, NEW YORK

Dept. Sales
743 V R
Radio Installation Order

Name: Frank E. Paulson
Address: 1742 Westwood Place
Apt. No. 14 Phone Area 5-6372 City N. Y. C.
Delivery Promise: Sept 22 Installation Promise: Sept 25
Charge No. --- C.O.D. No. 1763 Credit No. ---

Set: Radio Shack 62

Cabinet: ---
Tubes: Complete set
Speaker: ---
Aerial: OK

EXTRA: ---

REMARKS: ---

Cost Price: 115.00
Overing Charge: ---
Delivery: ---
Payment Price: ---
Down Payment: ---
Deposit: 10.00
C. O. D. Balance: 100.00

INSTALLER'S REPORT
Installed etc. 100% checked

C. O. D.
\$ 100.00

Received by: Frank E. Paulson

No. 3194

1

The salesman fills in this form in triplicate, retaining one carbon in his book. The stock clerk gets the other copy and prepares the specified merchandise for delivery. The original goes to the credit department for ok, then to the accounting department for billing, and finally to the service department, where a man is assigned to the job

HAYNES-GRIFFIN, INC.
41 WEST 43RD STREET
NEW YORK

JOB ORDER C N° 1137

PROMISED FOR Sept 25

FOR: R. A. Woodruff SERVICE X
ADDRESS: 2020 West Farms Rd. INSTALL
CHARGE TO: R. A. Woodruff DELIVERY
PICKUP

WORK COMPLETED TO MY SATISFACTION SIGNATURE: R. A. Woodruff

REPAIRS TO BE MADE	PRICE	OBTAINED BY	DATE
<u>1 Radio R-416</u>	<u>60</u>	<u>---</u>	<u>1720</u>
TOTAL MERCHANDISE CHARGE	<u>60</u>		
LABOR CHARGE	<u>1.50</u>		
TOTAL	<u>2.10</u>		

653A

INSTRUCTIONS TO SERVICE MAN

Woodruff says his volume control is noisy. Take another one day on job

REPORT

SERIAL NO. OF SET: 474315

5413

TIME FROM 4:10 TO 5:10 TOTAL Lbr SERVICE Manhattan

2

Each service call is recorded on this form, printed on both sides, as it is received. When the man returns from the job he lists materials used, also labor time. The service clerk uses this information for billing, noting the bill number on the form. She also checks repair materials requisitioned out of stock against materials actually used

HAYNES-GRIFFIN, Inc.
41 WEST 43RD STREET
NEW YORK

MERCHANDISE REQUISITION N° 5413

DELIVERY DATE: Sept 25
PICKUP ISSUED BY: J.C.W.

Requisite - Radio # R-416

RECEIVED BY: John Paulson

MERCHANDISE USED	CUSTOMER'S NAME	JOB NO.	DATE	ENTERED
<u>Radio R-416</u>	<u>R. A. Woodruff</u>	<u>1137</u>	<u>Sept 20</u>	<u>John</u>

3

All repair parts and accessories taken from stock by a serviceman must be signed for on this form, printed in duplicate. The stock clerk sends the copy to the service manager and the serviceman turns in the original when the job is finished, listing over-materials returned to the stockroom

HAYNES-GRIFFIN, Inc.
41 WEST 43RD STREET
NEW YORK

REPAIR ORDER N°

DATE: Sept 23

NAME: John Paulson
ADDRESS: 1645 E. 17th St.

REPAIR TAG NO. 7170 RECEIVED BY: J.C.

EQUIPMENT RECEIVED: Model 104 Master, and tubes

REPAIRS NECESSARY: New power transformer #6505

INSTRUCTIONS: Replace burned out power transformer

REPORT: See OK

CHARGES:
LABOR: 5.20
MATERIAL: 2.50
HANDLING: 1.00
TOTAL: 8.70

CNG. NO. ---

4 and 5

Form 4 (left), in duplicate, is used for shop service jobs.

The above card is the permanent customer record of the service department. The status of each account and the nature of each service call is recorded on it from the four worksheets already described

HAYNES-GRIFFIN
New York City

SYSTEM

THESE FORMS
used by 3 leading dealers
simplify service routine

Last Call None Est. RC NCL 1 2 3 4 5 6 7 8 9

Cust. recommending us, Ralph Bronson

Name Arthur Jolley Phone Res. Coat 6-2775
Address 11 Fair St. Phone Bus. _____
Apt. 7A
Trouble. To be done Reports weak signals. Choke set, tubes Set Freshman Tubes 5

P.P. M.G. Line AC DC
A: dry stor elim. B: dry
 stor elim. C: dry elim.
 none trickle relay

Service Man J.R.R. Date 7/31 A.M. P.M.

The name, address and probable trouble is filled in on one side of this job record card when a call is received. The serviceman who covers it checks the actual trouble found and the remedy on the reverse side. This information is later transferred by a clerk to a master record card, which closely resembles the job record card, as a permanent record.

Each customer receives a card, similar to the job record form, listing the trouble and the repair steps taken.

F.T. _____ ft L.I.O. _____ ft L.I.L. _____ ft G. _____ ft

MARK WITH CROSSES, USING RED PENCIL.
Service performed: Trouble remedied by:
 removed to shop for: Shop. Returned and buktup.
 all OK. Not OK—did work shown below:
ADJUSTING: hum control (s); neutralization; power supply voltages; r.f. i.f. resonance; tuning control (s);
 speaker; _____
ADJUSTING AND CLEANING: rheostat (s); on-off local-distance switch (es); tube socket prongs; tone control; volume control; _____
CLEANING: A butt. terminals; chassis; tuning condensers; _____
REPAIRING: intermittent open short in antenna ground _____ coil _____ transformer _____ circuit(s) _____ connection(s)
 tone control _____
REPLACING: A B C batteries; _____ bi-pass filter filter _____ condenser(s); lightning arrester; loud-speaker coils cone (and voice coil) rectifier; C bias divider grid suppressor _____ resistor(s); rheostat(s) on-off local-distance _____ switch(es); tone control; audio power _____ transformer(s); tube(s); volume control; _____ choke; _____
TESTING AND INSPECTING: antenna; ground; lightning arrester; tubes; selectivity; voltage, current and continuity of receiver, power supply and loudspeaker circuits; volume control; _____
REMARKS: _____

Battery and B elim: A _____ B _____ C _____
Sts. Heard M.R. M.R. G F P vol. G F P qual.
Furnished _____
On Job from 10 AM to 11:15 AM Collected \$ 2.50

QRV RADIO SERVICE—New York City

SCHWEIG-ENGEL CORPORATION
SHOP WORK RECORD

Number of Plans Trans. 1 Job No. 1322
Received From Customer By Freshman At Store No. 3
Material Received Asst 21 Date Received 7/31

Manufacturer	Model No.	Description	Serial No.
<u>Melrose</u>	<u>R</u>	<u>Push Trouble</u>	<u>17HIT</u>

Date to be Completed 9/73 Delivery of Bill Call Deliver
Name of Service man Completing Call Raubach
Service Ticket No. 57872 Date Sept 21
Shop Work Ordered: Replace filter, choke

Material Used: Choke #AR-71 \$ 4.00
Labor \$ 4.00
TOTAL \$ 8.00

Engineer Ticket No. _____
Customer's Name Anna R. Nelson
Customer's Address 47 Starlight Ave.
Phone No. Bel. 5268 Work Done by R

CLAIM CHECK Job No. 1322
THE SCHWEIG-ENGEL CORPORATION
4939 DELMAR BLVD. PHOENIX 3127 1347 DELMAR BLVD. PHOENIX 3483
7911 EASTON AVE. MARIETTA 4726 2412 S.W. GRAND BLVD. PHOENIX 3738

This form, in duplicate, covers all installation and outside service work. It is filled in when a sales order or a 'phone call for service is received and constitutes a complete record for the service department files. It is also used by the accounting department in billing for service work (Right)

For shop work, this card is used, the detachable tab going to the customer as a receipt. The form is filled in by both the serviceman who diagnoses the trouble before bringing it in and the shop repairman who does the work

SCHWEIG-ENGEL CORPORATION
St. Louis, Mo.

SCHWEIG-ENGEL CORPORATION
3612 E. Grand Blvd. Phoen. 3730 5247 Delmar Blvd. Phoen. 3483
1939 Easton Avenue Marietta 4726 4939 Delmar Blvd. Phoen. 3127

The Most Scientific Radio Service in St. Louis

Job No. 1322 Order No. 52871
Make of Set June 6 Serial No. 1775 R
Work to be done Check for noise

Date of Appointment 9/70 Hour 10:30 Phone No. 654 R
Issued By J.R.R. Date 9/70

SERVICE REPORT

Tubes OK A Voltage OK
IF Voltage OK C Voltage OK
Speaker OK Antenna Insulator Broken
Connections to Set OK
Remarks _____

MATERIAL	COST
<u>Choke Insulator</u>	<u>15</u>
TOTAL	<u>200</u>
Signature of Employee Handling Call <u>Raubach</u>	Service TOTAL <u>215</u>

SERVICE IS C. O. D. Report No. 1841

THE ABOVE WORK IS SATISFACTORY. Lois R. Huston
Name Lois R. Huston
Address 2519 Delmar R.

SERVICE SHORTCUTS



Chassis Check for Tubes

By H. T. Paiste
Philco National Service Station

Tubes may be accurately tested in the following manner: Connect an oscillator to the antenna post of a chassis equipped with tubes known to be good. Connect an output meter to the secondary of the speaker stepdown transformer.

Turn the oscillator and the set on and note the position of the output meter indicator. Leaving the oscillator dial untouched substitute tubes to be tested, one at a time, for the standard tubes with which the chassis is equipped. If the tube in question is as good as the standard the reading of the output meter will be identical. If the tube is weak, the reading will be less and if it is stronger, the reading will be greater.

Of course, it is necessary to use a chassis which employs the particular type of tube involved. As the majority of tubes now in use are types '27, '24, '45 and '80 this is not a difficult problem. If it is desirable to provide for chassis test of other types two chassis may be used. Or a simple emission tester may be constructed for odd types such as the '99, '01-A, '50, etc.

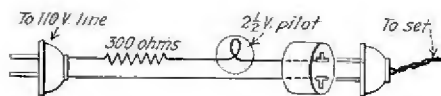
This method constitutes a gain test. The tube, when placed in the test chassis, is operated under specified voltage conditions and normal load.

Testing Power Transformers

By Al Fuchs

When testing for a shorted power transformer the device illustrated proves useful. It consists of a 2½ volt pilot light in series with a high-wattage 300 ohm resistor.

Remove all tubes from the receiver, plug the test device into the a.c. light line by means of the male plug with which it is equipped and connect the receiver to the



female plug. If there is a short in the transformer the pilot light will be illuminated.

Emergency Aligning

By Joe Ralston

Gang tuning condenser units that have no split plates may be aligned, when all other methods fail, by soldering an extra plate at an angle to the last plate on the rotor.

If necessary, one such extra plate may be used on each of the rotor units to provide a variable capacity for aligning without throwing receiver calibration out appreciably.

Mounting Electrolytics

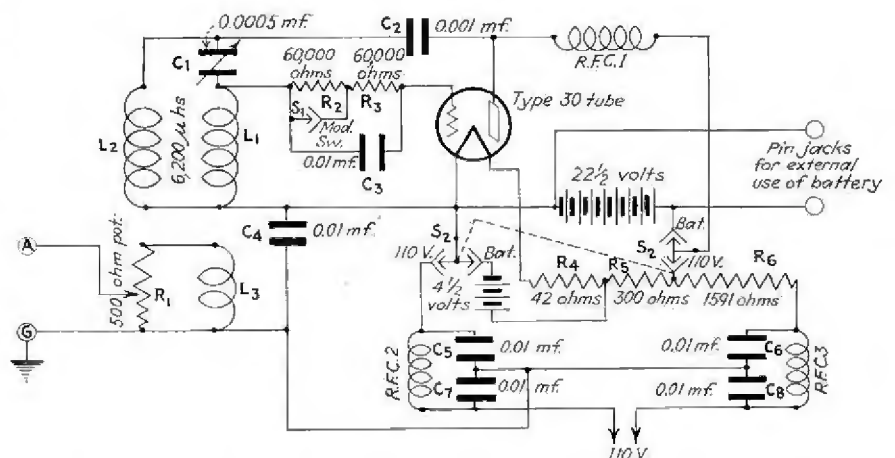
By R. C. Schmitt

When it is necessary to replace burned out paper filter condensers, electrolytic types are usually most convenient. Because sets are compactly designed these must often be mounted near but not on the chassis. Mountings are not difficult to find.

A bakelite or composition socket of the old type used for UV tubes takes the average 8 mid. electrolytic nicely. Take the prongs out and use a piece of insulating paper with a hole punched in it to bring out the high voltage lead. The condenser may be held in the socket with glue.

The top cap of a standard electric bulb socket also makes a good mounting. The condenser may be soldered to the rim of the socket and small holes bored in this mounting to provide proper ventilation.

The larger 8 mid. sections may be held in coilforms. Place the unit inside the form, make a series of cuts around the top edge of the form and bend these like



The Supreme "70" Oscillator

This instrument has an intermediate tuning range from approximately 90 to 500 kc., and a broadcast frequency range from 500 to 1,500 kc. It operates directly from either a.c. or d.c. 110

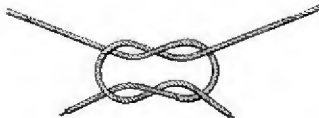
volt lines, or can be used with self-contained batteries. An attenuated variable-range output meter, which may also be used as a high-range ohmmeter, is built-in

flanges in over the electrolytic, first setting a piece of insulating paper with a center hold in place under the flanges to bring out the high voltage lead.

Knot for Drive Cords

By Fred Rippel

A square knot should be used in repairing dial cables. This is easy to make, once you get the hang of it, and the tighter it is pulled the more secure the joint becomes.



If there is a boy-scout in the family borrow his "knot manual" for ten minutes. A complete description of the process of making a square knot will be found in it.

A 4-Volt Soldering Iron

By C. F. Henry

I have found a home-made 4-volt electric iron very useful in service work. It is especially valuable when working on a battery set where no electricity is available



and outdoors where an alcohol torch is not practical because of high wind.

The iron, illustrated, works on either 4 or 6 volts supplied by a storage battery and there is no waiting for it to get hot. It is equipped with a single 6 ft. length of insulated wire with a battery clip at its extreme end. Of course, another wire is necessary to complete the circuit and this is attached directly to the wire to be soldered and the other battery terminal. The iron draws current only when it actually touches the work.

By use of the chuck arrangement the carbon can be pushed into the pipe when not in use to protect it from breakage and a new carbon can be inserted very quickly when one is used up. The length of pipe into which the carbon telescopes is cut lengthwise nearly full length to allow it to contract and hold the carbon tight when the chuck is tightened.

How to Pep Up Four-Tubers

By J. P. Kennedy

Four-tube midgets may often be pepped up by soldering a wire to the control grid terminal of the first r.f. tube and running

it to a point close to the grid wire of the detector tube. The exact point can best be determined by experiment.

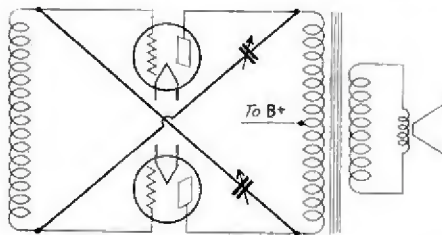
The slight capacity produced in this manner creates a regenerative action that increased the volume considerably on a National Fansteel and a Crosley Wigit which came into the shop. Most four-tube circuits are similar to these so I presume the stunt will work on other sets.

Bettering High-Frequency Response

By Boris S. Naimark

Some of the older sets using push-pull audio and dynamic speakers over-accentuate base notes. This "tom-tom" effect may often be corrected by the serviceman without great cost.

The first step in overcoming such trouble



is to pull the speaker about half an inch back from the baffle board instead of flush against it. If the proper spacing is used this will help tone and also reduce hum level.

If it does not help appreciably the audio amplifier may next be corrected. Connect two midget condensers, the largest on hand, in the manner indicated in the diagram. Adjust the rotors until the most pleasing tone is obtained. No dials are necessary as the condensers need not be changed again.

An Emergency "Oscillator"

By J. Howard Parry

Once in a while I get stuck on a job without an oscillator. It is inconvenient to carry, with the result that I seldom take it along. The next best thing is to locate the nearest light socket and loosen the bulb. By shaking this bulb all the noise needed to balance a set is produced.

How Do YOU Do It?

Radio Retailing will pay for acceptable letters from experienced servicemen describing original methods, or equipment of interest to other shops.

We can use dope on troubles peculiar to sets using variable-mu and pentode tubes.

Mail "kinks" to W. MacDonald, Technical Editor, Radio Retailing, 10th Ave. at 36th St., New York City.

PILOT LIGHTS

SPARTON. When a hum develops in models using electrolytic condensers reversal of the terminals of the positive electrodes will stop it for several months if the change has not been made before. When the hum reappears it will be necessary to install a new unit.

VICTOR RE 32. To install an extra magnetic speaker disconnect the leads from the socket provided in the chassis for use with an external phonograph pickup and run two new leads from the socket to the plates of the '45's. Connect the magnetic speaker leads to a male a.c. plug and insert this in the converted socket.

MAJESTIC 60. Trouble is sometimes experienced when heat dries out double cotton braid impregnated wiring. The dry cotton absorbs moisture on especially humid days causing electrical leaks. When sets show particularly haywire analyzer readings, look for this.

RADIOLA 60. When all plate voltages are found to be low look at the 20,000 ohm bleeder in the pack. This resistor, due to weather changes, sometimes drops to about 3,000 ohms.

BALKITE B's. Poor contact sometimes develops between tantalum and lead at each jar, reducing the delivered voltage. Sparking is sometimes noticed at this point. Squeeze the lead element with a pair of pliers where the tantalum enters.

BOSCH. Shorting of the grid lead of two '50's sometimes occurs due to insulation wearing off wire which touches shielding. This impairs quality and greatly reduces volume.

PHILCO. When socket prongs loosen, permitting tubes to vibrate and causing the set to become noisy when jolted, flatten the sharp end of a large nail, bend the nail to about a 90 degree angle, insert the flattened end in the socket and bend the prongs back into place. This is better than squeezing the prongs with pliers as this latter method wears them out.

RADIOLA 46. The volume control shaft is insulated from the fastening clamp through which it passes by means of a composition washer. This washer sometimes slips out of place, permitting the shaft to ground. An analyzer will show "no screen voltage" in this case, the symptom closely resembling that caused by a shorted by-pass condenser.

BRUNSWICK. In some cases hum cannot be reduced below the objectionable level even by matching '45's and changing detector and first audio tubes. This may usually be remedied by placing an external voltage regulator in the AC lead to the set. Adjust it until the hum is eliminated.

The Editors

Newspaper Viewpoints . . . Substitution

Blow Hot, Blow Cold

THE newspapers, avid for news and not always particular about its authenticity, took up television in a big way. They boosted it all over their radio pages and caused the public to believe it was "here," ready to entertain the millions. This publicity was premature, for television was not quite ready for general use. The newspapers blew hot a bit too soon.

Now they blow too cold. The dailies, going into the subject more thoroughly, have discovered that while the groundwork is there, television is still in a development stage. And, because it has failed to measure up to their high promises, they are now engaged in "exposing" an art which they themselves pushed ahead of its time.

Television is neither as good as the papers pictured it a year ago nor as bad as they say it is today. The principle is sound and the equipment will interest experimenters. Many new broadcasters are making it easier to tune in programs, and direct-pickup cameras, which record and transmit in the open without a "flying spot," provide better reception. The prospects have never been brighter, despite the fact that television, as a finished home entertainment medium, is still just out of sight.

Testing Tubes With Tubes

DEALERS who cannot afford the newer tube testers need not sit idly by while well equipped competitors gobble up replacement business. For tubes can be tested *with* tubes; in fact, substitution is one of the best known methods.

Maintain a chassis using a variety of tube types just for tube testing. Keep it on the counter if you like. When a customer brings in a set of tubes to be tested, place them in the chassis and tune in a good local signal, cutting the volume down so that it is just audible. Then replace these tubes, one at a time, with new ones and where a difference in tone or volume appears point out this difference.

This practical system may be elaborated upon

by connecting a modulated oscillator to the input circuit of the chassis and then visually measuring the output with a suitable a.c. instrument. The various circuits may be impressively emphasized with colored lamps. A simple pre-heater will facilitate rapid tube comparison. And the chassis may be placed in a special counter-case if this is desirable.

Accountant Necessary

THE future success of the radio dealer will depend to a large degree upon his ability as a financial manager. Competition will come not only from rival lines but from the dealer down the street who knows his business facts intimately.

Good management starts with intelligent financial control and capital manipulation—the limiting factor of all business. And the development of this requisite is dependent upon a modern, complete, but simple accounting system properly supervised.

If volume does not justify the regular employment of an accountant, effort should be made to secure the part-time services of one so qualified. Often the small dealer can find excellent material in an advanced student of a local business college, who will work in spare hours and at a modest salary.

Regardless of method, the dealer must provide adequate facilities for accurately gauging his business with a view to effecting operating economies. The cost will be returned many times over in increased profits.

Radio Stocks

“WHAT of the future of radio stocks? At least this much can be said: most of them are now selling as low as they will get. This does not mean that they are worth more or worth less. It simply means that selling has exhausted itself; that the public holders have completed their dumping and that enough investors have appeared

Discuss

Financial Control . . . Slogans

to absorb the selling that now appears. In other words many radio stocks may now be purchased with a feeling that there is little prospect of them going much lower. Buyers are easier to find and sellers are becoming scarce.

"It is still time for keen discrimination but in the same breath it must be confessed that it is certainly no time for deep purple gloom. The depression we are passing through and from which we are gradually emerging, will eventually make for more stability. It is even fair to assume that many of the 29,000,000 shares of radio stock available are safely tucked away in the strong boxes of the country, and that the good ones will some day be worth much above their present value."

RAYMOND FRANCIS YATES,
in August *Electronics*

A Slogan

MOTORISTS have been sold on the phrase: "Change your oil every 500 miles, and love sick swains on the sentiment: "Say it with flowers." Now the radio industry has been given a slogan: "Have your *set* examined semi-annually."

The Paschall Company, an advertising agency, offers this *bon mot* to stimulate radio sales. Quoting, in part, from its recent release for public consumption:

"No piece of equipment in the American home will so richly repay care and attention as will the radio receiver. Every set, therefore, should be examined by a service expert semi-annually; to make certain not only that all its tubes are perfect but that connections are tight, condensers and transformers oked and generally that it is operating at its highest point of efficiency. Order a complete examination at once, and be ready for the many glorious programs now going on the air."

If this suggestion were to be taken literally by every set owner in the country, over 25,000,000 inspections would be made yearly—affording a like number of sales opportunities.

Harry P. Davis

THE man whose vision brought into being a new worldwide art, and a whole new trade,—this radio business of ours—died at Pittsburgh last month. Harry P. Davis saw in the backyard experiments of his Westinghouse associate, Frank Conrad, the commercial possibilities of a vast public service, and immediately began the manufacture and sale of "radio sets for broadcast listeners."

Simple and charming in person, indomitable in his resourcefulness, and with insight far beyond that of other men, his passing will be mourned over a wide range of electrical and radio activities.

How RADIO CITY will look from the air when finished



Rejuvenating the Phonograph . . .

Long-Playing RECORDS

Now Available

Should

Improve reproduction

Reawaken interest in recorded music

Reduce record storage space 70 per cent

Disassociate the phonograph from the idea of frequent record and needle changing

Heighten the popularity of entire operatic, symphonic and musical comedy recordings

Create a demand for gear shift devices, installation service and combination instruments

Cause releases of different price classifications: 10-inch, \$1.50, \$1.75 and \$3.00; 12-inch, \$3.00 and \$4.50

Lower the price of recorded music . . .

An album of four, 12-inch discs comprising a recording, for example, of Beethoven's Fifth Symphony, now costs \$8. The new, longer-playing record of the same work will retail at \$4.50

By Richard Gilbert

IS the phonograph on the threshold of a propitious re-birth? This is the question that naturally will arise just as soon as the merchandising significance of certain recent and fundamental advances in the science of making records is realized.

Five and fifteen-minute phonograph records, long predicted have now officially been announced. The former by Durium Products, Inc., New York, and the latter by the RCA Victor Company, Camden, N. J. The new Victor records are called "Program Transcriptions" because they carry *complete* musical performances.

Victor dramatized its premiere presentation of this revolutionary record before a select audience of almost 50 musical celebrities and as many more prominent critics, editors, educators and business executives at the Savoy-Plaza Hotel, Sept. 17.



1900—Brass horn, hand operated. Playing time 90 seconds

1931—Electrical amplification, motor driven. The new "Program Transcription" record, which E. A. Nicholas, general sales manager for RCA Victor, holds in his hands, will provide 15 minutes of uninterrupted music

Distinguished speakers, among whom were Dr. Leopold Stokowski, director of the great Philadelphia Orchestra; Edward E. Shumaker, president of the RCA Victor Company, and Dr. Alfred N. Goldsmith, general engineer of the Radio Corporation of America, hailed the introduction of the new record as a remarkable advance which is destined to revolutionize the radio-phonograph art, stimulate the industry to new growth and open other fields of possibilities in the world of music.

Both companies mentioned in this article obtain long-playing by introducing almost double the number of grooves laterally cut on the playing surface as formerly was deemed practicable. This feat is now possible because new materials are used to coat the record. The discs are semi-flexible, practically unbreakable and considerably lighter in weight. Victor also obtains the extremely long-playing time of 15 minutes by slowing down the turntable speed from 78 to 33½ revolutions per minute. A specially developed gear shift, which also permits the use of the 78 r.p.m. speed, has been developed and is an integral part of the engineering and merchandising picture. This new gear shift will be incorporated

(Please turn to page 65)

Radio Retailing's SPECIFICATIONS

(1931-1932)

A reference guide to new entertainment devices including BROADCAST... SHORT WAVE... AUTOMOBILE... PORTABLE and TELEVISION RECEIVERS... TUBES... 16 MM. TALKIES... PHONOGRAPH COMBINATIONS... AUTOMATIC and COIN OPERATED INSTRUMENTS

(Electrical Appliances such as Clocks, Refrigerators, Washers and Cleaners appear, similarly indexed, in the October issue of "Electrical Merchandising"—a McGraw-Hill Publication)

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H—W—D	TRF			1st Det.	Osc.	TUBES			Auto. Volume	Rect.	
					1	2	3			IF		2nd Det.			AF
All-American Mohawk Corp., North Tonawanda, N. Y. (<i>Lyric</i>) See Page 12															
S8	\$99.50	Consollette	AC	35	24	27	35	27	2-47	80
S61	69.50	Consollette	AC	24	27	35	24	47	80
B34	99.50	Lowboy	Bat.	32	32	30	32	32	33
S6	49.50	Midget	AC	24	27	35	24	47	80
S7	69.50	Midget	AC	35	24	27	35	24	47	80
B7	72.50	Midget	Bat.	32	32	30	32	32	33
DCS7	Midget	DC	36	36	37	36	37	2-33
Andrea, F. A. D., Inc., Long Island City, N. Y. (<i>Fada</i>) See Page 16															
51	\$69.50	Midget	AC	17½x15½x12	35	24	27	35	24	47	80
53	89.50	Lowboy	AC	37x21½x12	35	24	27	35	24	47	80
57	159.50	Lowboy	AC	41½x21½x15½	35	24	27	35	24	47	80
45	112.50	Lowboy	AC	38½x22½x13½	35	24	27	35	27	2-47	80
48	147.50	Lowboy	AC	41x24½x15½	35	35	27	35	35	27	27	2-47	* 80
49	175.00	Highboy	AC	47x25½x15	35	35	27	35	35	27	27	2-47	* 80
65	124.50	Lowboy	AC	38½x22½x13½	35	35	27	35	35	27	27	2-47	* 80
*2nd Det functions also as auto. volume control.															
Atwater-Kent Mfg. Co., 4700 Wissahickon Ave., Philadelphia, Pa. (<i>Atwater-Kent</i>) See Pages 14-15															
80	\$62.80*	Compact	AC	19½x15½x9½	35	27	35	24	47	80
82	69.80*	Compact	AC	19½x15½x9½	35	27	35	24	47	24 80
82	74.80	Compact	DC	19½x15½x9½	36	37	36	36	37	33
82	94.80†	Compact	Bat.	19½x15½x9½	32	32	30	32	32	30	33
83	89.00*	Lowboy	AC	38½x23½x15½	35	27	35	24	47	80
85	96.00*	Lowboy	AC	38½x23½x15½	35	27	35	24	47	24 80
85Q	121.00†	Lowboy...	Bat.	38½x23½x15½	32	30	32	32	32	30	33
87	115.00	Lowboy	AC	38½x23½x15½	35	35	27	35	27	27	2-47
87	125.00	Highboy	AC	45½x26x16½	35	35	27	35	27	27	2-47
89	122.00	Lowboy	AC	38½x23½x15½	35	35	27	35	27	27	2-47	24 80
89	132.00	Highboy	AC	45½x26x16½	35	35	27	35	27	27	2-47	24 80
89P	169.00	Combination	AC	40½x26½x17	35	35	27	35	27	27	2-47	24 80
*25 cycle, lightly higher. †Batteries included.															
Audiola Radio Co., 430 S. Green St., Chicago, Ill. (<i>Audiola</i>) See Page 20															
914	\$89.00	Lowboy	AC	42½x24½*	35	24	27	35	27	27	2-47
714	79.95	Lowboy	AC	42½x24½*	35	24	27	35	24	47	80
712	69.95	Lowboy	AC	39½x23½*	35	24	27	35	24	47	80
710	54.50	Midget	AC	18x15*	35	24	27	35	24	47	80
506	43.95	Midget	AC	18x15*	35	35	24	47	80
416	34.95	Midget	AC	13½x10½*	35	24	47	80
*Height, width.															
Automatic Radio Mfg. Co., Inc., 112 Canal St., Boston, Mass. (<i>Tom Thumb</i>) See Page 84															
P45	\$69.50	Midget	AC	18x15x11	35	35	35	24	47	80
V45	59.50	Midget	AC	18x15x11	35	35	35	24	47	80
P35	39.50	Midget	AC	15x12x9	24	24	24	47	80
J25	29.50	Midget	AC	13x10x8	35	24	47	80

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H-W-D	TRF			1st Det.	Osc.	TUBES			Auto. Volume	Recd.
					1	2	3			1F	2nd Det.	AF		
									1	2	3			
Aztec Radio Co., Atchison, Kan., (Aztec)														
50	\$39.90	Midget	AC	15½x14x8½	24	24	24	47	80
55	54.00	Lowboy	AC	36x19x12	24	24	24	47	80
70	34.50	Midget	AC	17x15x9½	35	24	27	35	24	80
75	72.00	Highboy	AC	40x24x12	35	24	27	35	24	80
90	69.50	Midget	AC	18x15x11	35	24	27	35	35	27	80
95	88.00	Highboy	AC	40x24x12	35	24	27	35	35	27	80
Balder Radio Corp., 80-4th Ave., New York, N. Y. (Balder, Knickerbocker)														
635A	\$49.50	Midget	AC	14x18x9½	35	35	24	24	47	80
633A	49.50	Midget	DC	14x18x9½	36	36	36	37	33	33
635C	43.00	Chassis	AC	13½x17½x8½	35	35	24	24	47	80
633C	43.00	Chassis	DC	13½x17½x8½	36	36	36	37	33	33
Balkitt Radio Co., N. Chicago, Ill. (Balkitt)														
L	\$69.50	Midget	AC	18x16x10	24	24	24	47	80
DP	59.50	Midget	AC	17½x13½x9	24	24	24	2-47	80
KP	49.50	Midget	AC	17½x13½x9	24	24	24	47	80
M	39.50	Midget	AC	15x13½x9	24	24	47	80
Super C	Lowboy	AC	35x22x15	*	*	*	27	2-47	80
*4 TRF stages using 27's														
Brown & Manhart, Los Angeles, Cal. (Roamer)														
44	69.50	Table	AC	17½x16½x9½	51	51	24	27	47
55	39.50	Midget	AC	16x12½x9½	51	51	24	47	80
50	29.50	Midget	AC	15½x13x8	51	24	47	80
Brunswick Radio Corp., 120 W. 42nd St., New York, N. Y. (Brunswick) See Second Cover														
10	\$39.50	Midget	AC	51	51	24	47	80
11	79.50	Midget	AC	51	24	24	51	24	80
12	89.50	Highboy	AC	51	24	24	51	24	80
16	99.50	Lowboy	AC	51	24	24	51	24	80
17	139.50	Lowboy	AC	51	24	24	51	24	2-47	80
24	169.50	Highboy	AC	51	24	24	51	24	2-47	80
33	149.50	Combination	AC	51	24	24	51	24	47	80
Caphart Corp., 16 Pontiac St., Ft. Wayne, Ind. (Caphart)														
15	\$225.00	Combination*	AC	43x25x19½	24	24	24	27	2-45	80
20	262.50	Combination*	AC	45x28½x18	24	24	24	27	2-45	80
21	275.65	Combination*	AC	51	51	27	51	27	80
402	973.45	Combination†	AC	44½x41½x22	51	51	27	51	51	27	24	4-PZ
401	1,023.45	Combination†	AC	44½x41½x22	51	51	27	51	51	27	24	4-PZ
400	1,123.45	Combination†	AC	42½x41½x22	51	51	27	51	51	27	24	4-PZ
*Automatic, 10 10 or 12 in. records. †Automatic, 22 10 and 12 in. records mixed, both sides.														
Carteret Labs., Inc., 254 W. 18th St., New York, N. Y. (Carteret)														
635	Midget	AC	17½x15½x11	35	35	2-24	47	80
638	Midget	DC	17½x15½x11	36	36	36	37	2-38
Century Radio Products, 3007-09 N. Austin Blvd., Chicago, Ill. (Century)														
4-47	\$22.50	Midget	AC	10½x8½x8	24	24	47	80
5-47	30.00	Midget	AC	11½x9½x9½	24	24	24	47	80
5-47	42.50	Midget	DC	11½x9½x9½	24	24	27	2-47	80
Clago Radio Corp., 2909 Indiana Ave., Chicago, Ill. (Mayflower)														
61	\$34.50	Midget	AC	17x14½x9	24	27	35	27	47	80
67	44.50	Lowboy	AC	36x21x10	24	27	35	27	47	80
72	44.50	Midget	AC	17½x16x9	35	24	27	35	27	47	80
73	54.50	Lowboy	AC	37x22x11	35	24	27	35	27	47	80
84	64.50	Semi-high	AC	40x23½x12	35	24	27	35	27	2-47	80
95	89.50	Highboy	AC	45x26x14	35	24	27	35	27	2-47	80
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y. (Colonial)														
48	\$49.95*	Midget	AC	35	35	27	35	24	2-47	80
48A	54.50*	Midget	AC	35	35	27	35	24	2-47	80
47L	69.95*	Lowboy	AC	35	35	27	35	24	2-47	80
47M	84.50*	Highboy	AC	35	35	27	35	24	2-47	80
47H	99.50*	Highboy	AC	35	35	27	35	24	2-47	80
36C	89.50*	Clock	AC	24	24	24	2-45	80
*Less tubes.														
Columbia Phonograph Co., Inc., 55 Fifth Ave., New York, N. Y. (Columbia) See Page 10														
C32	Console	AC	37½x20½x12	51	51	24	47	80
C34	87.50	Console	AC	39½x23x13½	51	51	27	51	24	80
C22	89.50	Console	DC	36½x28x14½	36	36	36	37	4-38
C31	Midget	AC	18½x14½x10	51	51	24	47	80
C33	67.50	Midget	AC	19½x15½x10½	51	51	27	51	24	47	80
Commonwealth Radio Mfg. Co., 847 W. Harrison St., Chicago, Ill.														
16	\$49.75	Midget	AC	16½x14x9	24	27	35	27	47	80
19	69.50	Midget	AC	17½x14x9½	35	24	27	35	2-27	2-47	80
29	84.50	Lowboy	AC	38½x24x15½	35	24	27	35	2-27	2-47	80
Crescent Radio Mfg. Co., 1026-2nd Ave., So., Minneapolis, Minn. (Crescent)														
.....	\$98.00	Lowboy	32 volt	32†	32	32	30	30	33
.....	78.00	Midget	32 volt	32†	32	32	30	30	33
.....	59.50	Midget	2 v. bat.	32†	32	32	30	30	33
.....	79.50	Lowboy	2 v. bat.	32†	32	32	30	30	33
†Has additional 32 in fourth Rf stage.														
Crosley Radio Corp., Cincinnati, Ohio (Crosley) See Inside Back Cover														
124J	\$65.00	Highboy	AC	40x23x10½	35	24	27	35	27	2-47	80
124K	75.00	Highboy	AC	40x23½x11½	35	24	27	35	27	2-47	80
124L	85.00	Highboy	AC	42x24½x13½	35	24	27	35	27	2-47	80
124M	95.00	Grandfathers*	AC	66½x16x10½	35	24	27	35	27	2-47	80
121-1C	129.50	Highboy	AC	45x25½x15½	35	35	35	24	24	27	2-47	80
121-1D	169.50	Highboy	AC	42½x29½x10½	35	35	35	24	24	27	2-47	80
124H	49.75	Midget	AC	17x17½x10½	35	24	27	35	27	2-47	80

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H—W—D	TRF			1st Det.	Osc.	IF		2nd Det.	AF			Auto. Volume	Recl.
					1	2	3			1	2		3	1	2		
Crosley Radio Corp. —(Continued)																	
125N	36.36	Midget	AC	17x8½x13	24	35	24	47	80	
126-1	†	Chassis	DC	36	36	37	36	37	2-71A	
28N	47.50	Midget	Bat.	14½x12½x9½	32	32	32	31	2-31	
*Built-in Electric Clock. †Interchangeable with 13½ series, add \$7.50 extra.																	
Custom Built Radio Co., 4267 S. Vermont Ave., Los Angeles, Cal. (Crown)																	
.....	\$39.50	Midget	AC	15x14x8	24	24	24	47	80	
Davison Haynes Mfg. Co., 717 Mateo St., Los Angeles, Cal. (Angelus)																	
752	\$59.50	Lowboy	AC	33x20x11½	51	24	27	51	27	47	80	
753	69.50	Highboy	AC	41x22x13	51	24	27	51	27	47	80	
82	69.50	Lowboy	AC	33x20x11½	51	24	27	51	27	2-47	80	
83	79.50	Highboy	AC	41x22x13	51	24	27	41	27	2-47	80	
92	79.50	Lowboy	AC	33x20x11½	51	24	27	51	51	27	2-47	80	
93	89.50	Highboy	AC	41x22x13	51	24	27	51	51	27	2-47	80	
751	49.50	Midget	AC	17½x15½x10	51	24	27	51	27	47	80	
81	59.50	Midget	AC	17½x15½x10	51	24	27	51	27	2-47	80	
Dubilier Clock Corp., 40 W. 17th St., New York, N. Y. (Dubilier)																	
6	\$44.50	Midget	AC	35	35	35	24	2-45	80	
5	34.50	Midget	AC	35	35	24	2-45	80	
Echophone Radio Mfg. Co., Ltd., Waukegan, Ill. (Echophone) See Page 25																	
90	\$89.50	Lowboy	AC	38½x22½x14½	35	27	35	35	2-47	35	80	
80	69.50	Midget	AC	17x13x6	35	27	35	24	2-47	35	80	
70	59.50	Midget	DC	17x13x6	80	
67	53.75	Midget	AC	17x13x6	35	27	35	24	47	35	80	
40	32.75	Midget	AC	13½x11x6½	35	24	47	80	
Electrical Research Lab., 1731 W. 22nd St., Chicago, Ill. (Erla)																	
21P	Midget	AC	13x13x8½	35	24	47	80	
22P	Midget	AC	13x13x8½	35	24	47	80	
61P	Midget	AC	15x13½x8½	35	24	27	24	47	80	
62P	Midget	AC	15x13½x8½	35	24	27	24	47	80	
81P	Midget	AC	18x14½x10½	35	24	27	35	24	47	80	
82P	Midget	AC	18x14½x10½	35	24	27	35	24	47	80	
41	Midget	DC	13x13x8½	36	36	2-38	
67P	Midget	Bat.	18x14½x10½	32	32	30	32	30	30	33	
90P	Console	Bat.	38½x24x15½	32	32	30	32	30	30	33	
30-248	Console	AC	48x28x18	35	24	27	35	24	47	80	
Federal Radio Corp., 717 Mateo St., Los Angeles (Federal Ortho-sonic)																	
F82	\$69.50	Lowboy	AC	33x20x11½	51	24	27	51	27	2-47	80	
F83	79.50	Highboy	AC	41x22x13	51	24	27	51	27	2-47	80	
F92	79.50	Lowboy	AC	33x20x11½	51	24	27	51	51	27	2-47	80	
F93	89.50	Highboy	AC	41x22x13	51	24	27	51	51	27	2-47	80	
F81	59.50	Midget	AC	17½x15½x10	51	24	27	51	27	2-47	80	
Fink Industries, 706 Sheridan St., Lansing, Mich. (Imperial) See Page 78																	
4	\$24.95	Midget	AC	14½x10x8½	51	24	47	80	
5	34.95	Midget	AC	14½x10x8½	51	24	24	47	81	
7	40.95	Midget	AC	17½x15x11½	51	24	27	51	24	47	80	
7	59.95	Console	AC	37x21x11½	51	24	27	51	24	47	80	
9	84.95	Console†	AC	40x24x12½	51	24	27	51	24	2-47	80	
7	99.50	Gr. clock	AC	51	24	27	51	24	47	80	
7	139.50	Combination	AC	51	24	27	51	24	47	89	
9	159.50	Combination†	AC	51	24	27	51	24	2-47	89	
†Has type 101 voltage regulator tube. ‡Battery and DC models available.																	
Freed Television and Radio Corp., Long Island City, N. Y. (Freed Eisenman)																	
FE98	\$64.50	Midget	AC	19x17½x10½	51	24	27	51	24	2-47	80	
FE96	69.50	Midget	DC	19x17½x10½	36	36	36	37	4-38	
FE94	34.50	Midget	AC	15½x10½x8½	51	24	47	80	
French, Jesse, Mfg. Co., Newcastle, Ind. (Jesse French)																	
Devon	\$69.50	Mantel	AC	18½x14x11½	35	24	27	35	24	1½	80	
Tudor	89.50	Console	AC	37x21x13	35	24	27	35	24	1½	80	
Tudor	129.50	Combination	AC	37x21x13	35	24	27	35	24	1½	80	
Frost-Minton Corp., 12 E. 41st St., New York, N. Y. (Frost-Minton)																	
FM4	\$29.50	Midget	AC	13x6x8	24	24	45	80	
FM5	36.50	Midget	AC	13x6x8	24	24	24	45	81	
4PW	34.50	Midget	AC	13x6x8	24	24	47	81	
General Electric Co., Bridgeport, Conn. (G-E) See Pages 27-72-73																	
S42	\$89.50	Lowboy	AC	38x21½x11½	35	24	27	35	27	2-45	80	
S42D	94.50	Lowboy	DC	38x21½x11½	35	24	27	35	27	2-45	
S42B	99.50	Lowboy	Bat.	43x27½x13½	32	32	30	32	30	30	2-30	
K62	124.75	Lowboy	AC	43x27x14	35	24	27	35	27	2-47	80	
H32	164.50	Lowboy	AC	40½x27½x14½	35	24	27	35	35	27	2-47	27	80	
H72	345.00	Combination†	AC	44x29½x21½	35	24	27	35	35	27	2-47	27	80	
T12	37.50	Midget	AC	15½x10½x7	24	24	47	80	
T12D	45.00	Midget	DC	15½x10½x7	36	36	2-38	
S22	72.50	Midget	AC	19½x18½x10	35	24	27	35	27	2-45	80	
S22D	77.50	Midget	DC	19½x18½x10	35	24	27	35	27	2-45	
S22X	84.50	Midget†	AC	19½x18½x10	35	24	27	35	27	2-45	80	
K82	179.00	Grand. clock†	AC	67½x15x12½	35	24	27	35	27	2-47	80	
H91	285.00	Grand. clock†	AC	77½x17½x14½	35	24	27	35	35	27	2-47	27	80	
H91R	354.90	Grand. clock†	AC	77½x17½x14½	35	24	27	35	35	27	2-47	27	80	
E52	64.50	Phonograph*	AC	25½x23x15	
*Turntable and pickup only in end table. †Automatic, home-recording, two-speed turntable. ‡Electric clock.																	
General Motors Radio Corp., 1420 Wisconsin Blvd., Dayton, Ohio (G-M) See Page 26																	
201	\$129.50	Lowboy	Bat.	39½x27x16½	32	32	32	32	30	31	31	81
250	69.50	Table	AC	19x15½x9½	24	27	35	35	27	47	27	81
251	99.50	Lowboy	AC	38½x22½x13½	24	27	35	35	27	47	27	81
252	129.50	Lowboy	AC	41x24½x14½	24	27	35	35	27	2-45	27	81
253	149.50	Highboy	AC	46x25½x15½	24	27	35	35	27	2-45	27	81
290	250.00	Combination*	AC	46½x26½x19½	35	24	27	35	35	27	2-45	27	81

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H-W-D	TRF			1st Det.	Osc.	TUBES			Auto. Volume	Recf.		
					1	2	3			IF		2nd Det.			AF	
General Motors Radio Corp.—Continued																
219	79.50	Table†	AC	25 1/8x18x18	24	27	35	35	27	47	80	
216	95.00	End-table	AC	23x26 1/2x14	24	27	35	35	27	47	80	
217	95.00	End-table	AC	23 1/2x26x14 1/2	24	27	35	35	27	47	80	
255	185.00	Lowboy	AC	36 1/2x21 1/2x15 1/2	35	24	27	35	35	27	2-45	27 80	
256	160.00	Hutch table	AC	31 1/2x33x16	35	24	27	35	35	27	2-45	27 80	
257	225.00	Highboy	AC	40x22 1/2x14 1/2	35	24	27	35	35	27	2-45	27 80	
258	165.00	Lowboy	AC	43x25 1/2x15	35	24	27	35	35	27	2-45	27 80	
291	350.00	Combination†	AC	38x21 1/2x19 1/2	35	24	27	35	35	27	2-45	27 80	
254	175.00	Lowboy	AC	35x27 1/2x14 1/2	35	24	27	35	35	27	2-45	27 80	
*Automatic record changer. †Built-in antenna.																
Gillilan Bros., Inc., 1815 Venice Blvd., Los Angeles, Cal. (Gillilan)																
200	\$79.50	Lowboy	AC	38x25x14	35	35	35	27	35	2-47	80	
250	89.50	Lowboy	AC	38x25x14	35	35	35	27	35	2-47	80	
Graybar Electric Co., 420 Lexington Ave., New York, N. Y. (Graybar) See Page 75																
9	\$119.00	Console	AC	44x23 1/2x13 1/2	35	24	27	35	27	2-47	27 80	
8	69.50	Midget	AC	18 1/2x13x10 1/2	35	24	27	35	27	2-47	80	
100	178.00	Console	AC	44 1/2x26 1/2x14 1/2	35	24	27	35	35	27	2-47	27 80	
Grebe, A. H. & Co., Inc., Richmond Hill, N. Y. (Grebe)																
M-1	\$59.75	Scout	AC	19.5x18x12.5	35	24	27	35	24	47	80	
M-2	79.75	Lowboy	AC	41x24x16.5	35	24	27	35	47	47	80	
M-3	99.75	Highboy	AC	49x27x17	35	24	27	35	27	2-47	80	
M-4	129.75	De Luxe	AC	49.5x27.5x17	35	24	27	35	27	2-47	80	
Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill. (Majestic) See Page 83																
151	\$44.50	Table	AC	15 1/2x13 1/2x9 1/2	24	51	24	47	80	
153	59.50	Lowboy	AC	36 1/2x24x12 1/2	24	51	24	47	80	
154	64.50	End Table	AC	23 1/2x25 1/2x12	24	51	24	47	80	
155	109.00	Combination	AC	36 1/2x24x12 1/2	24	51	24	47	80	
251	79.50	Highboy	AC	41 1/2x17 1/2x12	51	51	27	51	2-27	2-47	80	
253	99.50	Lowboy	AC	38 1/2x24 1/2x13 1/2	51	51	27	51	2-27	2-47	80	
351	165.00	Lowboy	AC	41 1/2x25 1/2x16 1/2	51	51	27	51	51	2-27	2-47	80	
353	290.00	Combination†	AC	40 1/2x42 1/2x21 1/2	51	51	27	51	51	2-27	2-47	80	
†Has 10 record automatic feature and twin speakers.																
Gulbrandsen Co., 816 N. Kedzie Ave., Chicago, Ill. (Gulbrandsen) See Page 5																
330	\$48.00	Mantel	AC	24	24	24	24	24	45	80	
130	69.50	Mantel	AC	35	24	27	35	24	47	80	
135	79.50	Console	AC	35	24	27	35	24	47	80	
235	113.50	Console	AC	44x24x14 1/2	35	35	27	35	35	27	2-47	80	
Halson Radio Mfg., 45 Lispenard St., New York, N. Y. (Halson Diamond)																
.....	Midget	AC	18x10x14	35	35	24	47	80	
Jr.	Midget	AC	16x8x14	24	24	47	80	
.....	Midget	DC	18x10x14	01A	01A	01A	01A	2-71A	
.....	Midget	DC	18x10x14	36	36	36	37	2-33	
Jr.	Midget	DC	16x8x14	36	36	38	33	
DeLuxe	Midget	AC	18x10x14	35	35	24	2-47	
High Frequency Labs., 3900 N. Claremont Ave., Chicago, Ill. (HFL)																
400	\$29.50	Midget	AC	13 1/2x10 1/2x7 1/2	35	24	47	80	
5	36.50	Midget	AC	16 1/2x12 1/2x7 1/2	35	35	24	47	80	
7	49.50	Midget	AC	17 1/2x14 1/2x9 1/2	24	35	27	35	24	47	80	
Horn, H. H. Radio Mfg. Co., 1629 So. Hill, Los Angeles, Cal. (Tiffany-Tone)																
15M	\$42.50	Mantel	AC	16x12x8	51	51	51	24	47	80	
15M	46.50	Mantel	AC	16x12x8	51	51	51	24	47	80	
15M	69.50	Grandfather	AC	53 1/2x14x12	51	51	51	24	47	80	
59	59.50	Mantel	AC	18x15 1/2x8	51	51	27	51	27	2-47	80	
69	69.50	Console	AC	36x23x14	51	51	27	51	27	2-47	80	
79	72.50	Mantel	AC	18 1/2x14 1/2x9 1/2	51	51	27	51	27	2-47	80	
99	89.50	Console	AC	36x23x14	51	51	27	51	27	2-47	80	
109	107.50	Console	AC	39x25x14	51	51	27	51	2-27	2-47	27 80	
Howard Radio Co., South Haven, Mich. (Howard) See Page 32																
10	\$49.50	Midget	AC	15 1/2x12 1/2x7 1/2	51	51	24	47	80	
20	69.50	Midget	AC	17 1/2x14 1/2x11 1/2	51	51	27	51	27	47	80	
25	79.50	Midget*	AC	42 1/2x14 1/2x11 1/2	51	51	27	51	27	47	80	
30	89.50	Consollette	AC	42 1/2x16 1/2x14	51	51	27	51	27	47	80	
35	99.50	Lowboy	AC	40 1/2x22 1/2x14 1/2	51	51	27	51	27	2-47	80	
0	119.50	Lowboy	AC	39 1/2x22 1/2x16 1/2	51	51	27	51	27	2-47	80	
45	129.50	Lowboy	AC	39x24x17	51	51	27	51	27	2-47	27 80	
60	259.50	Combination	AC	44x30x16 1/2	51	51	27	51	27	2-47	27 80	
*Table included.																
Insuline Corp. of America, 25 Park Place, New York, N. Y. (I C A) See Page 86																
Insul.	\$35.50†	Midget	AC*	13 1/2x11x8	35	24	47	80	
Env.	56.00†	Midget	AC	18x15x9	35	35	24	47	80	
Env.	56.00†	Midget	DC	18x15x9	36	36	36	2-33	80	
Insul.	50.00†	Midget‡	AC*	13 1/2x11x8	35	24	47	80	
Env.	73.50†	Midget‡	AC	18x15x9	35	35	24	47	80	
Env.	73.50†	Midget‡	DC	18x15x9	36	36	36	2-33	80	
Env.	99.50†	Midg. comb.	AC	23x15x10	35	35	24	47	80	
Env.	109.50†	Midg. comb.	DC	23x15x10	36	36	36	2-33	80	
Env.	118.00†	Midg. comb.‡	AC	23x15x10	35	35	24	47	80	
Env.	128.00†	Midg. comb.‡	DC	23x15x10	36	36	36	2-33	80	
*For 110v. \$20 v. slightly higher. †Less tubes. ‡Tuning range, 200-2000 kc.																
International All-Wave Radio Corp., Ann Arbor, Mich. (International)																
K90	\$69.50	Lowboy	AC	40x22x12	35	24	27	35	27	27	47	80
K95	79.50	Lowboy	AC	41x23x13	24	27	35	27	27	47	80
K85	49.95	Midget	AC	17x15x10	35	24	27	35	27	27	47	80

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H-W-D	TRF			1st Det.	Osc.	TUBES		2nd Det.	AF			Auto. Volume	Rec'd.
					1	2	3			1	2		1	2	3		
Jackson-Bell Co., Ltd., 6500 McKinley Ave., Los Angeles, Cal. (Jackson-Bell & Peter Pan)																	
84	\$29.95	Midjet	AC	11½x9½x6½	24	24	47	80
87	49.95	Midjet	AC	15½x13½x8½	51	24	27	51	27	47	80
87	59.95	Console	AC	39½x23½x12½	51	24	27	51	27	47	80
88	59.50	Midjet	AC	17½x14½x9½	51	24	27	51	27	27	47	80
88	69.50	Console	AC	39½x23½x12½	51	24	27	51	27	27	47	80
89	69.50	Midjet	AC	17½x15½x11	51	24	27	51	51	27	2-47	80
89	79.50	Console	AC	39½x23½x12½	51	24	27	51	51	27	2-47	80
Jackson Research Labs., Malden, Mass. (Jackson)																	
NJ32	\$69.50	Chassis	AC	24	24	24	27	45	80
NJ 8	79.50	Chassis	AC	35*	24	27	24	24	24	45	80
R9	99.50	Chassis	AC	35	24	27	24	24	27	2-47	80
*Or 24.																	
Kennedy Corp., Colin B., South Bend, Ind. (Kennedy)																	
1656	\$89.50	Lowboy	AC	40x24x14	51	24	27	51	27	2-47	80
1952	65.50	Lowboy	AC	37x21x12	51	24	27	51	27	47	80
1852	49.50	Midjet	AC	18x15x11	51	24	27	51	27	47	80
Kolster Radio, Inc., 67 Broad St., New York, N. Y. (Kolster International) See Page 30																	
K60	\$69.50	Midjet	AC	35	24	27	35	24	47	80
K70	99.50	Lowboy	AC	35	24	27	35	24	47	24	80
K80	129.50	Highboy	AC	35	24	27	35	27	2-47	24	80
K90	149.50	Console	AC	35	24	27	35	35	27	2-47	24	80
My-Own Radio Inc., 1800 Grace St., Chicago, Ill. (My-Own)																	
MO	\$17.50	Midjet	AC	12x7x6	24	24	27	27
Parsons Labs., Inc., 1471 Selby Ave., St. Paul, Minn. (Parsons)																	
P	\$92.50	Console	Bat.	34½x22½x14½	32	32	32	30	30	2-31
Patent Development Co., South Bend, Ind.																	
Wren	\$39.50	Mantel	AC	13½x11½x9½	51	51	24	PZ	80
Lark	59.50	Table	AC	17x15x9½	51	51	24	27	24	24	PZ	80
Wren	49.50	Lowboy	AC	38x22x13	51	51	24	PZ	80
Lark	69.50	Highboy	AC	40x23½x43	51	51	24	27	24	24	PZ	80
Patterson Radio Co., 1320 S. Los Angeles St., Los Angeles, Cal. (Patterson)																	
831	\$49.50	Chassis	AC	51	51	27	51	27	2-47	80
108	55.50	AC	34½x21x13	51	51	27	51	27	2-47	80
208	59.50	AC	36x23x14	51	51	27	51	27	2-47	80
308	69.50	Lowboy	AC	44x25x15	51	51	27	51	27	2-47	80
1031	59.50	Chassis	AC	51	51	27	51	51	27	27	2-47	80
210	69.50	Lobby console	AC	36x23x14	51	51	27	51	51	27	27	2-47	80
310	79.50	Lobby console	AC	44x25x15	51	51	27	51	51	27	27	2-47	80
Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa. (Phileo)																	
112	\$149.50	Lowboy	AC	40x27½x13	24	24	27	24	24	2-27	27	2-45	80
112	169.50	Highboy	AC	44x27½x15	24	24	27	24	24	2-27	27	2-45	80
90	109.75	Highboy	AC	40x24x13½	24	24	27	24	2-27	27	47	80
90	89.75	Lowboy	AC	37½x24x12	24	24	27	24	2-27	27	47	80
70	65.75	Highboy	AC	39½x23½x12	24	24	27	24	24	47	80
35	75.00	Highboy	Bat.	39½x23½x12	32	32	30	32	30	30	33	80
461	76.75	Highboy	DC	39½x23½x12	14	14	14	17	2-71A	80
50	49.95	Lowboy	AC	37x23½x11	24	24	24	47	80
212	295.00	Combination*	AC	45x28½x18½	24	24	27	24	24	2-27	27	2-45	80
270	110.00	Combination	AC	37½x21x15	24	24	27	24	24	47	80
90	69.50	Baby grand	AC	18½x17½x12	24	24	27	24	2-27	27	47	80
35	59.50	Baby grand	Bat.	18x16½x11	32	32	30	32	30	30	33	80
70	49.95	Baby grand	AC	18x16½x11	24	24	27	24	24	47	80
50	36.50	Baby grand	AC	16x14½x8	24	24	24	47	80
46½	60.95	Baby grand	DC	18x16½x11	14	14	14	17	2-71A	80
370	69.50	End table	AC	23x23x13½	24	24	27	24	24	47	80
*Automatic record changer. † Uses type 2 ballast tube for 110 v, and type 3 for 220 v.																	
Pierce Airo, Inc., 510 6th Ave., New York, N. Y. (Devald, Pierce Airo) See Page 88																	
646M	Chassis	AC	35	35	24	47	24	80
647M	Midjet	AC	35	35	24	47	24	80
746M	Chassis	AC	35	24	27	35	24	47	27	80
747M	Midjet	AC	35	24	27	35	24	47	27	80
637	Chassis	DC	36	36	36	37	2-38	80
638	Midjet	DC	36	36	36	37	2-38	80
447	Midjet	AC	35	24	47	80
735	Chassis	AC	35	24	27	35	24	47	80
736	Midjet	AC	35	24	27	35	24	47	80
546	Chassis	AC	35	35	24	47	80
547	Midjet	AC	35	35	24	47	80
535	Chassis	AC	35	35	24	47	80
536	Midjet	AC	35	35	24	47	80
Pilot Radio & Tube Corp., Lawrence, Mass. (Pilot) See Page 7																	
C162	\$89.50	Console	AC	39x22x12½	51	24	27	51	27	47	80
C163	89.50	Console	DC	39x22x12½	36	36	37	36	37	2-38	80
C153	128.00	Console	AC	41x24½x15½	51	51	27	51	51	27	2-47	27	80
C154	146.00	Console	AC	42x24½x16	51	51	27	51	51	27	2-47	27	80
S167	42.50	Midjet	AC	17½x15x9	51	51	24	47	80
S168	42.40	Midjet	DC	17½x15x9	36	36	37	2-38	80
S169	Midjet	Bat.	17½x15x9	36	36	37	2-38	80
S164	79.50	Midjet	AC	18½x15½x9½	51	24	27	51	27	47	80
S165	79.50	Midjet	DC	18½x15½x9½	36	36	37	36	37	2-38	80
S166	75.00	Midjet	Bat.	18½x15½x9½	36	36	37	36	37	2-38	80
S148	69.50	Midjet	AC	18½x16½x9½	51	24	27	51	27	47	80
S149	69.50	Midjet	DC	18½x16½x9½	36	36	37	36	37	2-38	80
S150	65.00	Midjet	Bat.	18½x16½x9½	36	36	37	36	37	2-38	80
V191	39.50	Table	AC	10½x14½x12½	24	24	27	80
V192	39.50	Table	DC	10½x14½x12½	36	36	37	80
V193	39.50	Table	Bat.	10½x14½x12½	36	36	37	80
C151	86.50	Consollette	AC	33x19½x13	51	24	27								

Broadcast Receivers, Combinations, Automatics

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H—W—D	TUBES														
					TRF			1st Det	Osc	IF			2nd Det.	AF			Auto. Volume	Rect.	
					1	2	3			1	2	3	1	2	3				
RCA-Victor Co.—Continued																			
R11	119.00	Console	AC	46x23½x13½	Tubes used: 2-35, 24, 2-47, 3-27, 80														
RE26	247.50	Combination†	AC	46x29½x20	Tubes used: 2-35, 24, 2-47, 3-27, 80														
R43	99.50	Console	Bat.	41x25½x13½	Tubes used: 5-30, 3-32														
R50	157.00	Console§	AC	42½x27½x14	Tubes used: 2-35, 24, 2-47, 3-27, 80														
R55	178.00	Console	AC	44½x26½x14½	Tubes used: 2-35, 24, 2-47, 3-27, 80														
RAE59	350.00	Combination†	AC	46x29½x19½	Tubes used: 3-35, 24, 2-47, 3-27, 80														
RE73	114.50	Combination	AC	46x27½x18½	Tubes used: 4-24, 2-45, 27, 80														
RAE79	995.00	Combination†	AC	56½x32½x20½	Tubes used: 3-35, 24, 4-47, 3-27, 2-80														
*Also DC. †Automatic. ‡Automatic, remote control, home-recording. §Auto. volume control.																			
Remler Co., Ltd., 2101-Bryant St., San Francisco, Cal. (Remler)																			
21	\$29.90	Midget	AC	12½x10x7	51	24	80		
11	39.50	Midget	AC	17x16x9	24	24	24	80		
15	49.50	Midget	AC	17x16x9	51	24	27	51	24	47	80		
15C	69.50	Lowboy	AC	38x22x13	51	24	27	51	24	47	80		
19C	84.50	Lowboy	AC	40x24x13	51	24	27	51	24	27	2-47		
Revere Radio Corp., Ashland, Ohio (Revere)																			
39	\$39.95	Midget	AC†	17x13½x7½	51	51	24	80		
Pat.	47.50	Midget	AC†	16x14x8½	51	51	24	80		
59	59.95	Console	AC†	40x21x12½	51	51	24	80		
79	79.50	Hall clock	AC†	6x19x10½	51	51	24	80		
†Also available in bat. and DC models.																			
Service Electric Co., Ltd., Indianapolis, Ind.																			
Aida	\$560.00	Combination†	AC	44x22x14	35	35	35	24	27	24	24	24	2-47	27	80	
Coda	109.50	Lowboy†	AC	38x24x12	35	35	35	24	27	24	24	2-47	80		
Cresta	67.50	Midget†	AC	17x17x11	35	24	27	24	24	47	80		
Black	29.50	Midget	AC	11x10x8	35	24	47	80		
†"Stenode" circuit.																			
Silver-Marshall, Inc., 6401 W. 65th St., Chicago, Ill. (Silver-Marshall)																			
G6	\$109.50	Highboy	AC	48x28x16½	51	24	27	51	51	27	27	2-47	80		
D1	89.50	Lowboy	AC	40x24x14½	51	24	27	51	51	27	2-47	80		
F5	69.50	Lowboy	AC	40x23x14	24	27	51	51	27	47	80		
F4	59.50	Midget	AC	18x14½x12	24	27	51	51	27	47	80		
Simplex Radio Co., Sandusky, Ohio (Simplex)																			
J	\$71.20	Console	AC*	36x21½x10½	35	24	35	24	47	80		
K	61.20	Midget	AC*	17½x13½x7½	35	24	35	24	47	80		
L	39.50	Midget	AC*	12x9x6½	24	35	24	47	80		
*Also DC.																			
Sparks-Withington Co., Jackson, Mich. (Sparton) See Page 19																			
5	\$45.00*	Midget	AC	15½x12½x8½	35	35	27	45	80		
410	45.00*	Midget	AC†	19½x15½x9½	24	24	27	2-83	80		
9	62.50*	Consollette	AC	36½x21½x10	35	35	27	45	80		
10	69.50*	Midget	AC	18½x15x10	35	35	27	35	27	47	80		
15	99.50*	Lowboy	AC	39½x23½x12	35	35	27	35	27	47	27	80	
25	136.00*	Highboy	AC	46½x24½x12½	35	35	27	35	35	27	2-45	27	80	
26	165.00*	Highboy	AC	45½x25x13½	35	35	27	35	35	27	2-45	27	80	
30	235.00*	Combination†	AC	44½x27½x19	35	35	27	35	35	27	2-45	27	80	
35	585.00*	Combination§	AC	46½x36x21	35	35	27	35	35	27	2-27	2-50	27	2-81	
51	79.50*	Midget	Bat.	18½x15x10	32	32	32	32	30	31		
52	99.50*	Lowboy	Bat.	39½x23½x12	32	32	32	32	30	31		
9A	62.50*	Midget	AC	36½x21½x10	24	24	27	2-83	80		
*Western prices slightly higher. †Available for 25 cycles. ‡Automatic, 13, 10 and 12 in. records. §Automatic, 24 mixed records.																			
Steinite Mfg. Co., 8440 S. Chicago Ave., Chicago, Ill. (Steinite)																			
700	\$49.50	Midget	AC	18½x15	35	35	24	47	80		
705	59.50	Midget	AC	19½x16½	35	24	27	35	24	2-47	80		
706	69.50	Midget	AC	19½x16½	35	24	27	35	24	2-47	80		
642B	79.50	Lowboy	AC	40x24x13	35	24	27	35	24	2-47	80		
725	99.50	Highboy	AC	45 High	35	24	27	35	24	2-47	80		
GF	99.50	Grandfather	AC	60x13x12	35	24	27	35	24	2-47	80		
Sterling Mfg. Co., 2831 Prospect Ave., Cleveland, Ohio (Sterling)																			
V	\$37.95	Table	AC	15x12x9	51	51	24	47	80		
VI	54.50	Table	AC	19x15½x11½	51	24	27	51	24	47	80		
VII	69.50	Lowboy	AC	38x23x14	51	24	27	51	24	47	80		
VIII	99.50	Lowboy	AC	38x23x14	51	24	27	51	24	47	80		
Stewart-Warner Corp., 1826-52 Diversey Pkwy., Chicago, Ill. (Stewart Warner) See Page 29																			
500A	\$52.95	Midget	AC*	19½x14x11½	24	27	51	24	47	80		
500C	52.95	Midget	DC	19½x14x11½	36	37	36	36	37	2-33	80		
501A	34.95	Midget	AC*	15½x12½x10	51	24	47	80		
501C	34.95	Midget	DC	15½x12½x10	36	24	2-33	80		
503A	65.75	Console†	AC*	24	27	51	24	47	80		
503C	65.75	Console†	DC	36	37	36	36	37	2-33	80		
505A	71.75	Console†	AC*	24	27	51	24	47	80		
505C	71.75	Console†	DC	36	37	36	36	37	2-33	80		
507A	82.75	Console†	AC*	24	27	51	24	47	80		
507C	82.75	Console†	DC	36	37	36	36	37	2-33	80		
509A	67.75	Console†	AC*	24	27	51	24	47	80		
509C	Console†	DC	36	37	36	36	37	2-33	80		
*80 cy., also available for 25 cy., (B). †All consoles are lowboys. Note—See "Short-Waves" for phono-combination. ‡Semi-portable, rubber tired castors.																			
Story & Clark Radio Corp., 175 N. Michigan Ave., Chicago, Ill. (Story & Clark)																			
74	All cabinets optional	AC	35	35	27	35	27	47	27	80	
75		AC	35	35	27	35	27	27	2-47	27	80
77		AC	35	35	27	35	27	47	80	
78		AC	35	35	27	35	27	1-47	80	
44		AC	35	35	47	80	
45		AC	35	35	35	47	80	

Short-Wave Equipment

Model	List (with Tubes)	Type	Range (Meters)	AC, DC or Bat.	Dimensions (H-W-D)	Tubes
Brunswick Radio Corp. , 120 W. 42nd St., New York, N. Y. (<i>Brunswick</i>)	25 \$225.00	Conv't.-bdest. comb.	See Second Cover	AC		5-24, 2-51, 2-47, 27, 80
Crosley Radio Corp. , Cincinnati, Ohio (<i>Crosley</i>)	7-1F \$49.00	Adapter	10-201	AC	9 3/4x12 1/2x10 1/2	24, 27, 80
Horn, H. H. Radio Mfg. Co. , 1629 So. Hill, Los Angeles, Cal. (<i>Tiffany-Tone</i>)	100 \$129.50	Conv't.-bdest. comb.		AC	39x25x14	5-27, 24, 3-51, 2-47, 80
Insuline Corp. of America , New York, N. Y. (<i>ICA</i>)	See Page 86					
Conq.	\$59.50*	S-W (kit) †	14-1000	AC		35, 2-27, 47, 80
Conq.	69.50*	S-W (kit) †	14-1000	DC		36, 2-37, 2-38
Conq.	59.50*	S-W (kit) †	14-1000	Bat.		32, 2-31, 2-33
*Less tubes. †Assembled, not wired, without cabinet.						
International All-Wave Radio Corp. , Ann Arbor, Mich. (<i>International</i>)	D100 \$79.50	Short and long wave		AC	40x22x12	3-24, 2-35, 27, 47, 80
	DU0 69.50	Short and long wave		AC	16 1/2x14x9 1/2	3-24, 2-35, 27, 47, 80
Jackson Research Labs. , Malden, Mass. (<i>Jackson</i>)	JC \$59.50	Converter		AC		24, 27, 26
J-M-P Mfg. Co., Inc. , Milwaukee, Wis. (<i>Submariner</i>)	Sub.	Adapter		*		*
*No extra tubes or special power supply required.						
Kennedy, Colin B. Corp. , South Bend, Ind. (<i>Kennedy</i>)	1754 \$42.50	Converter		AC	10 1/2x14x10 1/2	24, 27
National Co. Inc. , 61 Sherman St., Malden, Mass. (<i>National</i>)	ACSW5 \$79.50*	S-W (kit) †		AC †		2-35, 3-27
	ACSW45 79.50*	S-W (kit) †		AC †		2-35, 2-45
	DCSW5 75.00*	S-W (kit) †		Bat. †		(5)
	SW3 55.00*	S-W (kit) †		AC †		2-35, 27
	SW3 55.00*	S-W (kit) †		Bat. †		2-36, 37
	5800AB 34.50*	Power pack †		AC ‡		80
	5880AB 37.00*	Power pack †		AC ‡		80
*Less tubes. †Can be obtained wired at additional cost. ‡Power packs not included.						
‡Power pack for ACSW5, completely assembled and wired. ‡Power pack for ACSW45, completely assembled and wired.						
Pilot Radio & Tube Corp. , Lawrence, Mass. (<i>Pilot</i>)	See Page 7					
T170	\$99.50	Short and long wave		AC	18 1/2x33x11 1/2	3-24, 3-27, 2-51, 47, 2-80
T177	99.50	Short and long wave		DC	18 1/2x33x11 1/2	5-36, 3-37, 2-38, 2-80
T178	99.50	Short and long wave		Bat.	18 1/2x33x11 1/2	5-36, 3-37, 2-38, 2-80
C179	119.50	Short and long wave		AC	4 1/2x24 1/2x15 1/2	3-24, 2-51, 3-27, 47, 2-80
C189	119.50	Short and long wave		DC	4 1/2x24 1/2x15 1/2	5-36, 3-27, 2-38, 2-80
C190	119.50	Short and long wave		Bat.	4 1/2x24 1/2x15 1/2	5-36, 3-27, 2-38, 2-80
Shortwave & Television Labs. , 104 Brookline Ave., Boston, Mass.	35 \$124.40	Shortw. and telev.*	16-520	AC	10x19 1/2x13	3-24, 2-27, 45, 1BH RECT
*Audio amplifier suitable for either use. Detector can be made to regenerate.						
Stewart-Warner Corp. , 1826 Diversey Pkwy, Chicago, Ill. (<i>Stewart-Warner</i>)	See Page 29					
301A	\$23.95	Converter		AC*	9 1/2x11 1/2x7 1/2	24, 27
504A	87.75	Conv't.-bdest. comb.		AC*		3-24, 2-27, 51, 47, 80
506A	93.75	Conv't.-bdest. comb.		AC*		3-24, 2-27, 51, 47, 80
508A	104.75	Conv't.-bdest. comb.		AC*		3-24, 2-27, 51, 47, 80
510A	90.75 †	Conv't.-bdest. comb.		AC*		3-24, 2-27, 51, 47, 80
512A	148.50 † ‡	Conv't.-bdest. comb.		AC*		3-24, 2-27, 51, 47, 80
*Available for 25 cycle as well as 60 cycle. †On rubber-tired casters, semi-portable. ‡Has automatic record changer.						

Automobile & Portable Models

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H-W-D	TRF			1st Det.	Osc.	TUBES			Auto. Volume	Rect.
					1	2	3			1F	2nd Det.	AF		
Atwater-Kent Mfg. Co. , 4700 Wissahickon Ave., Philadelphia, Pa. (<i>Atwater-Kent</i>)	81 \$89.50	Auto	Bat.		36	36	36	37					37	
Automatic Radio Mfg. Co., Inc. , 112 Canal St., Boston, Mass. (<i>Automatic</i>)	See Page 84													
SR.	\$79.50	Auto	Bat.	12x7x7	24	24	24	24					2-47	
JR.	74.50	Auto	Bat.	12x7x7	24	24	27	27					2-12A	
Brown & Manhart , Los Angeles, Cal. (<i>Roumer</i>) \$69.50	Auto	Bat.	6 1/2x10x7	36	36	36	37					37	2-38
Carteret Labs., Inc. , 254 W. 18th St., New York, N. Y. (<i>Moto-Radio</i>)	AR33	Auto	Bat.	8 1/2x8 1/2x8 1/2	36	36		36					37	2-33
Century Radio Products , 3007-09 Austin Blvd., Chicago, Ill. (<i>Century</i>)	A6 \$55.00	Auto	Bat.	6x8 1/2x7 1/2	36	36		37					37	33 33
	A5 45.00	Auto	Bat.	6 1/2x5 1/2x6 1/2	36	36		36					37	38
Commonwealth Radio Mfg. Co. , 847 W. Harrison St., Chicago, Ill. (<i>Ajax</i>)	A \$79.50	Auto	DC		24	24		24					01A	2-12A
Crescent Radio Mfg. Co. , 1026-2nd Ave., Minneapolis, Minn. (<i>Crescent</i>) \$69.50	Port. and auto	A.C. and Bat.		24	24	24	24					27	71
Crosley Radio Corp. , Cincinnati, Ohio (<i>Rosmo</i>)	92 \$59.50	Auto	Bat.	10 1/2x13x5 1/2	36	36		36					37	71A
Dubilier Clock Corp. , 40 West 17th St., New York, N. Y. (<i>Dubilier</i>)	501 \$44.50	Port.	AC		35	35		24					2-45	
Galvin Mfg. Corp. , 847 W. Harrison St., Chicago, Ill. (<i>Motorola</i>)	DeLuxe \$79.50	Auto	Bat.		24	24	24						37	2-38
	Staud. 59.50	Auto	Bat.		24	24	24						38	71

Model	List (with Tubes)	Type	AC, DC or Bat.	Overall Dimensions, H-W-D	TUBES										Auto. Volume	Rect.	
					TRF			1st Det.	Osc.	IF			AF				
					1	2	3			1	2	3	1	2			3
Grand Rapids Radio Mfg. Co., 965 Lake Drive, Grand Rapids, Mich. (<i>Gypsy</i>)																	
1200	\$69.50†	Auto	Bat.	9x4½x9	36	36	36	37	
F1200	69.50†	Auto	Bat.	5x7x7	36	36	36	37	
Tattler	69.50†	Auto†	Bat.	5x7x7	36	36	36	36	
†Includes batteries. ‡Shortwave, 115-200 meters for police work.																	
Graybar Electric Co., 420 Lexington Ave., New York, N. Y. (<i>Gaybar</i>) See Page 75																	
4	\$37.50	Port.	AC	15x11½x7	24	24	47	80	
Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill. (<i>Majestic</i>) See Page 83																	
Motor	\$87.50†	Auto	Bat.	36	36	36	37	2-38	37	
†Including installation, less aerial.																	
Insuline Corp. of America, New York, N. Y. (<i>JCA</i>) See Page 86																	
Univ.	\$39.50†	Port.	AC	12x11x8½	36	37	37	2-37	
Masc.	38.50†	Port.*	AC	12x12½x9	51	24	47	80	
*For 220 v. \$89.50, For 200-2,000 meters, \$55.00 †Less tubes. ‡AC, DC or Bat. (Universal).																	
J-M-P Mfg. Co., Milwaukee, Wis. (<i>Lorraine</i>)																	
L	\$59.50†	Auto	DC	7½x5½x10½	24	24	24	27	38	
†Installed.																	
Philadelphia Storage Battery Co., Ontario and C Sts., Philadelphia, Pa. (<i>Transitone</i>)																	
3	\$65.00	Auto	Bat.	24	24	24	71A†	01A	71A	
†OR-01A.																	
Service Electric Co., Ltd., Indianapolis, Ind.																	
.....	\$49.50	Auto	AC†	12x11x10	35	24	47	80	
†Used with DC/AC converter, 0/110 volts, supplied with set.																	
Sparks-Withington Co., Jackson, Mich. (<i>Spartan</i>) See Page 19																	
40	\$99.50	Auto	Bat.	36	36	36	36	38	37	
50	99.50	Auto†	Bat.	24	24	24	27	12\	
55	145.85	Police‡	AC	9½x22x13½	24	24	24	27	83	80	
†Police type. ‡Police barracks model.																	
Trav-Ler Mfg. Co., 1818 Washington Ave., St. Louis, Mo. (<i>Trav-Ler</i>) See Page 84																	
88	\$49.95	Auto	Bat.	36	36	37	36	37	37	2-38	
Universal Auto Radio Mfg. Co., 1223 So. Michigan Ave., Chicago, Ill. (<i>Universal</i>) See Page 78																	
60	\$69.50	Auto	Bat.	7½x6x9½	51	51	24	37	38	38	
50	59.50	Auto	Bat.	7½x9½x6	51	51	24	37	38	24	
Van Sicken Corp., Elgin, Ill. (<i>Van Sicken</i>)																	
89	\$89.50*	Auto	Bat.	7½x6½x7½	35	24	24	27	2-71	
*Complete, less installation. †Obtained without special tube.																	

Television Scanners & Tuners

Model	Type	List (less tubes)	Kit or Complete	Range (mtra.)	AC or DC	Motor	Approx. Pict. Size	Auto Syn-chronized	No of Lines	No of Frames	Tubes
Allied Engineering Institute, 98 Park Place, New York, N. Y. (<i>Find-All</i>)											
FA	Receiver only	\$49.50†	Kit	100-150	AC	None	5-24, 45, 80
FA	Receiver only	69.50†	Chass.	100-150	AC	None	5-24, 45, 80
†With tubes.											
Freed Television & Radio Corp., 22-19 Wilbur Ave., Long Island City, N. Y. (<i>Freed-Eisenmann</i>)											
FE97	Scanner only	\$56.00†	Kit	AC	Ed-cur.	1x1.2 in.	No	60	20	None
.....	Receiver only	84.00†	Kit†	100-150	AC	None	2-24, 2-27, 51, 45, 80
†With tubes. ‡Available factory wired at extra cost.											
Gold Seal Electric Co., Newark, N. J. (<i>Gold-Seal</i>)											
TV20	Scanner only	Kit	AC	Synch.	2x2 in.	No	60	20	None
SW30	Receiver only	\$45.50	Kit	100-200	AC	2-35, 3-27, 45, 80
Insuline Corp. of America., 25 Park Place, New York, N. Y. See Page 86											
1254	Scanner and recvr.	\$200.00†	Comp.	75-200	AC	Synch.	No	60	20	47, 24, 2-35, 80
1260	Scanner and recvr.	475.00†	Comp.	75-200	AC	Synch.	2ft. sq. ‡	No	60	20	2-51, 2-24, 2-50, 2-81
1255	Scanner only	75.00	Kit	AC	Synch.	5x5 in.	No	60*	20
1256	Scanner and ampl.	99.50†	Kit	AC	Synch.	5x5 in.	No	60*	20
1257	Receiver only	59.50	Kit	AC	2-51, 24, 47, 80
1257	Receiver only	69.50	Chass.	AC	2-51, 24, 47, 80
1276	Scanner only	37.50†	Kit	AC	No	60	20	None
*45 and 48 line discs available. †Includes neon lamp. ‡Projected.											
Jenkins Television Corp., 346 Claremont Ave., Jersey City, N. J. (<i>Jenkins</i>)											
A	Scanner and recvr.	\$119.50	Kit	95-180	AC	Synch.	No	60†	20
B	Scanner and recvr.	214.50	Kit	95-180	AC	Synch.	Yes	60†	20
C	Scanner and recvr.	169.00	Comp.†	95-180	AC	Synch.	1½ in. sq.	No	60†	20
D	Scanner and recvr.	264.00	Comp.†	95-180	AC	Synch.	1½ in. sq.	Yes	60†	20
E	Scanner and recvr.	285.00	Comp.	95-180	AC	Synch.	7 in. sq.	No	60†	20
F	Scanner and recvr.	335.00	Comp.	95-180	AC	Synch.	4 in. sq.	Yes	60†	20
JK20	Receiver only	69.50	Kit	95-180	AC
J-13	Receiver only	150.00	Comp.	95-180	AC
J-DS	Receiver only	175.00	Comp.	95-180	AC	Yes
RK2	Scanner only	42.50	Kit	AC	Synch.	No	60†	20
†Other discs also available. ‡Without cabinets.											
Shortwave and Television Labs., 104 Brookline Ave., Boston, Mass.											
26	Scanner only	\$80.00†	Kit	AC	Ind.	1x1½ in.	Yes	60	20	45
36	Scanner only	100.00†	Comp.	AC	Ind.	1x1½ in.	Yes	60	20	45
35	Receiver only	124.40†	Comp.	16-520	AC	3-24, 2-27, 45, 131F
†Includes neon lamp. ‡With tubes.											
Trav-Ler Mfg. Co., 1818 Washington Ave., St. Louis, Mo. (<i>Trav-Ler</i>) See Page 84											
.....	Scanner only	\$70.00†	Kit
.....	Receiver only	70.00†	Kit
.....	Scanner and recvr.	150.00†	Kit
.....	Scanner and recvr.	175.00†	Comp.
†With tubes.											

RECEIVING

Tubes listed in the accompanying "characteristic" chart are made by manufacturers

Arcturus Radio Tube Co., Newark, N. J. *See Page 33*
Bond Electric Corp., 257 Cornelius Ave., Jersey City, N. J.
Cable Radio Tube Corp., 230 N. 9th St., Brooklyn, N. Y. *See Page 33*
Canatsey Neon Tube Co., 512 Wyandotte St., Kansas City, Mo.
Ceco Mfg. Co., 1200 Eddy St., Providence, R. I.
Champion Radio Works, 1190 Pine St., Danvers, Mass.
Continental Corp., 1603 E. Michigan Ave., Chicago, Ill.
Cunningham, E. T., Inc., New York City. *See Front Cover*
DeForest Radio Co., Passaic, N. J.
Diamond Vacuum Products, 4053 Diversey Ave., Chicago, Ill.
Duovac Radio Corp., 360 Fulton St., Brooklyn, N. Y.
Ergon Tube Corp., 22 Bergen St., Brooklyn, N. Y.
Gold Seal Mfg. Co., 127 S. 15th St., Newark, N. J.
Grigsby-Grunow Co., Chicago, Ill. *See Page 33*
Hygrade Sylvania Corp., Emporium, Pa. *See Pages 8-9*

Hytron Corp., Salem, Mass.
Hyvac Radio Tube Co., 86 Shipman St., Newark, N. J.
Johnsonburg Radio Corp., Johnsonburg, Pa.
Kellogg Switch & Supply Co., 1066 W. Adams St., Chicago, Ill. *See Page 13*
Ken-Rad Corp., Owensboro, Ky. *See Page 3*
Munder Electrical Co., 97 Orleans St., Springfield, Mass.
National Carbon Co., Inc., 30 East 42nd St., New York City *See Page 17*
National Union Radio Corp., 400 Madison Ave., New York, N. Y.
Perryman Electric Co., 4901 Hudson Blvd., North Bergen, N. J.
Philadelphia Storage Battery Co., Philadelphia, Pa.
Pilot Radio & Tube Co., Lawrence, Mass. *See Page 7*
Republic Radio Tube Co., 76 Coit St., Irvington, N. J.
RCA-Radiotron Co., 415 S. 5th St., Harrison, N. J. *See Back Cover*
Sparks-Withington Co., Jackson, Mich. *See Page 19*
Triad Mfg. Co., Inc., Pawtucket, R. I.
Tung-Sol Radio Tubes, Inc., 95 Eighth Ave., Newark, N. J.

Type	Purpose	Base	Dimensions		Cathode Type	Rating			Test Data Average										Prevailing List Price		
			Length	Diam.		Filament (or Heater)			Plate Max. Volts	Screen Max. Volts	Plate Supply Volts	Negative Grid Bias Volts		Screen Volts	Plate Current (Ma.)	AC Plate Resistance (ohms)	Mut. Cond.	Volt. Amp. Factor		Ohms Load for Stated Pwr. Output	Power Output (Milliwatts)
						Volts	Amperes	Supply				DC on Fil.	AC on Fil.								
WD-11	Det. or Amp.	WD-11	4 3/8	1 3/16	Fil.	1.1	0.25	DC	135	90	90	4.5	10.5	2.5	15500	425	6.6	15500	7	35	\$3.00
WX-12	Det. or Amp.	UX	4 1/16	1 3/16	Fil.	1.1	0.25	DC	135	90	90	4.5	10.5	2.5	15500	425	6.6	15500	7	35	3.00
12-A	Det. or Amp.	UX	4 1/16	1 3/16	Fil.	5.0	0.25	DC	180	90	90	4.5	9.0	5.2	5600	1500	8.5	5600	110	15	1.50
99	Det. or Amp.	UV-99	3 1/2	1 3/16	Fil.	3.3	0.063	DC	90	90	90	4.5	4.5	2.5	15500	425	6.6	15500	7	2.75	
99	Det. or Amp.	UX	4 1/8	1 3/16	Fil.	3.3	0.06	DC	90	90	90	4.5	4.5	2.5	15500	425	6.6	15500	7	2.50	
00-A	Det.	UX	4 1/16	1 3/16	Fil.	5.0	0.25	DC	45	45	Grid to (-) return to Pila.			1.5	30000	666	20				4.00
01-A	Det. or Amp.	UX	4 1/16	1 3/16	Fil.	5.0	0.25	DC	135	90	90	4.5	9.0	2.5	11000	725	8.0	11000	15	1.10	
										135	90	4.5	9.0	3.0	10000	800	8.0	20000	55		
14	Det. or Amp.	UY	5 1/8	1 1/2		14.0	0.3	DC		180	180	1.5	3.0	4.0	400000	1050	420.0				2.10
										250	250	3.0	3.0	4.0	400000	1000	400.0				
												6.0	9.0	2.7	11000	820	9.0				1.35
										135	135	9.0	13.5	4.5	9000	1000	9.0				
										180	180	9.0	13.5	5.0	9000	1000	9.0				
22	R. F. Amp.	UX	5 1/4	1 3/16	Fil.	3.3	0.132	DC	135	67.5	135	1.5	1.5	1.5	850000	350	300				4.50
										135	135	1.5	1.5	3.3	600000	480	290				
22	A. F. Amp.	UX	5 1/4	1 3/16	Fil.	3.3	0.132	DC	135	67.5	180	1.5		22.5	2000000	175	350				
24	R. F. Amp.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	275	90	180	1.5	1.5	75.0	400000	1050	420				1.50
										250	250	3.0	3.0	4.0	400000	1000	400				
												6.0	9.0	2.7	11000	820	9.0				
24	Biased det.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	275	90	275	5	5	20-45	Plate current to be adjusted to 0.1 ma. with no input signal						
24	A. F. Amp.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	275	90	250	1.0	1.0	25.0	0.5	2000000	500	1000			
24-A	Amp.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	275	90	250	1.0	1.0	25.0	0.5	2000000	500	1000			2.00
26	Amp.	UX	4 1/16	1 3/16	Fil.	1.5	1.05	AC or DC	180	90	90	5.0	6.0	3.8	8600	955	8.2	9800	30	80	1.25
										135	135	8.0	9.0	6.3	7200	1135	8.2	8800	80	180	
										180	180	12.5	13.5	7.4	7000	1170	8.2	10500	160		
27	Det. or Amp.	UY	4 1/16	1 3/16	Heat	2.5	1.75	AC or DC	275	90	90	6.0	6.0	2.7	11000	820	9.0	14000	30	80	1.25
										135	135	9.0	9.0	4.5	9000	1000	9.0	13000	80	160	
										180	180	13.5	13.5	5.0	9000	1000	9.0	18700	165	300	
										250	250	21.0	21.0	5.2	9250	975	9.0	34000	300		
27	Biased det.	UY	4 1/16	1 3/16	Heat	2.5	1.75	AC or DC	275	275	30.0	30.0			Plate current to be adjusted to 0.2 ma. with no input signal						
30	Det. or Amp.	UX	4 1/4	1 3/16	Fil.	2.0	0.06	DC	90	90	90	4.5		1.8	13000	700	9.3	15000	16	1.60	
32	R. F. Amp.	UX	5 1/4	1 3/16	Fil.	2.0	0.06	DC	150	67.5	135	3.0		1.4	1150000	505	580				2.30
32	Biased Det.	UX	5 1/4	1 3/16	Fil.	2.0	0.06	DC	150	67.5	174	6.0		6.5	Plate current to be adjusted to 0.2 ma. with no input signal						
32	A. F. Amp.	UX	5 1/4	1 3/16	Fil.	2.0	0.06	DC	150	67.5	180	1.0		22.5	0.25						
35	R. F. Amp.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	275	90	180	1.5	1.5	5.8	350000	1100	385				2.20
										250	250	3.0	3.0	6.5	350000	1050	370				
36	R. F. Amp.	UY	4 1/16	1 3/16	Heat	6.3	0.3	DC	135	75	90	1.5	1.5	1.8	200000	850	170				2.75
										135	135	1.5	1.5	3.0	300000	1050	315				
37	Det. or Amp.	UY	4 1/4	1 3/16	Heat	6.3	0.3	DC	135	90	90	6.0	9.0	2.6	11500	780	9.0	17500	30	80	1.75
										135	135	9.0	9.0	4.3	10000	900	9.0	14000			
40	Voltage Amp.	UX	4 1/16	1 3/16	Fil.	5.0	0.25	DC	180	135	135	1.5	3.0	0.2	150000	200	30				3.00
										180	180	3.0	3.0	0.2	150000	200	30				
51	Amp.	UY	5 1/4	1 3/16	Heat	2.5	1.75	AC or DC	250			3.0		4.0	500000	1050	525				2.20
64	Det. or Amp.	UY	5 1/4	1 3/16	Heat	6.3	0.4	DC		135	135	1.5		67.5	3.0	350000	1050	370.0			2.75
65	Amp.	UY	5 1/4	1 3/16	Heat	6.3	0.4	DC		135	135	1.5		67.5	5.0	190000	1000	190.0			2.75
67	Det. or Amp.	UY	5 1/4	1 3/16	Heat	6.3	0.4	DC		135	135	9.0		5.0	8200	1100	9.0				1.75
84	Det. or Amp.	UY			Heat	3.0	1.4	AC		180			10.0	5.0	8500	1400	11	17000	160		2.00
84-A	Det. or Amp.	UY			Heat	3.0	1.6	AC		90			3.0	5.0	10800	1150	12.5				2.50
										180			9.0	6.0	9300	1350					

TUBES

prising the following list. Not all companies, however, produce all the types shown.

Type	Purpose	Base	Dimensions		Cathode Type	Rating					Test Data Average										
			Length	Diam.		Filament (or Heater)			Plate Max. Volts	Screen Max. Volts	Plate Supply Volts	Negative Grid Bias Volts		Screen Volts	Plate Current (Ma.)	AC Plate Resistance (Ohms)	Mut. Cond.	Volt. Amp. Factor	Ohms Load for Stated Pwr. Output	Power Output Milliwatts	Prevailing List Price
						Volts	Amperes	Supply				DC on Fil.	AC on Fil.								
85	Det. or Amp.	UY	4 1/4	1 1/8	Heat	3.0	1.3	AC	90 180	3.0 9.0	3.0 9.0	5.0 6.0	10800 9300	1150 1350	12.5			2.00			
401	Det. or Amp.	UX			Heat	3.0	1.0	AC	90 135 180	6.0 9.0 12.0	2.5 3.9 5.8	13300 11700 10500	750 850 952	10.0	26600 23400 21000	75 75 165					
401-A	Det. or Amp.	UY	4 1/4	1 1/8		3.0	1.25		90	3.0	4.0	10000	1250	12.5							
K	Det. or Amp.	UY	4 1/4	1 1/8	Fil.	5.0	0.25	DC	135		3.0	4.8	11000	1130	12.5		3.00				
(*22)	Amp.					15.0	0.35	AC	135		1.5	45.0	2.0	475000	630	300.0	7.50				
(*26)	Det.					15.0	0.35	AC	90		1.5	7.5	9000	1165	10.5		4.00				
(*28)	Amp.					15.0	0.35	AC	90		1.5	7.5	9000	1165	10.5		3.00				
(*32)	Amp.					15.0	0.35	AC	135		3.0	1.5	32000	940	30.0		3.00				
(*48)	Amp.					15.0	0.35	AC	90		4.5	4.5	9200	1185	10.9		3.00				

¹ For grid-leak detection—plate volts 45, grid return to + filament or to cathode.

² Applied through plate coupling resistor of 50000 ohms.

³ Applied through plate coupling resistor of 250000 ohms.

⁴ Applied through plate coupling resistor of 250000 ohms or 500 henry choke shunted

⁵ Applied through plate coupling resistor of 200000 ohms.

by 0.25 megohm resistor.

⁷ Applied through plate coupling resistor of 100000 ohms.

(*30)	Power Amp.					15.0	0.35	AC			180		27.0		22.0	3500	1085	3.8			3.00
(*40)	Power Amp.					15.0	0.40	AC			180		40.5		21.0	2000	1500	3.0			3.00
12-A	Power Amp.	UX	4 1/4	1 1/8	Fil.	5.0	0.25	AC or DC	180	135 180	9.0 13.5	11.5 16.0	6.2 7.0	5300 5000	1600 1700	8.5 8.5	8700 10800	115 260			1.50
20	Power Amp.	UX	4 1/4	1 1/8	Fil.	3.3	0.132	DC	135	90 135	16.5 22.5		3.0 6.5	8000 6300	415 525	3.3 3.3	9600 6500	45 110			3.00
68	Power Amp.	UY	5 3/4	1 1/8	Heat	6.3	0.4	DC		135	13.5		135.0	14.0	65000	1400	90.0		650		2.75
71-A	Power Amp.	UX	4 1/4	1 1/8	Fil.	5.0	0.25	AC or DC	180	90 135 180	16.5 27.0 40.5	19.0 29.5 43.0		12.0 17.5 20.0	2250 1960 1850	1330 1520 1620	3.0 3.0 3.0	3200 3500 5350	125 370 700		1.40
71-AC	Power Amp.	UX			Fil.	5.0	0.5	AC		180		40.5		20.0	1850	1620	3.0	5350	700		1.40
71-C	Power Amp.	UY	4 3/4	1 1/8	Fil.	6.5	0.275	DC		135	12.5			10.0	4500	1400	6.5				2.75
10	Power Amp.	UX	5 3/8	2 3/16	Fil.	7.5	1.25	AC or DC	425	250 350 425	18.0 27.0 35.0	22.0 31.0 39.0		10.0 16.0 18.0	6000 5150 5000	1330 1550 1600	8.0 8.0 8.0	13000 11000 10200	400 900 1600		7.00
31	Power Amp.	UX	4 1/4	1 1/8	Fil.	2.0	0.130	DC	135	135	22.5			6.8	4950	760	3.8	9000	150		1.60
33	Power Amp.	UX	4 1/4	1 1/8	Fil.	2.0	0.26	DC	135	135	13.5		135*	14.0	50000	1500	75.0	7000	700		2.75
38	Power Amp.	UY	4 1/4	1 1/8	Heat	6.3	0.3	DC	135	135	13.5		135*	9.0	102000	975	100	13500	525		2.75
45	Power Amp.	UX	5 3/8	2 3/16	Fil.	2.5	1.5	AC or DC	275	180 250 275	33.0 48.5 54.5	34.5 50.0 56.0		27.0 34.0 36.0	1900 1750 1670	1850 2000 2100	3.5 3.5 3.5	3500 3900 4600	780 1600 2000		1.40
47	Power Amp.	UY	5 3/8	2 3/16	Fil.	2.5	1.75	AC or DC	250	250	15.0	16.5	250*	32.0	35000	2500	90.0	7000	2500		1.90
50	Power Amp.	UX	6 1/4	2 3/16	Fil.	7.5	1.25	AC or DC	450	250 350 400 450	41.0 59.0 66.0 80.0	45.0 63.0 70.0 84.0		28.0 45.0 55.0 55.0	2100 1900 1800 1800	1800 2000 2100 2100	3.8 3.8 3.8 3.8	4300 4100 3670 4350	1000 2400 3400 4600		6.00
82B	Power Amp.	UX	5 3/8	2 3/16	Fil.	5.0	1.25	AC or DC		250	35.0			18.0	3330	1500	5.0				2.50
83	Power Amp.	UX	5 3/8	2 3/16	Fil.	5.0	1.25	AC or DC		200 250	42.5 62.5	45.0 65.0		20.0 26.0	2000 1500	1500 2000	3.0 3.0				2.20
403	Power Amp.	UX			Heat	3.0	1.5	AC		135 180	27.0 40.0			15.0 20.0	2500	1200	3.0	5000	360 660		
PZ	Power Amp.	UY			Fil.	2.5	1.5	AC		250	16.5	250		32.5	38000	2500	95.0				1.90
PA	Power Amp.				Fil.	6.3	0.6		180	167	167	12.5		167.0	22.0	56000	1700	95.0	7500	850	

Screen current 3.5 milliamperes.

* Screen current 2.5 milliamperes.

Screen current 3.5 milliamperes.

80	Full-wave Rec.	UX	5 3/8	2 3/16	Fil.	5.0	2.0	AC								350							
(2)	{															400							
	{															110							
81	Half-wave Rec.	UX	6 1/4	2 3/16	Fil.	7.5	1.25	AC								700						5.00	
																85							
88	Full-wave Rec.	UX	5 3/8	2 3/16	Fil.	5.0	2.0	AC								500						300	
111	Full-wave Rec.	UX	4 3/8	1 13/16	Gas			No Fil. or Heat								350						125	
11A	Full-wave Rec.	UX	5 3/8	2 3/16	Gas			No Fil. or Heat								350						350	
74	Volt. Regulator	UX	5 3/8	2 3/16				Operating voltage, 90 DC.								125 DC.							4.75
								Starting voltage, 125 DC.								Operating current, 10-50 Ma.							
76	Cur. Regulator	Mog.	8	2 1/2				Operating current, 1.7 amps.								Voltage range, 40-60							6.50
*86	Cur. Regulator	Mog.	8	2 1/2				Operating current, 2.05 amps.								Voltage range, 40-60							6.50

These are special 15 volt filament tubes designated by manufacturer in two numbers only. They should not be confused with more common types having three-number manufacturer's designation.

16 MM. "Talkie" Devices

Model	List (with Tubes)	Port-able	Dimensions H-W-D	Built-in Radio	No. of Tubes	Built-in Amp. and Speaker	AC, DC or Univ.	Screen Incl.	Max. Pict. Size	Max. Proj. Dist. (Ft.)	Auto. Rewind	33 $\frac{1}{3}$ or 78 RPM	Lamp Watt.
Ampro Corp. , 2839 North Western Ave., Chicago, Ill. (<i>Ampro</i>)													
.....	\$575.00†	Yes	No	4	Yes	Univ.	No	9x12	100	Yes	Both	...
†Less tubes. ‡In two leatherette, portable cases.													
Auditone Co. , 23 S. Jefferson St., Chicago, Ill. (<i>Auditone</i>)													
F	\$375.00†	Yes	No	3	Yes	Univ.	No	33 $\frac{1}{3}$	375
†Turntable, amplifier and speaker only. Unit for use with Bell & Howell, Victor or Ampro 16 MM. projectors.													
Bell & Howell Co. , 1801 Larchmont Ave., Chicago, Ill. (<i>Filmophone</i>)													
.....	No	Yes	Yes	AC	No	Both
.....	Yes†	No	Yes	AC	No	33 $\frac{1}{3}$
†In two separate cases.													
Hollywood Film Enterprises, Inc. , 6060 Sunset Blvd., Hollywood, Cal. (<i>CineVoice</i>)													
A	†	Yes	18x22	No	†	No	Univ.	No	Both
†Turntable only, from \$105 to \$150, depending upon make of projector with which it is used.													
‡Does not include amplifier or speaker, designed to operate in connection with radio or with separate amplifier listing at \$80 with tubes.													
*National Theatre Supply Co. , 92 Gold St., New York, N. Y. (<i>Animatophone</i>)													
5	\$460.00	Yes	18x18x7 $\frac{1}{2}$	No	5	Univ.	No	9x12	80	No	Both	250
5	510.00	Yes	No	5	No	9x12	80	No	Both	250
*Distributed by Victor Animatograph Co.													
Pacent Electric Co., Inc. , 91 Seventh Ave., New York, N. Y. (<i>Pacent</i>) See Page 28													
750	\$279.80	No	37 $\frac{1}{2}$ x17x17 $\frac{1}{2}$	No	3	Yes	AC	No	6x8	40	Yes	Both	165
751	230.00	No	37 $\frac{1}{2}$ x17x17 $\frac{1}{2}$	No	0	No	AC	No	6x8	40	Yes	Both	165
752	205.00	Yes	20 $\frac{1}{2}$ x11x17 $\frac{1}{2}$	No	0	No	AC	No	6x8	40	Yes	Both	165
753†	69.80	Yes	15x13x8	No	3	Only	AC	No
PTM	575.00	Yes‡	{ 18x11x22 $\frac{1}{2}$ 21x11 $\frac{1}{2}$ x21 $\frac{1}{2}$ }	No	3	Yes	Univ.	No	9x12	75	Yes	33 $\frac{1}{3}$	250
†Portable amplifier and speaker only for use with No. 752. ‡Two portable units.													
Peko, Inc. , 2350 W. Madison St., Chicago, Ill. (<i>Peko</i>)													
Port-A	Yes	10 $\frac{1}{2}$ x17x20	Yes	AC	No	6x8	75	Yes	Both	100
Cab-A	18x26x51	Yes	7	Yes	AC	No	6x8	75	Yes	Both	100
Q-R-S-DeVry Corp. , 333 N. Michigan Ave., Chicago, Ill. (<i>Cine-Tone</i>)													
16MM.	522.25	Yes†	No	3	Yes	AC‡	No	33 $\frac{1}{3}$	250
†Portable in two units. ‡Converter available extra for dc operation.													
Sparks-Withington Co. , Jackson, Mich. (<i>Visionola</i>) See Page 19													
45	\$550.00	No	51 $\frac{1}{2}$ x32x24 $\frac{1}{2}$	Yes	13	Yes	AC	Yes	18x24	†	Yes	Both	200
†On enclosed screen. Larger pictures possible with special lens and projection up to 50 ft.													
Sprague Specialties Co. , North Adams, Mass. (<i>Visior</i>)													
A	145.00	Semi.	No	No†	AC	No†	9 $\frac{1}{2}$ x12	18	Yes	Both	100
B	60.00	Semi.	No	3	Yes†	AC
C	215.00	No	No	3	Yes	AC	No‡	9 $\frac{1}{2}$ x12	18	Yes	Both	100
C	295.00	No	Yes	3	Yes	AC	No‡	9 $\frac{1}{2}$ x12	18	Yes	Both	100
†Model B is the amplifier and speaker unit for model A. ‡Screen \$10 extra.													
Synchrophone Co. , 2141 West Austin Ave., Chicago, Ill. (<i>Synchrophone</i>)													
A	†	AC	8 wide	40	Yes	33 $\frac{1}{3}$	200
B	†	AC	12 wide	40	Yes	Both	250
†Projector and turntable only. For inclusion in radio cabinets or use with external amplifier and speaker.													
Talkola Corp. , 1600 Broadway, New York, N. Y. (<i>Talkiola</i>)													
Cab.	\$505.20	No	51x30x23	Yes	6	Yes	AC	Yes	7x9	50	Yes	Both	250
Port.	401.20	Yes	16x34x21	No	4	Yes	AC	Yes	7x9	50	Yes	Both	250
*Victor Animatograph Co. , Davenport, Iowa													
5GA	\$460.00	Yes	No	5	Yes	Univ.†	No	12 ft.	105	Yes	Both	200†
*Distributor for National Theatre Supply Co. †Speaker for AC. ‡Provision for operation on different voltages, slightly higher in price.													

Coin-Operated Entertainers

Model	List (with Tubes)	Type	Cabinet	Dimensions (H-W-D)	AC or DC	Record Cap.	Coin Cap.	Tubes
Allen-Hough Carryola Co. , 115 W. Walker St., Milwaukee, Wis. (<i>Carryola</i>)								
.....	\$195.00	Phono	Midget	20 $\frac{1}{2}$ x21 $\frac{1}{2}$ x15 $\frac{1}{2}$	AC	10	5†	24, 2-45, 80
.....	Phono	Lowboy	43 x27 x17	AC	10	20‡	24, 2-45, 80
†Wall coin box with 20 coin capacity, \$25 extra. ‡Attachment for wall box available.								
Capehart Corp. , Fort Wayne, Ind. (<i>Capehart</i>)								
4	\$198.50	Phono	20x20x17	AC	10†	20*	27, 47, 80
1	598.50	Phono	45x32 $\frac{1}{2}$ x20 $\frac{1}{2}$	AC	14†	20*	27, 2-45, 80
1 $\frac{1}{2}$	680.00	Phono	45x32 $\frac{1}{2}$ x20 $\frac{1}{2}$	AC	14†	20*	2-27, 2-50, 2-81
2	480.00	Phono	30 $\frac{1}{2}$ x31 $\frac{1}{2}$ x21 $\frac{1}{2}$	AC	14†	20*	27, 2-45, 80
2 $\frac{1}{2}$	550.00	Phono	30 $\frac{1}{2}$ x31 $\frac{1}{2}$ x21 $\frac{1}{2}$	AC	14†	20*	2-27, 2-50, 2-81
5	345.00	Phono	42 $\frac{1}{2}$ x25 $\frac{1}{2}$ x17 $\frac{1}{2}$	AC	10†	20*	27, 2-45, 80
*Available for nickels, dimes or quarters. †10 and 12 in. ‡10 in., both sides, continuously and automatically.								
Link Piano Co., Inc. , Binghamton, N. Y. (<i>Autowoz</i>)								
.....	Phono	AC	20†	20
†One side only.								
Mills Novelty Company , 4100 Fullerton Ave., Chicago, Ill. (<i>Troubadour</i>)								
871	\$1,350.00	Radio-Phono	Lowboy	52x44x24	Both	12	15
Ristauerat, Inc. , Kaukauna, Wis. (<i>Ristauerat</i>)								
A	Phono	Lowboy	49 $\frac{1}{2}$ x37 $\frac{1}{2}$ x20 $\frac{1}{2}$	AC	12
Western Electric Piano Co. , Blackhawk St., Chicago, Ill.								
Select	Phono	8†
WMD-Series	Phono	15†
Cath.	Phono	Console	15†
†Selective type. ‡Both sides.								

A High Class Business

(Continued from page 37)

immediately. Suppose a woman says: 'I can buy this set for \$15 less.' Then I asked her: 'Did you ever buy anything on Market Street?' (cut-price section) 'Yes!' 'Were you satisfied?' 'No.' 'Was it guaranteed?' 'Yes.' 'Did they live up to the guarantee?' 'No.'

"We say: 'Here are tubes priced from \$1.10 up. Pick up any newspaper and you will see them advertised anywhere from 9 to 39 cents. Why? Because they are nearly always "seconds" that won't last. In the end they cost you more and in addition, they don't sound as well while you are using them.'"

"Here is an example of 'bargains,'" Reinhart continues. "Some time ago a junk man came into our store and bought up some old eliminators for 50 cents each. Within two months, two of them were picked up again by our servicemen. They had been re-sold by some dealer for \$5.50."

These methods are useful in selling wage-earners, a class of customers constantly subjected to circus merchandising, bargaining and bickering. Reinhart admits that it might not work so well under other conditions. His class of trade is responsive to such aggressive, informative selling couched in unsophisticated terms.

Service reliability is the most effective weapon with which to combat price-cutting. A good store reputation is, obviously, necessary.

As a general rule, no trade-ins are allowed on sales under \$100. And when these must be taken they are generally re-sold in the neighborhood in short order. Credit losses are negligible simply because Reinhart knows the people to whom he is selling. (He has been in the retail game on this corner for 23 years).

REINHART studies trends closely. He keeps a "want slip" system. And he experiments with new items. He gets a sample set, puts it on the floor and if it sells quickly, stocks up. He has just taken on refrigerators (Copeland, Norge, Servel, Welsbach) but has not sold many to date. As yet, no salesman has concentrated on this business.

He believes in stocking more brands of radio than anyone else. (Apex, Atwater Kent, Bosch, Brunswick, Clarion, Colonial, Crosley, Echophone, Fada, General Electric, General Motors, Jackson-Bell, Majestic, Philco, Sparton, Stewart-Warner, Stromberg-Carlson, Victor, RCA, Westinghouse, Zenith). About \$10,000 is invested in this stock at present.

"It is my nature to diversify," he explains. "When I sold newspapers I had all there were on the stand. When I opened a cigar store in 1908 I stocked every commonly known brand. Once I sold 16 different kinds of brief cases and 80 kinds of head-phones. Naturally, it would not pay everybody to try my stunt. One man's meat is another's poison."

Interesting are Reinhart's ideas about radio and customers in general. "I have a lot of respect," he states, "for poor people. Radio is a godsend to them. The rich have a lot of diversions, but radio is the best my customers can afford so I give them their money's worth."

A placard hung on the wall, over a somewhat antiquated but well filled showcase, aptly tells a true story. It reads:

"We have customers who go out of their way to trade here because we go out of our way to please them."

The New Longer Playing Records

(Continued from page 52)

in the new combination instruments which Victor will shortly place on the market. For the thousands who already have electric phonographs, an inexpensive gear shift arrangement, or attachment, for playing the new records at their slower speed, which any qualified radio service man can install, will soon be made available. This accessory should find a ready market. It may be fitted to almost any modern phonograph instrument it is claimed.

According to Victor executives, 34 of the better-known classical and semi-classical compositions already have been recorded by the new process. Arrangements have been completed to record the complete musical score of the present Broadway hit, "The Band Wagon," as the first step in preserving similar performances for the many who ordinarily cannot hear these musical offerings. Truly, the phonograph art now marches abreast with radio.

New, long-playing needles also have been developed for use with the new records, and also with ordinary records. These needles are not interchangeable. They are colored differently for identification. One type will play approximately 25 of the new 15-minute discs without replacement; the other kind will play 100 or more of the ordinary type record. These new needles should make a small but remunerative sales item.

Durium Products, in addition to a five-minute playing time, claims these additional advantages for their record: Notwithstanding the reduced thickness of the wall, they can be played three times as often as the old style



The new records play longer, last longer and are unbreakable

record; can be sold at much lower prices than present scale; will be available at many convenient points of sale, such as cigar stores, and a new selection each week will be produced each week.

Columbia dealers will be gratified to know that the Columbia Phonograph Company, New York, has also been working on a longer-playing record and will have an important announcement to make soon.

This department will review the new longer-playing records as soon as possible and further information on new apparatus and accessories will be passed along.

TUBE SUITS AGAINST RCA SETTLED BY CASH AND LICENSE GRANTS TO 21 CLAIMANTS

*De Forest Gets \$1,000,000—Government May Settle
Its Cases Out of Court*

ANNOUNCEMENT of the settlement of a number of infringement and damage suits, and acceptance of RCA tube licenses by a group of manufacturers, the principal active ones being the De Forest and Arcturus companies, came with the payment September 22, of \$1,000,000 to the De Forest Company, and smaller amounts to some of the other concerns, by the Radio Corporation of America.

Under the new plan a 5 per cent license fee will be paid, although it is understood this may later be reduced to 2½ per cent. The licensees are not limited to any quota amounts, but eventually such quotas may be introduced to guard against overproduction. The agreement entered into covers only radio receiving tubes, and does not authorize sales for export purposes.

This cross-license settlement completes the licensing of all tube manufacturers, and is declared by those entering into it, to be a move for stabilizing the business, and a step of advantage to both the individual manufacturers and the industry generally.

Following is the complete list of companies entering into the settlement in addition to RCA, De Forest and Arcturus. A number of those on the list, as will be noted, are now out of business. It is not considered likely that such defunct concerns will return to active manufacturing: Mellotron Tube Company, Vesta Battery Company, Van Horne Company, Schickering Products Corporation, Gold Seal Electric Company, Universal Electrical Lamp Company, Republic Radio Tube Company, Mutual Electric Lamp Company, Continental Corporation, Sunlight Lamp Company, Marvin Radio Tube Corporation, Radex Corporation, Globe Electric Company, Duratron Radio Tube Corporation, Gold Seal Manufacturing Corporation, Supertron Manufacturing Company, Cleartron Vacuum Tube Company, Diamond Radio Tube Company and the Poughkeepsie Gold Seal Company.

The settlement follows the recent court decision against RCA in the Clause 9 case, as a result of which some \$47,000,000 of damage suits were filed against the Corporation. On the other hand, a large number of infringement suits had been entered by RCA against the independent manufacturers. All of these suits are now cleared by the new agreement, and the receiving tube patents held by the De Forest Company are also made available to the licensees.

Meanwhile it is intimated from Washington that the Government's suit against the Radio Corporation may be withdrawn and the case settled out of court by the setting up of a patent pool, either "open" or limited to present operating concerns. It

is known that the Administration does not desire to go into an election year with a case of this kind on hand, and every effort will undoubtedly be made to effect a settlement.

Largely dependent upon the outcome of the Government's case, was the \$30,000,000 triple-damage suit filed by the Grigsby-Grunow Company, makers of Majestic sets, but if the Department of Justice suit is dropped, it is believed this Grigsby-Grunow suit will be pressed independently to a court decision.

RADIO SHOWS

Kansas City	Oct. 3-10
Los Angeles	Oct. 16-18
<i>9th Annual Radio and Electrical Exposition, Special building, cor. Fairfax and Wiltshire</i>	
Milwaukee	Oct. 6-10
National Assn. of Broadcasters	
	Oct. 27, 28, 29
<i>To be held in Detroit, Mich.</i>	
Chicago	Jan. 18-24
<i>10th Annual Chicago Radio Show and Electrical Exposition, Coliseum</i>	

Chicago Show Postponed

Announcement of the postponement of the 10th Annual Chicago Radio-Electrical Show until after the middle of January 1932 has been made by G. Clayton Irwin, Jr., general manager.

The change from October 19 of this year, was made at the request of leaders in the industry who were of the opinion that an exposition in this major market after the first of the year would do more to stimulate sales nationally than if the show followed the New York affair so closely.

"While industry leaders are enthusiastic over prospects for business," states Mr.

Irwin, "they also are desirous of making use of all of the merchandising tools at their command. Since the Chicago show is one of the important tools upon which they depend, we are very happy to change the date to a time that will be most beneficial to the industry."

"Bushwhackers"



What's time among friends? Charles Forrest (center), managing director of International Radio Company, Ltd., Sydney, New South Wales, deliberately missed his boat—next sailing for Australia three weeks later—in order to further enjoy the pleasures of the northern Wisconsin "bush" with Tom White (left), sales manager for Jensen, and Norbert Beerend (right), high factotem with the United States Advertising Corporation, Toledo.

New York Dealers Organize

At last it appears that the dealers of Greater Manhattan are to have an honest-to-goodness radio association. Two hundred retailers and all the representative jobbers of New York gathered at a luncheon at the Hotel Taft, Sept. 18, and most of them, before leaving, signed up.

This rousing rally was addressed by O. H. Caldwell, editor of *Radio Retailing*, by Curtis Wessel, and by H. G. Erstrom. The latter is executive vice-president of the National Federation of Radio Associations.

In a masterly climactic speech Erstrom outlined the necessity for local trade organizations, especially at this time, and the many vital things that such cooperative effort could accomplish.

Ben Gross, of Gross Brennan, represented the wholesalers. "We distributors," said Mr. Gross, "want you dealers to organize. We would like to see you have your own association and would lend to such an activity financial and other support."

It is hoped, eventually, to sign up every worthwhile dealer within the New York trading area and to parallel, in objectives, those of other successful associations.

Newton R. Barrett is the managing director of this new association, to be known as the Radio Trade Organization. Headquarters will be maintained at the Park Central Hotel.

Firing Line

the News Bombardments

New York, N. Y.

Dealers, Broadcasters, Boost Radio Week

Although some cities have not yet reported, the results from Radio Week exceeded expectations. Under the stimulation of the National Federation of Radio Associations, over 300 broadcasting stations mentioned this event in their announcements and 24 chain programs were dedicated to it. Two radio hook-ups carried special announcements in programs of unusual merit. Furthermore, requests for 30,000 streamers and posters were received at the Chicago headquarters of this dealer-jobber organization. Wichita, Omaha, Denver, Los Angeles, Cleveland and Philadelphia dealers, through cooperative effort, featured Radio Week with store displays, newspaper advertisements and "open house" receptions. Not less than 20 cities registered this annual event on the public mind and many report a distinct increase in sales as a result.

President Hoover's Endorsement

The following letter of endorsement was received by H. G. Erstrom, director of Radio Week, from President Hoover:

"Within a decade, radio has become an important factor in all systems of sound communication. The result has been as far reaching as its life has been dramatic. As a medium for the universal expression and dissemination of ideas, it is an important factor. It is invaluable in the formation of sound public opinion and the promotion of good citizenship. It is in fact an art and utility of indispensable worth in our national life.

"National Radio Week, sponsored by the National Federation of Radio Associations and associated organizations, has come to

be an important event both to the industry and to the public.

"I shall appreciate it if you will extend my heartiest congratulations to those connected with its observance."

HERBERT HOOVER.

Undaunted!



Though paralyzed from the waist down, R. W. Hornung, Lyric dealer of Lavelle, Pa., has become a successful pilot. He recently flew his plane, which is equipped with special controls, from Shamokin to Harrisburg, Pa., in 35 minutes, to attend a dealer meeting there.

G-E to Help Dealers Diversify Sales Effort

Typical of the plan of the General Electric Supply Company to merchandise an entire line of home appliance and radio products through the electrical and radio retailer was a recent meeting at the Pennsylvania Hotel, New York. Similar affairs are being held throughout the country by this company's wholesale representatives.

16MM EXPOSITION AT THE VICTORIA

First Gathering of Its Kind

The home talkie manufacturers and film producers stood up and were counted for the first time last month. Although the first exposition under the auspices of the 16MM Motion Picture Board of Trade naturally was a modest affair—this new industry is still in its infant stages—its exhibits were completely representative and its guests were there for serious business purposes.

With a score of makers of 16mm apparatus preparing to invade the market this winter it was well that much of the work of the sessions had to do with the important matter of providing for a suitable film supply mechanism.

International Organized

Just prior to the exposition there was organized the International 16MM Pictures, Inc. This concern proposes to establish film libraries in various large centers, to provide for suitable film productions and to establish a plan so that dealers can rent films at reasonable rates. Rudolf Mayer, brother of Louis B. Mayer of Metro-Goldwyn-Mayer, will head this much needed enterprise.

Already this concern has obtained the material cooperation and endorsement of many of the home talking device manufacturers, who would share in the rental profits from these 150 proposed libraries as well as would the retailer of projectors.

Among the exhibits at the Victoria were: Sparton-Visionola, Sprague-Visivox, Talkiola, Pacent, Rex, Peko, and Home-Film.

There are now more than 100 industrial enterprises in the United States interested in the 16mm industry. Silent and talkie motion pictures are offered the 16mm field by such producers as Paramount, Universal, Pathe, Fitzpatrick and Columbia.

Federated's Strong Position

Because of the present tumultuous times the question has arisen, "What is the present status of NFRA?"

Pointing to its recent successful sponsorship of Radio Week and to the many constructive policies which its local dealer association affiliates recently have instituted, James Aitken, president of the National Federation of Radio Associations, replies:

"Federated is in a strong position and is waging its fight for a square deal for the square dealer' more aggressively than ever. It will hold its annual national convention in February as heretofore. At that time the treasurer's report will reveal a balanced budget, with ample margin to carry forward our plans for many new activities during 1932."

Cinderella Dances Again



Though the age of fairy godmothers has past, the ability of Cinderella to entertain has again been demonstrated. Dainty Rena Buchanan, taking the part of she of the tiny tinkling feet, drew hundreds to the booth of Black and Decker, at the American Fair, Atlantic City, recently. Incidentally Miss Buchanan is the daughter of G. M. Buchanan, exhibit manager for this washing machine manufacturer.

BROADCASTERS ARE BATTLING

Not a little concern is felt over certain battles now going on behind the scenes in broadcasting. The actual and proposed acquisition of more stations by the chains, the sparring between the rival networks for commanding positions and the efforts of more newspapers to get into radio are among the important developments.

Having acquired four stations on the West Coast recently at a more or less forced sale (KJR, KGA, KEX and KYA), NBC shortly thereafter purchased half interest in Station WMAQ of the Chicago Daily News. The chain takes over the station on Nov. 1, at a price reputed to exceed \$500,000.

Now Station WMAQ is a primary outlet of the Columbia Broadcasting System in Chicago, and that network, having lost WMAQ to its rival, finds itself left with only one other Chicago outlet—Station WBBM, which it owns but which has only four-sevenths time on its clear channel.

On the heels of the WMAQ deal, word went out that Station WGN, of the Chicago Tribune, may shortly sever its chain connection with the N.B.C. Thereupon various rumors were rife that Columbia might make some connection with that station. Certain it is that Columbia must find some additional outlet or outlets in Chicago.

In Washington, Columbia's expansion plans propose the placing of a "booster" station on the clear channel of its New York key station WABC, and the severance of its present affiliation with WMAL, in order to give more chain programs to the nation's capital. This radical step has disturbed some broadcasters considerably, indicating that the chains may some day synchronize full networks of booster stations to a single wave length and thus divorce themselves from independent local stations.

Meanwhile, N.B.C. officials have been in heavy conferences for several weeks on other of their own expansion plans. Having taken over the management of all the General Electric stations, including recently WGY, Schenectady, the N.B.C. very likely will shortly take over the three Westinghouse broadcasting units, namely, WBZ-WBZA, Boston; KDKA, Pittsburgh, and KYW, Chicago. If this is consummated, the N.B.C. will own or control about a dozen outlets, most of them on clear channels.

Pilot Radio & Tube Builds National Distribution

Appointments just announced by the Pilot Radio & Tube Corp., Lawrence, Mass., give it new distributors at strategic points. Wedel & Co. has taken on exclusively the entire line for the Northwest territory. Wedel's Portland Office will cover Oregon and its Seattle office will handle Washington.

For the inter-mountain territory, the Felt Radio Company, Salt Lake City, has been appointed.

R. J. Loock & Co., Baltimore, has been named set distributor for Maryland. Massachusetts, west of Worces-

ter, will be covered by the Whittemore Bros. of Worcester. John B. Varick & Co., Manchester, N. H., will have exclusive distribution in New Hampshire and Vermont.

New York City, Chicago and San Francisco areas will continue to be served by Pilot's branch offices.

Among Those Who Took a Spotlight Bow Last Month

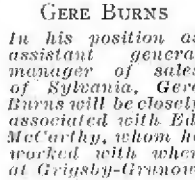
CARLETON DYER
Managing director of Philco's London branch. For the past three years, account executive with Erwin, Wasey & Co.

(right)



ROBERT C. ELWELL
With Arcturus to operate through Midwest territory. Formerly sales promotion manager for jobbers in south and midwest.

(left)



GERE BURNS
In his position as assistant general manager of sales of Sylvania. Gere Burns will be closely associated with Ed. McCarthy, whom he worked with when at Grigsby-Gronow.



SAM MACDONALD
Will have headquarters in Washington, acting as sales manager of the District of Columbia and Virginia for Colin B. Kennedy Corp.



FRANK REICHMANN
Pioneer among speaker producers. Has joined hands with E. R. Potter in the formation of Oxford Products Co., subsidiary of Potter Co., Chicago.



ROYAL SMITH
A valiant banner carrier for Ken-Rad in the state of Texas.

(left)



Oxford to Make Speakers

The fore part of September witnessed the formation of the Oxford Products Company, Inc., as a subsidiary of the Potter Company, North Chicago, Illinois. Imperial, Inc., Chicago, has been absorbed in this consolidation. This combination links two of the oldest members of the radio fraternity, E. R. Potter and Frank Reichmann. The latter is one of the pioneers among speaker producers.

Oxford will concentrate on the manufacture of speakers. Its plant, with a capacity of 5,000 reproducers per day, also will be located at North Chicago.

The Season Opens

(Continued from Page 35)

market, according to gossip at the show. Technically, little has happened since Chicago. Perhaps for this reason, manufacturers searching for something new have rediscovered short-waves. Short-wave converters were everywhere, several manufacturers including these devices in stock long-wave models, and others supplying the devices separately. With so many manufacturers concentrating on it, short waves will undoubtedly result in much extra business this winter.

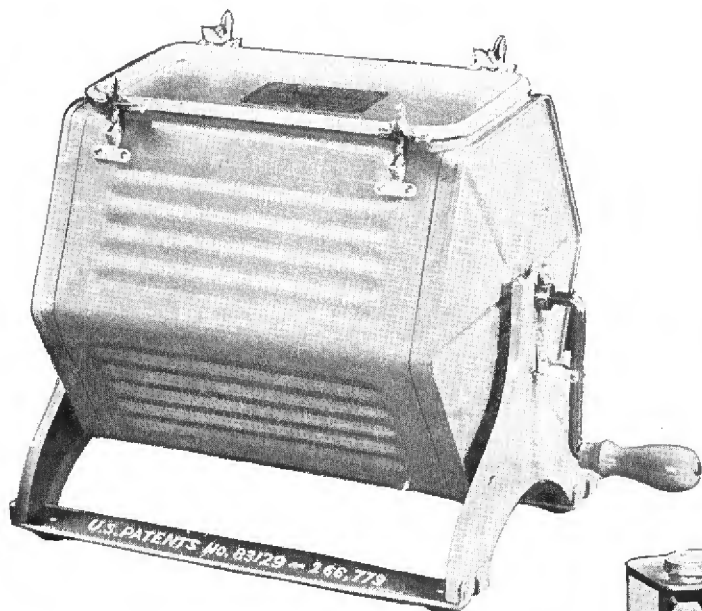
That newcomer, home talkies, attracted large gatherings. Six concerns staged exhibits. This was supplemented by a special showing of projectors at the Hotel Victoria—reported elsewhere.

Television, as usual, was publicized by the Show press agents and given liberal space in the daily press. As an attraction it was easily a winner. Several kits and three complete jobs were exhibited. The "big noise" in television was in the shape of a gigantic (for television) screen—10x10 ft.—suspended at one end of the main auditorium. Reproductions of television artists, made in a special studio in the basement of the Garden, came through with somewhat indifferent success. Technical difficulties, and the fact that the Garden was fully illuminated, were held responsible.

Television receivers exhibited indicate that little real progress has been made since the exhibition at Chicago. Mechanical scanning discs are still in general use. One manufacturer has equipped his scanning disc apertures with magnifying lenses. This makes it possible to use a translucent screen about six inches square connecting with the receiver, instead of a large single magnifying lens. The advantage in this procedure is that the image can be seen over a much wider angle than heretofore.

One of the cleverest attraction "stunts" was direct reception of European broadcasts. Show-goers were provided with headsets for this purpose. A large map indicated, by signal lamps, the station being brought in.

Although this year, as far as the sentiment of the show management was concerned, electrical appliances were given equal representation with radio products, the latter dominated. Primarily, it was radio that the public wanted to see. The electrical industry was well represented, especially by the refrigerator manufacturers and its exhibits well patronized.



**SUPERIOR IN EFFICIENCY
SUPERIOR IN CAPACITY
SUPERIOR IN DESIGN
SUPERIOR IN VALUE**

DUETTE

A CASH LINE

**WITH EVER
INCREASING
REPEAT
BUSINESS**



DUETTE MACHINE
\$7.50
DUETTE FLUID
Per Gallon \$1.95

**NO RISKS
NO SERVICING—
NO DULL SEASONS**

With DUETTE products you make money, while finding prospects for other merchandise.

DUETTE QUICK DRY CLEANING FLUID is all CASH business, which is continuous and ever growing. It is to the Radio retailer what the Record business used to be to the Talking Machine dealer in the good old days.

When you sell a DUETTE, you are helping your customer to **SAVE MONEY**. Dry cleaning bills are a serious item in many a home. With the DUETTE HOME DRY CLEANER a garment can be thoroughly dry cleaned—**IN FIVE MINUTES FOR AS LITTLE AS FIFTEEN CENTS**

**DUETTE FLUID
IS NON-EXPLOSIVE
PERFECTLY SAFE
IT CLEANS IN 5
AND DRIES IN 15 MINUTES**

DUETTE Is an Easy and Fast Seller

The fact that the prominent houses mentioned below and **SCORES** of other pre-eminent stores throughout the country are daily using, selling and re-ordering DUETTE products proves their superior saleability and quality.

MARSHALL FIELD
JOHN WANAMAKER
B. ALTMAN
LORD & TAYLOR
FRANKLIN SIMON
L. BAMBERGER & CO.
ABRAHAM & STRAUS
LOESERS
BLOOMINGDALE BROS.
STERN BROS.
McCREERY
RUSSEKS

GIMBEL BROS.
FILENES
JORDAN MARSH
KAUFMANN'S
LEWIS & CONGER
HAMMACHER, SCHLEMMER
WEED & CO.
THE FAIR
L. S. AYERS
EASTERN HARDWARE CO.
STEWART & CO.
GRIFFITH VICTOR DIST. CO.

**It Will Pay You
To Fill Out And Mail This Coupon
IMMEDIATELY**

DUETTE PRODUCTS

will bring every dealer

**MORE BUSINESS AND
MORE PROFITS**

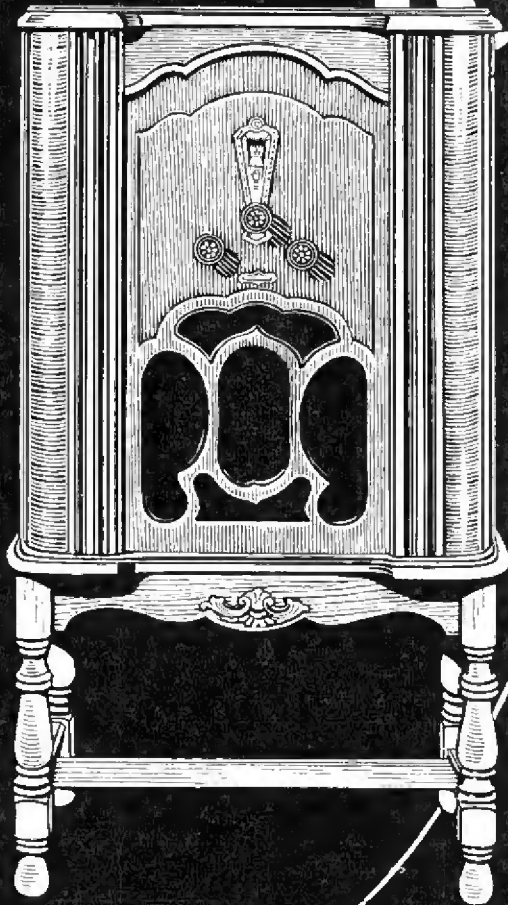
Send me full particulars about DUETTE PRODUCTS and your selling plans for Dealers Distributors

Name Street.....

City State.....

Mail this to
SCHREYER, HAMILTON COMPANY
SALES DIVISION, RUSKO PRODUCTS CO.
221 FOURTH AVENUE, NEW YORK CITY
Phone ALgonquin 4-3553

AMERICAN BOSCH RADIO



Model 31H — Super-heterodyne — 1 Pentode, 2 Variable Mu, 1 Screen-Grid 224, 1-227 and 1-280 Rectifier. A beautiful furniture piece, 39 1/16 in. high, 21 5/8 in. wide and 12 1/4 in. deep.
Complete with tubes \$67.50.

A marvelous
NEW
SUPER
HETERODYNE

\$67⁵⁰
COMPLETE WITH TUBES

OTHER MODELS FROM \$43⁵⁰ TO \$139⁵⁰ COMPLETE WITH TUBES

THE one outstanding, popular radio of the season—the superb American Bosch Super-heterodyne, designed and built to American Bosch standards and sold at the amazing price of \$67.50 complete with tubes!

This is the newest thing in a super-heterodyne—and it includes features found in no other set. It has a perfect tone control, permitting a brilliant or mellow reception—single station selector—Line-

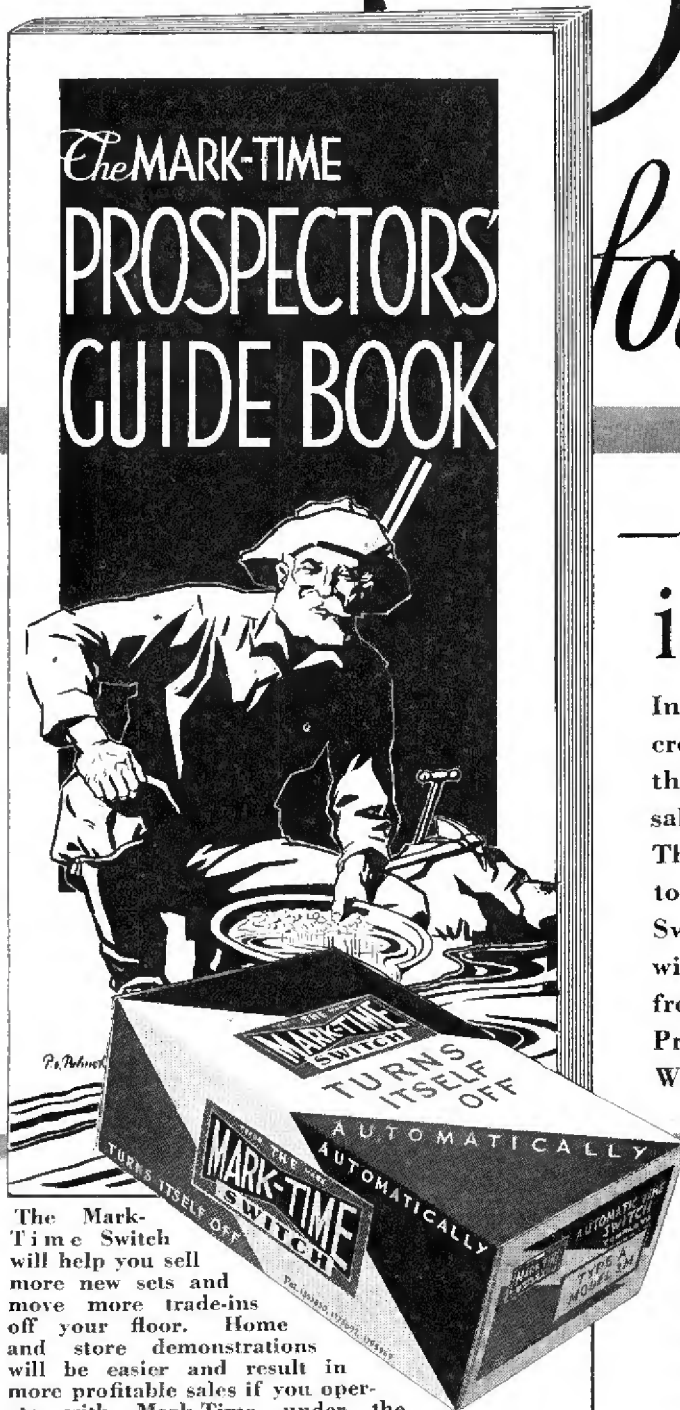
O-Lite tuning—It is thoroughly selective and unusually sensitive. A perfect super-heterodyne receiver in a walnut veneered cabinet 39 1/16 inches high—all for the low price of \$67.50 complete with tubes. It's your 1931 leader.

Write at once to the factory or the nearest branch for complete details on the American Bosch Radio Line.

UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD, MASS. • Branches: NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

American Bosch Radio is licensed under patents and applications of R. C. A. Western prices slightly higher.

Send for this book



—turn over your inventory faster

In these days of decreased profit per unit sale, increased resistance and consequently fewer sales, there is only one way to show a profit. Make *more* sales. More sales per day. At reduced selling costs. That's what the Mark-Time Switch will enable you to do. You will make money selling the Mark-Time Switch itself. But more important than that, you will be able to make more sales and greater profit from your *major lines*. How? The Mark-Time Prospectors' Guide Book tells the whole story. Write for your copy today.

The Mark-Time Switch will help you sell more new sets and move more trade-ins off your floor. Home and store demonstrations will be easier and result in more profitable sales if you operate with Mark-Time under the Prospectors' Plan.

M. H. RHODES, INC.,
Originators of the Mark-Time Switch,
1009A American-Industrial Building, Hartford, Conn.

Yes, I'd like to make more sales. Send me complete details of the Prospectors' Plan for speeding up my turnover.

NAME

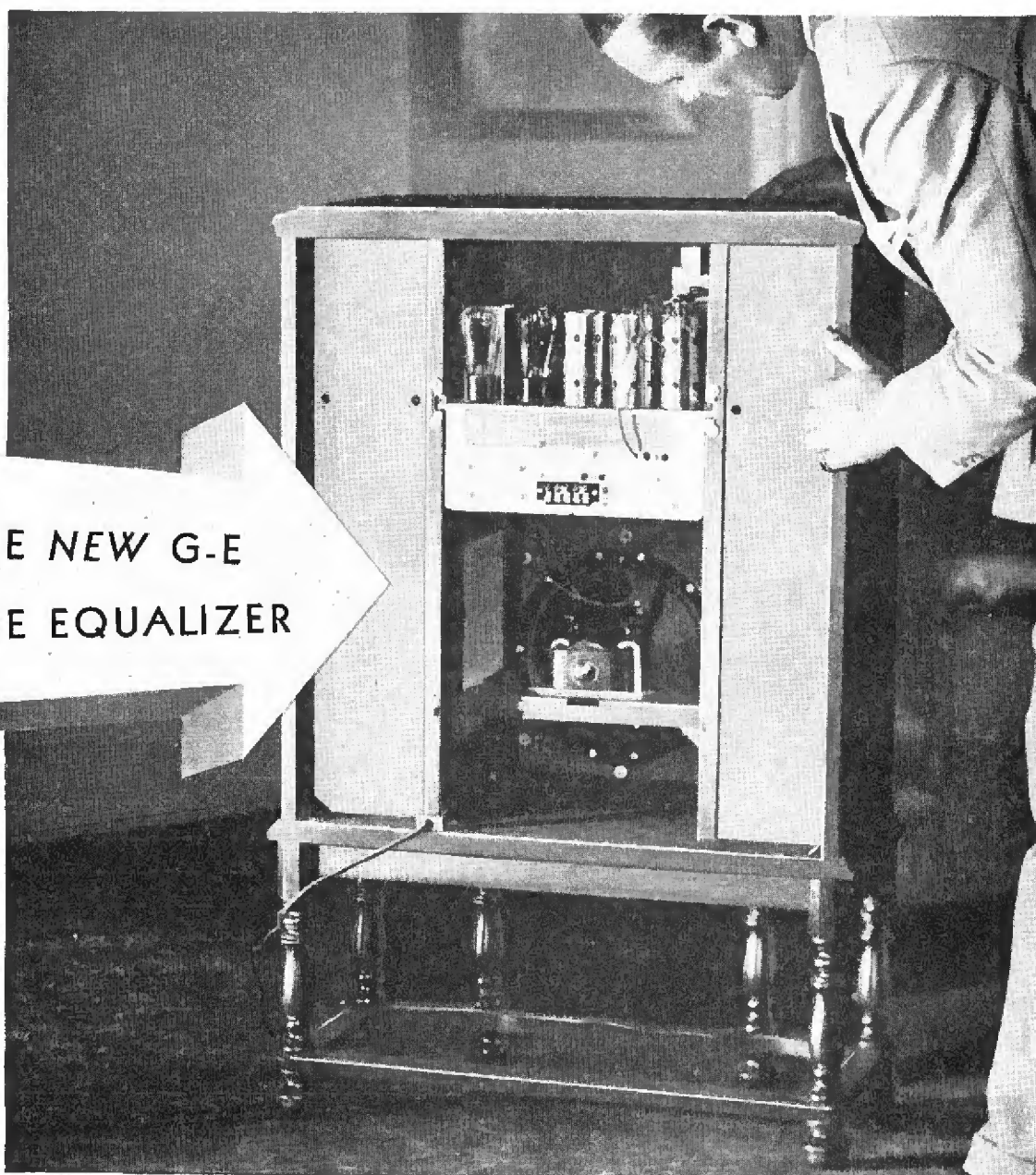
STREET

CITY.....STATE.....

PREFERRED JOBBER.....

• Turn it around

*and discover one of the big reasons
for G-E's tone superiority*



THE NEW G-E
TONE EQUALIZER

GENERAL  ELECTRIC

NEW TONE EQUALIZER
EXCLUSIVE WITH G-E
ADDS VASTLY TO RADIO TONE

HERE is one of the most significant radio developments of the year. It's a development which you can point out to your customers as an *exclusive G-E feature*. It's a concrete selling advantage possessed by no other radio!

For G-E engineers have now perfected the "Tone Equalizer". This vitally important device completely wipes out "box resonance" and its resulting tone distortion . . . which is *something never before offered in any set regardless of the cost or design of the chassis*.

Your radio buyers will quickly recognize the 'Tone Equalizer' as something they've always wanted. It's a marvelous sales point. It is an *exclusive G-E feature*—something that only the G-E dealers can offer their customers. And it is only one of the outstanding selling features of the G-E Popular Console.

Added to G-E's now famous "believe your own ears" sales story, this new development brings G-E dealers a still more powerful selling advantage. And there never was a time—never—when selling advantages counted for more than they do to-day. Get in touch with your nearest G-E Radio distributor — *now!*



G-E Popular Console

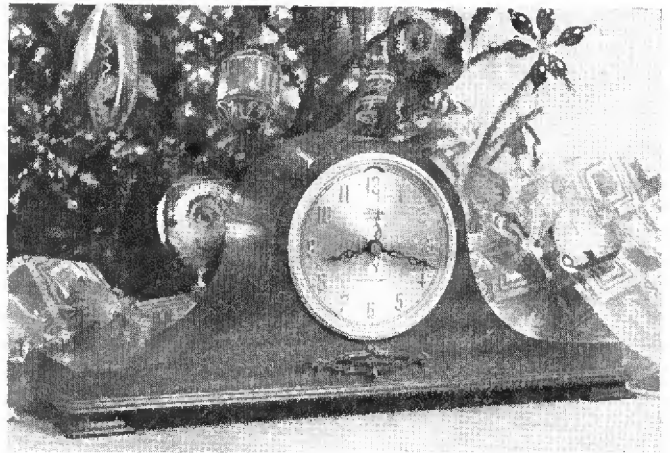
A nine-tube superheterodyne with 2 Pentode output tubes. Automatic volume control and Tone Equalizer. Superb cabinet of brown walnut, with rich-grained butt walnut overlays.

Price, complete with tubes, \$124.75.

RADIO *full range performance*

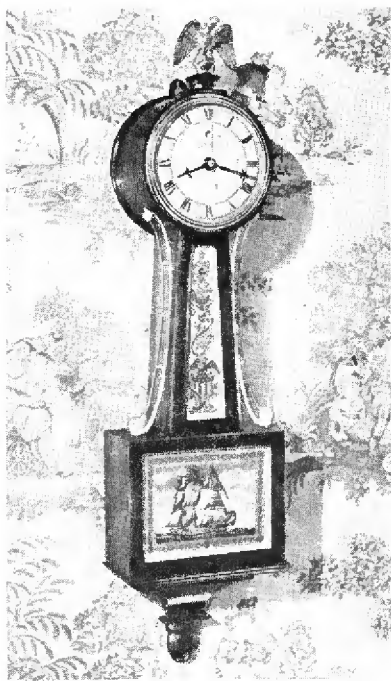


No. 711—TELALARM. Illuminated dial with rheostat control for bright or dim. Non-tarnishing metal case. Electric alarm. Retail price, \$9.95.

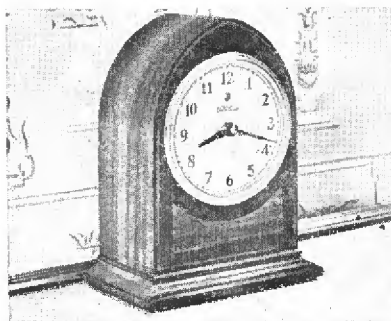


No. R-300—LOYAL. Mahogany case. Westminster chimes. Retail, \$29.75.
No. R-300—LOYAL. Same pattern. Hour and half-hour strike. Retail, \$22.75.

THESE SIX WAYS OF SAYING "MERRY CHRISTMAS" ARE PRICED TO MAKE SALES FOR YOU



No. 694—BELLFINCH. Mahogany. Glass panels. 20 1/2" high. Retail price, \$19.75.



No. 327—SALISBURY. Mahogany case. 7 3/4" high. Retail price, \$9.75.

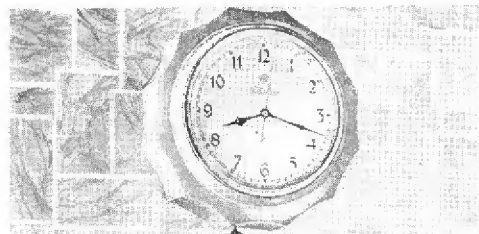
TELECHRON self-starting clocks will be even more popular—and profitable—this Christmas than ever before—particularly the six models illustrated here. All six will be featured in full-page color advertising during the next three months—with special emphasis on Telalarm and Loyal.

Because of the excellent service given by lighting companies, current interruptions are rare today. Telechron self-starting clocks give satisfactory service under all normal conditions. For remote localities where interruptions may possibly occur, there are various models of Telechron clocks which will run right through such interruptions. For full information, address Warren Telechron Company, 310 Main Street, Ashland, Mass.

The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced from \$22.75 to \$650.

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.



No. 454—HOSTESS. Molded case. Choice of seven colors. Retail price, \$9.75.



PLYMOUTH. Mahogany case. Louis XVI design. Westminster chimes. Retail price, \$110.



Look
for the shield
of quality

The peak of radio development!



The Graybar "100"

The new Graybar "100" radio has been described as the highest development of the radio art. And no wonder! Pentode tubes...the famous Super-Heterodyne Circuit with its remarkable sensitivity and selectivity...beautiful walnut cabinet. And that's not all! There's a band pass tone control and a resonant absorber to make reproduction even more perfect. And the new automatic volume control to stabilize volume irrespective of changes in signal strength... And price? Only \$178.00 complete with Radiotrons...One thing more. Behind this quality radio stands the backing of Graybar's own reputation for quality in everything electrical—a reputation that goes back 62 years... Investigate today. For details write the Graybar Electric Company.
Graybar Building.
New York, N. Y.

Graybar

OFFICES IN 76 PRINCIPAL CITIES. EXECUTIVE OFFICES: GRAYBAR BUILDING, NEW YORK, N. Y.

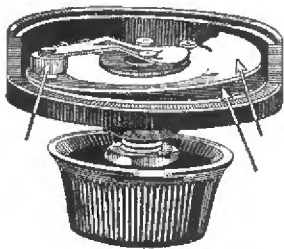
Don't Forget

this important help in "cinching" the sale!



Every argument helps to put the "sold" ticket on the receiver.

Centralab's prestige is sure to appeal to the prospect—but still better is the "demonstration" that enables you to "step up" the volume noiselessly, smoothly, without a suggestion of sputter or crackle.



Good sets are
CENTRALAB
equipped for superlative performance. You'll find it easier to sell a receiver that is.

Centralab

CENTRAL RADIO LABORATORIES

MAIL COUPON NOW

CENTRAL RADIO LABORATORIES
920 Keefe Ave., Milwaukee, Wis.

Enclosed find 25c. for which send me your new VOLUME CONTROL GUIDE.

Name

Address

City State

Rad. Ret.



Complete data on the construction and repair of modern radio sets

THESE three books cover the entire field of building, repairing and "trouble-shooting" on modern broadcasting receiving sets. The Library has been brought right-up-to-the-minute in every respect, and is based on the latest 1931 developments in the design and manufacture of equipment. The recent interest in television and short-wave reception is reflected in sections dealing with the construction of these types of receivers.

Radio Construction Library

[1931 Edition]

Including Short-Wave Receivers and Television
Three volumes, 993 pages, 6x9, 561 illustrations

By JAMES A. MOYER and JOHN F. WOSTREL
Massachusetts Department of Education

CONTENTS

VOLUME I.—Practical Radio: This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of seven typical sets.

VOLUME II.—Practical Radio Construction and Repair: All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio sets are covered.

VOLUME III.—Radio Receiving Tubes: In this volume the essential principles underlying the operation of vacuum tubes are explained in as non-technical a manner as is consistent with accuracy. It gives the construction, action, reactivation, testing and use of vacuum tubes and applications for distant control of industrial processes and precision measurements.

THESE three books embody not only a thorough home-study course but a ready means of reference for the experienced radio-technician. Step-by-step information is given on wiring, "trouble-shooting," installation and servicing to get the best tone quality, distance and selectivity in broadcast reception in all types of sets.

Practical data is given on radio equipment such as antenna systems, battery eliminators, loud speakers, chargers, vacuum tubes, etc., etc.

A section is devoted to the identification of common faults in receivers and methods of making workmanlike repairs.

The three books are profusely illustrated with understandable diagrams of hookups, connections, loud speaker units, installation work and antenna erection—as well as numerous photographs, tables and charts which clarify the text.

See this Library
for 10 Days Free!
No Money Down—Small
Monthly Payments

It is your privilege to examine this Library for 10 days without cost. If the books prove satisfactory, send an initial payment of only \$1.50 and \$2.00 a month until \$7.50 has been paid. Otherwise return the books.

McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Send me the RADIO CONSTRUCTION LIBRARY, all charges prepaid, for 10 days' Free Examination. If satisfactory I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

Name

Home Address

City and State

Name of Company

Occupation R.R. 10-31

To insure prompt shipment, write plainly and fill in all lines.

STARTLING NEWS for RADIO DEALERS

The entire history of radio contains no development more sensational than the L. Tatro 32 Volt Superheterodyne. The L. Tatro has been accorded a consumer acceptance that is unparalleled in scope.

Without exaggeration — let us say that the L. Tatro 32 Volt Superheterodyne brings you the biggest opportunity in the industry today.

NEW LOW LIST PRICES

Now all farm light plant owners can obtain modern radio reception — the L. Tatro 32 Volt Superheterodyne is light socket operated — eliminates "A" batteries — no more costly replacements of "B" batteries every few months — economical operation, uses less than 35 watts — marvelous tone — beautiful cabinet — every modern radio circuit and tube feature.



**L
TATRO** **32
VOLT
SUPERHETERODYNE**

A VIRGIN FIELD TO SELL

Farm light plant owners have long wanted just such a radio as the L. Tatro — they welcome the opportunity to utilize the facilities of their light plant to bring them modern radio reception. Never before have they been able to obtain it.

The L. Tatro is the original light socket operated radio — It is the pioneer in the field and has won national recognition.

BIG NATIONAL ADVERTISING PROGRAM

Leading National and State Farm Papers will carry a large, regular campaign of L. Tatro advertisements. The total circulation of all publications is more than 10,000,000 — Your territory will be completely covered.

This great campaign will make sales for you — take advantage of it.

WRITE OR WIRE

For complete details of the L. Tatro unusual dealers sales plan — It presents a real opportunity.

L. TATRO PRODUCTS CORP. ❖ ❖ ❖ **DECORAH, IOWA**
DFPT. RR

Here is the Remote Control—the only part of the Universal you see in the car. Right at the finger tips for convenient tuning. No back-lash and cannot detune on rough roads. Included with all Universals at NO extra charge. A big selling feature!



Universal DeLuxe, 6 tubes with Pentode feature; Automatic Volume Control; Remote Control; Super-Dynamic speaker; complete with latest type tubes and ALL accessories..... \$69.50

Universal Standard, same specifications EXCEPT 5 TUBES..... \$59.50

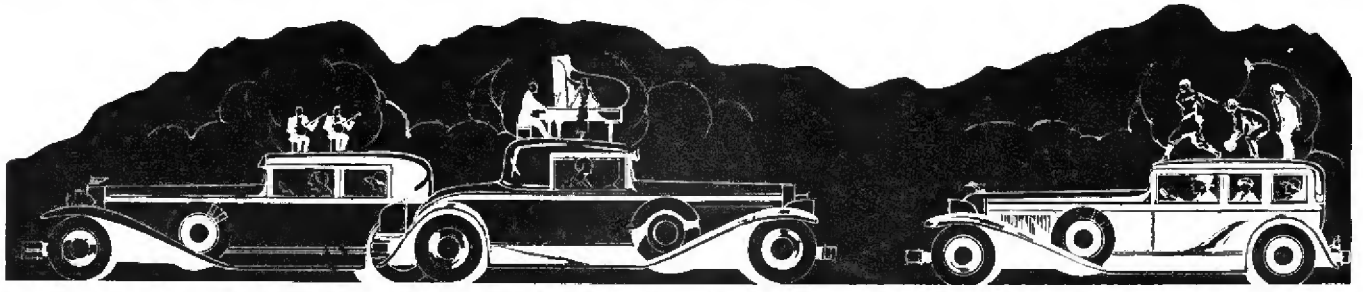
NOW—Distant Stations with BEAUTIFUL TONE QUALITY

UNIVERSAL introduces a new brand of radio reception to automobile drivers. NOW—everyone can "Drive to Music" and be satisfied, yes, delighted by getting reception equal to home reception. Instead of being an adapted home radio, Universal is engineered to the exacting requirements of an automobile. Dealers and distributors have been quick to recognize this fact. Here is a set that sells easily—at the right price—and gives the satisfaction that means repeat business. Compare specifications! Performance! Price! Then you'll choose UNIVERSAL!

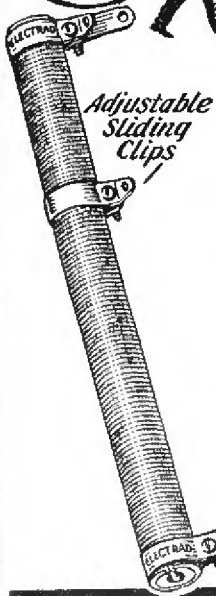
UNIVERSAL AUTO RADIO CORP.
1221 S. Michigan Ave. Chicago

Distributors! Dealers! Here is a Money - Making Opportunity

Franchises granted those who can qualify to work with aggressive sales policy that means permanent business. Open territory is going fast. Write, wire or come to Chicago at once, to investigate livest item in radio field.



A Good
SERVICE JOB
EASILY DONE
in Half the Time



TRUVOLT RESISTORS lead in service work because they save time, expense, labor and they cost less.

The exclusive Truvolt Sliding Adjustable Clips are quickly set for exact voltages required. The unique open-air winding insures superior cooling and more stable performance.

Use **TRUVOLT** Adjustables and you need fewer resistor sizes, less investment in stock, fewer parts in the service kit and you give prompter service to your customers.

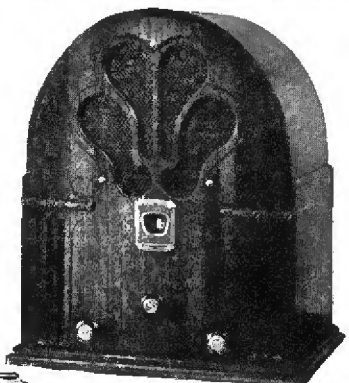
Mail Coupon for **TRUVOLT** Catalog.

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

ELECTRAD INC., 175 Varick St., New York, N.Y.
Please send me complete 24-page catalog and special replacement volume control guide.
Name _____
Address _____
DEC-19

FINK'S IMPERIAL RADIOS

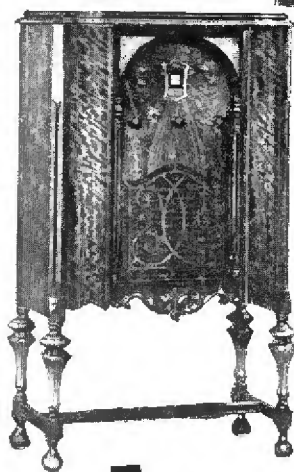
- \$24.95 4-tube Var. Mu and Pentode
- \$34.95 5-tube Var. Mu and Pentode
- \$49.95 7-tube Var. Mu and Pentode



Superheterodyne
ALL ELECTRIC, BATTERY or AUTOMOBILE

- 7-tube Console \$59.95
- 9-tube Console \$84.95

All prices are complete with Dynamic Speakers and tubes. Here's a line of which you can be proud, one that will meet competition and make you a real profit. Literature on request.



FINK INDUSTRIES

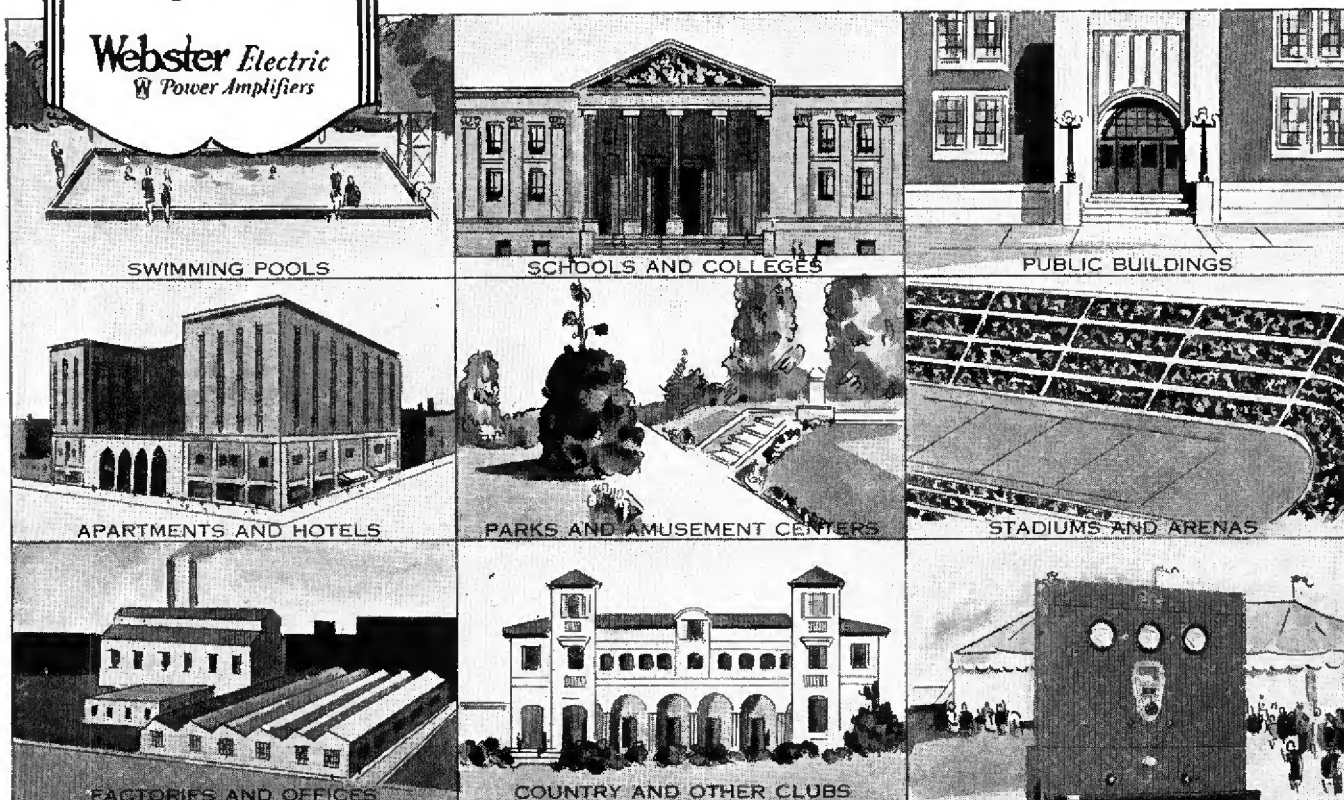
706 SHERIDAN STREET, LANSING, MICHIGAN

WEBSTER ELECTRIC CO.

Wherever
Sound Must
Fill Great
Spaces

Webster Electric
Power Amplifiers

Places Like These Need Modern Sound Distribution Systems



SOUND DISTRIBUTION SYSTEMS—their sales, installation and servicing — offer a rich field for men or organizations with sales ability and engineering facilities.

These systems require amplifiers . . . Webster Amplifiers, the product of an institution specializing in the manufacture of delicate and precise electrical apparatus for nearly a quarter of a century. They are the product which provide an opportunity to enter the Sound Distribution field for well established organizations. Our complete line includes models ranging from small, base type amplifiers for portable or home use to "Rack and Panel" types for the largest permanent installations. We solicit inquiries.



Webster Electric Company



Racine

ESTABLISHED 1909

Wisconsin

Webster Transformers . . . Webster Electric Pick-ups . . . Webster Power Amplifiers

**"Kester-Kester-
who's got the
Kester?"**



Here's the Complete Kester Line

Kester Acid-Core Solder—for general home repair use. Small Metal Mender Package, 1, 5 or 20 lb. spools. **Kester Rosin-Core Solder**—used principally for electrical and radio work. Small Radio Solder Package, 1, 5 or 20 lb. spools, and 5 lb. boxes of 18-inch sticks. Also **Kester Paste-Core Solder**, **Body Solder**, **Bar Solder** and **Solid-Wire Solder** for home and industrial uses.

The big boy in this picture is supposed to be The Composite Solder Consumer. He used to be small and relatively unimportant to you. Now he's a big fella, representing almost every man, most women, and a lot of youngsters in your neighborhood . . . and he means big, steady profits for you.

He's learned from Kester that soldering is simple. He knows that Kester carries its own flux, leaving nothing for him to do but apply heat. He knows he can get perfect results the very first time. And he knows that by doing his own soldering he can save a lot of money on repair bills.

So . . . he's out to buy solder. But remember this . . . it's Kester Solder that he wants . . . the solder that's easy to use . . . the solder he reads about in almost every magazine he picks up. Stock Kester Metal Mender and Kester Radio Solder both . . . some of the larger Kester Spools, too, for the regular solder users. Order from your jobber *now!*

Kester Solder Company, 4262 Wrightwood Avenue, Chicago, Illinois. Incorporated 1899.

KESTER
FLUX-CORE
SOLDER
Acid-Core Paste-Core Rosin-Core

Radio Cabinets

No. 15—Fits all Highboys—both consoles and combinations. \$6 (\$8.75 Colorado and West.)

No. 12—Fits all Lowboys and console models not over 42 inches high. \$4 (\$4.50 Colorado and West.)

No. 11—Fits all very small Midget sets of 4 tubes or less. \$1.25 (\$1.60 Colorado and West.)

No. 10—Fits all Junior Table models of from 5 to 9 tubes. \$2 (\$2.50 Colorado and West.)

Washing Machines

No. 18—Fits all round or square tub washers; either wringer or spinner models. . . . \$3 (\$3.50 Colorado and West.)

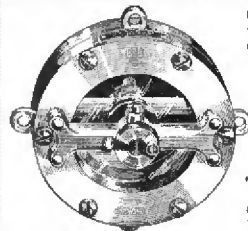
All covers shipped parcels post, C.O.D., postage paid. On open account if you have account with us.

**WEATHER-PROOF
PADDED COVERS**

—for ALL Radios and Washing Machines

Universal Covers are made to fit ALL radios, from the smallest midget set to the tallest highboy—and ALL washing machines; round or square tub types, either wringer or spinner models. Perfect protection against damage in delivery. Made of strong, weather-proof brown drill, padded with thick layer of high grade comfort cotton—*guaranteed not to separate unless actually torn*. Adjustable heavy webbing tightly straps cover around cabinet or washer.

MAISH BEDDING CO.
1501 Freeman Ave., Cincinnati, O.

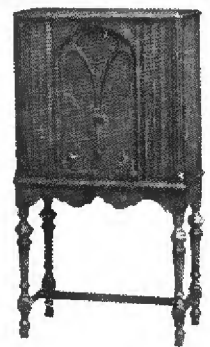


Model "BB"
List Price
\$25.00

**THE NEW HEAVY DUTY
MODEL "BB"**
—The Talk of the
Radio Industry!

The masterpiece in microphone construction. Hairline precision. Nearly twice as heavy as any other microphone of its size. Extra Heavy 24 Kt. Pure Gold Spot Centers. Duralumin diaphragms. Three degrees of sensitivity. Fully guaranteed.

UNIVERSAL MICROPHONE CO., Ltd.
1163 Hyde Park Blvd., Inglewood, Calif., U. S. A.



**To
WESTINGHOUSE**

Dealers and Distributors

Designed especially for Westinghouse Midgets (WR-10 and WR-14), this exquisite and inexpensive Adler-Royal Cabinet is taking the trade by storm. Already many of the foremost Westinghouse distributors have placed their orders. Have you? Send for prices and full details today!

ADLER MANUFACTURING CO., Incorporated, LOUISVILLE

**ADLER-ROYAL
CABINETS**

New! New! New!

JUST INTRODUCED AT THE NEW YORK SHOW, SEPT. 21ST

**7-TUBE
SUPER-HETERODYNE**

Zenette

MADE BY ZENITH RADIO CORPORATION

WITH FOUR-GANG CONDENSER

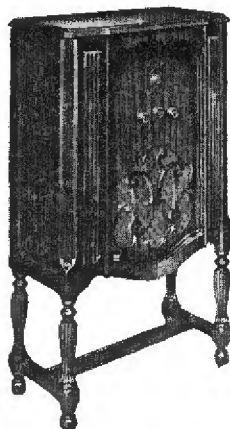
Tone-Shading Control . . . Even Volume Control . . . High Safety Factor Power Transformer . . . Full Illuminated Drum Dial . . . Kilocycle Calibration . . .

Smooth Vernier Tuning Control . . . Easy "slip-on" Control Knobs . . . Sturdy Plated Chassis, thoroughly shielded . . . Pentode . . . Full range Dynamic Speaker . . .

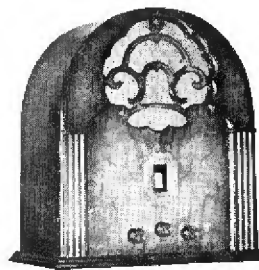
\$49⁹⁵ \$69⁹⁵ \$79⁹⁵

Here they are . . . with a new type, new construction, new idea Super-heterodyne with FOUR-gang Condensers (no "cross-talk", no "riding in"), and Zenith-built chassis, and Zenith-built REAL furniture . . . at prices competition CANNOT meet. Biggest value "scoop" in radio history. Your Zenith Distributor is ready to ship TODAY! Get in touch with him NOW!

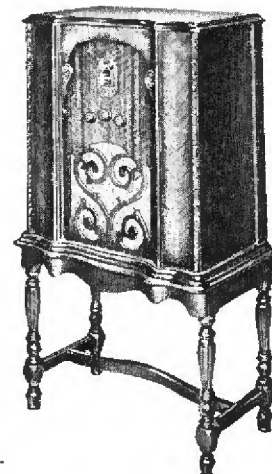
Made by the makers of Zenith receivers . . . \$135 to \$290



MODEL WH
Lowboy
\$69.95 Complete
with Zenith
Quality Tubes.



MODEL LH
Table Model
\$49.95 Complete
with Zenith
Quality Tubes



MODEL MH
Highboy
\$79.95 Complete
with Zenith
Quality Tubes.

Prices slightly higher Far Western United States and Canada.

ZENITH RADIO CORPORATION, 3620 IRON STREET, CHICAGO, ILL.



The present demand for Replacement Tubes furnishes opportunity for "Bringing In The Dollars," and this demand can be materially increased by the employment of modern merchandising methods. There are two things highly essential in securing more than your share of the business and the dollars.

- (1) A DayraD Direct Reading Tube Tester
- (2) The DayraD Business-Getting Plan

Send for details of both today. No cost or obligation is involved. Get started on a proven merchandising plan.

THE RADIO PRODUCTS COMPANY

5th & Norwood

Dept. R

Dayton, Ohio

SPEED

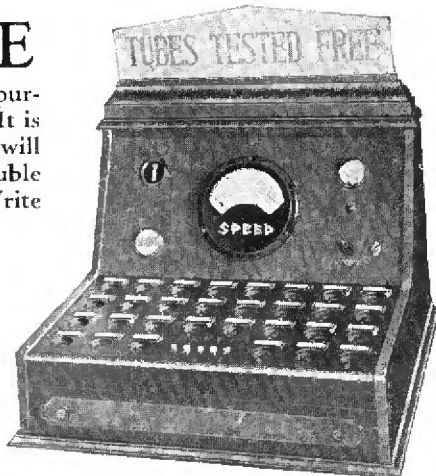
radio tubes are fast forging to the front.
The reason is obvious—**QUALITY.**

Get the SPEED
Full-Vision
Tube Checker

FREE

on our easy purchase plan. It is a beauty and will more than double tube sales. Write for details.

Immediate delivery of all types—including the new 6-volt tubes 233-236-237-238.



CABLE RADIO TUBE CORP.
230-240 N. 9th St. Brooklyn, N. Y.

J. J. Steinhardt
PRESIDENT
CABLE RADIO TUBE CORP.



RADIO WIRE PRODUCTS

ANTENNA WIRE LEAD-IN WIRES
ANTENNA KITS HOOK-UP WIRES
ANTENNA ACCESSORIES ANNUNCIATOR WIRES
LIGHTNING ARRESTERS CABLES

WRITE FOR CATALOG AND PRICES

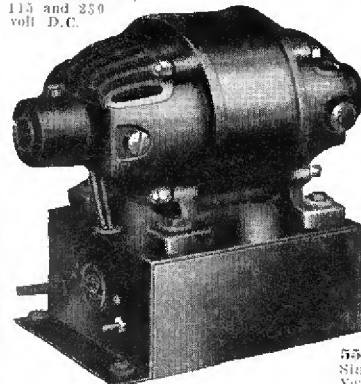
If Your Jobber Cannot Supply You—Order Direct

CORNISH WIRE CO. 30 CHURCH ST.,
NEW YORK, N. Y.

Makers of the Famous

BRAIDITE HOOK-UP WIRE

Converters for 32,
115 and 250
volt D.C.



MILLIONS OF A.C. RADIO PROSPECTS

With the introduction of the
JANETTE

Rotary Converter

every farmer with a D.C. lighting plant now becomes a prospect for an A.C. radio set—plus a Janette Converter.

Low prices on Janette Converters mean quick sales—generous dealer discounts. Makes possible finest radio reception. Write for Bulletin 431-K.

JANETTE MFG. CO.

555 West Monroe St., Chicago, Ill.
Singer Bldg., 149 Broadway, New York, N. Y. Real Estate Trust Bldg.,

Philadelphia, Pa. Harrison Sales Co., 314 Ninth Ave., N., Seattle, Wash.
Lombard Smith Co., 324 N. San Pedro Ave., Los Angeles, Calif.

AGAIN - MAJESTIC WAS FIRST

with **NEW DEVELOPMENTS**

... and MAJESTIC Dealers Are Making the Big Profits!

No one can maintain leadership if content to rest on *past* performance. Majestic rose to prominence in the radio industry on a new concept of what the public wanted. It gave the world outstanding radio performance at low cost.

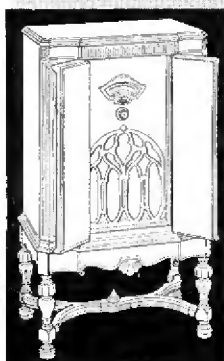
Aggressively daring engineering discovered the way to make a better radio. Stupendous facilities for maintaining that quality under the difficulties of mass production slashed costs in unbelievable jumps. Spectacular merchandising methods made the whole country Majestic-conscious over night. Majestic dealers rode into local leadership on that national sensation.

Last January, Majestic gave the public the only *complete* line of superheterodynes Majestic pioneered the Multi-Mu Tube and Majestic Dealers sold the merchandise last spring.

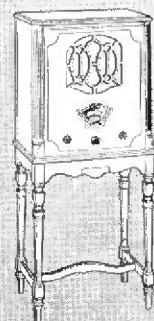
RIGHT NOW it is Majestic Dealers that are reaping the profits on Majestic's spectacular surprise line of eight great models built around those EXCLUSIVE Majestic features Spray-Shield Tubes, Twin Power Detection and the "Modulated" Circuit. All are superheterodyne, Multi-Mu and Pentode, of course.

Don't come to the end of *this* season saying, "I wish I'd been a Majestic dealer." BE one give the Majestic distributor an opportunity of showing you clearly and completely the value of a Majestic franchise with its year-round profits on Home Radio, Motor Car Radio, Radio Tubes and Majestic Refrigerators.

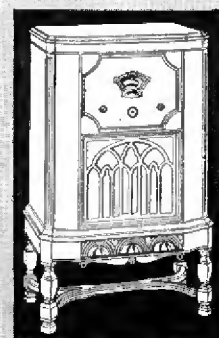
GRIGSBY-CRUNOW CO., CHICAGO, ILL.
World's Largest Manufacturers
 of **COMPLETE** Radio Receivers



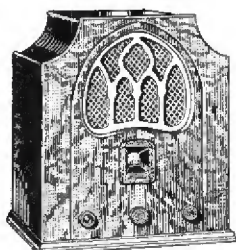
MAJESTIC COLLINGWOOD
 Tudor period cabinet with matched butt walnut doors. The 10-tube Majestic superheterodyne chassis; Automatic Volume Control, Twin Pentode Output, Spray-Shield tubes and Twin Grand Opera Speakers. Complete with tubes \$165



MAJESTIC CHELTENWOOD
 Hepplewhite design in matched butt walnut and imported boxwood inlays. Majestic 9-tube superheterodyne chassis with Twin Power Detection, Twin Pentode Output, Spray-Shield Tubes, tone control and Grand Opera Speaker. Complete with tubes . . . \$79.50



MAJESTIC BRENTWOOD
 Jacobean, Lowboy. The Majestic superheterodyne chassis uses 9 tubes, including Spray-Shield, Multi-Mu and Twin Pentode Output, Twin Power Detection, tone control and Grand Opera Speaker. Complete with tubes . . \$99.50



Prices slightly higher West of the Rockies

MAJESTIC HAVENWOOD
 Exceptionally selective and beautifully toned, Georgian design. Famous Majestic superheterodyne chassis providing tone control, Spray-Shield and Pentode tubes, full dynamic speaker. Complete with tubes \$44.50

Licensed under patents and applications of R. C. A., Hazeltine, La Tour, and Lowell & Dunmore.

Majestic

Superheterodyne
RADIO



\$35.00

\$12.50

KEYSTONE 16mm.
MOVIE CAMERA
\$35.00

A Wonderful Buy!!

100 Ft. Capacity—Spring Motor Driven—Ilex F3.5 Lens—Diaphragm Lens—Film Indicator—Light Weight—Light-tight—Full Vision View Finder—easy to load and handle.

A Guaranteed Product

KEYSTONE MFG. COMPANY
Manufacturers of Home Projectors for 12 Years
 288 A Street Boston, Massachusetts
 NEW YORK SHOWROOM: 200 FIFTH AVENUE



Motor Driven Projectors from
\$12.75 to \$50.00 Retail

Useful, Durable
 Steel 50-Drawer
 Resistor Cabinet

FREE

(Drawers 8x3x2 1/2-in. inside. Case is 33x18 1/2 x8 3/4-in.)

with our Special Introductory Deal on

LYNCH

METALLIZED—PRECISION WIRE WOUND
RESISTORS

Write today for details of this Unusual LIMITED offer.

LYNCH MFG. CO., Inc.
 Dept. R, 1775 Broadway, N. Y.



Metallized—1/4, 1, 1 1/2, 2 and 3 Watts

Precision Wire Wound Pigtail and Cartridge Types

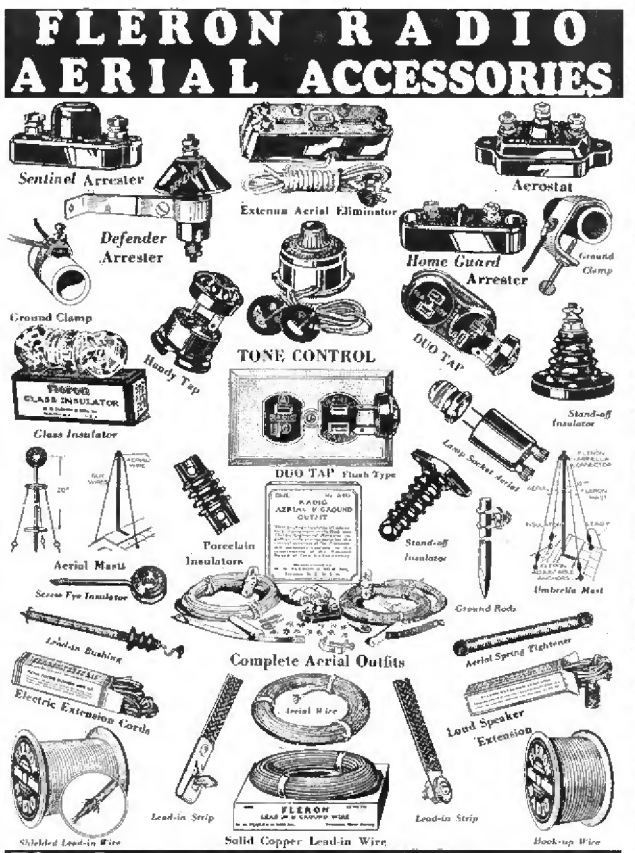
TRAY-LER

RADIO RECEIVERS
 AUTO-RADIO RECEIVERS
 AND
 TELEVISION RECEIVERS

LICENSED BY R.C.A. & AFFILIATES

TRAY-LER MFG. CORP.
 SAINT LOUIS

FLERON RADIO AERIAL ACCESSORIES



Labels include: Sentinel Arrester, Defender Arrester, Ground Clamp, Handy Tap, TONE CONTROL, DUO TAP, Stand-off Insulator, Aerial Mast, Screen Pye Insulator, Lead-in Bushing, Electric Extension Cords, Aerial Wire, Solid Copper Lead-in Wire, Lead-in Strip, Hook-up Wire, Home Guard Arrester, Ground Clamp, Aero-stat, Extens Aerial Eliminator, DUO TAP Flush Type, Porecelain Insulators, Aerial Spring Tightener, Load Speaker Extension, Umbrella Mast, Aerial Spring Tightener, Ground Rod, Lead-in Strip, Hook-up Wire, Soldered Lead-in Wire, Lead-in Strip, Solid Copper Lead-in Wire, Lead-in Strip, Hook-up Wire.

The Complete Line From One Source
M. M. FLERON & SON, Inc.
 TRENTON, NEW JERSEY

MADE RIGHT—PRICED RIGHT—ALL RIGHT



TOM THUMB

PENTODE RADIOS

MODELS IN FOUR, FIVE AND SIX TUBES CABINET OR CHASSIS

CLOCK MODEL—P45
 6 Tube
 3—235 1—247
 1—224 1—280

Embodying all the latest features. Pentode—variable mu—full-vision dial.

Write immediately for prices and available territory.

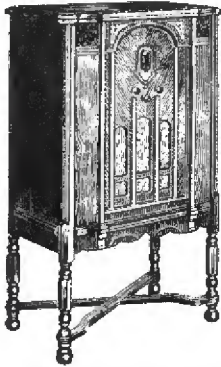


MODEL—P25
 4 Tube

AUTOMATIC RADIO MFG. CO.
 112 Canal St. CABLE ADDRESS: "AUTRAM" Boston, Mass.

Read this Good News and Cheer!

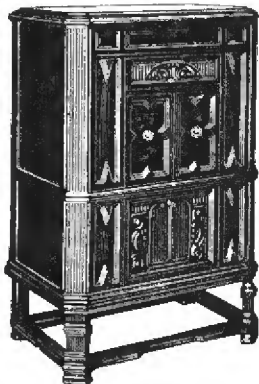
The New De Luxe Line That
Carries a BIG Profit!



\$157 Model R-50, 10-tube De Luxe Super-Heterodyne with Pentode and Super-Control Radiotrons and all the features of the Synchronized Tone System. Beautiful walnut cabinet in new hand-rubbed wax lacquer finish. Two RCA-247, one UX-280, one UX-224, three UY-227, three RCA-235 Radiotrons.



\$178 Model R-55. Same chassis as Model R-50, including the Synchronized Tone System. Slightly taller, with door cabinet in same hand-rubbed wax lacquer finish. An exquisite radio set in every detail of design and of performance.



\$350 Model RAE-59. The sensation of the season. 10-tube De Luxe Super-Heterodyne with the new Synchronized Tone System. New-type electrically reproducing phonograph that plays new Victor Program Transcriptions, which give four times as much music from a single 10-inch record. New automatic record changer that takes 10 ten-inch records, old type or new. Home recording with broadcast studio type microphone. Noise-free tone—even a new type of needle! See it—and sell it!

Look into the Back!

For workmanship! For visible proof of value! For these 10 points of the RCA Victor Synchronized Tone System without which no radio can be called up-to-the-minute!

- 1 Super-efficient RCA Victor Super-Heterodyne circuit.
- 2 New RCA Victor Pentode tube with push-pull amplification.
- 3 Shock-proof, rubber mounted chassis.
- 4 Continuous band-pass variable tone control.
- 5 Over-size electro-dynamic speaker.
- 6 Noise eliminating power transformer.
- 7 New RCA Victor automatic volume leveler that corrects fading.
- 8 Three-point shielding (tubes, chassis, cable.)
- 9 Scientifically impregnated condensers.
- 10 Perfect acoustic Synchronization of chassis and cabinet.

Complete RCA Victor line—built around new 10-point Synchronized Tone System—at lowest prices in RCA Victor history—puts real profits back into radio!

Midget sets. Battery sets. Consoles. Phonograph combinations. A model for every market—a price for every purse.

Automatic volume control. Pentode. Super-control. Not one new feature—but ten—that make the revolutionary, new, Synchronized Tone System exclusive to RCA Victor!

There's an answer to every reputable dealer's selling situation in this new RCA Victor line. Prices that pull in buyers. Values that the eye can see.

The models shown here are just part of the story. Three De Luxe models that are a line-within-a-line. Other radios in a price range from \$37.50 to \$179. Other combinations from \$129.50 to \$995. All of them backed up by two great trademarks—RCA and Victor.

Get the whole story from your RCA Victor distributor—and be in position to make some money this fall. RCA Victor Company, Inc., Camden, N. J., U. S. A. A Radio Corporation of America Subsidiary.

RCA Victor

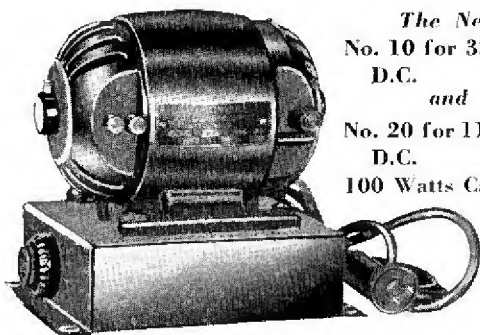


RADIOS

PHONOGRAPH COMBINATIONS

VICTOR RECORDS

Just Out . . . THE LATEST IN KATO KONVERTERS



The New
No. 10 for 32 Volts
D.C.
and
No. 20 for 110 volts
D.C.
100 Watts Capacity

A BALL BEARING, quiet running, Highly Economical Konverter which consumes less current than any Konverter made for 110 volt A.C. Radio Sets.

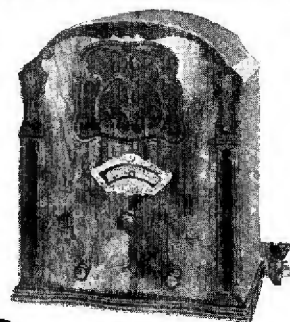
Performance Simply Wonderful

All Complete with cord, plug and receptacle
List Price Only \$49.50

Carried in stock at Lancaster, Pa., New York City, Seattle, Wash., San Francisco, Calif., and Mankato, Minn., for prompt shipment. Ask for folder—Also write for circular on Kato 110 Volt A.C. Electric Plants.

DEPT. R.
KATO ENGINEERING CO.
Mankato, Minn.

100% MORE EFFICIENT NEW LOW PRICES



200 TO 600 METERS
NEW ICA 1932
A.C. OR D.C. CURRENT

ENVOY

AND THE
I.C.A. Envoy Longfellow
200 TO 2000 METERS—A.C. OR D.C. CURRENT

Entirely new circuit, Pentode and Variable-Mu tubes, better tone, sharper tuning, cross station interference eliminated, tone control, phonograph switch, full volume dynamic speaker—everything that is new and better—all encased in a compact American walnut cabinet, 18 in. high by 15 in. by 9 in. With the Longfellow the turn of a knob switches you from intermediate to long wave.

SEND FOR NEW 44-PAGE FREE CATALOG

It pictures and describes the world's most complete line of radio and television sets, parts and accessories and quotes new low prices.

INSULINE CORPORATION
OF AMERICA

23-25 PARK PLACE NEW YORK CITY

SEARCHLIGHT SECTION

Continued on opposite page

POSITIONS WANTED

RADIO department manager, now employed, desires to make change. Capable taking charge sales, service and repairs. Excellent references. PW-146, Radio Retailing, Bell Telephone Bldg., St. Louis, Mo.

SALESMAN AVAILABLE

SALES—Would like to associate with firm needing executive salesman with broad selling experience in electrical, radio field. Previous connections district sales manager, developing territory, establishing jobbers. Traveled greater part of country; especially acquainted with New England, Eastern, South Atlantic trade. Character and integrity of the highest, past record open to most minute inspection. Age 40, Christian. Prefer connection in air conditioning-refrigeration industry. SA-152, Radio Retailing, Tenth Ave. at 36th St., New York.

WANTED

WOULD buy cash job lots electric refrigerators: must be reputable make, in original packing boxes, with 50-cycle motor or without any; four, five or seven cu.ft.; state quantity and price f.o.b. cars New York. Write W-149, Radio Retailing, Tenth Ave. at 36th St., New York.

FOR SALE

Crosley Icyball Refrigerator
Slightly used. Very good condition. Consists of upright cabinet, door on side and unit. Donald Brown, Morrice, Michigan.

REPRESENTATIVES WANTED

A fast-moving, extremely low-priced, quality midget receiver. Using new pentode and screen grid tubes.

Write for full details and territorial rights.

RW-151, Radio Retailing
Tenth Ave. at 36th St., New York City

SELL PORTABLE

Talkie Sound-on-Film

To Theatres, Schools,
Churches, Clubs

Write for manufacturers' prices on Soundheads, Photocells, Optical Systems, Rectifiers, Amplifiers, Horns, Faders, Synchronous Motors, Projectors, Lamp-houses, Screens, Microphones, etc.

Dept. RR—S.O.S. CORP.
1600 Broadway, New York City
Cable Address "SOSOUND"

SERVICE

Power Packs, all types, repaired and built at inviting prices.
Transformers, for every type circuit, wound to specifications.

ALL WORK GUARANTEED—SERVICE
Public Address Units, Sound Equipment
Centralized Radio Hotel Units, Sound
Trucks built to specifications.

ANGEL RADIO CO., 3203 N. North Ave., Chicago, Ill.

Electrical RECORDINGS MADE TO ORDER

24 Hour Service. Finest Quality new metal alloy recordings: for Announcements; Public Address Sound Trucks Advertising, Etc. Low cost, long life, light weight, unbreakable records: all sizes. Write for details: ROYAL RECORDING & FILM STUDIOS, Dept R. 661 N. Michigan Ave., CHICAGO.

BUYERS

in the market look here for what they need. Advertise your surplus equipment and turn it into CASH.

Address:

Searchlight Department
Tenth Ave. at 36th St., N. Y.

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch\$7.50
2 to 3 inches..... 7.25 an inch
4 to 7 inches..... 7.00 an inch
Rates for larger spaces, or yearly rates, on request.
An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

**Radio Dealers!
Radio Service Men!**

New Low Prices
Guaranteed Replacement Condenser Blocks and Transformers

Atwater-Kent 37 Cond. Block with chokes	Net \$3.95
Atwater-Kent 37 Power Transformer	2.95
Atwater-Kent 40 Pack Complete	6.50
Zenith ZE9, Stewart-Warner, Mohawk Blocks	3.45
Majestic "B" Eliminator Cond. Block	2.95
Electrolytic Condenser, 2 Anode	2.10
Electrolytic Condenser, 3 Anode	2.75

Hard-to-get parts—We have them
Send us your repair work for estimate
Write for our **FREE CATALOGUE**

Grant Radio Laboratories
6519 South Halsted St., Chicago, Ill.

SPECIAL NOTICE:

To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

New Low Prices
Rebuilt—Tested and Fully Guaranteed

NATIONALLY ADVERTISED VACUUM CLEANERS

Premier-Bevac	\$ 6.25
Royal-Universal	
Western Electric	8.75
Hamilton Beach	
Eureka	10.25
Hoover	12.50
Premier Duplex	13.50

All cleaners equipped with new cords, new bags, new brushes. Look and function like new. Sold on 10 day money back approval plan.
20% with order, balance C.O.D.

Empire State Tube & Electric Co.
303 Fourth Ave., N. Y. City, N. Y.

IF YOU do not find what you want in the Searchlight Section of **RADIO RETAILING** then advertise for it!

RT-1

WAIT! UNTIL YOU HAVE SEEN—



THE AIREX CO., Inc., 67-R CORTLANDT ST., NEW YORK, N. Y.

RADIO JOBBERS—



Thousands of Radio Bargains Every Item a Special

Special Replacement Part Issue

—Dealers—Servicemen
Here is your **FREE Copy** Of Our Latest **WHOLESALE RADIO CATALOG**
Don't Wait!—Write Today!

Dixon Radio & Electric Corp.
110-112 East 23rd St., New York, N. Y., U. S. A.
Cable Code for Catalog "BARCAT"
Cable Address "DIXRAD" New York

GUARANTEED—ARMOUR RADIO TUBES

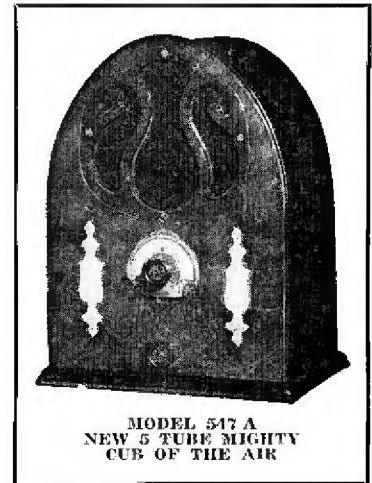
Type	Price	Type	Price	Type	Price	Type	Price
280	.35	112A	.45	235 Vari Mu	.75	171A	.35
201A		245		551 Vari Mu		224	.50
227		199X		247 Pentode		250	1.10
226		199V		401 Kellog Type		230	.75
281	236	282 Sparton Type	231				
222	1.10	237	232				
210		238					

20% with order, balance C.O.D. 2% for full remittance.

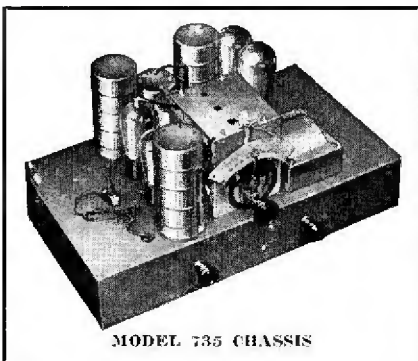
KUCKER RADIO AND ELECTRIC COMPANY, 67 CORTLANDT STREET NEW YORK CITY, N. Y.

A RADIO CHASSIS FOR EVERY PURPOSE AT NEW LOWER PRICES

DEWALD PENTODE SUPER SERIES 1932 LICENSED UNDER R. C. A. PATENTS



MODEL 547 A
NEW 5 TUBE MIGHTY
CUB OF THE AIR



MODEL 735 CHASSIS

MODEL 735 Pentode Variable-Mu Super Het chassis. Same chassis with 8 tubes—Model 746 M. For A.C. current.	MODEL 535 Pentode 5-tube Super-Tuned radio frequency, Variable-Mu chassis of tremendous power. For A.C. current.	MODEL 637 Pentode 6-tube direct current chassis; employs all heater type tubes and provides for wide variation of line circuit.	MODEL 547 A Pentode 5-tube Super-Tuned radio frequency, Variable-Mu. The mighty "Cub" of the Air. For A.C. current.
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Write today for new 1932 circular illustrating and describing the entire line of DeWald Receivers, which you can merchandise at a profit.

PIERCE-AIRO, Inc. 510 Sixth Ave. New York City
MANUFACTURERS OF FINE RADIO SETS FOR TEN YEARS



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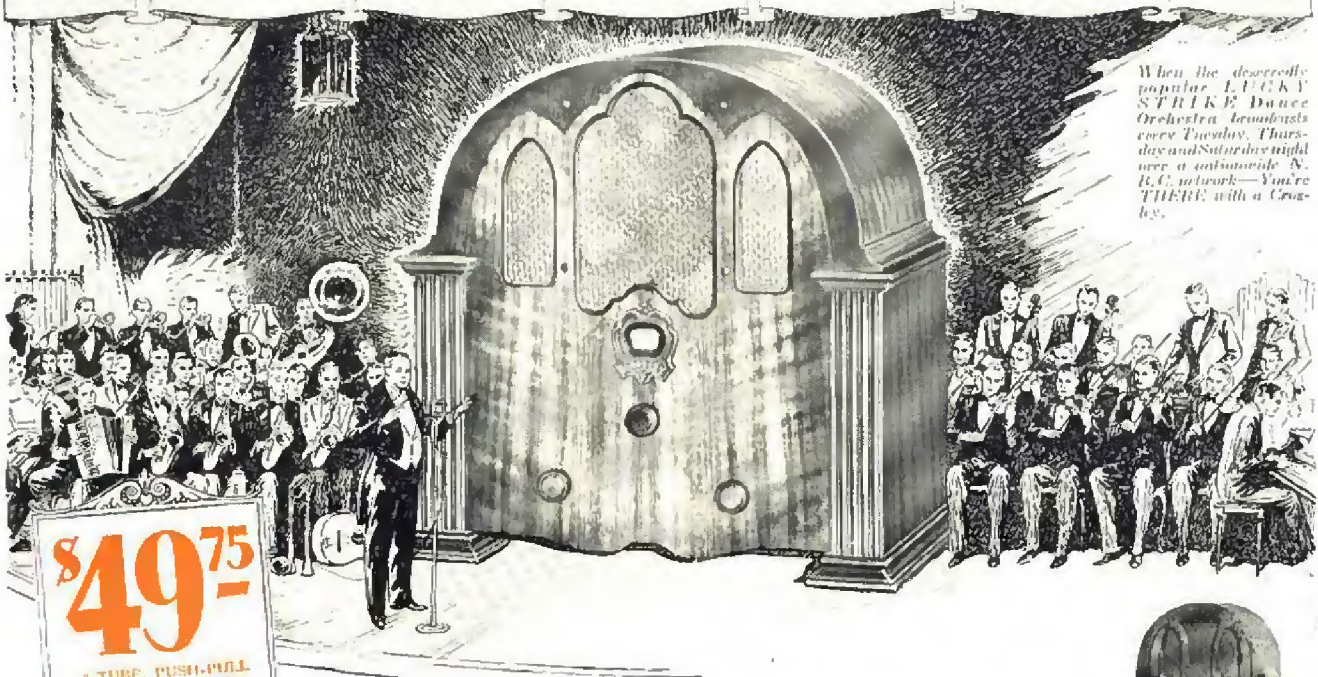
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YOU'RE THERE WITH A CROSLLEY



When the deservedly popular LUCKY STRIKE Dance Orchestra accompanies every Tuesday, Thursday and Saturday night over a nationwide N. B. C. network—You're THERE with a Crosley.

\$49⁷⁵
 8-TUBE, PUSH-PULL
 PENTODE OUTPUT
 SUPERHETERODYNE
 COMPLETE
 WITH TUBES

The Crosley PLAYBOY

An especially designed all wood tube or unmet model, 17 inches high. Latest type Crosley full floating moving coil dynamic speaker. Embodies all the new Crosley features. Never before such superlative radio performance at so low a price.

More than ten years of successful experience in the manufacture of radio receiving sets . . . enormous manufacturing facilities . . . the use of economical straight line quality production methods . . . an engineering department which, through its constant reception tests of the broadcasting from "the Nation's Station"—WJW, its sister station WSAI, and its short wave station WBNM, is able to design radio receiving sets of greatly superior selectivity, sensitivity and tone quality . . . these enable Crosley to offer these new 8-tube push-pull Pentode, variable Mu, Superheterodyne receivers and the new LITFELLA, a 5-tube Pentode-output variable Mu compact model Superheterodyne, all incorporating the latest Crosley full floating moving coil dynamic speakers, in cabinets of outstanding beauty . . . at prices lower than ever before conceived of for such superlative radio receivers.

The five larger Crosley receivers shown here are priced complete with eight tubes . . . two type 47 Pentode tubes connected in push-pull in the output stage, two type 35 or 51 variable Mu tubes in the radio frequency and intermediate radio frequency stages, one type 21 Screen Grid tube, two type 27 tubes, and one type 30 rectifier tube. Other features are continuous (stepless) variable static and tone control, illuminated hairline shadow dial with vernier drive, combined volume control and on-off switch. These new Crosley radio receivers offer the greatest values in the radio world today. See your Crosley distributor NOW—or write the factory direct.

THE CROSLLEY RADIO CORPORATION
 POWELL CROSLLEY, Jr., President
 Home of "the Nation's Station"—WJW
 CINCINNATI
 (Montana, Wyoming, Colorado, New Mexico and west,
 prices slightly higher)



The Crosley LITFELLA

The new Crosley LITFELLA, a 5-tube Pentode model SUPERHETERODYNE radio receiver incorporating latest features—Pentode output, Variable Mu tubes, full floating moving coil dynamic speaker and other Crosley features.

\$36³⁶ Complete With Tubes



The Crosley PLAYTIME

Here it is! A dream come true! A grandfather type A. C. electric full clock incorporating the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne radio receiver and Crosley Auditorium size, full floating moving coil dynamic speaker. The same A. C. home current connection operates both clock and radio.

\$95 Complete With 8 Tubes

NOTE THESE CROSLLEY FEATURES

- 8 Every CROSLLEY radio receiver shown here incorporates the new CROSLLEY 8-tube chassis with its unusual features—many exclusive.
- SUPER HET The chassis used in every CROSLLEY radio receiver shown, employs the well known and thoroughly proved SUPERHETERODYNE circuit.
- P Two PENTODE tubes, connected in push-pull, in the output stage are an exclusive CROSLLEY feature offered in sets at these prices.
- M Variable Mu tubes in the radio frequency and intermediate frequency stages eliminate the necessity for a local and distance switch.
- Variable tone control delivers brilliant, bright, mellow or deep reproduction, smoothly graduated and blended to the individual ear.

Then—Note These CROSLLEY Prices



The Crosley CALIBRO

A magnificent cabinet of rare beauty, full forty inches high, housing the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne chassis and newest Crosley full floating moving coil dynamic speaker. All new Crosley features are incorporated.

\$65 Complete With 8 Tubes



The Crosley MERRY MAKER

Another forty inch model of unusually attractive design and sound construction housing the new Crosley 8 tube push-pull Pentode, variable Mu, Superheterodyne chassis plus the new type Crosley Auditorium size full floating moving coil dynamic speaker.

\$75 Complete With 8 Tubes



The Crosley ANNOUNCER

One of the most beautiful ever outside models. Stands forty-two inches high. Incorporates the new Crosley 8 tube push-pull Pentode, variable Mu, Superheterodyne chassis plus the new type Crosley Auditorium size full floating moving coil dynamic speaker.

\$85 Complete With 8 Tubes

CROSLLEY RADIO

Is Your Set Selling Job Twice As Hard As It Should Be?

*Unknown Tubes
in the Sockets
Mean Time and
Effort Wasted*



DOES SET SELLING take up an unusual amount of your time? Do you have to go into a long explanation of the kind of tubes that are in the set? Is it difficult to convince the customer that these tubes will give the kind of reception he expects from his new receiver? This is usually the case when sets are equipped with tubes of unknown quality.



The buyers of to-day are more careful than the spendthrifts of the post-war era; they are looking for value for their money. Equip your sets with RCA Radiotrons — known to all who are interested in radio — and watch your radio set sales resistance drop. RCA Radiotrons *help sell* even the finest radio receiver. Insist that your distributor deliver your sets with RCA Radiotrons.

RCA RADIOTRON CO., INC. ~ HARRISON, N. J.

A Radio Corporation of America Subsidiary

RCA Radiotrons

THE HEART OF YOUR RADIO